

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

BOOSTING YOUR ONLINE PRESENCE

Joey Stanley

DigiLab Research Assistant
joeystanley.com @joey_stan

September 20, 2018

DigiLab, Main Library, University of Georgia

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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

SOCIAL MEDIA

A

ACADEMIA.EDU: MAIN FEATURES

A platform to share papers

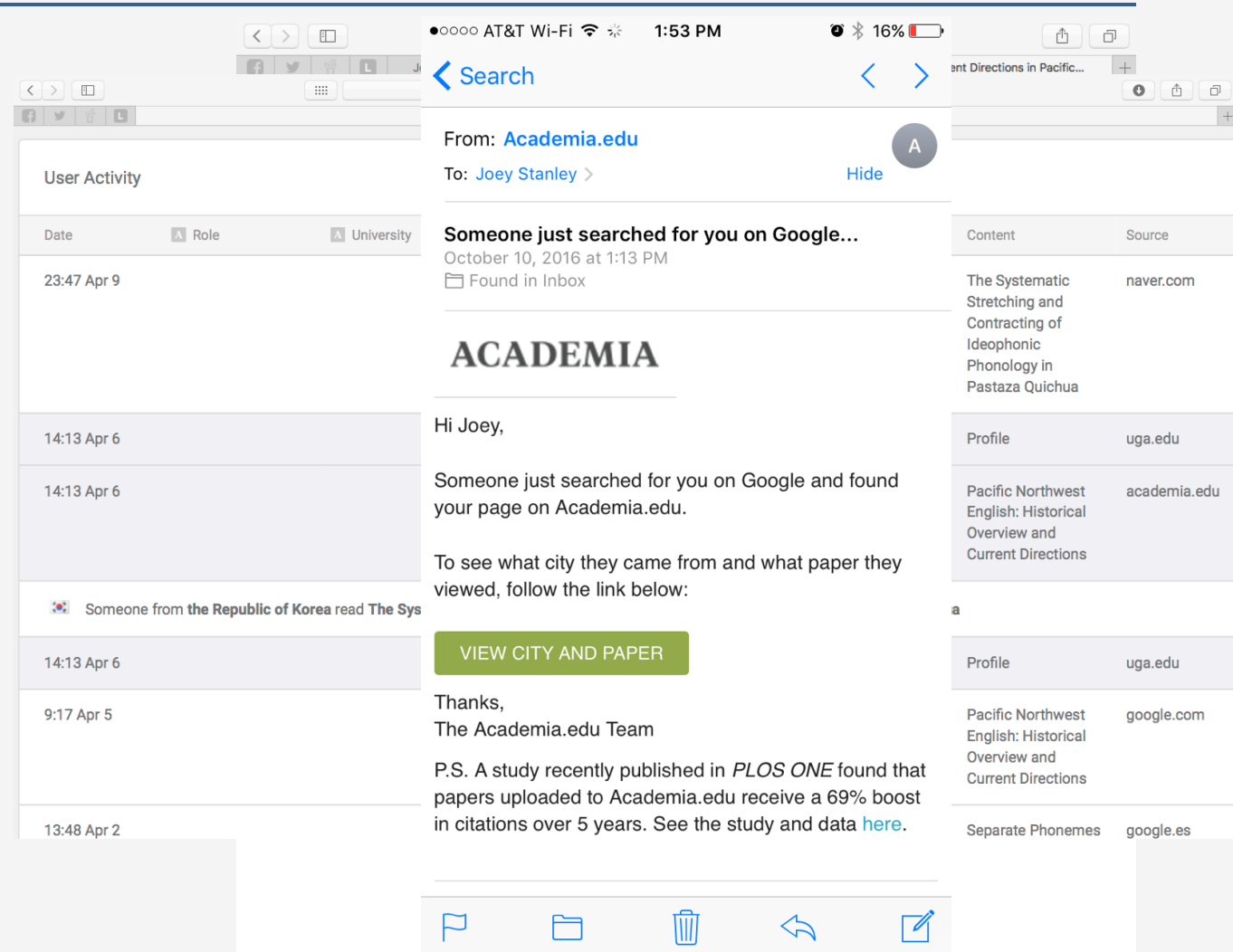
- 71 million users
- “LinkedIn for smart people” 😊

Upload your work

- CV, papers, slides, posters, links
- GoogleScholar picks up on it

Analytics

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



A

ACADEMIA.EDU: OTHER FEATURES

News feed

- uploads
- recommendations
- bookmarks
- session activity

Suggested jobs, people, topics

The screenshot displays the Academia.edu homepage. At the top, there is a navigation bar with a search bar, a home button, and links for analytics and sessions. The main content area is divided into several sections:

- Session Announcement:** A notification from Dmitry Gerasimov about a session on Bernd Heine's draft paper. The session title is "Are there two different ways of approaching grammaticalization?". It includes a "JOIN SESSION" button, 15 comments, 44 participants, and 8 days remaining.
- New Paper Added:** A notification about a new paper added to the journal "Sociolinguistics and Language Variation and Change". The paper title is "Estándar oral e variacion social da lingua galega (1999)". It includes a "BOOKMARK" button, a "DOWNLOAD" button, and is by Xosé Luís Regueira. It has 6 views and 8 tags.
- Bookmarked Paper:** A notification from Paul E Kerswill about a bookmarked paper. The paper title is "Review of Sociolinguistics: The study of speakers' choices in Journal of Multilingual and Multicultural Development (2015)". It includes a "BOOKMARK" button, a "DOWNLOAD" button, and is by Robert Lawson. It has 12 views and 1 tag.
- Job Board:** A section titled "JOB BOARD" with several job listings, including "Associate Vice-President: Teaching and Learning" at Waterloo, ON, and "Assistant Professor - Physical Activity, Health, and Wellness" at the University of Toronto.
- Suggested Sessions:** A section titled "SUGGESTED SESSIONS" with a listing for "Towards a Post-Liberal Theory of Free Speech" by Eric Heinze.
- Suggested Academics:** A section titled "SUGGESTED ACADEMICS" with a listing for Kira Hall, an Assistant Professor at the University of Colorado, Boulder.

The footer contains links for Job Board, About, Press, Blog, People, Papers, Terms, Privacy, Copyright, We're Hiring!, Help Center, and Academia ©2016.

A

ACADEMIA.EDU: PREMIUM FEATURES

Readers

- who is reading you
- search terms that lead to you
- papers that cite you

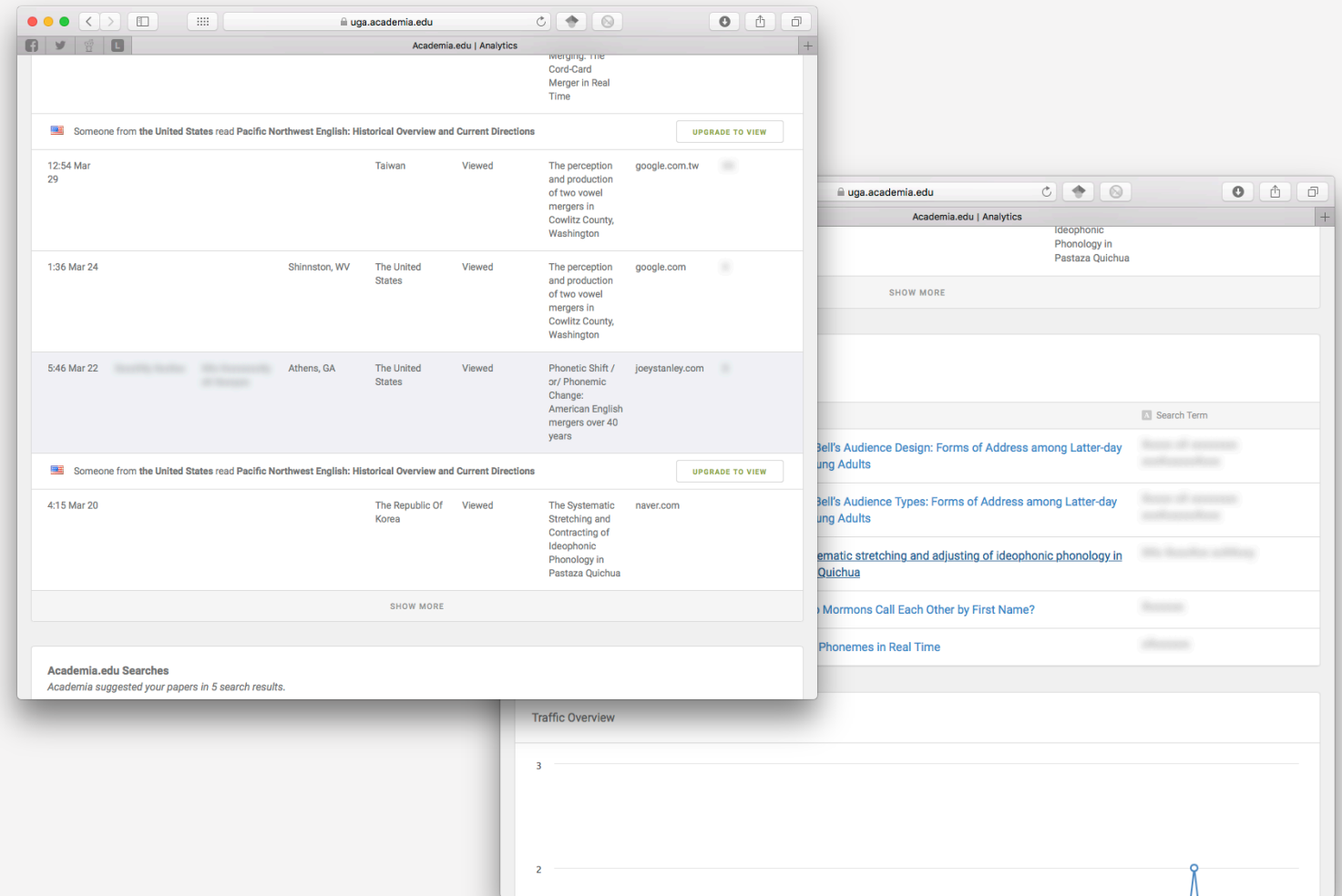
Advanced search

- search text, keywords, filters

Extra analytics

- 12-month impact
- CV analytics

\$8.25/month



A

ACADEMIA.EDU: CRITICISMS

General

- it's for profit
- misleading .edu domain
- can upload anything
 - uploading ≠ publishing
 - term papers
 - copyrighted material
- take-down notices
- spam emails with false claims

My hot take

- metadata is unimportant to them
- some say it's self-indulgent
- free version is... pretty awful
 - features are quite limited
 - constant reminders to upgrade
 - ads
- many abandoned profiles



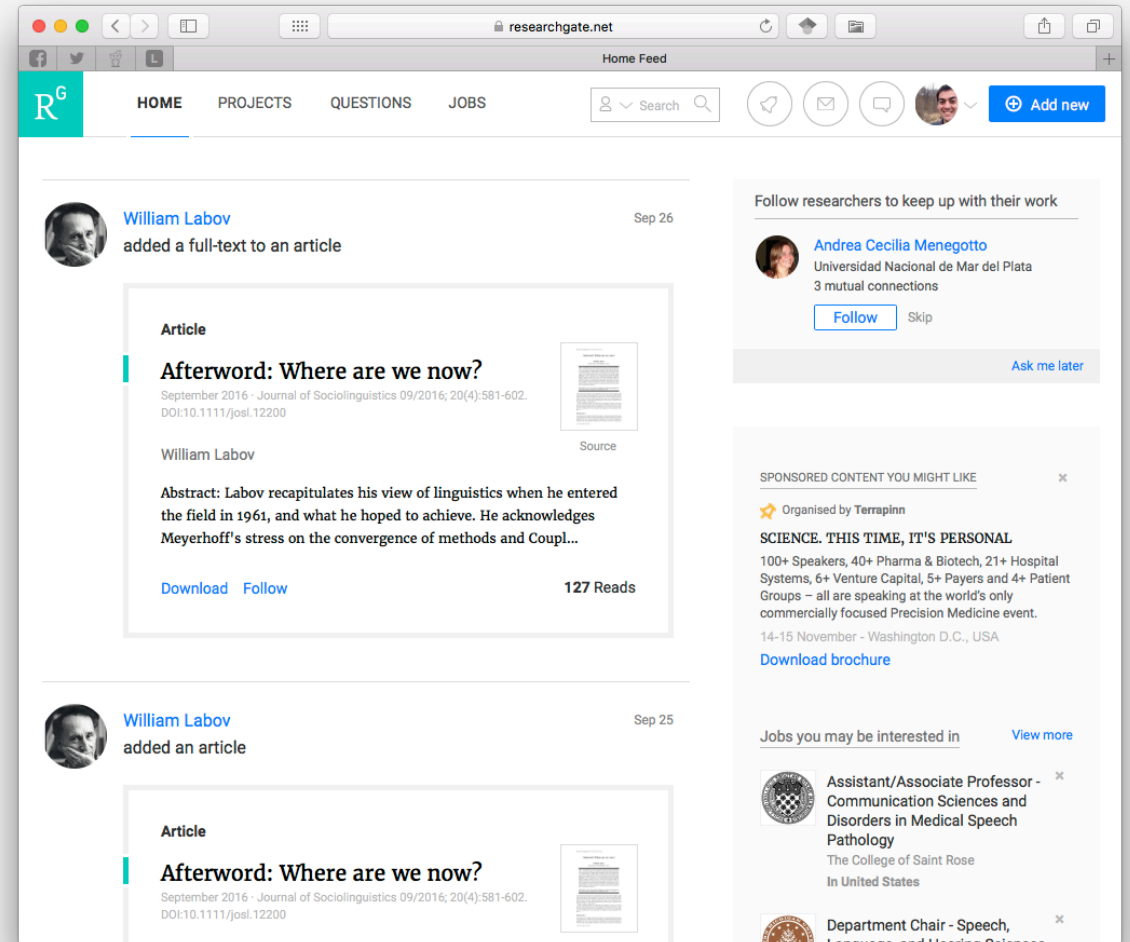
RESEARCHGATE

A social networking site for scientists

- 15 million users
- North America and Europe
- main fields: medicine and biology

More people-based

- networks based on citations
- collaborate with co-authors





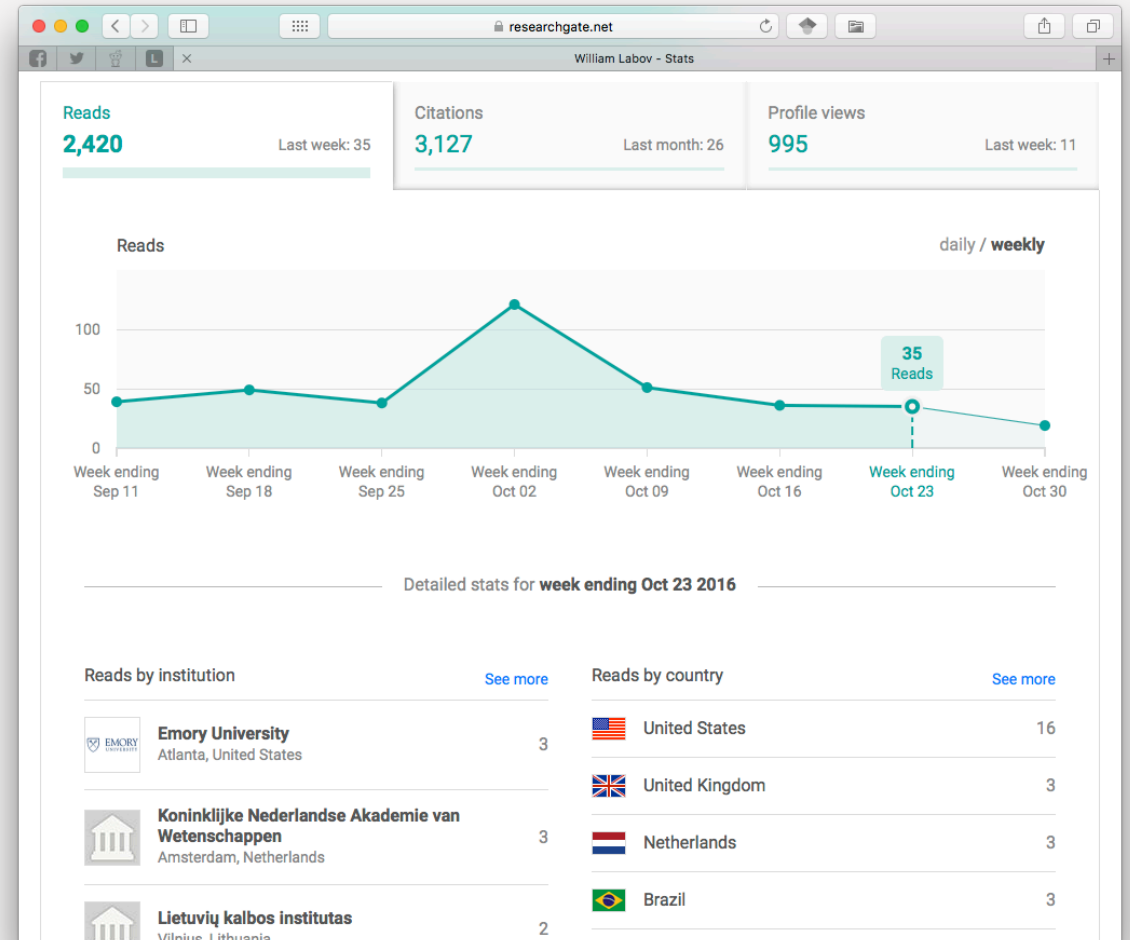
RESEARCHGATE

lots of overlap with Academia.edu

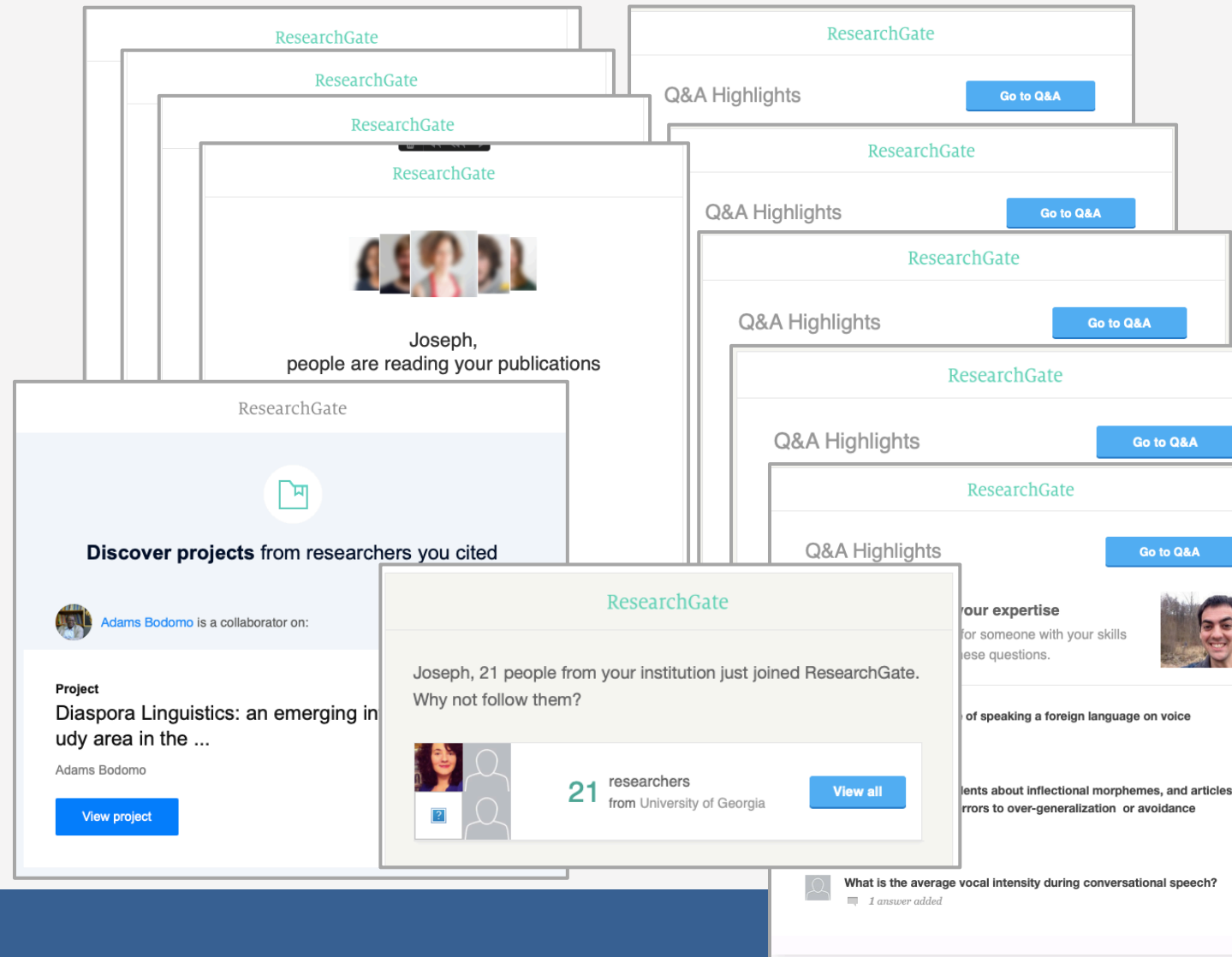
- upload papers, negative results, models, code, data
- follow people and interests
- collaboration, feedback, commenting

Analytics

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



- 12+ spam emails a month
- Used to send invites your co-authors... *as if you wrote them!*
- Automatically creates full-fledged pages for non-users
- Citation counter is a black box
- Very few actively engage





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 papers

et al. FOLLOW GET MY OWN PROFILE

The academic superstar everybody wants to be co-author with. See Homepage for my back story. Verified email at mpi.nl - [Homepage](#)

TITLE	CITED BY	YEAR
Protein measurement with the Folin phenol reagent. OH Lowry, NJ Rosebrough, AL Farr, RJ Randall Journal of biological chemistry 193, 265-275	209381	1951
Molecular cloning: a laboratory manual. J Sambrook, EF Fritsch, T Maniatis Molecular cloning: a laboratory manual.	198142 *	1989
Basic local alignment search tool SF Altschul, W Gish, W Miller, EW Myers, DJ Lipman Journal of molecular biology 215 (3), 403-410	141644 *	1990
Psychometric theory JC Nunnally, IH Bernstein, JMF Berge McGraw-Hill	109515 *	1967
Generalized gradient approximation made simple JP Perdew, K Burke, M Ernzerhof Physical review letters 77 (18), 3865	103015	1996
Development of the Colle-Salvetti correlation-energy formula into a functional of the electron density C Lee, W Yang, RG Parr Physical review B 37 (2), 785	83311	1988
"Mini-mental state": a practical method for grading the cognitive state of patients for the clinician MF Folstein, SE Folstein, PR McHugh Journal of psychiatric research 12 (3), 189-198	82447	1975

Cited by VIEW ALL

	All	Since 2014
Citations	2979665	826715
h-index	333	261
i10-index	333	333

Co-authors

- Dr. Author
Department of Citation Analysis, ... >
- Paul Erdős
Mathematics >

<http://ideophone.org/some-things-you-need-to-know-about-google-scholar/>



LINKEDIN

Be findable: create a complete account!

If you're industry-bound, get involved

- Establish connections
- Endorsements and recommendations
- Participate in groups and discussions

For academics, it's less important

- Make a strong, low-maintenance profile
- Consistency if you switch institutions
- Occasionally post or update

The screenshot shows a Twitter thread with three tweets. The first tweet is the main post, asking if anyone has figured out what to do with LinkedIn. The second tweet is a reply from the same user, mentioning his father's 20,000 LinkedIn connections. The third tweet is another reply, comparing LinkedIn to Pokémon Go.

Jonathon Owen @ArrantPedantry
Apropos of nothing, has anyone figured out yet what you're actually supposed to do with LinkedIn?
4:13 PM · Aug 27, 2019 · Twitter Web App
54 Likes

Jonathon Owen @ArrantPedantry · Aug 27
Replying to @ArrantPedantry
My dad was telling me the other day that he has over 20,000 connections on LinkedIn. He has so many now that people connect to him just because he has a lot of connections.

Jonathon Owen @ArrantPedantry · Aug 27
So is LinkedIn just Pokémon Go but on a boring business-based Facebook clone?

SHARE YOUR WORK

Data repositories

zenodo



Code



Slideshows





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 a browser window with the URL degruyter.com. The page title is "WHY DE GRUYTER RECOMMENDS ORCID?". The content is a list of six bullet points explaining the benefits of ORCID for researchers and authors.

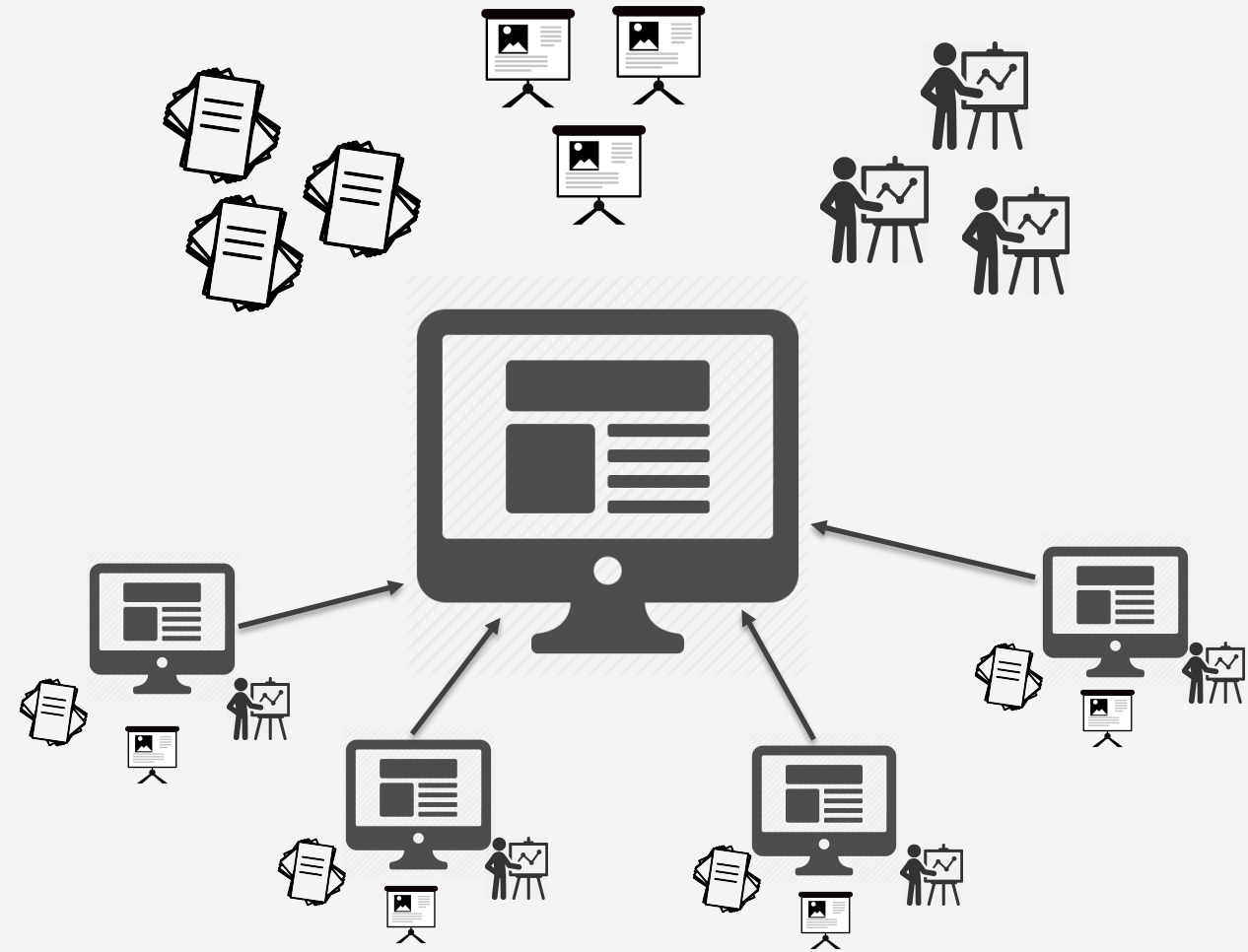
- De Gruyter has been a supporter of ORCID since 2014, recognizing that ORCID can greatly help reduce administrative work in research activity management and reporting, as well as in job and grant applications.
- De Gruyter encourages all book and journal authors to provide an ORCID ID when submitting their manuscript for publication. Authors who don't have an ORCID ID can register for one at <http://orcid.org>.
- Through ORCID, researchers can allow publishers, funders, and research organizations to access the information in their ORCID profile during manuscript and grant submission, and/or when completing job applications.
- The ORCID registry can support efforts in conflict-of-interest reporting and author role acknowledgement.
- De Gruyter also anticipates a range of broader benefits to research through the use of ORCID: for example, connecting research-related information to support career tracking, and helping to identify peer reviewers and potential collaborators.

PROFILE FATIGUE

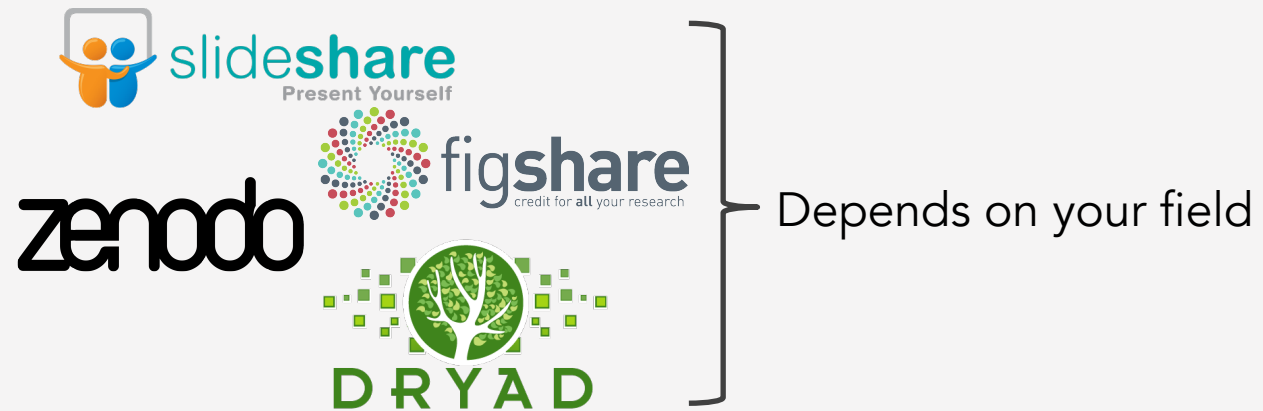
How to maintain all these profiles??

One 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.



SOCIAL MEDIA: SUMMARY*



*Joey's very opinionated view

PERSONAL WEBSITE

GENERAL INFORMATION

Servers and hosting

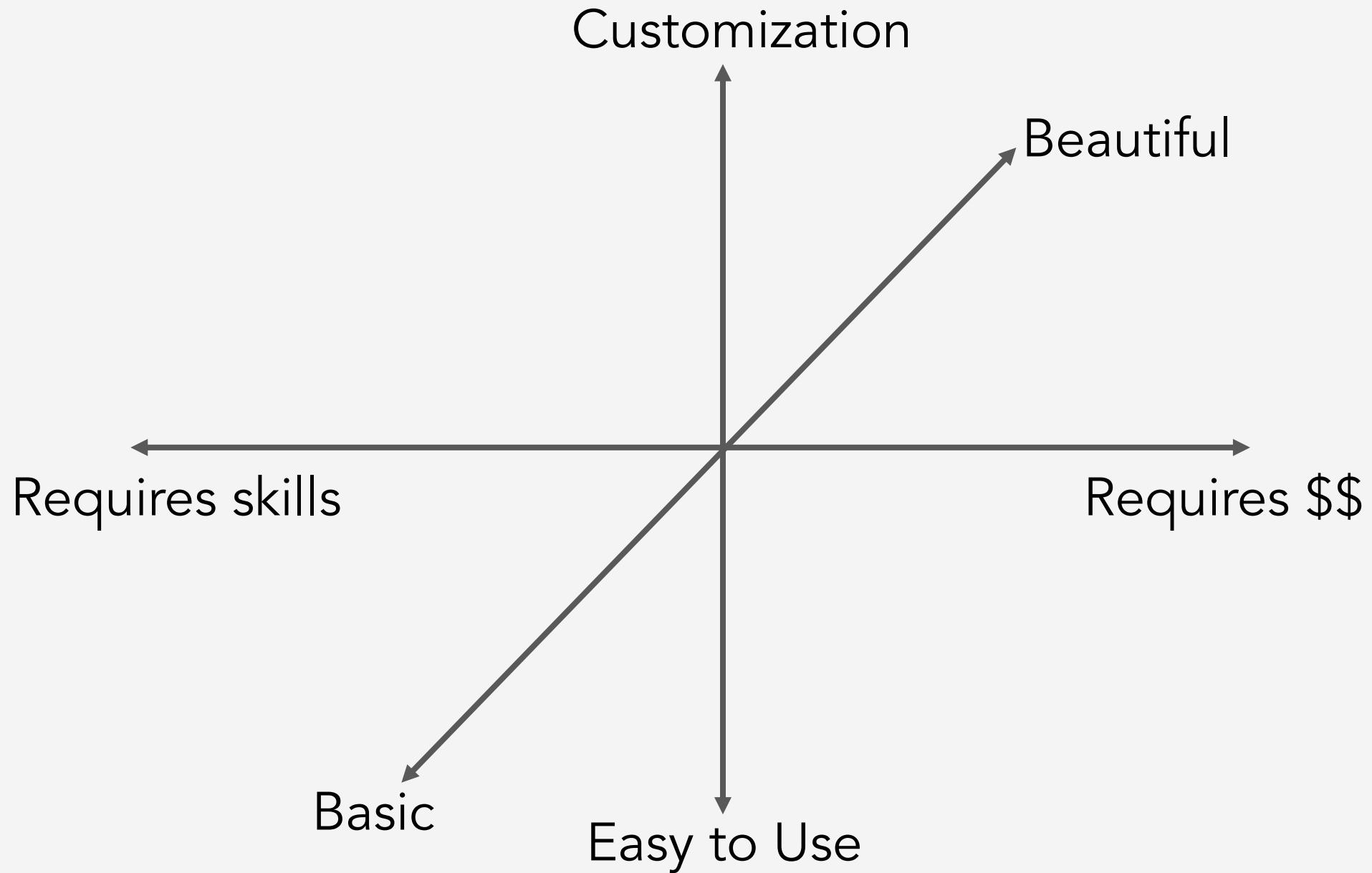
Don't rely on a UGA-hosted webpage

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

Static vs. Dynamic

A domain name

- \$10/year
- domains.google.com
- go from somesite.com/yourname to yourname.com



WEBSITE BUILDERS

Wix

- very easy to use
- 500 templates
 - overwhelming
 - can't change
- [Wix template](#)
- \$13 / month



Square Space

- small learning curve
- stunning themes
 - image-oriented
 - few choices
- Ex. [Taylor Jones](#)
- \$12+/month



WordPress

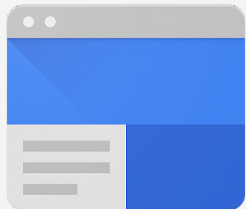
- more customizable
 - requires some skill
 - plugins add functionality
 - cost can add up
- Ex: [Lauren Ackerman](#)
- free or \$5+ /month



BUILD FROM SCRATCH

Google Sites

- simple
 - ready-to-go templates
 - no coding
 - add HTML if needed
- Ex: [Maja L. Barzilai](#)
- free



Google Sites

blogdown/Rmarkdown

- R-based
 - makes you look R-savvy
 - incorporate HTML/CSS
- Hosted on Github
- Ex: [Sky Onosson](#)
- free



Jekyll, Github pages, etc.

- You design from scratch
 - HTML, CSS
 - 100% flexibility
- Hosted on Github
- Ex: [May Helena Plumb](#)
- free



WHAT TO INCLUDE?

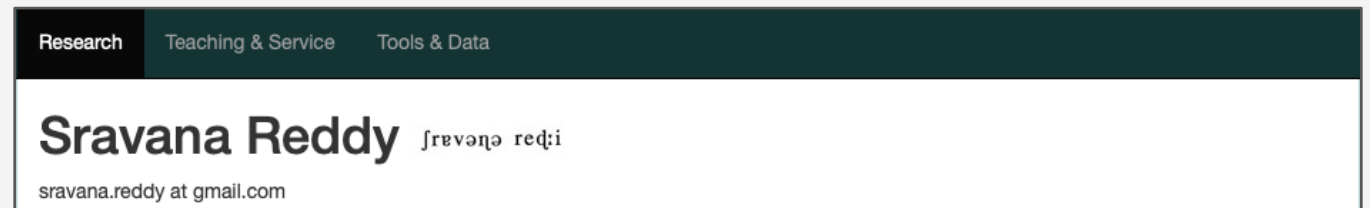
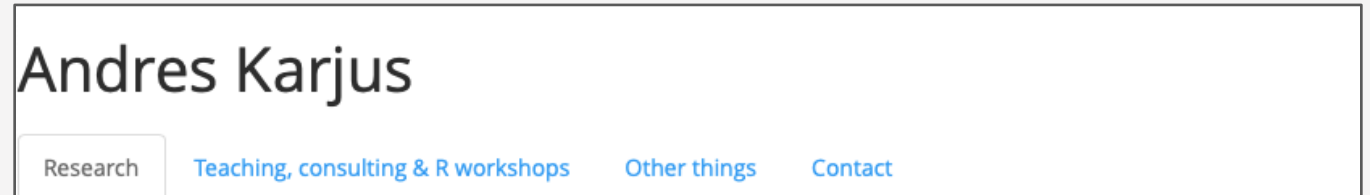
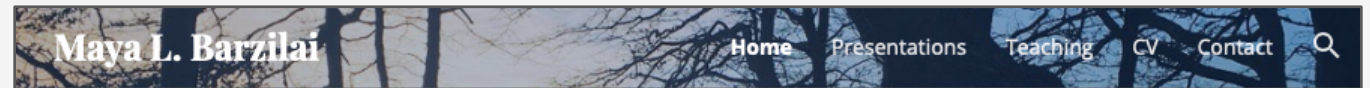
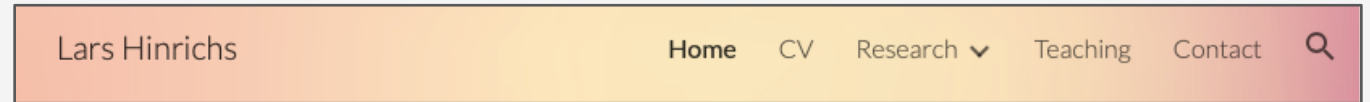
essential components

- short bio
- recent photo
- brief CV (and PDF of full CV)
- contact info

optional material

- resources
- teaching materials
- personal interests/hobbies

definitely consider a domain name



WHAT TO BLOG?

Your research

- general updates
- project overviews
- conference/paper acceptances
- works in progress

Related work

- null results
- side projects
- relevant anecdotal things
- studies too small to publish

Engaging with other researchers

- trying new methods
- tutorials
- commenting on others' work
- book reviews
- "Jealousy List"

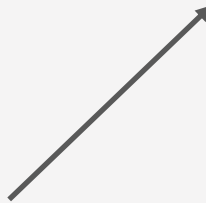
Engaging with the public


- community outreach
- event promotion
- explaining your research in layman's terms


PERSONAL WEBSITE: SUMMARY


It is worth the effort and money.

HTML, CSS, R, Java are
all useful skills anyway



 \$12/year

 \$12/month



Bottom line: Just do it.

FIND YOUR COMMUNITY

WHERE IS YOUR COMMUNITY?

In-person communication (conferences)

- Present at conferences
- Meet people
 - Look up who will be there
 - Introduce yourself
 - Have meaningful discussions about their work
 - Hand out “business” cards
- Participate in social events and meals

Online communication

- Jobs
- Collaboration
- Datasets
- Methods
- Software
- Conferences
- Events

Usually somewhere like a listserv, Slack, Twitter



TWITTER



Efra Rivera-Serrano, Ph.D.

@NakedCapsid



In just 2 weeks, I've received from tweeps:

- funds to travel to a conference w/o even applying for it
- paid registration to attend a symposium
- 3 podcast invites
- 7 invites to give talks
- 1 Starbucks gift card

Next time someone tells you that Twitter is useless, @me.

12:36 PM · Sep 2, 2019 · [Twitter for iPhone](#)

154 Retweets **2.8K** Likes



TWITTER

My experience

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

Networking

Joey Stanley @joey_stan

I'm putting together a presentation on building personal academic webpages. If you have built a page in Squarespace, WordPress, Wix, GoogleSites, blowdown, or Jekyll and wouldn't mind me using your site as a demonstration, let me know.

12:43 PM · Sep 18, 2019 · Twitter Web App

View Tweet activity

1 Retweet 8 Likes

Joey Stanley @joey_stan · 17h

Replying to @joey_stan

*blogdown. Wow.



HOW TO TWEET AS AN ACADEMIC

Heather Froehlich: <https://hfroehli.ch/2017/10/20/how-i-use-twitter-as-an-academic/>

- Keep it professional
 - Don't tweet anything that would make you look bad
 - Your superiors may be watching you
 - If you must tweet personal stuff, create a separate account.
- Mute words or phrases you don't like
 - politics
 - triggers
 - sports
- Comment carefully
 - Yelling about politics usually isn't helpful
 - 240 characters is not a lot: assume people interpret your tweets wrong
 - There's an art to being quiet.



LIVE TWEETING CONFERENCES

Sounds lame, but it's actually awesome

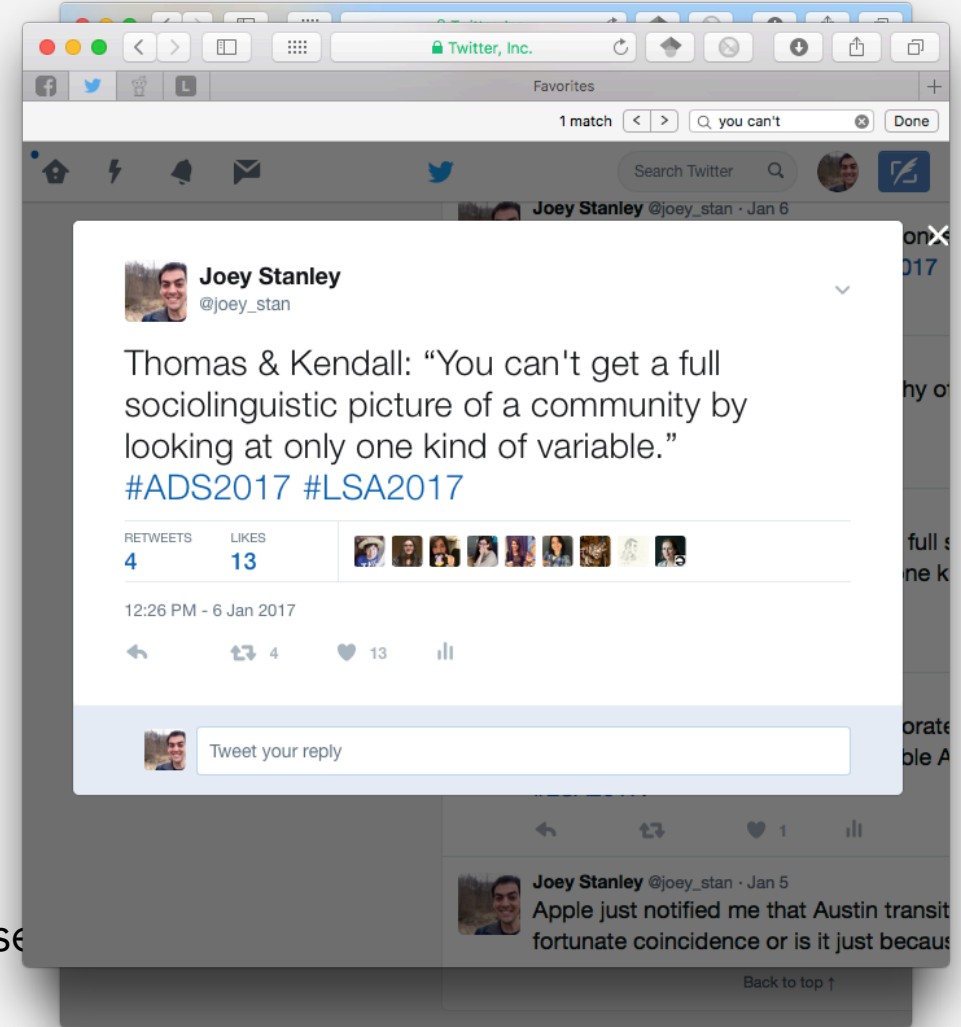
- spread info and your name
- follow conferences you can't attend
- inside jokes and side conversations

What to say?

- Find and use the conference hashtag
- up next, results, charts, anecdotes, cool quotes
- your own commentary

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>



FIND YOUR COMMUNITY: SUMMARY

It's probably on Twitter

SUMMARY & TODO LIST

Social Media

- A great first step
 - free
 - simple
- Consider which sites
 - Academia
 - ResearchGate
 - LinkedIn
 - all?
- Make a stable profile

Personal Webpage

- Consider your time, skills, and money
 - You can always learn more skills.
 - Try a free one first to build content
- Buy a domain.

Twitter

- Get an academic account.
- Start following actual humans
- Try to tweet once a day for 30 days
- Engage in conversations

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

These slides available at joestanley.com/brand-yourself

Feedback survey at joestanley.com/feedback