1. From the CAS Archives: The Mark Keller Collection

Mark Keller, the longtime editor of the JSA, is truly one of the seminal figures in the CAS’ history. I have been privileged to be able to work these past semesters with a large collection of his personal documents to preserve them for future use in the library. The collection is large and varied, items range from personal notes, letters, and receipts to drafts of published writings and conference presentations. Looking at each piece individually really gives you a unique perspective into the man, his job, and the history of the Center.

Mr. Keller’s collection has many interesting items, too many to list here. Overall, however, you can get a sense of what a great networker and marketer of the CAS he was. I have cataloged and tracked all the conferences and gatherings he attended that I have evidence of in just that part of his files. He traveled all around the world, giving talks, meeting people, and promoting the CAS and its work. Many of these people he kept in touch with for many years after, as evidenced by the large amount of personal correspondence he saved. These conferences range from Wine seminars to Government organized trips to a closed People’s Republic of China in the 1970s (see his trips on this map).

I invite everyone to come take a look at the documents as they offer a great window into the history of the Center, the Journal, and the field of study overall. The work has been challenging for me, and also a great learning experience about how to do archival work. I’d like to thank the other students who helped me with this project immensely, Fatma Mohamed, and Grace Kim. I couldn’t have gotten it done without their aid.

--Lewis Parsons
2. From the CAS Archives: Shelia Blume interview with Mark Keller

“The news is its medium, not its message”: Mark Keller’s turning point

In the last Newsletter, we noted Shelia Blume’s generous donations to the CAS Library. It included the raw audiotapes of a four-hour interview Dr. Blume conducted with Mark Keller in the 1980s that the library digitized to .mp3 and .wav formats for posterity. Parts of this interview were published in the *British Journal of Addiction* in 1985, and again in the book *Addictions*, edited by Griffith Edwards in 1991. Not included in these publications is the rich autobiographical information Keller shares in the interview, a portion of which we have transcribed below. In this excerpt, Keller describes his early days working in the newspaper industry and theorizes about both the industry in general and its influence on his pursuit of a more scholarly profession:

“Working on a newspaper, one of the things that I’ve found out was what a newspaper really is. As I put it today, and I don’t know how I put it then, but as I put it today, the newspaper is not in the news business and especially, it is not in the fact business, and very specially, it is not in the knowledge business. A newspaper is in the entertainment business. It belongs with radio, and TV, and theater, and the circus. The news is its medium, not its message. But that’s my slogan and I wish I could copyright it.

Now, then I found this out: a newspaper is not concerned to tell you anything or to teach you anything. It is concerned to entertain you. They have to sell papers. Now everybody knows that, it’s just that, nobody pays any attention to it. They do it through the news, and this is true of the news magazines, of course. The facts are of secondary importance. Somehow, I had an interest in knowledge, and apparently about that time I was beginning to discover it in my twenties. And I began to discover that my interest is in knowledge. I want to know and I want to transmit. I think I was becoming conscious of what I was interested in. Maybe I was discovering science as a thing. Now, I had read a lot. When I was sixteen, I read Hall’s Psychology of Adolescence. I remember two thick volumes. I read them through because you learn a lot in that kind of thing. And I think I was eighteen when I began to read Freud, and there wasn’t a hell of a lot in English at that time. His translator then was A.A. Brill, and it was terrible. But at that time, I went to hear a lecture by A.A. Brill, and I even remember parts of it, because it was a dramatic and terrific discovery. So, apparently, I got interested in psychology. I think I was also beginning to be interested in science. I think I was beginning to make the distinction between the kind of information which appears in newspapers and popular magazines, and the kind that appears in books, especially books written by scholars, by learned people, by scientists.

I think this was becoming a very important distinction for me, and so I was looking for a way to do something else. I got into what I thought of as science and it was really medicine. But for me it was scientific enough, and it really was. There was a lot of science and there was a lot of research.”
3. CAS attends RUL State of the Libraries 2013

On November 5, Judit Ward, Bill Bejarano and James Nguyen represented CAS at the annual Rutgers State of the Libraries Showcase with their poster entitled “Going Physical: Digging deeper for success in the virtual world.” The focus of the display was the Center’s conference room exhibit the library put together over the summer (written about in the previous Newsletter), and which serves as a basis for our forthcoming virtual exhibit in 2014. The poster depicted our recognizable Allison Road overpass, replacing its windows with the conference room displays depicting each of the five pillars of the Center—the Journal, Organizing Information, Research, Treatment, and Education & Training.

We had a good turnout and received questions ranging from general (“What does the Center of Alcohol Studies do?”) to specific (“How do you plan on digitizing this material? Are you using RUcore?”). We answered all questions to the extent we were willing and we were happy to use this opportunity to further establish ourselves in the Rutgers University Libraries community.

4. ALCVault Progress Note

Pictured here is the new ALCVault logo, created by CAS Library information specialist Deborah Fanslow. In terms of ALCVault content, the first of several databases has been successfully imported using the MaxxVault software—namely, the Alcohol History Images Collection, a companion piece to the Alcohol History Database. This collection consists of drawings, engravings, photographs, and portraits related to the Temperance and Prohibition movements dating from the 1700s through the 1960s. This successful import bodes well for our grand digitization plan, which we will detail in upcoming newsletters and intend on presenting to several audiences in a variety of venues in the near future.
5. Researcher profiles: Making you more visible (Part 1)

As we are revamping the CAS web site, here are some thoughts on the importance of keeping your online data current. Updated twice a year, the CAS researcher profile pages serve as important resources for search engines and other web-based services while extending the overall impact of the Center at the same time.

In the May 2012 issue of the Library Newsletter we already introduced some new tools to enhance the visibility of CAS research by creating one or more researcher profiles in Google Scholar or by editing your already existing profile in Microsoft Academic Search. Whether we like it or not, these profiles are available to browse for anyone with internet access, and your peers will discover them once they hit enter in a search engine. Getting familiar with the options may help increase the visibility of the scholarship of a researcher or a lab. The article points out the fact that each profile, with its citation counts, charts and graphs, is only as good as the data the search engine can rely on. Please see article #2 in: http://alcoholstudies.rutgers.edu/library/library_news/newsletter/PDF/Summer12NewsMay.pdf

Many CAS faculty members have taken advantage of these opportunities since then, which increases the overall impact of CAS besides that of the individual. With nine CAS members, ResearchGate seems to be the most popular, followed by three profiles in Google Scholar. CAS representation can also be cumulative: as an example pictured, the Center’s profile in ResearchGate currently shows 273 publications, 698.17 total impact points, and 2.56 average impact points.

When requesting regular updates to add to the faculty or lab pages, the Library offers to link all your researcher profiles on the web, preferably more than one. Most of them offer services such as listing and linking publications, including bios with research interests and affiliations, and providing citation and downloading metrics. They vary by scope, coverage, who has to create the profile, or if the author has control over them or not, among others. In many ways they mimic social media: in addition to creating a profile, you can follow other scholars, post and receive updates, or share news. In some of these applications, you can simply connect your profile to your social media page, such as Facebook or LinkedIn.

The individual profiles differ from faculty pages in many ways, and have pros and cons. The biggest advantage of having a link on your CAS page to your profile page or multiple pages is that most of them are automatically updated as new articles are published and added to the database from where they
draw data (such as Google Scholar). This fact alone may well balance the flip side, i.e., that they are not always accurate, or can be inaccurate to a very embarrassing point. Many of them usually show fewer articles than one has published, obviously because they draw the data from their own databases only. Some of them, however, also come with the option of adding the missing publications manually or linking them to full text, where applicable and as copyright allows. It should be noted that since many of these pages are on the open web, copyright laws apply even if most of these sites fail to remind their authors of fair use.

It seems that the best way to provide the full picture of one’s scholarship is taking as much control over the data as possible, whether on the CAS personal profile page or with the help of one or more of these tools.

Below is a selection of the various options ranging from the above mentioned search engines with author profiles (Google Scholar and Microsoft Academic Search) to researcher communities with profiles and collaboration platforms (e.g., academia.edu and ResearchGate).

**Google Scholar**

Google Scholar offers a researcher-created profile page that allows for automatic or manual updates of the researcher’s scholarly work. Beneath a user-added picture and general affiliation information are total and past-five-year bibliometrics including total citation count, h-index score, and i10-index score, along with a bar graph showing citation counts. Beneath those statistics is a dynamic bibliography with the article’s title, authors, and publication information. The bibliography can be displayed in order of citation count, chronologically, or alphabetically. Google Scholar offers networking tools allowing members to follow specific authors, or receive email alerts when an author adds an article or each time an author’s article gets cited. One big drawback of Scholar’s profile page is that it only includes articles and citations included in the Google Scholar database, and as a result, author bibliographies may not be comprehensive and their bibliometrics may not be entirely accurate.

Marsha Bates in Google Scholar: [http://scholar.google.com/citations?user=tU7YvbEAAAAJ&hl=en](http://scholar.google.com/citations?user=tU7YvbEAAAAJ&hl=en)
MS Academic Search:

Microsoft Academic Search currently offers researcher profile pages, but the service may be only temporary, as they seem to be focused more on their search engine, which is used to power Academia.edu profile pages (explained below). The website for MS Academic Search states as much, offering that “this service is not intended to be a production Web site, and it will likely be taken offline when appropriate given the research goals of the project.” That said, the profile pages as they currently exist display a user-added picture along with affiliation information and bibliometrics (publication count, total citations), similar to Google Scholar, but with a few extra statistics such as the number of co-authors with which the researcher has collaborated and the total amount of authors who have cited the researcher’s work. Below that is a chart of the researcher’s publications and citations laid out by year, followed by a dynamic bibliography which can be ordered by year, citation count, or “rank”, which MS describes as “determined by several details, such as how often and where a publication is cited.”

One issue with Academic Search is tied to the fact that it automatically creates profile pages for researchers, which can result in duplicate pages for the same researcher. To rectify this problem, there is a manual merging option available. Another issue is that similar to Google Scholar, the bibliographical information provided is only as accurate as the scope of their database, though this is true for any profile page. They offer up a list of content providers who participate in MS Academic Search at http://academic.research.microsoft.com/About/help.htm#5.

Robert Pandina in MS Academic Search: http://academic.research.microsoft.com/Author/25030689/robert-j-pandina

Academia.edu

Powered by Microsoft Academic Search, Academia.edu is probably one of the most popular platforms for academics all over the world to share their research papers. Providers stress research sharing in the mission statement (the tagline on the site’s banner is “share research”) and appear to follow best practices from social networks. For instance, you can set preferences to automatically follow your Facebook or Twitter friends. If someone is following you, this means that they will see your updates (new papers or research interests, etc.) in their News Feed.

Once you create a profile, you can monitor your research impact, based on data drawn from Microsoft Academic Search. Metrics include available papers, profile views, document views broken...
down by title, traffic sources, and followers. The platform also crawls the web, including PubMed, for papers you might have published and suggests adding titles. This function seems to be somewhat haphazard, and not all papers are found even from publicly available sources. There is no option to include name variations in your profile.

In addition to articles, you can add other categories, called sections, such as books, talks, teaching documents, book reviews, conference presentations, and even drafts. You are invited to upload your CV and add your thoughts as posts, just like on Facebook. Follow-up emails pushing you to upload files serve as a reminder to keep your profile current. Adding content to your profile seems very easy, although it takes a while to figure out the correct metadata fields. You can upload your papers without being reminded of copyright status.

Since CAS is not yet represented in academia.edu, the example shows Judit Ward’s profile in academia.edu created as a test for this article.

Similar to her low publication count (5) in the MS Academic Search profile, academia.edu also shows an embarrassingly low publication count (14), probably due to name variations (Judit Ward, Judit H. Ward, Judit Hajnal, Judit M. Hajnal, Judit Hajnal Ward, Hajnal Judit, Hajnal Ward Judit, Hajnal Judit, etc.) and multiple languages and countries of publications.

Also notable is the lack of publications in the Library and Information Science field.

**ResearchGate**

Started in 2008, more than 3 million researchers are already using ResearchGate to present themselves and make their research visible. Their mission is to give science back to the people who make it happen and to help researchers build their reputations and accelerate scientific progress.

In addition to the usual metrics, such as publication count, total citation count, and downloads, ResearchGate (RG) computes its own metrics including impact points, total downloads, total views, and RG score. Articles can be downloaded, if full text is available, or requested from the author. The citations can be bookmarked for further reference. The profile features skills, co-authors and collaborations. Used as a networking tool, you can follow others and invite followers to your page,
send messages, and you can even endorse your colleague’s skills. With a live feed of events, it seems to be one of the most dynamic tools to keep in touch in your field.

ResearchGate shows institutional profiles developed automatically from the researchers’ individual profiles. It also offers job postings on a specialized board, country and discipline pages for free.

Other than the ‘author’ math function with name variations, adding articles to ResearchGate can be completed from reference manager in several popularly used formats, and manual entry. No copyright warning shows up during this process.

ResearchGate seems to send several email reminders by default, such as invitations to follow scholars, but it can be easily disabled. Another usual critical comment addresses the internal RG scores, computed from various contributions, such as questions or posts, and not only scholarly publications.

See Evgeny Vaschillo’s profile as an example at https://www.researchgate.net/profile/Evgeny_Vaschillo/?ev=brs_highl

SelectedWorks by BE Press

One of the first academic research-sharing platforms, SelectedWorks is another tool to maximize your readership. Scholars build their own network of followers by inviting colleagues, students, and others to join their announcement network. Those who visit a scholar's page once can choose to follow him or her by RSS feed or email, thus enlarging the scholar's network and increasing return visits.

Articles must be added manually by the author, which might seem cumbersome at first, but the option comes with many extra features. The articles in the author profile can be grouped by subject or article types (scholarly articles, book chapters, and popular press). Both categories can then be browsed. Subject browsing allows the discovery of the same article in multiple ways, since one article can be tagged with several subject terms added by the author. The metadata fields, filled out by the author at the point of adding, are clear, well-organized, and self-explanatory, since they are also broken down by publication types. An abstract can be added as well as a link to a permanent
URL containing the full text or an option to find it in the reader’s own library. Full text PDFs can be uploaded, and the process includes a copyright advisory with various options. The site explicitly advises “where copyright permits, authors can also upload the full text”. The uploaded article may end up being included in a larger database such as the Digital Commons Network. Finally, each entry ends with a suggested citation format, generated by the platform.

The Author Dashboard provides complete metrics including search queries and downloads, broken down by institutions, individual articles, and web site referrals. The platform conveniently notifies authors about their total full-text download count in a monthly email. Users can create also reports at any time on their personalized account page. Sharing and social media applications integrated into the platform include Facebook, Twitter, LinkedIn, and many more, ranging up to 300.

The examples show the sole CAS user, Judit Ward’s profile and an entry in SelectedWorks.

(This is Part 1 of a series on researcher profiles. The next part will discuss Mendeley, and the various researcher ID options to disambiguate name variations.)
6. NIH Public Access Compliance Monitor

The NIH Public Access Compliance Monitor is a powerful new tool being used to ensure open access to content that is produced with the aid of federal funding. The software is accessed through a My NCBI account with an eRA Commons account that has already been assigned a “PACR Role”. Once this is completed, you have the ability to search for any and all of the associated articles tied to a grant, and whether it is out of compliance or not. The power of the tool is the simplicity, you don’t need extensive knowledge of the NIH’s public/open access rules and regulations to see whether your content is in compliance or not. (The NIH currently requires that manuscripts that arise from NIH funds be deposited into PubMed Central. The policy was started in 2008.) If you are interested in further information, the official NIH announcement can be found via the following URL


7. Livingston Responsible Drinking Social

Earlier in the semester, students, faculty, and staff gathered in the Rutgers Zone in the Livingston Student Center to take part in the Responsible Drinking Social, an event sponsored by the Department of Student Life, the Livingston Dean of students, and the Livingston Campus Dean (CAS associated faculty member Lea Stewart). In these events free food, soda, and tokens for arcade games are provided to all students. Anyone of legal drinking age is allowed to purchase one beer or wine per hour during the three-hour event. Faculty and staff volunteer to serve and check IDs as well as mingle with students in an upbeat environment. Free information is also provided to all students about responsible drinking, regardless of whether they are of drinking age or not.

Daniel Geisinger, a program coordinator with Rutgers Student life, said that the event has a successful history going back several years on the Cook Campus, and this year on Busch as well. He also noted that the event will hopefully become a regular monthly gathering on Livingston. The next event is tentatively scheduled for January 31st. One thing that stood out to Mr. Geisinger was the number of students who chose not to drink even though they were of drinking age; they simply took advantage of the social opportunity and enjoyed themselves without alcohol. This event is a unique opportunity for students to have fun while being educated on alcohol and the safe consumption of it in a social setting.

In the history of Rutgers Zone events are also the Scarlet Night Time events on Thursdays and Fridays in the past few years, co-sponsored by the Rutgers Alliance of Sustainable Risk Reduction (RASRR) with Dr. Valerie Johnson as PI and RU Sure.

--Lewis Parsons
8. SALIS 36th Annual Conference: Call for Exhibits

The 2014 SALIS Conference, hosted by CAS and taking place April 29 through May 2, is rapidly approaching. The Call for Exhibits has been sent out to SALIS members and is open to all interested parties. If you know of any potential interested exhibitors of books, journals, DVDs, software, or other information products or services, please direct them to the Call for Exhibits page on the SALIS website, which can be found here: http://salis.org/conference/call_for_exhibits_draft.html.

This issue of the newsletter was edited by Lewis Parsons with contributions from Judit Ward and Bill Bejarano.