



Pure Experts Portal

Quick Reference Guide



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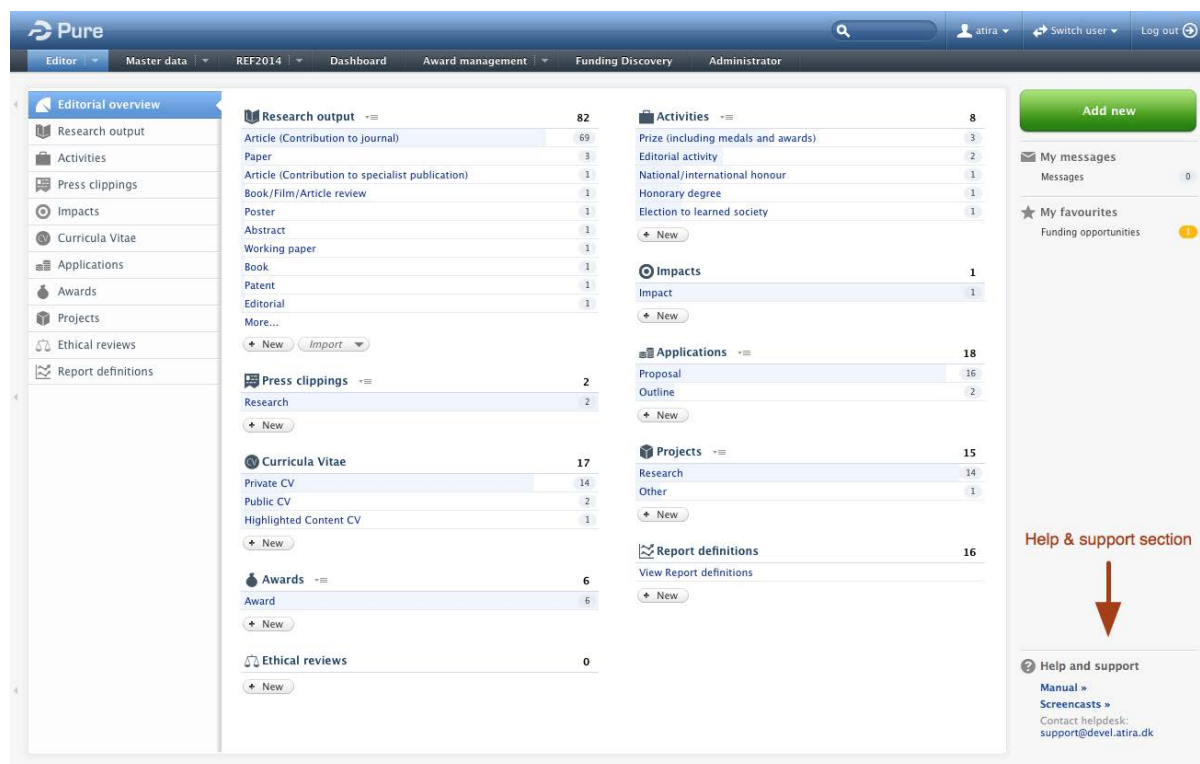
1. Introduction

In order to better identify researcher expertise and potential collaborators, your institution has launched a **Pure Experts Portal**, a public-facing website to showcase your researchers and their work, making them easier to discover for other researchers.

The Experts Portal makes it easy for you to find experts and help enable collaboration within your institution and across organizations. Powered by the Elsevier Fingerprint Engine™, Pure scans and analyzes every scientific document in an individual researcher's profile, using natural language processing and advanced semantic analysis to create a detailed index of weighted concepts that reflect a researcher's unique expertise. The portal also fully maps the individual experts' and the institutions' networks of existing collaborators both within and outside the institution.

This guide is designed to help you get started using the portal right away.

An in-depth and comprehensive user documentation about the entire Pure system can be found in the restricted backend in the Pure Admin (see below for an indication where you can find the Help and support section within Pure).



2. Who Benefits From the Pure Experts Portal?

The Pure Experts Portal can benefit a wide range of people at your institution including:

Researchers:

- Find collaborators for funding opportunities and research projects
- Publicize your expertise and increase your visibility across the research community
- Track your list of publications and review other researchers' scholarly work

Students:

- Find supervisors, mentors

Research Administrators, Managers and Research Development Professionals:

- Understand the expertise of researchers in your organization and fulfill requests for experts
- Route funding opportunities to researchers, help form research teams and find reviewers for internal grants
- Track network connections within and across departments and onboard new faculty

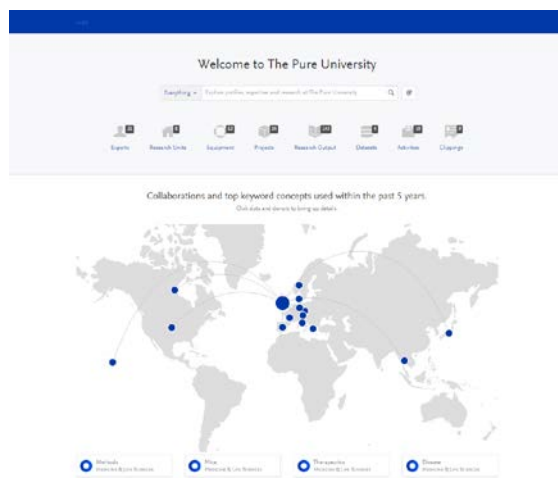
Deans and Department Heads

- Understand the expertise of researchers in your organization and channel requests for experts
- Track output within and across departments

Research Executives:

- Identify organizational strengths and understand productivity across departments
- Demonstrate your institution's expertise across the research community, industry and the public

Have a different role? Pure can help a variety of other users. Please see the FAQs for more information.



3. The Pure Experts Portal Interface

In this section, we describe the main sections of the Pure Experts Portal. Some of these sections may not appear in your institution's portal depending on how your institution has configured the system.

3.1. Home Page

The Pure Experts Portal home page provides an overview of your institution including the number of experts, research units, research outputs etc.

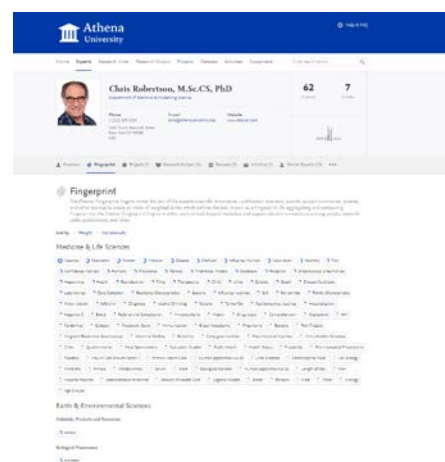
The main **search box** will by default search across all types of content (experts, research units, projects, etc.), but can also be narrowed to a specific type or Concepts. Further the fingerprint icon allows you to copy/pasted text (e.g., an abstract) which will then be processed to identify similar content.

The **collaboration map** gives an overview of the University’s collaboration e.g., based co-authors. Collaborating organizations will be shown when clicking on each country including the number of shared projects and research outputs.

The eight most common **Concepts** across the Pure Experts Portal will be displayed, and each concepts links to the Experts, Research units, Projects, etc. which are related to that concept. Hereby, the user can use this as a point of departure for e.g., finding experts on specific subjects.

3.2. Experts / Individual researchers

Each profiled Expert will have a Personal profile page. The profile page provides a summary of the particular expert, including citations received, h-index, time-line of scientific production, personal profile information, most common concepts, and a subset of the expert’s scientific documents



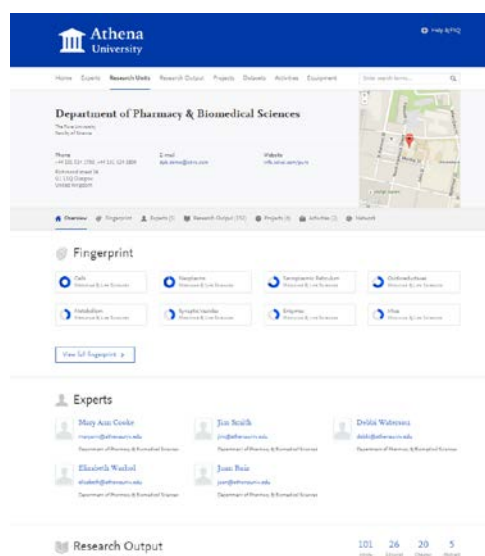
The **Fingerprint** page shows the experts full fingerprint. Clicking on each concept will show Experts, Research units, and Research output with the same concept across the Pure Experts Portal.

Depending on the type of content related to the individual expert, e.g., **Projects, Research outputs, or Activities** pages will be displayed in the expert’s space. A page is created for each individual **Research output** which shows metadata, full fingerprint and an Altmetric doughnut when available.

The **Similar Experts** page list the experts whom have fingerprints that are similar to the expert in question, and hence allows a user to browse comparable experts in the portal.

The **Network** page provides a user with a tool to navigate through the Experts network and to select which relations are relevant (Experts, External persons, Research Units or External research units). In the Experts tab you will see a list of internal as well as external co-authors. In the Research Units is a list of related internal and external Research units is shown.

3.3. Research Unit or Department

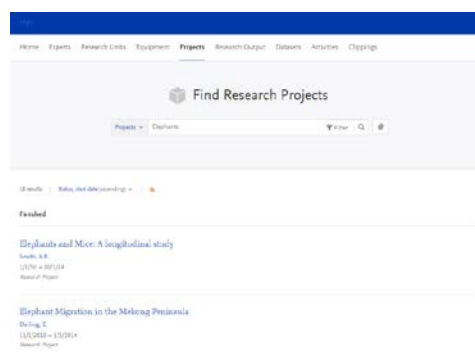


For each of your institutions Research unit a page is created to show a semantic profile of the entire research unit including research profile (when available), an aggregated fingerprint, a network map as well as 3 related experts, 3 related projects, 3 related research output, etc.

Click on the item underneath the name of the organization or the ‘View...’ button in the bottom of each of the summarized sections to get to a full view of **Fingerprint, Experts, Projects, Research output, Network** etc. related to the Research Unit in question.

3.4. Projects / Grants (optional)

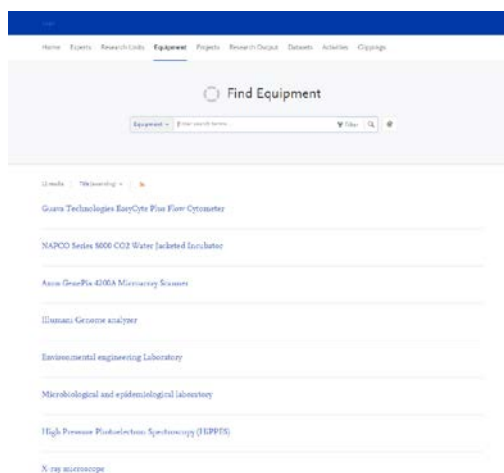
In the Pure data model, individual research grants are linked to projects, and Projects in turn are linked to specific researchers. Applications, grant awards, publications and other research outputs can also be linked to projects. Herby it is possible to display and report on the full research lifecycle of the research project, provided such data is available within the Pure system. Filters (type, start year and status) can be added when using the search bar in the projects page to narrow searches.



3.5. Activities (optional)

Other researcher activities, from committee service to prizes and other academic awards, can also be fully represented in Pure, as they are part of the recognition given to individual scholar's work. A wide range of activities can be represented in the data model.

3.6. Equipment (optional)



Research-related equipment and facilities can be captured in this section of the text, and if implemented across the institution, can be used to search for relevant research resources at the institution.

3.7. Datasets (optional)

With ever-increasing Federal mandates related to data sharing and data preservation on Federally-funded research grants, it is also important for any comprehensive system to handle the storage and referencing of datasets related to a particular grant. Many institutions make these datasets and URL's available internally only, but data sets can also be made available via the public portal, if required.

4. How Do I Use the Pure Experts Portal?

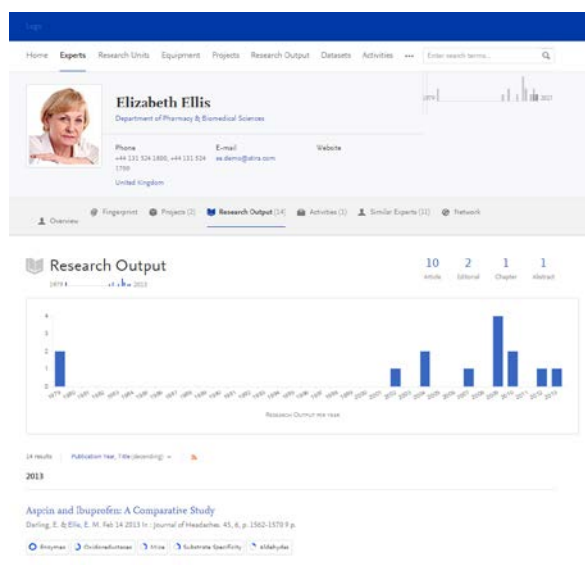
The following section will outline some of the most common use cases that can be done in **the Pure Experts Portal view**

4.1. How do I navigate to my portal profile?

- Enter your name in the search box on the portal home screen, or
- Select your name from the list of experts provided to pull up your profile.

Track your publication history

- In your portal profile, click 'Research output' in the menu beneath your name to access a list of your publications.
- Click on the bar underneath 'Research Output' to see how your research output is distributed across publication years.
- Click on any of the publications to access the publication details.



Review your unique research Fingerprint

- Click Fingerprint in the menu beneath your name to access your Research Fingerprint, which shows key concepts across the content that makes up your profile, such as publications or grants.

- How complete the donut is indicates the significance of each term relative to all of your research concepts. The algorithm does not work by simple counting, but more heavily weights concepts that are unique and specific

- Click on the individual concepts to see Experts, Research units or Publications, respectively, related to the concept in question.

Explore additional tools and resources

Within each profile, you can also access a list of similar experts and a list of your activities and projects. In addition, the Network section allows you to access interactive visualizations to identify trends in your research output over time and explore relationships in your co-author network.

4.2. How can I find experts in a specific concept within my institution or outside my institution?

Experts from within your institution

- Input the concept in the search bar at the top of pages and search by 'Concepts'. Click the number in the column 'Experts' for the Concept that match your request, and you will be directed to a list of other Experts with Scientific documents related to that concept.
- This can be narrowed down by adding additional concepts
- You can decide if the list should be narrowed to Experts with matching publications in the last five or ten years, respectively.
- The list of researchers is organized in order of how relevant the concept is to each author's publication history. For each Expert the Pure Experts portal shows the number of publications matching the concept in question. Click the number to access a list of the Experts publications.
- Click on the researcher's name to access his or her profile.

Experts from outside your institution

- Toggle the 'Include results from Experts Community' on to search for Experts from the whole Experts Community
- The Experts Community contains Experts across 50+ Research institutions across the world, each of them represented by their own unique fingerprint.

4.3. How can I identify similar experts in my institution?



In addition to searching by concept in Pure, you can also identify potential collaborators by using the Similar Experts feature.

- Pull up your own Person profile and click on the 'Similar Experts' tab.
- Pure shows experts in your institution who have Fingerprints closely resemble yours.
- Click on a researcher's name to access his or her profile, where you can view the researcher's Fingerprint, publication history, and his or her own list of similar experts.

4.4. How can I learn about an individual's research activities?

- Enter the researcher's name in the search box on the portal home screen.
- Select the researcher from the list provided to view his or her profile.

Review a researcher's publication history.

- Click 'Research output' in the menu beneath the name to view the author's list of publications.
- Click on any of the publications to access publication details.

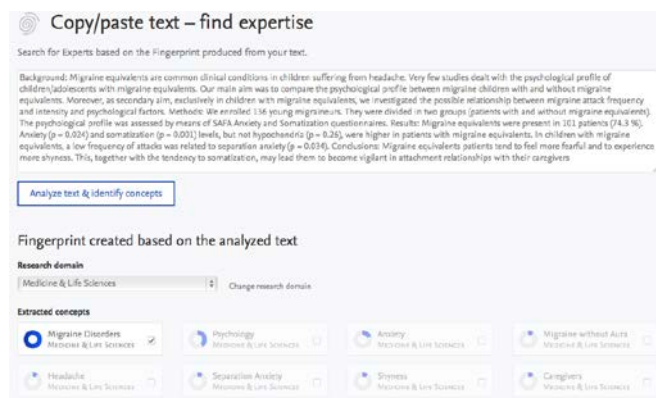
4.5. How can I find the right researchers for a funding opportunity?

You can identify potential collaborators for a funding opportunity by searching for experts in a specific concept, outlined earlier in this guide, or by conducting a free text search.

Search by free text.

- By clicking the Fingerprint icon next to the search bar you can copy/paste a text which will then generate a Fingerprint of the text and matches it against the Fingerprints of experts in your institution.
- This can be done with any Request for Application, Program Announcement, call for proposal, funding announcement, abstract, or other text you may have available. Fingerprint results are generally best on relatively concept-dense and specific text, such as a summary grant description, vs. a more lengthy and sparse document, such as a full funding announcement.

1. Copy the text from the source document.
2. Within Pure click on Fingerprint icon next to the main search box. This opens up the free text search engine.
3. Paste the text into the search box and click 'Analyze text & identify concepts'
4. The most closely matched research domain (thesaurus subject area) for the subject area which you are Fingerprinting is selected by default, but you can change the research area if needed
5. Select or deselect concepts to include in the matching, and Pure provides you with a list of experts whose research output overlaps with the Fingerprint generated from the text.
6. As you modify your search criteria, Pure refines the list of experts.
7. If you toggle 'Include results from Experts Community' on you will find Experts across the whole Experts Community



5. How to maintain my Profile in the portal

In order to update information on your profile, you must log into Pure. You will have an individual view of your research publications and other outputs, similar to the public portal, but there are many additional information types that can be associated with your profile “inside” the system itself which may not be displayed publicly. These can range from saved CV’s created from your publication lists to statements of research interest and other content types. This guide will not go into all of the details on these internal profiles, but will only address how information can be updated within the public profile.

An online user guide is accessible for you once you are logged in. Only you and university system administrators have access to the data in your internal profile.

5.1. Publication updates

Publications in your profile are pulled from Scopus. With nearly 22,000 titles from more than 5,000 international publishers, including 6.8 million conference proceedings, Scopus offers researchers a quick, easy and comprehensive resource to support their research needs in the scientific, technical and medical fields as well as in the social sciences and humanities.

For more information regarding Scopus, its coverage and the Content Selection & Advisory Board, please visit www.elsevier.com/scopus

Your publications in Pure will be updated from Scopus on a regular basis.

Beside the updates from Scopus it is also possible to add additional publications to your profile via the Pure backend. These can either be added by yourself (if you have access) or by staff doing this on behalf of you.

Further details on how to add additional publications to Pure manually and/or via semi-automated import feeds from on and offline sources can be found in the online user documentation available in the restricted backend.

6. Frequently Asked Questions

Pure

Which researchers are included in Pure?

Individual institutions decide who will be profiled in Pure. Historically research networking started at NIH-funded medical centers to bring basic researchers and clinicians closer together, but the concept has spread well beyond medical schools. Pure adds significant capacity to capture arts and humanities and other scholarly activity that is not fully represented in Scopus.

I'm currently not included in Pure. How can I add my name to the list?

Please contact scholars@msu.edu for more information.

How can I get help with Pure?

For support with Pure, please contact pure-operations@elsevier.com

Can I change my email address associated with Pure?

Your institution manages credentials to access the tool. If you would like to change your email address, please contact <https://netid.msu.edu/>

I'm not a researcher, administrator, dean, department head or research executive. Can I still benefit from Pure?

Pure can benefit a wide range of other personnel at your institution including:

Librarians:

- Help researchers find collaborators and assist faculty members in preparing their promotion & tenure dossiers
- Track journals in which researchers are publishing

Students:

- Find mentors and understand their expertise
- Identify new journals and articles to read

Communications Specialists:

- Find experts to comment on news items
- Identify new articles and grants to promote

Human Resources Staff:

- Showcase researchers' expertise to the research community
- Connect researchers to one another

Development Officers:

- Match researchers to donors

If I would like a demonstration of Pure, who should I contact?

scholars@msu.edu

Which other institutions use Pure?

Many of our customers are listed on the Pure website. You can access a complete list with hyperlinks at: <http://www.elsevier.com/solutions/pure>

How can I promote Pure Experts Portal on Campus?

We have many site marketing materials available including graphics to share on social media and posters. For more materials, please contact your account manager.