BRAND YOURSELF

A PROFESSIONALIZATION WORKSHOP FOR GRAD STUDENTS

Dr. Emily McGinn

Digital Humanities Coordinator
mcginn@uga.edu

Joey Stanley

DigiLab Reasearch Assistant
joeystan@uga.edu

DigiLab, UGA Library

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SOCIAL MEDIA

A 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

A   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

A   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
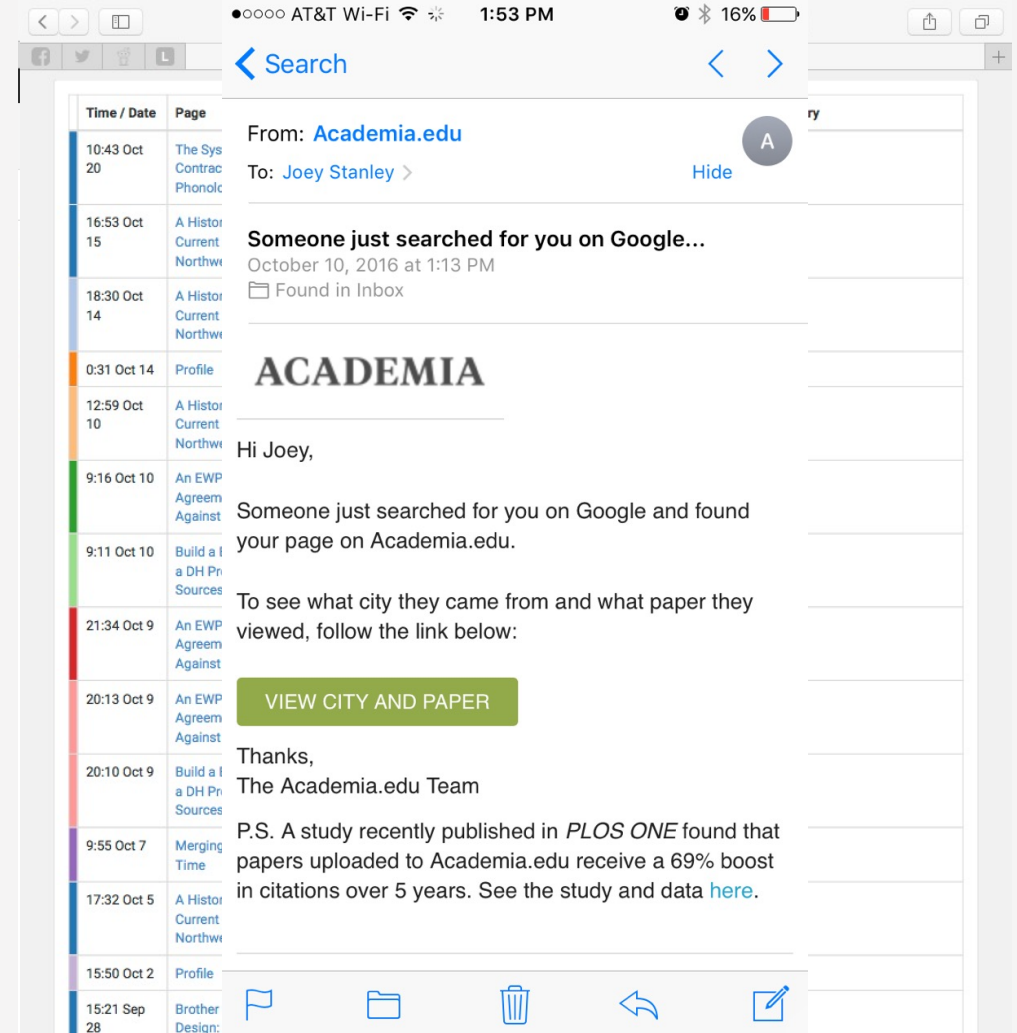
A ACADEMIA.EDU

- Uploading ≠ 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
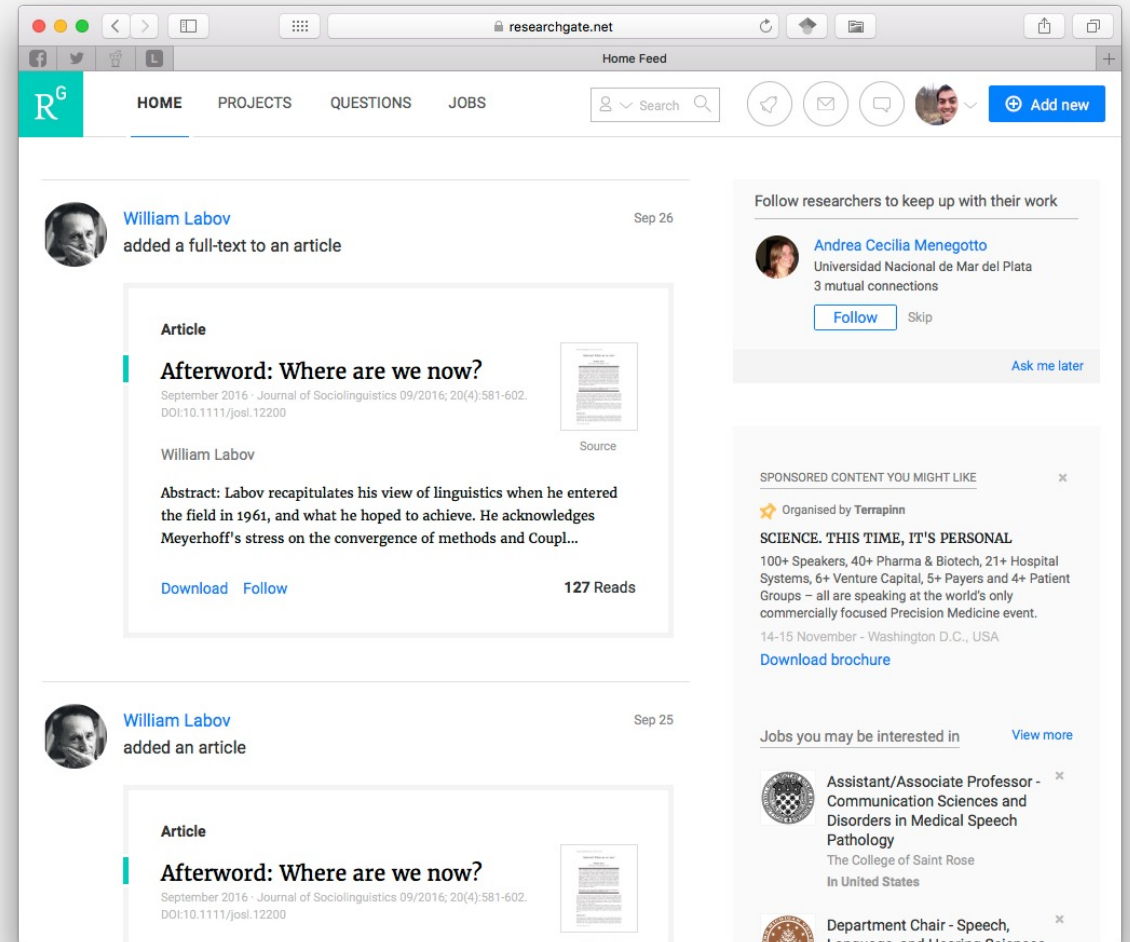
RESEARCHGATE

- 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
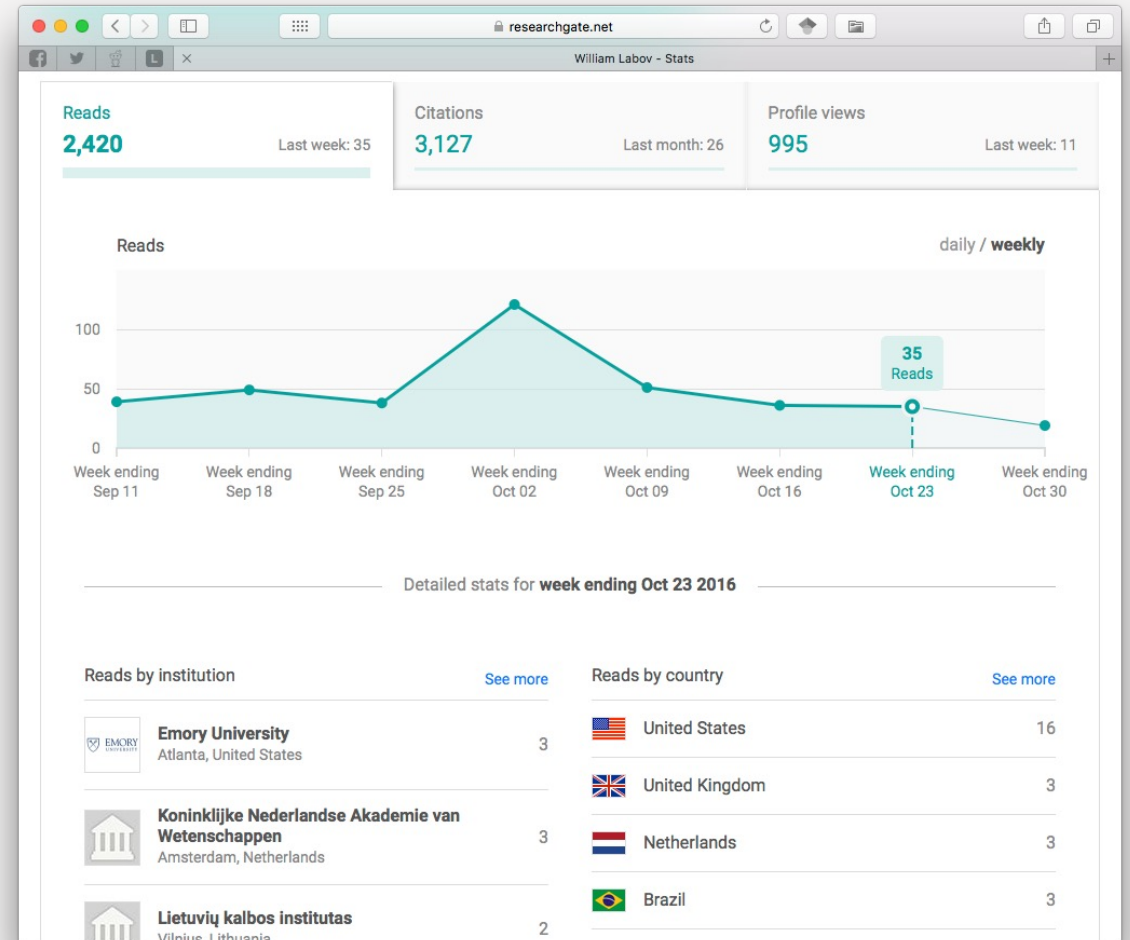
Google Scholar

- 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
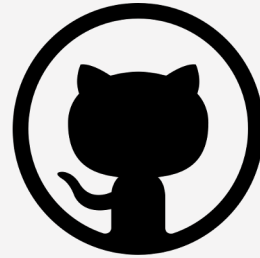
- Slideshows

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?
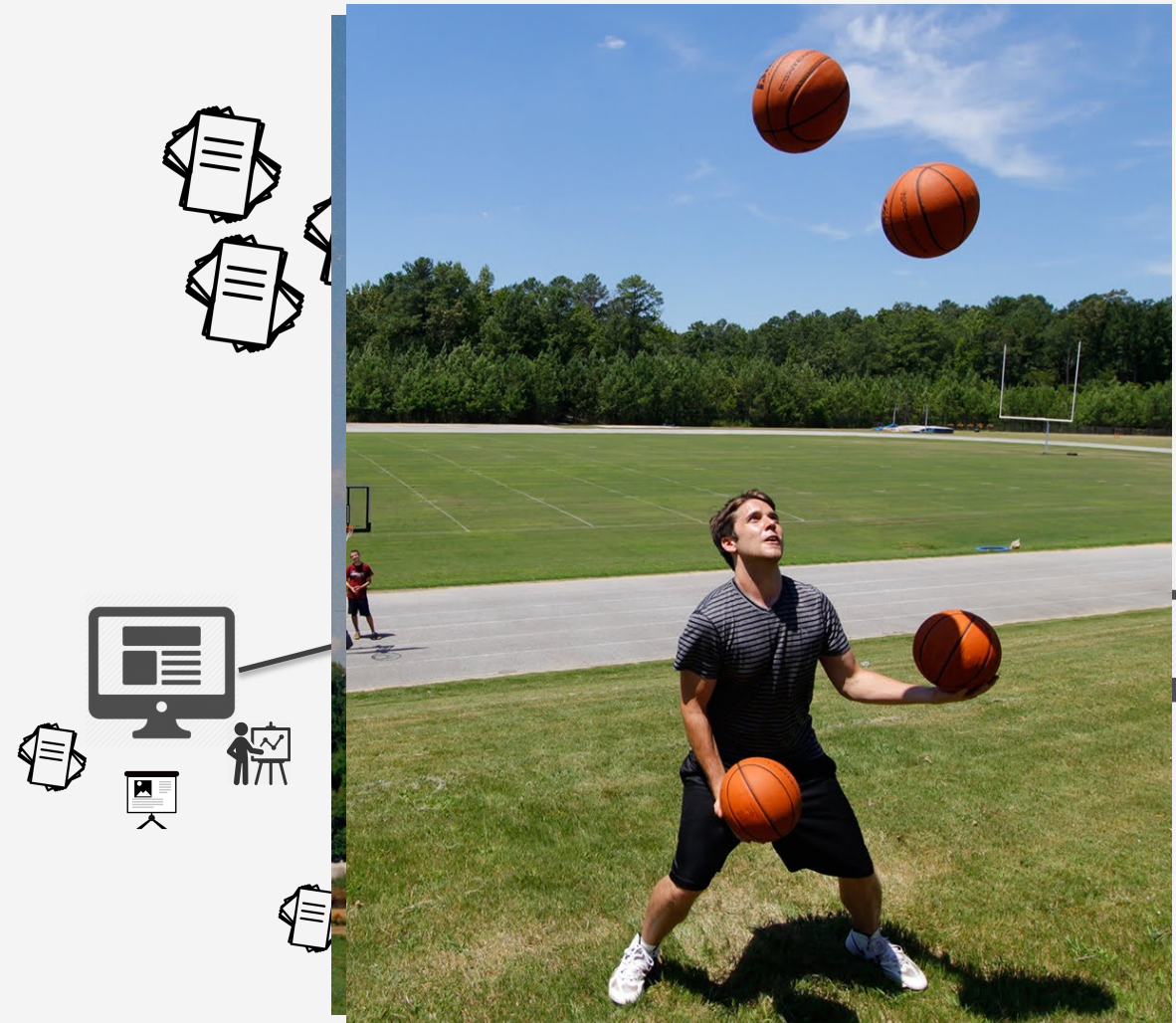
Orcid Identifier

- 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
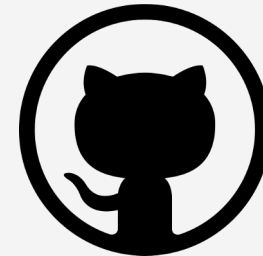
PERSONAL WEBSITE

- 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/a86802921w1290971 26p132851130/

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
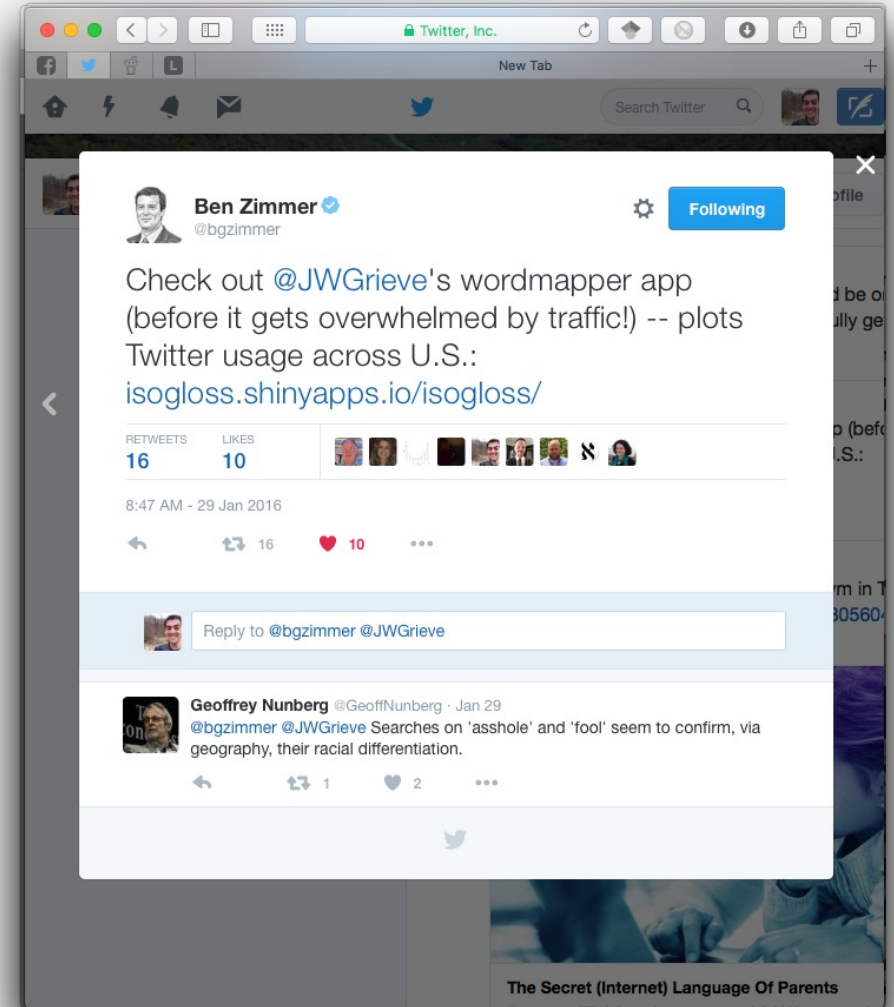
Other Hidden Places

- 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 recommedned