THE IMPORTANCE OF A RELEVANT PROFILE ON INTERNET FOR THE SCIENTIFIC RESEARCH VISIBILITY

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Abstract. *Many researchers and scientists use Internet to present themselves and their scientific or educational activity papers, books and projects). Why the new impact of Internet became so important? One answer could be the great majority of the young researchers want to improve the communication within the scientific community. How can researchers communicate and improve their visibility in an optimal, or a better manner? The young researchers can gain new abilities on writing good profiles and finding the adequate places on Internet for their papers and books. The new scientist' profiles, especially with regard to their work structure and impact can help them much than the classic publishing way using strictly only publishing houses. The most recent of the existing literature focus mostly on specific and single platforms. This paper presents a study of some specific profile problems and their characteristic utilities (detailing scientists' profiles on institutional and private Web pages, social networking services, etc.). For this purpose, the authors' profiles belong to themselves as researchers or academic teacher or academic researcher, being the easiest way to explain how to obtain visibility, cooperation and partnership in academic research. Thus, Internet offers a lot of solutions and some of them were detailed to identify and analyse the method and the framework, suitable for the next generation of young academic teachers and researchers, identifying structures and further analysis of scientists' profiles. As a natural consequence, a new type of management appears on the Internet and a new theory or a new discipline called the management theory of Internet presentation.*

Key words: *science, scientific research, scientist profile, visibility, management of the Internet presentation.*

1. INTRODUCTION

Which could be the most adequate signification or meaning of the contemporary word science?

Derived from Latin *scientia*, science, in the sense of knowledge, could be defined and circumscribed as a systematic ensemble of knowledge connected with nature, society, and thinking. On the other hand, *Scientics* or scientology means the science of science, an investigation into the way in which the study of nature through observation and reasoning has evolved all through several millennia of human activity. Science emerges when at least four major elements are joined together: "*a specific or a characteristic part of a dynamic reality, a method or a collection of methods for investigation, an original theory or an aggregation of theories and a special model for understanding, validation and projection".* [1]

The scientific research, implies the permanent evolution of science, and develops from hypothesis, through demonstration, to become theory, through a complete process of analyzing gradually the dynamic. Since Aristotle's period science (*episteme*), as the final result of a research, could be of an applied type (*techne*) or theoretical (*theoria*), which reflects the duality of scientific research as a whole or entity. Hans-Georg Gadamer demonstrates that scientific research, which is in a constant search for truth, may be completely different in the so-called hard sciences and natural sciences, where the essential goal remained, that of the forecast, compared to the so-called spiritual sciences, which have as an objective knowledge "*with no prediction*" [2] and Roger Penrose, in his book *Our Daily Mind*, tried to determine still finer shades for the previous distinction or cleavage, acknowledging the existence, in the field of knowledge and research, of four types of theories: superb, useful, tentative, and "apparently" misguided or targeted [3]. The first redoubtable scientist who has succeeded and clarifies the difficult aspects of the problem of the demarcation between scientific and pseudoscientific research was Karl Popper, in his *Logic of Research*, published in 1934. Karl Popper had listed four distinct lines along which a theory can be tested and evaluated critically, following its intention to become a true science: a) control of the internal consistency of the theory as a hypothetical-deductive system; b) examining the logical form of the theory or future science to determine if its content is informative, or the theory or science is somewhat tautological; c) comparing or confronting the empirical consequences derived from such a theory or future science with those derived from competing theories or sciences to determine whether or not the first has a knowledge value superior compared to the other, assuming that it will successfully pass the tests the empirical evidence proposes; d) assessing the future science or theory in light of these tests [4]. The distinction between scientific and pseudoscientific research may be restricted to a key [5] fully valid in exact sciences or in natural sciences, i.e. the amount and value of knowledge that various scientific theories and future sciences possess, which depends on the degree of falsifiability (defined by the relationship between theory and the basic statements) or of testability (the degree of testability increases with the degree of generality and precision of the theory or future science), and the involvement in empirical predictions that prohibit a considerable part of the possible observations selecting finally, out of all the theories that pass all the tests, those with a true value of knowledge.

The success of a scientific research depends on the structural properties of the phenomena investigated, and also on understanding that nature or the outside world has a high

degree of order, perceived by human reason as objective laws. However, scientific research also extends to the sciences of the spirit, in the sense given by Gadamer, the value of which is recognized through their vast amount of explanatory power, or of knowledge "with no forecast", i.e. those which Roger Penrose refers to as tentative and apparently misguided or targeted [5].

The process of the unification of science and research in the new concept of scientific research, combines a systematic set of knowledge about nature, society and, especially, by means of and about thinking, redefining science as *"systematic knowledge derived from observation, study and experimentation, conducted in order to determine the nature of the principles of what is being studied"* (Webster's New World Dictionary of the American Language), and a manner of applying and investigating the relations between phenomena (using concepts and variables) to solve problems of prediction and systematic and profound knowledge (constantly generating new methods, new models, new theories)…

2. SOME SCIENTIFIC RESEARCH TYPOLOGIES, SPECIFIC QUESTIONS AND STEPS

The terms *inter-*, *trans-*, *multi-*, and *cross-disciplinary research* describe integration and collaborations, often without clearly distinguished aspects among them. Generally, multidisciplinary research is used to describe maximum interaction among different researches in different disciplines, whereas trans disciplinary researches tends to describe collaborations transcending characteristic sciences to define original knowledge in between and at the borders of research from different disciplines, and interdisciplinary research refers to problem solving in which there is an intensive mixture of paradigms, methods and models ideas from a lot of researches coming from many disciplines. The connections between academic research and academic institutions highlight the interdependence of *inter-*, *trans-*, *multi-*, and *cross-disciplinary research* and educational institutions at three levels: a) organizational (university, faculties, research departments, research funding entities); b) research community (researchers and research teams members), and c) individual practices, and the more intensive these correlations are the more sustainable is the context academic research.

How frequently and profoundly could change the science its manner of realizing important researches and, which are the most important details, structure, and steps differentiating classical research from modern research?

Classical scientific research was partial and structured, discontinuous and extensive, based on efficiency and non-restrictive principle most of all, analytical and inductive, phased and paradigmatic, in its major aspects and spirit. Modern scientific research is more systemic (made in a holistic spirit), continuous (made in a historical spirit), based on more and more principles (in the extended aspects generating the spirit of ethics), defining (in a conceptual spirit), based on established steps (a new kind of phased in a modelling spirit), more and more paradoxical (in a theoretical spirit). The modern scientific approach is more and more a holistic one, and at the same time it is less and less of the one-sided type (uni-disciplinary), and that means inter, trans, cross and multidisciplinary thinking and acting, judging and validating, prospecting and simulating, practicing and theorizing reality, etc.

While classical scientific research communicated in a more and more diversified language about a dynamic reality, modern scientific research needs the universality of that language, doubled by the universality of access, the visibility of the contents, theories, methods, models, and authors similar to its re-aggregated object of study in a large world of so called world scientific research. The young researcher must remember, or even find out that the school of logical positivism had stated, maybe among the first, that the sciences considered important "share" the same language. Modern scientific research also means a special integrated theory able to match, in a practical manner, a part of reality, and the essential instruments of forecasting and projection remain models for scientific research. A scientific theory could be defined as "*a shape or a paradigm of the universe, a restricted part of it, and a set of rules that connect the magnitudes in this shape or paradigm to the observations that the researcher makes*" in the research activity proper. The classical shape of the old theories meets the conditions of optimization and adequacy to the perennial reality, if it satisfies at least three requirements: a) describes accurately, synthetically and correctly a class of much more extended researched observations, starting from a "parsimonious", constructed in keeping with William of Ockham's principle, or the principle of "*the minimum simplification through hypotheses*"; b) makes predictions, in a Popperian philosophical sense, concerning the results of the future observations of a research experiment, the time evolutions of a research phenomenon; c) possesses a temporary validity as a research product, in the sense that it is only a hypothesis about the reality of the universe, which is itself in expansion. *How quickly and frequently could change a new theory the entire classical scientific research into a modern one?*

The very latest scientific research experiments of elementary particle acceleration describe losses of about one percent to the benefit of antimatter. The quantum world, that of the particle - wave non-determination in the mechanics of a quantum type, in a similar manner to the coexistence, in the theory of relativity, of matter and energy, seems much more imbalanced and likely to accelerate those imbalances with respect to classical macro-materialism. *But could immediately quantum physics' theory changes our modern science?* And what means quickly or frequently, or even immediately in contemporary sciences? These are major questions for practice and not for theories' way of answering… This becomes ever more significant under the circumstances of the rapid change in the methods and models measuring instruments and units or standards employed in evaluation the general scientific research results. There is room for quantum physics here, for instance, to gain recognition, in point of methods and methodology, and especially in theory for several decades to come….

What could have constituted the beginnings of the scientific research: the method, the theory, or the model of thinking in the process of investigation a special reality and defining a science and its status? The explosion of data from the contextual *reality* has imposed the need to reanalyzed and

clarify the importance of Empedocles' roots mixture in the *method, theory and model* of a new reality of the modern science. This mixture remained the ever-green beginning of modern scientific research. The scientific research determinations have often been called as methods, and they hide, under the quantitative indicators, the real meanings of qualitative information, illustrative as to understanding the structure, the level, the dynamic, the area or space of existence, the differentiated changes between concentration and diversification of specific reality. The contemporary multiplying theories and detailed disciplines (more than 8,000) explain or not the associations, causes, correlations, and final effects of characteristic phenomena, and new tendencies, the original temporal and spatial projections and thus urge to major reflections about the pragmatism and utility of scientific research. Modern science becomes also a brief transformation of knowledge from the most usual and simple access to information into a special way of thinking and research, using specific steps, structures and notions.

The practical steps of a scientific research conducted towards completion by publishing action of papers and books in prestigious journals and excellent publishing houses, could be reduced to the next significant iterations:

I) selecting one or more publications (journals and magazines) and publishing houses, in their natural hierarchy;

II) carefully studying the publications and publishing houses selected, which are accessible and similar to the very research that has already been completed, while analyzing not only the procedures and rules but also the standard structure and the detailed aspects of the process of publishing, etc.;

III) the title of the article or of the book must be selected for its topic suitability in relation to both the publication or publishing house and the very research conducted, a good title being able to highlight the relevance and originality of the scientific research and to satisfy the simplicity and resonance requirements;

IV) drafting the article or the book is perhaps the most elaborate activity, based on the strictly observed writing rules and slightly different for the abstract and bibliography;

V) the abstract, the contents and the foreword will be written, against all expectations, after the paper or the book are almost finished;

VI) the structure of the article or of the book are structured in relation to the requirements of the publication or publishing house, which will be fully respected; there is no a standard structure for a book but could be defined a standard structure of a paper, the beginning is remarkable, with an **introductory section**, followed by a brief **overview of the recognized theoretical and applied literature**, and also of the latest articles published in the range of topics chosen, by the title and content of the scientific research; a special section is devoted to aspects describing **the databases and the research method or methodology**, detailing, if necessary, up to the instrumental level (actually, taking over the method of the research), followed by **results and discussion**, the part that should prove both the researcher's discernment and pragmatism; the **conclusions** or findings close the writing of the research, and allow a final assessment of it [7];

VII) there is not a fully standardized method or style of writing an article to transcribe a research, but there are significant differences between individual or teamwork papers or books, applicative or theoretical papers or books, predominantly deductive or mostly inductive papers or books, articles focusing on modelling or the impossibility of modelling papers or books, etc.;

VIII) the citations in the text of the article or books and the tables (or graphs and charts) presentation become the elements qualitatively attesting the level of the research, for the future visibility;

IX) the bibliography or references must prove both remarkable rigour, and a serious research capacity from the authors;

X) the procedure of publication or publishing is a long one, which can take months or even years.

Based on the economic research as an example, the specific thinking of the research stages research is different in the classical econometrics from that in the modern financial modelling, as in the example provided in Table no. 1:

The difference between the stages of the classical research based on econometric, and research based on financial econometric modelling [8]

Table no. 1

Stages of classical research based on econometrics	**Stages of modern research based on the financial econometri modelling**
I. Securing the data sets and defining the methodology II. Theoretical working out of the econometric model (sub-stages) 1. Identifying the model 2. Specifying the model 3. Estimating the model 4. Model checking III. Operationalizing of the econometric model (sub-stages) 1. Analyses of the model 2. Using the model in forecasts 3. Using the model in simulations IV. Securing updated data series V. Confronting it with reality	1. The overview of the theory in the field of which the phenomenon investigated is part 2. Presentation of the theory underlying the econometric financial model 3. Securing the data sets and the methodology 4. Estimating the econometric financial models 5. Empirical results 6. Decision on statistical hypothesis testing 7. Decision on testing the econometric financial model as a whole 8. Validation or invalidation of econometric financial model (review of points 2,3,4,5,6,7) 9. Conclusions and the impact on the previously existing theory and economic - financial econometric modelling

Source: Săvoiu G., (2013), *Modelarea economico – financiară* (*Economic and Financial Modelling*), University Publishing House, Bucharest, pp. 42-43.

Which is the most adequate type of scientific research in modern process of inter-, trans-, multi-, and cross-disciplinary research? The research is generally based on experimental or theoretical models. Models for researchers are either a modality of representing a simplifying empirical objects or parts of reality, phenomena, and physical processes (either models of phenomena or models of data) or an alternative in which the human way of thinking or mental processes can be amplified (for the scientist's thought, construction and the manipulation of models are vehicles for learning and understanding), or a substitute for direct measurement, experimentation simulation of reality). The typology of modern research defines two kinds of researches: experimental research and theoretical research. The first type of scientific research is based on experiments and experimental models that have a common origin, given by the laws of nature, or the laws of the universe (from the equilibrium, to conservation, from classical mechanics, to the generalized theory of relativity, from quantum particle, to macro universal effect, etc). Some aspects of these types of research models are used to determine both the static and dynamical properties of the represented and simplified reality. A law of nature is a scientific generalization, based on empirical experiments or research observations repeated over the years, and which is accepted by the scientific community (including the laws of our human nature, i.e. the social, economic and political laws). It is widely held that a law of nature resulted from a research process is understood to be universal in scope, meaning that it applies to everything that there is in the world or in reality (a law of nature govern entities and processes in a model rather than in reality). [9]

A distinctive experimental research is research based on simulations models, and this type of research is restrictive, being used only for the dynamic realities, i.e. models that involve time (the simulation's aim means understanding, solving and projecting the equations of motion of such a model). Researchers are acknowledging the importance of models with increasing attention, and are probing the assorted roles that models play in scientific practice. Interpretation "in simulacra" of a special reality through the research based on simulation model means to simplify reflections of this reality, but despite their inherent and relative falsity, model remains extremely useful (in fact, in classical or modern research there is no complete and entire true model able to describe the reality).

The theoretical research is defined as mental scientific research and is based on mental model, representing our understanding of a portion of the reality that we have profoundly rendered conscious, or methodically known. Any research based on mental or thinking model must be flexible, in the sense that it should reconsider the reality that is being studied or synthesized as a domain of information extended beyond the numerically limited universe, or in other words, beyond the simple mathematical model, thus becoming a filter through which reality could be interpreted, so that rational action could be exerted on it, and especially one may select, in a well-grounded manner, and according to an optimal prognosis, the solution or variant for action best suited to the respective situation. In a certain sense, logical, philosophical, mathematical, physical, economic, etc. scientific thought can be identified and redefined, in turn, through the mental models of certain sciences. There are disadvantages of a general character inherent to virtually all the scientific researches based on mental models: the comprehension difficulty, the subjectivity, the methodological imperfection, the lack of completion in point of covering reality, etc., and also a lot of specific disadvantages (such as the multiplication appears to be of variables and equations in economics, or general references as connections or correlations to sociological models, name as an instrument usable to know the permanent and invariable essence of things in the linguistic model, or minimality and non-contradictoriality in the logical model). [10]

Generally described, disciplines are transient or evanescent entities compared to global science, a family of theories, methods and models reunite together. This temporary sense of discipline can be seen as changing framework organising scientific research activities and addressing well-defined problems and during a few decades this kind of discipline surpasses over time and even transcends the real experiments or practices and disappears because of re-contextualisation of disciplines, a weakening of disciplinary boundaries and even due to an alteration of initial identities, which changes discipline essence or transform it in its core and profound spirit [11,12,13].

Modern researchers refer increasingly to the scientific research as to a craft [14], and describe the acquiring of the research skills as an apprenticeship, suggesting that all scientific researches require not only theoretical models, but especially experiments and practices, habits and customary conventions, and all of these considerations emphasise the importance of contemporary terms *inter-*, *trans-*, *multi-*, and *cross-disciplinary research, as a complete or integrated ability* to understand the full complexity of real problems…

3. VISIBILITY AND PROFILES IN THE SCIENTIFIC RESEARCH AND A NEW MANAGEMENT THEORY OF INTERNET PRESENTATION

The modern and especially recent scientific literature, and that is equivalent with many sources of inspiration from the same author [15,16,17] or means a lot of sources from different authors [18,19,20], develop a new sense of research visibility on Internet using the concept of *profile.* The general papers describe three levels for the study of researcher's profiles: profile networks, profile instances or cases, and content units. The content on the profiles can be classified with regard to its type, verbosity, and placement. Many of the recent paper represents the first investigations to construct a basic structure for further researches into contemporary scientific community, including *Academic Research for Young Teachers* (АЯFYT I and II in 2012 and 2013) and for many other scientists' online self-presentation… There are many types of profiles (some profiles of the authors of this paper are presented in Annexes 1 and 2), but in keeping with the Internet priority in

scientific research communications the existing literature about research has explored mostly the on-line presence of general public, but recently or not so recently the theoretical studies of content created by scientists in their profiles focused on single platforms (e.g. Web pages [21] or blogs [22, 23]. Academic teachers, researchers or scientists can, however, have several standard profiles on different platforms and thus a more holistic approach is needed. Furthermore, while some results, findings and profiles offer general categorisation and typologies and even Helena Bukvova from Technische Universität Dresden, Germany, for example, recently in 2012 wrote some generous papers detailing her researches in this new domain, but even these are not specific enough to serve as an analytic content approach, because of the speed of the transformation of scientific communication, where profiles, abstracts and key words actually create a new generation of young teachers and researchers and new image of the research team [24].

Social media and new archives increase and multiply so much as nobody could have anticipated, they simulate experiments or re-evaluates its use of new communications tools like profiles archives, key words archives, or abstracts archives becoming soon a vast area of research, and access being possible by using a guide or specific Information on the Internet routes [25,26] The majority of the young teachers and a lot of researchers and scientists take advantage of the Internet to present themselves and their work *"Scientists are often expected to create profiles on institutional web pages and they may also create profiles on social networking systems, or share their thoughts on blogs".* [16]

A new type of journal combat have been initiated on Internet by editors and researchers, a innovative competition for visibility, and these in spite of the lack of ethical conduct any without assuring ethical behaviour. But the most important novelty is the new type of management appeared for internet profiles or any kind of presentations. Increasingly, more and more platforms and blogs, sites and links offer the opportunity to create personal scientific profiles or to connect to other researchers or scientists as users. These features have been added in an original manner, focusing on management of resources, like citations, key words, abstracts, etc. The strength of the Internet as a communication channel consists in its variability and it can be used to reach a broad, heterogeneous audience, employed for variety of purposes, and adjusted for personal needs and all these advantages emphasize the importance of the *new profile management* on Internet [27]

The new type of management recognizes the need for strategies on-line self-presentation, based on the theory of impression management by Erving Goffman [28] anticipating the behaviour in Internet new conditions (Goffman's theory has used a dramaturgical analogy similar to contemporary on-line self-presentation, where the act of presentation means a performance, a good mixture or a coherent combination of suitable *setting, credible front, interaction with the audience, communication objectives, regions, teams,* etc). Erving Goffman uses a dramaturgy metaphor to explain the self-presentation during social interaction. Each academic teacher or researcher presence *on* Internet can be described as a *"performance",* where the participants adopt the roles of performers and audience.

During the performance, each participant acts out a character – the "self" – according to his or her understanding of the encounter and aims… [29]

And above all these aspects, the decision for an adequate platform, suitable site and derived link is perhaps the most complex of all, underlying the complexity of the issues, the aim of the framework the delicacy of the procedure, and the relevance of the entire profile design for the future evaluation of scientists' Internet presence and scientific results.

4. SOME FINAL REMARKS

To the old Greek term *entropis*, whose initial signification was return or involution, was added the acceptation of factor/dimension that characterizes the state of an isolated system, as far as its evolution possibilities are concerned. Clausius considered, as early as the last century, that increases in entropy are tantamount to the principle of energy degradation. In other words, a system becomes all the more capable of evolution as its entropy is lower. Entropy is considered as irreversible, defining the very index of our ignorance of the system. The increase in entropy occurs at the same time as the increase in ignorance, and uncertainty, generating an equivalent diminution of information. How could the presence of the Internet and research profile change all these aspects? – could be the questions for the new researcher generations to come. The online self-presentation as a part of an overall professional presentation of the academic teachers and researchers or scientists requires a tactical and a strategic approach being a profound act of management in research presentation…

Self-presentation of the academic teachers or researchers in everyday encounters is a complex matter using complex solutions, mixed platforms and links, often relying on subtle and implicit signals. The limited richness of the virtual world means that signals and messages often need to be made explicit if they are to get across to the communication partner… But all profiles are somehow standardized and the future is alive and ruthless with these standards, new profiles and new rules are waiting: profile that are built by new specialist or profile's managers, profile written by the authors, profile just managed by to authors, profile inaccessible for various reasons (language), suitable profile with increased visibility, specialized profile that contains articles and ranks, etc. Although the future will require complete research profile, this could not be a reality, but a proper and adequate profiles mixture could replace it in a major proportion…

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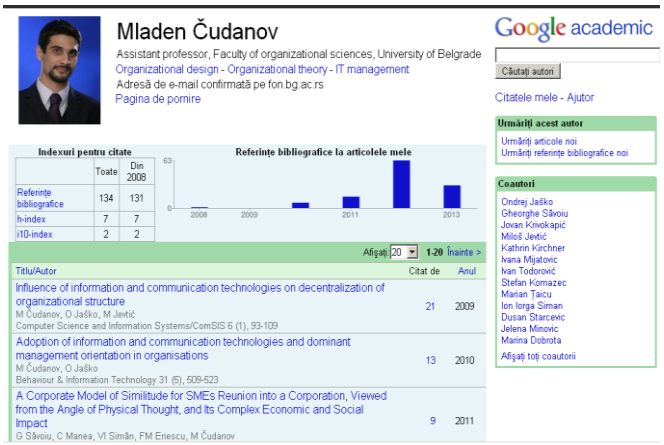
EasyEdit
Ion Siman
In hmolscience, Ion Siman (1951-), Ion Iorga Simăn or Ion Iorga-Siman, is Romanian physicist and biophysicist (chnops-physicist) noted for his circa 2005 to present work, together with Romanian economist Gheorghe Savoiu, in the developmen the sciences of sociophysics and econophysics.
Education
Siman currently is a physics professor at the University of Pitesti, Romania.
UPESW 2013
The following are some photos of Siman and his books perused by American electrochemical engineer Libb Thims during th visit, together with Gheorghe Savoiu, following the UPESW 2013 workshop:
BIOFIZICĂ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Organizational design - Organizational theory - IT management
Adresă de e-mail confirmată pe fon.bg.ac.rs
Pagina de pornire
Google academic
Căutați autori
Citatele mele - Ajutor
Urmăriți acest autor
Urmăriți articole noi
Urmăriți referințe bibliografice noi
Coautori
Ondrej Jaško
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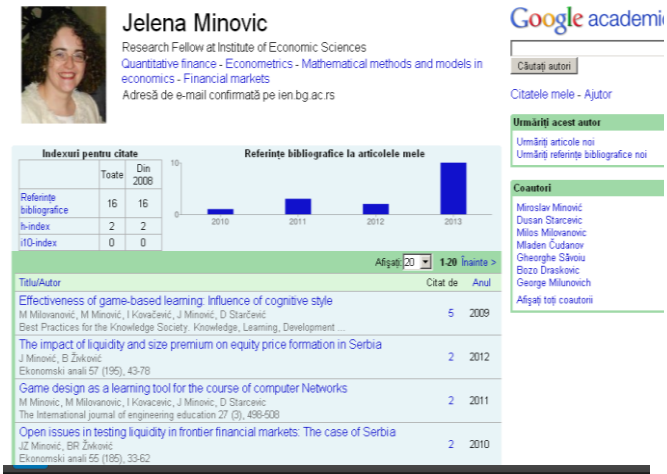
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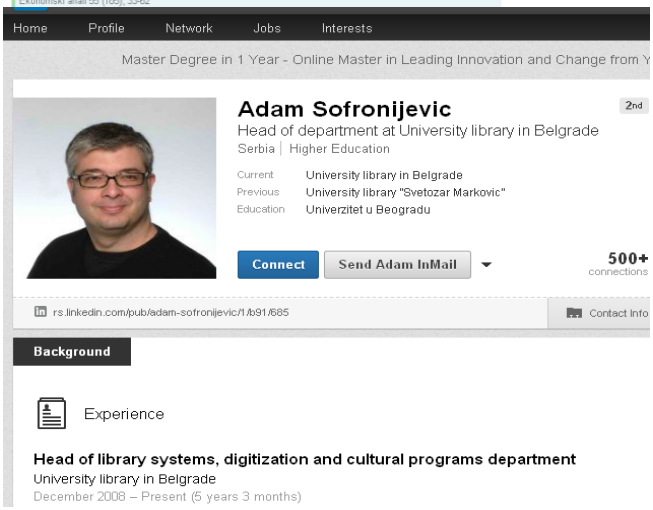
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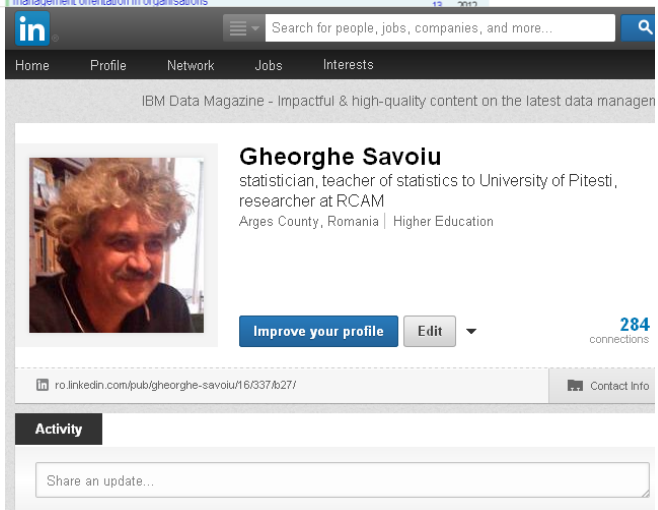
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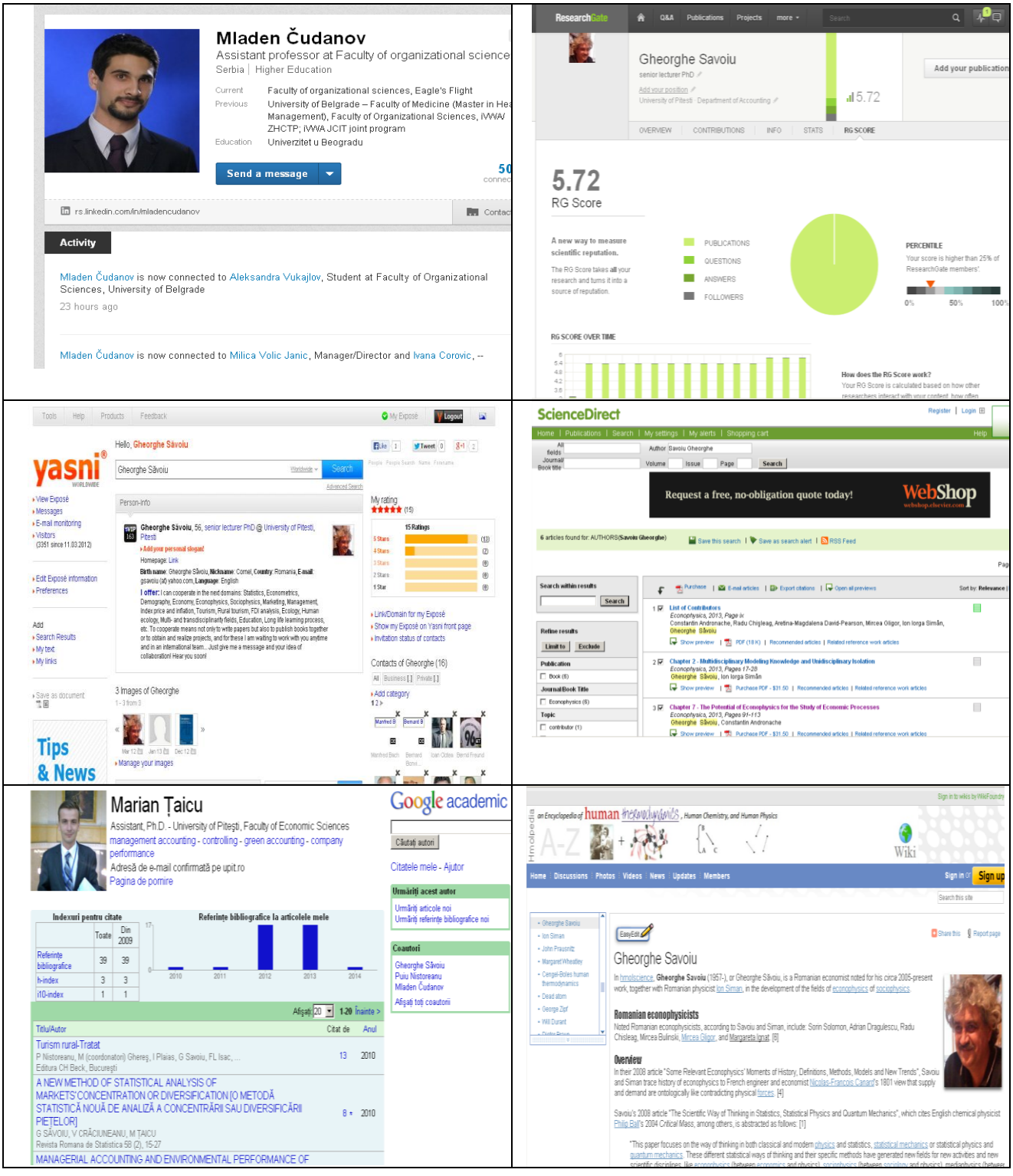
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