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Digital Identity and Promotion of Research Works Case Study of Social Science Researchers at Taiwanese Institutions

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Abstract

This study explores the intricate domain of digital identity, elucidating the mechanisms involved in its formation within the digital landscape. It underscores the paramount significance of digital identity as a catalyst for disseminating scientific content, especially in an era where researchers must cultivate a prominent online presence to reflect their scholarly engagements across diverse digital arenas, often constrained by the algorithms governing search engines. The study critically assesses the nature and attributes of digital identities among social science scholars affiliated with Taiwanese universities, scrutinizing their overall effectiveness and level of engagement. Comprising both theoretical and practical dimensions, the research first delves into the theoretical underpinnings of digital identity. It then shifts its focus to an empirical analysis of the digital activities undertaken by social science researchers within Taiwanese academic institutions across four prominent platforms: Research Gate, Google Scholar, ORCID, and Twitter.

Keywords: digital identity, promoting research works, social sciences, and Taiwanese universities, Google Scholar, Research Gate, Twitter, and ORCID

1. Introduction

In contemporary scientific research, there exists a resolute aspiration to transcend the conventional confines, liberating knowledge from its historical restrictions and elite enclaves. This transformation has been spearheaded by a cadre of researchers who ardently champion the principles of free and open access, leveraging digital channels as the vanguard for the dissemination of their scholarly output (Wang & Chen, 2015). With the advent of the Internet and its pervasive reach into every facet of modern life, a burgeoning ecosystem of digital communities has emerged, reshaping the contours of human interaction. Within these digital realms, individuals now have the agency to project their virtual presence, forging new identities that mirror their real-world counterparts (Zimmerman & Woolf, 2014).

This epochal shift within the scientific arena, towards unfettered access to research outputs, has cast the spotlight on the pivotal role played by digital identity in promoting and valorizing scientific content. It is against this backdrop that our study unfolds, casting a discerning eye on the digital identities of social science scholars ensconced within the precincts of Taiwanese universities, and the intricate mechanisms underpinning their construction in the digital expanse.

The study employs a descriptive-analytical methodology, embarking on a quest to unravel the strategies and tools that underpin the formation of a researcher's digital identity. Crucially, the paper seeks to illuminate the symbiotic relationship between an active researcher's digital identity and the expansive dissemination of their research works. In tandem, in this academic article, an exploration is undertaken into the adoption patterns of social science researchers affiliated with Taiwanese institutions concerning Google Scholar profiles. This exploration specifically assesses the utility of Google Scholar profiles in amplifying research exposure within the digital domain.

Our research mission is predicated on a comprehensive data collection endeavor, commencing with a systematic perusal of institutional websites. The names of scholars hailing from diverse social sciences and humanities disciplines, including sociology, political sciences, social work, history, literature, anthropology, cultural studies, among others, are meticulously curated. Subsequently, an exploration extends to the four primary platforms under scrutiny—Research Gate, Google Scholar, ORCID, and Twitter. Each researcher's profile is scrutinized, and a corpus of observations is meticulously documented.

This study, underpinned by an amalgamation of theoretical foundations and empirical exploration, strives to shed light

on the multifaceted facets of digital identity within the context of scientific research. The endeavor is inextricably linked to the propositions set forth in the abstract—first, the influential role of an active researcher's digital identity in broadening the reach of research works, and second, the prevailing trends (or lack thereof) among social science researchers in Taiwanese academia concerning the utilization of Google Scholar profiles as conduits for amplifying the digital footprint of their research.

By treading this path, valuable insights are provided into the intricate dynamics of digital identity construction and the pivotal role it plays in the contemporary scientific landscape. The journey is fortified by a robust foundation of existing scholarship, which underscores the transformative power of digital identity within the realm of academia.

2. Digital Identity in Virtual World

Identity, whether in the tangible realms of reality or the expansive horizons of the virtual world, is inherently tied to the notion of differentiation. In the corporeal realm, characterizing another individual necessitates verbal representations, articulating the distinctive traits that set them apart from the crowd. Conversely, the virtual sphere presents a unique challenge — the absence of physical presence and the limited scope of information available, often limited to a shared pseudonym, rendering it an unreliable criterion for differentiation (Zheleva & Getoor, 2010).

However, within this digital milieu, a notable exception arises, primarily concerning a specific cohort of individuals — researchers. In their case, differentiation becomes plausible through an evaluation of the impact wrought by their scientific endeavors across digital spaces. This paradigm shift underscores the inextricable intertwining of our real-world existence with the virtual realm. It is an acknowledgment that our daily activities, both personal and professional, occupy a substantial digital footprint (Golbeck, 2011; Martin & Barter, 2018).

This duality of existence, straddling the realms of reality and the digital domain, accentuates the profound implications of identity within our contemporary digital age, particularly as it pertains to researchers and their virtual presence.

2.1 Digital Identity Characteristics

In her comprehensive study titled "Representation of Self and Digital Identity" (2009), Fanny Georges delves into the intricate process of self-presentation as an integral component of digital identity within virtual communities. She aptly underscores that this digital identity is intricately woven through the amalgamation of symbols, with individuals bringing forth a set of acquired symbols and leveraging the computer's array of symbols, which invariably reflects the cultural influences that shape their digital persona (Georges, 2009).

Furthermore, Georges contends that the construction of digital identity can be distilled into two fundamental axes: the user and the system. The user, in this context, contributes by creating and furnishing a collection of identification markers, encompassing elements such as name, date of birth, and profile pictures, constituting what is termed as the identification identity or self-representation. This initial set is then subjected to the scrutiny of the system, which diligently monitors the user's activities, thereby shaping the active identity or activity (Georges, 2009).

Elevating the profile identity's prominence are the numerical variables meticulously computed and showcased on the user's page by the system. These variables encompass a spectrum of factors, including the tally of friends, significant dates, and group memberships (Georges, 2009). The synthesis of these three dimensions offers a comprehensive toolkit for assessing the quantitative variations in identity features, contextualizing them, and discerning their trajectories within the digital realm.

3. Digital Identity: A Fingerprint to Identify Researchers in the Digital Environment

Digital identity encompasses two pivotal constituents: researchers and research institutions, which are epitomized by the entirety of data and consequences entailed in their internet activities, ranging from profiles and procedures to various forms of data. These digital footprints can manifest in both active and positive forms, arising from the interactions between the institution and the researcher, or they can take on a negative hue, stemming from engagements with other entities, such as colleagues. It's important to note that digital identity can assume multifaceted dimensions, encompassing personal, professional, and scientific facets (Sullivan, 2012).

Olivier Ertzcheid expounds upon this concept, framing digital identity as a compendium of effects, whether in written, audio, or video formats, as well as messages exchanged on forums, login and logout records, and more, all of which individuals consciously or inadvertently leave behind during their online sojourns. This amalgamation of effects reverberates within search engines, shaping one's digital reputation. This reputation is intrinsically linked to what the researcher articulates on the internet and what others disseminate about them. Notably, digital identity or electronic reputation remains partially beyond the researcher's control, subject to a gamut of strategies and recommendations for management (Ertzscheid, 2016).

3.1 Establishing Digital Researcher Identity

The inception of a personal web profile marks the foremost stride in presenting a researcher on a global scale and enriching their scholarly expedition in the digital realm. This endeavor is facilitated through the utilization of available online platforms, acknowledged as potent conduits for appraising scientific output and augmenting its dissemination. Consequently, these actions underpin the construction of a researcher's digital identity on the internet (Bartling & Friesike, 2014).

The efficacy of this digital identity can be gauged through several dimensions:

- Forging Novel Connections and Collaborations: Researchers can cultivate fresh alliances and partnerships with peers from diverse geographical domains.
- Cultivating a Scholarly Reputation: They have the opportunity to foster a scientific reputation and standing among peers and individuals within their field.
- Facilitating Knowledge Dissemination: Researchers contribute to the proliferation of novel research and ideas, fostering dialogues and discussions among fellow scholars on the web.

Despite these advantages, the establishment of a digital researcher identity is beset by certain impediments. These include concerns such as plagiarism, misattribution of work, and the propagation of rumors and inaccurate information that can besmirch a researcher's reputation and standing (Garc á-Pe ñalvo, 2018; Fidalgo-Blanco et al., 2016).

To circumvent these challenges and maintain control over their virtual image, researchers should undertake daily monitoring of their digital presence. This involves following a set of prescribed steps:

1- Reviewing Search Results: Researchers should assess how their name is displayed in search results, recognizing that the most influential sources often appear at the forefront. Individuals conducting searches typically spend a mere eight to nine seconds perusing results and generally confine their examination to the initial pages. Therefore, a researcher's aim should be to secure visibility within the top results, ideally on the first page or at the very least within the first five pages (Carpenter, 2015; Garc á-Pe ñalvo, 2018).

2- Ensuring Name Distinctiveness: It is imperative to ensure that the researcher's name remains distinguishable from others in search results. Consistency in naming conventions throughout one's academic career is essential. This entails utilizing a uniform format for the researcher's name and surname while explicitly specifying the affiliated institution and its address in a standardized manner. Abbreviations should be eschewed to bolster the visibility of the researcher's work.

3- Optimizing Research Presentation: Researchers should ascertain that their work is presented in an engaging and appealing manner, aligning with their intentions. This involves scrutinizing presentations, articles, and projects they have participated in. Additionally, ease of access to research material should be prioritized, expediting retrieval processes, increasing readership, and fostering citation growth.

4- Regular CV Updates: Keeping the researcher's curriculum vitae up to date is imperative.

5- Monitoring Social Communication: Researchers should actively trace their contributions in personal, professional, or academic social communication platforms.

6- Gauging External Acknowledgment: Researchers should endeavor to determine the extent to which their work is referenced, cited, or quoted in scientific blogs, social media, or included in specific media coverage.

In addition to these strategies, researchers can employ various methods to enhance the visibility and impact of their research

4. Mechanisms for Promoting Scientific Research Outputs

Initiating a digital portfolio within one of the digital realms constitutes an initial stride in cultivating the digital identities of researchers and elucidating their scientific contributions. As noted by Manca and Stanojevic (2015), the appraisal and advocacy of scientific research outputs pivot upon the researcher's presence on the web, manifested through the ownership of an account on one of these platforms, coupled with endeavors to infuse vitality into their digital personas through consistent interactions and the dissemination of their scholarly oeuvre via these portfolios.

Divergent perspectives exist among researchers regarding the requisite scope of promoting their work. Some contend that inclusion in a single repository is adequate to facilitate discoverability by fellow researchers. In contrast, others posit that each additional platform wherein their work is acknowledged represents a supplementary prospect for recognition and appreciation, particularly among researchers who primarily employ general search engines in their quest for scholarly content (Silvia, 2012).

4.1 Social Science Researchers in Taiwanese Universities and Personal Initiative of Portfolios

To further clarify the applications of digital identity in the digital space and measure their contribution to promoting the scientific production of the study sample, a research process was conducted using the names of researchers belonging to the faculties of social sciences in all departments in the following reputed Taiwanese universities: National Taiwan University, National Yang Ming Chiao Tung University, Academia Sinica, National Central University, and National Chung Hsing University. The sample included 127 researchers[1] on the Google search engine as a first step, which in turn helped to identify and limit a set of electronic spaces where the researcher is present virtually (4 Platforms), and this depending on the availability of profiles (accounts) in these sites as follows:

Table 1. sample distributions on the four platforms

Platform	Profiles	Percentage	without Profiles	Percentage
Google Scholar	79	62%	48	38%
ORCID	41	32%	76	68%
Research Gate	98	77%	29	23%
Twitter	12	10	115	90%

Source: Prepared by the authors

Table 1 illustrates the scientific platforms utilized by the study sample to establish their digital identity through profile creation. The analysis reveals that the ResearchGate academic network leads with the highest number of open profiles within the study sample, comprising 98 profiles, equivalent to 77%. This underscores the significant role played by creating ResearchGate accounts, which serve as a novel means for researchers to disseminate their work.

Google Scholar, recognized as an academic and freely accessible platform, holds the second position in terms of the number of open profiles, with a total of 79 accounts, representing 62%. This platform offers substantial advantages for promoting the outcomes of published scientific research. It contributes to enhancing the global ranking of academic and research institutions, while also facilitating the assessment of a researcher's work and determining the extent of its impact. Furthermore, Google Scholar profiles serve as an alternative for researchers who do not possess a personal webpage on their affiliated research institution's official site.

The sample's trend toward Twitter and ORCID was weak, as shown by the number of open profiles, which reached 53 profiles in total. As for short posts platform, Twitter, it should be noted that some profiles of the sample has been inactive and has not tweeted since May 2013, so it can be said that the study sample missed the opportunity to establish its identity in one of the most important scientific space, which has proven its widespread effectiveness in disseminating and introducing scientific outputs (Laakso & Bjӧrk, 2014), and finally, it should be noted that the steps to open an account on the site are simple and free and can be completed in a few minutes (Haak et al., 2016).

Regarding obtaining a profile on ORCID, it can be said that its low percentage is due to researchers' lack of knowledge of this digital space and the many features it offers for promoting research outputs or researchers try to avoid wasting their time due to imposed system restrictions (Mart ń-Mart ń et al., 2015). Approximately 20% of registered ORCID profiles are inactive, and some scientific works are listed in user profile files incorrectly. Despite the huge efforts made to cover a large number of researchers and contributors, only 10% of researchers in the world are currently represented on the ORCID platform, and their distribution across countries is not proportionate (Mart ń-Mart ń et al., 2015).

Concerning the digital identity of social science researchers at Taiwanese universities, an evaluation of researchers' digital presence and their research outputs was essential to understand the nature of their identity in the aforementioned digital spaces. The researcher's identity is categorized into three levels, as outlined in Georges Fanny's study, specifically the levels of digital identity introduction, activity, and statistics (Georges, 2009). The examined websites provided a range of indicators that help characterize a researcher's digital identity. These indicators are summarized in Table No.2, which outlines the various aspects of a researcher's identity within the studied online spaces.

[1] The researcher's name in both English and Mandarin Chinese was taken into account and it was ensured that the researcher's name exists in either of the two languages or both during the search process. In our study, the authors tracked the accounts of the researchers during a five-week period 4th November- December 10th, 2022.

Table 2. aspects of a researcher's identity on each platform

Identity Type	Google Scholar	ORCID	ResearchGate	Twitter
introduction	Profile photo	Profile photo	Profile photo	Profile photo
	Area of interest	Area of interest	Area of interest	Area of interest
	/	C.V.	contact details	/
Activity	/		Questions	c
	/	/	Answers	Tweet
	Introducing scientific production	Introducing scientific production	Introducing scientific production	Introducing scientific production
	/	/	Current research projects	Current research projects
Satatstics	/	/	Followers and followings	Followers and followings
	Citation number	/	Citation number	Likes number
	/	/	Reads number	Tweets number

Source: prepared by the authors.

Through meticulous record-keeping and comprehensive data collection, we obtained insights into the extent of publications accessible within our study sample. This encompassed full-text research papers, abstracts, bibliographies, and supplementary information that significantly contributed to readership and citation frequency.

In the following table No.3: it shows the percentage of promoted scientific production and non-promoted one in the digital spaces used by the study sample

Table 3. percentage of promoted scientific production and non-promoted one of the study sample

Platforms	Total studies	Promoted studies	Percentage	Non-promoted Studies	Percentage
Google Scholar	1562	1282	82%	280	18%
ORCID	392	327	83%	65	17%
Research Gate	1726	1286	74%	440	26%
Twitter	43	42	97%	1	2.50%

Source: prepared by the authors.

5. Data Analysis and Discussion

On Research Gate, introduction indicator can be tracked by the ability of researchers to provide identifying information about themselves, including their interests and contact details. This allows other users of the site to easily identify and connect with researchers who share similar interests or whose work may be relevant to their own research. This information is readily available on the researcher's profile and can be viewed by anyone visiting the site. Regarding activity, it is tracked through various indicators like the question and answer indicators. This metric specifically looks at the number of researchers who have asked a question on the platform, compared to the number of researchers who have responded to questions (Archambault et al., 2013). Based on this indicator, 21 out of 98 researchers (21%) have asked a question, while 27 researchers (27%) have responded. Additionally, the platform also tracks the promotion of researchers' scientific work as an indicator of activity. This process is active on the platform as researchers can promote their work by making the full text or bibliographic data of their contributions available for others to see. Out of the 1726 items available on the platform, 1286 have been promoted in this way, while 440 have not been promoted.

Regarding the fourth activity indicator, which pertains to ongoing research projects and current research involvement among the study sample, it was observed that only 54 researchers, constituting 55% of the total, reported their research activities. Meanwhile, 44 researchers did not provide such information, citing reasons such as their lack of participation in collaborative research endeavors with other scholars.

It is also noted that the percentage of articles promoted on Research Gate is lower than on other platforms, and this can be seen in the following chart No. 1:

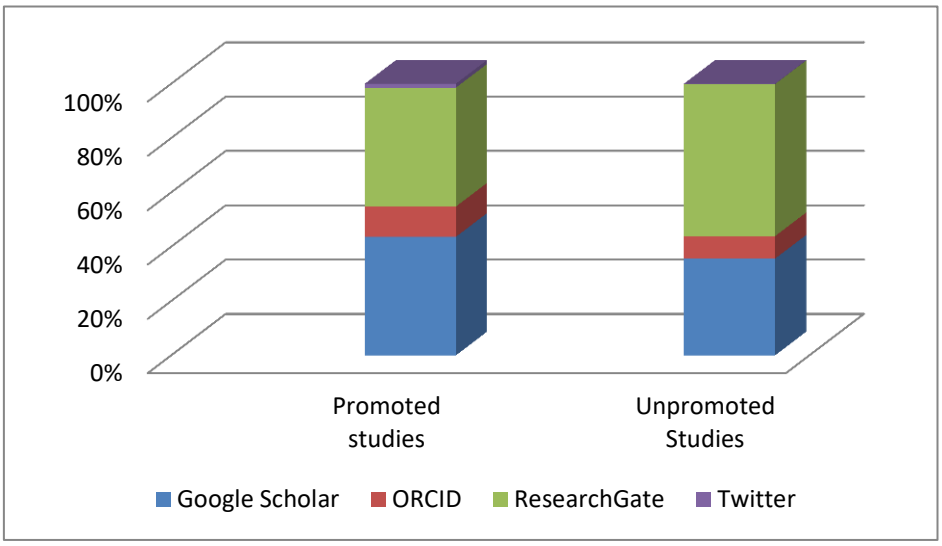

Chart 1. percentage of articles promoted on each platform

Source: prepared by the authors.

As previously mentioned, the active identity of researchers on **Research Gate** is as it should be, as there is a significant weakness in response and daily interaction rates, including the first and second indicators, which are considered indicators of measuring impact such as was referred to in a study (Martin-Martin, Orduna Malea, & Aylon, 2016) which indicates that both questions and answers fall within the criteria used to calculate the Research Gate Score. However, it should be noted that the question and answer indicator is the place where a researcher can ask questions related to research and get answers from other specialists, it is a better place for sharing knowledge and communicating with other researchers, opens opportunities for scientific cooperation, but it may be due to lack of interest or time and the researcher's busy schedule or that most of the questions on the site are general and not related to the researcher's specialized field, while some researchers see that answering Research Gate questions is of no academic benefit. As for the number of scientific research (440 research articles) that was not included in the researcher's records, this may be because the study sample does not have enough time to archive everything produced.

As for the stats indicator, it was fully present through the existence of a number of criteria like the number of reference citations and readings and this indicator is uncontrolled by researchers as the system is responsible for calculating this them.

In contrast to the Research Gate platform, **Google Scholar** does not facilitate daily interactions, making it challenging to measure researchers' activity solely through their profiles. Activity on Google Scholar is primarily determined by the number of scientific research items listed compared to the actual research output. Researchers often need to manually archive each new work to maintain an "active identity" on the platform. Out of the 1562 research items produced by the 79 researchers in our sample, 1282 were promoted through their profiles, while 280 remained non-promoted without additional details.

These non-promoted research items typically include works presented at international or local conferences, which researchers may mention only once in their profiles. This suggests that researchers in our sample actively maintain their digital identities by regularly showcasing their research outputs. This emphasis on Google Scholar's platform reflects its increasing importance within the scientific community, as it has become a prominent tool for achieving high academic standards and fostering global collaboration opportunities (Portela, 2017, Slack, 2013).

Regarding the introduction indicator, it is conveyed through personal information, such as profile pictures and expressions of interests. On the other hand, the statistics indicator is generated by the system, incorporating metrics like the h-index and i10-index, which gauge the researcher's impact within the scientific community (Sierra, 2013).

And regarding the **ORCID** and the digital identity of the study sample, the 41 researchers who have accounts on this site with active identity (activity indicator) and contributed to 327 promoted research items out of 392 published articles present 83%, the high percentage of promoted work compared to Research Gate is attributed either to the feature provided by this platform that allows publishers of scientific research to write details about the publication in the researcher’s record, and thus the promotion process is joint between the publisher and the researcher, or that the site automatically collects and puts it in the researcher's record through its interaction with other platforms such as Scopus ID. And with regard to the research items that are not promoted (65 articles) on the platform, they were published in non-peer-reviewed

that the site did not work to add in the researcher's record because they are not listed to global databases (Manca & Ranieri, 2016).

The identification process was done by providing bibliographic data for the articles or by including links that refer to the full text, of which 93 links were found to be out of service, which necessitates that researchers be vigilant and interactive with their pages (Gordon & Repanas, 2016, Nkambou et al., 2017) by addressing the defect by including the abstract and keywords in PDF or Word formats, and thus “the identity of the researchers on this site" is not fully active because it is a joint process between the researcher, the site and the publisher, and it can also be concluded that the researchers depend on the site to introduce their scientific outputs and that explains the absence non-peer-reviewed articles and the presence of broken links on the platform”.

The study found that introducing researchers (introduction indicator) is present through the availability of the researchers' CVs, which, through examination, showed that they have sufficient information to introduce the researchers, while the stats identity is absent due to the unavailability of its indicators or tools on the site.

On **Twitter**, in order to find out the extent to which this space is used to promote the research outputs and to determine the identity of the researchers who own the 12 open accounts on the platform, this study tracked and analyzed them in the period from January 2022 to November 2022, and it was concluded that there are only 7 accounts used in an effective manner to promote their scientific identification with scientific production, they fulfilled, as far as possible, the information and conditions that must be in any account opened on Twitter for the purpose of promoting the research production, such as the information that must be contained in the personal profile, which is represented in:

- Availability of the name and photo of the researcher used throughout the academic career of the 7 researchers.

- Existence of details that reflect the research interests of the sample.

As for activity indicator, it was present through tweeting and introducing the scientific production of the researcher. As for the tweeting process, it was somewhat uneven between the available 7 accounts, as some accounts have not tweeted since more than 3 months and some are active and tweet regularly and share the others’ tweets.

As for introducing research outputs, the search found that the 7 accounts are used to promote their works by sharing links that refer to scientific articles in addition to referring to modern sources in the specialty, knowing that the accounts did not promote all their article (42 scientific articles out of a total of 43) and some articles were available on other platforms not available on Twitter while found that the use of the other 5 accounts in promoting their work of the researcher is completely non-existent the activity is limited to introducing modern sources in the field, which leads us to conclude that the identity of researchers on Twitter is not active due to the number of researchers use it and thus the slim number of the articles promoted on this digital space.

And by comparing the extent of the impact of each of account (the stats indicator), the study found that the three accounts have a significant scientific standing with more than 1000 followers for each of the three accounts, and this is what we measure through the number of tweets reached in total of 6941 tweets for all of these three accounts since the owners opened their accounts in December 2012, March 2013, and July 2015. And the interaction of their followers, represented by the number of likes, which reached 10339 likes for all of the tree accounts.

Based on the above data, we can show the type of digital identities (indicators) that can be achieved on each of the studied digital platform. The following chart No. 2, marks are used: / means available, x is not available.

Chart 2. type of digital identities (indicators) achieved on each platform

Identity Type	Research Gate	Google Scholar	ORICD	Twitter
Introduction	/	/	/	/
Activity	X	/	X	/
Statistics	/	/	X	/

Source: prepared by the authors.

The chart No. 2 shows a strong correlation between a researcher's scientific activity and their digital identity. The more a researcher produces scientifically and interacts on digital platforms, the more their presence is amplified in the virtual world, leading to greater promotion of their research outputs.

6. Conclusion:

In conclusion, this study explored the intricate landscape of digital identity, shedding light on its multifaceted dimensions and paramount significance in the contemporary realm of scientific research. The fusion of classical scientific paradigms with the boundless expanses of the digital sphere has ushered in a new era, where researchers are compelled to transcend conventional boundaries and embrace the digital age. The inception of digital communities and virtual platforms has

emerged as a formidable catalyst, enabling researchers to manifest their presence in the virtual realm and forge connections that transcend geographical constraints.

As illuminated by Fanny Georges (2009), the establishment of digital identity is a dynamic process, harmonizing the symbiotic relationship between the user and the system. This intricate dance between self-representation and activity engenders a profile that mirrors the researcher's impact and engagement within the digital milieu. Metrics such as the number of friends, interactions, and group affiliations elucidate the quantitative aspects of this digital identity, affording researchers a means to gauge their virtual presence and resonance.

The digital identity, as elucidated by Olivier Ertzcheid (2016), is not a monolithic construct; rather, it encompasses an amalgamation of effects and manifestations that researchers consciously or unconsciously bestow upon the digital realm. It reflects the interplay of a researcher's contributions, discussions, and online presence, all of which coalesce to shape a digital reputation. Yet, this reputation is a dynamic entity, susceptible to external influences and beyond the researcher's full control.

Within this digital tapestry, the creation of a personal web profile emerges as a pivotal initial step, enabling researchers to articulate their digital identity on a global scale. Digital spaces and platforms such as Research Gate, Google Scholar, ORCID, and Twitter serve as conduits for researchers to showcase their scientific production, catalyzing its dissemination and underpinning the construction of their digital personas. While these platforms present fertile ground for engagement and collaboration, they are also fraught with potential pitfalls, including issues of plagiarism, misattribution, and the proliferation of false information.

To navigate this intricate digital landscape, researchers must proactively cultivate their virtual image. Strategies encompass ensuring visibility in search results, consistent use of a standardized name format, the provision of easily accessible research outputs, regular updates to CVs, and proactive engagement with communication and media outlets. By embracing these practices, researchers can not only enhance their digital identity but also fortify their academic journey in the digital realm.

In essence, the digital identity of researchers transcends mere self-presentation; it encapsulates a dynamic fusion of self-representation, online activity, and digital reputation. In an era where the lines between the real and virtual worlds continue to blur, researchers must navigate this digital terrain adeptly, leveraging its vast potential while safeguarding their scholarly contributions and professional identities. The journey of building and maintaining a digital identity is an ongoing odyssey, one that intertwines with the evolution of digital communities and the ever-expanding horizons of scientific inquiry.

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