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Global Exposure and Existential Recognition of Academic Community and Institutional Accreditation via Academic Social Networking Sites

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ABSTRACT

Academic Social Networks, or ASNSs, are gaining popularity as a means of communication, networking, and knowledge sharing among academics worldwide. Librarians can use ASNS to significantly increase their visibility and gain the respect of their academic communities as knowledge stewards at academic institutions. The study's main objective is to highlight the importance of academic social networks for knowledge transfer in the academic community. The foundation of this study is an extensive review of the literature on ASNS, which includes details on advantages and disadvantages. The primary objective of the data analysis was to identify the many attributes and potential applications of ASNS among academics to foster existential recognition and global consciousness.

1. Introduction

In the contemporary digital era, ASNS is becoming an increasingly popular platform for scholars worldwide to interact, network, and share knowledge. A few ASNS that offer academics a forum to share their findings, connect with others, and discover new research opportunities are ResearchGate, Academia.edu, and Mendeley. As custodians of knowledge at academic institutions, librarians may dramatically raise their profile and earn the respect of their academic communities by utilising ASNS. Librarians are uniquely positioned to leverage the potential of ASNS to boost existential recognition and worldwide exposure. They can assist researchers in using ASNS efficiently since they possess a wealth of infor-

mation literacy, research support, and scholarly communication knowledge and abilities.

Librarians can provide workshops, training, and one-on-one consultations to help academics make sense of the complex ASNS ecosystem and ensure they use the platforms ethically and responsibly. In addition to assisting researchers, librarians can use ASNS to highlight the research output of their institution, increase awareness of it, and enhance its reputation. By developing institutional profiles on ASNS and curating content, librarians may help showcase the richness and breadth of their institution's research output to a global audience. This increased awareness may lead to new research collaborations, funding opportunities, and recognition for the institution.

The researcher will have a profile on the site, just as on other social networks, and will be invited to contribute full-text or metadata copies of their papers and other academic accomplishments. Alongside these listings of accomplishments and publications, there is an option to follow and, to some extent, communicate with other scholars. The publication becomes a node on academic social networking profiles, fusing social media logic with the ideals and assessments of the old academic system—particularly the algorithmic use of agents' interconnections with one other and the material (Francke, 2022). Thus, listings of publications and other scholarly output, like pre-prints, presentations, and projects, are the most significant and immediately noticeable items on the researcher profiles on these sites (Nicholas et al., 2014).

2. Objectives

The study's primary goal is to draw attention to how crucial academic social networks are for knowledge transfer within the academic community. The study also aims to

o Draw attention to the significance of different types of ASNS for scholars and the academic community;

o Compare different aspects of well-known ASNS according to their unique attributes and;

o Increase awareness of the possible advantages of these websites (Kataria, et al., 2018);

o To discover how ASNS contribute to academics' existential recognition and institutional accreditation.

3. Methodology

The study is based on thoroughly examining the body of research on ASNS, including information on potential benefits and downsides. The literature assessment will also give special consideration to how librarians might use ASNS to enhance the achievements of their academic institutions. The study collected popular ASNS characteristics, features, and user base data. The study also learned how the profiles of the researchers assist them in widening their exposure in the related field. Data from the data collection and literature research phases were examined for the study. The main goal of the data analysis was to find the different characteristics and various ways that academics might use ASNS to promote global awareness and existential acknowledgement.

Conference papers, unpublished works, and other materials can be easily transferred using ASNS. Researchers can contribute files, follow and be followed by other community members and link social media accounts to their profiles, among other features, on Academia.edu, ResearchGate, and Mendeley. Mendeley is more helpful for uploading and managing a library of documents and providing citation management. ResearchGate's "RG Score" indicates, according to Vasquez and Bastidas (2015), the extent to which an author's research has impacted the quantity of downloads, citations, and views of their published work (Kataria et al., 2018).

An overview of the features of the leading academic social networks is given in (Table 2). On the continuum of knowledge sharing, it can be seen that social media sites like Academia and

	Academia.edu	Research Gate	Mendeley	Publons
Establishment Year	2008	2008	2007	2012
Creator	Richard Price (Oxford University)	Dr. Ijad Madisch	Elsevier	Andrew Preston and Daniel Johnston
Current User Count	36+ million	15+ million	2.5+ million	3+ million
Discipline	Arts & Humanities	Science & Engineering, Social Sciences	Interdisciplinary	Interdisciplinary

Table 1. Overview of the Main Academis Scocial Networking Sites

Sl. No.	Characteristics	Academia.edu	Research Gate	Mendeley
1	Publicise bibliographic information without requiring a full-text file.	Yes	Yes	Yes
2	Including a study report	Yes	Yes	Yes
3	Limited access to members' registered data	Yes	Yes	Yes
4	Connect bibliographic information to external websites or databases.	Yes	Yes	Yes
5	Follow individuals who share your interests	Yes (Research Interests)	Yes	Yes (Groups)
6	Post a Resume	Yes	Yes	Yes
	Comparative Attributes			
7	Putting Q&A online	No	Yes	No
8	Download the entire document	Yes	Yes	No
9	Request to the author for full-text	Yes	Yes	No
10	Able to invite a co-worker	Yes	Yes	No
11	Open review	No	Yes	No
12	Keyword database/hyperlinking	Yes	No	Yes
	Data Analytics			
13	References of the paper	Yes	Yes	Yes
14	No of Reads/Views/Downloads	Yes	Yes	No
15	Visual Representation	Yes	Yes	No

Table 2. Characteristics of Academic Social Networks

ResearchGate are suitable for sharing both published and unpublished research output. At the same time, Mendeley is suitable for maintaining and exchanging discussions and bibliographic data (Kataria et al., 2018).

4. Researchers' Profile

Research is a collaborative and recognition-driven field. A thorough profile framework is necessary to promote significant contributions and close the gap between researchers.

-*This part establishes the groundwork by naming the researcher and may include unique identifiers such as ORCIDs.

Affiliation: This is where the focus is on the researcher's department, university, or any other pertinent research groups.

Communication Information: Websites or email addresses are permitted in this optional part, offering points of contact for teamwork.

Research Skills: This section delves deeper into the researcher's field of study, showcasing their areas of specialisation and particular research interests.

Scholarly Output: Think of this area as a researcher's portfolio. Publications are mentioned here, along with information about the title, co-authors, publishing location, and research links.

Academic Background: This part describes the researcher's academic background, including degrees earned, colleges attended, and possibly even the names of theses or dissertations (Tang, 2008).

5. Exposure and Existential Recognition of the Academic Community

A researcher's profile can develop into a professional identity, functioning as a public portfolio that highlights their academic accomplishments, positions them as an authority in their subject, and draws possible partners for further projects. It will give them global exposure, recognition and accreditation in the following ways.

a) Global Exposure
Enhanced Researcher Visibility: Comprehensive Researcher profiles facilitate the search for them by funding agencies and foreign colleagues. Think of these profiles as virtual portfolios highlighting a researcher's qualifications. If they provide more information, they are more likely to be found by possible colleagues working on related research issues. This may result in innovative new research collaborations and worldwide research initiatives.

Increased Visibility of Research Output: Scholarly publications might be listed in the "Scholarly Output" section. When these articles are connected, it is easier for people to identify and access the research. This may result in an increase in citations, which is a crucial indicator of the influence of research, and eventually raise the research's standing internationally.

b) Existential Recognition of the Academic Community
Establishing Credibility and Expertise: With researcher profiles, academics can establish a credible online presence that attests to their accomplishments and experience. Researchers can establish their authority in their subject by providing information about their publications, ongoing studies, and educational background. The academic community needs this recognition because it encourages researcher collaboration and confidence.

Showcasing Institutional Strength: Well-developed profiles of scholars associated with an institution are positive reflections of the institution. The calibre of a researcher's resume enhances the standing of the academic community as a whole. A university can be positioned as a centre for great talent and innovative research by creating firm researcher profiles.

c) Institutional Accreditation

Demonstrating Research Productivity: Accreditation authorities frequently assess an institution's research capacity. An institution's research production can be usefully demonstrated by looking at the publications, awards, and current projects included in the detailed researcher biographies.

Highlighting Faculty Expertise: Organisations can use researchers' profiles to highlight faculty members' areas of expertise. Ultimately, this can help the university become more reputable and competitive by drawing in students and possible collaborators.

Researcher profiles serve as a link between institutions, the academic community, and individual researchers. Establishing a forum for exhibiting legitimacy, proficiency, and research results helps to boost international visibility, acknowledgement in the scholarly community, and more robust institutional accreditation (Tang, 2008).

6. Observation and Results

The research indicates that ASNS is becoming a powerful instrument for promoting existential recognition and international exposure. Through these websites, academics can interact with colleagues worldwide and present their work, potentially leading to new partnerships and collaborations.

Compared to ASNS, social media platforms such as Facebook are structured around the profiles of individual researchers. This sets them apart from other platforms, like Mendeley, mainly concerned with organizing and exchanging scholarly content (Jordan, 2019). Because the focus is on the researcher's profile, for example, a combination of features that the researcher can influence in part and that are shaped by the system and other users' actions can be used to attribute trust and credibility to the researcher. Additionally, platform users can communicate with one another and each other's work (Francke, 2022). In line with requirements, the most often stated motivations for using ResearchGate among active researchers on the platform were networking, exchanging articles, and self-promotion (Muscanell & Utz, 2017).

Content published on ASNS needs to be visible and scalable to be viewed by more people than through conventional channels such as journals, citation indexes, or institutional repositories. By distributing pertinent content to other users and providing publications in their entirety without paywalls, platforms effectively increase the visibility of publications. Broadcasting affordance enables academics to upload fresh articles to their network and swiftly distribute content.

Publications and the profile become searchable and can be indexed by search engines by being visible. When researchers follow other researchers and get updates about their work, including publications, projects, and endorsements, this is known as discoverability. Researchers can make their articles apparent to audiences outside the site's members and stay informed with searchability.

Platforms' networking feature enables profiles to establish connections between academics and their co-authors, followers, and followers. This crucial social media component enhances academic social networking platforms' visibility, information exchange, and networking advantages.

Two additional affordances provided by ASNS are comparability and computability. These affordances expand upon the platform's computation of metrics and the opportunities they present for evaluating the output and reception of a single researcher over time, as well as comparing accomplishments with those of other researchers. The platforms allow for the comparability of personal measurements because the researcher can access them without paying a fee. Publications' visibility and searchability may influence future research or knowledge creation in societyand their ability to be found, read, and cited. Computability and comparability, on the other hand, enable researchers to monitor, assess, and contrast this influence, making it

apparent to anyone who could formally or informally assess the researcher's contributions and value. Researchers can benefit from ASNS since it provides opportunities to disseminate and search for their work. They offer networking opportunities and function as tools for evaluation and comparison. In the academic system, visibility is complicated since researchers often feel both the desire for existential validation and attention from others and the fear of being shunned by their international research community (Francke, 2022).

7. Conclusion

The current study proves that there are distinct social networks with various functions. Therefore, it is strongly advised that each scholar have at least one account on an academic social network for information sharing. Each social network undoubtedly has unique benefits and downsides; it is up to the user to choose the ASN that best suits their needs based on those benefits and characteristics. For instance, ResearchGate, Academia.edu, and Mendeley provide a variety of capabilities and give users the option to post their papers while also considering copyright issues. Here, a new role for library professionals emerges to educate the academic community about academic social networks based on their requirements and expectations. They can inform them of the advantages of employing ASNS and instruct them on their efficient use.

Platforms are instruments for publishing, promoting oneself, and comparing and evaluating research findings - the research community benefits from these practical, reciprocal benefits, which give them legitimacy. Visibility, usefulness, computability, and comparability are some of these advantages. Scholars can upload pre-prints or published copies of their work on platforms that provide open access to publications. They also make it possible to compare measurements and colleagues over time. These affordances are supported by the gamification design of the platforms, and the associations they visualise help foster a sense of belonging and existential awareness in a remote work setting. Scholars' fear of exile may be lessened as a result.

Researchers benefit from competitive exposure and existential recognition on academic and social media platforms. The popularity and legitimacy of the research community depend on the use of certain devices to compare and judge members. Legitimation relies on established genres, publishers, and peer-reviewed journal articles (Delfanti, 2020).

ResearchGate and other ASNS leverage social media logic and algorithms to change bibliometric tools like citation indices. These platforms facilitate user associations, hence promoting competitive exposure and existential acknowledgement. These connections, nevertheless, are purely coincidental and aimed chiefly at sharing publications and likes. ASNS also incorporate user-generated content, including links, publications, and biobibliographical details from scholars. Due to the broadcasting affordance, these platforms' visibility increases the visibility of the researcher's work and highlights its value. These platforms are widely used because they have a pragmatic legitimacy based on reciprocal benefits. These platforms allow researchers to compare and measure themselves with other researchers, take charge of representation and assessment, and self-monitor their work (Francke, 2022).

There are very few opportunities for debate on the ResearchGate and academic forums. Over Academia and ResearchGate, a member can follow another user to stay up to speed on their updates, while in Mendeley, following others must first be approved. Mendeley is more than simply a social network; it also has a built-in PDF reader, and its primary use is to manage references. The scope of this research can be increased by looking at user profiles across different ASNs and their effects. Due to the numerous lawsuits being brought against dominant ASNs, it is crucial to comprehend the rules and regulations before using these networks. As a result, concerns over the usage of ASNs, including those related to copyright and privacy, can be explored (Masenya, 2021).

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