

BRAND YOURSELF

A PROFESSIONALIZATION WORKSHOP FOR GRAD STUDENTS

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November 11, 2016

SOCIAL MEDIA

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ACADEMIA.EDU

- Social networking site for academics
 - 30 million users
 - The LinkedIn for smart people
- Features:
 - connect with other researchers
 - read each others' papers
 - analytics
 - free

The screenshot displays the Academia.edu website interface. At the top, there is a navigation bar with a search bar, a home button, and links for analytics and sessions. Below the navigation bar, the main content area features a session announcement by Dmitry Gerasimov titled "Are there two different ways of approaching grammaticalization?". This session has 15 comments, 44 participants, and 8 days remaining. Below the session announcement, there is a section for a new paper added to the journal "Sociolinguistics and Language Variation and Change". The paper is titled "Estándar oral e variacion social da lingua galega (1999)" by Xosé Luís Regueira, with 6 views and 8 participants. Below the paper listing, there is a section for a bookmarked paper by Paul E Kerswill titled "Review of Sociolinguistics: The study of speakers' choices in Journal of Multilingual and Multicultural Development (2015)" by Robert Lawson, with 12 views. On the right side of the page, there is a "JOB BOARD" section with listings for "Associate Vice-President: Teaching and Learning" at Waterloo, ON, and "Assistant Professor - Physical Activity, Health, and Wellness" at the University of Toronto. Below the job board, there is a "SUGGESTED SESSIONS" section with a listing for "Towards a Post-Liberal Theory of Free Speech" by Eric Heinze, and a "SUGGESTED ACADEMICS" section with a listing for Kira Hall at the University of Colorado, Boulder.

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ACADEMIA.EDU

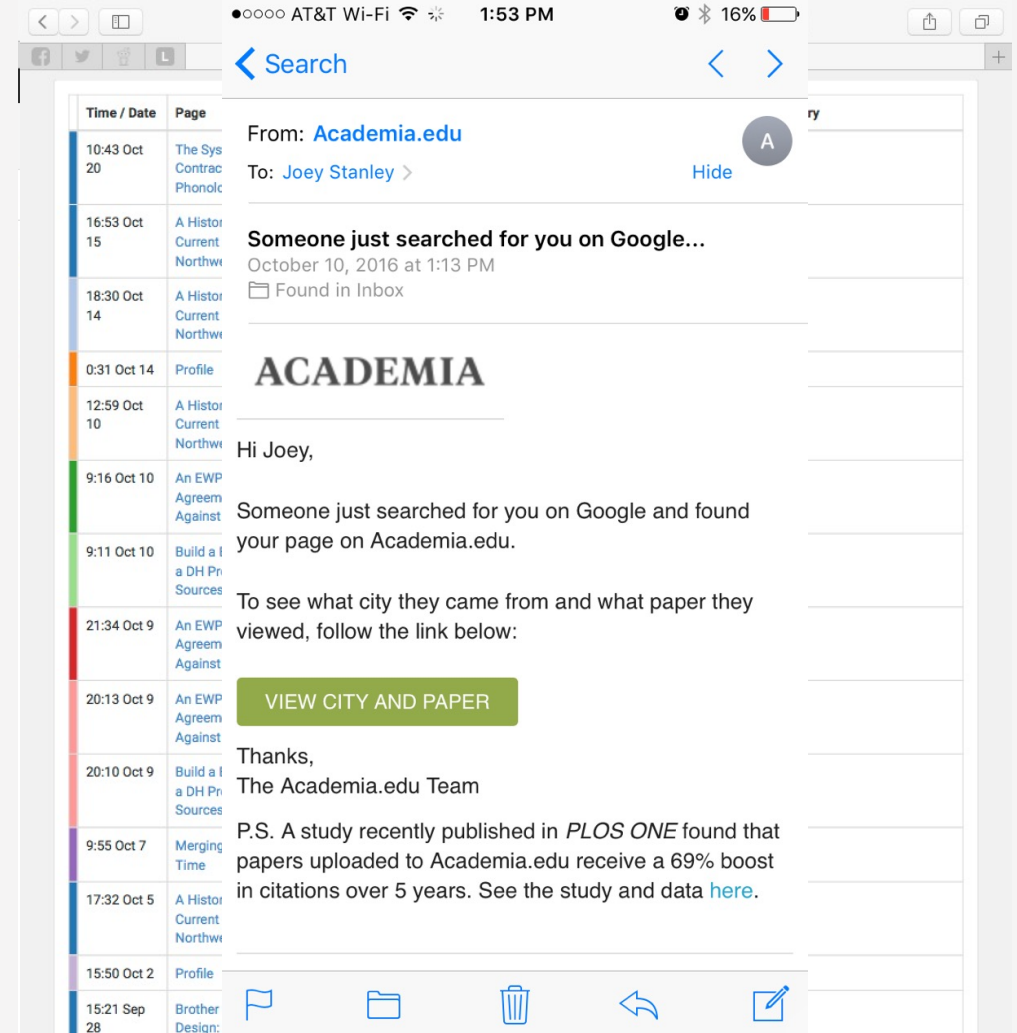
- Academia.edu keeps track of people, papers, and topics you're interested in.
 - Papers you might like
 - New uploads
 - Who is reading what
- Suggested jobs, people, topics
- Notifications when people you follow upload something new

The screenshot displays the Academia.edu website interface. At the top, there is a navigation bar with a search bar, a home button, and links for analytics and sessions. Below the navigation bar, the main content area features several announcements and paper listings. The first announcement is from Dmitry Gerasimov, who has joined a session on Bernd Heine's draft paper, "Are there two different ways of approaching grammaticalization?". This session has 15 comments, 44 participants, and 8 days remaining. The second announcement is a new paper added to the "Sociolinguistics and Language Variation and Change" category, titled "Estándar oral e variacion social da lingua galega (1999)" by Xosé Luís Regueira. The paper is described as a revision of the manifestations of the ideology of the standard that presided over the conformation of the standard for the Galician language and the attitudes expressed regarding the varieties of the spoken language and some of its most salient features, such as the gheada. The third announcement is a bookmarked paper by Paul E Kerswill, titled "Review of Sociolinguistics: The study of speakers' choices in Journal of Multilingual and Multicultural Development (2015)". The right sidebar contains a "JOB BOARD" section with listings for an Associate Vice-President of Teaching and Learning at Waterloo, ON, and an Assistant Professor of Physical Activity, Health, and Wellness at the University of Toronto. Below the job board is a "SUGGESTED SESSIONS" section with a listing for "Towards a Post-Liberal Theory of Free Speech" by Eric Heinze. At the bottom of the sidebar is a "SUGGESTED ACADEMICS" section featuring Kira Hall, a faculty member at the University of Colorado, Boulder.

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ACADEMIA.EDU

- Upload papers, presentations, drafts
 - upload your CV
 - abstracts, full text, slides, posters, links
- GoogleScholar picks up on it
- Analytics
 - time, paper, city, link
 - weekly summaries
 - notifications



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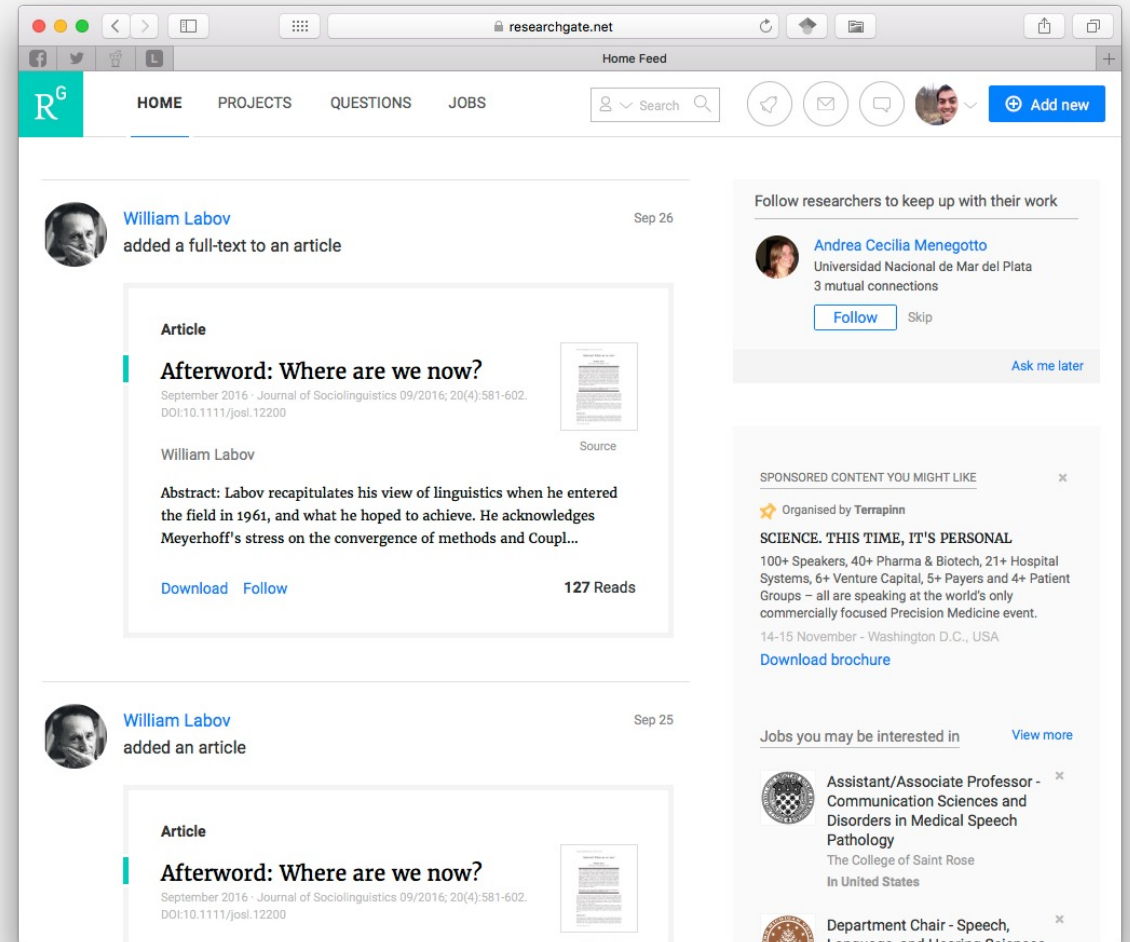
ACADEMIA.EDU

- Uploading \neq publishing open access
 - People can upload anything (like term papers...)
- It's for profit and they can sell your data
 - not sure how they got the .edu domain
- Not permanent
 - Take-down notices from publishers
- Criticisms for offering to promote your work for a fee



RESEARCHGATE

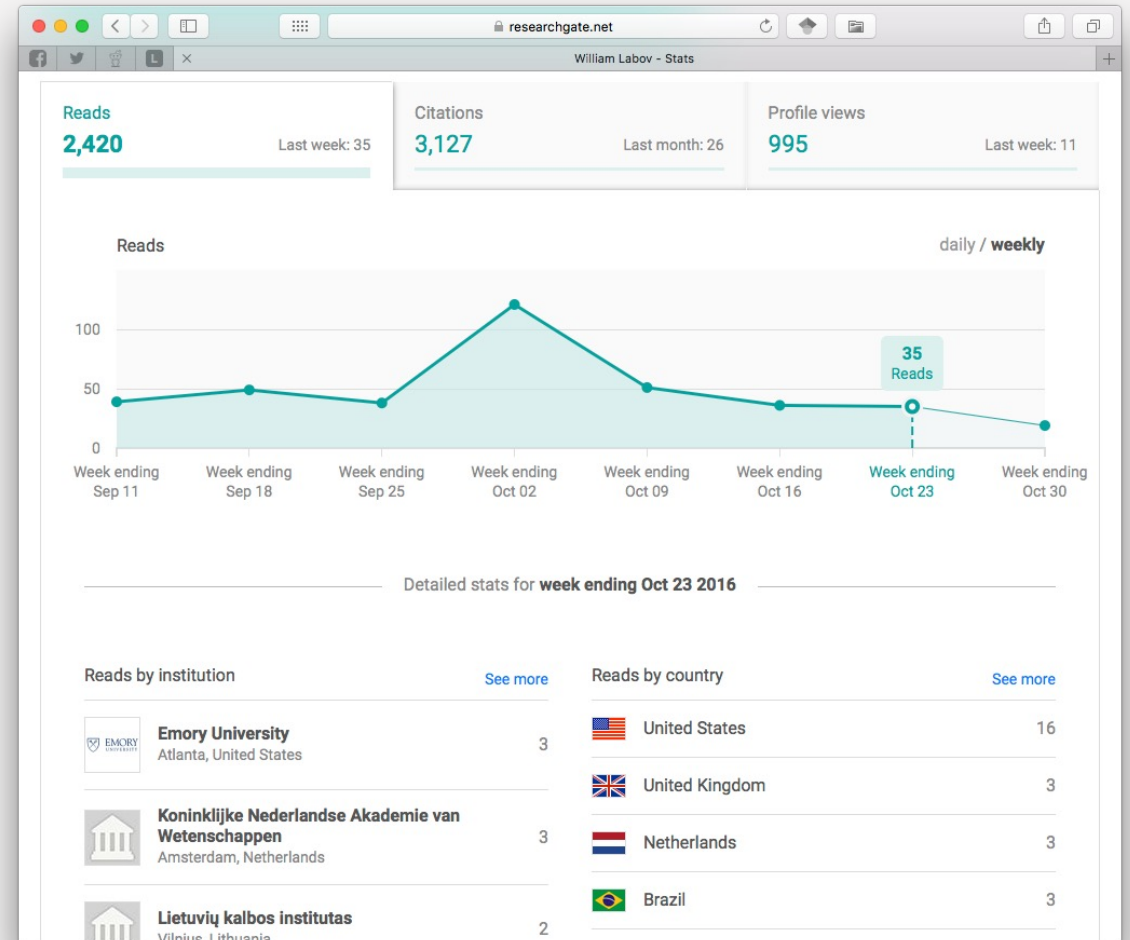
- Social networking site for scientists
 - 9 million users
 - more international researchers
- Lots of overlap with Academia.edu
 - Upload papers
 - Follow people and interests
 - Collaboration, feedback, commenting
- Networks based on citations, co-authors
 - More people-based





RESEARCHGATE

- Analytics
 - similar to Academia.edu
 - institutions instead of cities
 - number of citations
- Criticisms
 - Spam invites to your co-authors
 - Automatically creates full-fledged accounts
 - Questionably-inflated citation counter





GOOGLE SCHOLAR

- Live demonstration with ["American English: dialects and variation"](#)
- Adding material
 - sometimes automated, but manual work required
- Limitations
 - Dirty data
 - Questionable citation counter
 - pulled from any source
 - easy to inflate with fake publications
 - Threat of disappearing at any time



IMPACT STORY

- A non-profit that helps scientists learn where their research is being cited, shared, saved and more
- Links all your other accounts together
- Tracks who cites, mentions, reads you
- \$10/month

OTHERS

- Mendeley
 - Small, but focused community
- Zotero
 - Mostly citation management
 - some networking
- LinkedIn
 - Just make a strong, low-maintenance profile

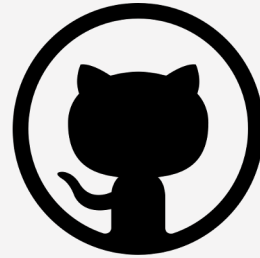


SHARE YOUR WORK

- Data repositories



- Code

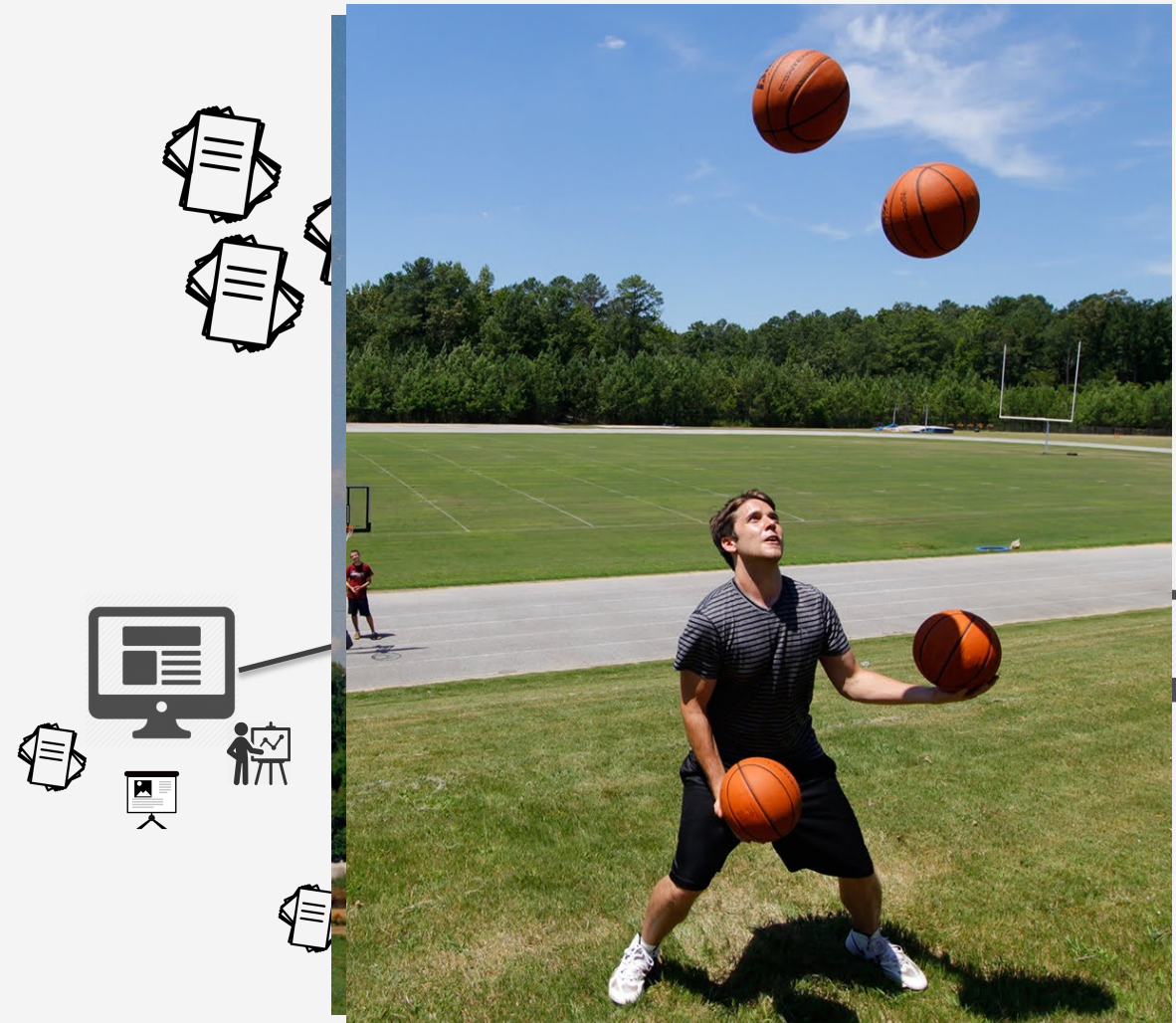


- Slideshows



PROFILE FATIGUE

- Many profiles to maintain
- Information silos
 - Can't easily get info back from them
 - sites don't talk to each other
- Possible solution
 - Main page: full profile
 - Other pages
- Later: What should be your main page?



ORCID IDENTIFIER

- Permanent identifiers for researchers
 - copy and paste it to your pages
 - orcid.org/0000-0002-9185-0048
- Help people know it's you
 - similar name in your field
 - common last name
 - changed name
- Some sites connect with your ORCID record

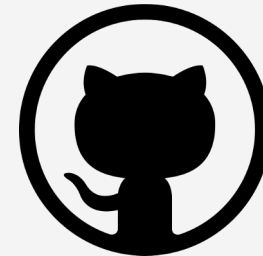
PERSONAL WEBSITE

PERSONAL WEBSITE

- Some basics
 - servers and hosting
 - Cost (in money or skills)
 - domain name (yourname.com)
 - formatting, themes, design
 - googleability (“SEO”)
- Don’t rely on a UGA-hosted webpage
 - little control over content
 - no control over appearance
 - can’t host PDFs and other files
 - no teaching, mentoring, service, etc.
- A domain name (yourname.com) will cost you
 - but only (as little as) \$10/year

PERSONAL WEBSITE

- Square Space
 - out-of-the-box, drag-and-drop
 - good themes
 - customizable
 - Google finds it
 - built-in blogging
 - [example](#)
 - \$10+/month
- WordPress
 - good themes
 - Google finds it
 - primarily blogging, though other pages possible
 - less control over aesthetics
 - [example](#)
 - free
- Github pages
 - tech-savvy
 - Jekyll, CSS, Markdown
 - complete control
 - not as easily googleable
 - [example](#)
 - free



PERSONAL WEBSITE

- Essential components
 - short bio
 - recent photo
 - interests
 - teaching materials
 - contact
 - CV
 - important work
- Optional material
 - list of all your works
 - personal interests/hobbies
- Blog
 - shameless self-promotion
 - works in progress (not final results yet)
 - commenting on others' work
 - community outreach
 - event promotion
 - explain your work to laypeople

GOOGLE ANALYTICS

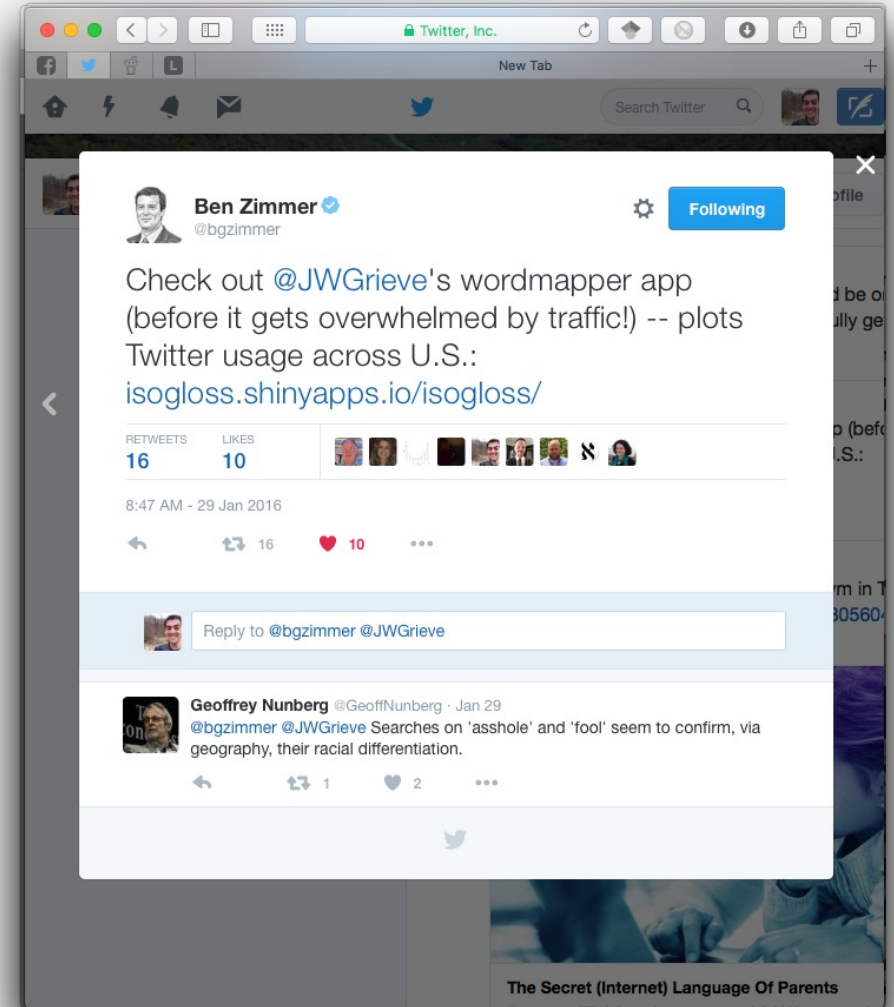
- Tracks everything you'd ever want
- Takes some computer know-how
- Live demonstration (and shameless self-promotion...)
- <https://analytics.google.com/analytics/web/#report/defaultid/a86802921w129097126p132851130/>

FIND YOUR COMMUNITY



TWITTER

- Say what you want, Twitter is useful
- What do researchers use Twitter for?
 - drafts, preprints
 - works in progress via blog posts
 - datasets
 - news, announcements
 - live tweeting conferences
 - slides, handouts
 - conversations
 - other cool stuff



OTHER HIDDEN PLACES

- Listservs
 - Digital humanities
 - Slavic and East European Languages and Literatures List
 - SOCNET: The Social Networks Listserv
- Coffee breaks at conferences
 - sociolinguistics

CREDITS

- ImpactStory's 30-Day Impact Challenge
 - series of blog posts
 - available as a (200+ page) pdf
 - <http://blog.impactstory.org/research-impact-challenge-ebook/>
 - very thorough and detailed
 - highly recommended

