

NEVER STOP BUYING LOTTERY TICKETS,
NO MATTER WHAT ANYONE TELLS YOU.

I FAILED AGAIN AND AGAIN, BUT I NEVER
GAVE UP. I TOOK EXTRA JOBS AND
POURED THE MONEY INTO TICKETS.

AND HERE I AM, PROOF THAT IF YOU
PUT IN THE TIME, IT PAYS OFF!



EVERY INSPIRATIONAL SPEECH BY SOMEONE
SUCCESSFUL SHOULD HAVE TO START WITH
A DISCLAIMER ABOUT SURVIVORSHIP BIAS.

<https://xkcd.com/1827/>

BRAND YOURSELF

CREATING A DIGITAL, PROFESSIONAL PRESENCE

Joey Stanley

DigiLab Research Assistant
joeystanley.com

September 28, 2018

DigiLab, Main Library, University of Georgia

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<https://xkcd.com/1827/>



Steven White

@notstevenwhite

Follow

Having spent 4 years on the academic job market before finally getting a tenure-track offer at a great place, my advice for succeeding on the job market is: 🧑

10:45 AM - 3 Sep 2018

96 Retweets 1,318 Likes



26

96

1.3K



OUTLINE

social media

- Academia.edu
- ResearchGate
- GoogleScholar
- others

personal webpage

- website builders
- build from scratch
- what to include

find your community

- Twitter
- other places

OUTLINE

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A

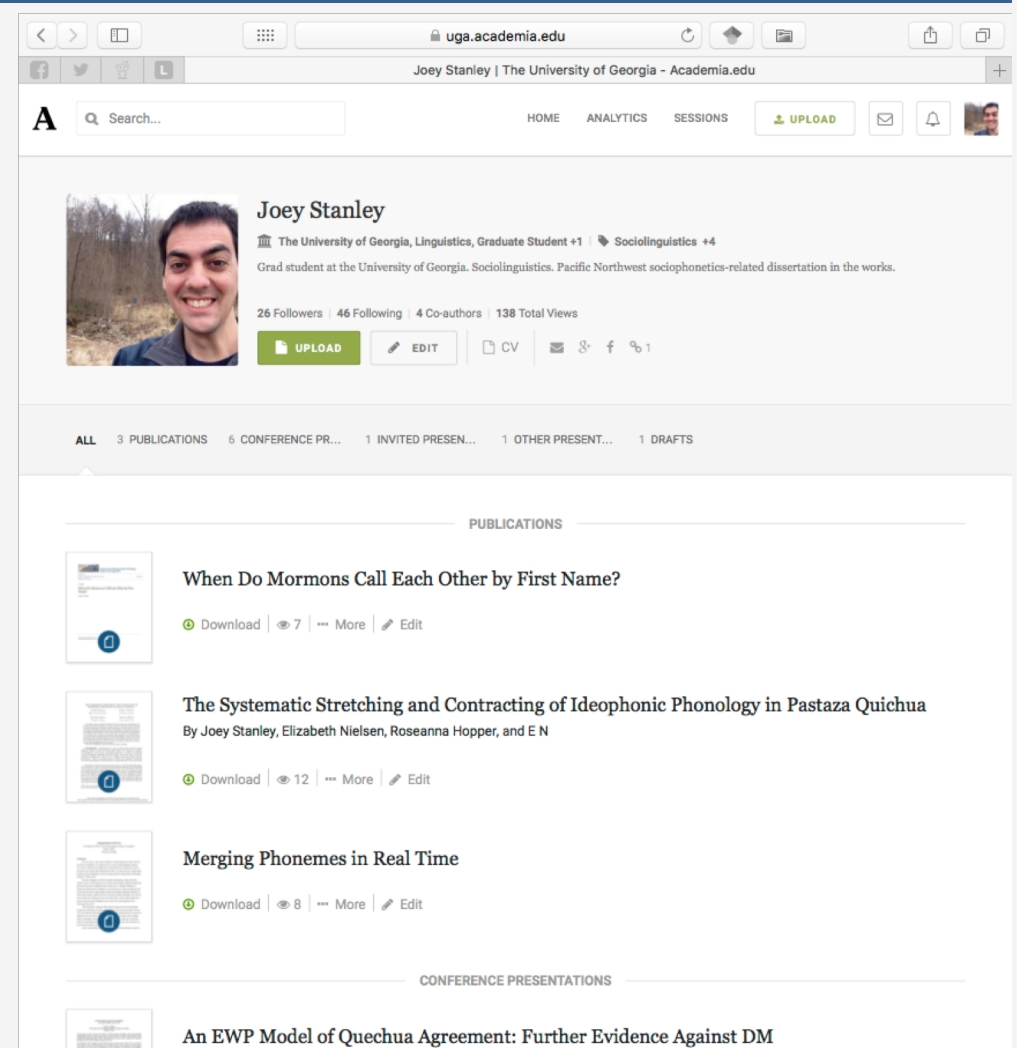
ACADEMIA.EDU: MAIN FEATURES

social networking site for academics

- 30 million users
- “LinkedIn for smart people” 😊

upload your work

- CV, papers, slides, posters, links



The screenshot displays a web browser window at uga.academia.edu. The user profile for Joey Stanley is shown, including a profile picture, name, affiliation (The University of Georgia), and statistics (26 Followers, 46 Following, 4 Co-authors, 138 Total Views). Below the profile, there are tabs for 'ALL', '3 PUBLICATIONS', '6 CONFERENCE PR...', '1 INVITED PRESEN...', '1 OTHER PRESENT...', and '1 DRAFTS'. The 'PUBLICATIONS' tab is active, showing three entries: 'When Do Mormons Call Each Other by First Name?' (7 views), 'The Systematic Stretching and Contracting of Ideophonic Phonology in Pastaza Quichua' (12 views), and 'Merging Phonemes in Real Time' (8 views). Each entry includes a 'Download' button and 'More' options. The 'CONFERENCE PRESENTATIONS' tab is partially visible at the bottom, showing 'An EWP Model of Quechua Agreement: Further Evidence Against DM'.

A

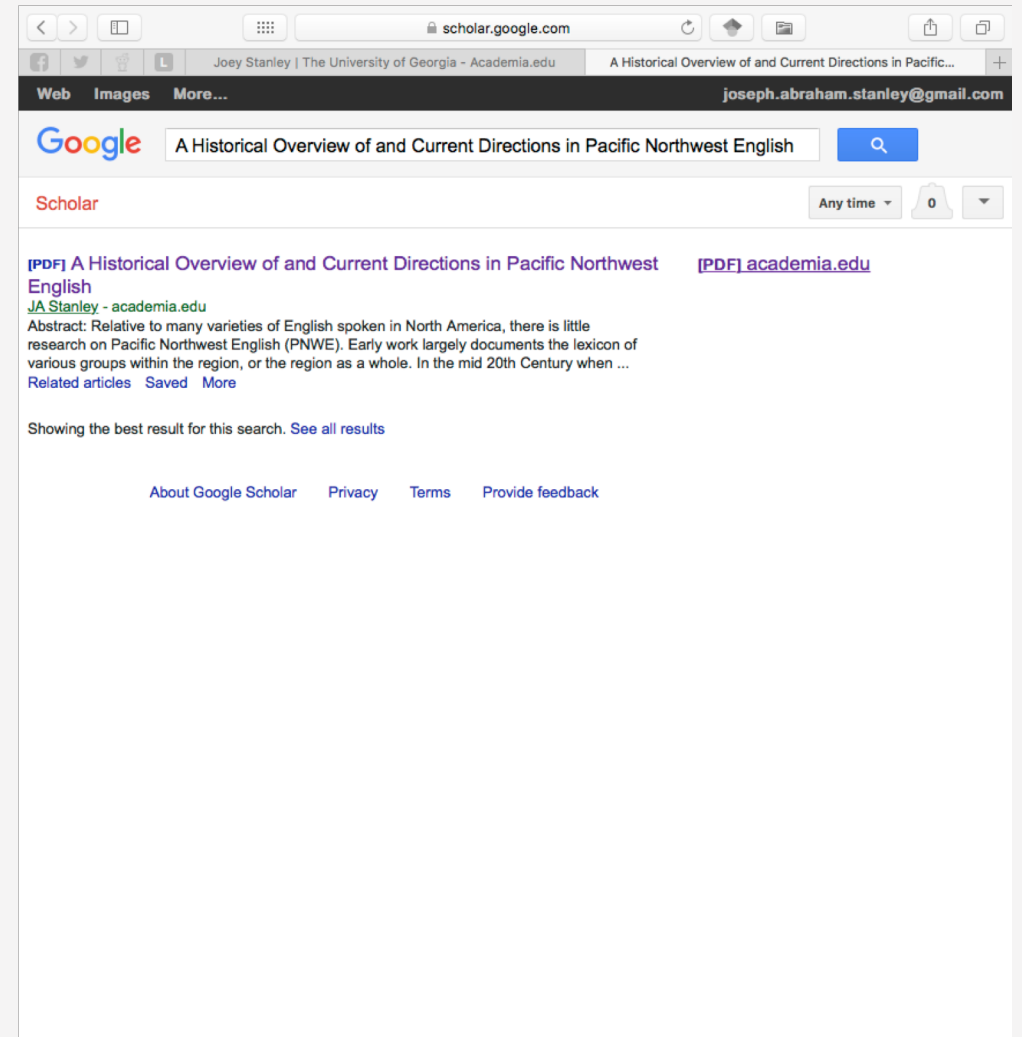
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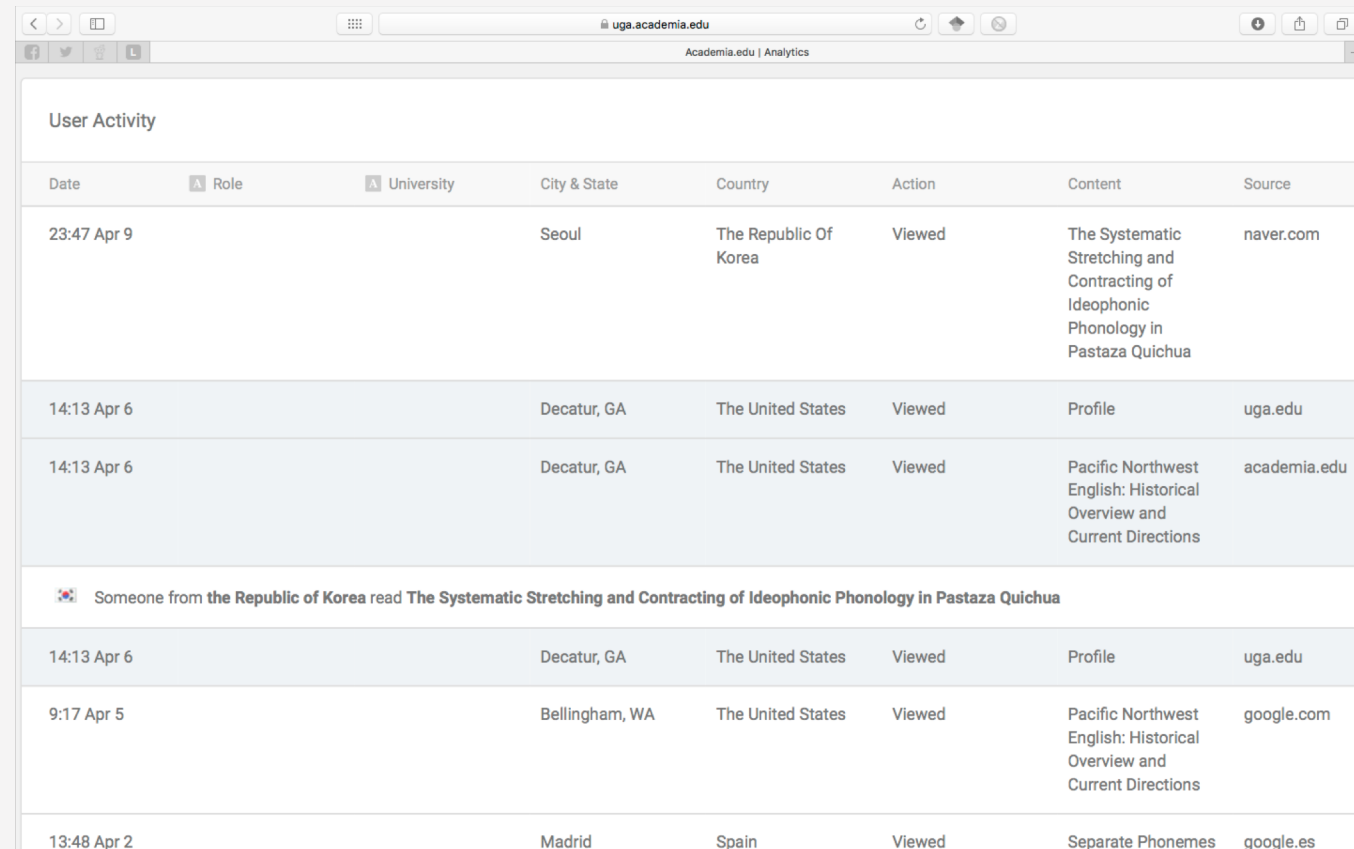
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analytics

- time, paper, city, link
- weekly summaries



The screenshot shows a web browser window displaying the 'User Activity' analytics page on academia.edu. The page title is 'Academia.edu | Analytics'. The data is presented in a table with the following columns: Date, Role, University, City & State, Country, Action, Content, and Source. The table contains several rows of activity data, including a summary row for a user from the Republic of Korea who viewed a specific paper.

Date	Role	University	City & State	Country	Action	Content	Source
23:47 Apr 9			Seoul	The Republic Of Korea	Viewed	The Systematic Stretching and Contracting of Ideophonic Phonology in Pastaza Quichua	naver.com
14:13 Apr 6			Decatur, GA	The United States	Viewed	Profile	uga.edu
14:13 Apr 6			Decatur, GA	The United States	Viewed	Pacific Northwest English: Historical Overview and Current Directions	academia.edu
🇰🇷 Someone from the Republic of Korea read The Systematic Stretching and Contracting of Ideophonic Phonology in Pastaza Quichua							
14:13 Apr 6			Decatur, GA	The United States	Viewed	Profile	uga.edu
9:17 Apr 5			Bellingham, WA	The United States	Viewed	Pacific Northwest English: Historical Overview and Current Directions	google.com
13:48 Apr 2			Madrid	Spain	Viewed	Separate Phonemes	google.es

A

ACADEMIA.EDU: MAIN FEATURES

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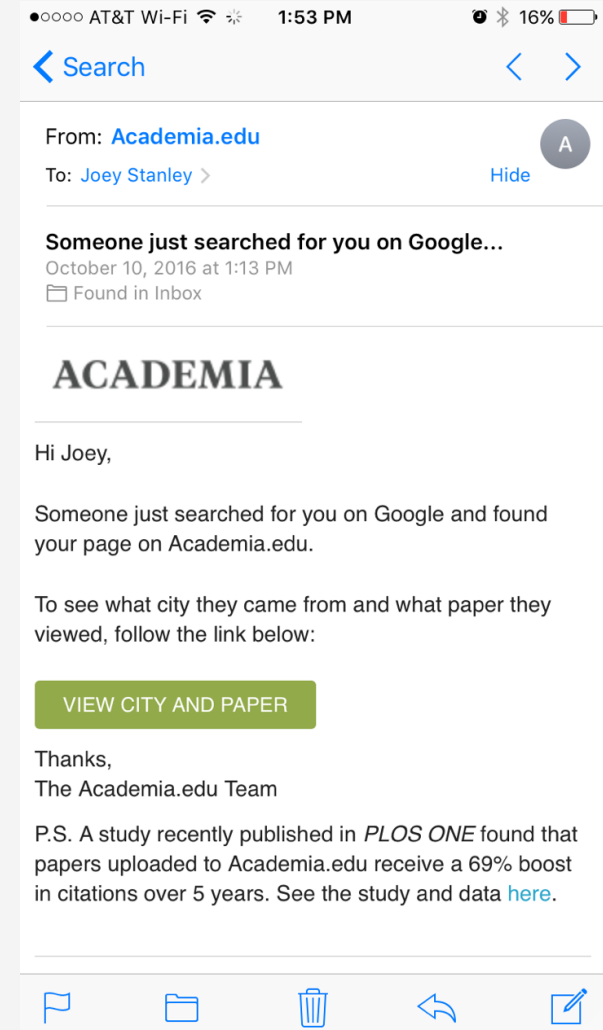
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- time, paper, city, link
- weekly summaries
- notifications



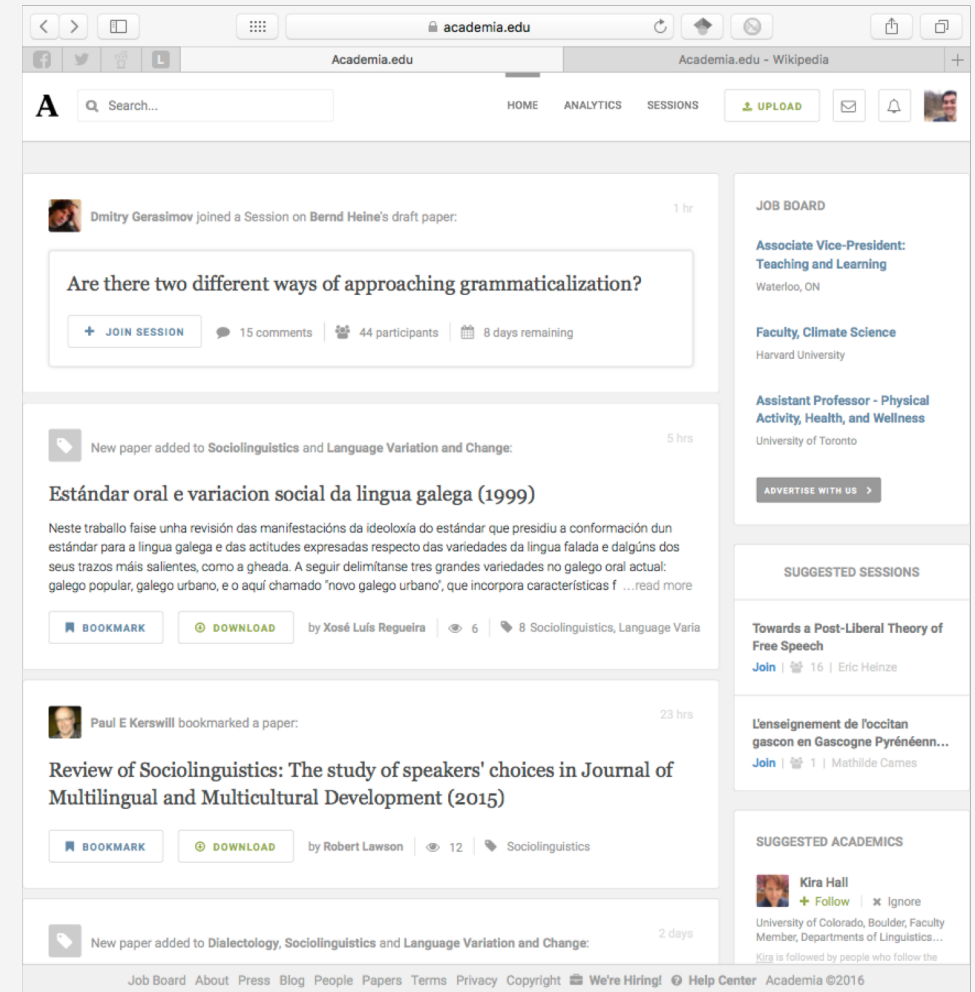
A

ACADEMIA.EDU: OTHER FEATURES

news feed

- uploads
- recommendations
- bookmarks
- session activity

suggested jobs, people, topics



A

ACADEMIA.EDU: PREMIUM FEATURES

readers

- who is reading you
- institution, job title

mentions

- papers that cite you

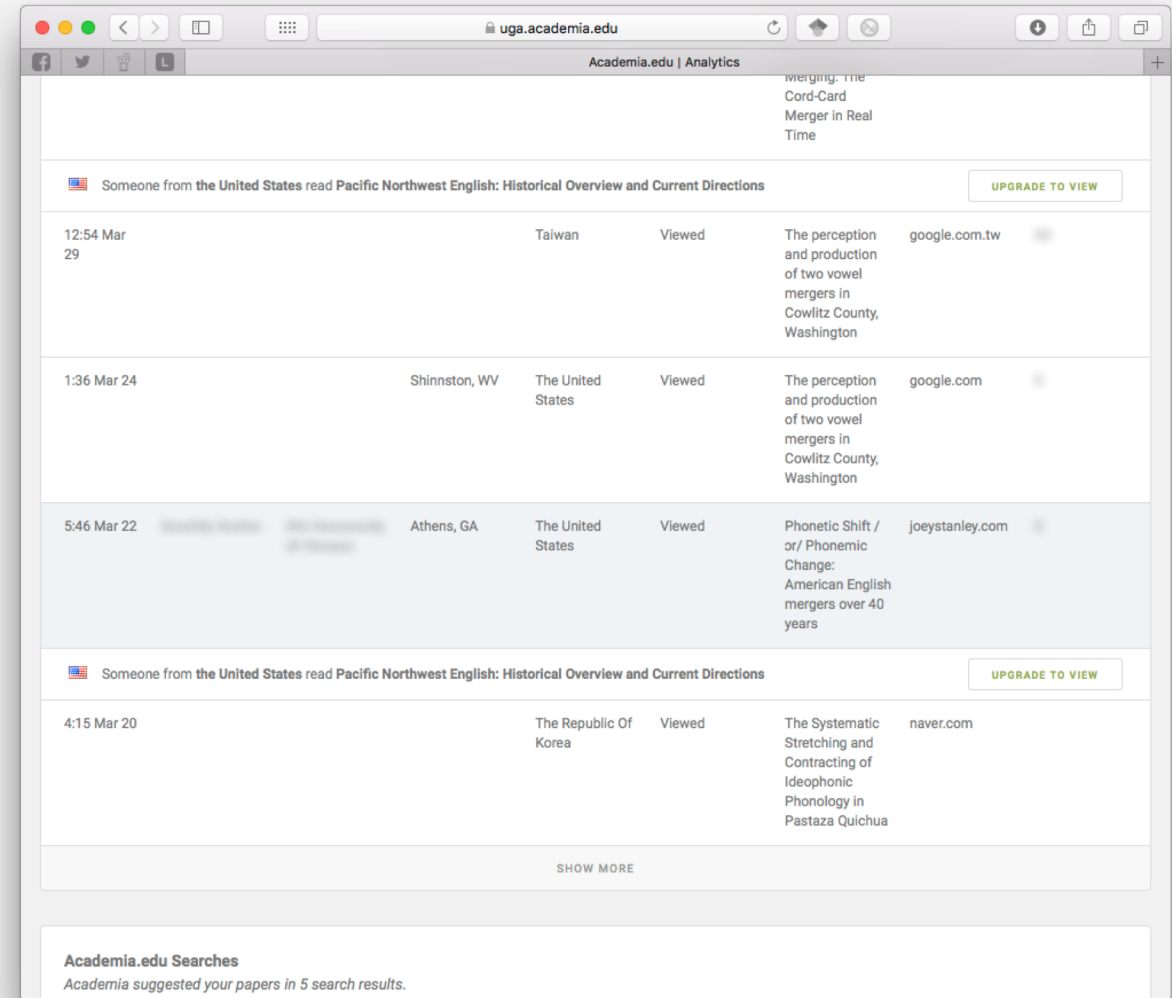
advanced search

- search text, keywords, filters

extra analytics

- search terms
- 12-month impact
- CV analytics

\$8.25/month



A

ACADEMIA.EDU: PREMIUM FEATURES

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- who is reading you
- institution, job title

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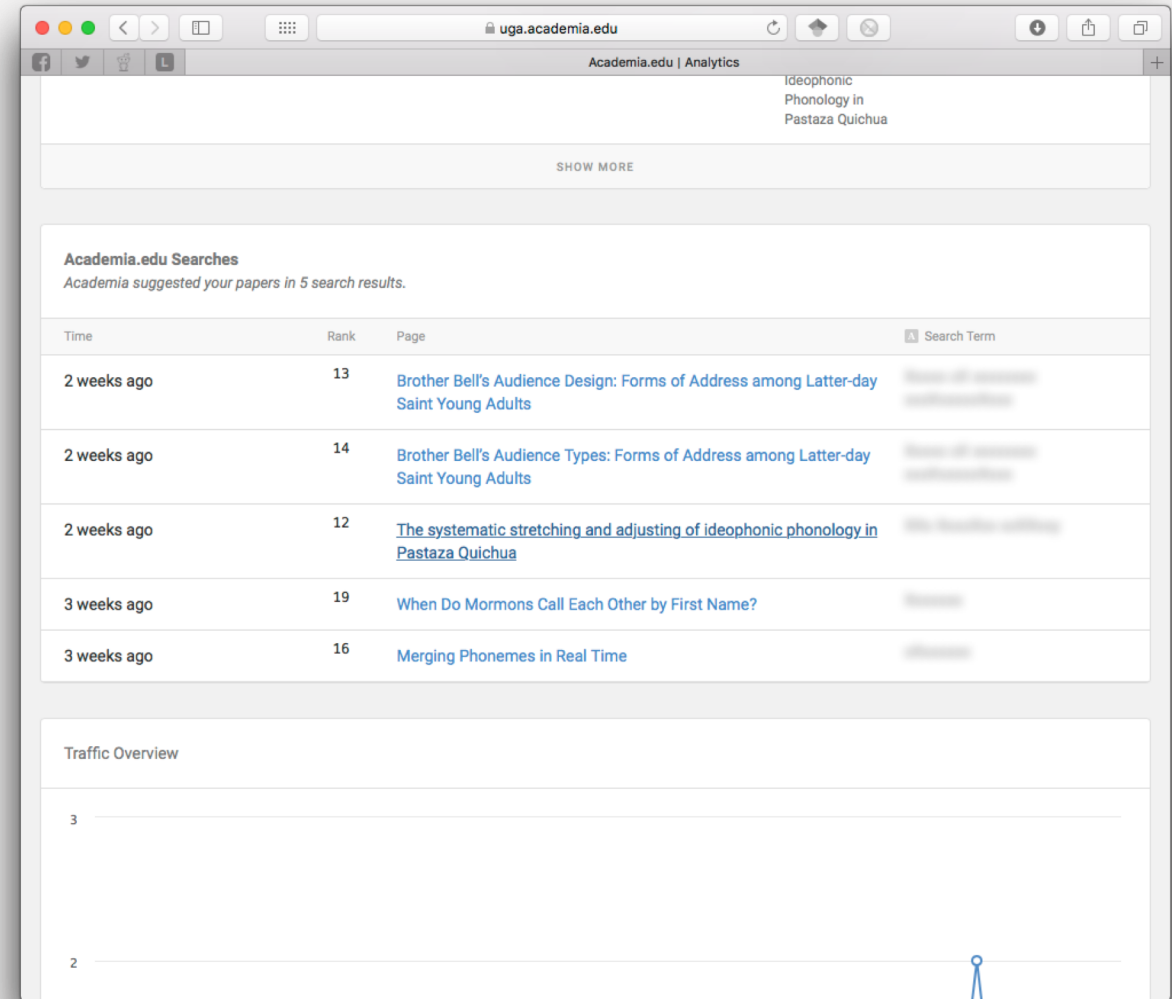
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A

ACADEMIA.EDU: CRITICISMS

uploading ≠ publishing open access

- 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

other

- metadata (like journals titles, conference titles, etc.) not easy to add/view
- some say it's only for self-indulgent folks



RESEARCHGATE

social networking site for scientists

9 million users

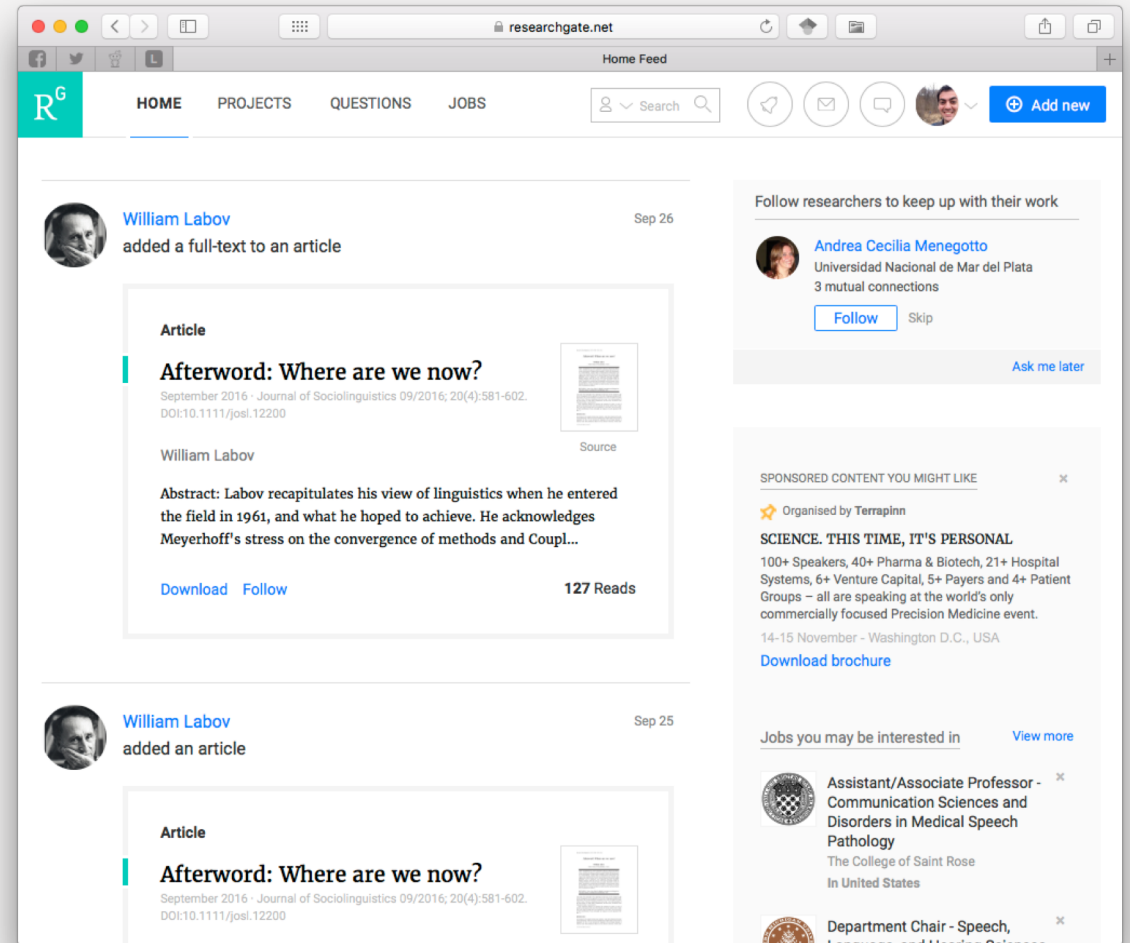
more international

lots of overlap with Academia.edu

- upload papers
- follow people and interests
- collaboration, feedback, commenting

networks based on citations, co-authors

- more people-based





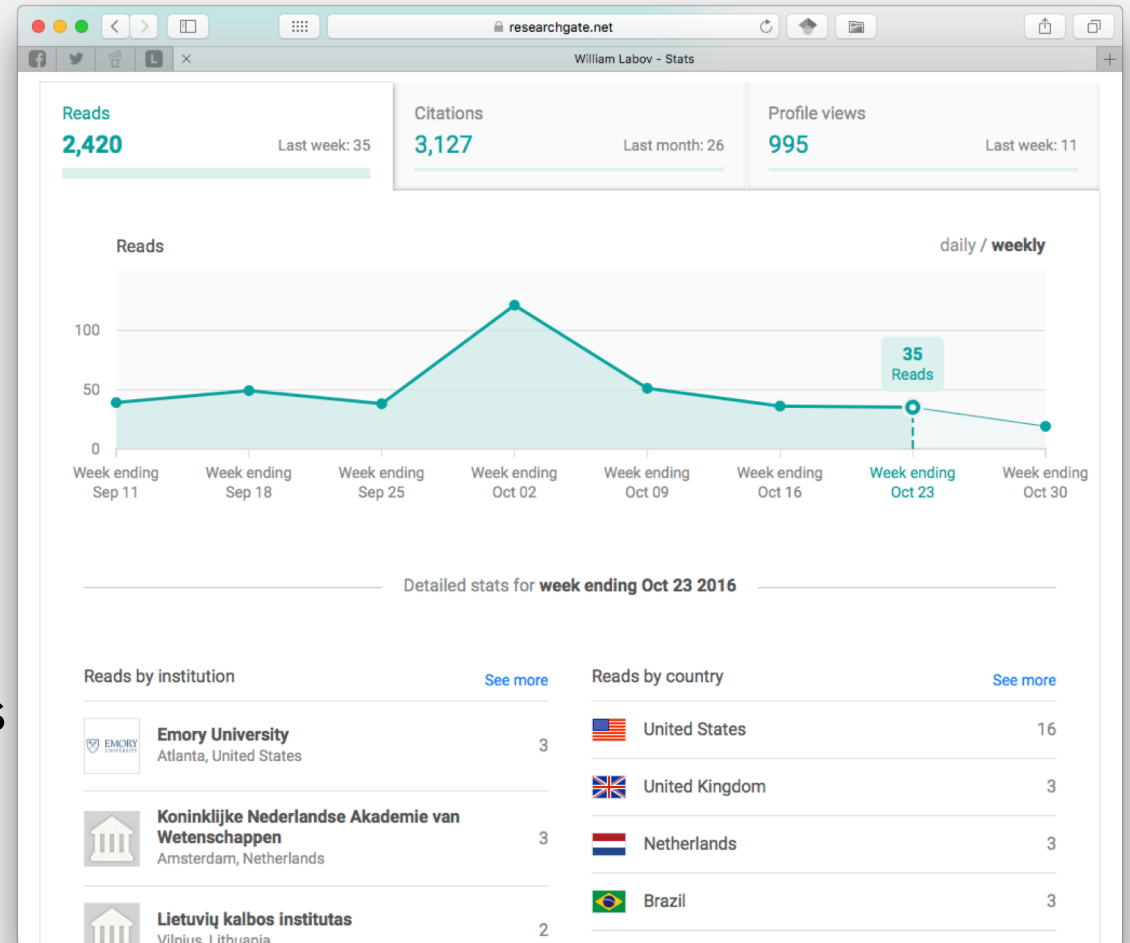
RESEARCHGATE

analytics

- similar to Academia.edu
- institutions instead of cities
- number of citations

criticisms

- borderline spam
- 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”](#)

automated

- dirty data
- always double check metadata

questionable citation counter

- pulled from any source
- easy to inflate with fake publications

The screenshot shows a Twitter post from Mark Dingemans (@DingemansMark) dated June 28, 2016. The tweet content is: "Hello #academia, meet top-ranking scholars Dr. A. Author and Prof. Et Al #googlescholar ideophone.org/some-things-yo... pic.twitter.com/F9PlaU4Nna". The image attached to the tweet is a screenshot of a Google Scholar profile for 'et al.'. The profile includes a bio: "The academic superstar everybody wants to be co-author with. My h-index is really great. scientometrics, bibliometrics, quality control, performance assessment. No verified email". It also features a table of publications with columns for Title, Cited by, and Year, and a bar chart showing citation indices over time.

Title	Cited by	Year
A simple method for displaying the hydropathic character of a protein	19412	1962
Nitric oxide: physiology, pathophysiology, and pharmacology.	17472	1991
Clustal W and Clustal X version 2.0	15983	2007
Histograms of oriented gradients for human detection	15064	2005
Improved M13 phage cloning vectors and host strains: nucleotide sequences of the M13mpl8 and pUC19 vectors	14937	1985
Single-crystal structure validation with the program PLATON	13748	2003
The pathogenesis of atherosclerosis: a perspective for the 1990s	12678	1993

Citation indices: Citations: 1987250, h-index: 333, i10-index: 333. Co-authors: Paul Erdős, Sigmund Freud.



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



PROFILE FATIGUE

many profiles to maintain

information silos

- can't easily get info back from them
- sites don't talk to each other



PROFILE FATIGUE

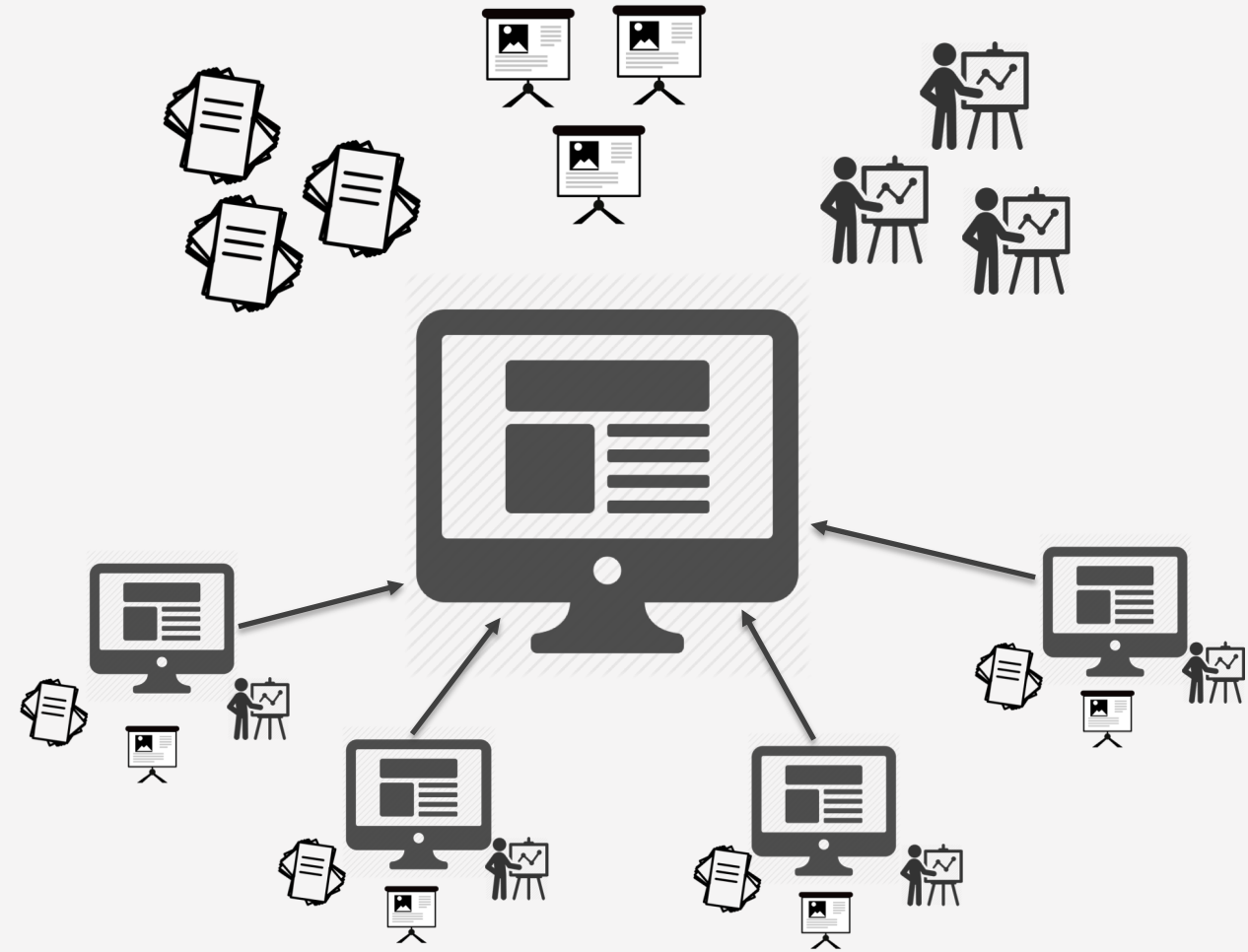
many profiles to maintain

information silos

- can't easily get info back from them
- sites don't talk to each other

possible solution

- Pick one to be your main page
- Put a full profile there
- Create digest version on other pages
- Redirect people to your main one.



ORCID

permanent identifiers for researchers

- 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

The screenshot shows the ORCID profile page for Joseph A. Stanley. The page is titled "Joseph A. Stanley" and features a green "ORCID ID" badge with the ID "orcid.org/0000-0002-9185-0048". The profile includes several sections:

- Education (1):** University of Georgia: Athens, GA, United States (2014-08 to present), Ph.D (Linguistics). Source: Joseph A. Stanley. Created: 2017-04-10.
- Employment (1):** University of Georgia: Athens, GA, United States (2014-08 to present), Research Assistant (Linguistics). Source: Joseph A. Stanley. Created: 2017-04-10.
- Funding (1):** Linguistic Identity and the Founders Effect in Longview, Washington. University of Georgia (GA, GA, United States) (2016-01 to 2017-01 | Grant). Source: Joseph A. Stanley. Preferred source.

Other sections include "Also known as" (Joey Stanley), "Country" (United States), and "Keywords" (linguistics, sociolinguistics, variationist sociolinguistics, phonetics, phonology, Pacific Northwest). The page also shows a "Scopus Author ID: 57132055900" and a "Funding (1)" section.

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Chapter 2

Beyond empowerment

Accompaniment and sociolinguistic justice in a youth research program

Mary Bucholtz, ORCID NUMBER 0000-0001-7343-3374

Dolores Inés Casillas, ORCID NUMBER 0000-0001-9217-462X

Jin Sook Lee, ORCID NUMBER 0000-0001-9812-4922

Introduction

For many scholars hoping to make a real-world impact through sociolinguistic research, the ultimate goal of such work is the empowerment of research participants. Building on the similar concepts of conscientization and critical or liberatory pedagogy (Freire 1970), the rise of the notion of empowerment in scholarship during the 1980s coincided with the emergence of a range of general critical perspectives on race and ethnicity, gender and sexuality, capitalism and social class, (post-)colonialism, and other structures of inequality. Throughout the next decade, empowerment discourse swept across the academy, including not only fields centrally concerned with inequity such as race and ethnic studies, gender studies, education, sociology, and anthropology, as well as the more socially oriented subfields of linguistics, but also such areas as social services, international development, and even corporate management.

ORCID

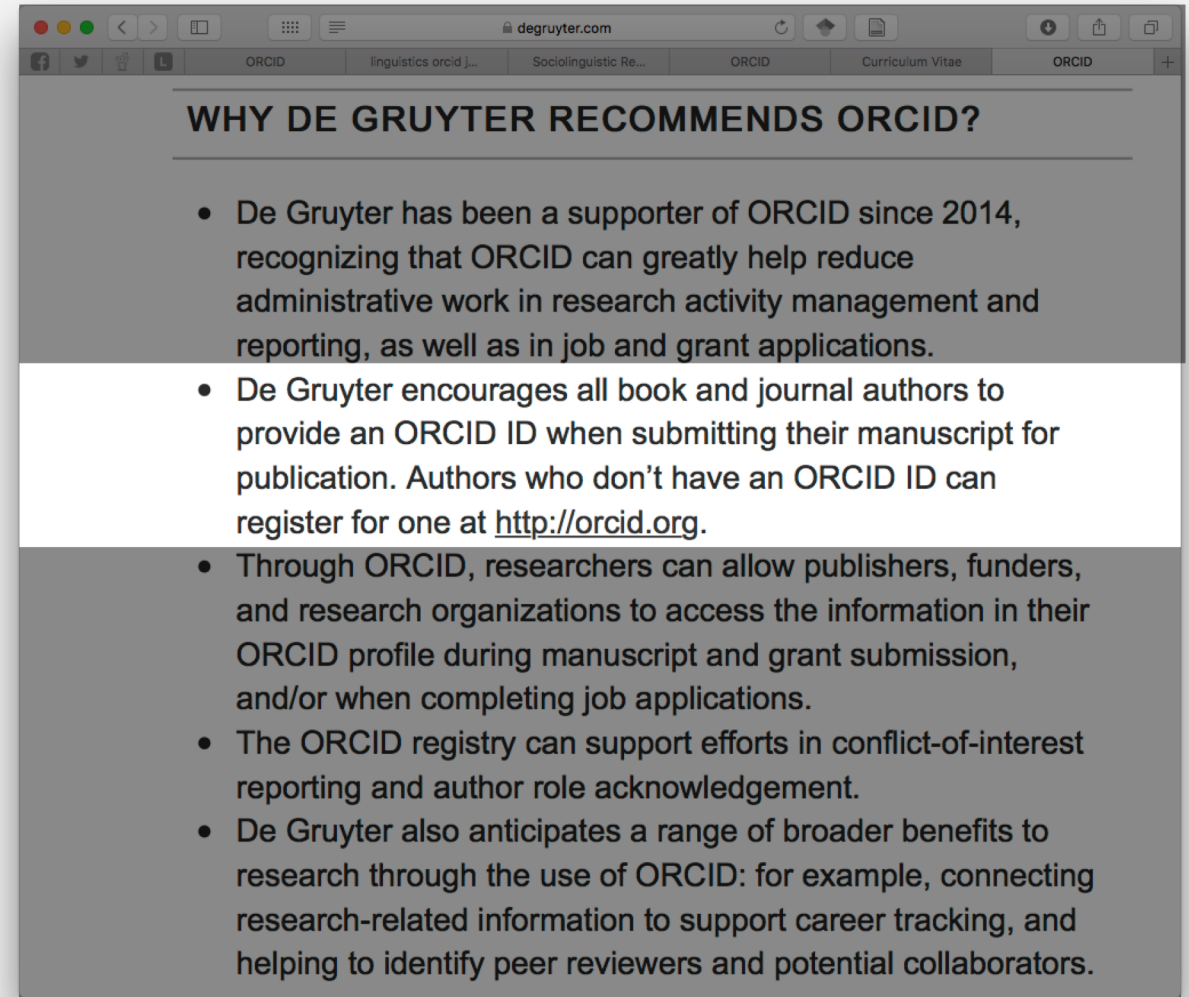
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OUTLINE

social media

- Academia.edu
- ResearchGate
- GoogleScholar
- others

personal webpage

- website builders
- build from scratch
- what to include

find your community

- Twitter
- other places

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GENERAL INFORMATION

servers and hosting

cost (in money and/or skills)

- formatting, themes, design
- googleability ("SEO")

don't rely on a UGA-hosted webpage

- little control over content, appearance
- can't host PDFs and other files
- can sometimes change without warning

a domain name costs money

- but only (as little as) \$10/year
- domains.google.com
- go from somesite.com/yourname to yourname.com

each website has pros and cons

- www.websitebuilderexpert.com/

WEBSITE BUILDERS

Square Space

- stunning themes (~40)
 - interchangeable
- mobile friendly
- drag-and-drop
- built-in blogging
- e.g. [Taylor Jones](#)
- \$10+/month



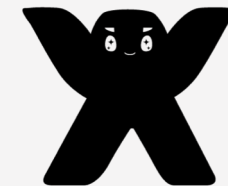
WordPress

- good themes
- primarily blogging
 - other pages possible
- less aesthetics control
- slightly more work
- e.g. [Rochelle Terman](#)
- free



Wix

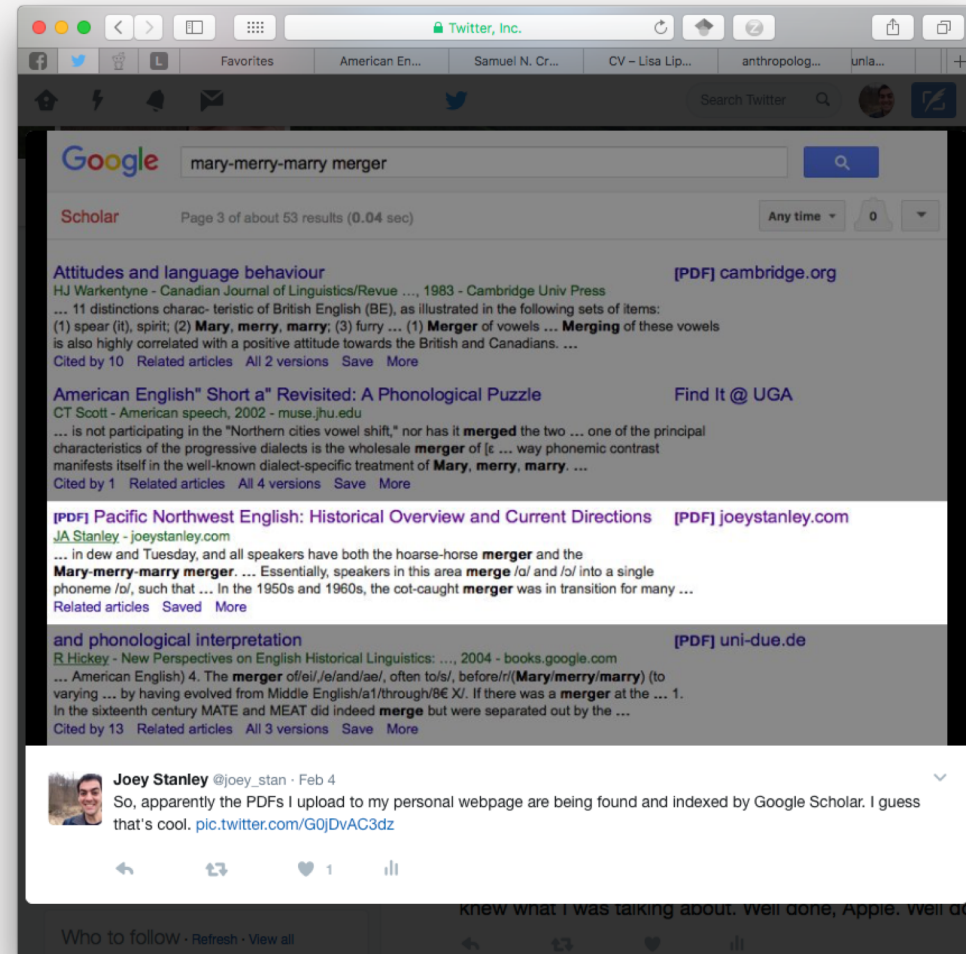
- most popular
- 500+ themes
 - stuck with one look
- not mobile-friendly out-of-the-box
- [Wix template](#)
- “free”



BUILD FROM SCRATCH

Github pages

- need to be a bit tech-savvy
- Jekyll, CSS, Markdown
- complete control
- ~~not as easily googleable~~
- [Sravana Reddy](#)
- [Ahmed Mostafa](#)
- [Kieran Healy](#) (gold standard, IMO)
- free



BUILD FROM SCRATCH

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- [Sravana Reddy](#)
- [Ahmed Mostafa](#)
- [Kieran Healy](#) (gold standard, IMO)
- free



Resources for learning how

- programminghistorian.org
 - Lessons: Building Static Sites with Jekyll Github Pages
- Lynda.com (free through UGA!)
 - Jekyll for Web Designers (4½ hours)
 - CSS: Core Concepts (9 hours)
 - CSS: Page Layours (9 hours)
- www.codecademy.com

WHAT TO INCLUDE?

essential components

- short bio
- recent photo
- interests
- teaching materials
- contact
- brief CV (and PDF of full CV)

optional material

- full CV
- 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

consider buying a domain name

GOOGLE ANALYTICS

tracks everything you'd ever want
takes some computer know-how

[live demonstration](#) (and shameless self-promotion...)

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OTHER HIDDEN PLACES

could be anywhere

- listservs
- coffee breaks at conferences
- Slack, Reddit, Twitter


ask your advisor where this communication happens



TWITTER

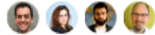
say what you want, but Twitter is useful





- job announcements


 **Joe Roy**
@jroy042 Following

If you have a background in linguistics and statistical analysis, and looking for a position, this is a good one to apply for:
jobs.illinois.edu/academic-job-b...

4:27 AM - 1 Dec 2017


2 Retweets 2 Likes 





  2  2 

 **Dr Amanda Potts**
@WatchedPotts Follow

Needed: linguist (can be a student linguist or indeed student programmer) with ability to generate bi-grams and run rudimentary regex search/replace (i.e. in TextWrangler) for a small, paid job on a research project. DM me for more details.

10:06 AM - 8 Jan 2018

48 Retweets 19 Likes 

 2  48  19 

 **Chad Howe**
@ChoweAthens Following

We are happy to announce that the Department of Linguistics at the University of Georgia invites applications for a tenure-track Assistant Professor specializing in sociolinguistics. For more information, please see the job posting: tinyurl.com/yczaly3a.
[#sociolinguistics](https://twitter.com/sociolinguistics)

 **Assistant Professor**
The Department of Linguistics at the University of Georgia invites applications for a tenure-track Assistant Professor specializing in sociolinguistics, with a focus on language variation and...
ugajobsearch.com

5:13 PM - 25 Sep 2018

26 Retweets 23 Likes 

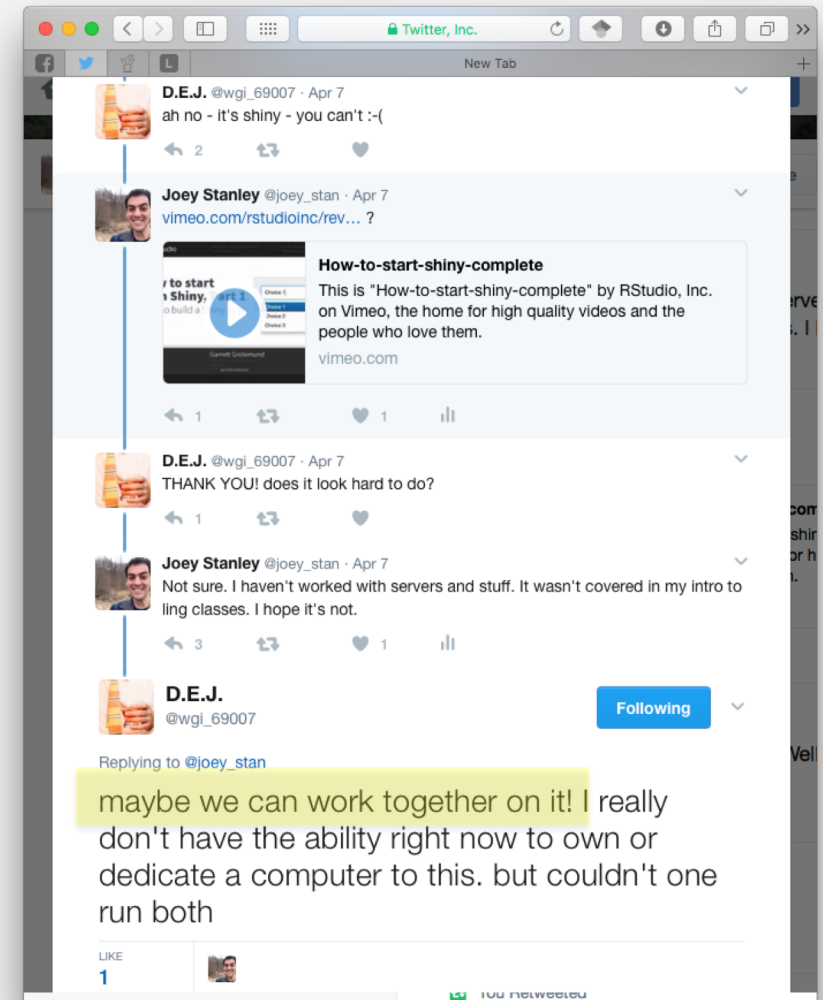
  26  23 



TWITTER

say what you want, but Twitter is useful

- job announcements
- collaboration opportunities





TWITTER

say what you want, but Twitter is useful

- job announcements
- collaboration opportunities
- book announcements

vaclav
@vaclavbrezina

Following

A sneak preview of a brand new 'Statistics in Corpus Linguistics: A Practical Guide' (CUP) available via Google books before its official publication
books.google.co.uk/books?id=zLBoD...

STATISTICS IN
CORPUS
LINGUISTICS
A Practical Guide
VACLAV BREZINA

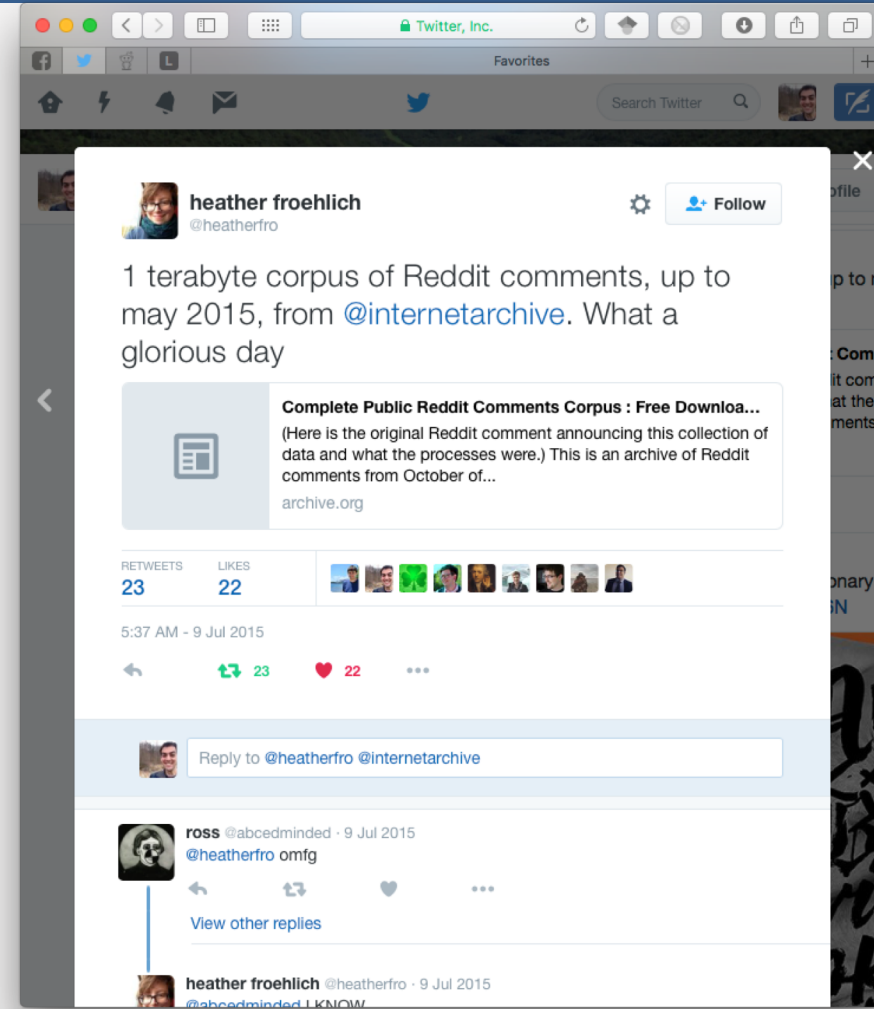
6:04 AM - 21 Aug 2018



TWITTER

say what you want, but Twitter is useful

- job announcements
- collaboration opportunities
- book announcements
- datasets

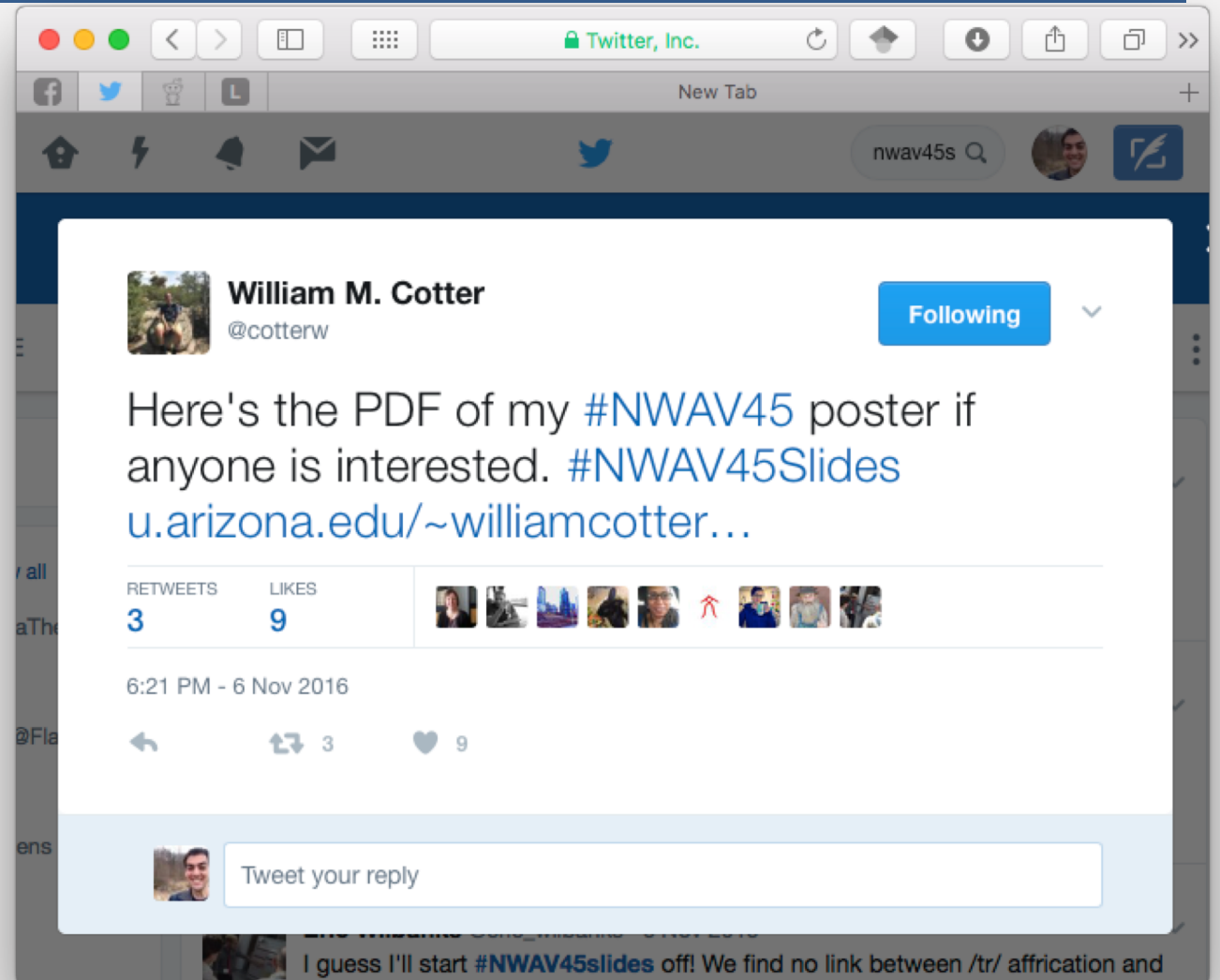




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say what you want, but Twitter is useful

- job announcements
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- book announcements
- datasets
- slides, handouts





TWITTER

say what you want, but Twitter is useful

- job announcements
- collaboration opportunities
- book announcements
- datasets
- slides, handouts
- fun conversations

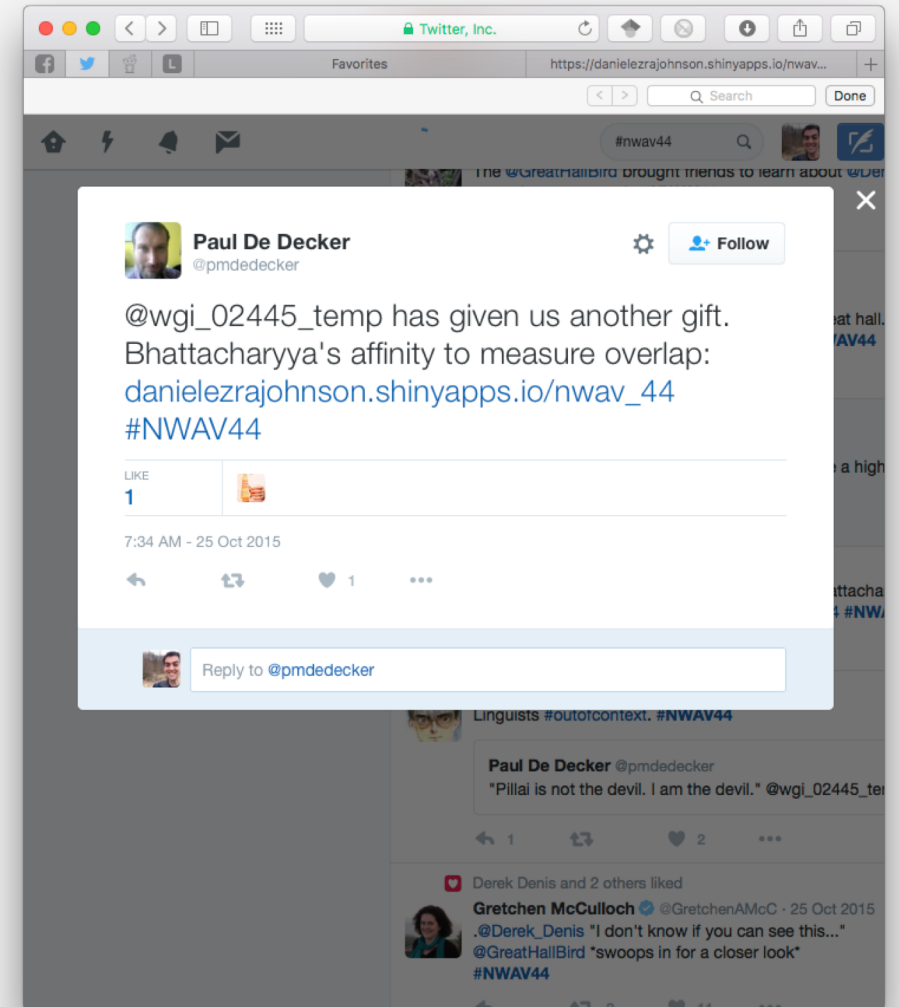




TWITTER

say what you want, but Twitter is useful

- job announcements
- collaboration opportunities
- book announcements
- datasets
- slides, handouts
- fun conversations
- other cool stuff



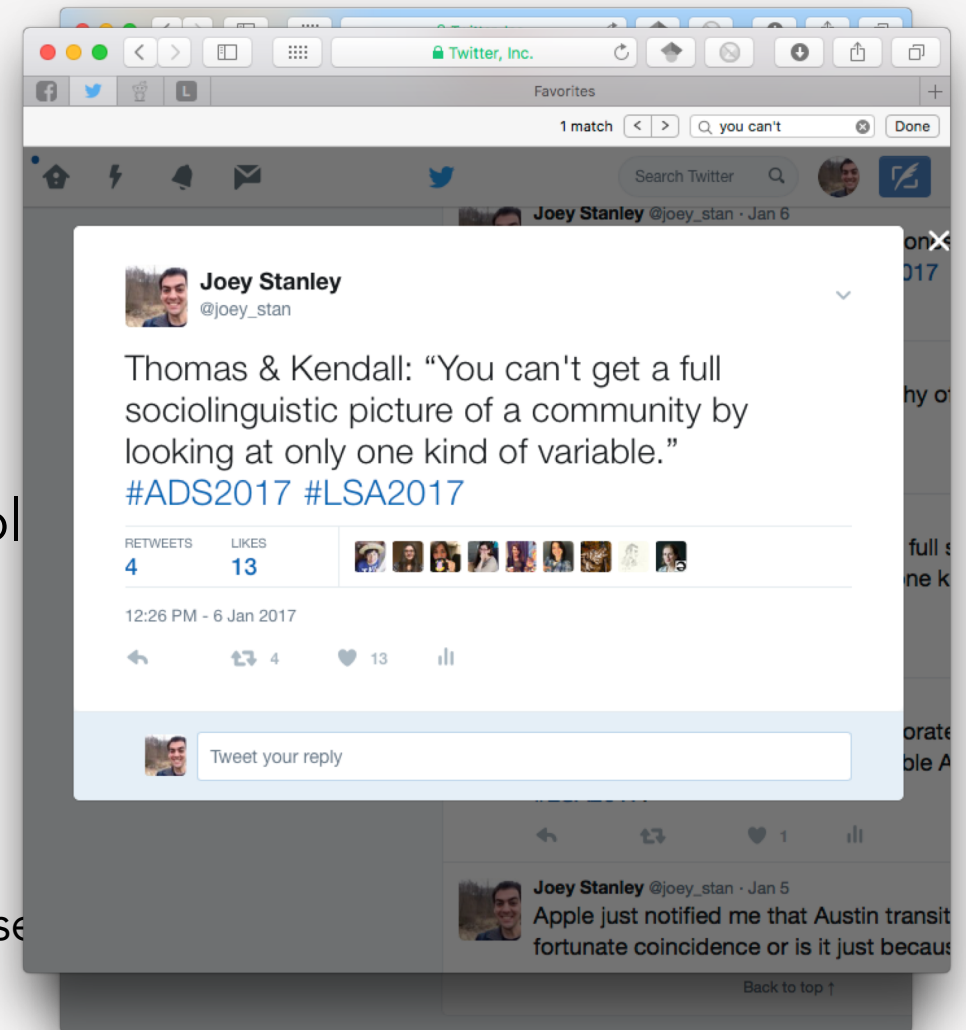
LIVE TWEETING CONFERENCES

Sounds lame, but it's actually awesome

- spread info and your name
 - follow conferences you can't attend
 - inside jokes and side conversations
- what to say?
- find and use the conference hashtag
 - up next, results, photos of charts, anecdotes, cool quotes
 - your own commentary (make it clear though)

Resources

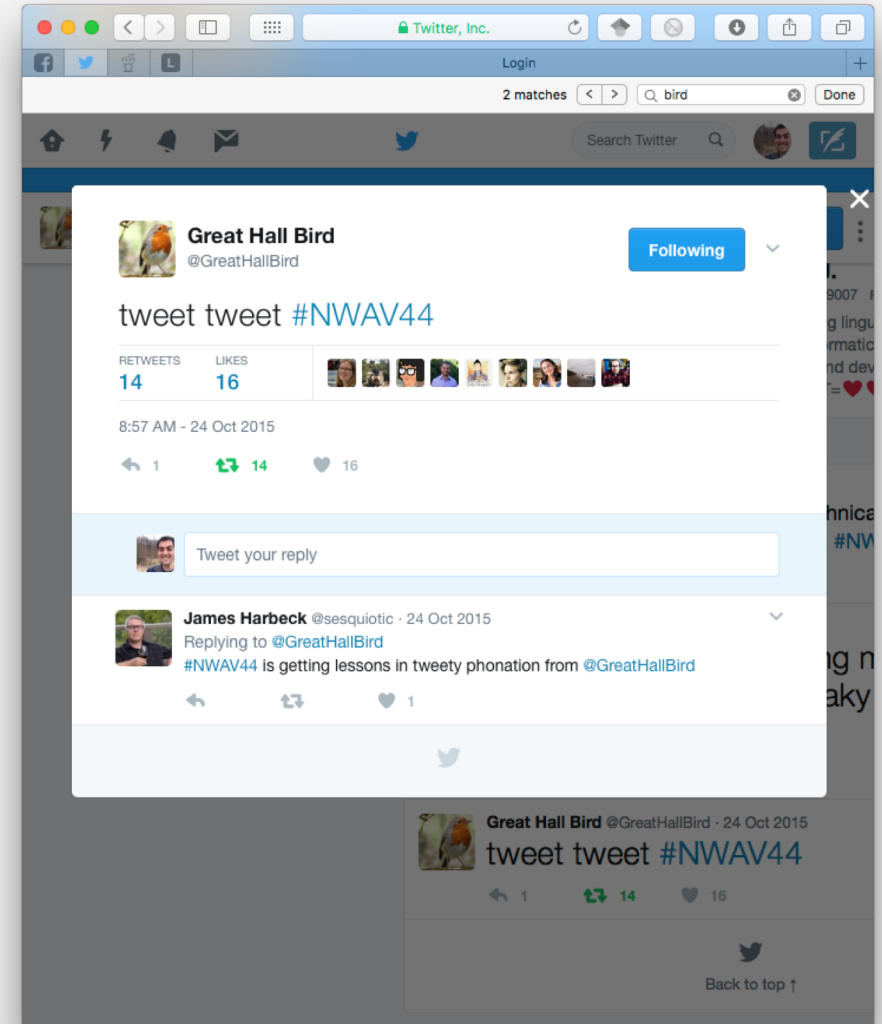
- <https://rctatman.github.io/Livetweeting-Guide/>
- <http://www.southernfriedscience.com/how-to-live-tweet-a-conference-a-guide-for-conference-organizers-and-twitter-use>



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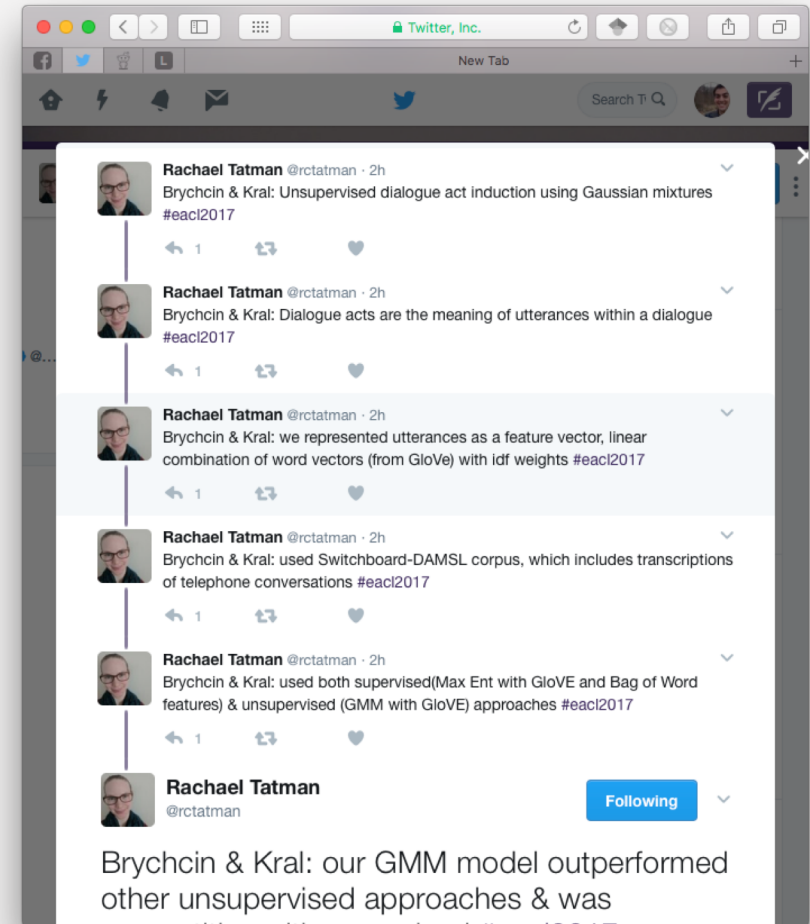
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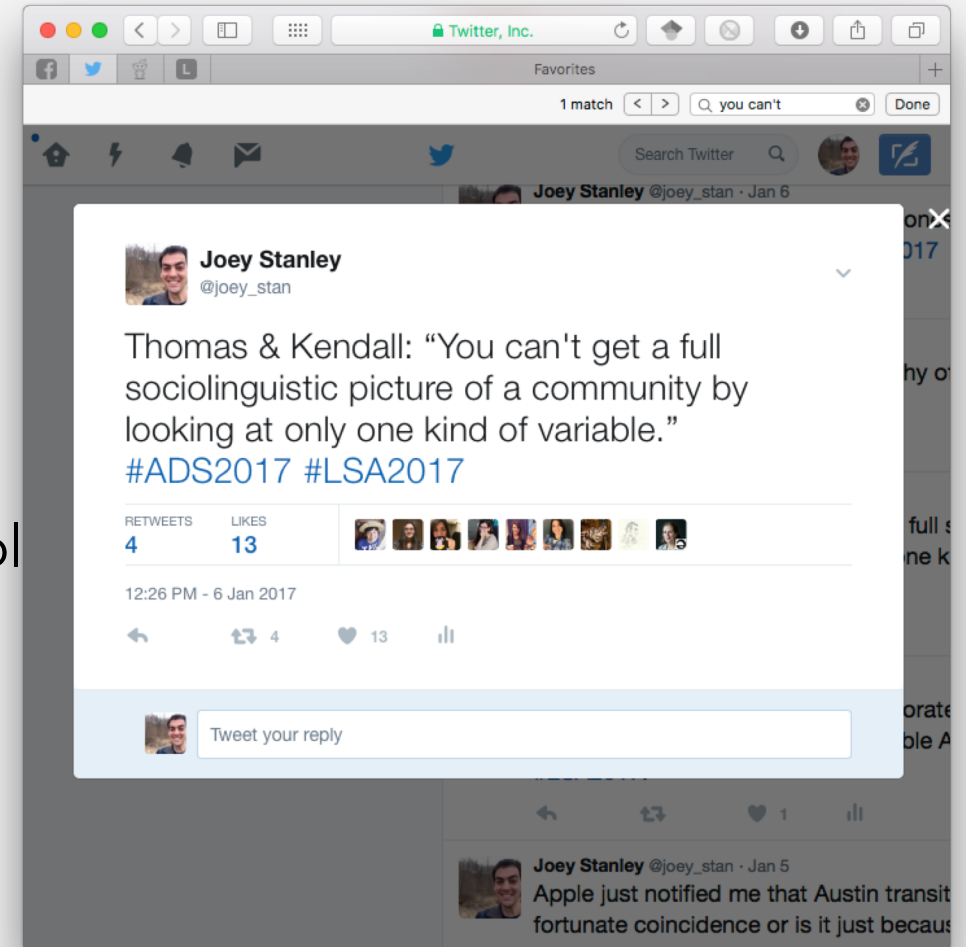
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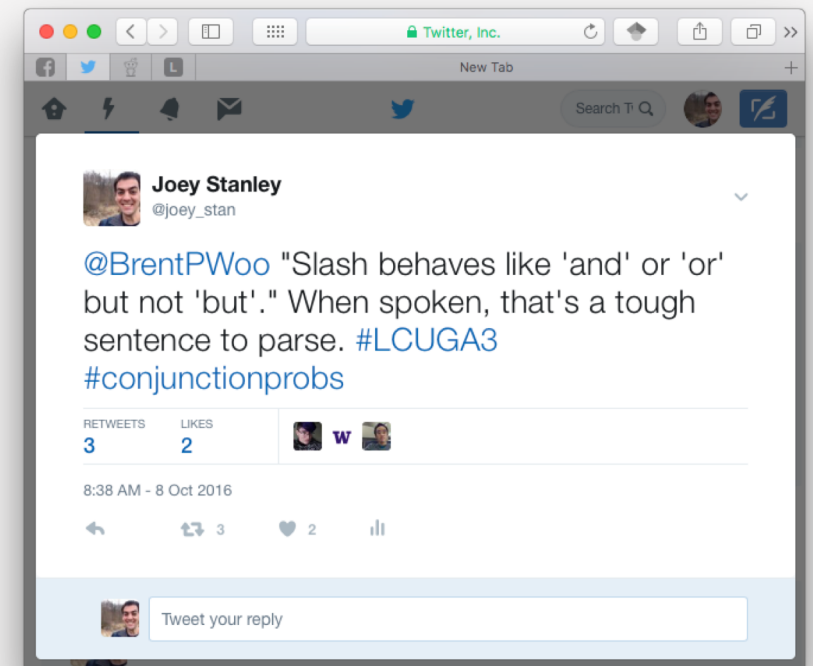
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SUMMARY

social media

- Academia.edu
- ResearchGate
- GoogleScholar
- others

Todo:

- look at what others your field are doing
- consider your moral issues
- find a homebase and link other sites to that

personal webpage

- website builders
- build from scratch
- what to include

- computer skills
- time investment

find your community

- Twitter
- other places

- ask around for the secret niches
- contribute
- twitter

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



MAKE SOMETHING NEW. NOW. SERIOUSLY. GO.

Social Media

- Academia.edu
- ResearchGate.net
- scholar.google.com
- ImpactStory.org
 - <http://blog.impactstory.org/research-impact-challenge-ebook/>
- twitter.com
 - <http://www.southernfriedscience.com/how-to-live-tweet-a-conference-a-guide-for-conference-organizers-and-twitter-users/>
 - <https://rctatman.github.io/Livetweeting-Guide/>

Websites

- SquareSpace.com
- WordPress.com
- Wix.com
- pages.github.com
- analytics.google.com
- domains.google.com
- Orcid.org

Resources

- WebsiteBuilderExpert.com
- programminghistorian.org
 - <http://programminghistorian.org/lessons/building-static-sites-with-jekyll-github-pages>
- Lynda.com
 - <https://www.lynda.com/Jekyll-tutorials/Jekyll-Web-Designers/383124-2.html>
 - <https://www.lynda.com/Web-Interactive-CSS-tutorials/CSS-Core-Concepts/80435-2.html>
 - <https://www.lynda.com/Web-Interactive-CSS-training/CSS-Page-Layouts/86003-2.html>
- www.codecademy.com

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