

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
(FOR LINGUISTICS GRAD STUDENTS)

Joey Stanley

DigiLab Research Assistant
joeystanley.com @joey_stan

March 3, 2020
MLC 348

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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
- UGA webpage

Find your Community

- Twitter
- other places

SOCIAL MEDIA

A

ACADEMIA.EDU: MAIN FEATURES

A platform to share papers

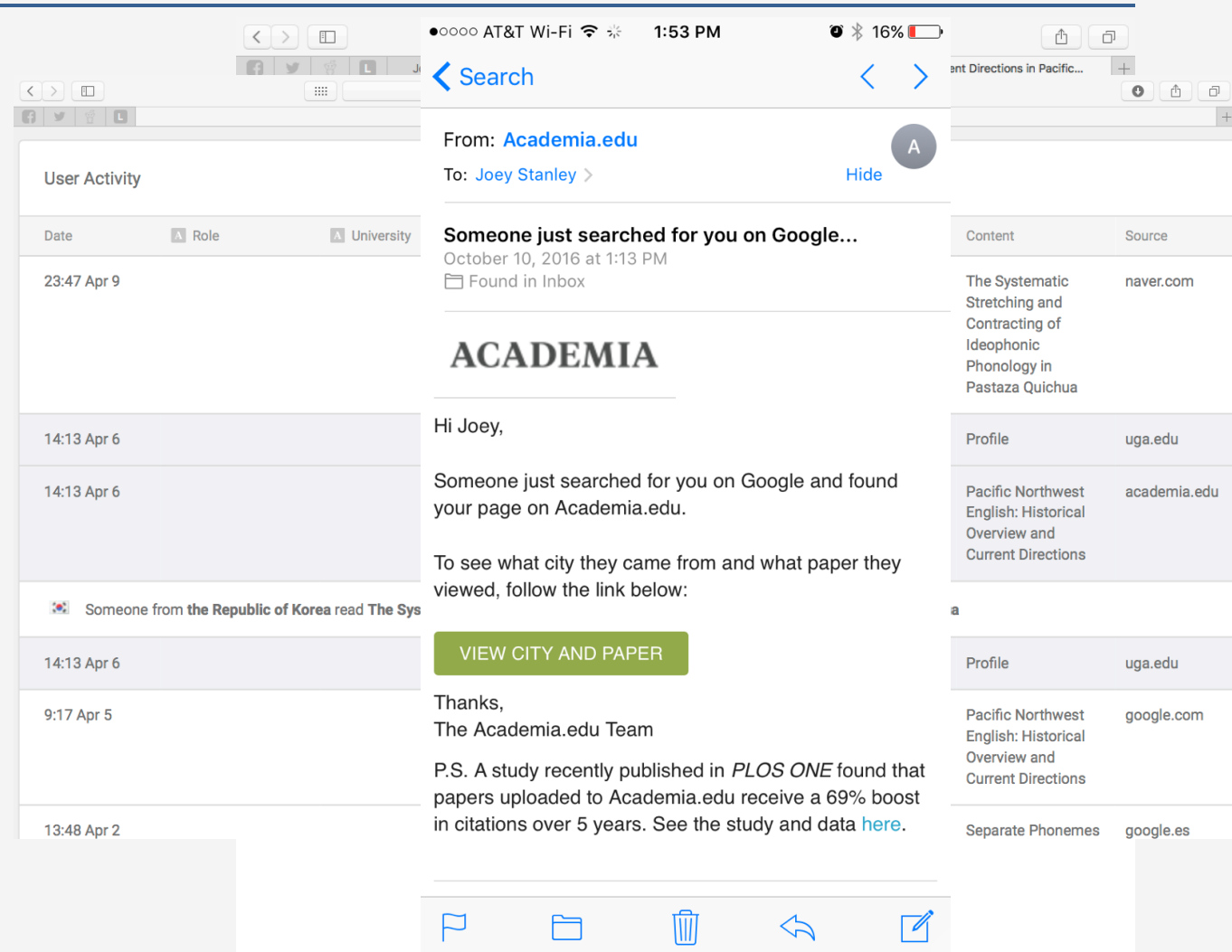
- 71 million users
- “LinkedIn for smart people” 😊

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 website interface. 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 features a news feed with several entries:

- Session Activity:** A notification that Dmitry Gerasimov joined 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:** A notification that a new paper was added to the journal "Sociolinguistics and Language Variation and Change". The paper title is "Estándar oral e variacion social da lingua galega (1999)". The abstract discusses the standard for Galician and its varieties. It includes "BOOKMARK" and "DOWNLOAD" buttons, and is by Xosé Luís Regueira.
- Bookmarked Paper:** A notification that Paul E Kerswill bookmarked a paper. The paper title is "Review of Sociolinguistics: The study of speakers' choices in Journal of Multilingual and Multicultural Development (2015)". It includes "BOOKMARK" and "DOWNLOAD" buttons, and is by Robert Lawson.
- Another New Paper:** A notification that a new paper was added to "Dialectology, Sociolinguistics and Language Variation and Change".

On the right side, 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 that is a "SUGGESTED SESSIONS" section with a listing for "Towards a Post-Liberal Theory of Free Speech" by Eric Heinze. At the bottom right is a "SUGGESTED ACADEMICS" section featuring Kira Hall, a faculty member at the University of Colorado, Boulder.

A

ACADEMIA.EDU: PREMIUM FEATURES

Readers

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

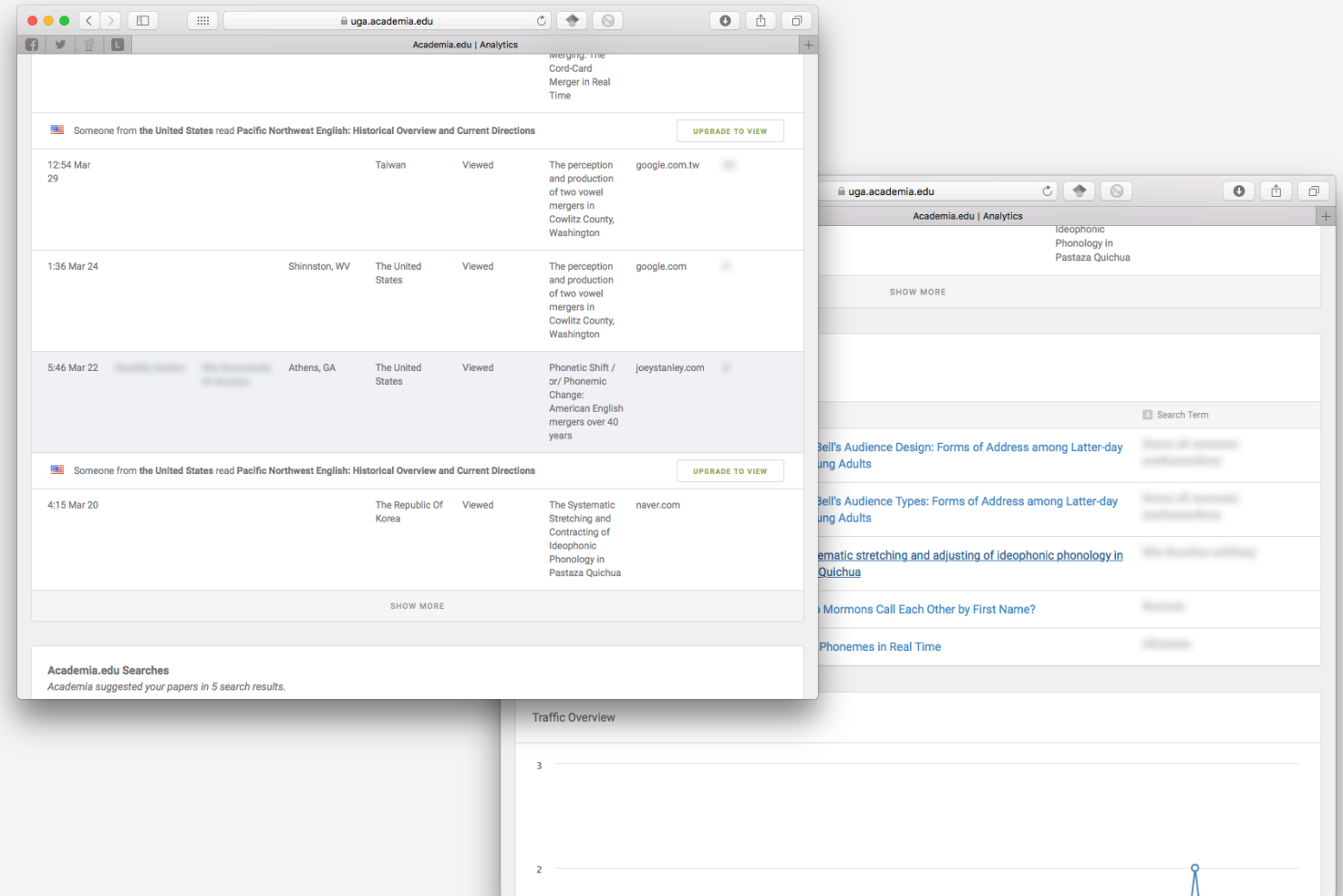
Advanced search

- 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



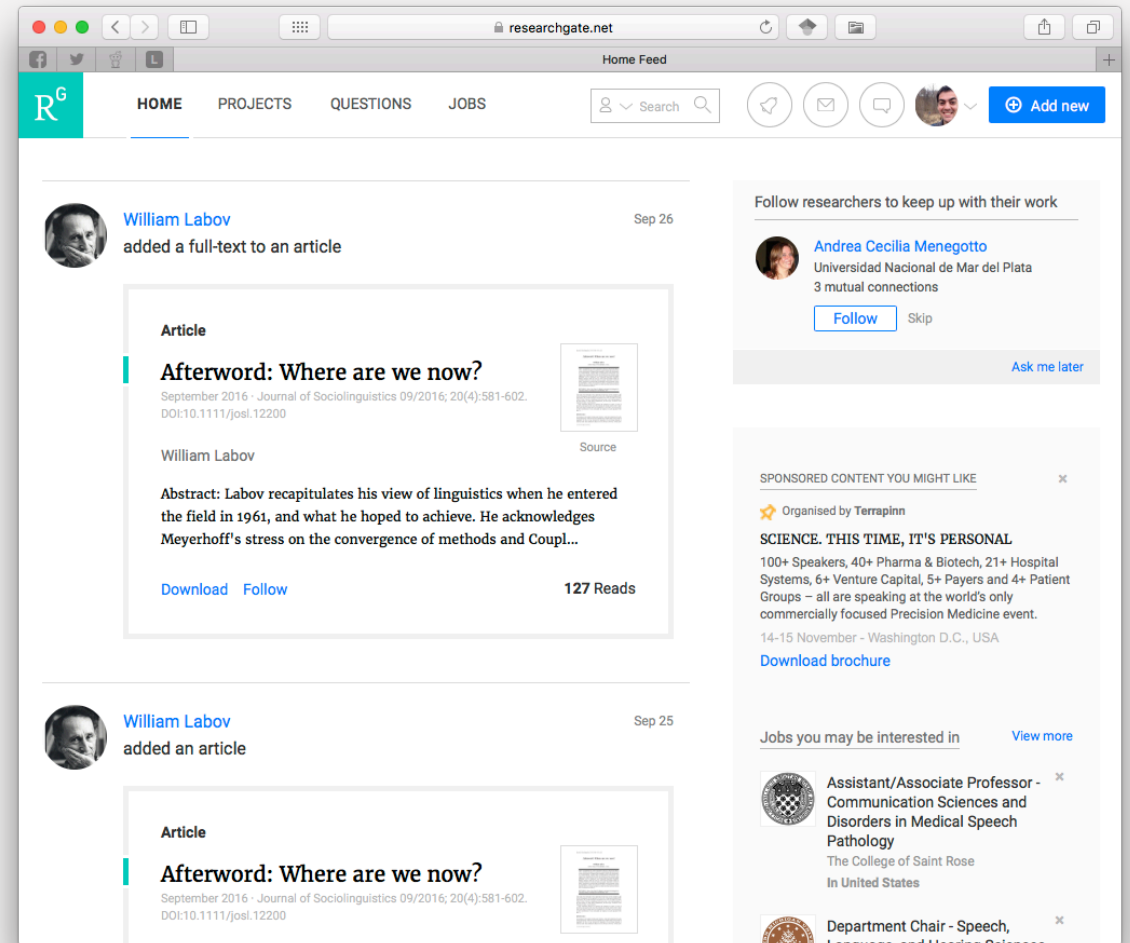
RESEARCHGATE

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





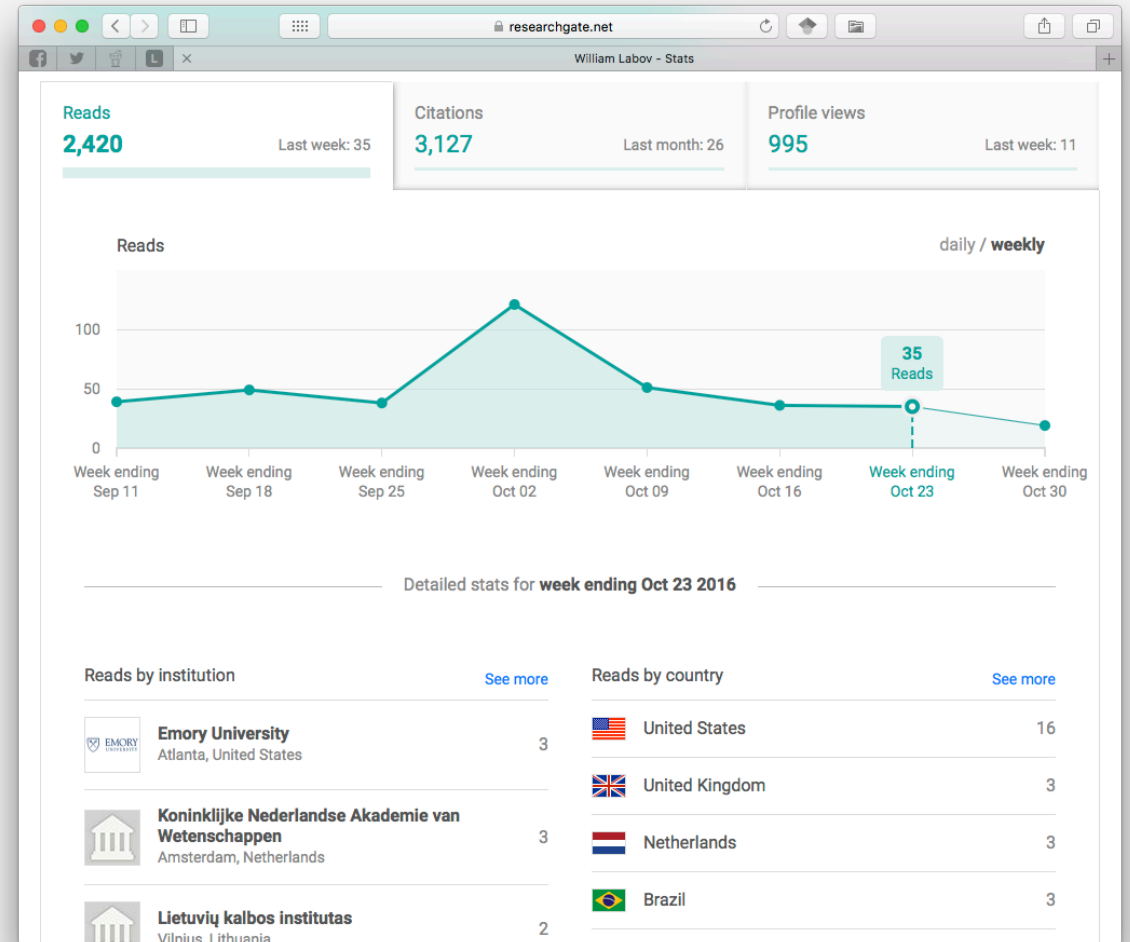
RESEARCHGATE

lots of overlap with Academia.edu

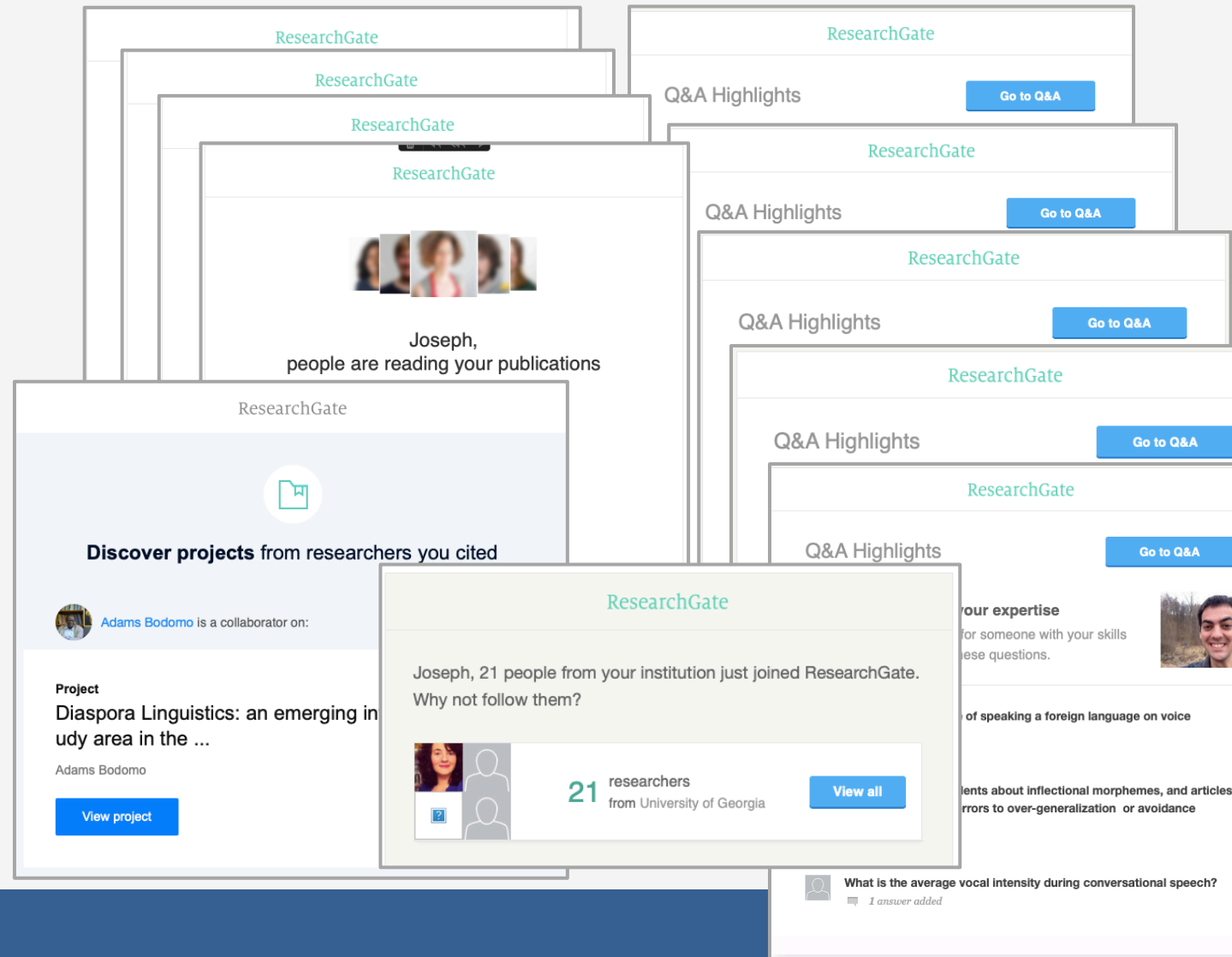
- upload papers, negative results, models, code, data
- follow people and interests
- collaboration, feedback, commenting

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

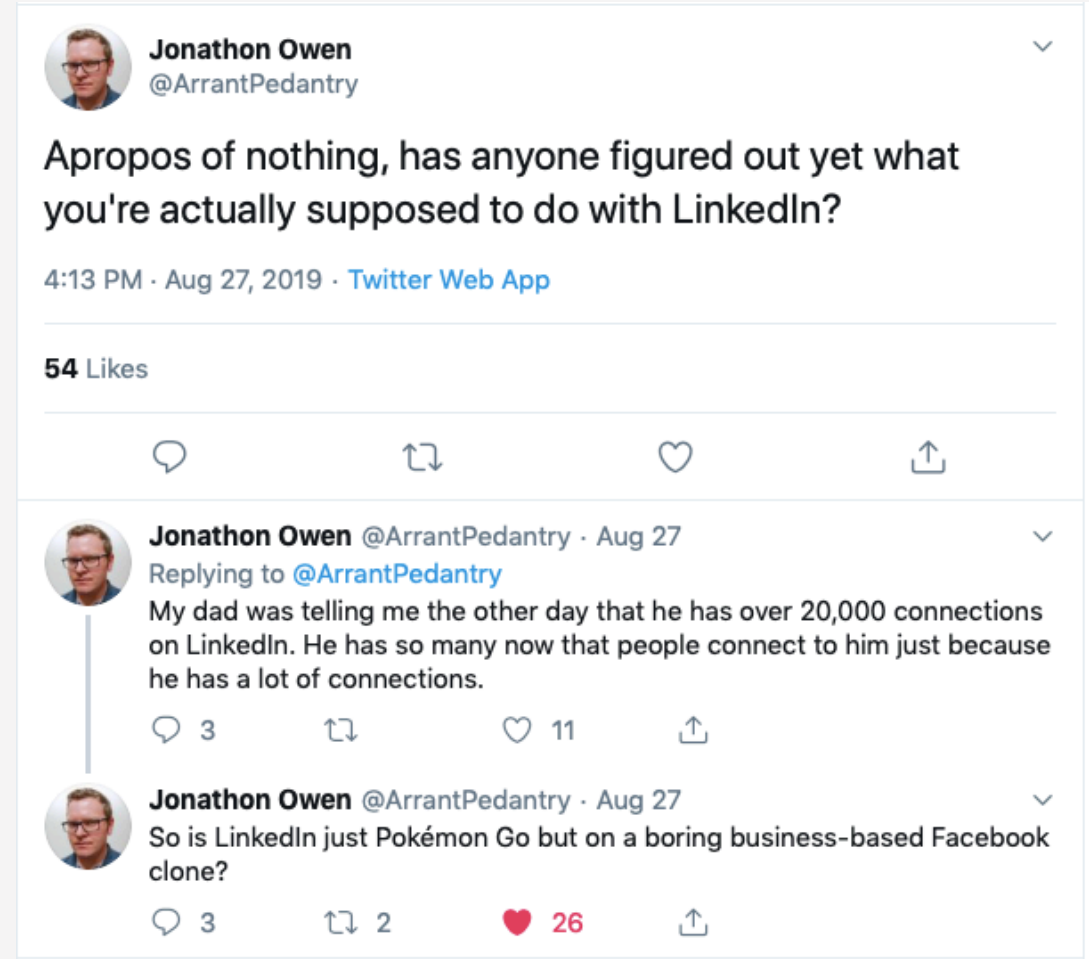
Be findable: create a complete account!

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



SHARE YOUR WORK

Data repositories

zenodo



Code



Slideshows





Maarten van Smeden

@MaartenvSmeden



After my CV, personal and institution website, Google Scholar, ResearchGate, Publons, LinkedIn, Orchid, Web of Science, Scopus, Pure, Academia, I can't wait for the next tool to simplify managing my academic profile

3:25 AM · Nov 26, 2019 · [Twitter for iPhone](#)

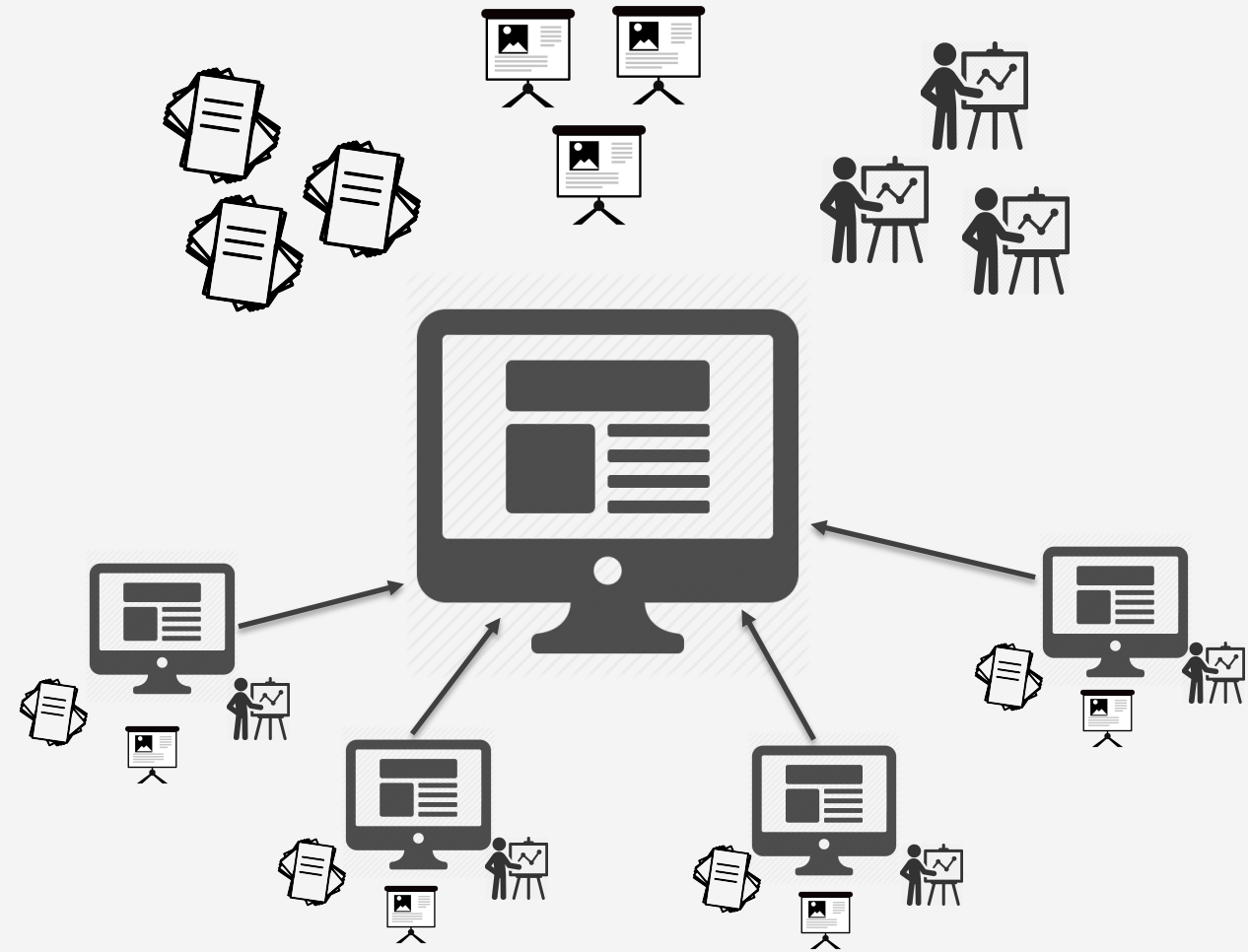
823 Retweets **5.2K** Likes

PROFILE FATIGUE

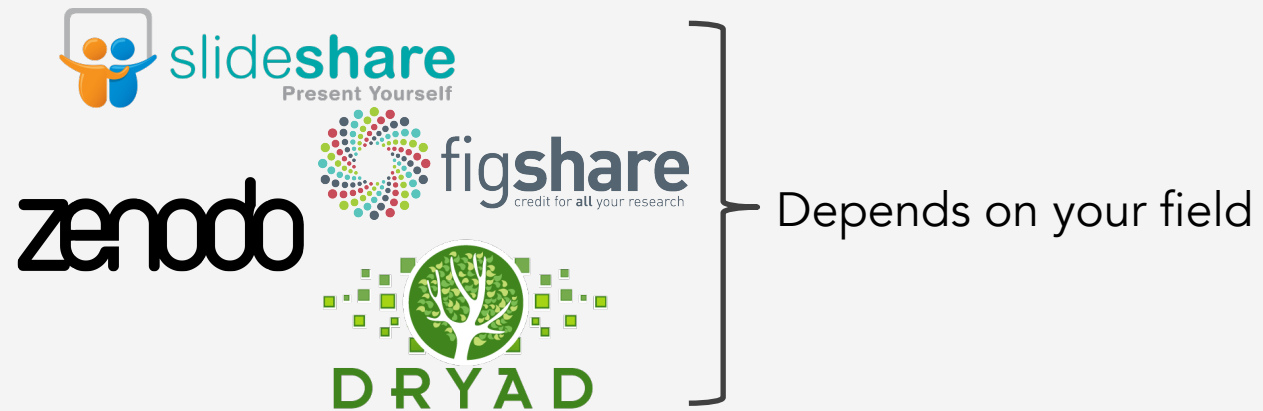
How to maintain all these profiles??

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

Static vs. Dynamic

A domain name

- \$10/year
- find them at domains.google.com
- 😞 blogspot.com/joeystanley
- 😊 joeystanley.com

Considerations:

- What skills do I need?
- How much money will it cost?
- How easy is it to use?
- How easy is it to customize?
- How pretty is the finished product?
- What is its longevity and transferability?

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

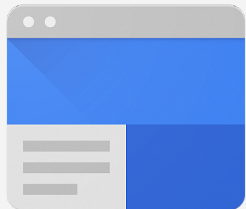
- more customizable
 - requires some skill
 - plugins add functionality
 - cost can add up
- Ex: [Lauren Ackerman](#)
- free or \$5+ /month



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



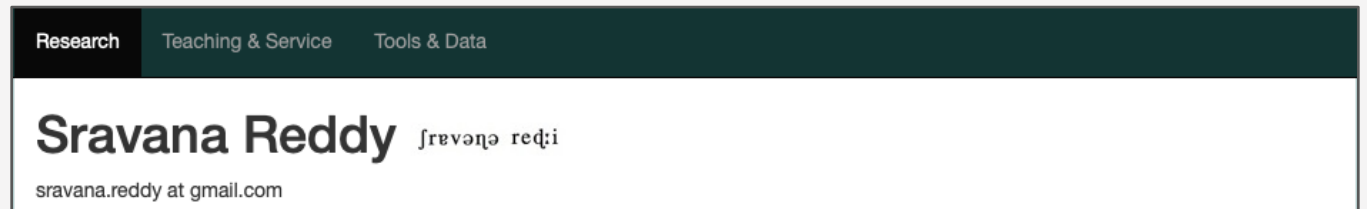
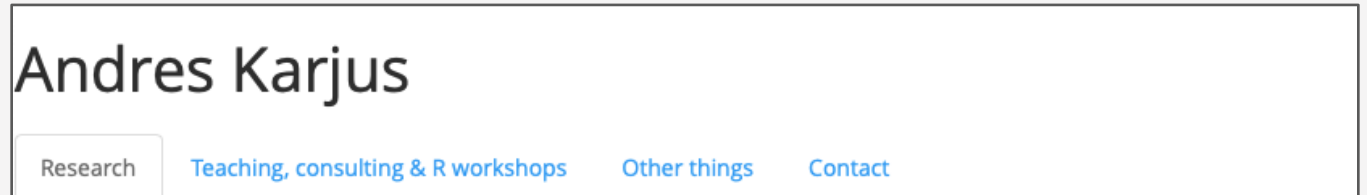
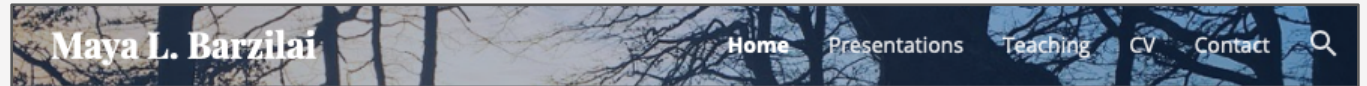
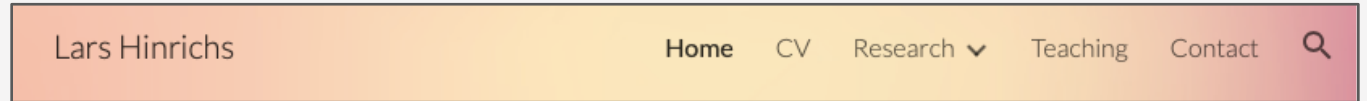
WHAT TO INCLUDE?

essential components

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

optional material

- resources
- teaching materials
- personal interests/hobbies



WHAT TO BLOG?

Your research

- general updates
- project overviews
- conference acceptances
- paper summaries

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"

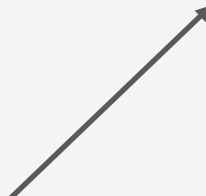
Engaging with the public


- 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.

joey stanley linguistics


Google

joey stanley linguistics


All News Images Shopping Videos More Settings Tools

About 631,000 results (0.38 seconds)


linguistics.uga.edu › directory › people › joey-stanley

 **Joey Stanley | Linguistics**
Kretzschmar and Renwick and the other student workers at the **Linguistic Atlas Project** where my job is to act as the middleman between transcriptions and formant ...


joestanley.com

 **Joey Stanley**
About me. I'm a doctoral candidate in **linguistics** at the University of Georgia, doing a lot of sociophonetics and dialectology while finding new statistical and ...
[CV](#) · [Research](#) · [About Me](#) · [Teaching](#)


joestanley.com › research

 **Research - Joey Stanley**
My funding is through the **Linguistic Atlas Project** where I handle most of the coding and phonological processing of data. For the past two years, I've been ...


twitter.com › joey_stan

 **Joey Stanley (@joey_stan) | Twitter**
Dialectology, **sociolinguistics**, phonetics, statistics, data visualization... y'know, all the fun stuff. Athens, Georgia. [joestanley.com](#).

twitter.com › hashtag › ugalinguistics

 **#ugalinguistics hashtag on Twitter**
UGA Department of **Linguistics @UGALinguistics** 17 Sep 2019 ... The 2nd Praat Workshop offered by **Joey Stanley** and Lisa Lipani will take place tomorrow, ...

github.com › JoeyStanley

 **JoeyStanley (Joey Stanley) · GitHub**
Joey Stanley JoeyStanley. **Linguistics** grad student at the University of Georgia. **Sociolinguistics**, dialects, phonetics, phonology, computers, statistics.

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

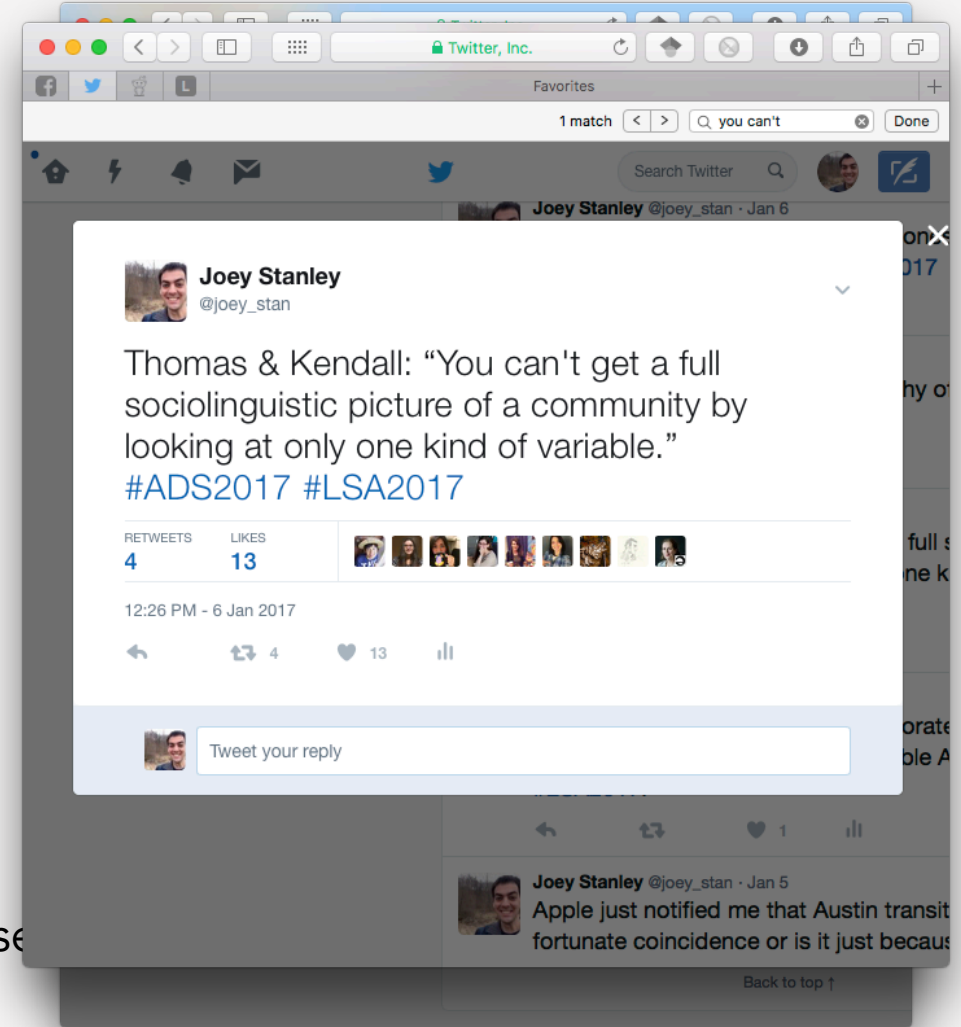
- spread info and your name
- follow conferences you can't attend
- inside jokes and side conversations

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

MAKE SOMETHING NEW. NOW. SERIOUSLY. GO.

Social Media

- Academia.edu
- ResearchGate.net
- scholar.google.com
- 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

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