Legal and Economic Aspects of the PR Campaign of Scientific Conference in Social Networks

Solomiia Fedushko[1]*[0000-0001-7548-5856], Volodymyr Ortynskyy[1][0000-0002-1624-2173], Volodymyr Reshota [2][000-0001-9235-2262], and ViktoriyaTereshchuk[1][0000-0003-0512-0549]

[1] Lviv Polytechnic National University, 79013, Lviv, Ukraine
[2] Ivan Franko National University of Lviv, Ukraine

solomiia.s.fedushko@lpnu.ua, Volodymyr.L.Ortynskyi@lpnu.ua,
volodymyr.reshota@lnu.edu.ua, viktoriya.tereshchuk@gmail.com

Abstract. The article deals with the legal and economic aspects of the pr of scientific conference in social networks. The key task of this research is to prepare a universal integrated strategy for the promotion of periodicals in the virtual communication space, paying particular attention to the communication services of scientists. In accordance with the developed concept of popularization of the periodical scientific publication with the help of scientometric international databases, the algorithm of creating an account and filling it with social networks and electronic archives was designed and implemented. This unified algorithm consists of accounts created at Academia.edu, ResearchGate and the Electronic Archive of the University's Scientific and Technical Library, and an algorithm created for these accounts. The implementation of the proposed concept of popularization of periodicals by scientific-metric international databases is effective. The practical implementation of the proposed method has shown significant results in the popularization of the scientific publication.

Keywords: Legal Aspects, Economic Aspects, PR, Scientific Conference, Social Networks, Internet, Scientific Activity.

1   Introduction

Successful scientific activity is impossible without the publication of the results of research by scientists in reputable international publications. The use of scientometric bases in the scientific life of Ukraine is an important step in covering the research of Ukrainian specialists abroad. The number of publications by Ukrainian scientists in major world science databases testifies to the competitiveness, high quality and talent of our specialists in the world arena of science. Often, the search for prestigious publications brings a lot of problems for the young and for well-known scientists as well. On the other hand, competently informing potential authors about a set of materials in

a scientific publication or conference is a difficult task. With the active use of social media by Ukrainians for communication not only for personal needs but also in professional activity, the process of popularizing the scientific publication has considerably simplified. However, the availability of these social networks, in particular, specialized for scientists, and the introduction of scientific-metric databases in the scientific process is not a panacea, but the competent use of all these tools in the complex will completely solve the problem of popularizing the results of scientific papers, publications, and scientists on the Internet.

The key task of this research is to prepare a universal integrated strategy for the promotion of periodicals in the virtual communication space, paying particular attention to the communication services of scientists

2   Related works

A scientific conference is a kind of scientific activity during which researchers present and discuss, in a timely manner, prepared and submitted papers. In most cases, conferences are held at regular intervals, or dedicated to some anniversary event, which allows professionals to stay up-to-date with events, expand contacts with researchers, and as a result receive the necessary information. By its status, the conference occupies an intermediate position between the seminar and the congress. There are conferences such as scientific-theoretical, scientific-practical and scientific-technical conference. Access to a multitude of publications by the global community of scientists opens up new avenues for analyzing the scientific level of research that is reflected in the publications.

The quotation of these publications by colleagues is an assessment of the quality and importance for the science and practice of the results obtained, as confirmed by Busheva S.D. [1]. Scientist research describes the most popular scientometric databases, including Google Scholar, evaluating them by metrics such as data volume, industry, and scientometrics.

In the works of specialist Tarasov D. [2] the problem of determining the index of citation of documents of electronic scientific archive and calculation of scientometric indicators of Ukrainian scientists is considered. A citation search algorithm for an electronic scientific archive has been developed. The prototype of information system for analysis of scientometric indicators of electronic scientific documents has been constructed. In his works, Noruzi A. [3] pointed out a feature of Google Scholar - researchers can use to trace the relationship between the authors of an article citing the same topic and determine the frequency with which others cite a specific article. Research has been conducted on the use of Google Scholar to analyze article citations, and advanced search methods have been identified. Jacsó P. [4] also described the Google Scholar search engine in general, analyzed the positives and negatives, and provided a detailed analysis of the system.

Thelwall M. and Kousha K. [5] have found that ResearchGate is most correlated with Google Scholar in terms of citation. A team of Spanish scientists [6, 7], exploring the specifics of the academic social network Research Gate, concluded that

this service launched RG Score – a new indicator of the prestige of scientists, publications and events. Considering that the number of its users exceeds 14 million, the scientists conducted an experiment, and to investigate, the high prestige is only those scientists who not only publish a lot of materials, but also show high activity in the system - comment and review scientific works, ask and answer questions. To participate in a scientific conference, you must have the skills to search for scientific conferences. The Internet contains a large number of websites with information on scientific conferences on various topics.

The Scientist website provides information on international scientific and practical conferences of various industries. The main page contains a list of topics, selecting one of them; you can see a list of upcoming conferences on a given topic. The website of the Institute for Innovative Education [9] contains information on international and national scientific and practical conferences. The information about the conferences that will be held soon is given; the conference name, place and date are specified. The website not only contains information about all-Ukrainian scientific conferences, but also international scientific and practical conferences. In addition to searching for scientific conferences on the Internet, such as the Young Scientist website, the Institute of Innovative Education and other similar websites at universities, it is possible to search for scientific conferences on social networks, Google Scholar search, ResearchGate, and more. You can search for a scientific conference on the websites of universities, institutions and organizations. Google Scholar Search can search for conferences and academic profiles, read articles published in conferences, and view the citation index [10]. The citation index shows statistics from the year the articles began to be published, for example, articles from the ICS Conference began to be published by Google Scholar since 2012.

Google Scholar provides information about electronic and print articles. Indicates printed scholarly works in Google Scholar robots; printed articles will be referenced in the search [Citation]. The search results include links to web pages and websites that contain article information links to full-text versions of articles labeled [PDF], and a list of several links to different versions of the article.

3   Legal And Economic Aspects of the PR Campaign of Scientific Conference in Social Networks

Table 1. Legal and economic aspects of the PR campaign of conference in social networks

Legal Aspects	Economic Aspects
developing a system of forming and maintaining ethical standards and principles of professional ethics	informing participants, partners and other organizations about the existence and holding of the conference
compliance with national legislation	motivation for scientific activity of students and teachers
protection of copyrights and intellectual	establishing and maintaining long-term

Legal Aspects	Economic Aspects
property	partnerships with research institutions, government organizations, foreign partners and potential investors
UAPR Codex of Professional Ethics	formation of a positive image and reputation of the university
compliance with legislation on advertising and advertising activities, information, informatization and protection of information	increase in the number of conference participants due to the constant information presence of the conference in web resources
preparation of legal instructions on protection of honor, dignity and business reputation	improving the efficiency of staff and attracting new qualified employees

4 Creating ICS Conference Accounts in Academia.edu and ResearchGate Social Networks

Google Scholar uses the social networking capabilities of Academia.edu and ResearchGate scientists to add research articles to the ICS Conference account. Because, after downloading academic papers in Academia.edu and ResearchGate, Google Scholar crawls the scholarly work and automatically adds it to the Google Scholar ICS Conference account.

A unified algorithm was created to create accounts at Academia.edu, ResearchGate, and the Electronic Archive of the University's Scientific and Technical Library and fill in the created accounts. The diagram of the algorithm for creating an account and filling it with social networks and electronic archives is shown in Fig. 1:
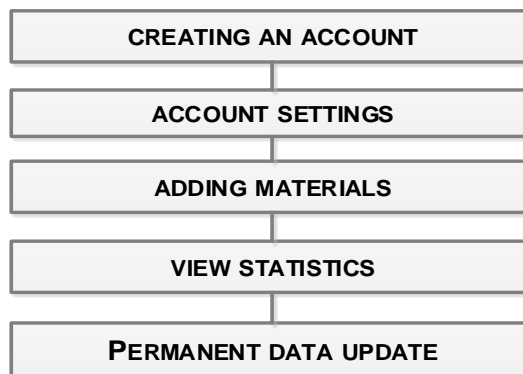

Fig. 1. Scheme of an algorithm for creating an account and filling it with social networks and electronic archives

We will describe in more detail the implementation of the developed algorithm on the example of creating and filling an account in the academic social network Academia.edu.

In order to be logged in to Academia.edu, you must complete the key sign-in fields, such as your email address and password, and then log in to your account.

After logging in, you can view and work on your ICS Conference account. You can edit your account, rename your account, edit your photo, industry, and activity. You can also find profiles of acquaintances of scientists and attach them to your account, get acquainted with their scientific works, comment on and discuss them. Author can add a scholarly article to an ICS Conference account at Academia.edu using the key in your ICS Conference account.

After clicking the button to add a scientific article to your ICS Conference account in Academia.edu, a window will appear asking you to choose to download the paper containing the scientific article or navigate further by specifying the e-link for the scientific article in the key box. Selected to download a paper that contains a scientific article. After downloading the document containing the article, the next step is to choose which type of document, published document, or edit the downloaded document. When you choose to edit a downloaded document, a window will appear that lists the key fields that you need to fill out to assign an academic paper to your ICS Conference account at Academia.edu. It is necessary to specify the title of the article, abstract, co-authors, if any, scientific field and type of document and click save (Fig. 1). If there is no paper containing the scientific article, it is possible to add the scientific article to the ICS Conference profile at Academia.edu by choosing not to download the paper containing the article, and then fill in the required key fields and provide an e-mail link followed by an e-mail. Version of the scientific article, and save the scientific article, after which the article will be added to the ICS Conference profile.

Clicking Save Article will next confirm the question of permission for comment by other scholars on the addition of a scientific paper to the ICS Conference account. After confirming the comment of the scientific article, a window will appear, allowing author to view the accounts of scientists who read and cite scientific articles. After filling in all the required fields and saving the scientific article, you can view the added scientific article in the ICS Conference profile at Academia.edu.

After uploading the articles to the ICS Conference account at Academia.edu, GoogleScholar processed the downloaded articles and automatically added the articles to the ICS Conference account. Accordingly, ICS Conference publications have increased their figures and the citation index has also increased as other scholars cite publications.

Author can edit your Google Scholar ICS Conference profile by changing your name, university, submitting areas of interest, and editing your photo. You can also change your Google Scholar ICS Conference profile updates in your account settings.

Google Scholar ICS Conference Profile has its own library that contains all the articles you have added. Author can also view and read my quotes in the Google Scholar ICS Conference profile. Author can add co-authors to your Google Scholar ICS Conference profile, after you add co-authors to your Google Scholar ICS Conference

profile, articles will be automatically added to the co-authors 'accounts, and the ICS Conference account will co-author the co-authors' profiles that were added to the ICS Conference account in Google Scholar.

Articles that have been added to ICS Conference in Google Scholar can be deleted, exported and edited. Author can manually add to a Google Scholar ICS Conference account a group of articles that have already been downloaded, which Google Scholar believes are related to the ICS Conference account and should be added. Each group contains a different number of scientific papers uploaded. You can first view or add articles at once without browsing. In addition to adding a group of articles, articles can be added individually by searching for them.

Author can read the article before adding it to the article and then add it to the Google Scholar ICS Conference account.

5   Results

Social networks for academia.edu and ResearchGate scientists have the opportunity to view the statistics of publications, view, download, comment, rate. Also important is the fact that uploading materials to these services will make them available for indexing in Google Scholar.Academia.edu can view the ICS Conference profile for 30 days and 60 days.

Author can get acquainted with each exact one in the graph, giving it more detailed information regarding the profile activity for a certain day (Fig. 2).
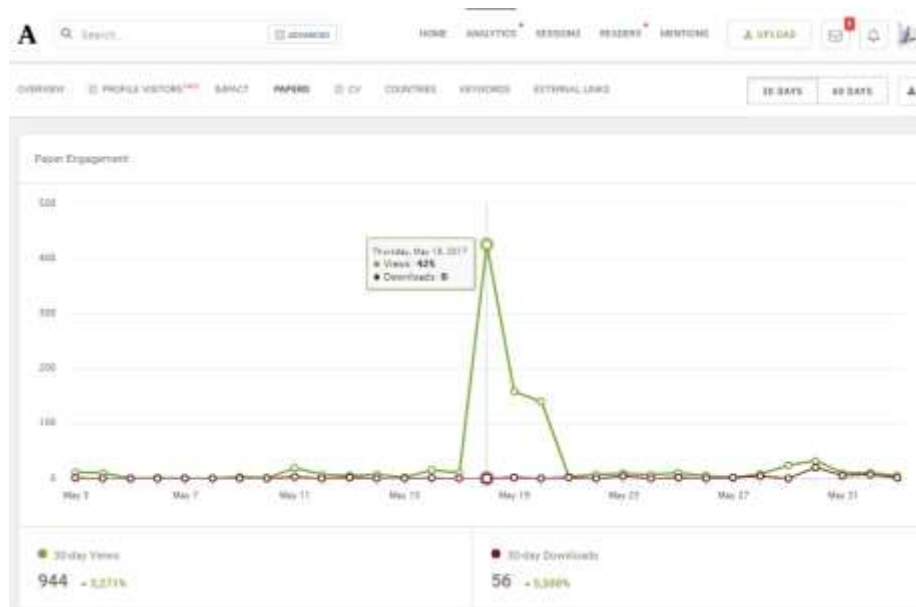

Fig. 2. ICS Conference Profile Activity Schedule at Academia.edu as Author download articles

In particular, the activity of the ICS Conference Academia.edu profile activity, which is shown in fig. 3.
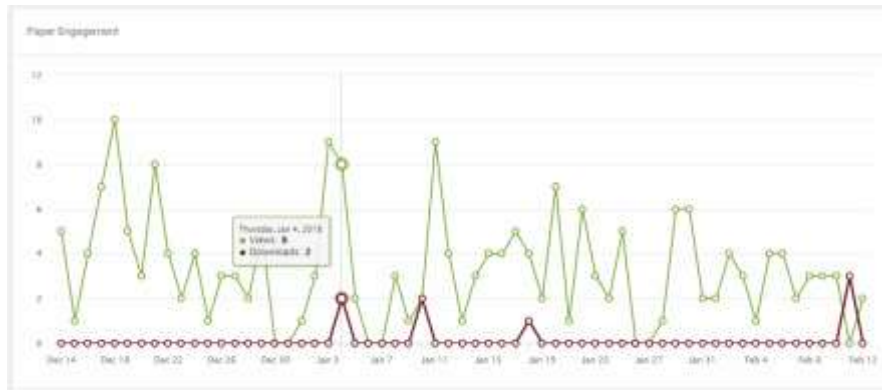

Fig. 3. ICS Conference Profile Activity Schedule at Academia.edu

As we can see (see Figure 4), Academia.edu users, as well as the Internet in general, visit the ICS Conference website daily, downloaded articles and many of these users are "unique" visitors.
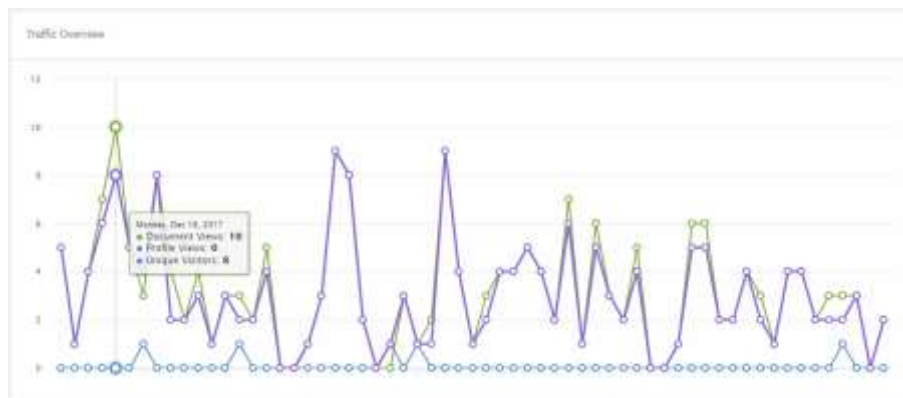

Fig. 4. ICS Conference Profile Views Schedule at Academia.edu

In the end, 832 documents were downloaded from ICS Conference accounts at Academia.edu and ResearchGate for the ICS Science Conference from 2012 to 2019.

From Fig. 11 shows that user activity on the ICS Conference profile in ResearchGate is extremely high. For the year 4,106 users viewed the material on the ICS Conference profile.

In just 1 day the article was viewed by 100 users of the social network ResearchGate.

Fig. 5. ICS Conference Profile Activity Schedule in ResearchGate

Also, ResearchGate has its own system of rating users (Fig. 6), in accordance with the activity of publication, quality of material, the reaction of other scientists to the results of published research.
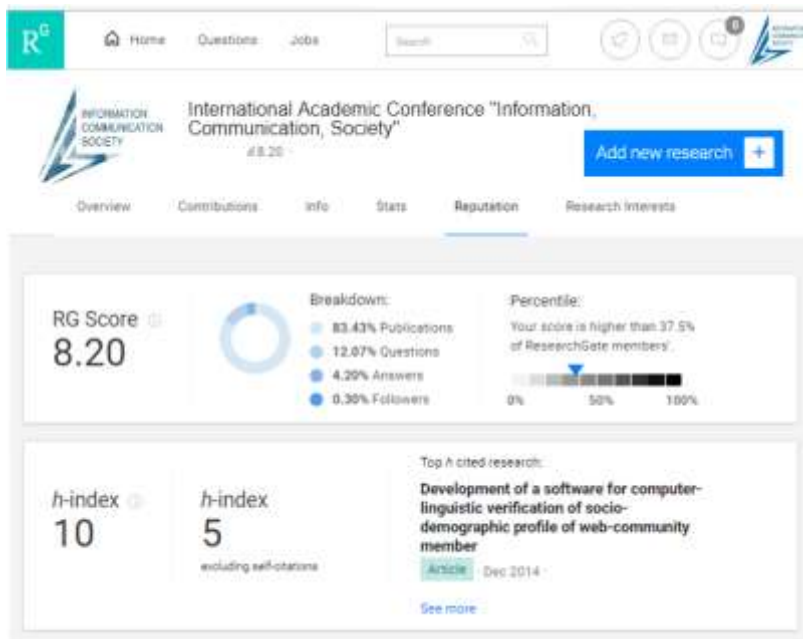

Fig. 6. ICS Conference Profile Activity Schedule in ResearchGate

The performance of ICS Conference accounts in Academia.edu and ResearchGate is high, which contributes to the high h-index of ICS Conference publications in Google Scholar [15, 16], which will increase the popularity of the conference in the academic community.

5.1 Formation of h-index of ICS Conference in Google Scholar Scientific Base

ICS Conference h-index formation in the Google Scholar Science Database Adding Articles to an ICS Conference Account at Academia.edu Required for Google Scholar Tools to Automatically Attach Publications to a Google Scholar ICS Conference Account for Scientists to Get Acquainted with Scientific Articles of the ICS Science Conference. By adding collaborators to Google Scholar ICS Conference account, scientists are able to familiarize themselves with the work of the authors of the Google Scholar ICS Conference articles. Adding each article individually is necessary to quickly find right article in particular industry.Before adding the articles, the Google Scholar ICS Conference account looked like the one shown in fig.7.

Fig. 7. Google Scholar ICS Conference account performance before adding articles

After adding scientific publications to the ICS Conference account in Google Scholar, the citation statistics and the number of automatically added publications have increased significantly. Google Scholar ICS Conference account after Author has added all of the material published in the 2012-2017 conference proceedings (Figure 8).
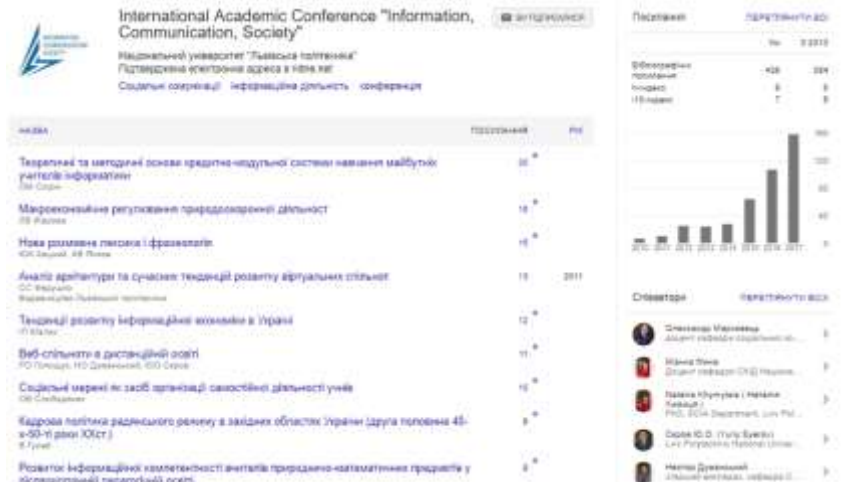

Fig. 8. Google Scholar ICS Conference account

In the end, 681 scientific publications were added to the ICS Conference account at Google Scholar, and these publications received 438 citations.

6 Conclusions

In accordance with the developed concept of popularization of the periodical scientific publication with the help of scientometric international databases, the algorithm of creating an account and filling it with social networks and electronic archives was designed and implemented. This unified algorithm consists of accounts created at Academia.edu, ResearchGate and the Electronic Archive of the University's Scientific and Technical Library, and an algorithm created for these accounts.

In the end, 832 ICS Science Conference materials were uploaded to Academia.edu and ResearchGate for ICS Conference accounts from 2012 to 2019. These results indicate that user engagement with ResearchGate's ICS Conference profile is extremely high. In particular, ResearchGate has 100 users browsing their profile and posts in 1 day, for a total of 4106 users viewing the ICS Conference profile. Google Scholar has 681 scientific publications added to the ICS Conference account. These publications received 438 citations. After adding scientific publications to the Google Scholar ICS Conference account, citation statistics and the number of automatically added publications have increased significantly: the h-index is 9, the h10-index is 7.

The application of these methods makes research accessible to colleagues, provides qualitative comments on research findings, reviews, and promotes scientific publication in online communication science services.

Summarizing the work done, we can conclude that the implementation of the proposed concept of popularization of periodicals by scientific-metric international databases is effective. The practical implementation of the proposed method has shown significant results in the popularization of the scientific publication.

After applying the developed methodology to the ICS Conference accounts in Academia.edu and ResearchGate, 832 ICS Science Conference materials were downloaded from 2012 to 2019. User engagement with ResearchGate's ICS Conference profile is extremely high. In particular, ResearchGate 100 users view the conference profile and its publications in 1 day, for the whole period - 4106 users viewed the materials in the ICS Conference profile. Google Scholar has 681 scientific publications added to the ICS Conference account. These publications received 438 citations. After adding scientific publications to the Google Scholar ICS Conference account, citation statistics and the number of automatically added publications have increased significantly: the h-index is 9, the h10-index is 7.

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