



AALBORG UNIVERSITY
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Pure? Er det ikke bare noget med BFI?

Seks spørgsmål til VBN-teamet (og seks svar)

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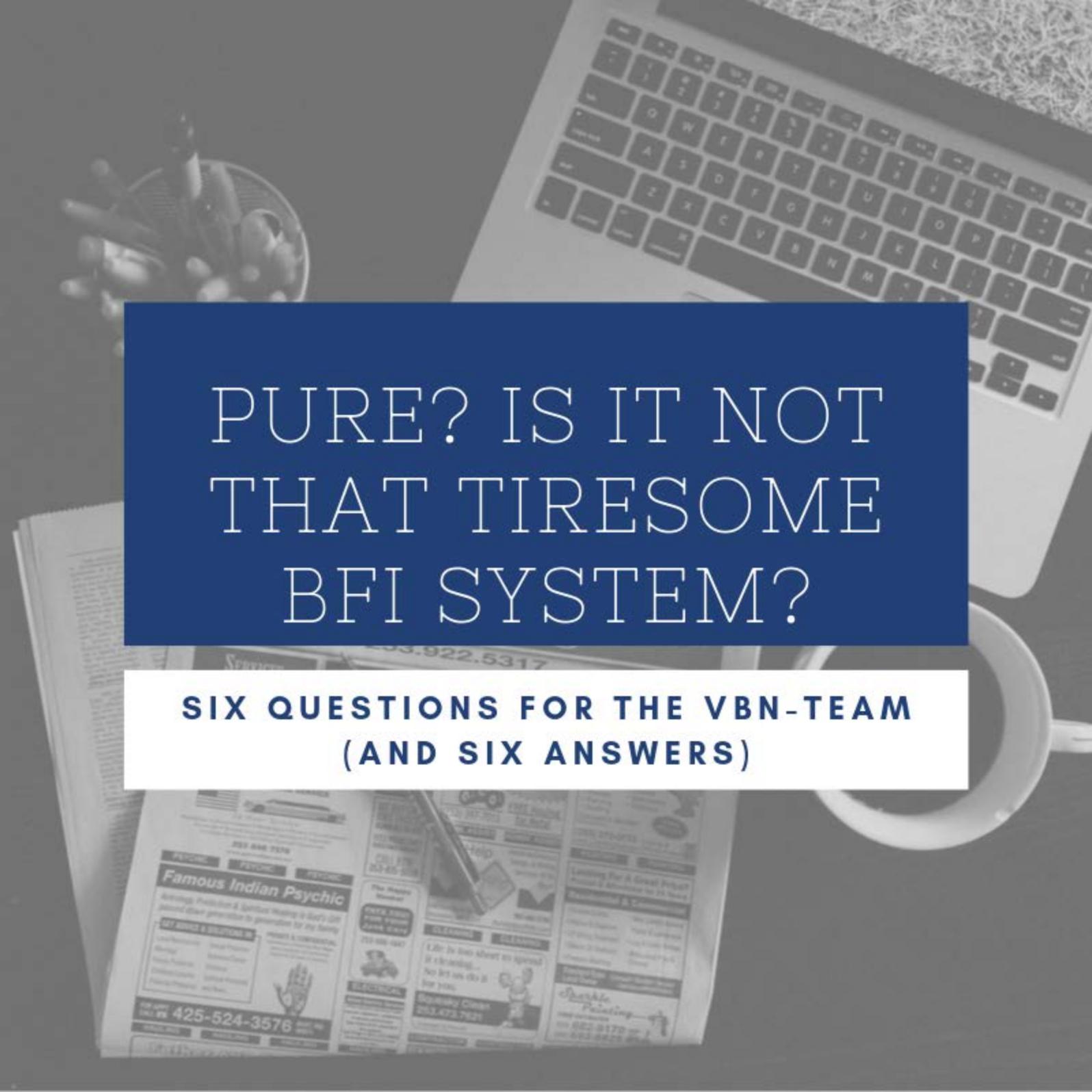
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A grayscale background image of a desk. In the top right, a laptop keyboard is visible. On the left, a pen holder contains several pens and pencils. In the bottom left, a newspaper is spread out, showing various classified advertisements. On the right side, a white coffee cup is partially visible. A dark blue rectangular box is centered over the image, containing white text. Below this box is a white rectangular box containing dark blue text.

PURE? IS IT NOT THAT TIRESOME BFI SYSTEM?

**SIX QUESTIONS FOR THE VBN-TEAM
(AND SIX ANSWERS)**

Six questions for the VBN Team

Pure? Is it not that tiresome library system where we need to register publications in order to get BFI points?

Correct! Pure is the system in which you must register your publications in order to get BFI points. However, Pure is much more than that, and we will really like to show you what it can do for you. When you register your research, you are actively participating in making your research visible and accessible to peers, students, the public, companies, journalists and many others. Are you aware that you can use Pure and your VBN profile to promote your research projects, activities, datasets etc.?

But is there ever anyone who use the VBN portal and look at my profile?

Very much so! Search engines tend to like the VBN portal, and it ranks high in Google searches. In September 2019 alone, the portal was visited by nearly 85,000 visitors, and had 319,000 page views. Furthermore, Unpaywall, Google Scholar, the Danish Research Database and others harvest the portal on a regular basis.

Why are Scopus citations the only ones on display? Is it because it is an Elsevier product too?

No, that's not the reason. At present, Scopus citations are the only ones on display in Pure and VBN. There are several reasons for this: The University Library has a Scopus license that allows us to work with the data. Web Of Science is another possible citation source. Previous analyses have shown that Scopus has better coverage of AAU research. Google Scholar is a third citation source option. We would very much like to be able to show citations from Google Scholar in Pure and the VBN portal, as it has better coverage than Scopus in some disciplines. However, this is not possible at present, as Google citation data are unavailable and not displayed for systematic use outside Google Scholar.

Does Elsevier own the data and information in Pure and VBN, and can they use them in any way they like?

No! You and Aalborg University own the data and information in Pure and VBN. And that's final! Elsevier supplies the system, but they do not own our data and they are not permitted to use our data at all without prior consent.

I prefer to use Research Gate, Academia, LinkedIn, etc. to display my research - why should I use Pure and the VBN profile?

One does not rule out the other. There is a multitude of mediation platforms that all have pros and cons. Please notice that some of the commercial platforms require that you give up ownership of your content upon upload, as opposed to Pure. Your VBN profile is your official AAU profile. When you use and update your VBN profile on a regular basis, you not only promote yourself and your research, you also contribute to the promotion of the university, your department, your research team etc. By the way, Pure gives you the option of linking to your profiles on ResearchGate, Twitter etc., which will then appear in your VBN profile. Furthermore, you can link from other platforms to full text versions of your publications in VBN.

What can I do if I want to get better at using Pure and my VBN profile?

Try it and feel your way! Pure may seem confusing at first, but it is not that difficult once you first get started. There are loads of tricks and hints in the AAU Handbook and on our website. Finally yet importantly, you are always welcome to ask the VBN Team for advice.