

# Academics and social media: the good, the bad and the ugly

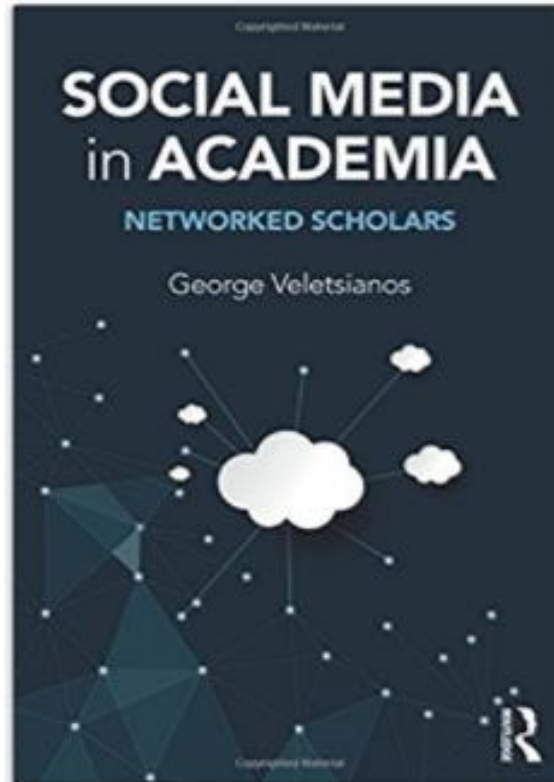
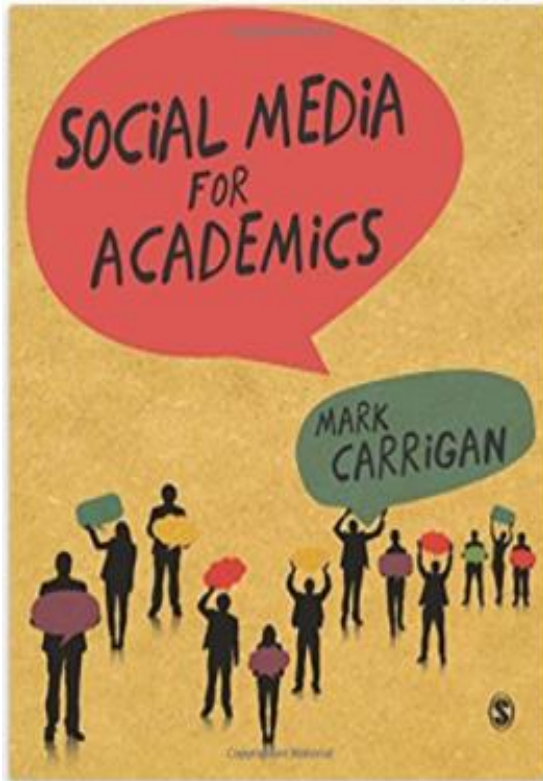
Claire Choong & Catherine Sherwood

LRS Seminar

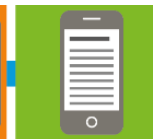
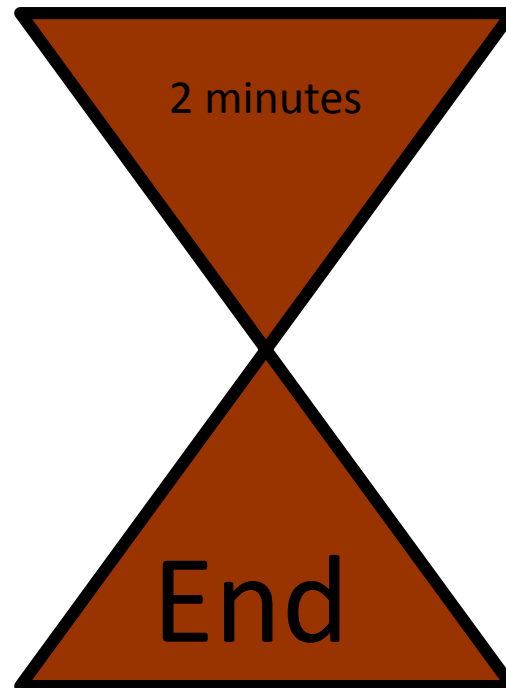
3<sup>rd</sup> July 2018



# Background



# What do you think about academics using social media? **GOOD** / **BAD**

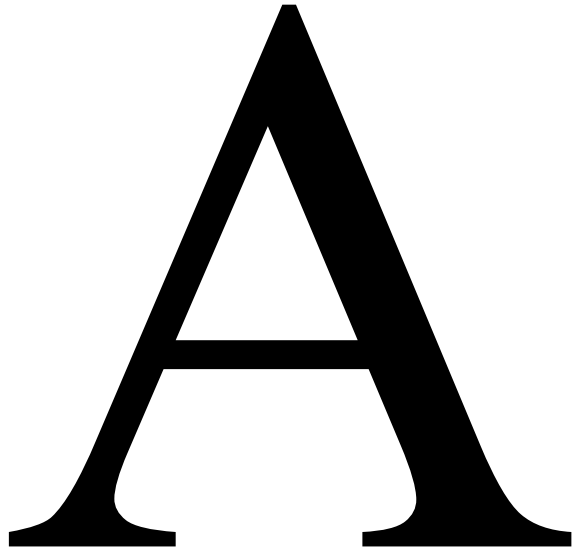


# How do academics use social media?





# The 'big' sites



<https://www.academia.edu/>



<https://www.researchgate.net/>



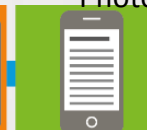
[Other social media sites...](#)



# The good

- Dissemination/sharing research
- Increased citations
- Collaboration with other researchers
- Networking
- Building their profile (and the profile of their institution)
- More diverse academic voices
- Greater engagement with society
- Building [digital capabilities](#)

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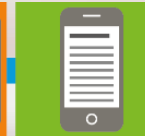
# The bad – legal and ethical issues

“Academia is the easiest way to share papers with millions of people across the world for free.”



Illegal sharing of published versions of articles under the banner of “open access”

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# The ugly – deceit and predation

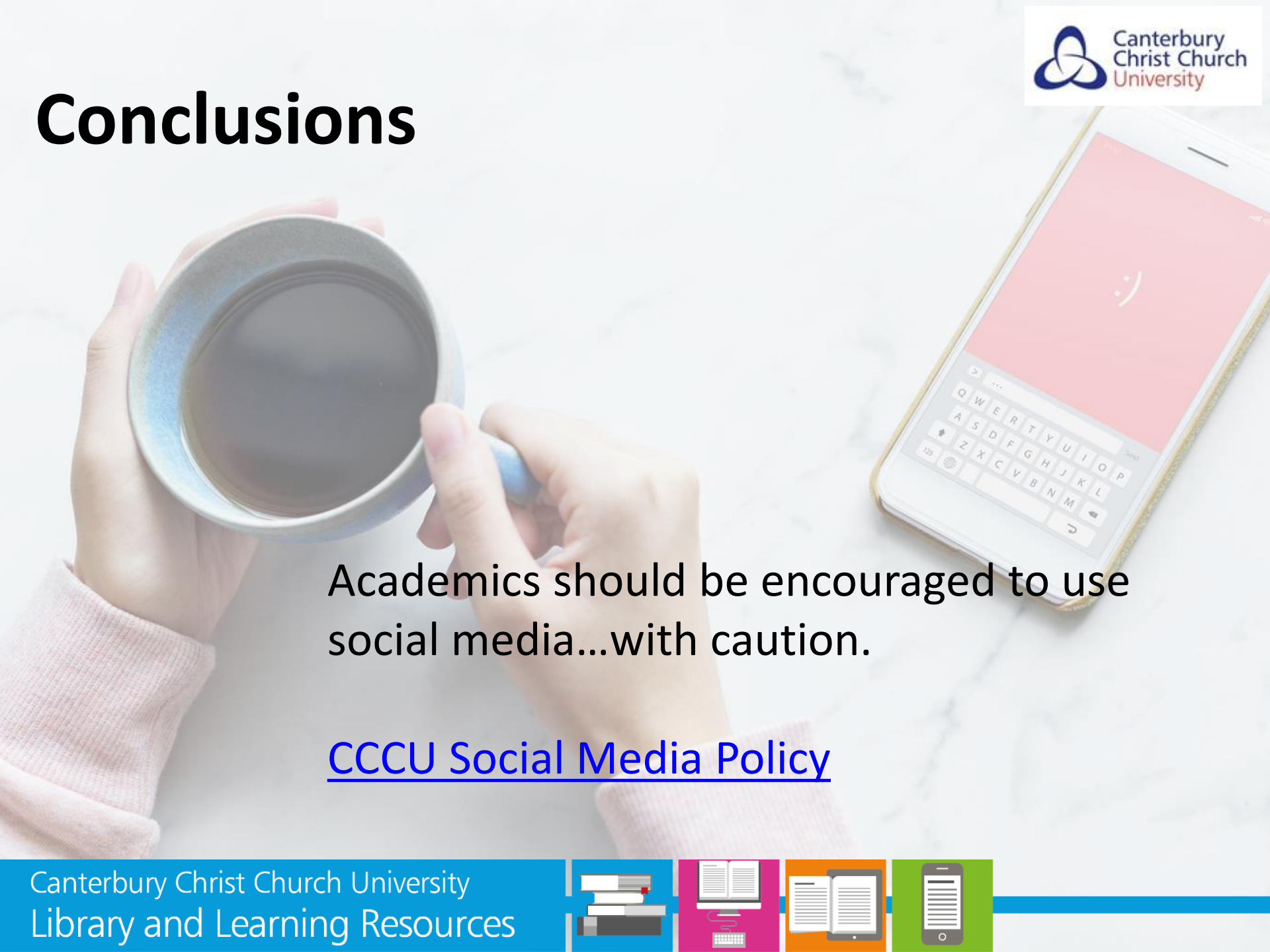
- Not true open access – ‘open access’ on their terms
- Sharing on academic social media does not meet funders’ policies
- Academics used as commodities by social media companies (see also Facebook)

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# Conclusions



Academics should be encouraged to use social media...with caution.

[CCCU Social Media Policy](#)



# Bibliography

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