



# OPEN SCIENCE

## WHY IT CAN BENEFIT YOUR RESEARCH

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1

QUANTIFYING SCIENCE

2

OPEN YOUR SCIENCE

3

BUILD UP YOUR SCIENTIFIC PROFILE

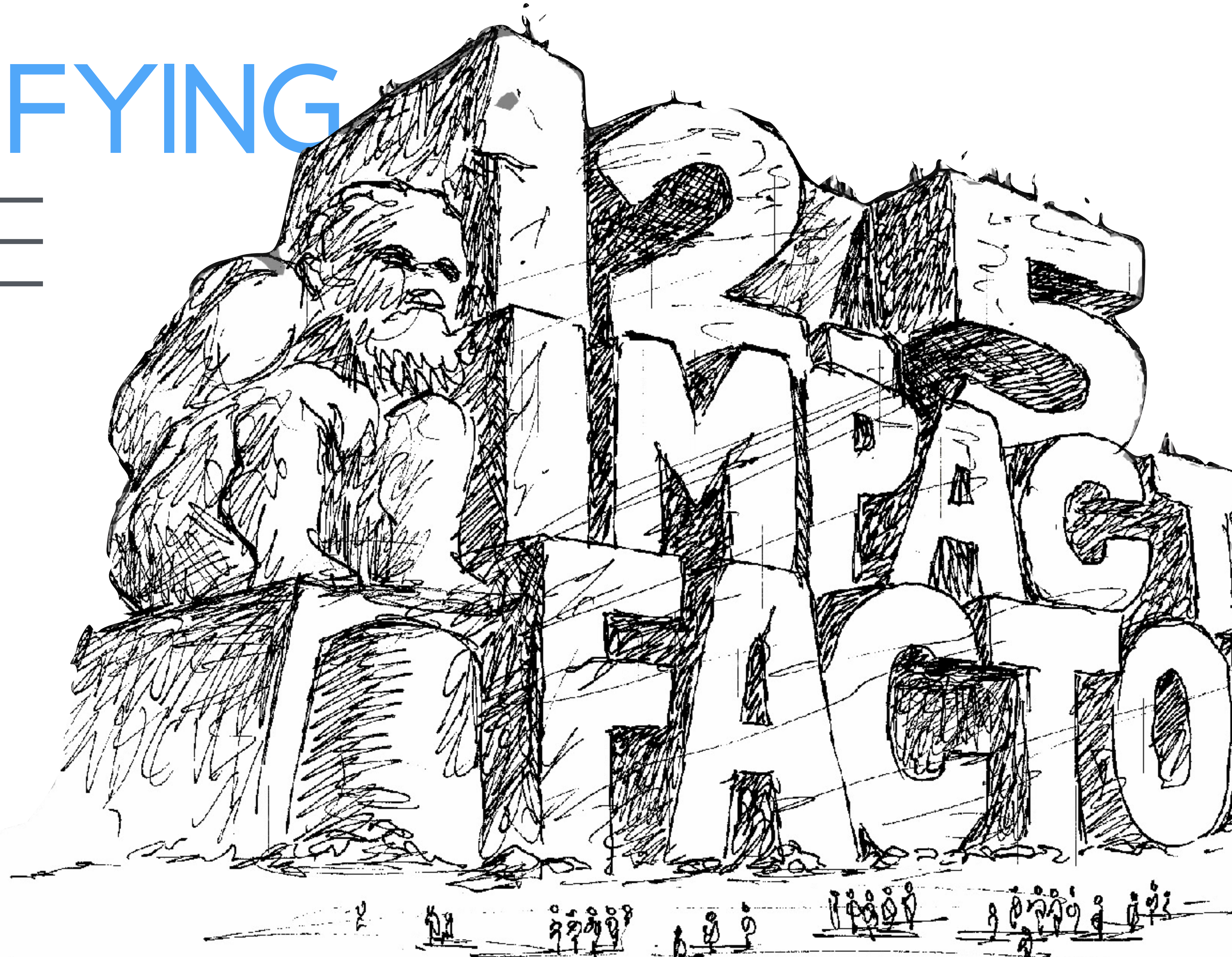
4

CONNECT WITH OTHERS





# 1 QUANTIFYING SCIENCE





# PRODUCTIVITY METRICS

WHY? EVALUATIONS, GRANTS AND NEW POSITION

JOURNAL  
LEVEL



IMPACT FACTOR

SCIENTIST  
LEVEL



# PAPERS  
# CITATIONS  
H-INDEX

PAPER  
LEVEL

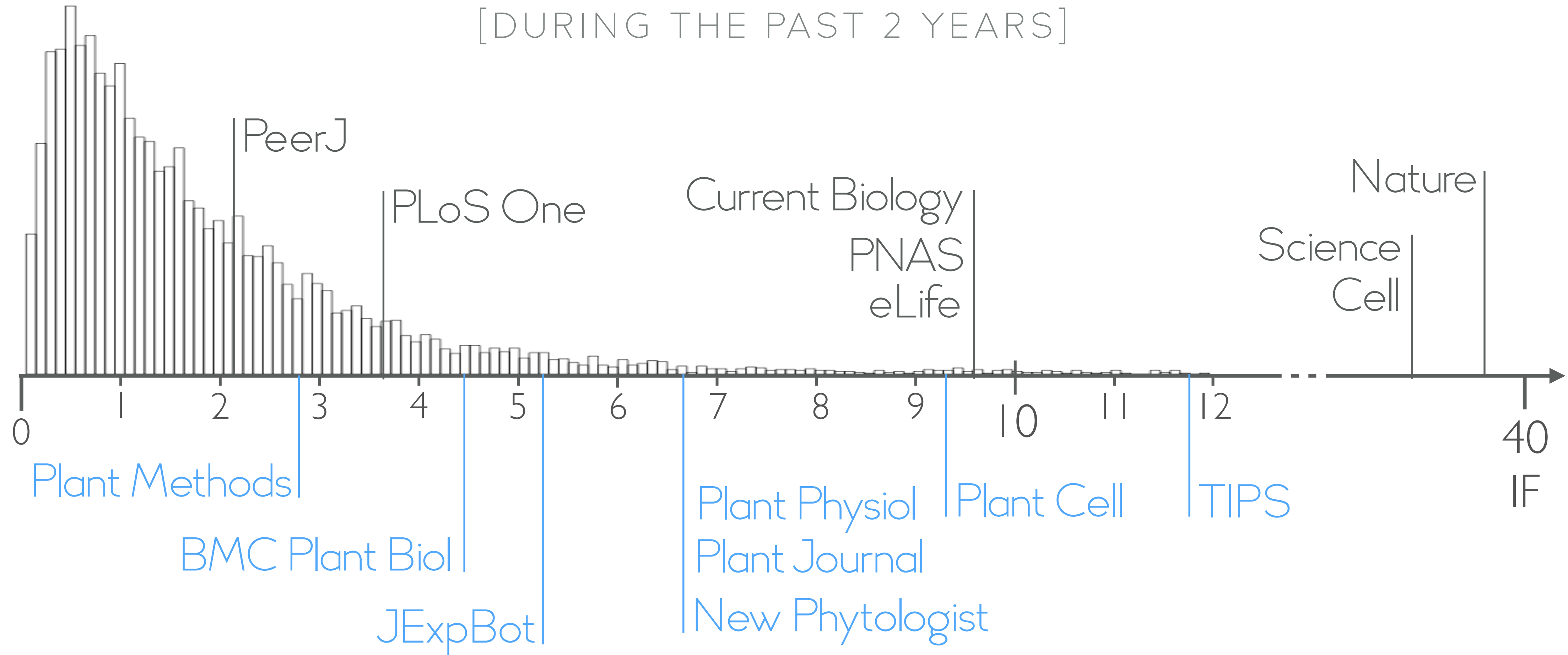


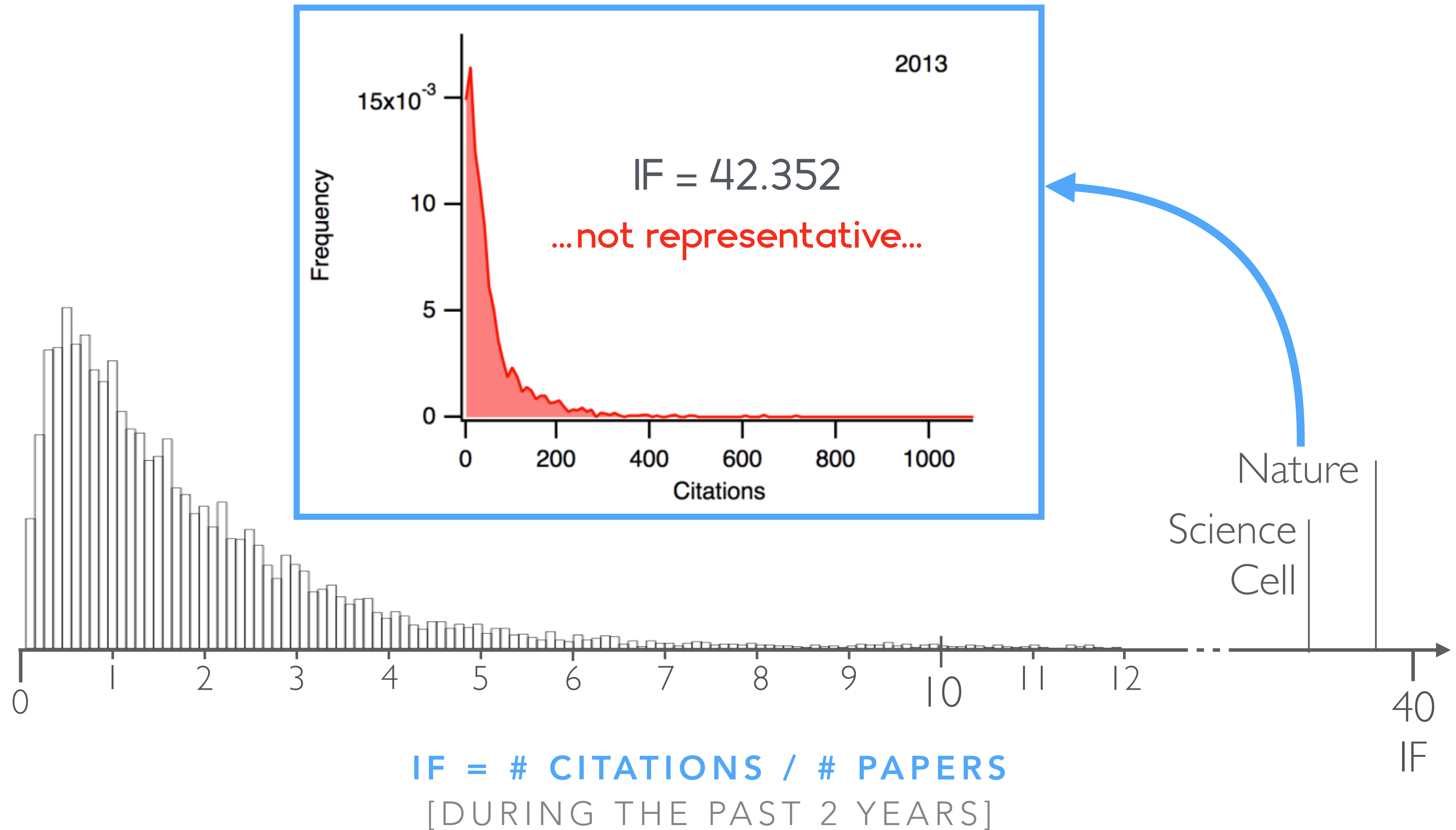
# CITATIONS  
ALTMETRICS



# IMPACT FACTOR – JOURNAL LEVEL

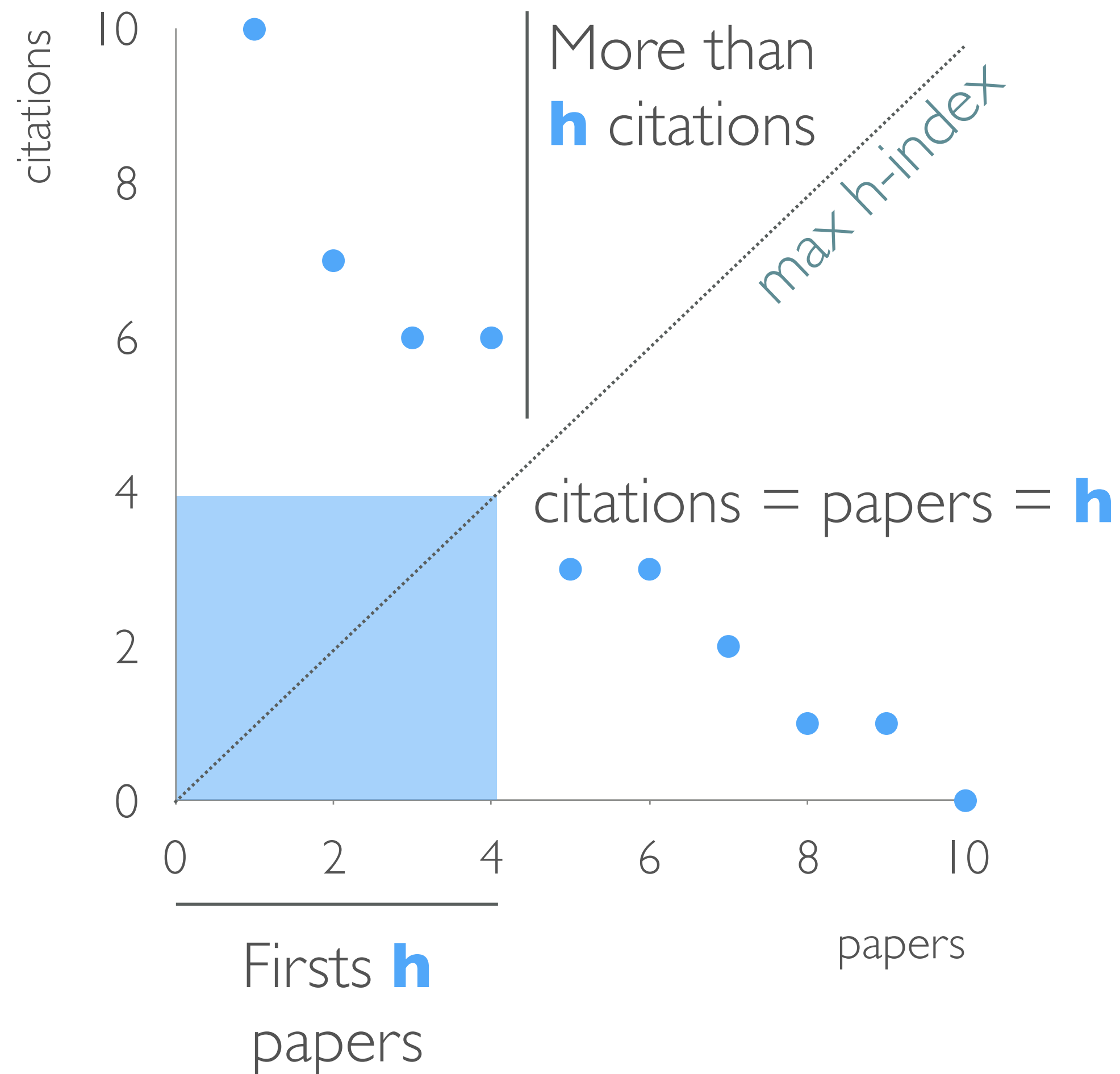
IF = # CITATIONS / # PAPERS  
[DURING THE PAST 2 YEARS]







# H – INDEX – RESEARCHER LEVEL



A scientist has index  $h$  if  $h$  of his/her  $n$  papers have at least  $h$  citations each, and the other  $(n - h)$  papers have no more than  $h$  citations each.

# H – INDEX – CRITICISMS



## Depend on:

- Age
- Field

## Do not depend on:

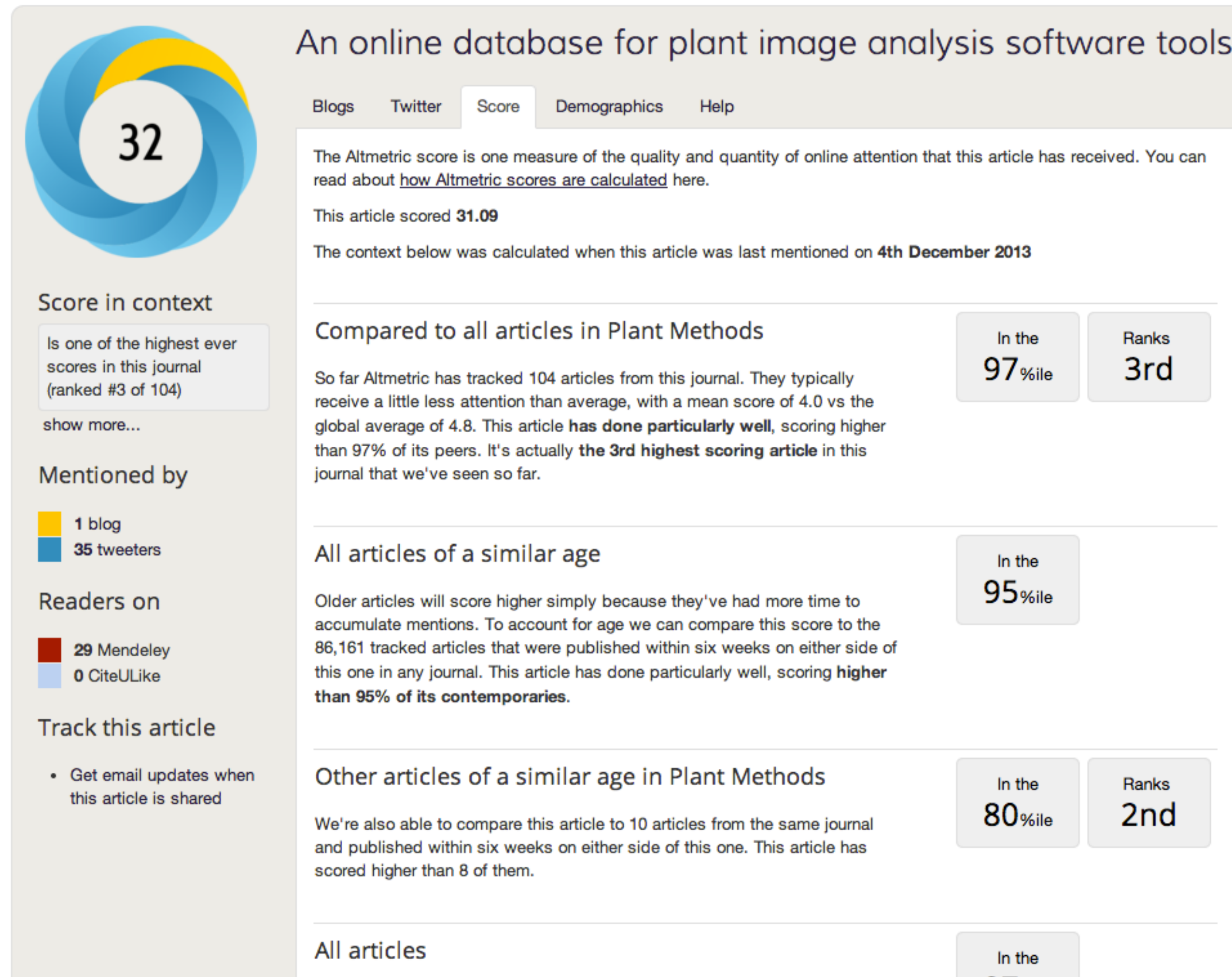
- Author position
- Self citations





# ALTMETRICS –ARTICLE LEVEL

[www.altmetric.com](http://www.altmetric.com)



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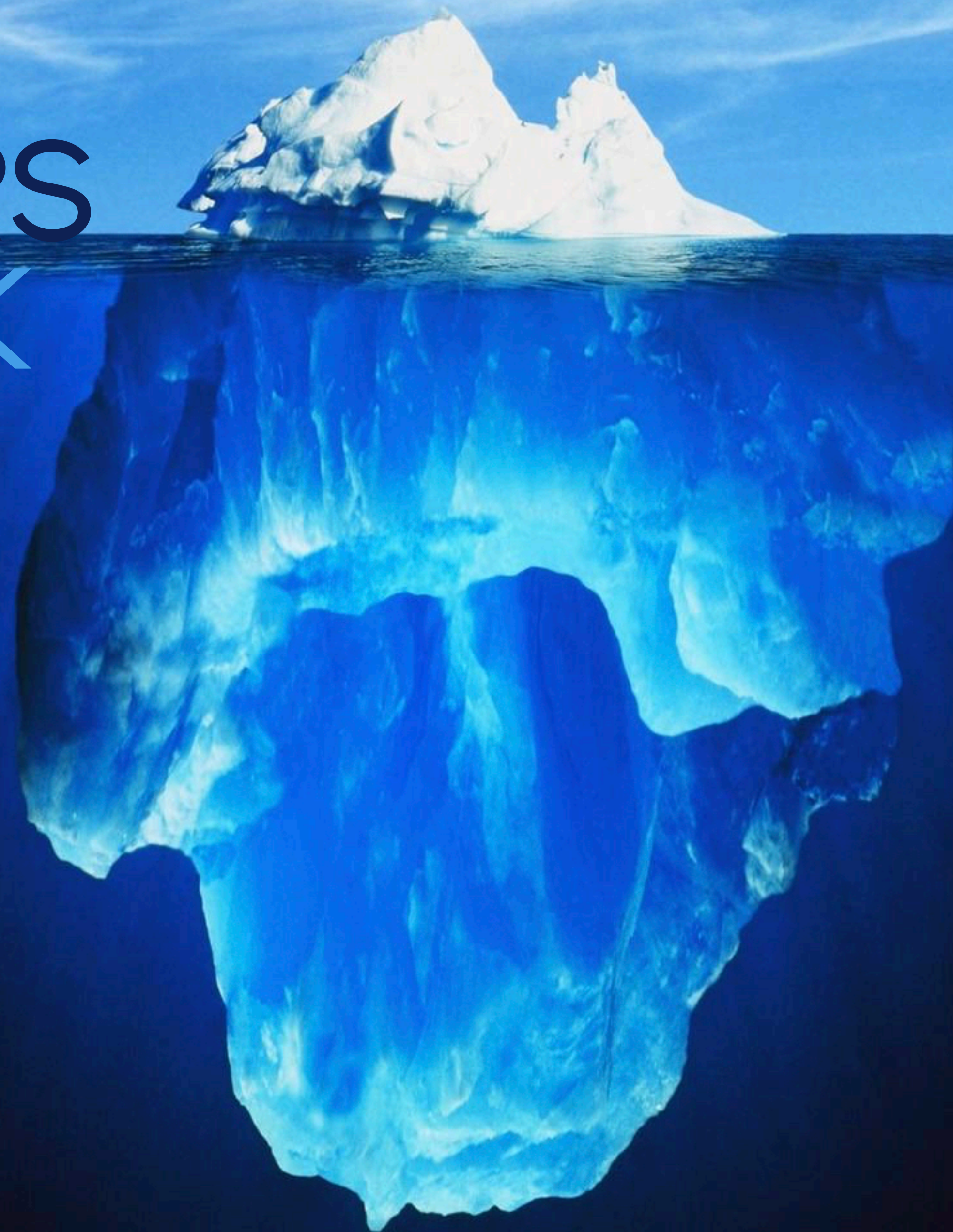
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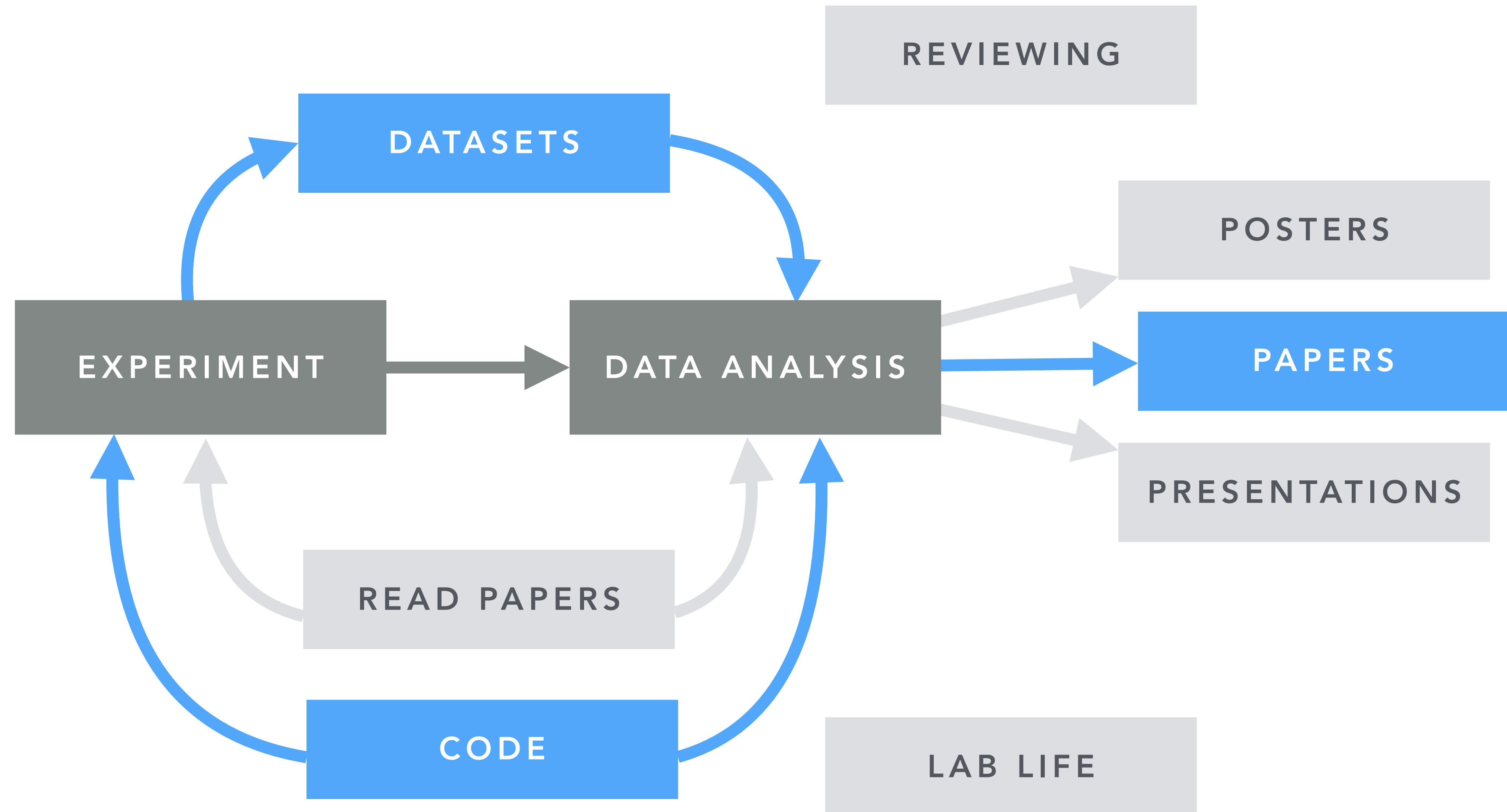


YOUR PAPERS  
YOUR WORK





# SCIENTIFIC PIPELINE



2

OPEN

YOUR  
SCIENCE





**WHAT**

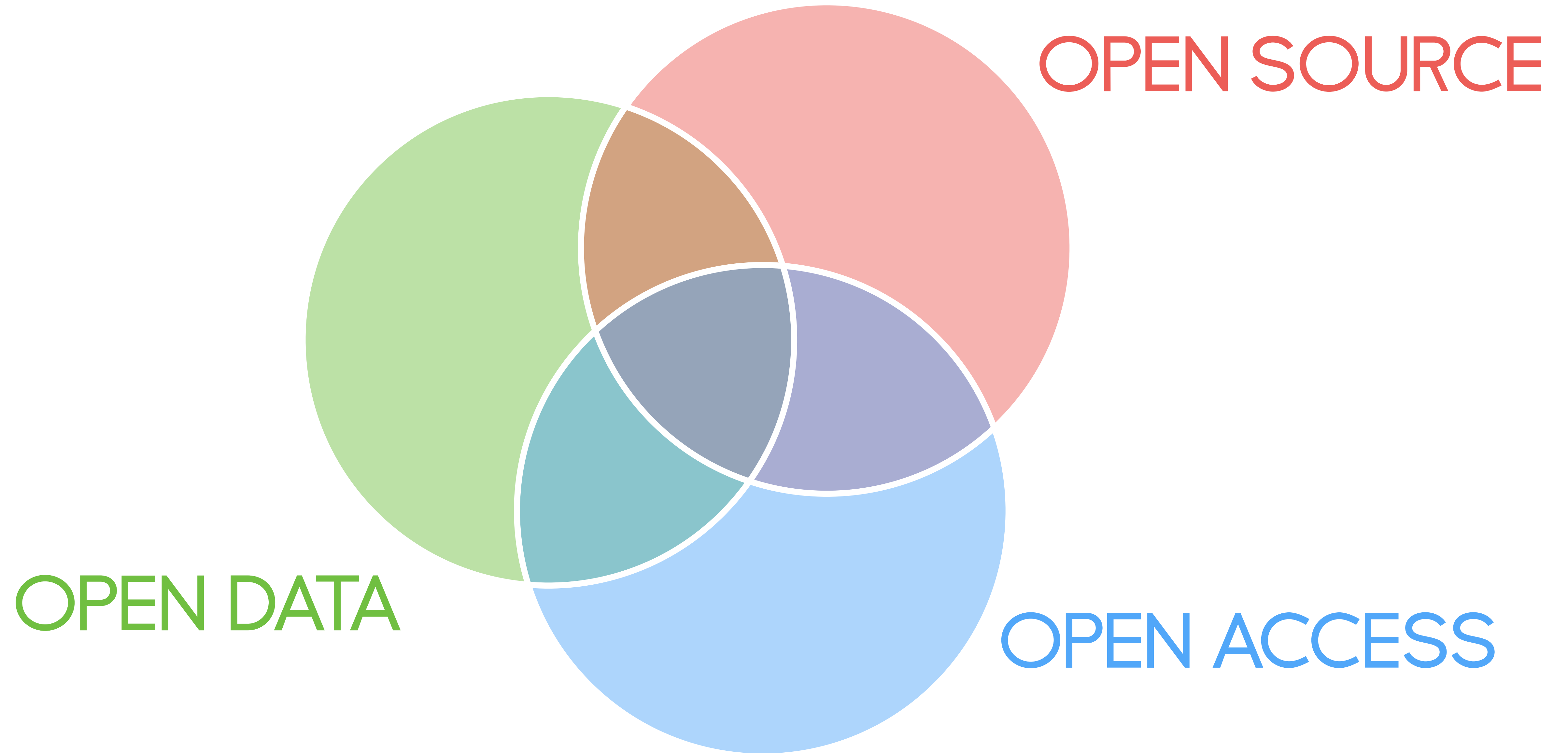
**THE  
HELL IS**



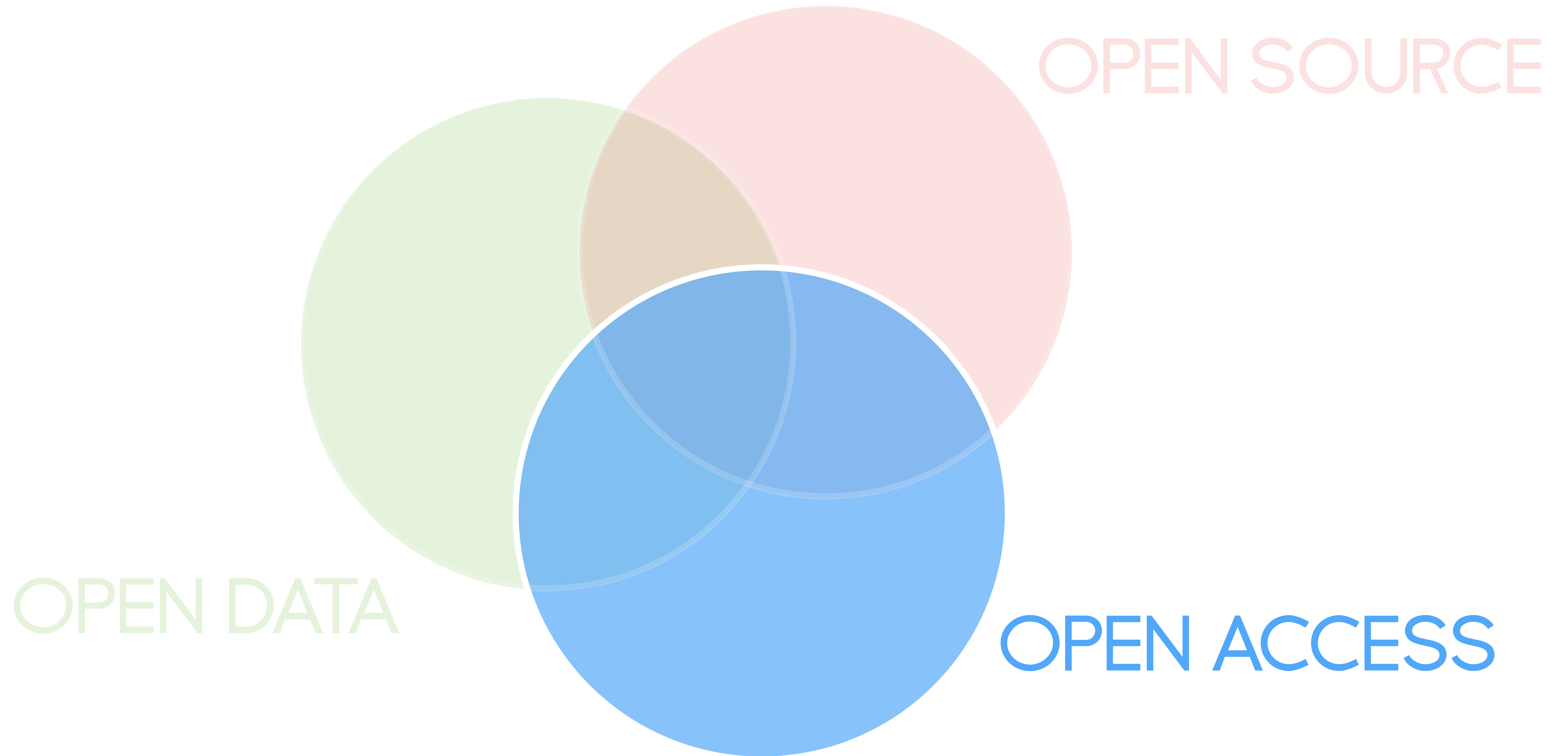
**OPEN SCIENCE**



# OPEN SCIENCE IS:

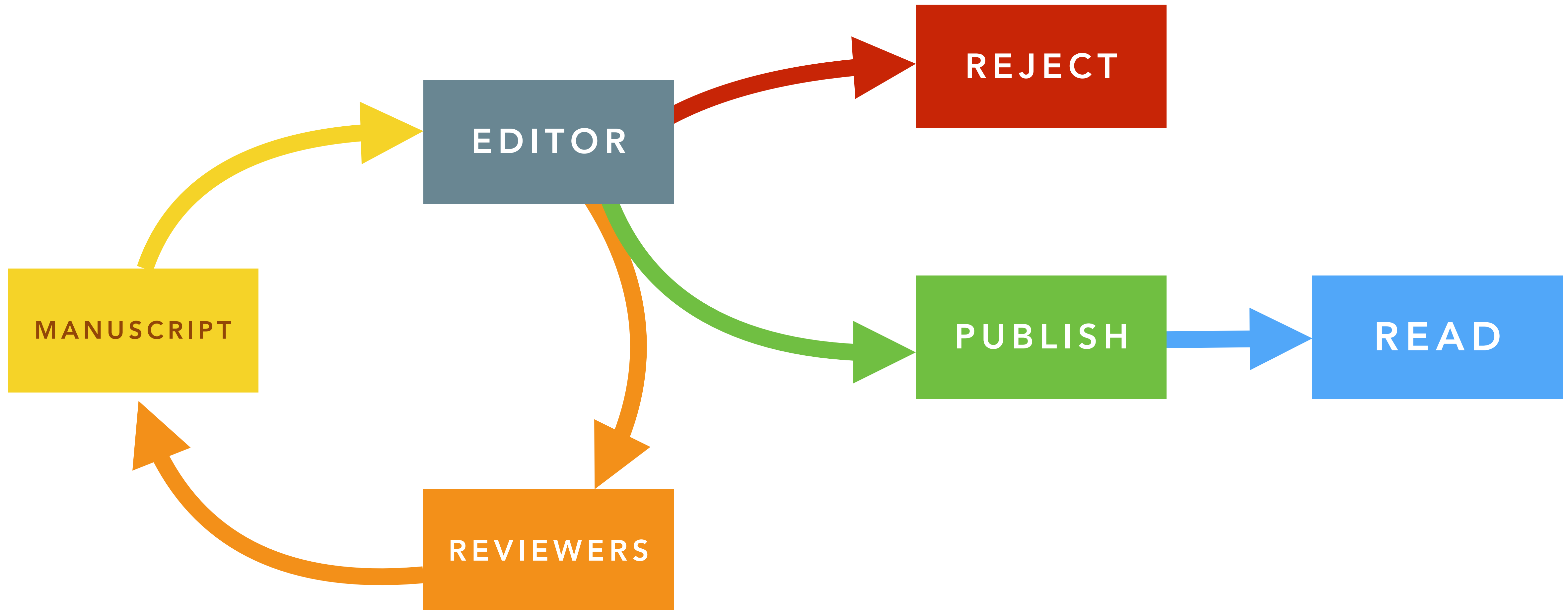


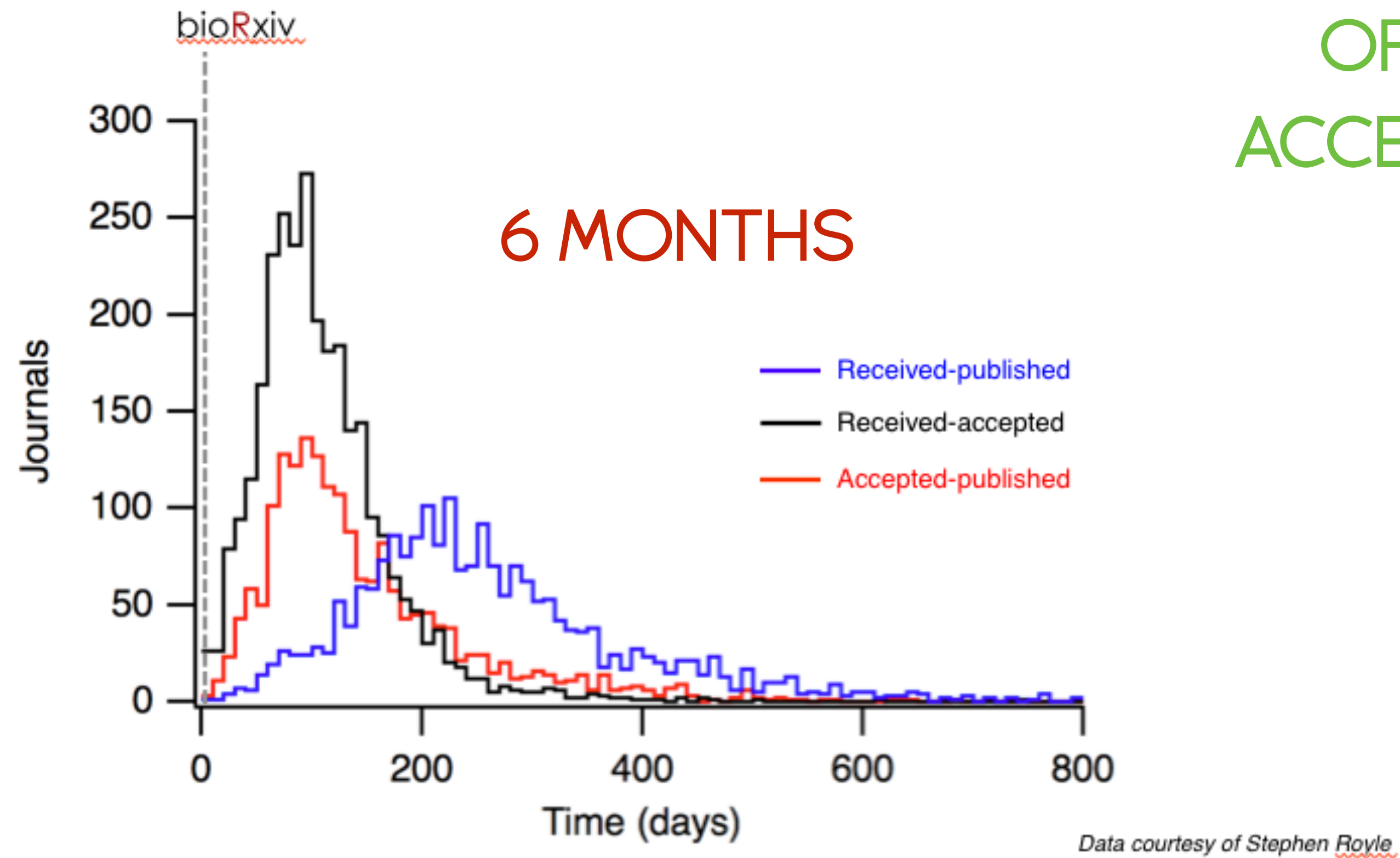
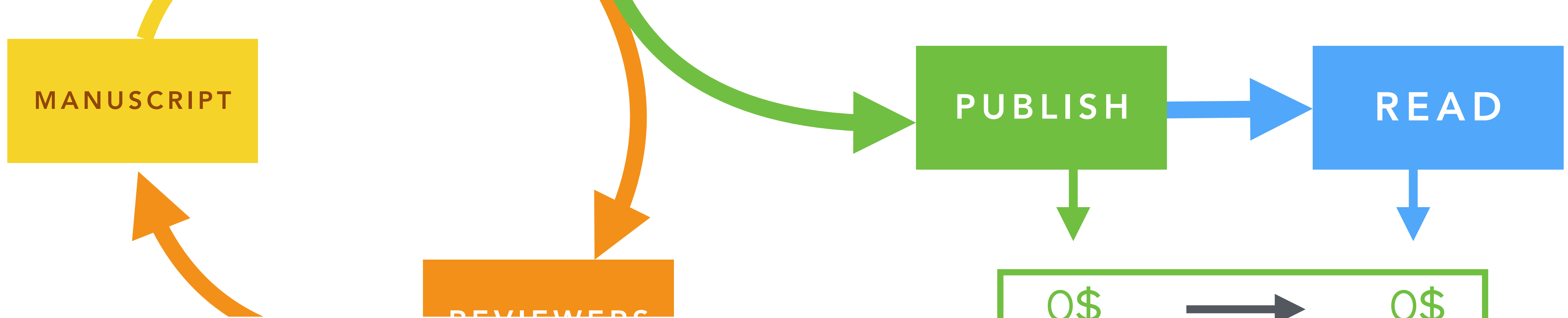
# OPEN SCIENCE IS:



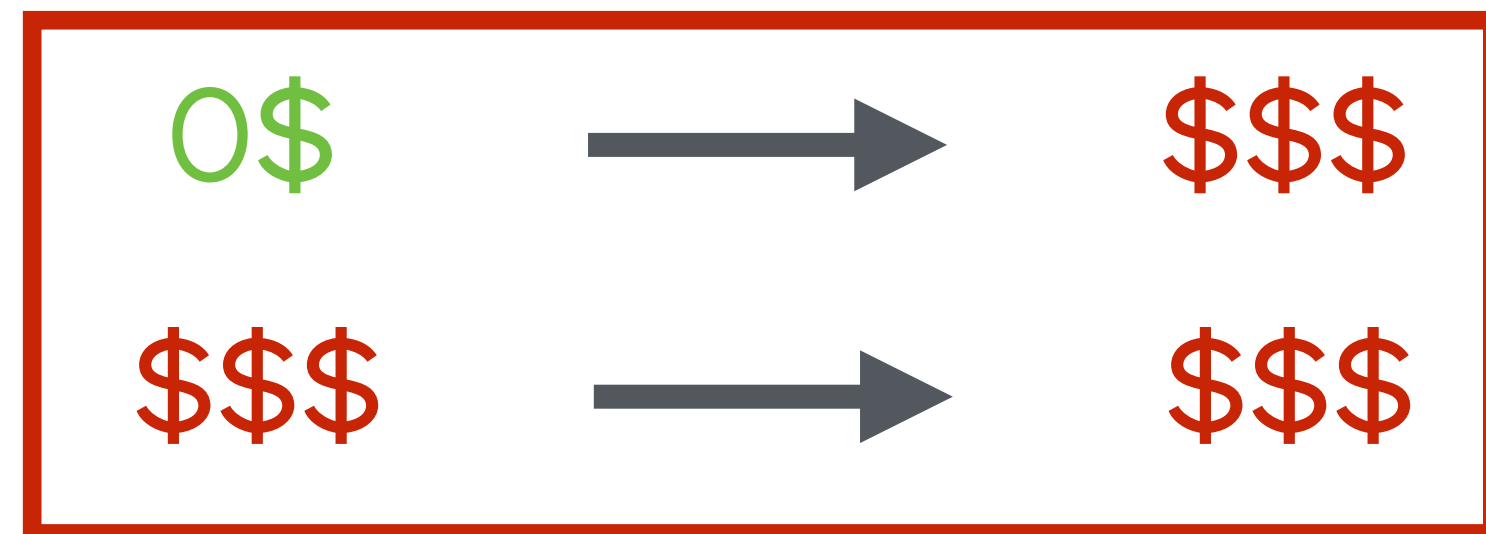
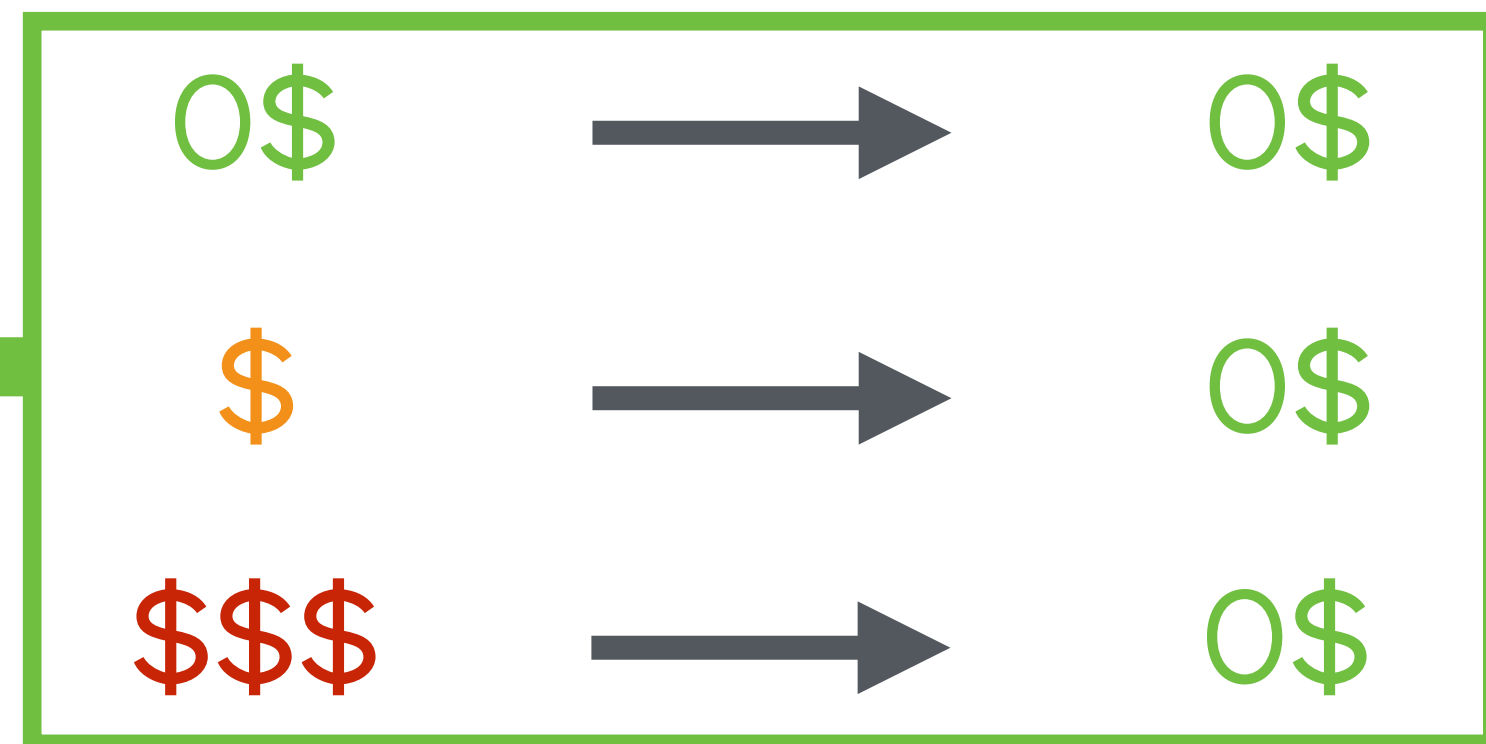


# PUBLISHING PIPELINE

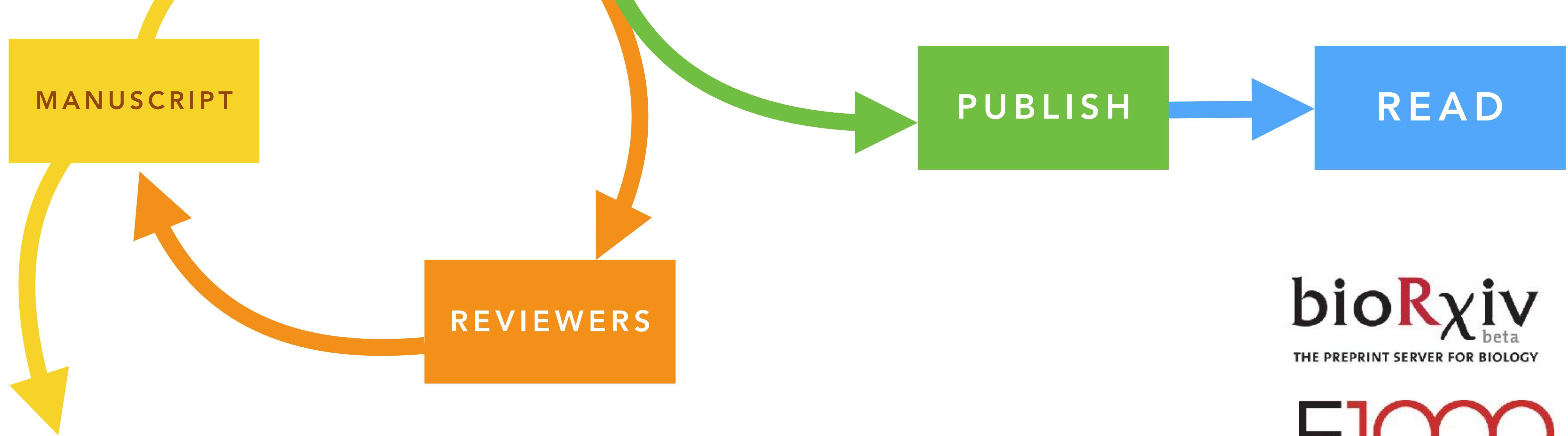




OPEN  
ACCESS



REDUCED ACCESS



## PREPRINT SERVERS

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- **check specific journal policy...**

 <http://www.sherpa.ac.uk/romeo/search.php>

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THE PREPRINT SERVER FOR BIOLOGY

**F1000**  
FACULTY of 1000

**PeerJ**



...



✓ 1. Submission

✓ 2. Independent Review

3. Interactive Review

## Using a structural root system model for an in-dep analysis pipeline

Guillaume Lobet\* , Iko Tamar Koevoets, Pierre Tocquin, Loïc Pagès and C  
Original Research, Front. Plant Sci. – Plant Biophysics and Modeling

Submitted on: 14 Sep 2016, Edited by: Alexander Bucksch ✉

Research Topic: Plant morphological modeling: Unleashing geometric al  
sciences

Keywords: root image analysis, root structural model, Benchmarking, ir



**NO ACTION IS REQUIRED FROM YOU**

Reviewer 2 endorsed publication of this manuscript

Reviewer 1 is/are pending to respond in the discussion

History

**Reviewer 1**

Active

**Reviewer 2**

Endorsed



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New Results

## Using a structural root system model to evaluate and improve accuracy of root image analysis pipelines.

Guillaume Lobet, Iko Koevoets, Manuel Noll, Patrick E Meyer, Pierre Tocquin, Loïc Pa  
 Claire Perilleux

doi: <https://doi.org/10.1101/074922>

This article is a preprint and has not been peer-reviewed [what does this mean?].

Abstract

Info/History

**Metrics**

Supplementary material

### ARTICLE USAGE

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42

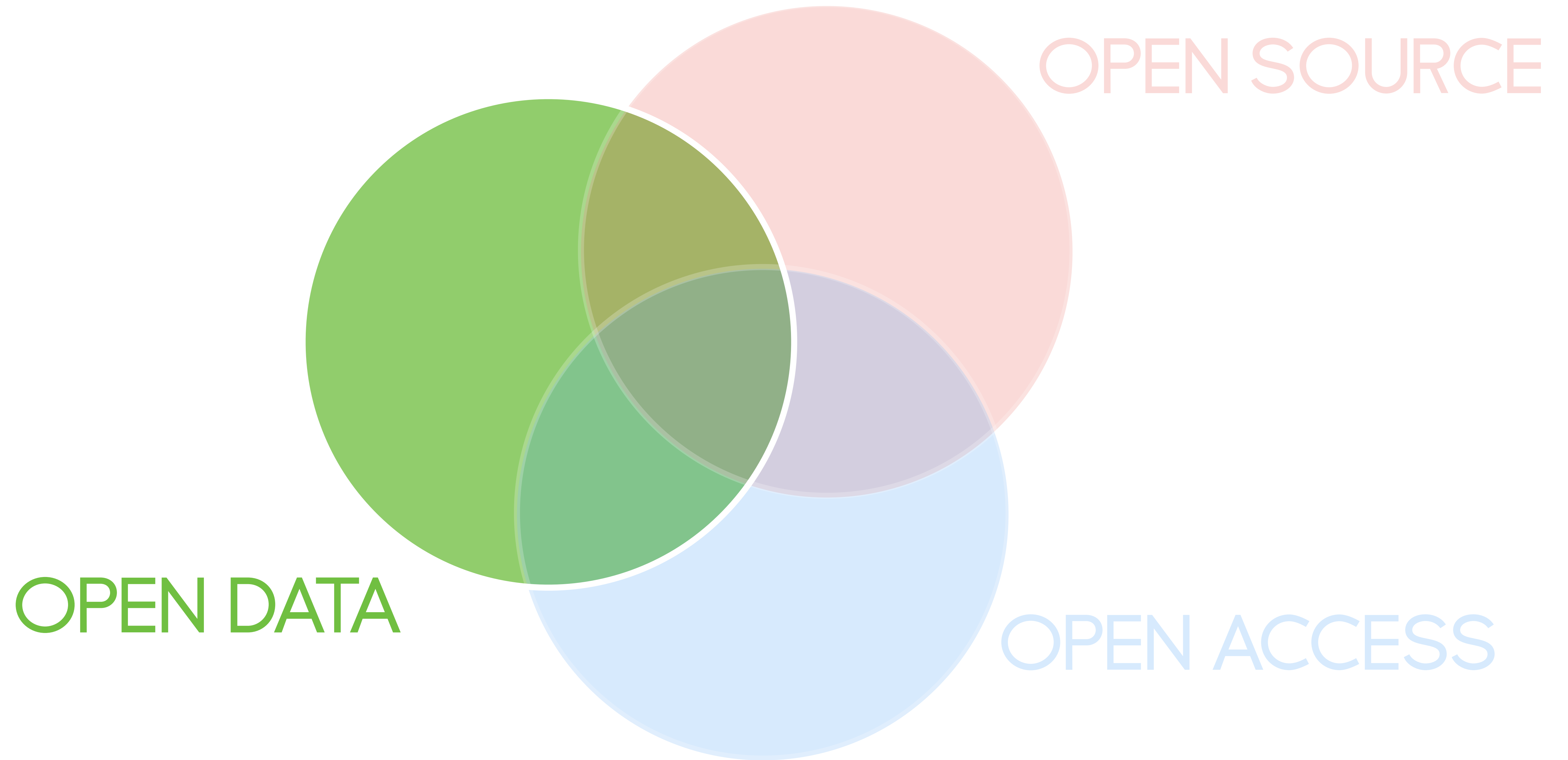


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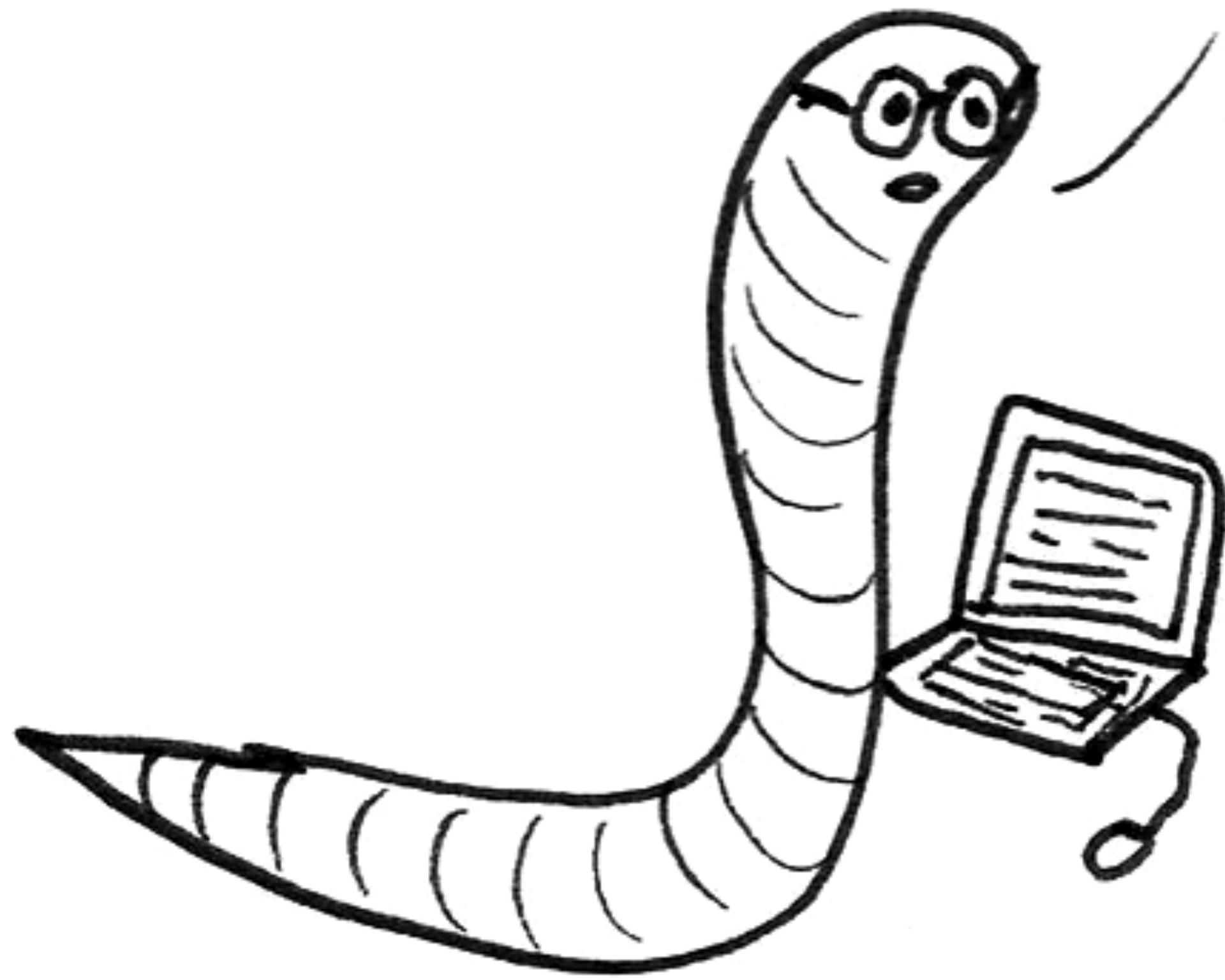
**4** readers on Mendeley

See more details

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Hi Guys!  
I'm Sucky,  
the research parasite.

I'm going to **STEAL**  
all your data and  
take **ALL** the credit!

@credpenblackpen

# LET'S TALK ABOUT YOUR DATA



EXPENSIVE



TIME  
CONSUMING



CONTAINS  
MISTAKES



ARE NOT 100%  
EXPLOITED



# DATA REPOSITORIES / JOURNALS

- Decrease the **cost of data**
- Increase **reproducibility**
- Allow **new findings**
- Get **more citations** for your work

# RESEARCH PARASITES

“people who had nothing to do with the design and execution of the study but **use another group’s data for their own ends**, possibly **stealing** from the research productivity planned by the data gatherers, or even use the data to try to **disprove** what the original investigators had posited”

Research Zombie: attacks the living projects, devouring their PIs and making them into research zombies


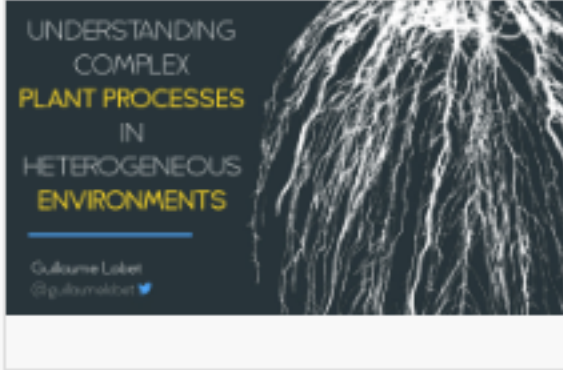






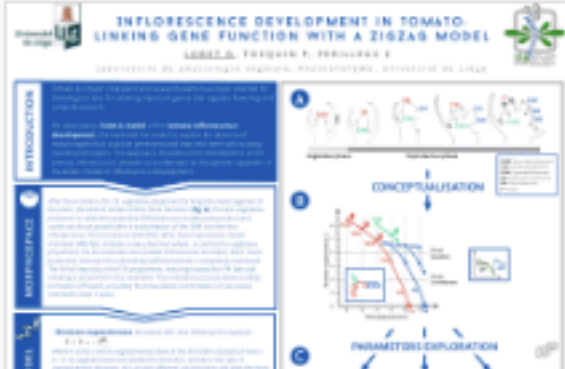





**Data Sharing.** Longo and Drazen  
N Engl J Med 2016; 374:276–277

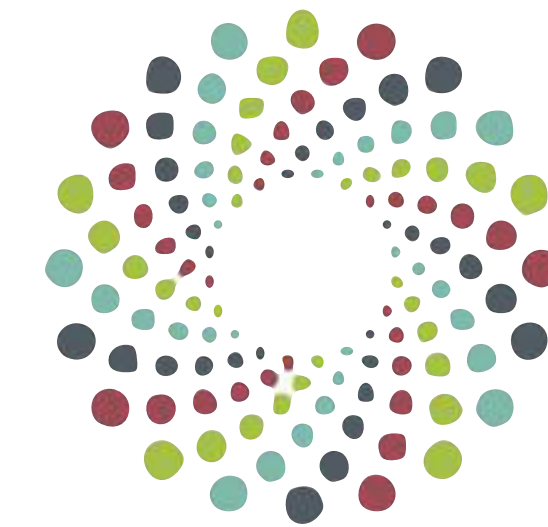
 **#RESEARCHPARASITES**



# SHARE ALL YOUR RESEARCH PRODUCTS

			
<b>Open Science: A view from the Bench</b> Guillaume Lobet 29/02/2016	<b>Research Project UCL-FZJ</b> Guillaume Lobet 08/02/2016	<b>Water flow in the soil-plant domain. New tools and methods</b> Guillaume Lobet 15/12/2015	<b>Science Valorisation</b> Guillaume Lobet 17/11/2015
			
<b>Structural Root Modelling</b> Guillaume Lobet 11/11/2015	<b>Maize root emergence</b> Guillaume Lobet 12/05/2015	<b>Plant image analysis tools: current trends and future challenges</b> Guillaume Lobet v 15/04/2015	<b>Introducing Root System Markup Language, a new toolbox to link ex...</b> Guillaume Lobet 15/04/2015
			
<b>Inflorescence development in tomato: linking gene function with ...</b> Guillaume Lobet v 27/01/2015	<b>Water relations in the soil-plant system: what can we learn from fun..</b> Guillaume Lobet v 03/12/2014	<b>Modelling water relations in the soil-plant-atmosphere system</b> Guillaume Lobet 04/07/2014	<b>Inflorescence development in tomato: gene functions within a zig...</b> Guillaume Lobet v 27/03/2014

FIGSHARE



[www.figshare.com](http://www.figshare.com)



Institutional repository = linked to institution  
You = (probably) not linked to institution

# SHARE ALL YOUR DATA

Data from: Male-female coevolution in the wild: evidence from a time series in *Artemia franciscana*



## Files in this package

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Rode NO, Charmantier A, Lenormand T (2011) Male-female coevolution in the wild: evidence from a time series in *Artemia franciscana*. *Evolution* 65(10): 2881-2892. [doi:10.1111/j.1558-5646.2011.01384.x](https://doi.org/10.1111/j.1558-5646.2011.01384.x)

Additionally, please cite the Dryad data package:

Rode NO, Charmantier A, Lenormand T (2011) Data from: Male-female coevolution in the wild: evidence from a time series in *Artemia franciscana*. Dryad Digital Repository. [doi:10.5061/dryad.56k55](https://doi.org/10.5061/dryad.56k55)

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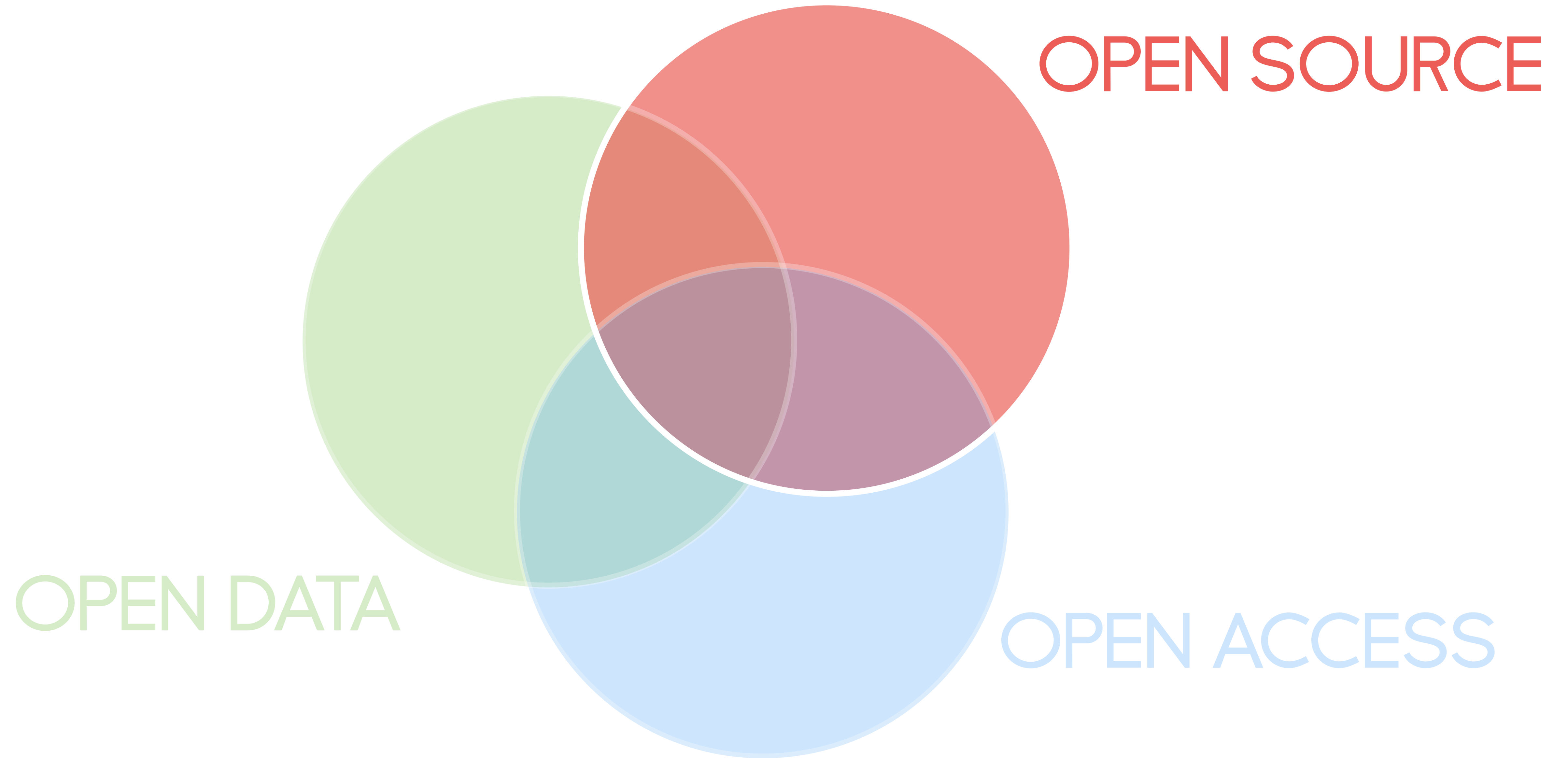
[gigascience.biomedcentral.com](http://gigascience.biomedcentral.com)

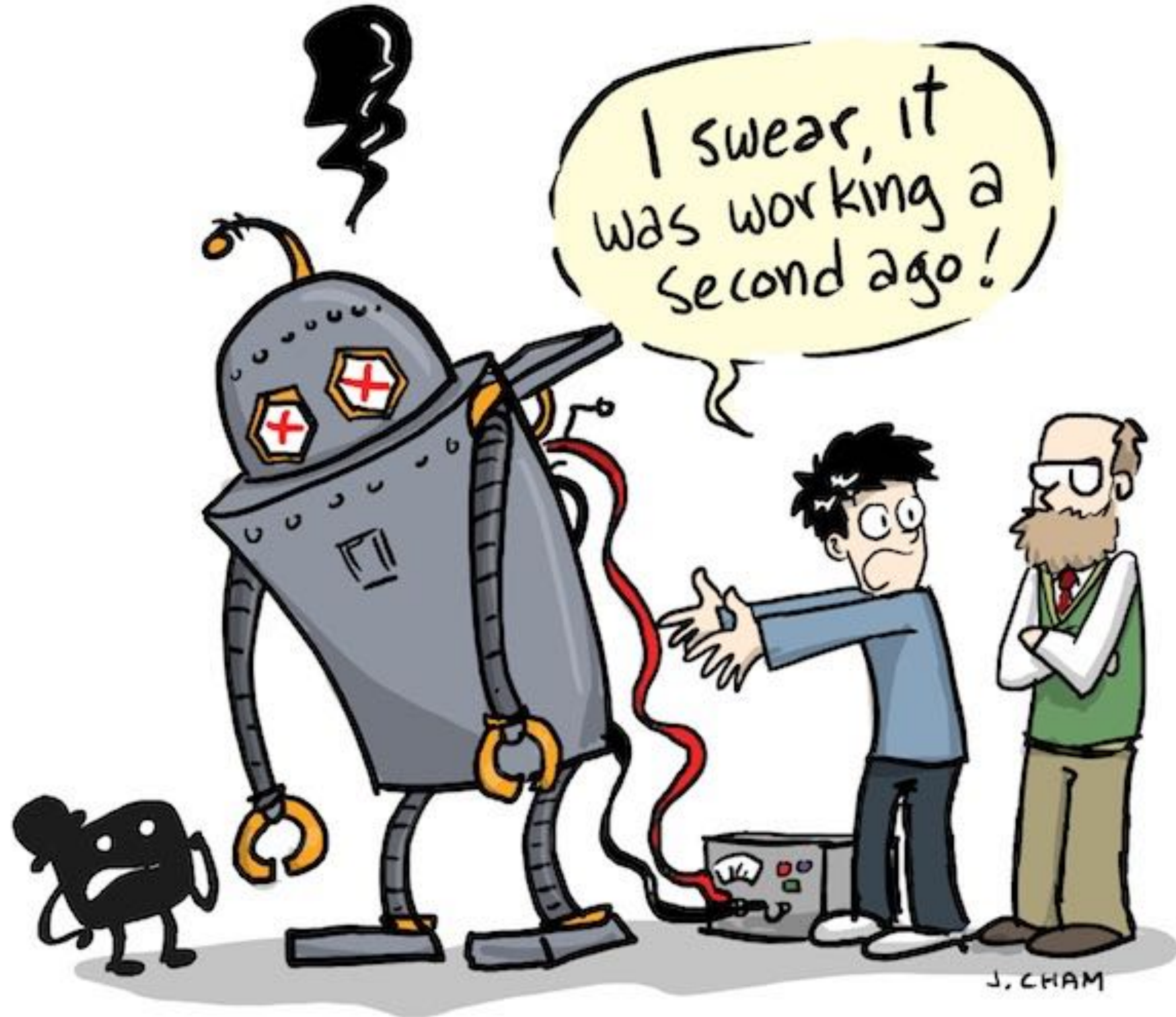


[www.datadryad.org](http://www.datadryad.org)



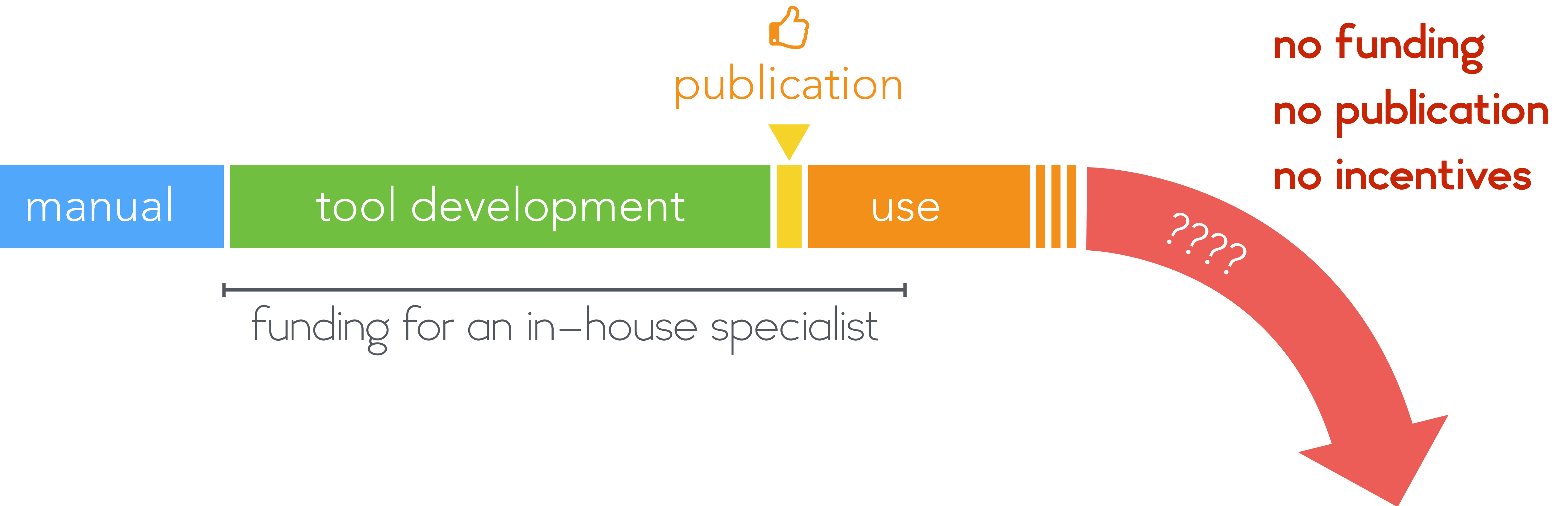
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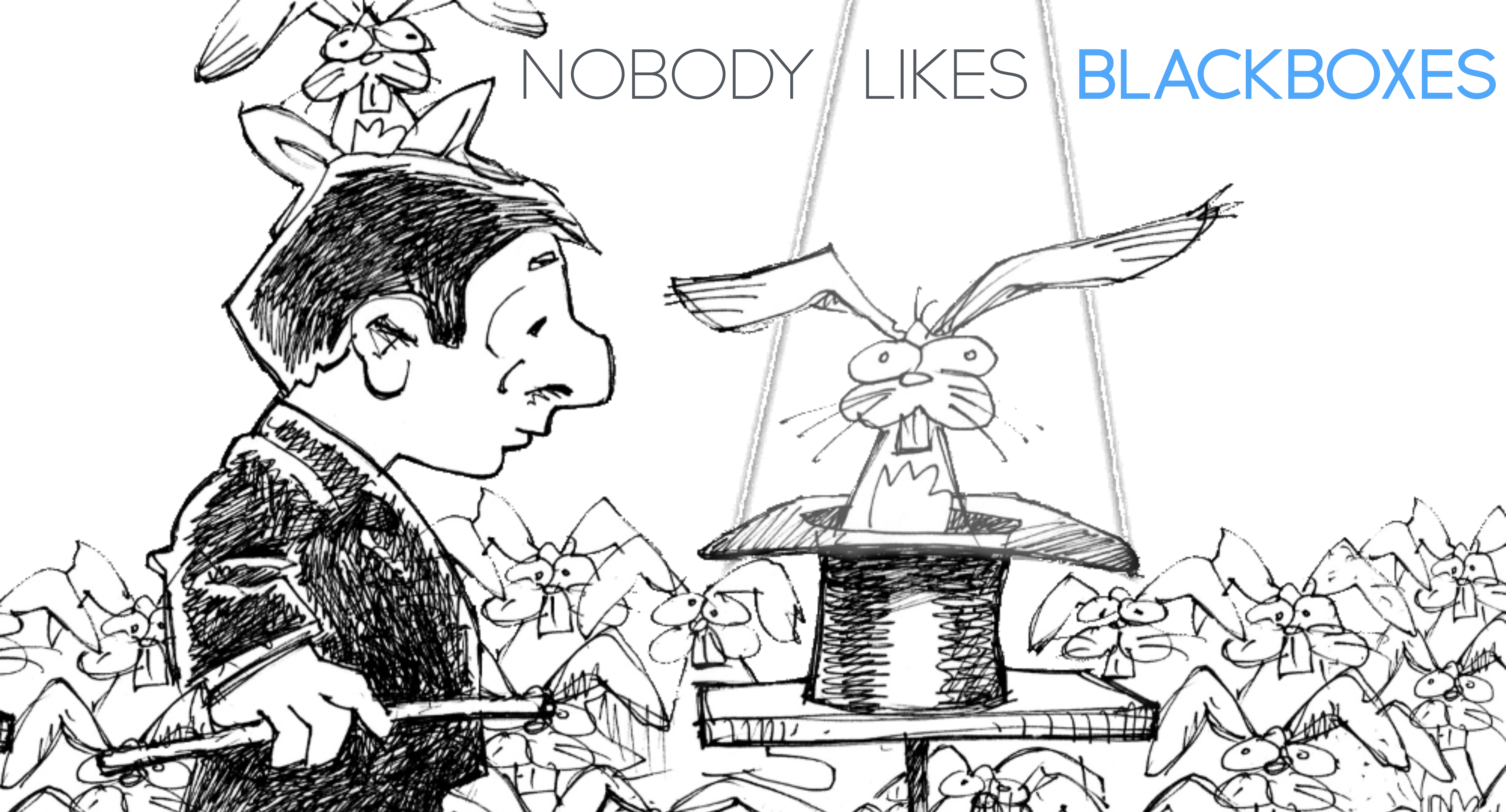


# THE FAITH OF ACADEMIC SOFTWARES



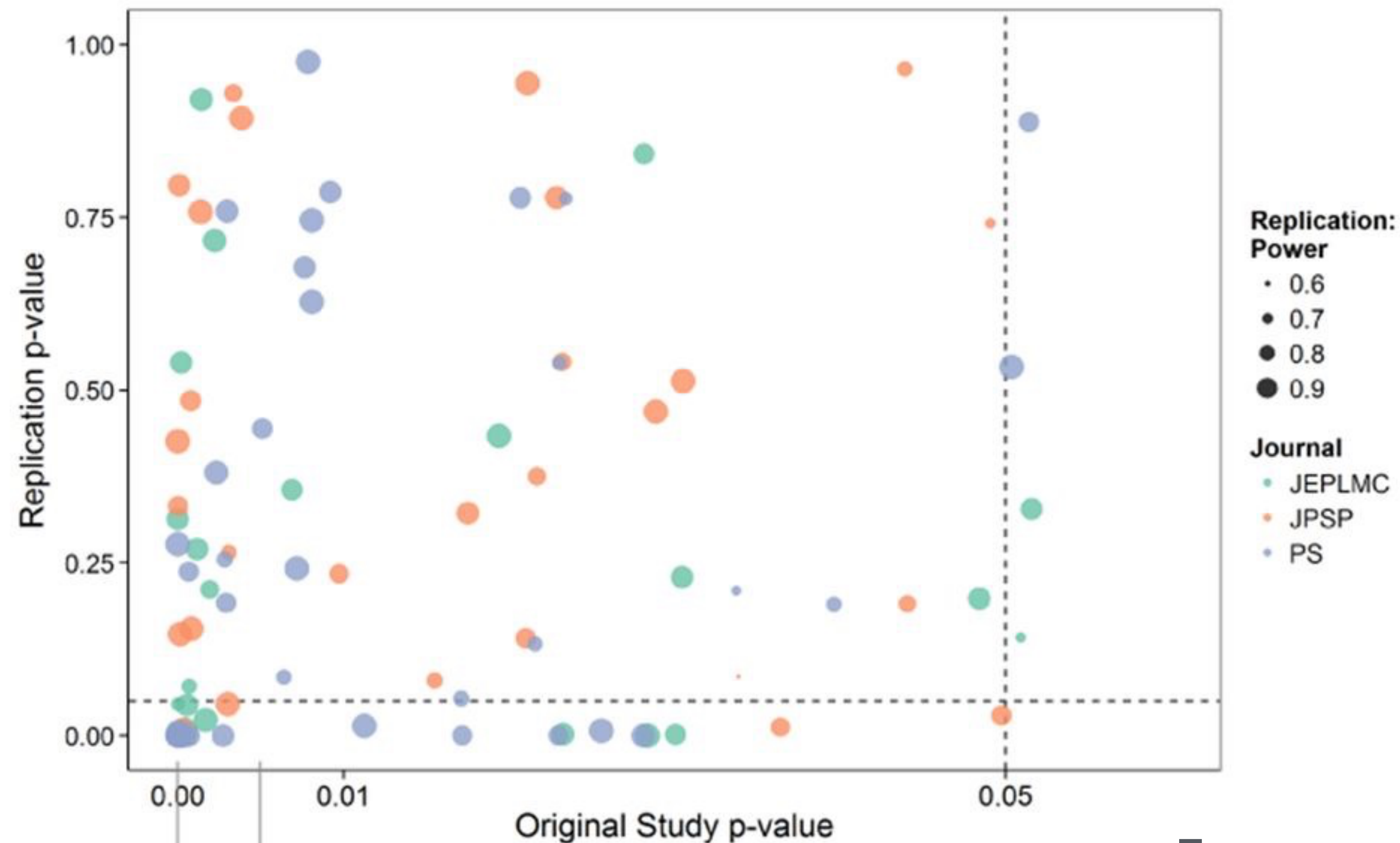


# NOBODY LIKES BLACKBOXES





# REPRODUCIBILITY IS CRITICAL



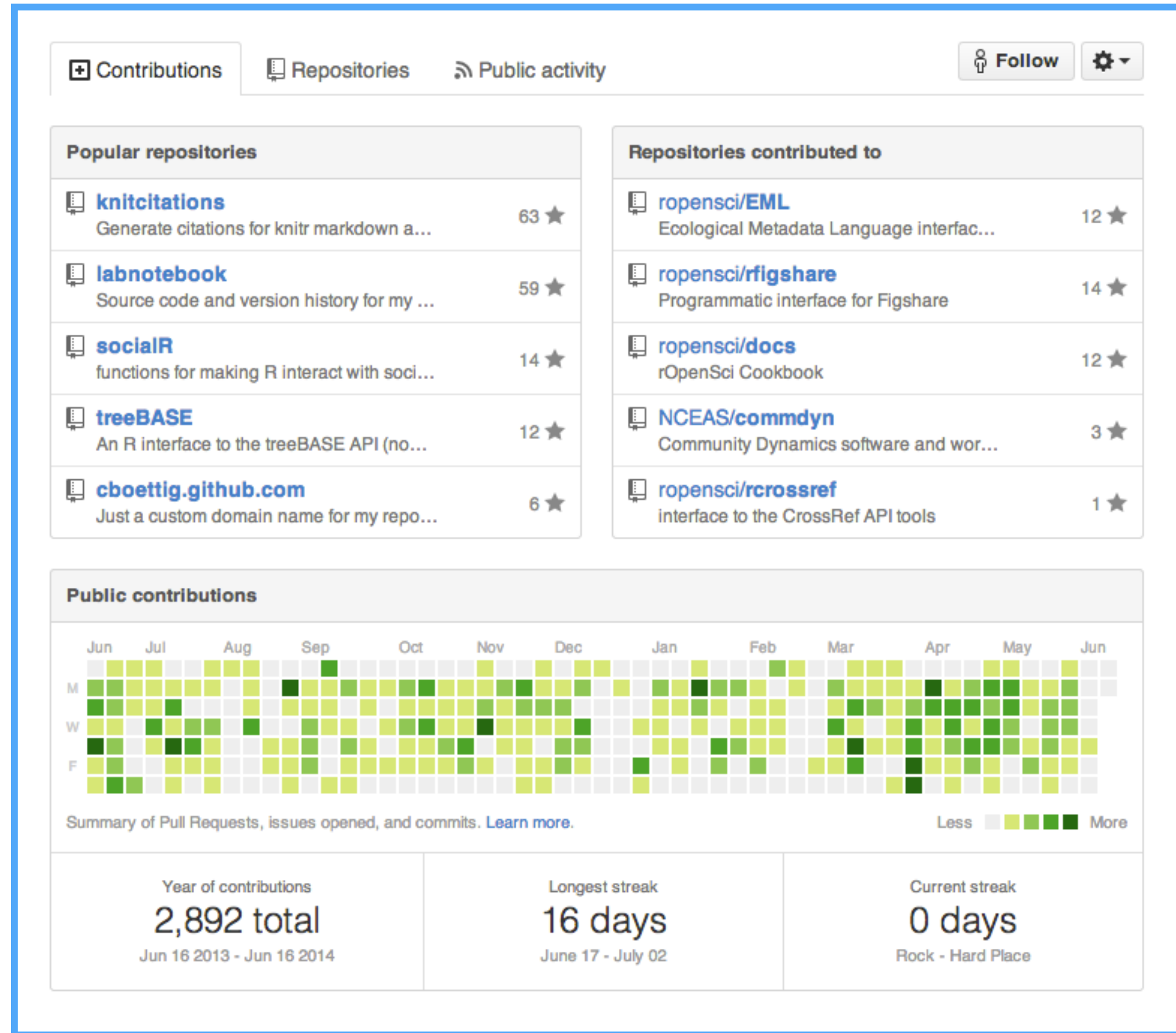
Estimating the reproducibility of psychological science

Open Science Collaboration

Science 28 Aug 2015:Vol. 349, Issue 6251, pp.



# SHARE ALL YOUR CODE



- share **code**
- **collaborative** development
- **version control** system
- millions of users
- **citable** (doi)



[github.com](https://github.com)

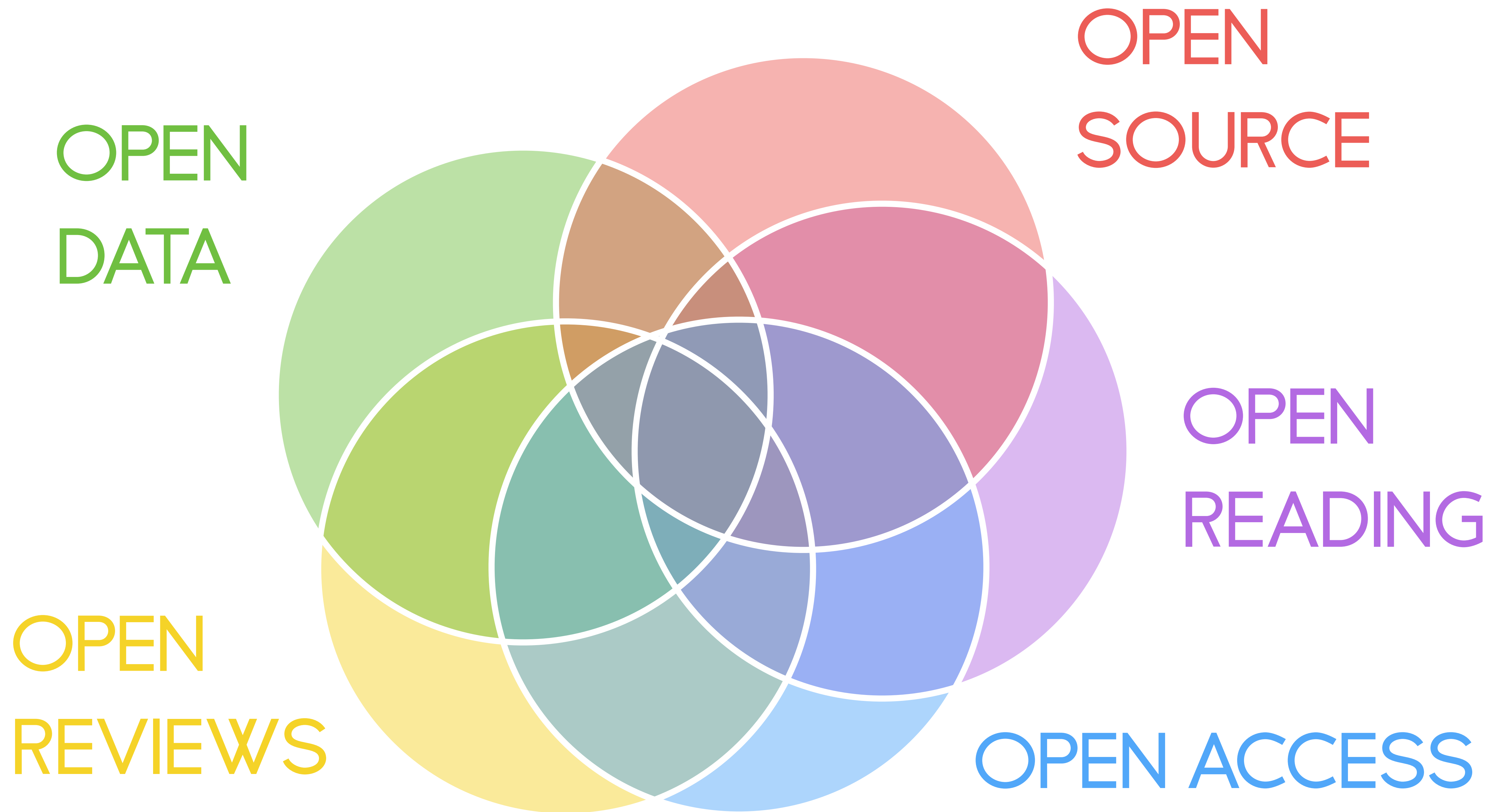


**Bitbucket**

[bitbucket.org](https://bitbucket.org)



[sourceforge.org](https://sourceforge.org)



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[www.mendeley.com](http://www.mendeley.com)

A screenshot of the Mendeley Groups website. The top navigation bar includes links for Dashboard, My Library, Papers, Groups, and People. A search bar is located on the right. The main heading is 'Groups', with a subtext 'In this catalog: 106,690 public groups' and a 'Create a new group' button. Below this is a search bar for groups with the example 'eg: Social networks'. The main content area is divided into two columns. The left column, 'My groups', lists groups the user owns or can administer, including 'Lateral roots' (36 papers, 2 members), 'Maize flowering' (19 papers, 2 members), 'Plant Flowering' (8 papers, 4 members), 'Plant image analysis' (211 papers, 31 members), and 'Root system analysis' (10 papers, 2 members). The right column, 'Browse disciplines', lists various academic fields such as Arts and Literature, Astronomy / Astrophysics / Space Science, Biological Sciences, Business Administration, Chemistry, Computer and Information Science, Design, Earth Sciences, Economics, Education, Electrical and Electronic Engineering, Engineering, Environmental Sciences, Humanities, Law, Linguistics, Management Science / Operations Research, Materials Science, Mathematics, Medicine, Philosophy, Physics, Psychology, Social Sciences, and Sports and Recreation.



# SHARE ALL YOUR REVIEWS



PROFILE

STATISTICS

## Guillaume Lobet

Assistant Professor - ELI, Université Catholique de Louvain  
Assistant Professor - IBG3, Forschungszentrum Juelich  
Lab website  
Twitter  
Personal website


Verified reviewer


127 Reviewer Merit

42 Verified reviews

AWARDS

IDENTIFIERS

 publons.com/a/207362/

 0000-0002-5883-4572

NAVIGATE

5 Affiliations

Has reviewed for 16 journals

43 Pre Publication Reviews


BIO


The aim of my research is to better understand how root and shoot influence each other and how this interaction contributes to the development of the plant. Such an integrated approach represents a realistic potential to identify major plant growth controlling components, therefore we aim to transfer this knowledge to the crop species maize.


EDITORIAL BOARD MEMBERSHIPS


Guillaume has not yet contributed as an editor for any journal or publisher.


HAS REVIEWED FOR


 (10) Plant Methods

 (5) PLOS ONE

 (3) Functional Plant Biology

 (6) Journal of Experimental Botany

 (5) Plant and Soil

 (2) Microscopy and Microanalysis

Showing 6 of 16, Show more...

PRE PUBLICATION REVIEWS

2016

✓ Reviewed for [Plant Methods](#)

2016

Reviewed for [Frontiers in Plant Science](#)

2016

✓ Reviewed for [PLOS ONE](#)

2016

✓ Reviewed for [GigaScience](#)

2016

✓ Reviewed for [PeerJ](#)

2016

✓ Reviewed for [PLOS ONE](#)

2016

✓ Reviewed for [The Plant Journal](#)

2016

✓ Reviewed for [Plant and Soil](#)

2016

✓ Reviewed for [Frontiers in Plant Science](#)

- pre/post publication
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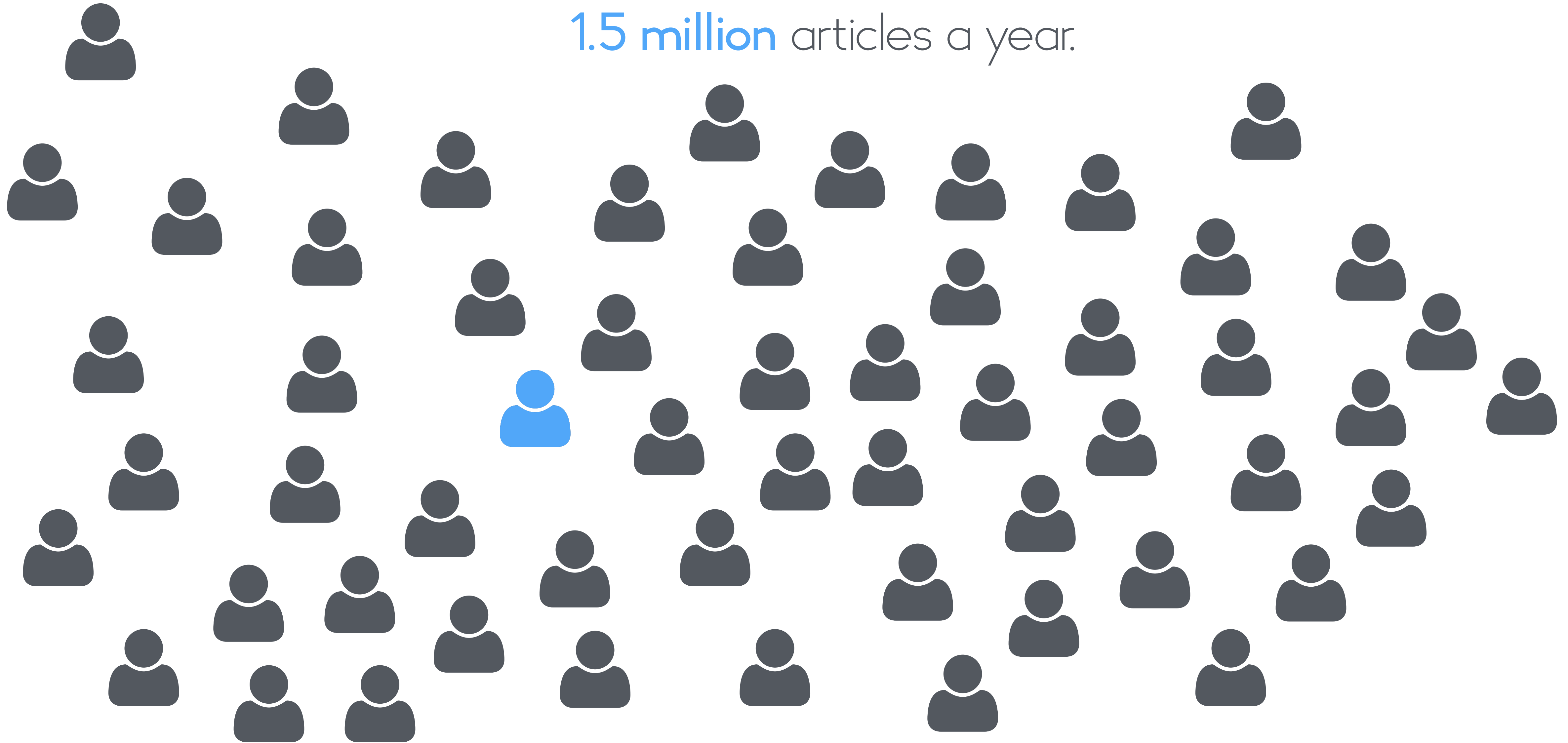
3





# SCIENCE IS BIG, YOU ARE UNIQUE

1.5 million articles a year.





**Guill@ume Lobet**

@guillaumelobet

When looking for informations about an other scientist you use:

**55%** Google

**29%** Google Scholar

**6%** Scopus, ISI Web,...

**10%** ResearchGate, Academia,...


121 votes • 1 day left

HAVING A **WEB PRESENCE**  
IS **ESSENTIAL**  
FOR SCIENTISTS

# GET A **UNIQUE IDENTIFIER** WITH ORCID

- **Avoid confusion** between similar names (J. Smith or J. Wang)
- Used by publishers, platforms, ...



**Guillaume Lobet**  
 <http://orcid.org/0000-0002-5883-4572>

**Country:** Belgium  
**Keywords:** root system, water uptake, plant physiology, image analysis  
**Websites:**  
Personal  
Plant Image Analysis  
**Other IDs:**  
Scopus Author ID: 36091572800

**Personal information**  
**Biography**

I am a post-doc researcher at the Université de Liège, in Belgium, in the Plant Physiology lab of Pr. Claire Perilleux.

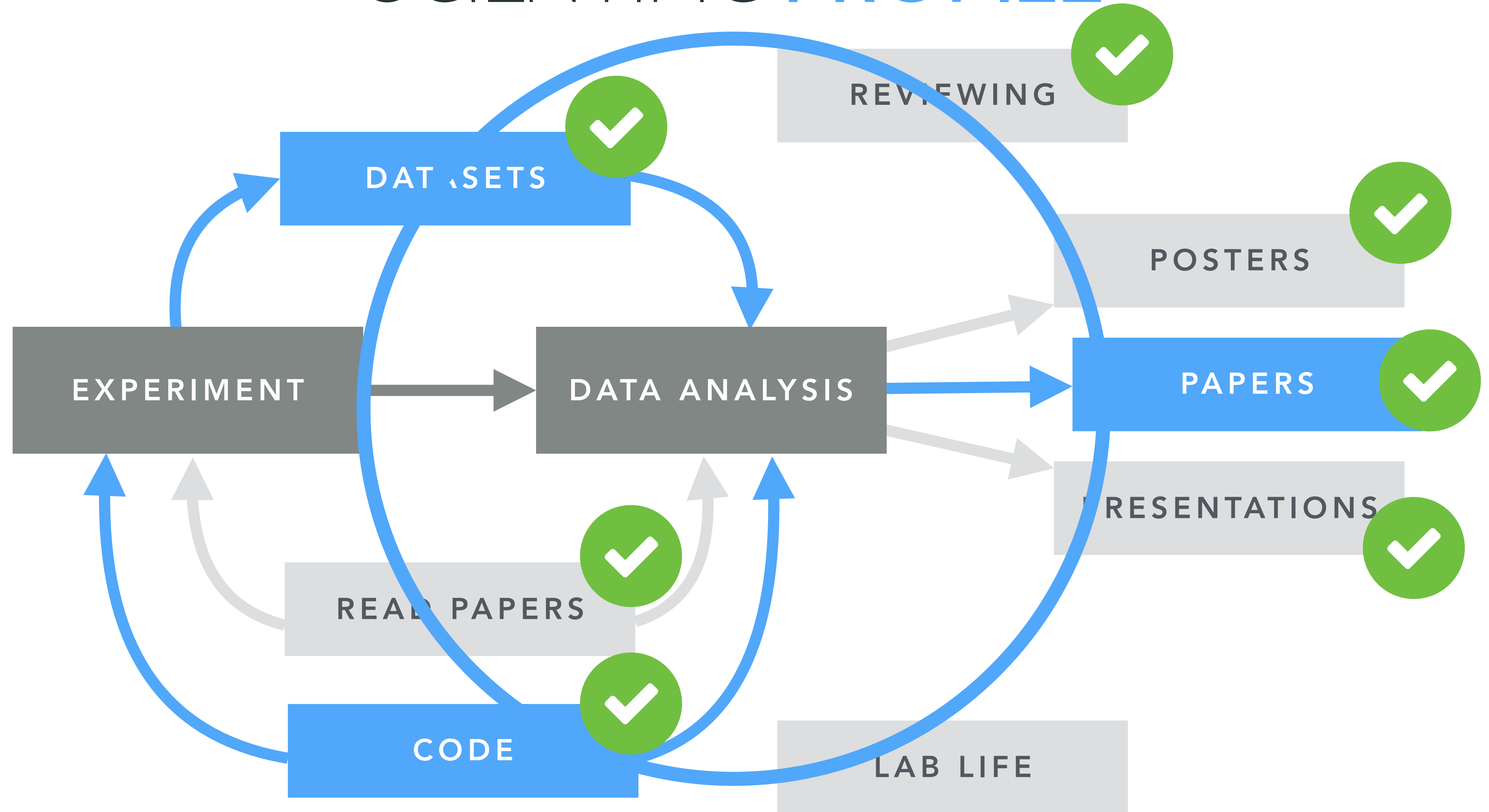
The aim of my research is to better understand how root and shoot influence each other and how this interaction contributes to the development of the plant. Such an integrated approach represents a realistic potential to identify major plant growth controlling components, therefore we aim to transfer this knowledge to the crop species maize.

**Works**

- Plant Water Uptake in Drying Soils 2014-02** +
- An online database for plant image analysis software tools 2013** +
- Comparative analysis of Cd and Zn impacts on root distribution and morphology of Lolium perenne and Trifolium repens: implications for phytostabilization 2013** +
- Novel scanning procedure enabling the vectorization of entire rhizotron-grown root systems 2013** +
- Root systems biology: Integrative modeling across scales, from gene regulatory networks to the rhizosphere 2013** +
- A novel image-analysis toolbox enabling quantitative analysis of root system architecture 2011** +
- Model-assisted integration of physiological and environmental constraints affecting the dynamic and spatial** +



# SCIENTIFIC PROFILE



# CREATE A PROFILE ON IMPACTSTORY

- Gather data from [ORCID](#) and add [altmetrics](#) on top



[www.impactstory.org](http://www.impactstory.org)



**Guillaume Lobet** id twitter

Forschungszentrum Jülich Assistant Professor

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## ACHIEVEMENTS [view all](#)



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## PUBLICATIONS [view all](#)

 [GLO-Roots: an imaging platform enabling multidimensional characterization of soil-grown root systems](#)  
2015 *Elife*  
229     

 [Model-assisted integration of physiological and environmental constraints affecting the dynamic and spatial patterns of root water uptake from soils](#)  
2010 *Journal of Experimental Botany*  
120 

 [A novel image-analysis toolbox enabling quantitative analysis of root system architecture](#)  
2011 *Plant Physiology*  
116 



# CREATE A PROFILE ON GOOGLE SCHOLAR



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**Guillaume Lobet**

Associate Professor, [Forschungszentrum Jülich](#) & [Université catholique de Louvain](#)

[root system](#), [image analysis](#), [modelling](#)

Verified email at fz-juelich.de - [Homepage](#)

My profile is public

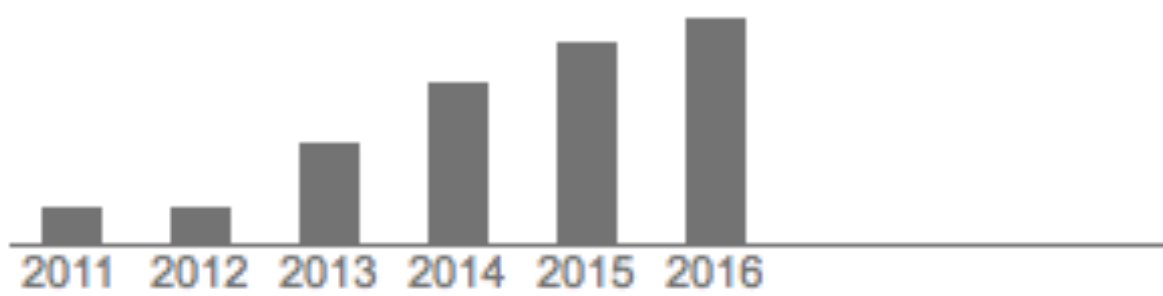
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<input type="checkbox"/>	<a href="#">A novel image-analysis toolbox enabling quantitative analysis of root system architecture</a>				115	2011
	G Lobet, L Pagès, X Draye Plant physiology 157 (1), 29-39					
<input type="checkbox"/>	<a href="#">Model-assisted integration of physiological and environmental constraints affecting the dynamic and spatial patterns of root water uptake from soils</a>				98	2010
	X Draye, Y Kim, G Lobet, M Javaux Journal of experimental botany 61 (8), 2145-2155					
<input type="checkbox"/>	<a href="#">An online database for plant image analysis software tools</a>				54	2013
	G Lobet, X Draye, C Périlleux Plant methods 9 (1), 1					
<input type="checkbox"/>	<a href="#">Novel scanning procedure enabling the vectorization of entire rhizotron-grown root systems</a>				25	2013
	G Lobet, X Draye Plant Methods 9 (1)					

**Google Scholar**

<a href="#">Citation indices</a>	All	Since 2011
Citations	411	407
h-index	9	9
i10-index	8	8



**Co-authors** [Edit...](#)

- [Xavier Draye](#)
- [Mathieu Javaux](#)
- [Loïc Pagès](#)
- [Pierre Tocquin](#)
- [José R. Dinneny](#)
- [Rubén Rellán-Álvarez](#)
- [Julin N Maloof](#)
- [Cara Haney](#)
- [Valentin Couvreur](#)
- [Christophe Pradal](#)



# CREATE A PROFILE ON SCIENCE OPEN

31 publications	174 readers	0 reviews	0 follows	0 followers	0 edited collections	1 followed collections
TOP PUBLICATIONS	MOST READ	LATEST REVIEWS	TOP FOLLOWED USERS	FOLLOW	ALL EDITED	ALL FOLLOWED

Publications

31

GLO-Roots: an imaging platform enabling multidimensional characterization of soil-grown root systems  
Authors: Rubén Rellán-Álvarez, Guillaume Lobet, Heike Lindner ...

Using a structural root system model for an in-depth assessment of root image analysis pipeline  
Authors: Guillaume Lobet

An online database for plant image analysis software tools  
Authors: Guillaume Lobet, Xavier Draye, Claire Périlleux

All publications ▶

Followed collections

1

Better latte than never: Is coffee good for your health?

RECORD    ORCID    PROFILE

## Guillaume Lobet

Disciplines: [Plant science & Botany](#), [Quantitative & Systems biology](#)  
Status: [Expert member](#)  
Keywords: [root system](#), [water uptake](#), [plant physiology](#), [image analysis](#)  
Employment: Assistant Professor at *Université Catholique de Louvain*, Assistant Professor at *Forschungszentrum Jülich*  
Education: *Université Catholique de Louvain*  
Friendly URL: <https://www.scienceopen.com/user/guillaumelobet>



Actions ▾     Share ▾

## Biography

I am an Assistant Professor between the Forschungszentrum Jülich and the Université catholique de Louvain

The aim of my research is to better understand how root and shoot influence each other and how this interaction contributes to the development of the plant. Such an integrated approach represents a realistic potential to identify major plant growth controlling components, therefore we aim to transfer this knowledge to the crop species maize.

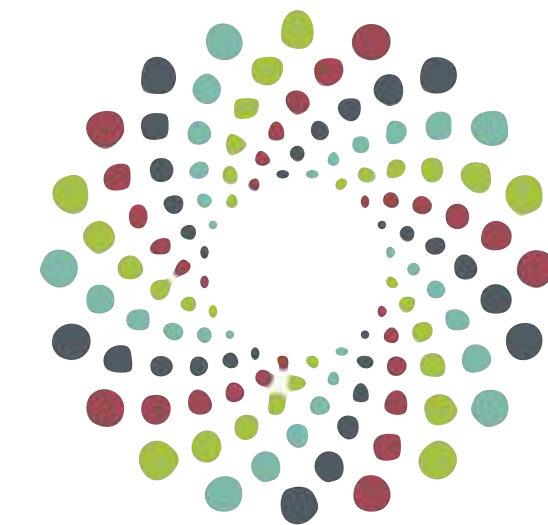


# CREATE YOUR PROFILE

1



2

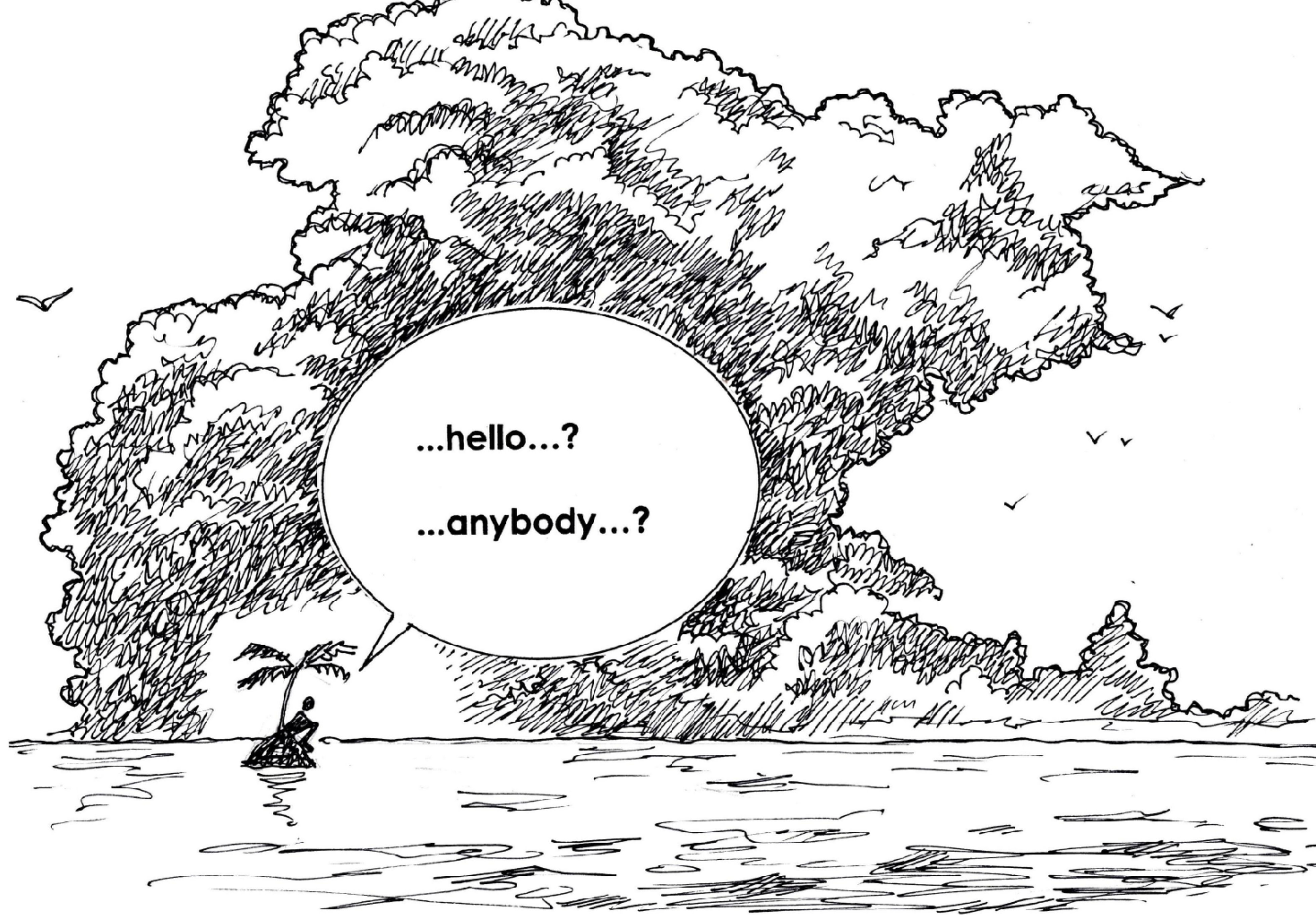


3





# 4 CONNECT WITH OTHERS





# SCIENCE SOCIAL MEDIA



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[www.mendeley.com](http://www.mendeley.com)



[www.facebook.com](http://www.facebook.com)



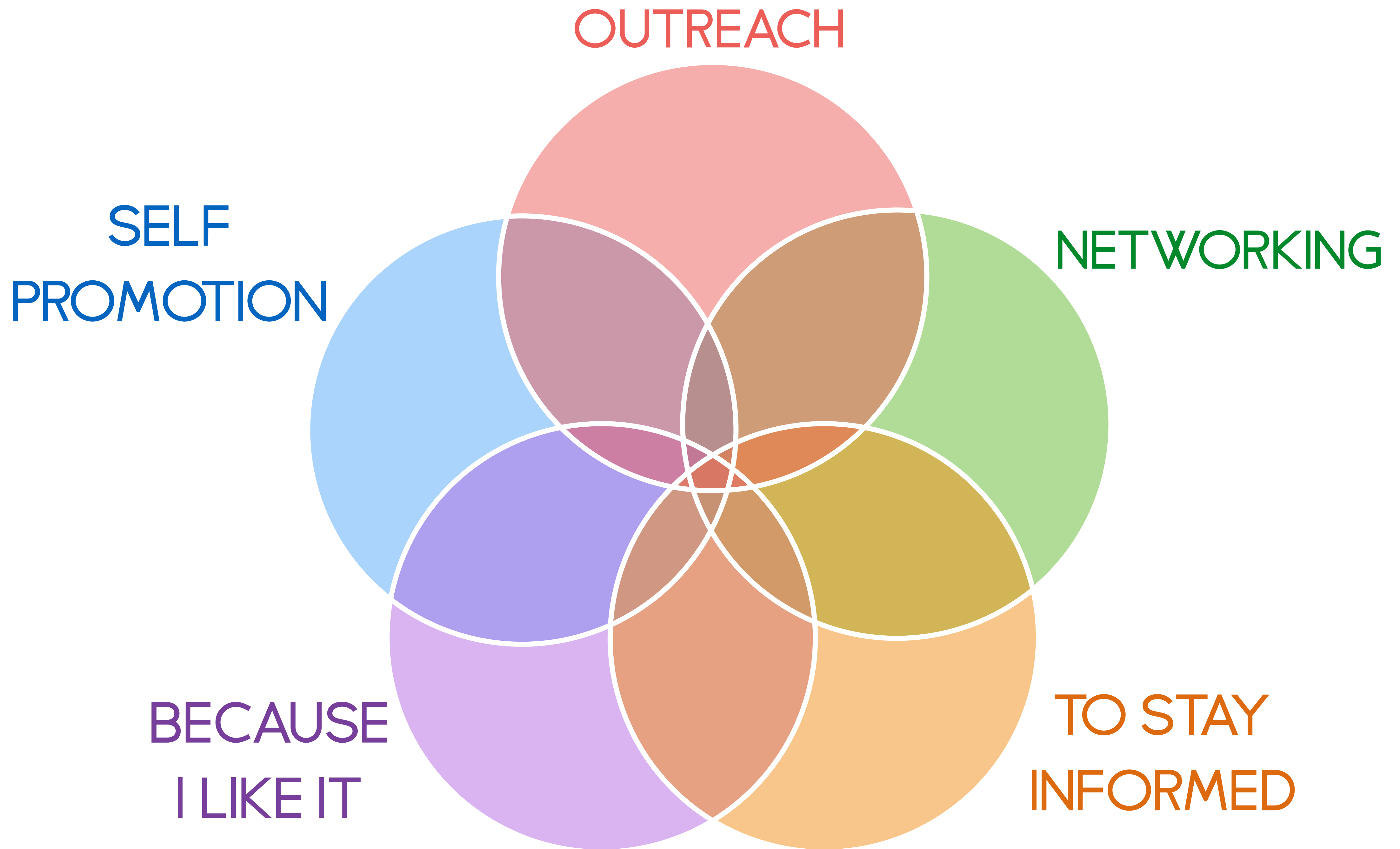
[www.researchgate.net](http://www.researchgate.net)



[www.linkedin.com](http://www.linkedin.com)

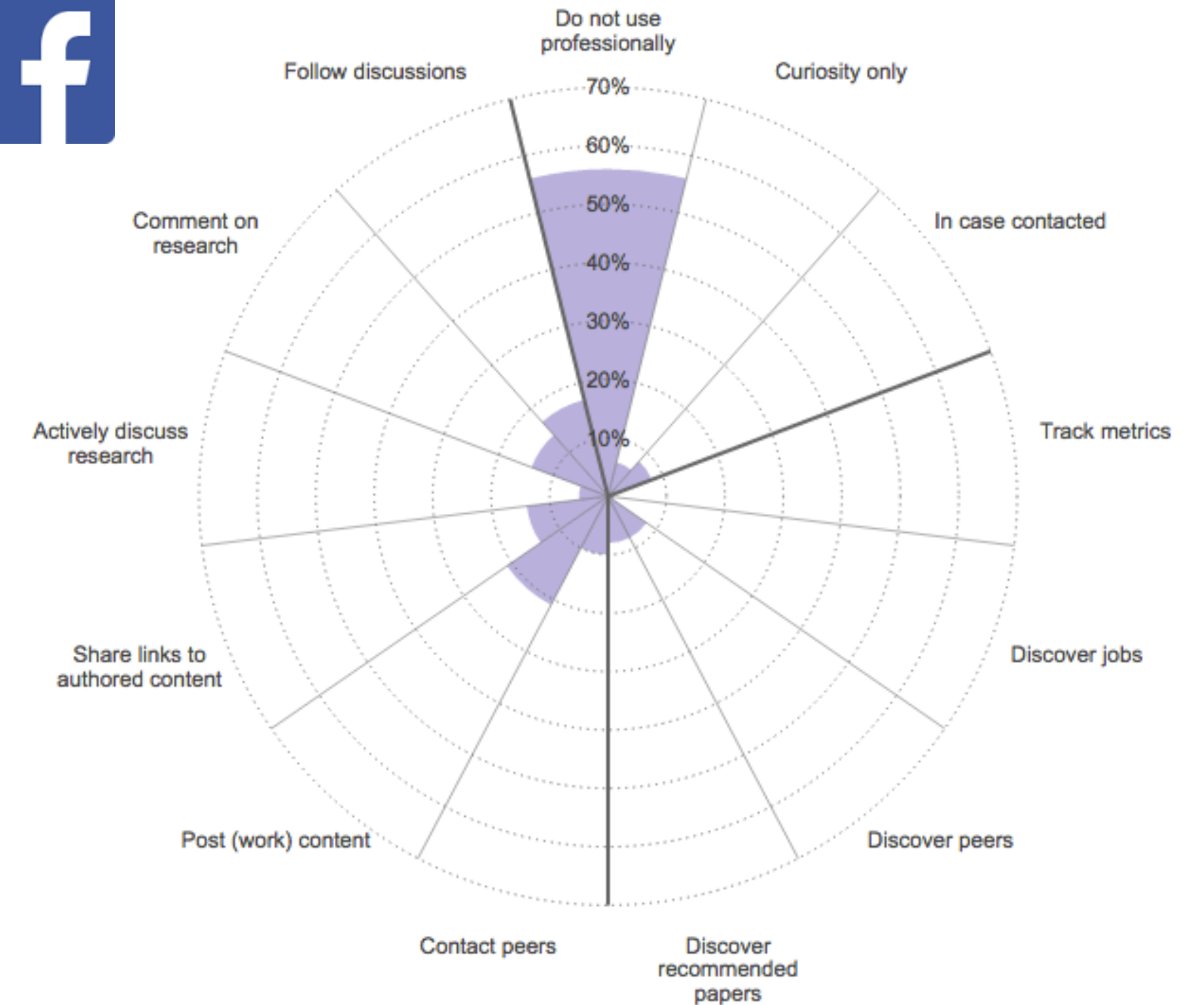
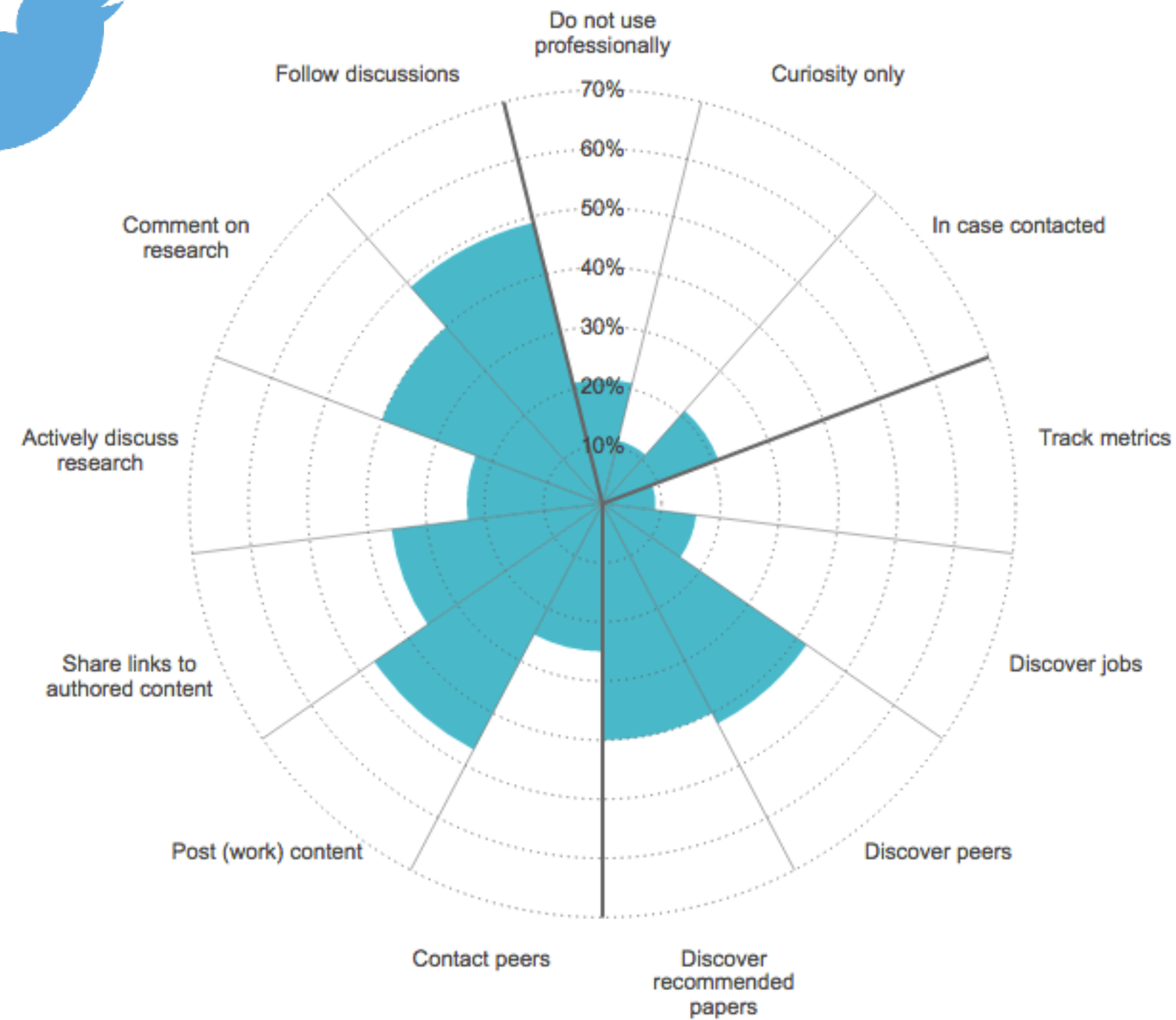


[www.academia.edu](http://www.academia.edu)

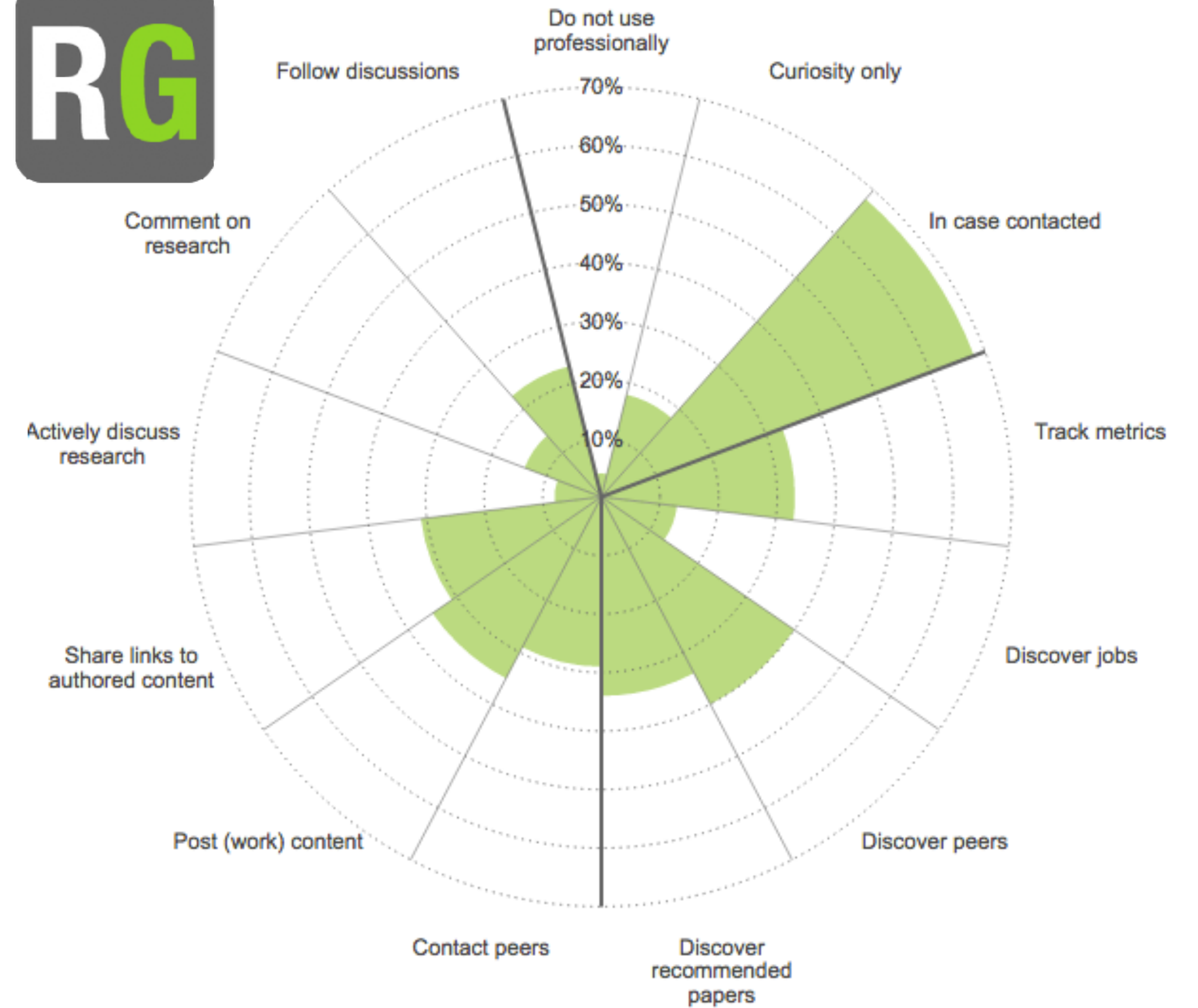
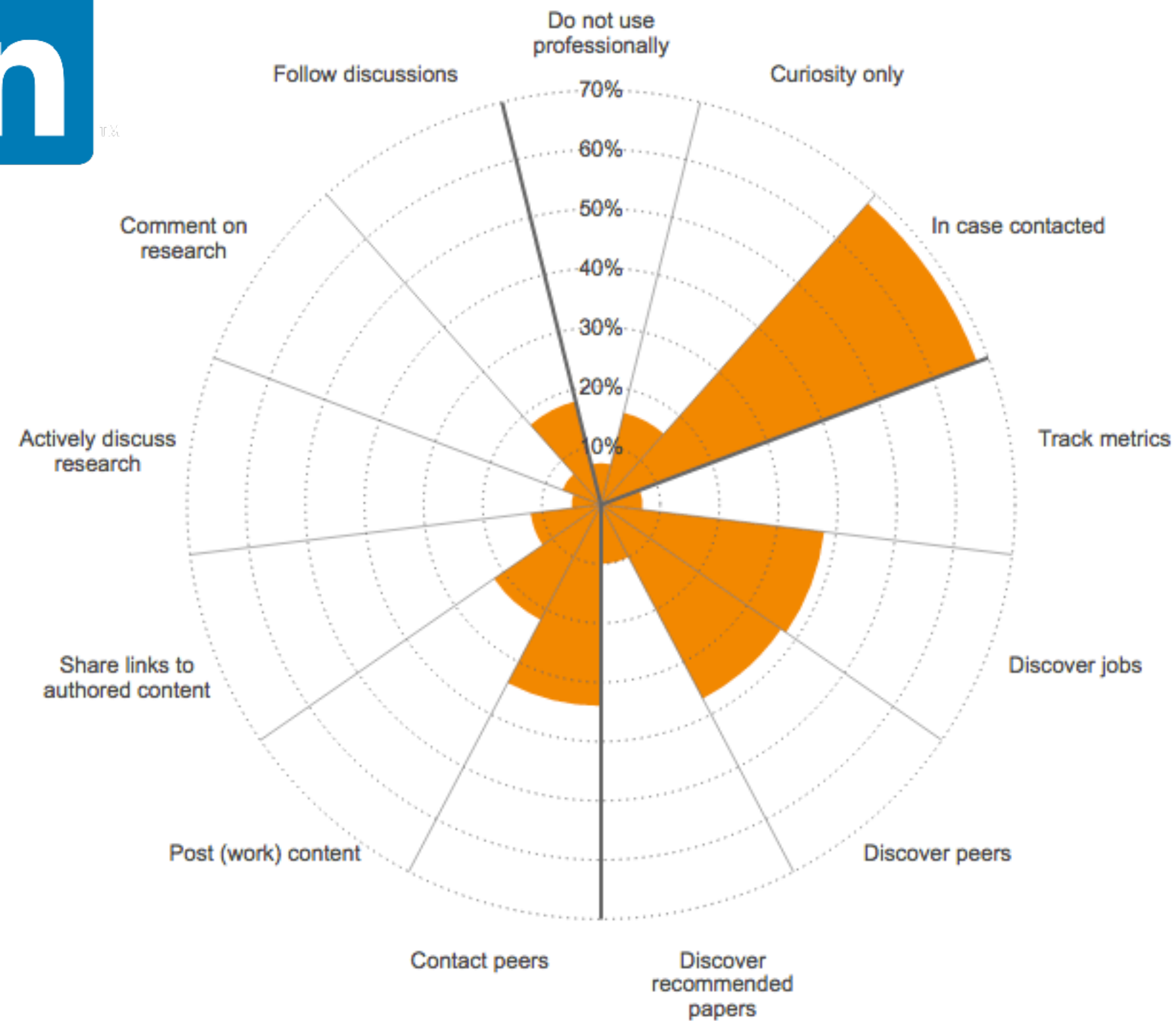




# WHY DO SCIENTISTS USE SOCIAL MEDIA



# WHY DO SCIENTISTS USE SOCIAL MEDIA





# CHOOSE YOUR **STYLE**

and stick to it....



self promotion  
networking  
outreach

twitter  
researchgate  
blog

HO

daily  
weekly  
what ever

WHY

professional only  
mixed with personal  
cat pictures

HEN





**BE  
COOL  
AND  
HAVE  
FUN**

# BEWARE OF:

plagiarism

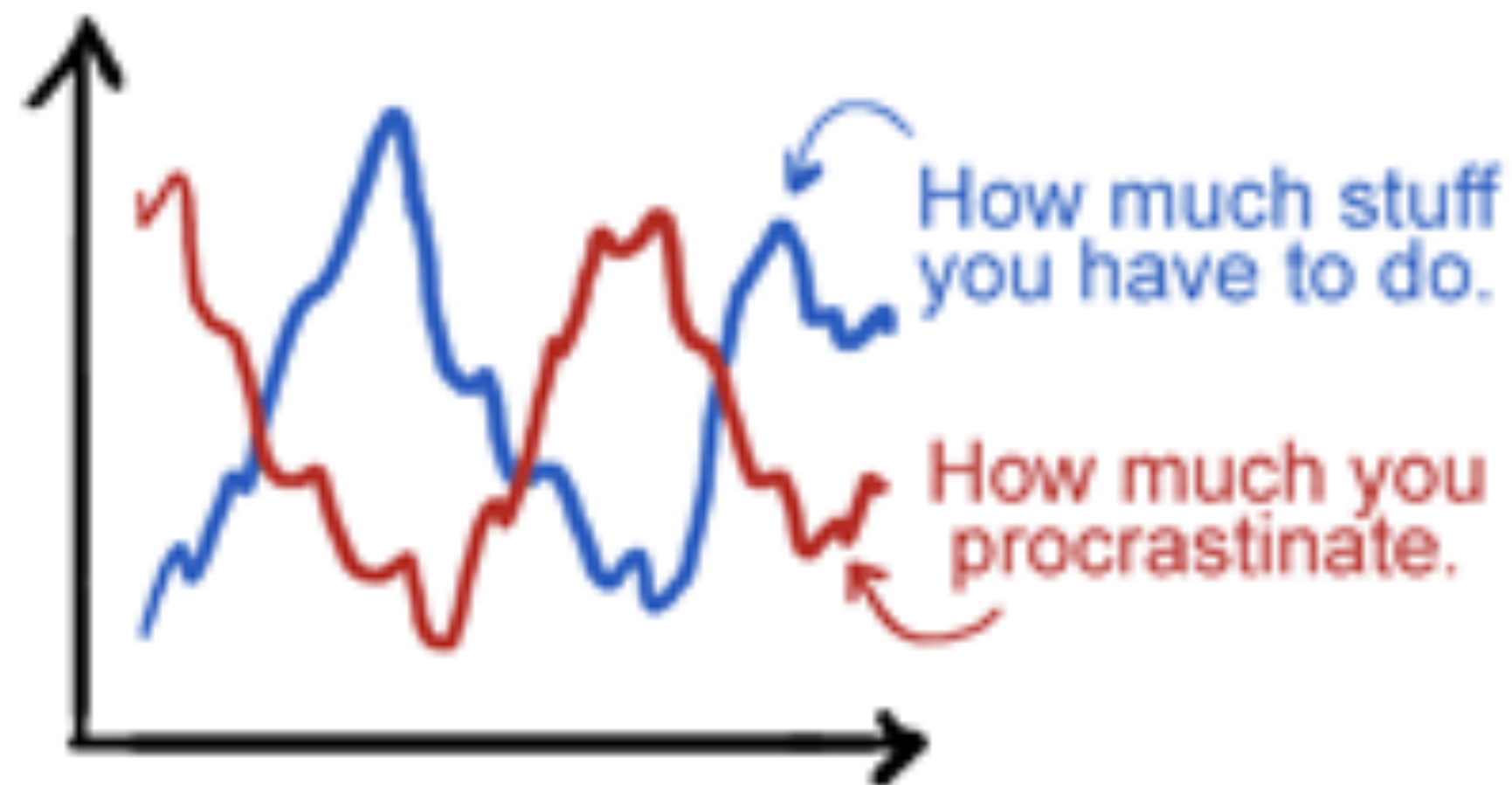
obligation

institutional rules



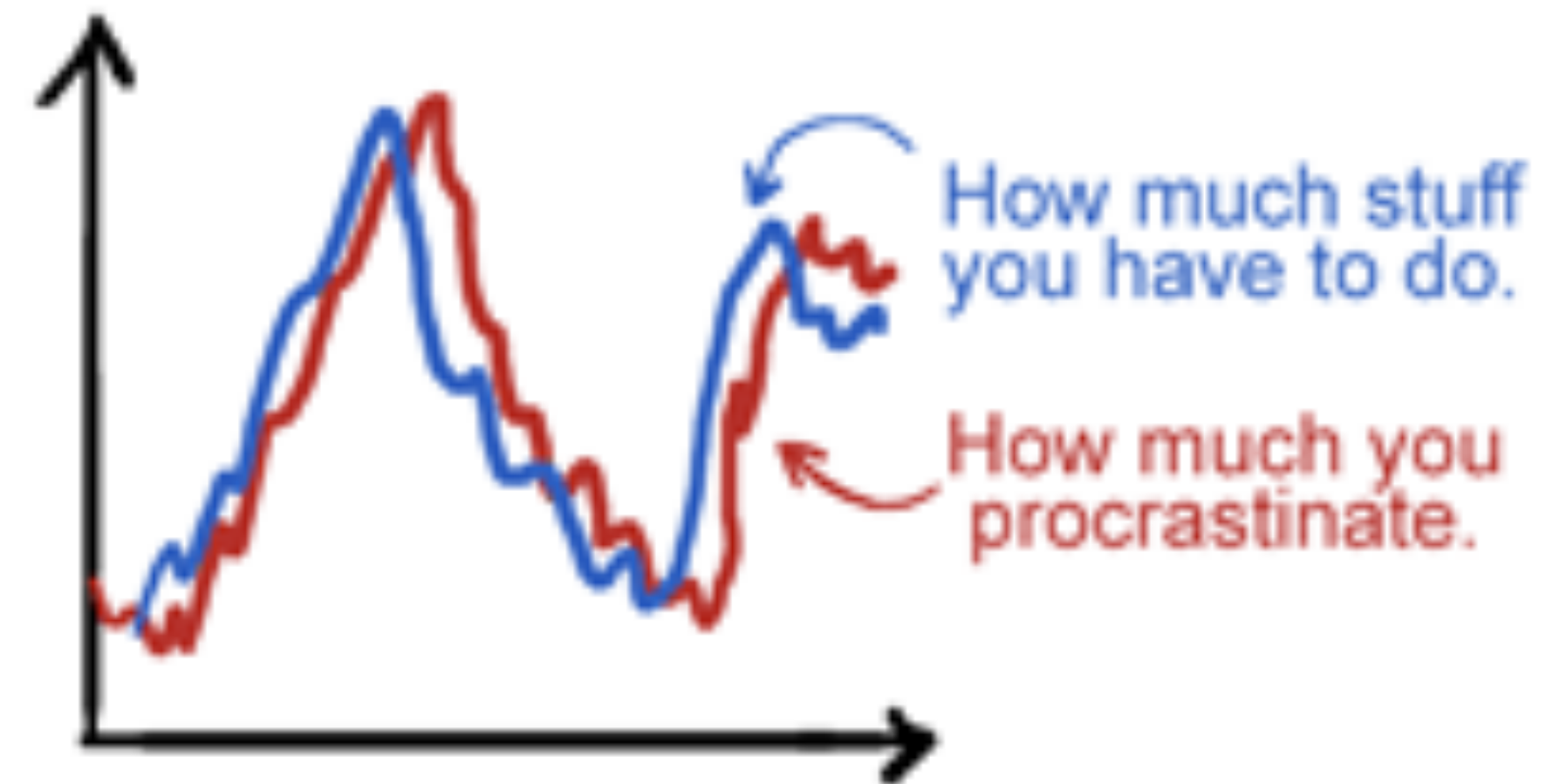
# MANAGE YOUR TIME

Ideally:



$$\text{Procrastination} \propto \frac{1}{\text{How much stuff you have to do}}$$

In reality:



$$\text{Procrastination} \propto \text{How much stuff you have to do}$$

JORGE CHAM © 2010

WWW.PHDCOMICS.COM

# MANAGE YOUR TIME



SELFCONTROL



COLD TURKEY

SOMETIME WITH EXTERNAL HELP..





DO NOT OVERSELL!

NOBODY LIKES  
SHOW-OFFS



BEWARE OF  
**REALITY**  
**DISTORTION**  
**FIELD**



2013.



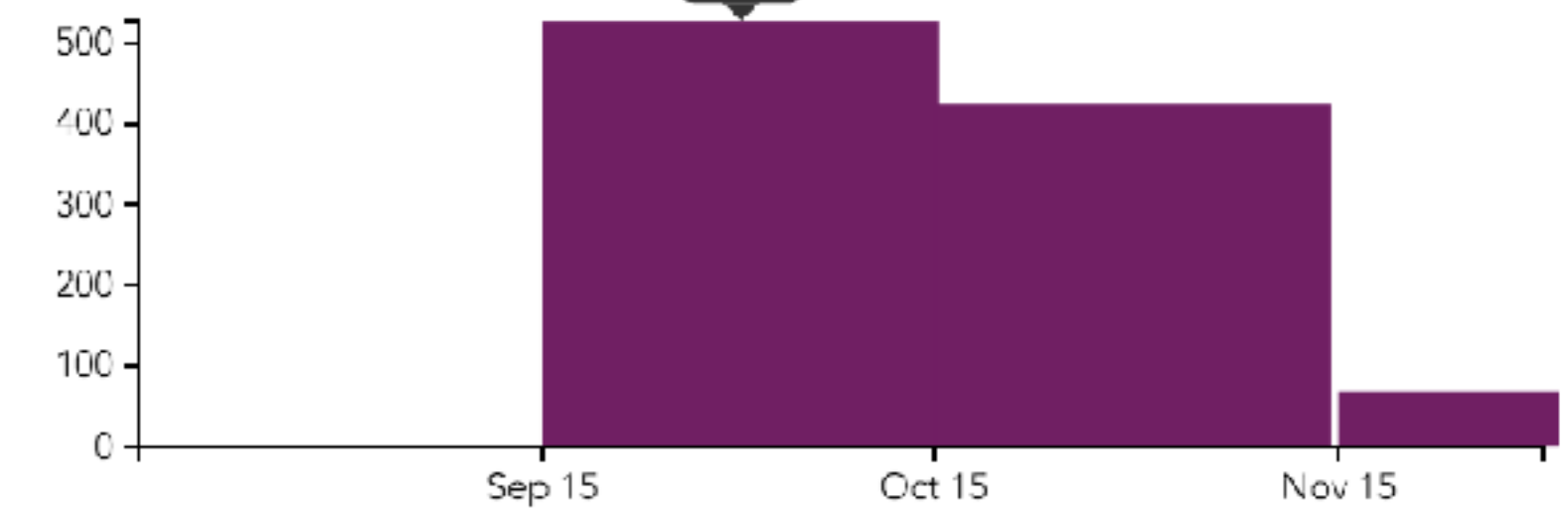
IS IT  
WORTH  
IT?

# TWEETING ARTICLES



PDF downloads

1,836



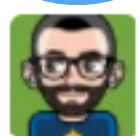
100's of view in a couple of hours



# ASKING HELP TO YOUR COMMUNITY

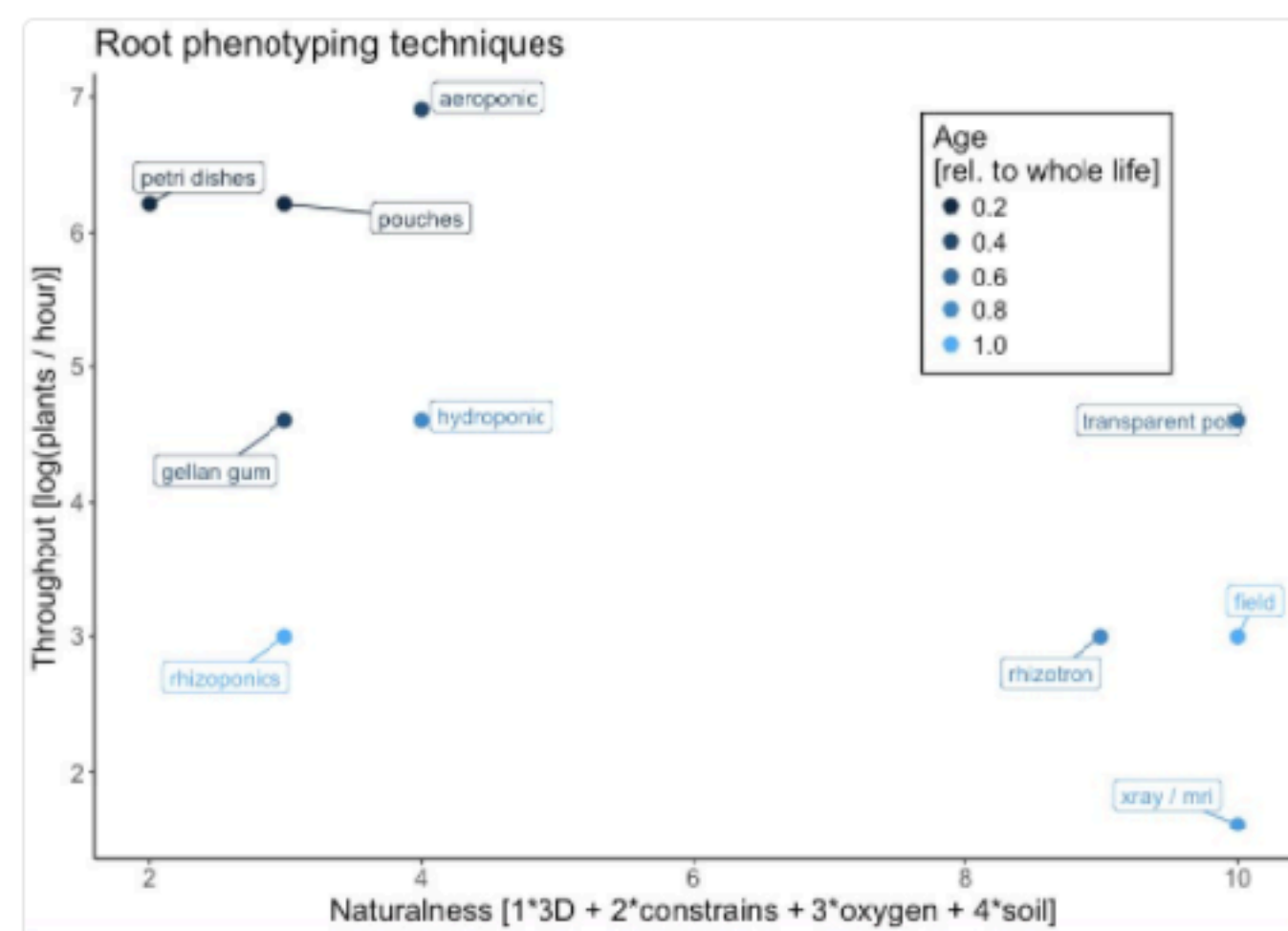
3

1



Guill@ume Lobet @guillaumelobet · Feb 24

Hey #root #phenotyping tweeps, I am trying to make a plot to compare #techniques . What do you thing? Comment here: [docs.google.com/spreadsheets/d/...](https://docs.google.com/spreadsheets/d/...)



2



Guill@ume Lobet @guillaumelobet · Feb 24

. @guillaumelobet most data not coming from strict litt. review. All input / corrections / comments welcome



Molly Hanlon @mthanlon · Feb 24

@guillaumelobet - I'm guessing @LarryMattYork will have some suggestions



Larry M. York @LarryMattYork · Feb 24

@mthanlon @guillaumelobet I was just gonna say its perfect but Molly forced me. naturalness needs penalty for pot size. field = most natural



Guill@ume Lobet @guillaumelobet · Feb 25

@LarryMattYork @mthanlon Agreed! I am adding a "constrain" field to the table :)



Colby Moorberg @ColbyDigsSoil · Feb 24

@guillaumelobet @ErinSparksPhD I left a few comments. I'll be interested in the final product. @sweetpotato360, any thoughts?



Guill@ume Lobet @guillaumelobet · Feb 24

@ColbyDigsSoil @ErinSparksPhD @sweetpotato360 great thanks. I ll update it when finished!



Erin E. Sparks @ErinSparksPhD · Feb 24

@guillaumelobet - @RootDevo or @Anjali\_IP want to weigh in?



xing Lu @lurishen · Feb 26

@guillaumelobet Technique like hydroponic with 3d-printed mesh tower can only imaging crop root within about 10 DAT, very young seedlings.

Changes saved in Drive

	F	S	H	I	J
	infinite_space	time-series	age	throughput	
0	0	YES	0.2	2400	
1	0	YES	0.8	20	
1	1	NO	1	20	
1	1	YES	1	4	
1	1	NO	1	1	
0	1	YES	0.8	100	
0	1	YES	0.4	1000	PLANTS / HOUR
0	0	YES	0.2	500	
0	1	YES	1	20	
1	0	YES	0.8	100	
0	0	YES	0.4	100	
1	0	YES	0.9	5	

RELATIVE TO THE MAX AGE OF THE PLANT

Notifications

Comment

Ready...

Wolfgang Busch

10:01 PM Feb 24

Selected text:

NO

I think with our BRAT scanner cluster we image approx. 2400 plants per hour per person : prep time 1 day for these amounts of plates though

Reply · Resolve

Wolfgang Busch

Of course I mean Arabidopsis plants: longer plant species will take longer as less plants per plate can be grown

10:00 PM Feb 24

Guillaume Lobet

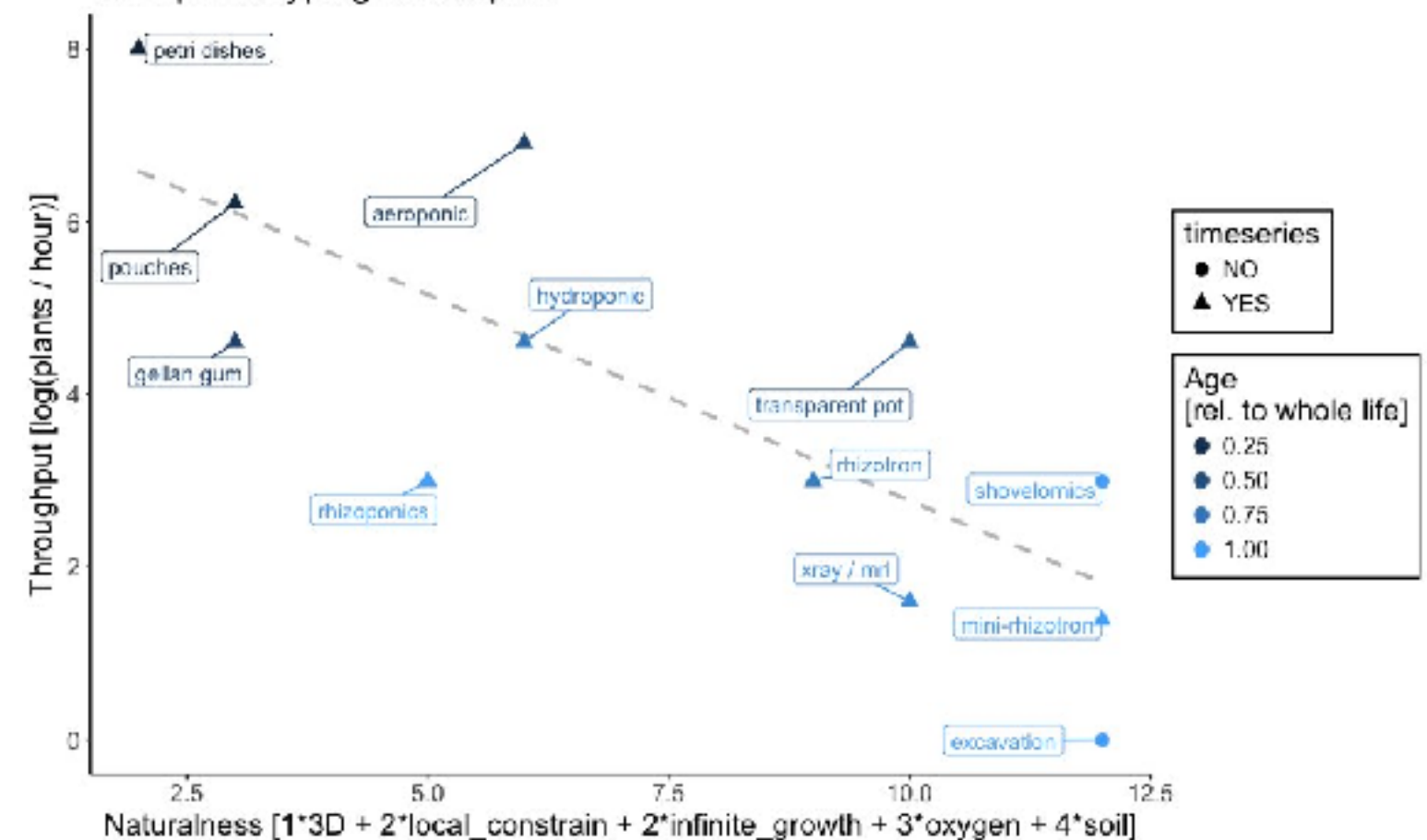
Hey Wolfgang, thanks for your comment! I'll update to the BRAT throughput then. Could you just tell how long you can keep the plant in there? A few days, right?

8:54 AM Feb 26

Wolfgang Busch

4

Root phenotyping techniques





# TWITTER REVIEWING

1



**Guill@ume Lobet** @guillaumelobet · 15 Sep 2016  
We made a **library of ground-truth root imgs** > preprint: [bit.ly/2cKxmmc](http://bit.ly/2cKxmmc)  
@lkoKoevoets @cperilleux @PTocquin



3 52 72

2



**Larry M. York**  
@LarryMattYork

Follow

@guillaumelobet did archisimple make 2d or 3d systems? if 3d, did you consider rotational effects on comparing 2d image traits? 3/n

8:47 PM - 16 Sep 2016



**Guill@ume Lobet**  
@guillaumelobet

Follow

<http://dx.doi.org/10.1073/pnas.1304354110>

@LarryMattYork both 2d and 3d are possible. We used 3d in this study, to mimic gellan gum setup ([dx.doi.org/10.1073/pnas.1304354110](http://dx.doi.org/10.1073/pnas.1304354110))

9:18 AM - 19 Sep 2016



**Larry M. York**  
@LarryMattYork

Follow

@guillaumelobet so then the 2d images are flattened projections of the 3d? could you rotate the 3d to different angles before flattening? 1/n

2:51 PM - 19 Sep 2016



**Larry M. York**  
@LarryMattYork

Follow

@guillaumelobet rotating 3d a few times before flattening would allow sensitivity analysis, mimics user placement for 'shovelomics' 2/2

2:51 PM - 19 Sep 2016



**Larry M. York**  
@LarryMattYork

Follow

@rrellanalvarez @guillaumelobet Semantics are hugely important if we are to explain these difficult concepts! 1/2

2:58 PM - 19 Sep 2016



**Larry M. York**  
@LarryMattYork

Follow

@rrellanalvarez @guillaumelobet I had thought of doing the same for parameter sets in SimRoot as SILICOTYPES! 2/2

2:58 PM - 19 Sep 2016



**Guill@ume Lobet**  
@guillaumelobet

Follow

@LarryMattYork @rrellanalvarez Silicotype is nice as well :) We should coordinate on this one!

4:38 PM - 19 Sep 2016



**Guill@ume Lobet**  
@guillaumelobet

Follow

@rrellanalvarez @LarryMattYork well, that would be our synthetic loci AKA model parameter :)

1:27 PM - 19 Sep 2016



**Rubén Rellán-Alvarez**  
@rellanalvarez

@guillaumelobet @LarryMattYork p would expect you could tell what ar synthetype

1:13 PM - 19 Sep 2016



**Rubén Rellán-Alvarez**  
@rellanalvarez

@guillaumelobet @LarryMattYork t param. If synthetype  $\approx$  genotype t explain it just 1/2

1:42 PM - 19 Sep 2016



**Rubén Rellán-Alvarez**  
@rellanalvarez

@guillaumelobet @LarryMattYork v 2/2

1:42 PM - 19 Sep 2016



**Rubén Rellán-Alvarez**  
@rellanalvarez

@guillaumelobet @LarryMattYork a that esteems as J Lynch says from phenotype.

1:48 PM - 19 Sep 2016





2014

Follow each other's  
work

Connect with each  
other on twitter

2013

# BUILDING **NEW** COLLABORATIONS



Ruben Rellan-Alvarez  
@rrellanalvarez

Real Life – **Twitter** –  
**Email** – **GitHub** –  
**Google Doc**





WRAPPING UP



# WRAPPING UP



## GOOD FOR SCIENCE

Reproducibility  
Long term vision  
Error proofing

## GOOD FOR YOU

Visibility  
Valorise everything  
More citations

## GOOD FOR THE PUBLIC

Better use of  
public money  
Access

***Everything can be shared!***





A decorative network diagram in the bottom-left corner, consisting of a series of interconnected nodes (circles) and lines, forming a web-like structure. The nodes are in various shades of blue, and the lines are thin and light blue.

**“The internet was built  
in the first place to  
share scientific data”**

**Mark Hahnel**  
figshare founder

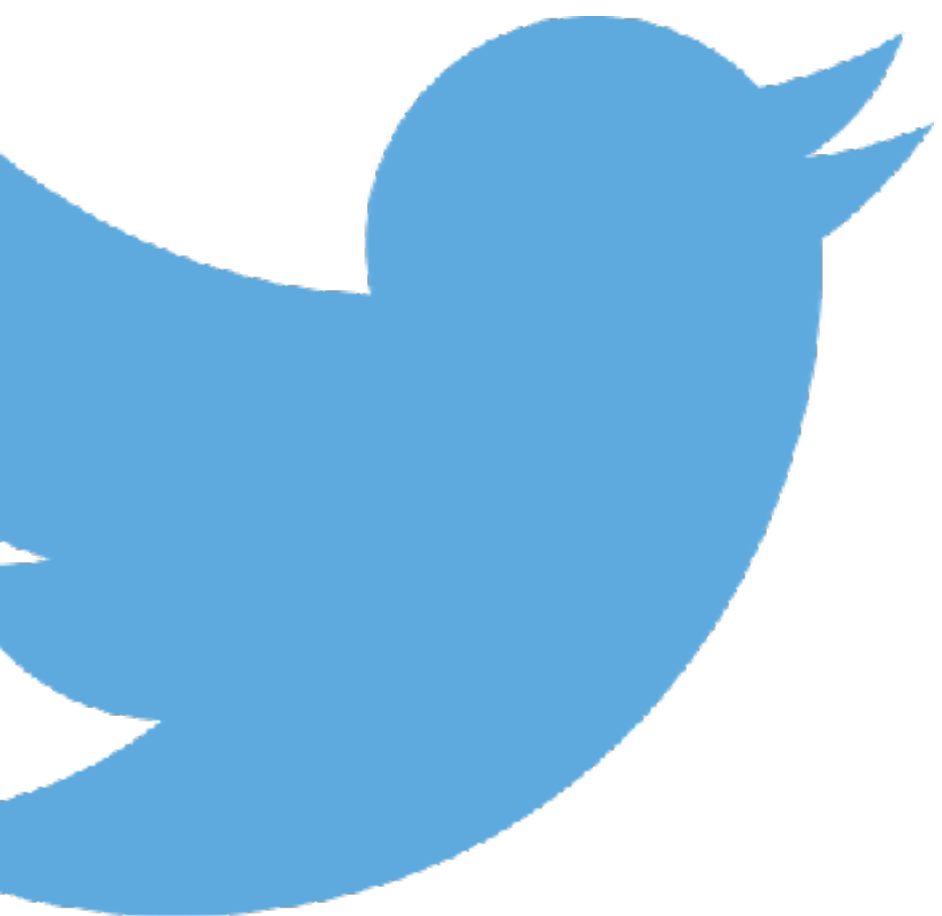
 [bit.ly/social-media-lobet](https://bit.ly/social-media-lobet)



# 4 TWITTER SCIENCE



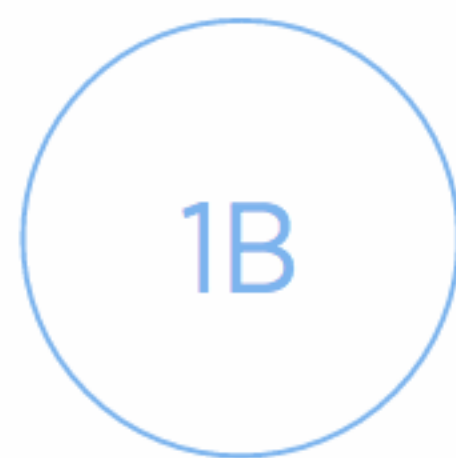




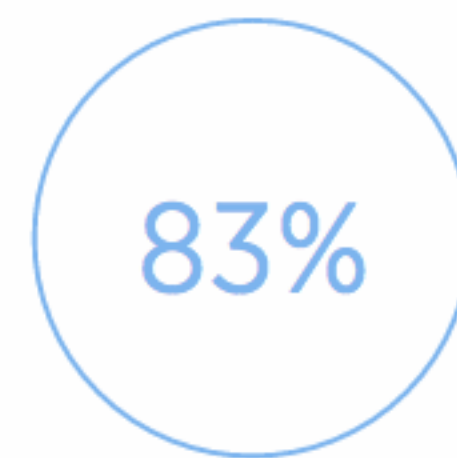
**8th** largest  
website  
worldwide



Monthly active  
users



Unique visits  
monthly to sites  
with embedded  
Tweets



Active users on  
mobile



Employees around  
the world



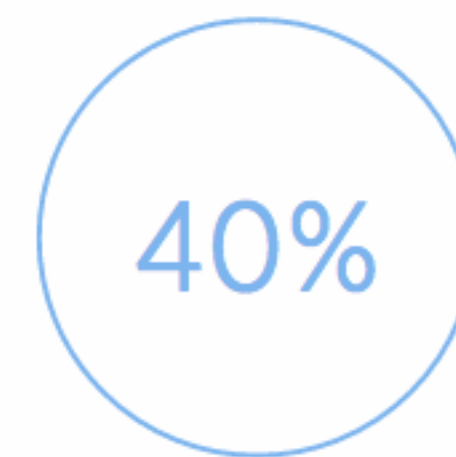
Offices around the  
world



Accounts outside  
the U.S.



Languages  
supported



Employees in  
technical roles

*All numbers approximate as of March 31, 2016.*

# DO SCIENTISTS REALLY USE TWITTER?

## Astrophysics



Neil deGrasse Tyson  
@neiltyson  
4.55M

## Developmental biology



David Shiffman  
@WhySharksMatter  
24.8K

## Neurology



Oliver Sacks  
@OliverSacks  
113K

## Evolution




Charles Darwin  
@cdarwin  
21.7K



# PROFILE

You bio.

You tweets.



**Guill@ume Lobet**  
@guillaumelobet

May the #Roots be with you!  
@UniversiteLiege @frsFNRS  
#OpenScience #SciComm

📍 Belgium  
🌐 guillaumelobet.be  
📅 Joined January 2013  
🎂 Born on December 28, 1984


📷 117 Photos and videos

TWEETS 1,224 FOLLOWING 437 FOLLOWERS 479 LIKES 798 LISTS 3

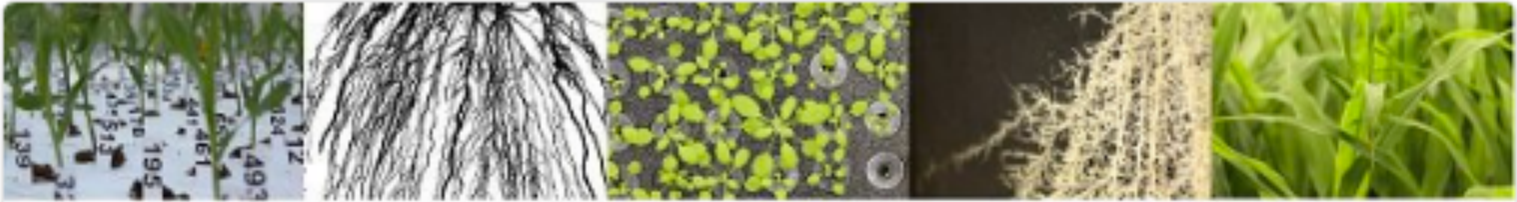
Edit profile

Tweets Tweets & replies Media

Pinned Tweet

 **Guill@ume Lobet** @guillaumelobet · Mar 2


For anyone working in #plant #phenomics, check out call for papers for new @GigaScience serie! cc @rrellanalvarez




Call for papers

**Plant Phenomics: Data integration and Analyses**

Guest Editors: Rubén Rellán Álvarez & Guillaume Lobet





👤 20 ❤️ 12 📊 ...

 **Guill@ume Lobet** @guillaumelobet · 2h

Guill@ume Lobet @guillaumelobet

Who to follow · Refresh · View all

 **Plant Energy Biology** @Plan...  
Follow

 **Beatrix Kiddo** @tehbride  
Follow

Find friends

Trends · Change

#ForgottenWomen

#staking

#kfg2016

#hautekiet

#securityEU16

#nmbs  
1,373 Tweets

#FHfivedays

#mijntreinrijdt

#TNWEurope  
2,917 Tweets

#transport  
1,647 Tweets

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Tweets of  
people  
you follow

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Tweet

Guill@ume Lobet

@guillaumelobet

TWEETS

1,224

FOLLOWING

437

FOLLOWERS

479

Trends · Change

#ForgottenWomen

#hautekiet

#staking

#nmbs

1,396 Tweets

#securityEU16

#kfg2016

#mijntreinrijdt

#Edu4Inclusion

#FHfivedays

#transport

1,647 Tweets

What's happening?

Science Grrl @Science\_Grrl · 2m

Have a good day!

Helen Mason @helen\_hm11

@Science\_Grrl @royalsociety Workshop on solar physics. @UKSolarPhysics #iamaphysicist

Scott Chamberlain @sckottie · 3m

Wikipedia OABot [github.com/dissemin/oabot](https://github.com/dissemin/oabot) - Adding links to full text in Wikipedia references #WikiCite

dissemin/oabot

Adding links to full text in Wikipedia references. Contribute to oabot development by creating an account on GitHub. [github.com](https://github.com)

Peret lab @PeretLab · 6m

Development is for life

the Node @the\_Node

RT @Dev\_journal: There are many good reasons to choose Development. Find out more here: [dev.biologists.org/content/six-go...](https://dev.biologists.org/content/six-go...)

Who to follow · Refresh · View all

Gr@h@am Steel @McDawg

Follow

Doctor PMS @Doctor\_PMS

Follow

AP Stylebook @APStyleb...

Follow

Find friends

© 2016 Twitter

About

Help

Terms

Privacy

Cookies

Ads info

Brand

Blog

Status

Apps

Jobs

Businesses

Media

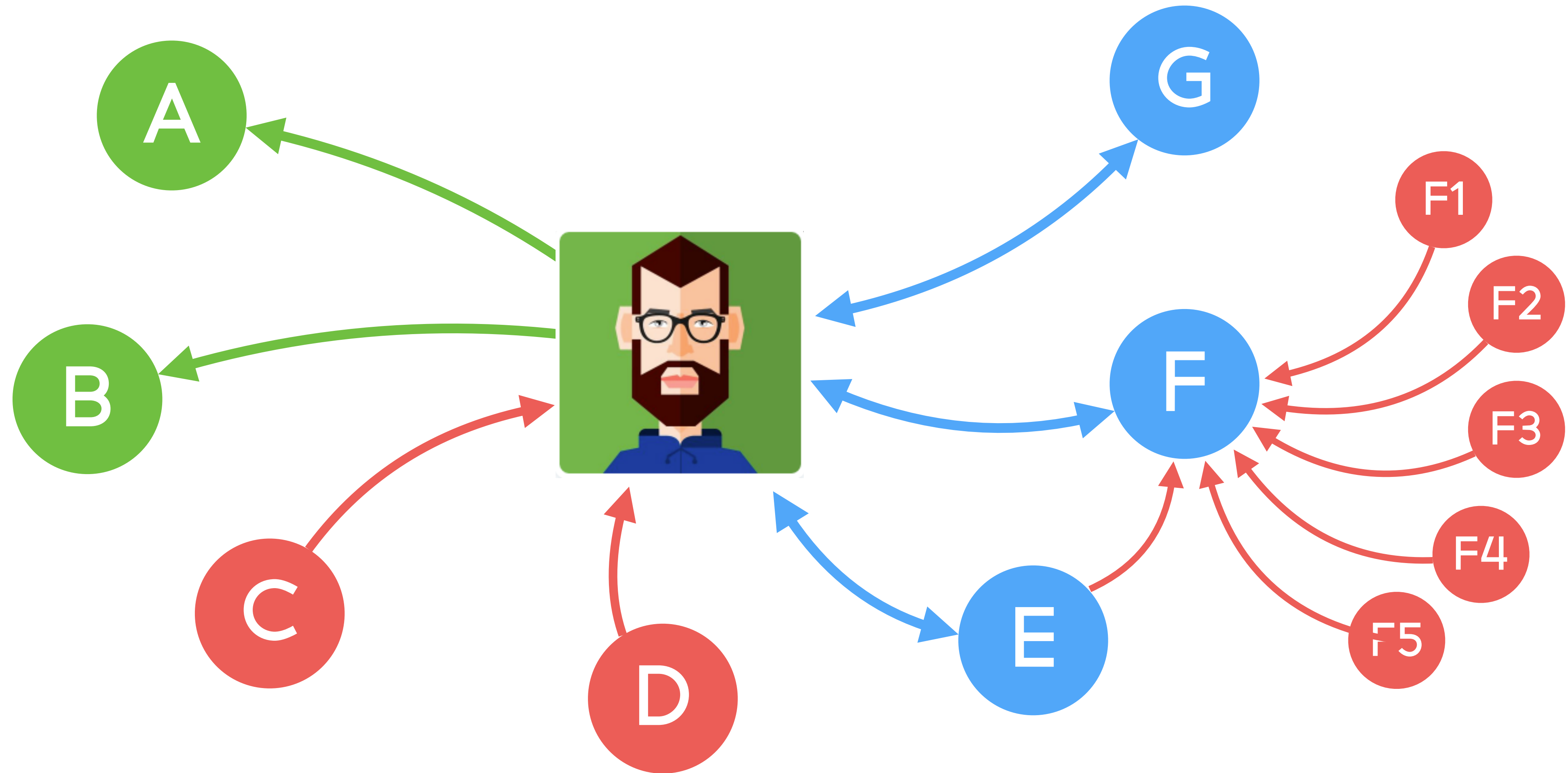
Developers

Advertise with Twitter

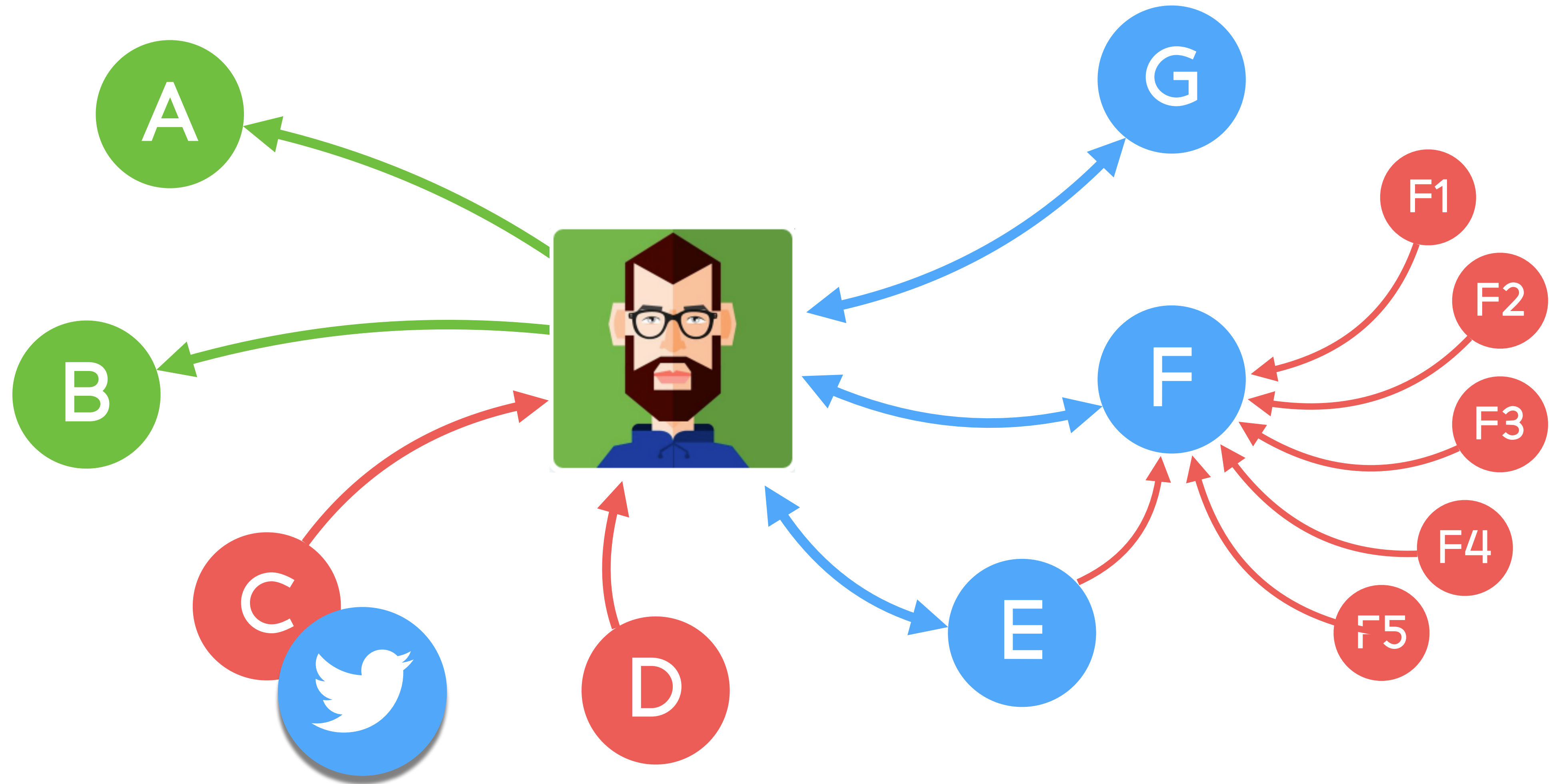
Guillaume Lobet | 72



# FOLLOWERS – FOLLOWING

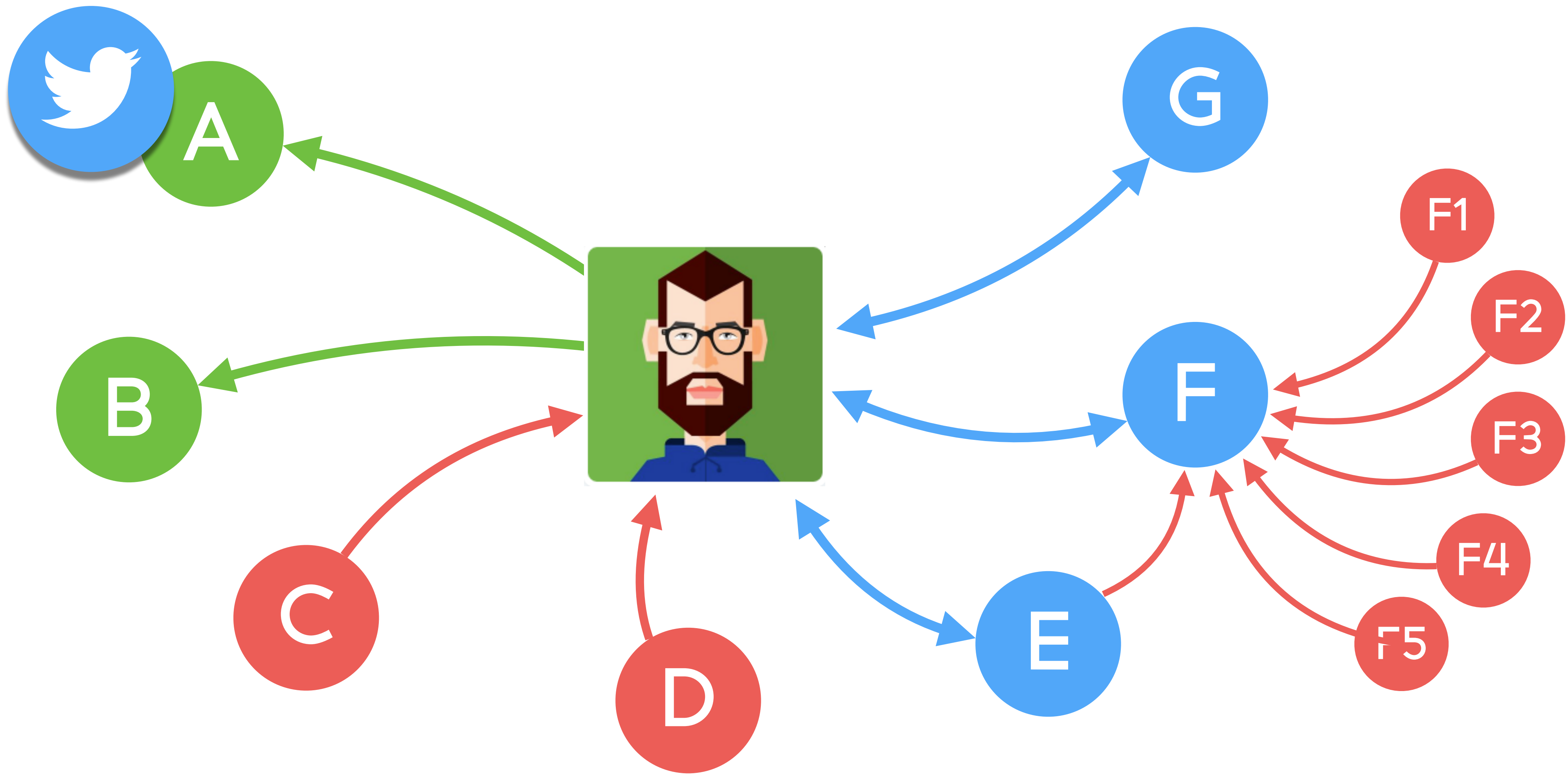


# FOLLOWERS – FOLLOWING

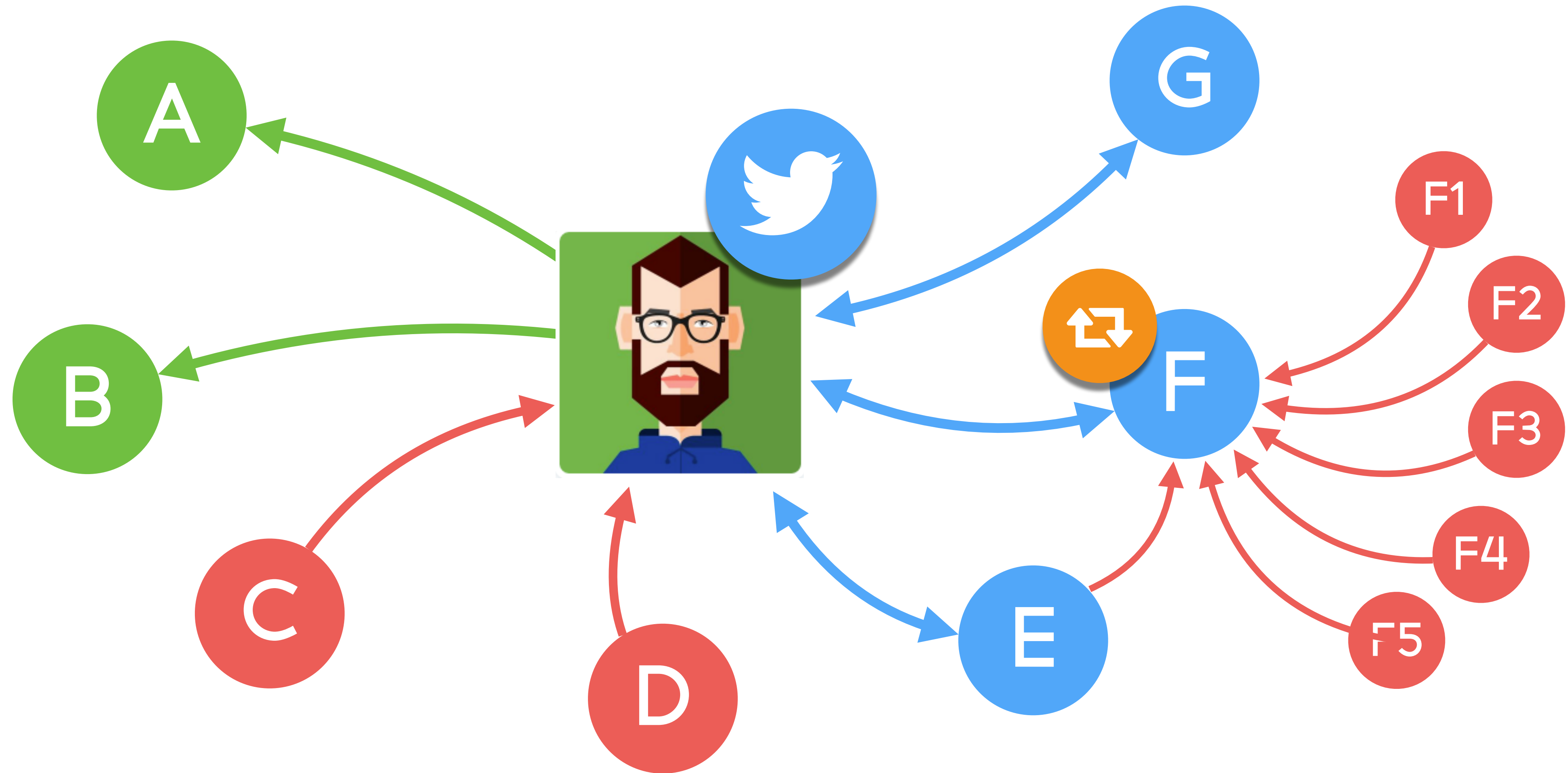




# FOLLOWERS – FOLLOWING



# FOLLOWERS – FOLLOWING





# EVERYBODY CAN SEE YOUR PROFILE

**Guill@ume Lobet**  
@guillaumelobet

May the #Roots be with you!  
@UniversiteLiege @frsFNRS  
#OpenScience #SciComm

📍 Belgium  
🌐 guillaumelobet.be  
📅 Joined January 2013  
🎂 Born on December 28, 1984

📷 117 Photos and videos

**Tweets**   Tweets & replies   Media

📌 Pinned Tweet

**Guill@ume Lobet** @guillaumelobet · Mar 2

For anyone working in #plant #phenomics, check out call for papers for new @GigaScience serie! cc @rrellanalvarez

**Call for papers**

**Plant Phenomics: Data integration and Analyses**

Guest Editors: Rubén Rellán Álvarez & Guillaume Lobet

Who to follow · Refresh · View all

- Plant Energy Biology** @Plan...  
Follow
- Beatrix Kiddo** @tehbride  
Follow

Find friends

Trends · Change

- #ForgottenWomen
- #staking
- #kfg2016
- #hautekiet
- #securityEU16

# TWITTER CHEATSHEET – 1

**140** characters in one tweet including pics and links.  
Better use 120 to allows RT

**RT** RT @username : re-post someone else's tweet in your thread

**@** use the handle to mention others in your tweets.

**DM** Direct message, for private conversations. Only for people who follow each others

**#** hashtag = used to group tweets and conversations by topics



# TWITTER CHEATSHEET – 2

**REPLY** tweet in response to an other tweet and start a conversation

**.@** if tweet starts with an handle, only this person will see the tweet in his thread. Add a character before the @ to make it public

**LIKE** flag an interesting tweet. Used to be stars...

# TWITTER ANALYTICS



<https://analytics.twitter.com/user/username>

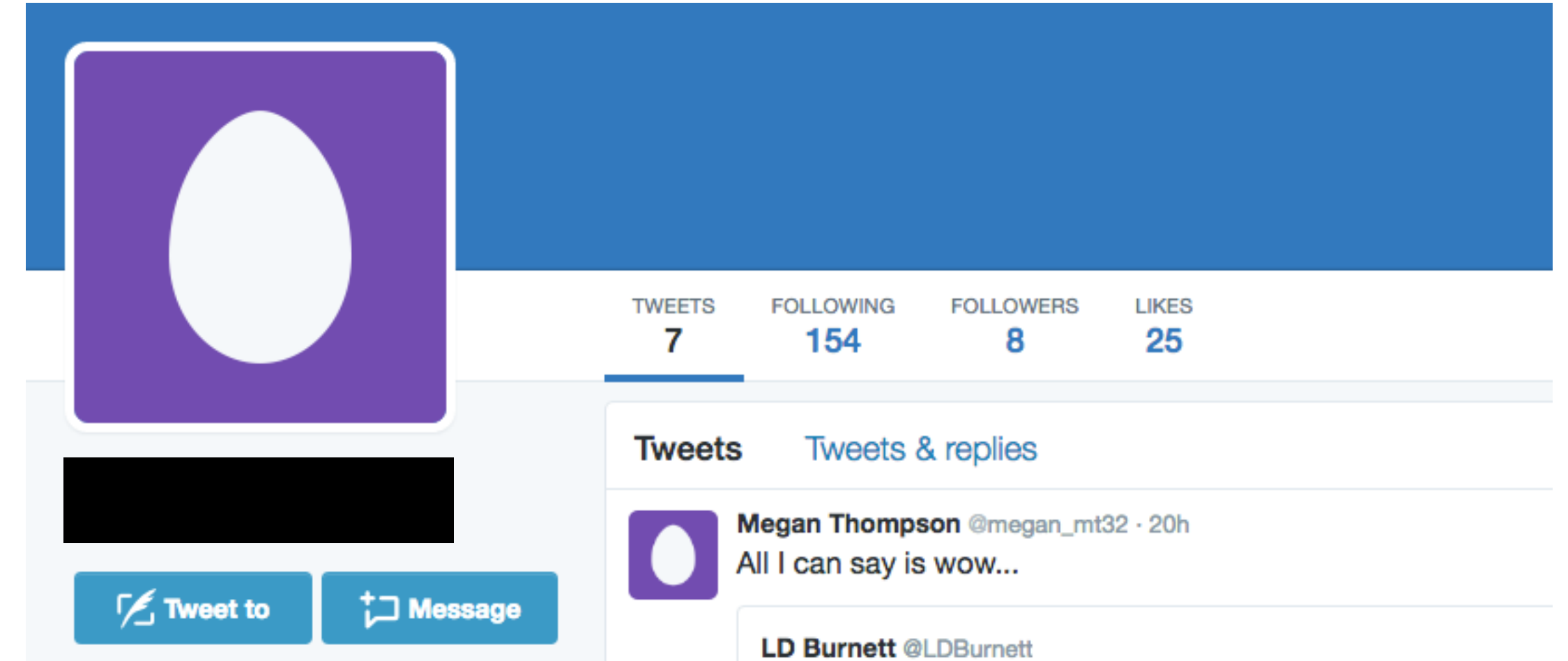


# TIPS AND TRICKS

# GET RID OF THE EGG!



Twitter profile of **andy jet** (@andyjet1). The profile picture is a red square with a white egg shape in the center. The bio reads "agricultural marketer: fertilizer pricing and analysing" and "Joined January 2012". The statistics are: TWEETS 104, FOLLOWING 2,820, FOLLOWERS 404, LIKES 10, and LISTS 2. The tweet shown is "It's my snow....." dated 24 Dec 2015, with a photo of snow.



Twitter profile of **Megan Thompson** (@megan\_mt32). The profile picture is a purple square with a white egg shape in the center. The bio is blank. The statistics are: TWEETS 7, FOLLOWING 154, FOLLOWERS 8, and LIKES 25. The tweet shown is "All I can say is wow..." dated 20h, with a reply from **LD Burnett** (@LDBurnett).



Twitter profile of **Hirosaki-shi, Aomori**. The profile picture is a purple square with a white egg shape in the center. The bio reads "Hirosaki-shi, Aomori" and "Joined December 2013". The statistics are: TWEETS 280, FOLLOWING 106, FOLLOWERS 53, and LIKES 660. The tweet shown is a retweet by **AKIRA** of a tweet by **AoB Blog** (@annbot) dated May 21, which reads "On Peonies and Ants: In Defense of Plants on how so working in defence of plants".



Twitter profile of **salih öztürk** (@salih\_ozturk14). The profile picture is an orange square with a white egg shape in the center. The bio is blank. The statistics are: TWEETS 25, FOLLOWING 1,707, FOLLOWERS 134, LIKES 12, and LISTS 1. The tweet shown is "Yağan yağmurda ıslanan saçlarımdı ama temizlenen sadece kalbim....." dated Jan 29.



# PROFILE

Your **picture**.

- Can be changed
- Make it **personal**



Your **name**.

- Can be changed
- Make it **meaningful**

**Guill@ume Lobet**  
@guillaumelobet

May the #Roots be with you!  
@UniversiteLiege @frsFNRS  
#OpenScience #SciComm

📍 Belgium

🔗 guillaumelobet.be

📅 Joined January 2013

🎂 Born on December 28, 1984

Your **handle**.

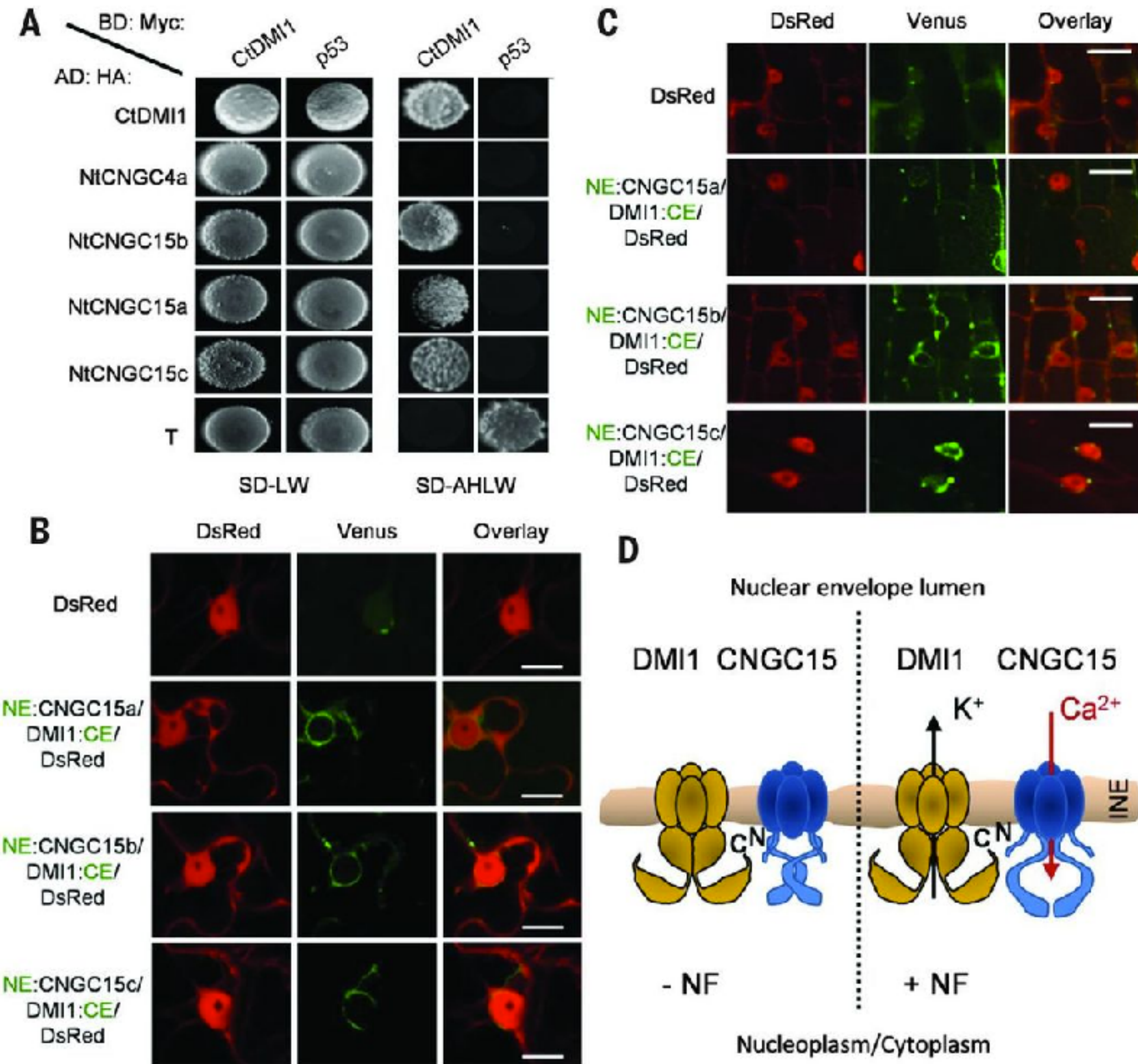
- **Cannot be changed**
- Make it easy
- Use your name

Your **bio**.

- Can be changed
- Make it **informative**

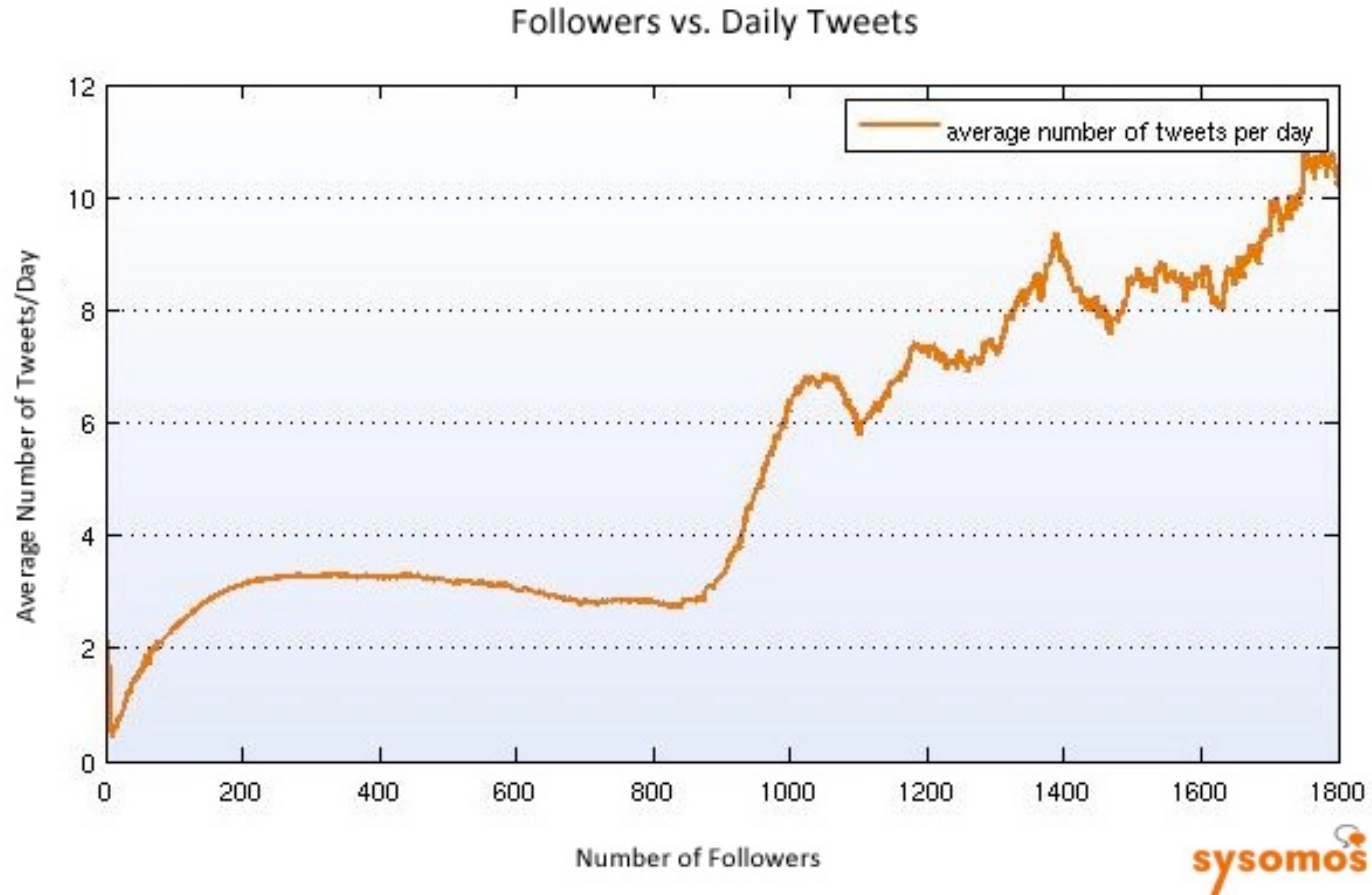


# TWEETS DEFINE FOLLOWERS



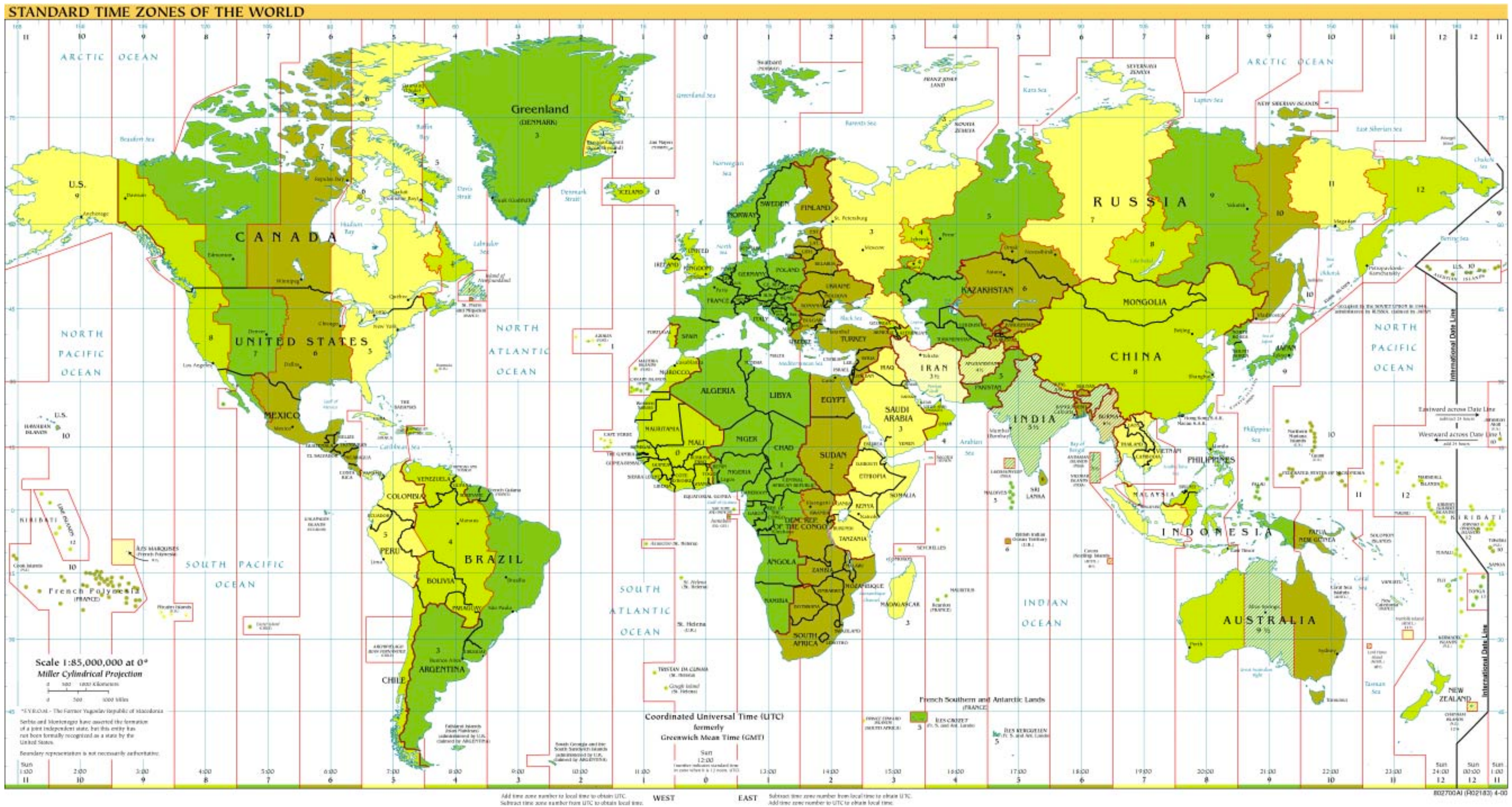


# TWEETS DEFINE FOLLOWERS





# PLAN YOUR TWEETS FOR LARGER AUDIENCE





# ENGAGE WITH OTHER PEOPLE BE NICE !

## 7 EFFECTIVE WAYS TO ENGAGE ON TWITTER

Twitter is an ideal tool to help you stay informed and drive traffic to social properties. Most importantly, it helps you build relationships with like-minded people. Below are tips to increase engagement with your communities on Twitter.

### PROMOTE OTHERS

Make sure you retweet your most passionate followers. Thank them and link to their social properties. #FF (Follow Friday) and #Recommend others and their work.



### BE THE FIRST TO BREAK THE NEWS

Your followers will come to rely on you as an expert and will foster the conversation around your tweets.



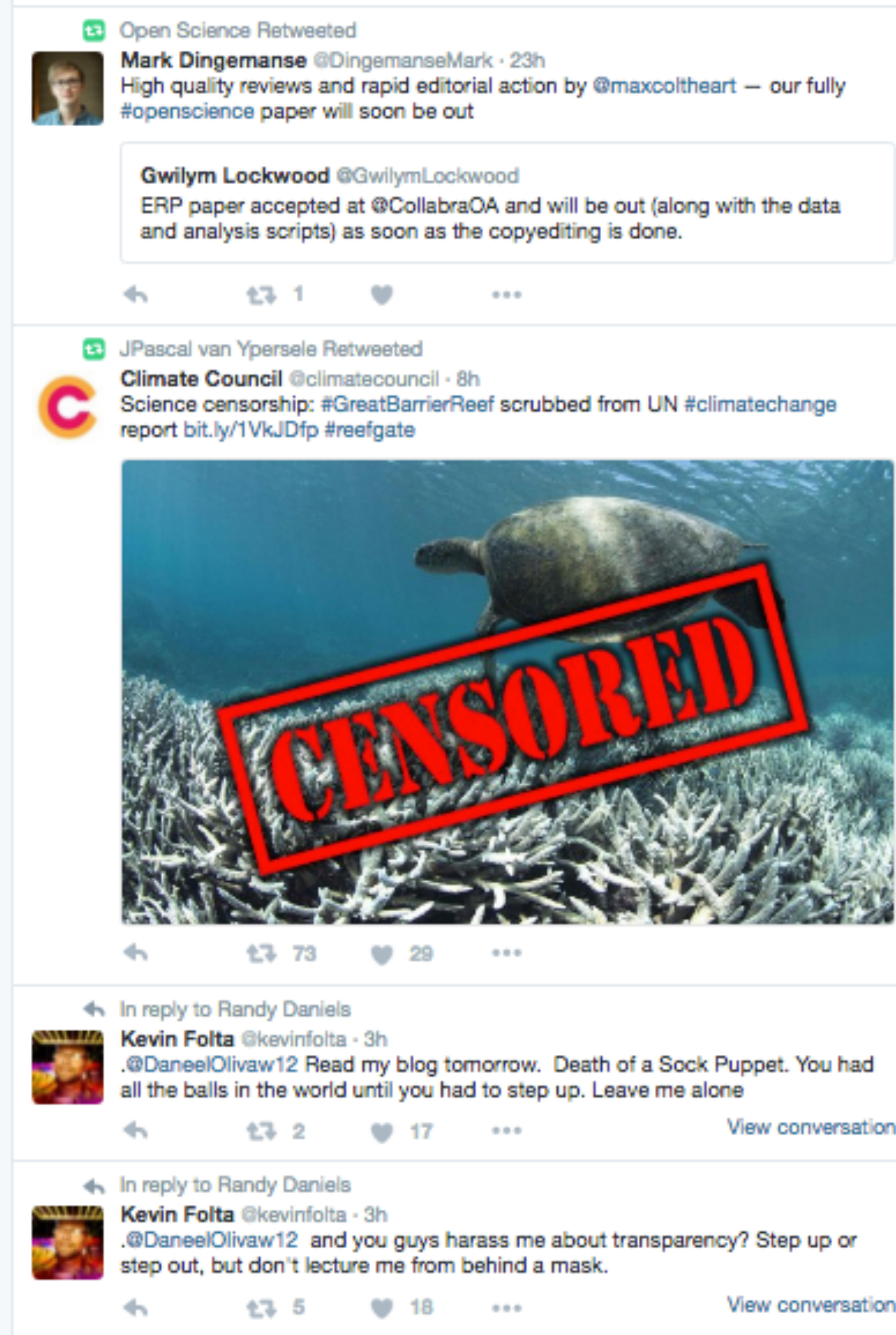
### INFUSE PERSONALITY INTO YOUR PROFILE

Use a real picture of yourself and highlight your passions in your bio.







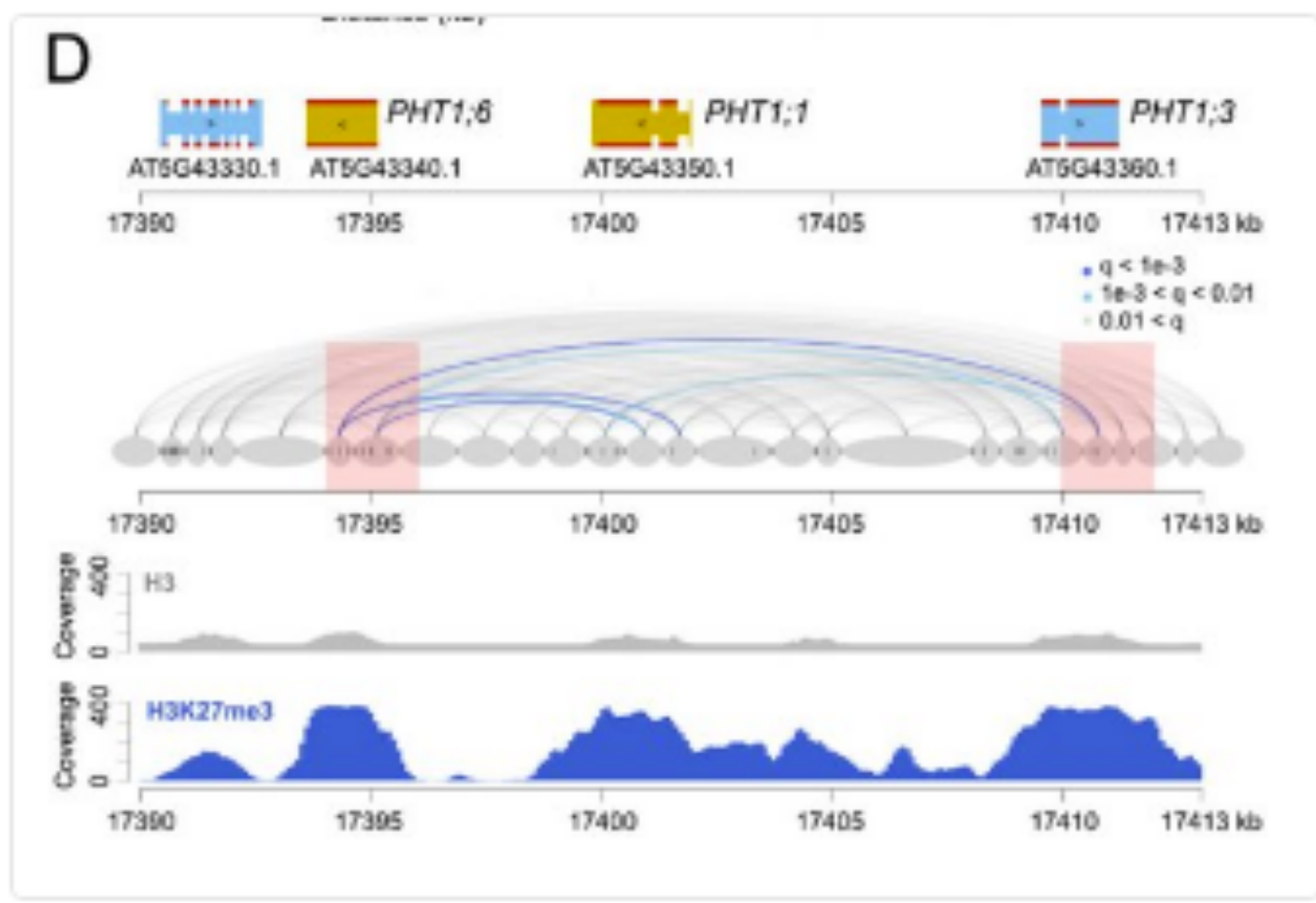
# ADD IMAGES FOR BETTER IMPACT






 **Weigel Lab** @PlantEvolution · 22h  
Register now for important @royalsociety meeting: Enhancing photosynthesis in crop plants [royalsociety.org/events/2016/10...](https://royalsociety.org/events/2016/10...)

 Weigel Lab Retweeted  
 **Tim Stuart** @timoast · May 26  
Genome-wide analysis of chromatin packing in Arabidopsis thaliana from @PlantEvolution [genome.cshlp.org/content/early/...](http://genome.cshlp.org/content/early/...)



17 14

 **Weigel Lab** @PlantEvolution · May 25  
Resource Identification Initiative: let others know exactly what reagent you used #RII [buff.ly/1Rbrbi2](http://buff.ly/1Rbrbi2)

FORCE11 · Groups · Resource Identification Initiative


### RESOURCE IDENTIFICATION INITIATIVE

LOOKING TO GET RRIIDS FOR YOUR PAPER ([SCICRUNCH.ORG/RESOURCES](http://SCICRUNCH.ORG/RESOURCES))

The Resource Identification Initiative is underway and shows no sign of stopping. We invite publishers, editors, authors, blocunators, librarians, resource providers, and vendors to participate.

Authors can participate by adding RRIIDs to their papers, go to [scicrunch.org/resources](http://scicrunch.org/resources)

The Resource Identifiers (RRIIDs) are in the published literature: publications currently reporting RRIIDs can be found in Google Scholar or PubMed.

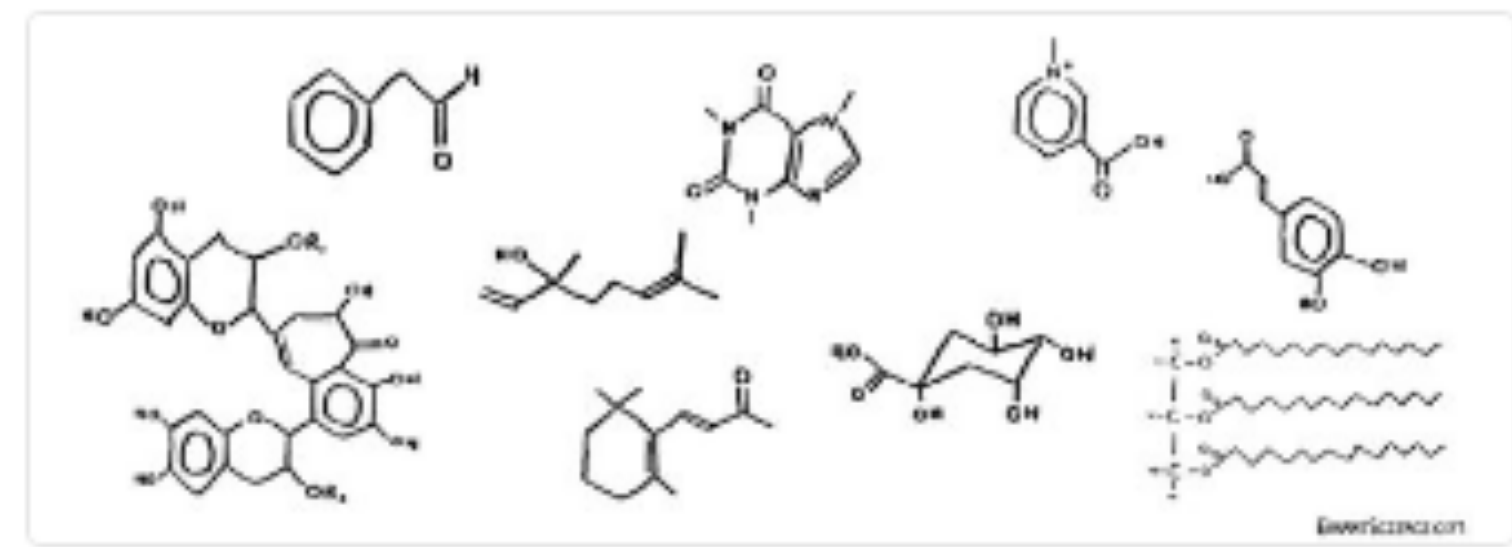


**Resource  
Identification  
Initiative**

2 1

# BALANCE BETWEEN PERSONAL AND PROFESSIONAL

 Matthew Retweeted  
 **Errant Science** @ErrantScience · May 20  
A selection of some of the delicious chemicals found in #tea and #coffee! [redbubble.com/people/errants...](http://redbubble.com/people/errants...)



12 8

 **Matthew** @MCeeP · May 21  
[ift.tt/1W8KbWF](http://ift.tt/1W8KbWF) Amazing Swedish food for dinner, lingonberries are the best!



2

# USE URL SHORTENERS

[https://www.dropbox.com/s/8z2a4gv8q2phamw/20160527\\_social\\_media.pdf?dl=0](https://www.dropbox.com/s/8z2a4gv8q2phamw/20160527_social_media.pdf?dl=0)



<http://bit.ly/lobet-social-media>