

The first academic visibility meeting at our university was held on March 28, 2024, in the conference hall of the Etlik National Will Campus. The meeting highlighted that the academic world is a highly competitive environment, making it more important than ever for researchers' work to be recognized. Academic visibility is defined as the degree to which a researcher's work is known and recognized by other academics, and it is a crucial factor directly impacting the impact of research and the researcher's career development. In this context, practical demonstrations were given on how researchers can add their information and publications to ORCID, Google Scholar, Web of Science, SCOPUS, and the AYBÜ Academic Data Management System, and how to establish connections for automatic data transfer between these databases. To assess the progress of these activities, a meeting was held on May 16, 2024, with the unit academic visibility coordinators to review the progress.

In line with this information, the following dataset outlines what needs to be done to make the processes for increasing academic visibility more understandable.

1. It is important for researchers to add academic biographies of 100-300 words in both Turkish and English to their academic profiles (AVESIS, etc.) to facilitate quick access to information about them and their fields of study. Furthermore, it is crucial for them to update their CV information in the identity & profile section of their AVESIS (avesis.aybu.edu.tr) pages in both Turkish and English.
2. On the AVESIS page [Researcher ID](#) they must be defined in the system.
3. When citing author information in articles, books, and other academic publications, the following points should be considered:
 - * Only the first letter of the first and last name should be capitalized. Writing the last name entirely in capital letters causes errors for researchers and citation software when converting uppercase letters to lowercase (e.g., I-I/i) for references that require lowercase letters.
 - * Academic and professional titles (Prof. Dr., Assoc. Prof. Dr., Dr. Lecturer, Research Assistant) should not be mentioned in the studies.
 - * Please use the corporate email address (@aybu.edu.tr); do not enter personal email addresses such as Gmail, Yahoo, etc.
 - * The university from which the institution received payment during the publication's preparation process should be specified. A second institution can be added if possible. However, failure to mention the name of the university from which payment was received will result in a loss for that university in the rankings.
 - * The corporate identity should be written in accordance with the article's language, as indicated in the example, and the University's ROR ID information (www.ror.org) should be included if possible.
 - * Publications must include ORCID (International Unique Researcher Number) information.
4. Today, researchers have the opportunity to reach a wide audience through digital platforms (ORCID, WoS, SCOPUS, YÖKSİS, etc.). Online profiles represent researchers' identities and

work, and are a critical tool for potential collaborations, funding opportunities, and other academic partnerships. Online author profiles containing up-to-date and accurate information enhance the researcher's reputation, provide accurate and current information about their work, and enable their research to reach a wider audience.

5. **ORCID (Open Researcher and Contributor ID):**ORCID Unique Researcher Identity is a system that assigns a unique identification number to researchers. This identification number helps securely identify researchers' work and contributions. ORCID profiles provide a platform that displays researchers' publications, projects, awards, and other academic achievements. It is recommended that information on ORCID pages be kept up-to-date and publication lists be made "Publicly Available".

* An ORCID researcher account can be obtained free of charge:<https://orcid.org/signin>

* The broadcast list can be made public by selecting "Account Settings/Visibility/Everyone".

* If a researcher grants "Authorize Access" permission on the page that opens after selecting a data source such as Crossref or DataCite from the "Studies/Add/Search and Link" option, publications containing their DOI will be automatically transferred to the ORCID page as they are added to these databases.

* If publications have a DOI number, you can find them by entering your DOI number in the search box on the page that opens using the "Studies/Add/Search and Link/Crossref Metadata Search" option, and you can add them individually by clicking the "Add to ORCID" icon.

6. It is important that academic studies are also supported by "rich metadata". In this regard, the following points can be considered:

* Books, articles, and other publications should be published in journals and publishing houses that assign a DOI. Studies without a DOI do not achieve sufficient visibility.

* If available, the DOI information of the sources used (books, book chapters, articles, etc.) must be included in the bibliography. Publication and citation matching is done via DOI.

* The study is based on the "Sustainable Development Goals" (<https://turkiye.un.org/tr/sdgs>) If the publication supports one of these goals, this can be appropriately indicated in the text. Authors can also tag the publication's development goal in their academic profiles (AVESIS, etc.).

7. Academic studies can be made accessible in academic archives, provided that copyright restrictions are observed.

* If the study is open access or the publisher has allowed access to the full text in the institutional archive, it can be made accessible by adding it to academic data management systems (AVESIS, etc.).

* If the study is open access, it can be accessed through the YOK Academic portal.<https://akademik.yok.gov.tr> can be made accessible.

8. **Web of Science Researcher ID:** The WoS Researcher ID is a unique researcher identifier that links a researcher to their publications in the Web of Science database.

Web of Science Group products (Web of Science, InCites, EndNote) use Researcher ID to match researchers across products and eliminate ambiguity.

Adding ORCID to the Researcher ID page facilitates matching with the researcher's publications. This enables information transfer between ORCID and WoS.

9. **SCOPUS Author ID:** The Scopus Author ID is an identification system offered by Elsevier. It creates a unique identifier for researchers, allowing them to track their publications, citations, and research activity. The Scopus ID makes researchers' work more visible and accessible, making it easier for other academics and collaborators to find them. A Scopus registration cannot be created by the researcher; it is automatically generated for authors with publications within the Scopus database. To find your Scopus ID, you can access the Scopus website and search using your name and other information. <https://www.scopus.com/search/form.uri?display=basic#author>

Scopus ID allows you to track a researcher's publications, citation counts, and other metrics. This is used to evaluate the impact and performance of academics and researchers. Scopus can be integrated with ORCID (Open Researcher and Contributor ID). This allows the researcher's Scopus ID and ORCID profiles to be linked, helping to synchronize data.

10. **Google ScholarID:** A Google Scholar ID is a writer's unique Google Scholar identifier. Google Scholar is a platform where researchers can find and track their scientific articles and works. When you register for Google Scholar, the system assigns an ID. This ID makes it easy to find your profile. The Google Scholar ID can be seen in your profile's URL. The combination of letters and numbers after the "user=" section in the URL is the researcher's Google Scholar ID.

To create a researcher profile on Google Scholar, you don't need to use an institutional email address (such as .edu). However, using an institutional email address can increase the credibility of your profile and make it more trustworthy to other researchers. To create an account and add publications... <https://scholar.google.com> Login is required from this address. If a corporate email address (edu.tr) was added after registration, a verification email will be sent. The account must be verified by following the instructions in the email.

To automatically add publications to your Google Scholar profile, you can follow these steps:

Go to the Google Scholar website and sign in with your Google account.

- * Go to your profile by clicking your profile icon or the menu in the upper right corner.
- * On your profile page, edit your profile settings by clicking the pencil icon in the upper right corner or the "Edit Profile" button.
- * Click the "Add Article" option in your profile. Here you will see several options for adding your articles: Manual Addition: You can use this to add works one by one. Add by Author Name: You can use this to automatically find publications matching your name. To Automatically Add Publications: Using the "Add by Author Name" option, enter your name and allow Google Scholar to search for publications on your behalf. You can review and select the found publications and add them to your profile.
- * In your profile settings, under "Add articles" or a similar option, you can enable the option to automatically add publications to your profile. This setting allows Google Scholar to automatically add new publications to your profile for you by tracking your name.
- * After configuring your settings and making your selections, save the changes.

11. **YÖKSİS Researcher ID:** The YÖKSİS (Higher Education Information System) Researcher ID is a unique identification number used to identify academics working in higher education

institutions in Turkey through YÖKSİS. The YÖKSİS Researcher ID can be obtained by logging into YÖKSİS, and other researcher IDs can also be added here. <https://yoksis.yok.gov.tr/>

Thus, publications automatically found from WoS, Scopus, TR Dizin, and DergiPark based on ORCID or Name and Surname are listed on the "Automatically Found" page, allowing researchers to select and add their publications to the system, eliminating the hassle of manual data entry.

12. In academic databases such as WoS and SCOPUS, if errors are detected in the metadata of publications, corrections can be requested using the "Suggest Correction" form located on the relevant article page.

13. The AVESİS system, used by universities, allows researchers to add their academic researcher profiles, find their publications in databases, and select and add them.

Example: <https://avesis.aybu.edu.tr>

14. Academic publications can be promoted on social media platforms by specifying the publication title and DOI number. Interactions related to publications can be tracked via the DOI.

15. **ACADEMIC VISIBILITY TRAINING VIDEOS – RESOURCES**

VIDEO RECORDING: "Practical Training on Academic Visibility Strategies", March 28, 2024, Etlik National Will Campus Conference Hall. <https://www.youtube.com/watch?v=gpcCWBPY5lo&t=4922s>

VIDEO RECORDING: "Academic Visibility Coordinators Meeting", May 16, 2024, Etlik National Will Campus Conference Hall. <https://www.youtube.com/watch?v=IRMDs5d2gNg>

PDF: "Academic Visibility Guide: Keeping Online Author Profiles Up-to-Date" <https://dergipark.org.tr/tr/pub/tetkik/issue/83990/1471067>