



HAL
open science

Open access et réseaux sociaux : la combinaison gagnante ?

Odile Hologne

► To cite this version:

Odile Hologne. Open access et réseaux sociaux : la combinaison gagnante ?. La science 2.0. séminaire des professionnels IST, Institut National de Recherche Agronomique (INRA). UAR Direction de la Valorisation / Information Scientifique et Technique (1266)., Apr 2013, Seillac, France. 19 p. hal-02803911

HAL Id: hal-02803911

<https://hal.inrae.fr/hal-02803911>

Submitted on 5 Jun 2020

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Open access et réseaux sociaux : la combinaison gagnante ?

Odile Hologne, Inra

Directrice déléguée à l'Information Scientifique et technique



#OAWWeek2012
[@Holo_08](#)

En guise d'Introduction

peer evaluation
empowering scholars

Une vidéo : [Scholarship in the Age of the Internetatron](#) ... avec l'accord de Aalam Wassef

<http://www.collectivedevelopments.org/>

Les axes d'évolution de la publication sc.

- Intégrer pleinement les technologies numériques actuelles :
 - ✓ nature des articles (vidéo, données ...), nature des journaux
- Publication des résultats négatifs et accès aux données
- Evolution de la validation par les pairs - du « peer reviewing »

**Hors sujet
Aujourd'hui**

Les évolutions en cours (1/2)

- Rendre l'information **librement** et **rapidement** accessible



[Histoire de la communication scientifique](#)

Les évolutions en cours (2/2)

- **Décloisonner** les disciplines, développer les **collaborations**
- Rendre l'**information accessible et compréhensible** par le plus grand nombre



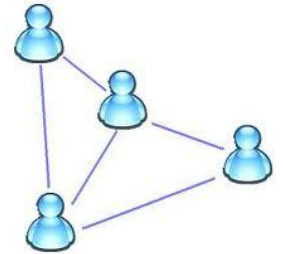
Du partage de l'IST à la communication

2001 Odyssée de l'espace ...



Open access = partage, Mais le partage n'est pas suffisant !

- Il faut pouvoir qualifier l'information
- la commenter
- la discuter
- l'enrichir



But sharing alone is not enough. Knowledge only becomes useful when we can distinguish between relevant and less relevant information, when we can discuss aspects of the information, when we can annotate and improve on ideas, when we can devise new approaches and collaborate online. This is what I mean by “**open science**”, where scientists have **free and unrestricted access to information and use interactive media to collaborate online** <http://access.okfn.org/2012/03/20/scientific-social-networks-are-the-future-of-science/>

Scientific social networks are the future of science

Posted on [March 20, 2012](#) by [Tom Olijhoek](#)



@ccess

Sharing the results of scientific research

ist@inra

OPEN  International
ACCESS WEEK

Une grande diversité d'outils « sociaux »

- micro blogging : twitter ... : veille, diffusion
- Réseaux : linkedin, google + ...
- Wiki, Blogs scientifiques ou de scientifiques
- Réseaux sociaux scientifiques généraux ou thématiques



[Les réseaux sociaux scientifiques](#)

Focus sur quelques questions



Risque de désinformation, Evaluation de l'information, Que choisir ?

Le risque de désinformation

Research article

Highly accessed

Open Access

The weight of nations: an estimation of adult human biomass

Sarah C Walpole^{1*}, David Prieto-Merino², Phil Edwards², John Cleland², Gretchen Stevens³ and Ian Roberts²



“North America has 6% of the world population but 34% of biomass.”



“North America has 6% of the world population but 34% of biomass *due to obesity*.”

<http://www.biomedcentral.com/1471-2458/12/439>

<http://altmetric.com/blog/?p=152>

<http://impactstory.org>



The weight of nations: an estimation of adult human biomass

[Twitter](#) [Facebook](#) [News](#) [Blogs](#) [Google+](#) [Reddit](#) [Demographics](#)

If all countries had the BMI distribution of the USA, the increase in human biomass of 58 million tonnes would be equivalent in mass to an extra 935 million people of average body mass

joeknowswhoiam in science

TIL North America has 6% of the world population but 34% of biomass due to obesity. Asia has 61% of the world population but 13% of biomass due to obesity.

MrNiceguyFinisdFirst in todayilearned

Score in context

Is one of the highest ever scores in this journal (ranked #1 of 1,486)

[show more...](#)

Mentioned by

- 327 tweeters
- 15 Facebook users
- 2 news outlets
- 4 science blogs
- 7 Google+ users
- 2 Reddit threads

Readers on

- 15 Mendeley
- 5 CiteULike
- 0 Connotea



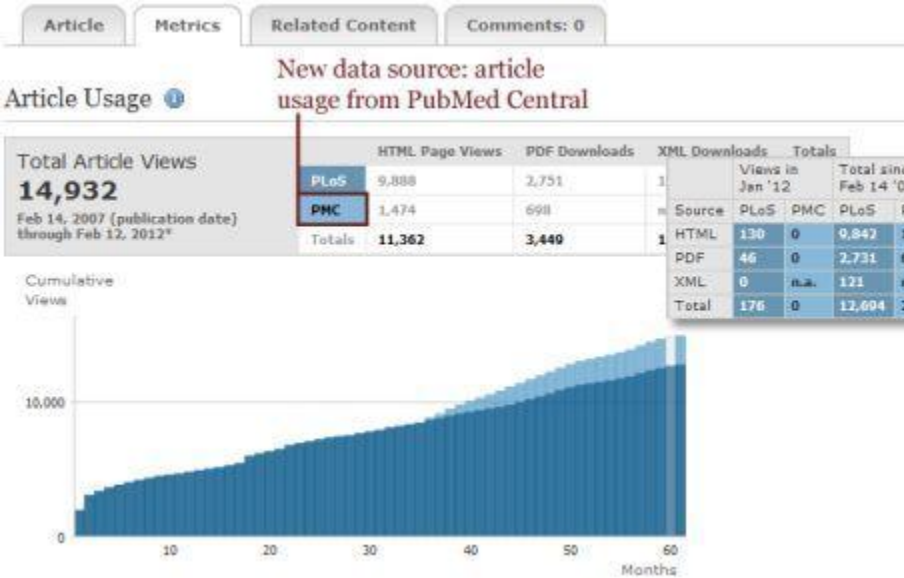
L'impact - les impacts - des articles



Can Tweets Predict Citations? Metrics of Social Impact Based on Twitter and Correlation with Traditional Metrics of Scientific Impact (JMIR)

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3278109/>

L'usage des articles



See

<http://www.plosone.org/article/metrics/info%3Ado%2F10.1371%2Fjournal.pone.0002554>

<http://www.plosone.org/article/metrics/info%3Ado%2F10.1371%2Fjournal.pone.0024357>

Citations ⓘ



Social Networks ⓘ



Blogs and Media Coverage ⓘ



PLoS Readers ⓘ



article

× Long term toxicity of a Roundup herbicide and a Roundup-tolerant genetically modified maize

(2012) Séralini, Clair, Mesnage et al. *Food and Chemical Toxicology*

highly cited highly saved highly discussed
highly saved discussed cited

What do these numbers mean?

discussed by scholars



saved by scholars



cited by scholars



discussed by public



saved by public

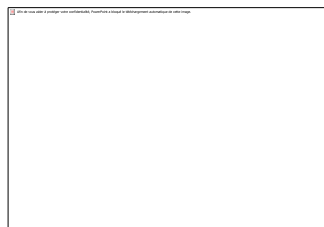


cited by public



Quelle plateforme de réseau choisir ?

- Une offre importante, exemples :



- Des attentes, souvent plus professionnelles que « sociales » :
 - ✓ information de qualité
 - ✓ participation des membres, collaboration
 - ✓ une animation
- Une crainte institutionnelle: fuite de notre patrimoine

Social Networks for Scientists		Academia	AtmosPeer	BestThinking	Epernicus	LabRoots	myExperiment	Nature Network	Orwik	ResearchGate	Scholarz	Sciencefeed	Sciencestage
Networking	contacts												
	following												
	groups	1	2										
	graph												
Communication	status messages												
	to comment status												
	messaging system												
	blog												
Privacy	public profile												
	hide profile												
	delete account												
Publications	bibliography												
	upload												
Integration	embedded into												
	transfer to												
Launch	year	2007	2010	2009	2008	2008	2007	2007	2010	2008	2008	2010	2008
Members	approx.	120000	125	n/a	n/a	4000	3500	25000	n/a	300000	n/a	n/a	270000



RESEARCHER



STUDENT

[Home](#)[Social search](#)[Publications](#)[Providers](#)[How to connect](#)[About us](#)[Members Login](#)

Hi Diane Le Hénaff,

[Log out](#)

Online Users ▾

3 users and 9 guests
online[Show All](#)[Add to my personal collection](#) [Access to the resource](#) [Share this](#)

Providing services to INRA and the international agricultural community: ProdInra & the Integrated Information System.

*by Le Hénaff, D., Aventurier, P.***Date:** 2010-01-01**Language of the resource:** en**Document type:** Meeting Paper

Abstract

The main benefit of open archives is to optimize the visibility of research results. Universities & research institutes have been setting up OAI compliant repositories with this aim in mind. INRA, a French organization and also the largest agricultural research institute in Europe has set up such a repository in 2005. INRA needs to identify and track its production because it must evaluate individuals, the labs, the departments, etc. and also to produce strategic indicators about the trends of our research activity. These indicators help INRA to direct funding and access the most advanced projects. In 2005, INRA planned a 5-years project to create an Integrated Information System (IIS) that combines different internal applications in order to exchange data and create services for the INRA research community. Directories of INRA people, activities and research laboratories are available in the internet. ProdInra aims to give a large audience to INRA products. As it becomes an applicative tool of this Integrated Information System (IIS), it can also provide services to the agricultural international community based on data coming from the IIS. This communication will present the Integrated Information System as well as the different services provided.

[Promote this resource](#)[Discuss about this resource](#)

Keywords

[open archive](#), [open access](#)

Experts annotations

Object of interest > [agriculture](#)

Dependent variable > [information technology](#)

Independent variable > [Treatment](#)

Uses protocol > [Comparative study](#)

[Authors in VOA3R](#)Pascal Aventurier
authority review.[Search](#)[Content Rating](#)

Résumé

- Les réseaux sociaux apportent une dimension supplémentaire à la publication scientifique : celle du partage et de la communication
- L'open access est une des étapes de l'évolution du système de publication scientifique
- C'est une combinaison gagnante - mais encore en devenir ...
- D'autres étapes restent à franchir pour aller vers une Open Science. [How open is it ?](#)

Piste d'approfondissement

- Conseils aux chercheurs pour définir une stratégie sur les réseaux sociaux
- Compréhension des Métriques
- Implémentation des métriques dans prodinra (API Altmetric, Impactstory ...)
- Partenariat Prodinra/plateformes RS

Merci pour votre attention...

odile.hologne@versailles.inra.fr



@Holo_08

twitter

Et merci à tous ceux que je « suis » sur twitter