Social Tools for Serious Science

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A historical perspective
Change and Disruption

- The music industry was first worst fears not confirmed
- providing a product very many people want is in fact quite sustainable
- The Web changed discovery and delivery
More Change and Disruption

- Blogging changed how we communicated
- Professional media organizations still exist
- A service that gives people what they want is a quite sustainable business model
- The Web changed engagement
Social Networks

Opportunities for discovery

Opportunities for building relationships
From consumer to provider

• Can we bring tools and user experience from other parts of the web to scholarly communication?
• People expect to easily share and discover music and photos, why not academic papers?
Leveraging the Web requires an open infrastructure

- HTML: open standard
- TCP/IP: open standard
- Wordpress: open source, open API
- Twitter: open source, open API
- Mendeley: open API
Connecting researchers

Import

Search

Write

Read
Annotate
Organize
Install Mendeley Desktop

Mendeley extracts research data...

Collecting rich signals from domain experts.

...and aggregates research data in the cloud.
Read papers + keep track of notes
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Research field: Biological Sciences - Cellular Biology
Adult Stem Cell Research, Bone Biology, Statistical Analysis, Cancer, single molecule analytical techniques

Publications

Journal Article (6)

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http://ieeexplore.ieee.org/lpdocs/epic03/wrapper.htm?arnumber=5458296
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http://www.ncbi.nlm.nih.gov/pubmed/17...

http://www.ncbi.nlm.nih.gov/pubmed/15...
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Sjúrður Hammer

Anyone here working with or with an interest in environmental pollution. Send me a message if you want to be added to a private group I set up

Like · Comment · 23rd November, 2012

Sjúrður Hammer added a document to this group

The Origin of Life

Like · 22nd November, 2012

Sjúrður Hammer and a new review:

http://www.nature.com/nature/journal/v491/n7425/full/491524a.html

22nd November

Sjúrður Hammer added a document to this group

Fishing Down Marine Food Webs

Like · 22nd November, 2012

Sjúrður Hammer this paper has since it’s publication in Nature in 1998 received widespread attention, triggering a large science debate.

All the texts that should be read by students in biological sciences at least once a paper, you have to write why you think this paper is a classic. Thanks for sharing regardless.
New forms of discovery

• Mendeley Suggest
  – personalized recommendations based on reading history
• related articles
  – relatedness based on document similarity
• recommender frameworks
  – implement recommendations as a service
• third-party recommender services
  – serve niche audiences
What would people build if they could get the data?

- Impact Story – get credit for all your work
- PLOS ALM – article-level metrics for papers
- Plum Analytics – bespoke analytics for libraries
- Altmetric.com – altmetrics for publishers. (from Digital Science/NPG)
MENDELEY

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THANK YOU!

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