

11-19-2013

## Getting Found - Using social media to build your research profile

Julia Gross  
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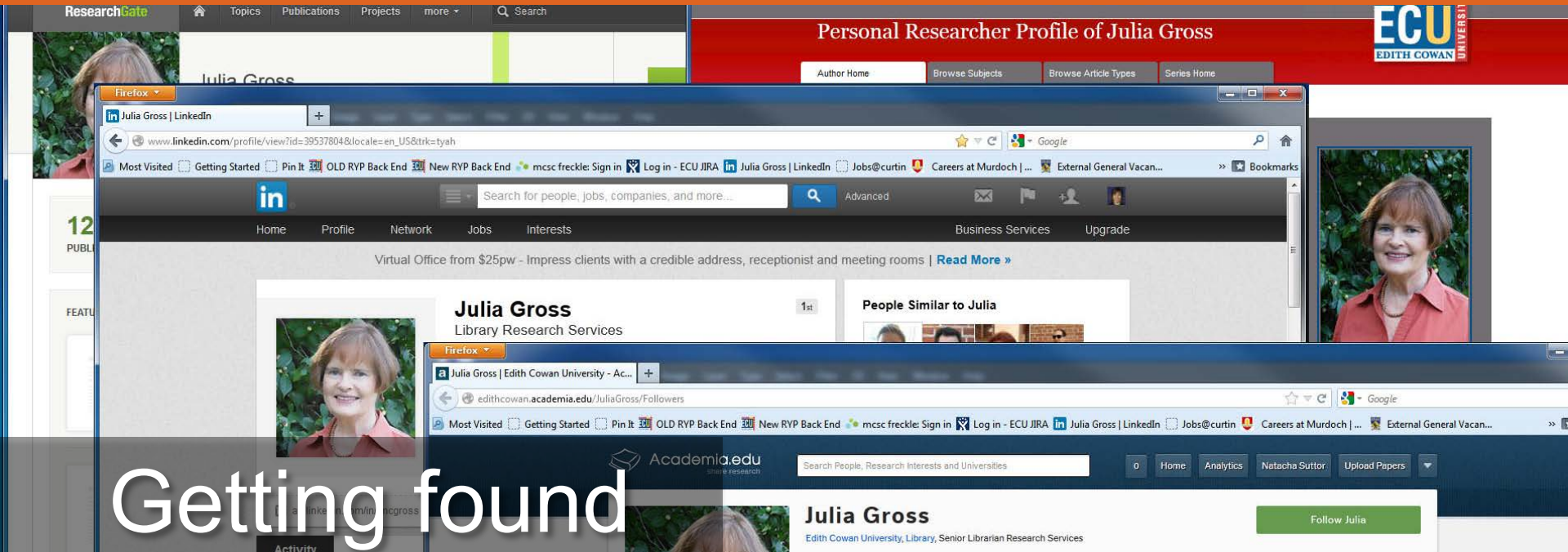
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'Presented at the ECU Research Week 2013, 16th to 20th September 2013'  
This Article is posted at Research Online.  
<https://ro.ecu.edu.au/creswk/60>



Getting found

Using social media to build your research profile

Julia Gross, ECU Research Services Librarian

Natacha Suttor, ECU Senior Online Marketing Coordinator

# ECU Staff Profile

Where: Faculty & School

Who: Permanent & Fixed Term staff

How: Faculty Web Developer (on request from org. unit)

The screenshot shows the ECU University website header with navigation links: About ECU, Future Students, Research, and Community. A search bar and the time in Perth (1:52pm) are also visible. The main heading is 'School of Business'. Below it, a breadcrumb trail reads: ECU Home > Schools > School of Business > Staff > Professors. The profile is for 'Professor Ross Dowling OAM', Program Director MBA and Cross Disciplinary. It includes contact details: Telephone (61 8) 6304 5891, Mobile 0419 930 987, Email r.dowling@ecu.edu.au, Campus Joondalup, and Room J02 333. A portrait of Professor Dowling is shown. A sidebar on the left lists navigation options: Overview, About, Study areas, News and events, Research activity, Accreditations and alliances, Facilities, Staff (highlighted), and Contact. Below the profile, a bio states: 'Professor Ross Dowling is the Foundation Professor of Tourism in the Faculty of Business and Law. Ross is the Program Director MBA and Cross Disciplinary Studies.' It also lists 'Current teaching' (TSM3104 - Cruise Ship Tourism, TSM3107 - Ecotourism, BUS3700 - Business Study Tour) and a 'Background' section mentioning his international speaking and consulting work.

This block compares two search methods. On the left, a 'Web Search' results page shows a search for 'ross dowling' with 227 results. A red box highlights the profile of 'Professor Ross Dowling OAM' in the 'Professors' section of the 'School of Business'. On the right, the 'Staff Directory' shows a search for 'ross dowling' with 12 results. It displays a detailed profile for 'Professor Ross DOWLING', including his title as 'Foundation Professor of Tourism', contact information, and a list of departments he is associated with.

vs

Staff Directory

Contact Info: [www.ecu.edu.au](http://www.ecu.edu.au)



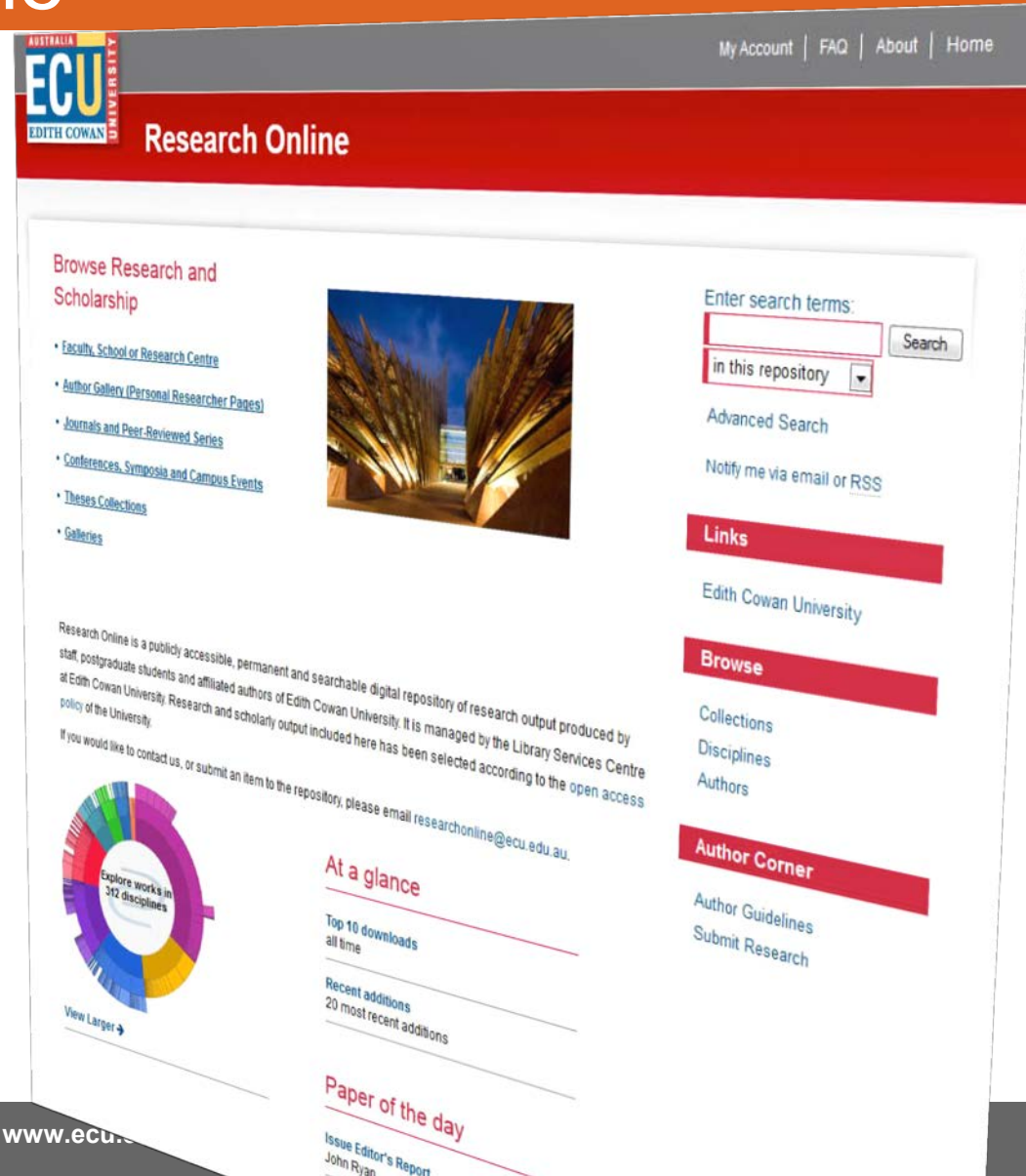
# ECU Research Online

What: Profile with links to research publications

Where: Research Online

Who: ECU Researchers and HDR students

How: Library will set up





# ECU Researcher Profiles

- Share your work with colleagues
- Link your research outputs to your Personal Researcher Profile

The screenshot displays the 'Personal Researcher Profile of Craig Valli' on the ECU website. The profile includes a header with the ECU logo and navigation tabs for 'Author Home', 'Browse Subjects', 'Browse Article Types', and 'Series Home'. A bio states: 'Craig has over 25 years experience in the IT Industry and consults to industry and government on network security and digital forensics issues. His main research and consultancy is focussed on securing networks and critical infrastructures, detection of network borne threats and forensic analysis of cyber security incidents. Craig is a Fellow of the Australian Computer Society.' Below this is an 'Articles' section with three entries, each with a PDF icon: 1. 'Eavesdropping on the Smart Grid' (with Andrew Woodward, Clinton Carpena, Peter Hannay, Murray Brand, Reino Karvinen, and Christopher Holme), Australian Digital Forensics Conference (2012). 2. 'Understanding the Vulnerabilities in Wi-Fi and the Impact on its Use in CCTV Systems' (with Michael Coole and Andrew Woodward), Australian Security and Intelligence Conference (2012). 3. 'A Threat to Cyber Resilience: A Malware Rebirthing Botnet' (with Murray Brand and Andrew Woodward), International Cyber Resilience conference (2011). To the right of the articles is a portrait of Craig Valli. Below the portrait is a 'Join My Mailing List' section with an 'Enter email here' field and a 'Sign Up' button. At the bottom right, it identifies him as 'Craig Valli, Edith Cowan University, Director, ECU Security Research Institute'. A 'Search the Site' bar is visible at the very bottom.

**Personal Researcher Profile of Craig Valli**

Author Home Browse Subjects Browse Article Types Series Home

Craig has over 25 years experience in the IT Industry and consults to industry and government on network security and digital forensics issues. His main research and consultancy is focussed on securing networks and critical infrastructures, detection of network borne threats and forensic analysis of cyber security incidents. Craig is a Fellow of the Australian Computer Society.

**Articles**

- Eavesdropping on the Smart Grid** (with Andrew Woodward, Clinton Carpena, Peter Hannay, Murray Brand, Reino Karvinen, and Christopher Holme), Australian Digital Forensics Conference (2012)  
An in-situ deployment of smart grid technology, from meters through to access points and wider...
- Understanding the Vulnerabilities in Wi-Fi and the Impact on its Use in CCTV Systems** (with Michael Coole and Andrew Woodward), Australian Security and Intelligence Conference (2012)  
Modern surveillance devices are increasingly being taken off private networks and placed onto networks connected...
- A Threat to Cyber Resilience: A Malware Rebirthing Botnet** (with Murray Brand and Andrew Woodward), International Cyber Resilience conference (2011)  
This paper presents a threat to cyber resilience in the form of a conceptual model...

**A Threat to Cyber Resilience : A Malware Rebirthing Botnet** (with Murray Brand and Andrew Woodward), ECU Publications 2011 (2011)  
This paper presents a threat to cyber resilience in the form of a conceptual model...

**Backtrack in the Outback - A Preliminary Report on Cyber Security Events** (with Andrew Woodward), Publications 2011 (2011)  
The authors were involved in... over 15 large...

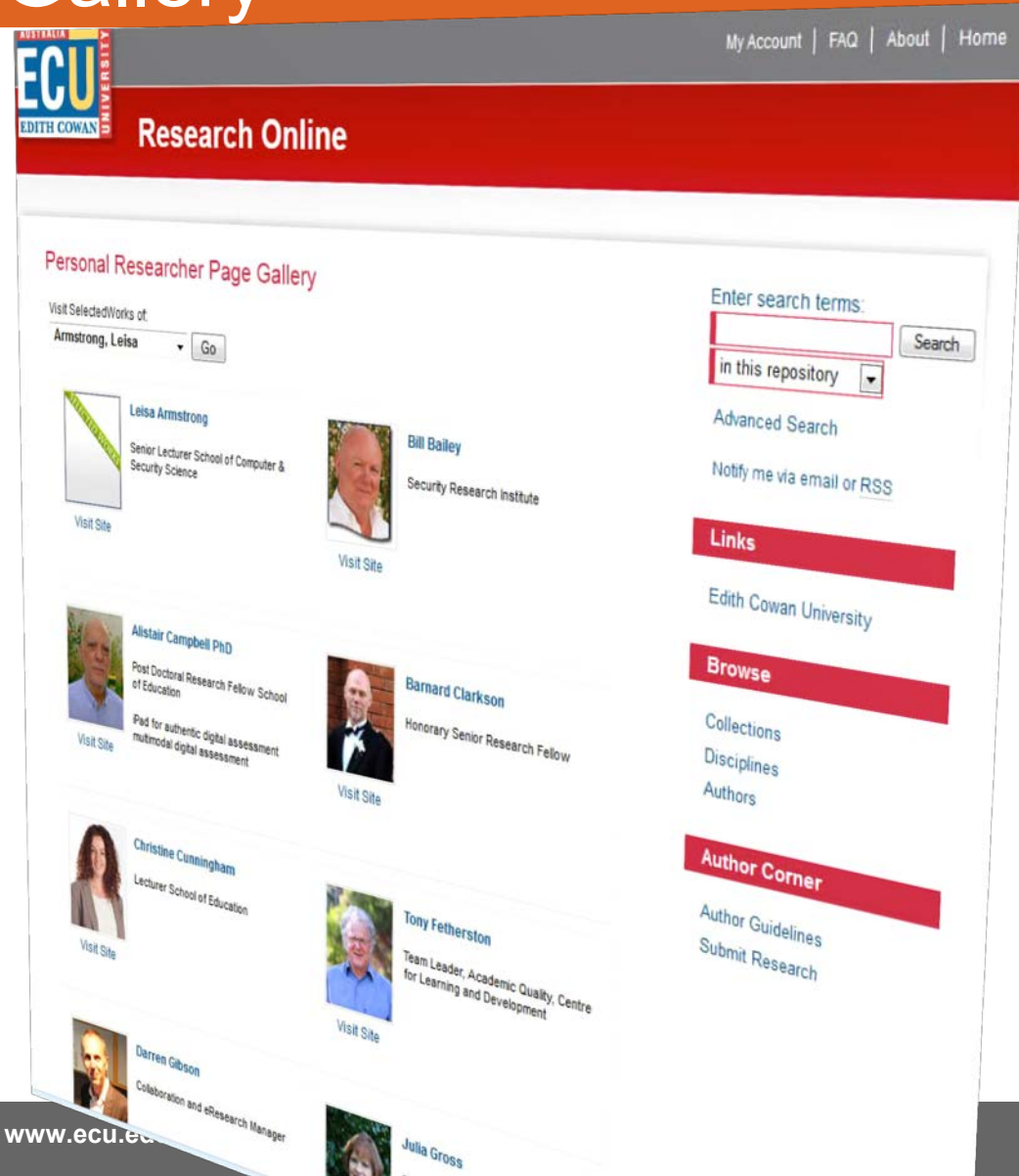
**Join My Mailing List**  
Enter email here Sign Up

**Craig Valli**  
Edith Cowan University  
Director, ECU Security Research Institute

Search the Site

# Researcher Profiles Gallery

- ECU Personal Researcher Profiles
- ECU branding
- Links to Research Online
- Researcher can edit
- Unique URL
- Download reports



# LinkedIn

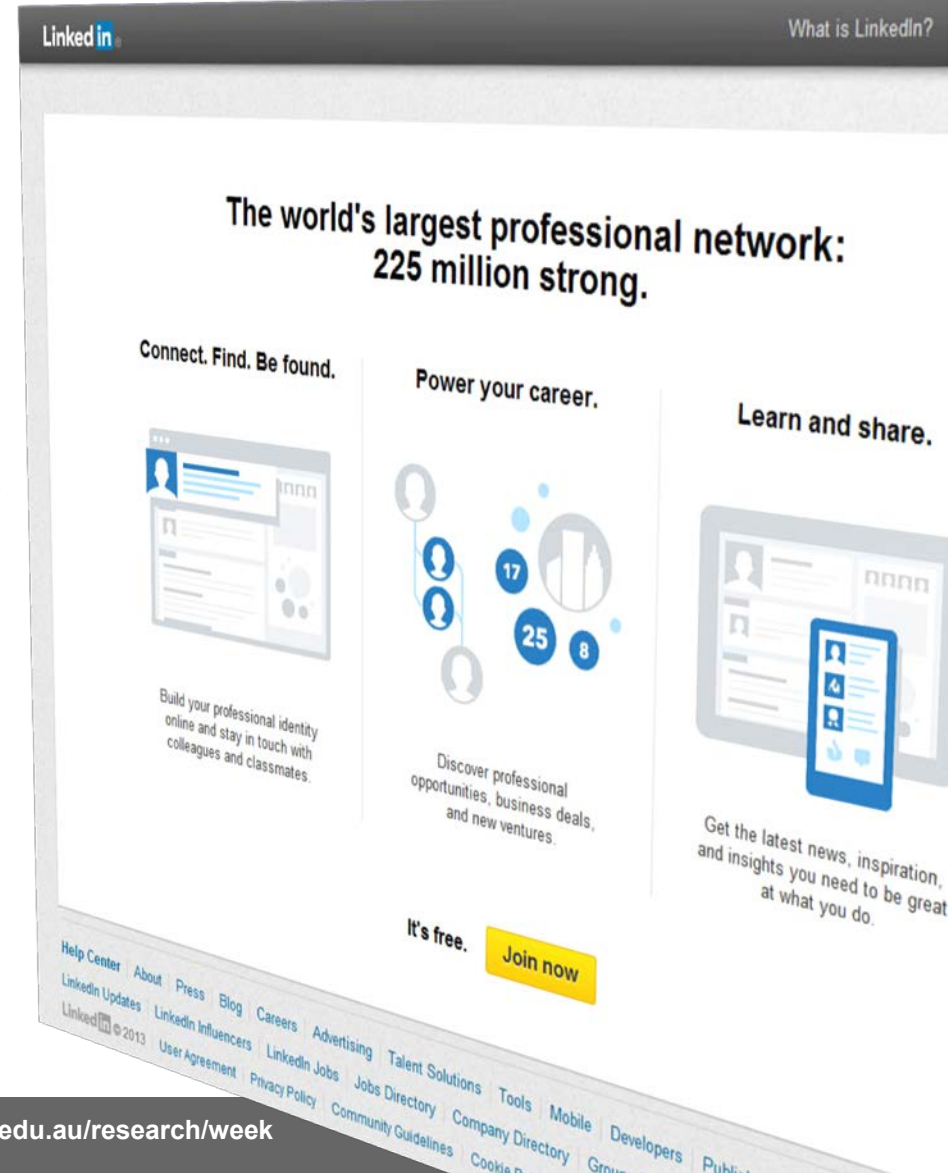
## [LinkedIn.com](http://LinkedIn.com)

Professional Network.

- 225 million members
- Across 147 industries
- Over 200 countries and territories
- 2 new members join every second\*

Australia:

- ~4.3 million members



As at September 2013, except \*: as at February 2013

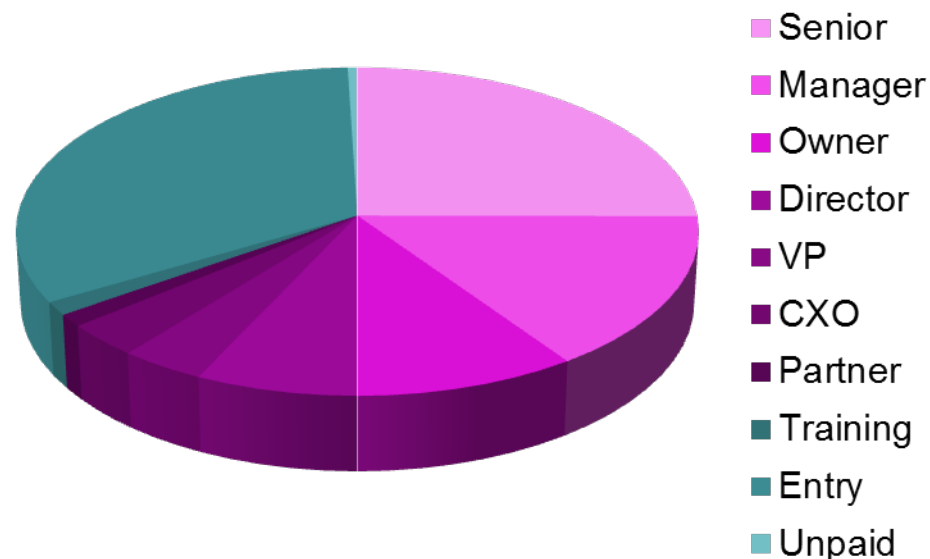


# LinkedIn Users

Seniority Levels on LinkedIn (January 2013)

## Professional/Industry focus

- Connect directly with:
  - Colleagues and peers (beyond Researcher to Researcher (R2R) or Academic to Academic (A2A) focus)
  - people practicing in the industry/field/function you are researching
- Connect indirectly:
  - Join LinkedIn group(s) catering to the industry/field/function you are researching
  - Follow Companies
  - Follow Universities



A list of the 147 industries: [ellipticalpointofview.com/2013/08/29/what-industries-are-on-linkedin](http://ellipticalpointofview.com/2013/08/29/what-industries-are-on-linkedin) and advanced search results in locations (Anywhere, AU, WA)

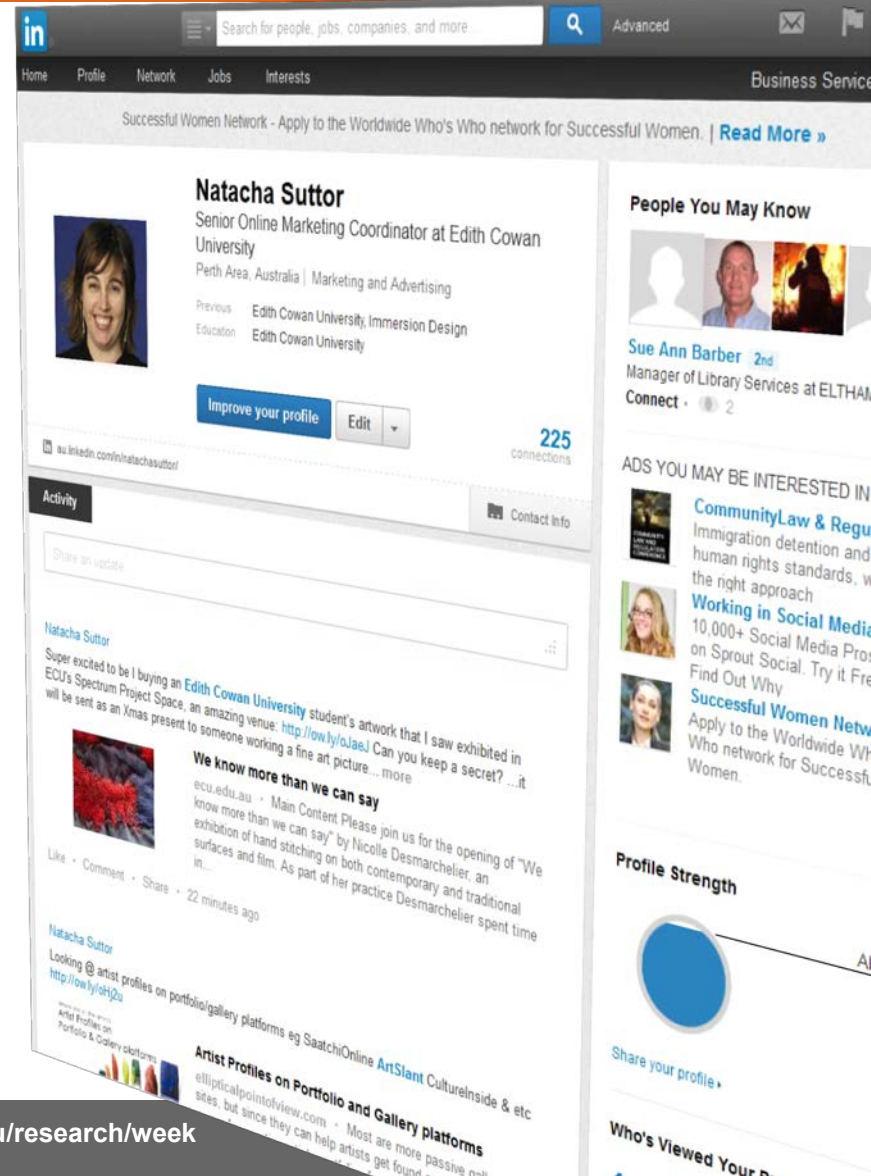
Visualising data from the post above as ratios of representation for industries in each location [ellipticalpointofview.com/2013/09/03/ratios-of-linkedin-profiles-by-industry-for-locations-anywhere-australia-western-australia](http://ellipticalpointofview.com/2013/09/03/ratios-of-linkedin-profiles-by-industry-for-locations-anywhere-australia-western-australia)

# Your LinkedIn Profile

## What (abbreviated)?

- Activity Updates (~Facebook status update)
- Experience (Employment history by position)\*
- Key projects you have been involved in
- Publications
- Patents
- Education\*, Certifications, Test Scores, Languages
- Honors [sic] & Awards
- Recommendations (e.g. equivalent to a reference)
- Skills & expertise (You can add skills, people can endorse you for those and other skills)

**Profile visibility:** Your [public profile](#) appears in search results for Google, Bing and other search engines. Your [full profile](#) is viewable to signed in LinkedIn members.

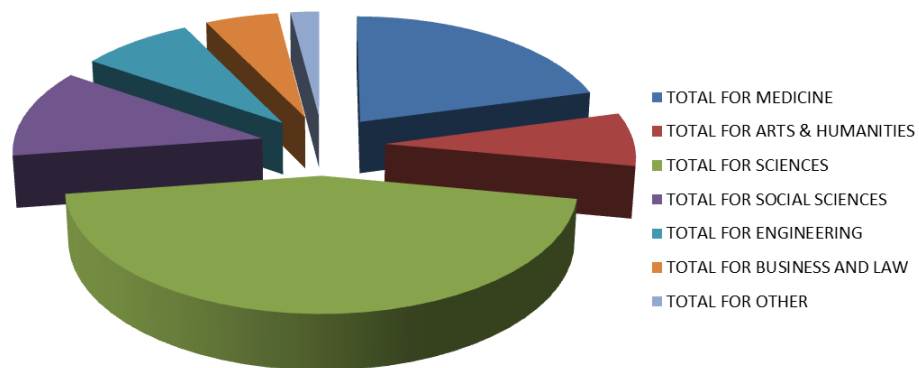


# Researcher Social Media Platforms

## Discipline Representation

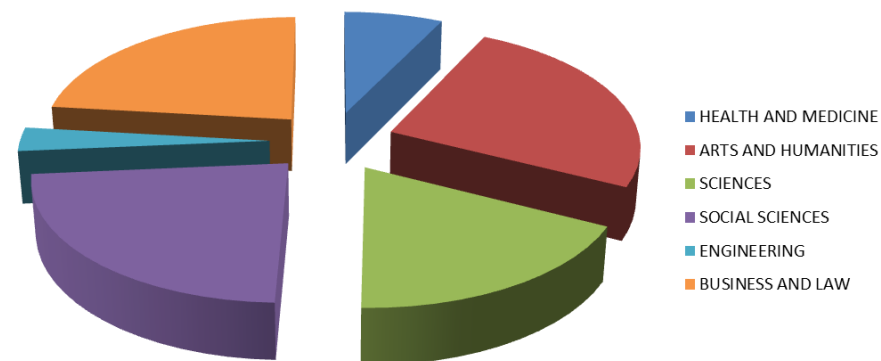
### ResearchGate

Total memberships in Research Gate for each discipline category



### Academia.edu

Discipline category breakdown of ECU membership in Academia.edu

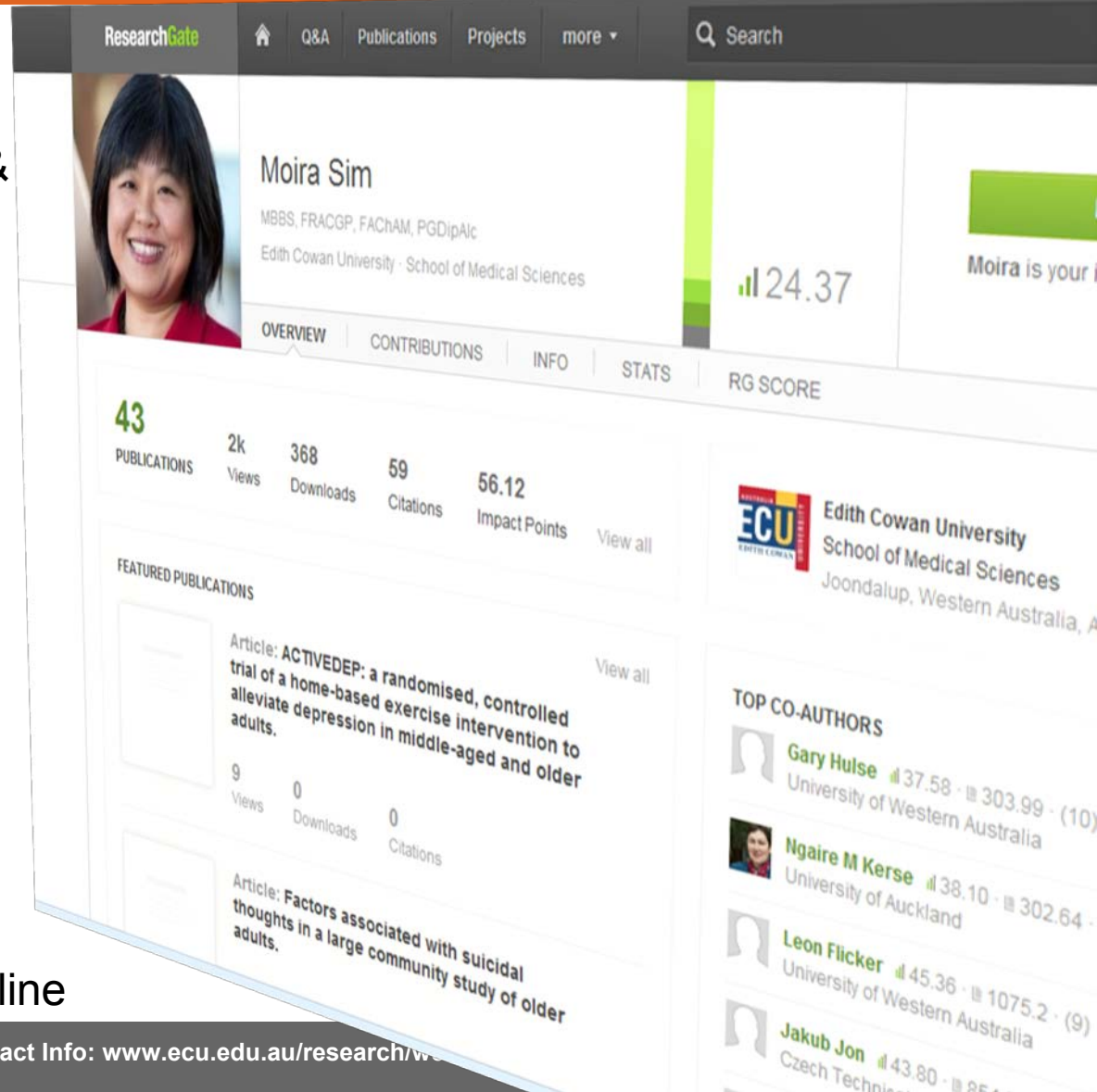


# ResearchGate

## ResearchGate.net

Platform dedicated to science & research. Connect, collaborate, discover publications, jobs & conferences.

- 2.8 Million members
- 131 countries
- 469 ECU members
- Strengths in Sciences
- Social, collaborative
- Can upload PDFs
- Copyright ambiguities?
- Cannot link to Research Online



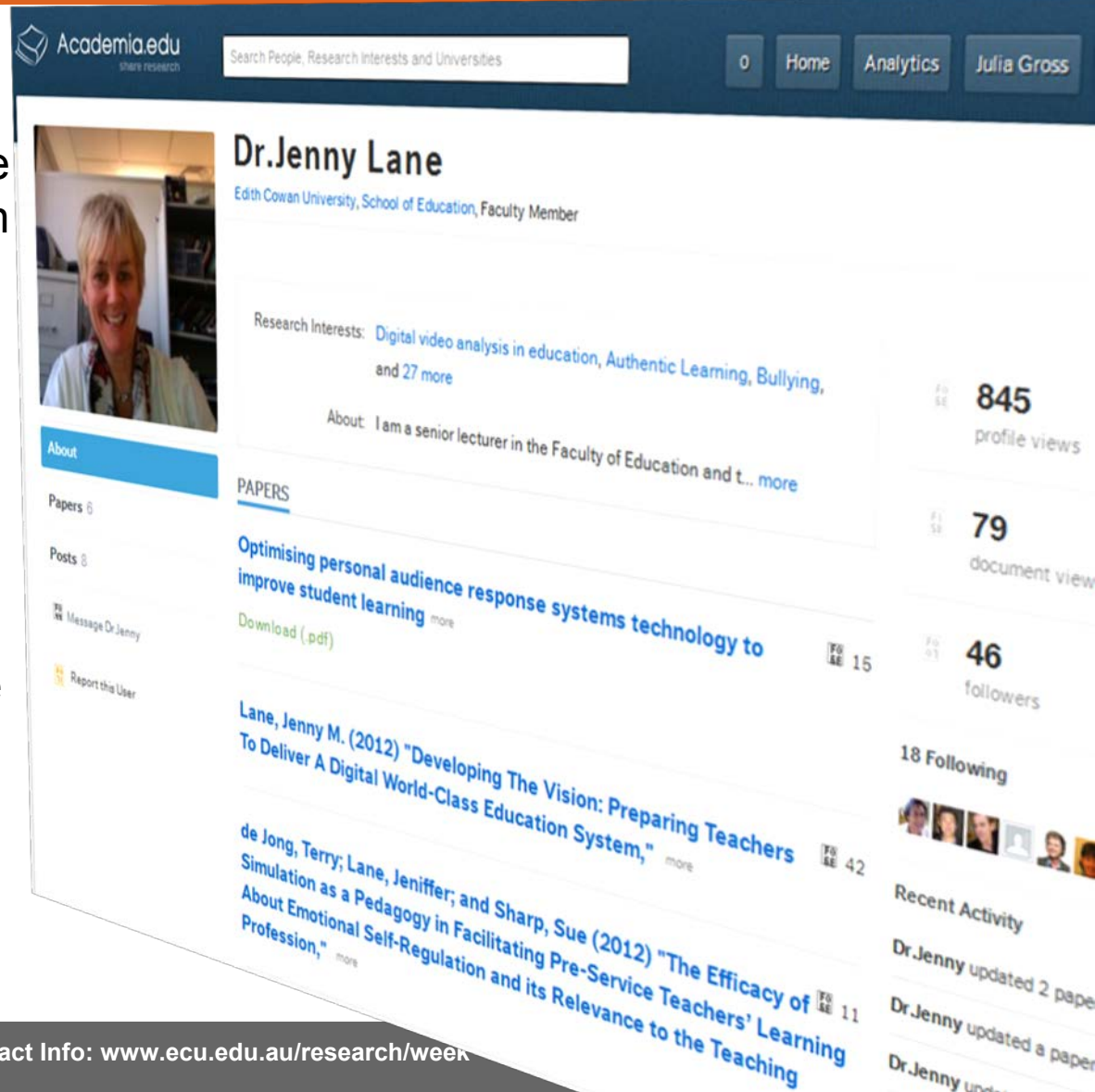


# Academia.edu

## Academia.edu

Platform for academics to share research and track the research of academics they follow.

- 2.5+ million Users
- 257+ users ECU
- Across all disciplines
- Social, collaborative
- Can link to Research Online



# Google Scholar Citations

## [scholar.google.com](http://scholar.google.com)

- Is profile site
- Not a social media site
- Across all disciplines
- Links to Google Scholar
- Links to Research Online
- Personal Researcher Profiles
- Links to ECU Library

The screenshot shows a Google Scholar profile for Craig Valli. It includes a profile picture, a title 'Professor of Digital Forensics, Director - Security Research Institute, Edith Cowan University', and a list of research interests: 'Digital Forensics - Network Security - Cyber Security - Critical Infrastructure Security - Network Honeypots'. It also mentions 'Verified email at ecu.edu.au' and a 'Homepage' link. Below this is a 'Citation indices' table and a 'Citations to my articles' bar chart. The table shows 195 citations, an h-index of 7, and an i10-index of 2. The bar chart shows a steady increase in citations from 2002 to 2013. Below the chart is a list of articles with their titles, authors, and publication years. To the right of the profile are links for 'Search Authors', 'My Citations - Help', 'Follow this author', 'Co-authors', and 'View all co-authors'.

**Craig Valli**  
Professor of Digital Forensics, Director - Security Research Institute, Edith Cowan University  
Digital Forensics - Network Security - Cyber Security - Critical Infrastructure Security - Network Honeypots  
Verified email at ecu.edu.au  
Homepage

Citation indices		
	All	Since 2008
Citations	195	140
h-index	7	7
i10-index	2	2

**Citations to my articles**

Bar chart showing citations from 2002 to 2013. The y-axis ranges from 0 to 40. The x-axis shows years: 2002, 2004, 2007, 2010, 2013. The number of citations increases steadily over time, with a significant jump in 2013.

Title / Author	Year
Understanding the Vulnerabilities in Wi-Fi and the Impact on its Use in CCTV Systems M Coole, A Woodward, C Valli SRI Security Research Institute, Edith Cowan University, Perth, Western ...	2012
Eavesdropping on the Smart Grid C Valli, A Woodward, C Carpena, P Hannay, M Brand, R Karvinen, C Holme SRI Security Research Institute, Edith Cowan University, Perth, Western ...	2012
SSH-Somewhat Secure Host C Valli Cyberspace Safety and Security, 227-235	2012
Backtrack in the Outback-A Preliminary Report on Cyber Security Evaluation of Organisations in Western Australia C Valli, A Woodward, P Hannay Association of Digital Forensics, Security and Law	2012
A Threat to Cyber Resilience: A Malware Rebirthing Botnet M Brand, C Valli, A Woodward	2011

Search Authors  
My Citations - Help  
Follow this author  
Follow new articles  
Follow new citations  
Co-authors  
Andrew Woodward  
Murray Brand  
Peter Marshall  
Patricia A H Williams  
View all co-authors

## Make effective decisions about platforms

*Question: Are you looking to connect with People in Industry or Researcher to Researcher (R2R) or Academic to Academic (A2A)?*

Make effective decisions about the platform(s) you adopt, based on:

- **who** you want to connect with, and
- **what** you want to do on the platform
- No platform is **mutually exclusive**
- Each has different **strengths**
- Each has different **user demographics**

Find your audience where they naturally occur.

*Observe, be mindful of space and interact with respect.*





# Search Results

If being **found** is important...

...consider the aggregate picture when setting your priorities for adopting platforms...

e.g. Where is your profile on that platform likely to rank in search results for you?

## Legend

- ECU Staff Profile
- PDF on ECU Research Online
- ECU Research Online Profile
- LinkedIn Profile
- Academia.edu Profile
- ResearchGate.net Profile
- Google Scholar Profile

Contact Info: [www.ecu.edu.au/research/week](http://www.ecu.edu.au/research/week)

**Professor Craig Valli - Edith Cowan University**  
<https://www.ecu.edu.au/schools/computer-and-security/professor-craig-valli>  
 Craig is the Director of the ECU Security Research Institute and Professor (Digital Forensics) within the School of Computer and Security Science.

**Craig Valli - Australia | LinkedIn**  
[au.linkedin.com/pub/craig-valli/5/917/340](http://au.linkedin.com/pub/craig-valli/5/917/340)  
 Perth Area, Australia · Director of ECU Security Research Institute at Edith Cowan University  
 View Craig Valli's (Australia) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Craig Valli discover ...

**Interview with Professor Craig Valli & Cyber Security - Resilience**  
[www.youtube.com/watch?v=CR8d8pY1I](http://www.youtube.com/watch?v=CR8d8pY1I)  
 Aug 21, 2011 · Uploaded by MySecurityAustralia  
 Professor Valli discusses trends in cyber security and resilience. Message is a greater sense of urgency is ...



**Professor Craig Valli - School of Computer & Security Science, ECU**  
[www.youtube.com/watch?v=hbeAngoEQ](http://www.youtube.com/watch?v=hbeAngoEQ)  
 Sep 5, 2011 · Uploaded by MySecurityAustralia  
 Chris Cabbage interviews Craig Valli at the 2nd Secau Security Resilience conference in August at the Dutton ...



**Images for craig valli - Report images**



**Professor Craig Valli on Cyber Security on Vimeo**  
[vimeo.com/33066060](http://vimeo.com/33066060)  
 Apr 1, 2013  
 Edos International Public Policy Congress 2013 PUBLIC POLICY IMPACT WORKSHOP: Security Policy and ...



**Craig Valli - ResearchGate**  
[www.researchgate.net/profile/Craig\\_Valli](http://www.researchgate.net/profile/Craig_Valli)  
 Researcher · Craig Valli, Edith Cowan University, ECU Security Research Institute, Australia · Computer Security and Reliability, Parallel Computing and ...

**Craig Valli | Facebook**  
<https://www.facebook.com/craig.valli.1>  
 Craig Valli is on Facebook. Join Facebook to connect with Craig Valli and others you may know. Facebook gives people the power to share and makes the world ...

**Professor Craig Valli - Cyber Security in Government 2013**  
[www.cyber-security-conference.com.au/speakers.asp?sp=Valli](http://www.cyber-security-conference.com.au/speakers.asp?sp=Valli)  
 Professor Craig Valli, Director, ECU Security Research Institute · Craig has over 20 years experience in the IT industry and consults to industry and government ...

**Craig Valli | Edith Cowan University | Director, ECU Security**  
[www.brepress.com/craig\\_valli](http://www.brepress.com/craig_valli)  
 Craig has over 25 years experience in the IT industry and consults to industry and government on network security and digital forensics issues. His main ...

**Craig Valli - Google Scholar Citations**  
[scholar.google.com/citations?user=QooumMIAAAAJ&hl=en](http://scholar.google.com/citations?user=QooumMIAAAAJ&hl=en)  
 Professor of Digital Forensics, Director · Security Research Institute, Edith Cowan University · Verified email at ecu.edu.au  
 20+ items · Analysis of A Jones, C Valli, OS Dardick, I Suteland · 13 A Jones, C Valli, I Suteland, P Thomas · 2008

**Craig Valli - Google Scholar Citations**  
[scholar.google.com/citations?user=QooumMIAAAAJ&hl=en](http://scholar.google.com/citations?user=QooumMIAAAAJ&hl=en)  
 Professor of Digital Forensics, Director · Security Research Institute, Edith Cowan University · Verified email at ecu.edu.au  
 20+ items · Analysis of A Jones, C Valli, OS Dardick, I Suteland · 13 A Jones, C Valli, I Suteland, P Thomas · 2008

**Mr David Cook - Edith Cowan University**  
<https://www.ecu.edu.au/schools/computer-and-security/mr-david-cook>

David is a Lecturer in the School of Computer and Security Science and a member of the ECU Security Research Institute.

**Securing the Elderly - Research Online - Edith Cowan University**  
[ro.ecu.edu.au/cgi/viewcontent.cgi?article=1018&context=icr](http://ro.ecu.edu.au/cgi/viewcontent.cgi?article=1018&context=icr)  
 by DM Cook · 2011 · Cited by 1 · Related articles

Aug 2, 2011 · for Senior Novice Computer Users. David M. Cook, Edith Cowan University, Patryk Szewczyk, Edith Cowan University, Krishnun Sansurooah.

**Interview with Dr. David Cook on research on senior's use of ...**  
[www.youtube.com/watch?v=\\_wriVyrXSo](http://www.youtube.com/watch?v=_wriVyrXSo)  
 Mar 9, 2012 · Uploaded by MySecurityAustralia



Interview with Dr. David Cook about research conducted with seniors and use of computers. Through training ...

**David Cook's Ratings - Perth, WA, Edith Cowan University**  
[au.ratemyteachers.com/david-cook/112528-t](http://au.ratemyteachers.com/david-cook/112528-t)

Check out ratings, reviews, and comments about David Cook from Edith Cowan University in Perth, WA. Find out if David Cook is a good professor!

**David Cook - Australia | LinkedIn**  
[au.linkedin.com/pub/david-cook/9/208/812](http://au.linkedin.com/pub/david-cook/9/208/812)

Perth Area, Australia · ACS WA Branch Chair, Lecturer in Security - ECU, Researcher - ECUSRI Security Research Institute  
 David Cook's Overview: Current: ACS WA Branch Chair 2012 - 2013 at ACS; LECTURER in Security at Edith Cowan University, Researcher at ECUSRI Security ...

**members - Highgate Primary School**  
[www.highgateps.wa.edu.au/resources/2011-P-and-C-profile.pdf](http://www.highgateps.wa.edu.au/resources/2011-P-and-C-profile.pdf)  
 Edith Cowan University - so I'm also very keen about education. Feel free to call me on 0448 701 705 or email d.cook@ecu.edu.au. DAVID COOK.

**3rd Australian Counter Terrorism Conference Call for Papers**  
[conferences.secau.org/...ICFP-3rd-Australian-Counter-Terrorism-Conference](http://conferences.secau.org/...ICFP-3rd-Australian-Counter-Terrorism-Conference)  
 Conference Chair: Mr David Cook d.cook@ecu.edu.au · Edith Cowan University, Michael Crowley m.crowley@ecu.edu.au · Edith Cowan University.

**David Cook | Edith Cowan University - Academia.edu**  
[edithcowan.academia.edu/DavidCook](http://edithcowan.academia.edu/DavidCook)  
 Edith Cowan University · Faculty of Computing, Health and Science, Faculty Member. Follow David, Anthropology, Project Management, Information Security, ...

**David Cook - ResearchGate**  
[www.researchgate.net/profile/David\\_Cook16/](http://www.researchgate.net/profile/David_Cook16/)  
 Researcher · David Cook, Edith Cowan University, School of Science, Australia, Adult Education, Computer ...



## Don't discount the workload each profile brings

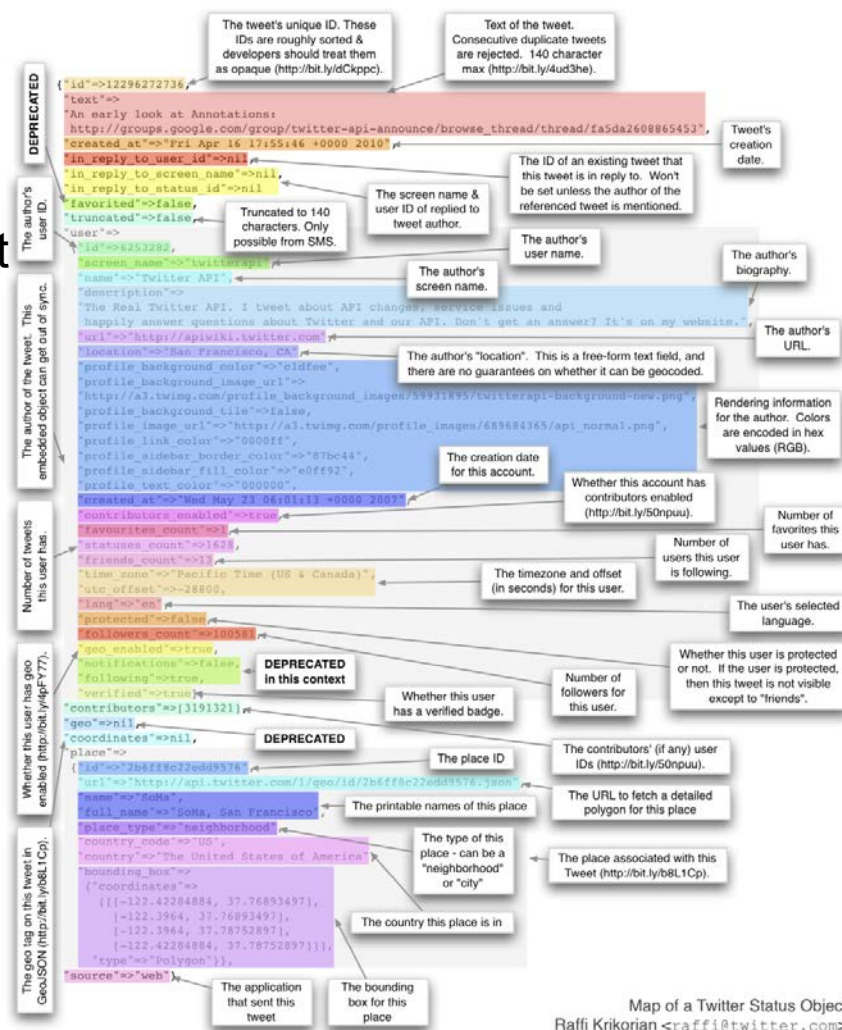


Expect to spend **at least** 15m – 45m on your profile **per week, per platform**, e.g.

- General day-to-day updates and interactions
- Fostering the connections and collaborations you are on the platform to develop
- Requirement updates each time your situation changes or you complete:
  - Projects
  - Publications
  - Activities
- Monitoring and participating in groups you are connected to

# Consider: Your digital footprint and your security online

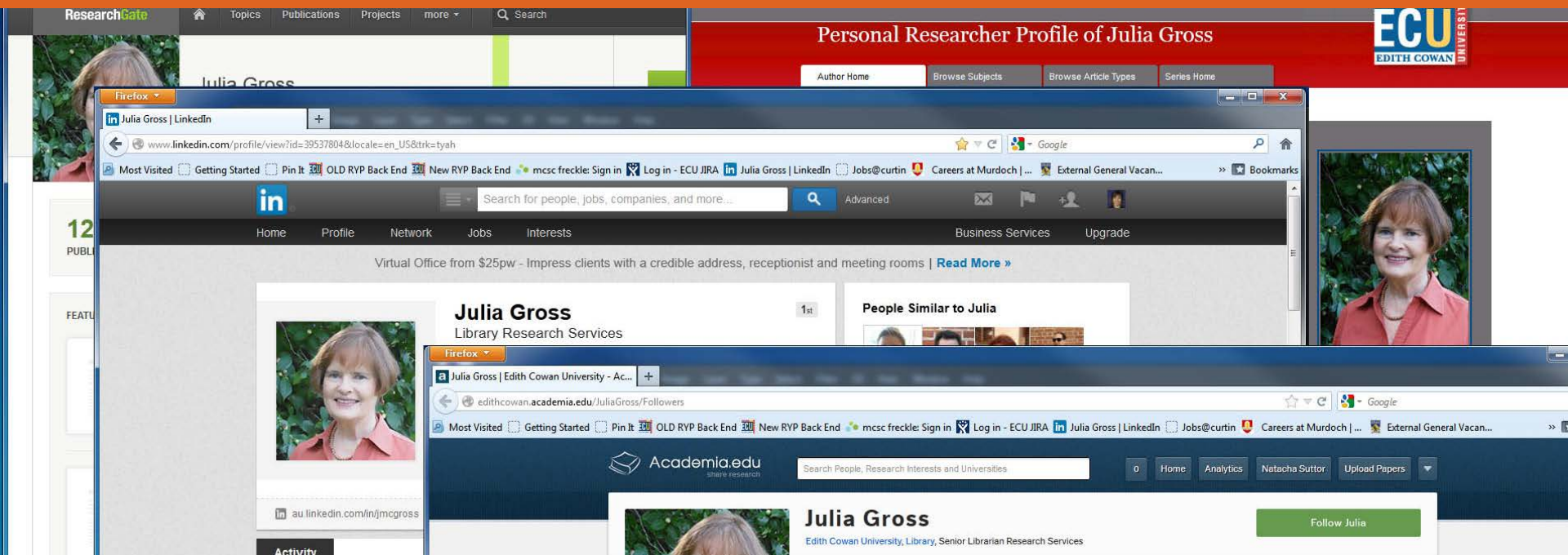
- Be careful what you put online, it's **permanent**
- Be **conservative** about your digital footprint
- You may be releasing **more** information about yourself than you realise (metadata leaks)
- People can **aggregate** this data over time to build a picture of you
- **Don't** share your home address, birthday, location, mobile phone/home phone
- Be **restrictive** about contact methods



# Comparison Chart

	LinkedIn	Academia.edu	ResearchGate	Google Scholar
<b>News Feed &amp; Alerts?</b>	✓	✓	✓	Alerts when you are cited
<b>Status Updates, Posts or Other?</b>	✓	✓ Post, Ask a Question	✓ Ask a Question	No
<b>Search?</b>	<ul style="list-style-type: none"> <li>• People</li> <li>• Groups</li> <li>• Companies</li> <li>• Universities</li> </ul>	<ul style="list-style-type: none"> <li>• People</li> <li>• Research Interests (aka Topics)</li> <li>• Universities</li> </ul>	<ul style="list-style-type: none"> <li>• People</li> <li>• Topics (aka Research Interests)</li> <li>• Research Centres &amp; Institutes</li> </ul>	<ul style="list-style-type: none"> <li>• People</li> <li>• Topics</li> </ul>
<b>Connect, join or follow?</b>	<ul style="list-style-type: none"> <li>• Connect with people</li> <li>• Join groups (Up to 50)</li> <li>• Follow companies</li> <li>• Follow universities</li> </ul>	<ul style="list-style-type: none"> <li>• Follow People</li> <li>• Follow Research Interests</li> </ul>	<ul style="list-style-type: none"> <li>• Follow People</li> <li>• Follow Topics</li> </ul>	<ul style="list-style-type: none"> <li>• Follow People</li> <li>• Follow Topics</li> </ul>
<b>Analytics?</b>	<ul style="list-style-type: none"> <li>• Profile views</li> <li>• Statistics for Groups (e.g. Demographics)</li> <li>• Statistics for Companies (e.g. Demographics)</li> <li>• Statistics for Universities (e.g. Alumni careers)</li> </ul>	<ul style="list-style-type: none"> <li>• Profile views</li> <li>• Document views</li> <li>• Number of followers</li> <li>• Google name searches</li> <li>• Views by country</li> </ul>	<ul style="list-style-type: none"> <li>• RG score</li> <li>• Document bookmarks</li> <li>• Quality research votes</li> <li>• Number of followers</li> </ul>	<ul style="list-style-type: none"> <li>• Google Scholar based citation metrics</li> <li>• h-index</li> <li>• i10-index</li> </ul>
<b>Add affiliation and research interests?</b>	✓	✓	✓	
<b>Upload CV, publications and contact information?</b>	✓ Publications Note: Can link to Research Online copy of publication	✓ Publications Note: Can link to Research Online copy of publication	✓ Publications Note: Must upload publisher's PDF of publication	✓ Manually or by searching for them Publications Note: Links to Find it at ECU library. Can link to Research Online copy of publication
<b>Include other social profiles (Facebook, Twitter, etc.)</b>	Post from LinkedIn to Twitter	Facebook, Google +	Facebook, Twitter	No
<b>Create summary of research project</b>	✓	✓	✓	No
<b>Special features</b>	<ul style="list-style-type: none"> <li>• Upload portfolio examples</li> <li>• Wordpress Publicize</li> <li>• Behance portfolio</li> </ul>			Can add co-authors if they are on Google Scholar too

# Who are we?



## Julia Gross, Senior Librarian

Library Services Centre (Research Services), Edith Cowan University

Where you can find me:

Research Online: [works.bepress.com/julia\\_gross](http://works.bepress.com/julia_gross)

LinkedIn: [au.linkedin.com/in/jmcgross](http://au.linkedin.com/in/jmcgross)

ResearchGate.net: [researchgate.net/profile/Julia\\_Gross3](http://researchgate.net/profile/Julia_Gross3)

Academia.edu: [edithcowan.academia.edu/JuliaGross](http://edithcowan.academia.edu/JuliaGross)

## Natacha Suttor, Senior Online Marketing Coordinator

Marketing and Communications Services Centre (Online Marketing Team), Edith Cowan University

Where you can find me:

Twitter: [www.twitter.com/natachasuttor](http://www.twitter.com/natachasuttor)

LinkedIn: [www.linkedin.com/in/natachasuttor](http://www.linkedin.com/in/natachasuttor)

Blog: [www.ellipticalpointofview.com](http://www.ellipticalpointofview.com)



# Think about identifying yourself for outsiders

<p><b>A</b></p> <p>ACET: 8 people</p> <p>Arts: 5 people</p>	<p>SCA: 2 people</p> <p>School of Accounting, Finance &amp; economics: 2 people</p> <p>School of Arts and Communications: 9 people, 37 documents</p> <p>School of Communication and Arts: 17 people, 27 documents</p> <p>School of Communication &amp; Arts: 7 people, 3 documents</p> <p>School of Communications and Arts: 14 people, 82 documents</p> <p>School of Computer and Health Science: 1 person</p> <p>School of Computer and Information Science: 2 people</p> <p>School of Computer and Security Science: 14 people, 58 documents</p> <p>School of computing: 1 person</p> <p>School of Education: 24 people, 121 documents</p> <p>School of Exercise and Health Sciences: 3 people</p> <p>School of exercise, biomedical and health sciences: 4 people, 4 documents</p> <p>School of Law and Justice: 2 people, 4 documents</p> <p>School Of Management: 1 person, 1 document</p> <p>School of Management, Faculty of Business &amp; Law: 1 person, 18 documents</p> <p>School of Marketing, Tourism &amp; Leisure: 2 people, 9 documents</p> <p>School of Natural Science: 1 person, 8 documents</p> <p>School of Natural Sciences: 7 people, 118 documents</p> <p>School of Nursing, Midwifery &amp; Postgraduate Medicine: 1 person</p> <p>School of Psychology and Social Science: 22 people, 18 documents</p> <p>Security Science: 3 people, 2 documents</p> <p>Social Justice Research Centre: 1 person, 5 documents</p> <p>Social Work: 4 people</p> <p>Sport Science: 1 person</p>	<p><b>T</b></p> <p>Teaching: 2 people</p> <p><b>U</b></p> <p>UPC: 2 people</p> <p><b>V</b></p> <p>Visual Arts: 4 people, 8 documents</p> <p><b>W</b></p> <p>WAAPA: 2 people, 6 documents</p> <p>Western Australian Academy of Performing Arts: 14 people, 6 documents</p>
<p><b>B</b></p> <p>Business: 20 people, 17 documents</p> <p>BUSINESS MARKETING AND MANAGEMENT: 6 people, 1 document</p> <p>Business Edge: 1 person</p>		
<p><b>C</b></p> <p>Center for Learning and Development: 6 people, 13 documents</p> <p>Centre for Marine Ecosystem Research: 3 people, 1 document</p> <p>Centre for Planning: 2 people, 5 documents</p> <p>Creative Industries: 1 person</p>		
<p><b>D</b></p> <p>Dance: 1 person</p>		
<p><b>E</b></p> <p>Engineering: 11 people, 4 documents</p> <p>Environmental Management: 3 people</p>		
<p><b>F</b></p> <p>Faculty of Business and Law: 20 people, 48 documents</p> <p>Faculty of Business &amp; Law: 8 people, 1 document</p> <p>Faculty of Computing, Health and Science: 34 people, 32 documents</p> <p>Faculty of Education and Arts: 63 people, 157 documents</p>	<p><b>T</b></p> <p>Teaching: 2 people</p>	

- Define acronyms as well as including them
- Be consistent
- Try not to be “inventive” with names

[illegible]

# ECU Research Online Profiles

## What?

### ECU Library populates for you:

- Author's RO works
- Metadata and full text gathered from RO
- Links to full text, or metadata
- Photo
- Name
- University
- Position title

### Authors can add:

- Expertise
- Honours and Awards
- Links
- Author's works not in RO

## Order of works

Default: Sorted by document type

Other option: Sorted by author's chosen subjects

Contact Info: w

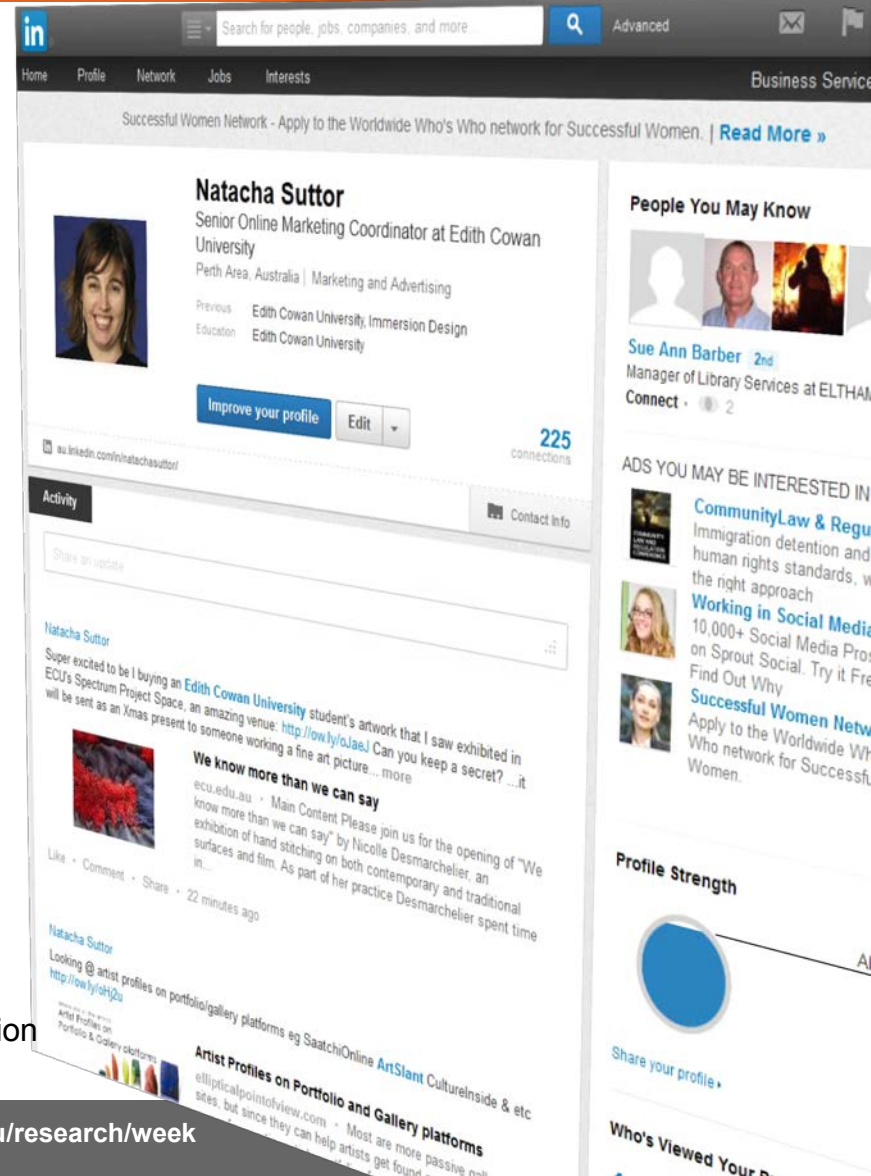
The screenshot displays the 'Personal Researcher Profile of Craig Valli' on the ECU Research Online platform. The header includes the ECU Edith Cowan University logo and navigation tabs: 'Author Home', 'Browse Subjects', 'Browse Article Types', and 'Series Home'. A bio box states: 'Craig has over 25 years experience in the IT Industry and consults to industry and government on network security and digital forensics issues. His main research and consultancy is focussed on securing networks and critical infrastructures, detection of network borne threats and forensic analysis of cyber security incidents. Craig is a Fellow of the Australian Computer Society.' Below this is an 'Articles' section with three entries, each with a PDF icon: 1. 'Eavesdropping on the Smart Grid (with Andrew Woodward, Clinton Carpena, Peter Hannay, Murray Brand, Reino Karvinen, and Christopher Holme), Australian Digital Forensics Conference (2012)' with a snippet 'An in-situ deployment of smart grid technology, from meters through to access points and wider...'. 2. 'Understanding the Vulnerabilities in Wi-Fi and the Impact on its Use in CCTV Systems (with Michael Coole and Andrew Woodward), Australian Security and Intelligence Conference (2012)' with a snippet 'Modern surveillance devices are increasingly being taken off private networks and placed onto networks connected...'. 3. 'A Threat to Cyber Resilience: A Malware Rebirthing Botnet (with Murray Brand and Andrew Woodward), International Cyber Resilience conference (2011)' with a snippet 'This paper presents a threat to cyber resilience in the form of a conceptual model...'. To the right is a portrait of Craig Valli. Below the portrait is a 'Join My Mailing List' section with an 'Enter email here' field and a 'Sign Up' button. At the bottom right, it identifies 'Craig Valli' as 'Director, ECU Security Research Institute' and includes a 'Search the Site' button.

# Your LinkedIn Profile

## What?

- Activity Updates (~Facebook status update)
- Summary
- Experience (Employment history by position)\*, Volunteering & Causes
- Key projects you have been involved in
- Publications
- Patents
- Education\*, Certifications, Test Scores, Languages
- Additional info: interests, contact details, advice about contacting you
- Honors [sic] & Awards
- Recommendations (e.g. equivalent to a reference)
- Skills & expertise (You can add skills, people can endorse you for those and other skills)

\*Option to add examples of work (e.g. images, audio, video, presentation slides, documents)





# Your LinkedIn News Feed

- Landing page when you log in (~ Facebook news feed)
- Aggregates:
  - Activity by your connections (e.g. their activity updates, if they have made a new connection, if they have been endorsed for a skill, if they have started following a company etc...)
  - Company status updates for companies you follow (ECU has a company page)
  - University page updates for Universities you have identified in the Education section of your profile or that you are following (ECU has a University Page)
  - General information:
    - Where you have recently visited
    - Count of who has viewed your profile
    - Stats for who has viewed your updates

