

BRAND YOURSELF

A PROFESSIONALIZATION WORKSHOP FOR GRAD STUDENTS

Joey Stanley

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April 13, 2016

OUTLINE

- social media
 - Academia.edu
 - ResearchGate
 - GoogleScholar
 - others
- personal webpage
 - website builders
 - build from scratch
 - what to include
- find your community
 - Twitter
 - other places

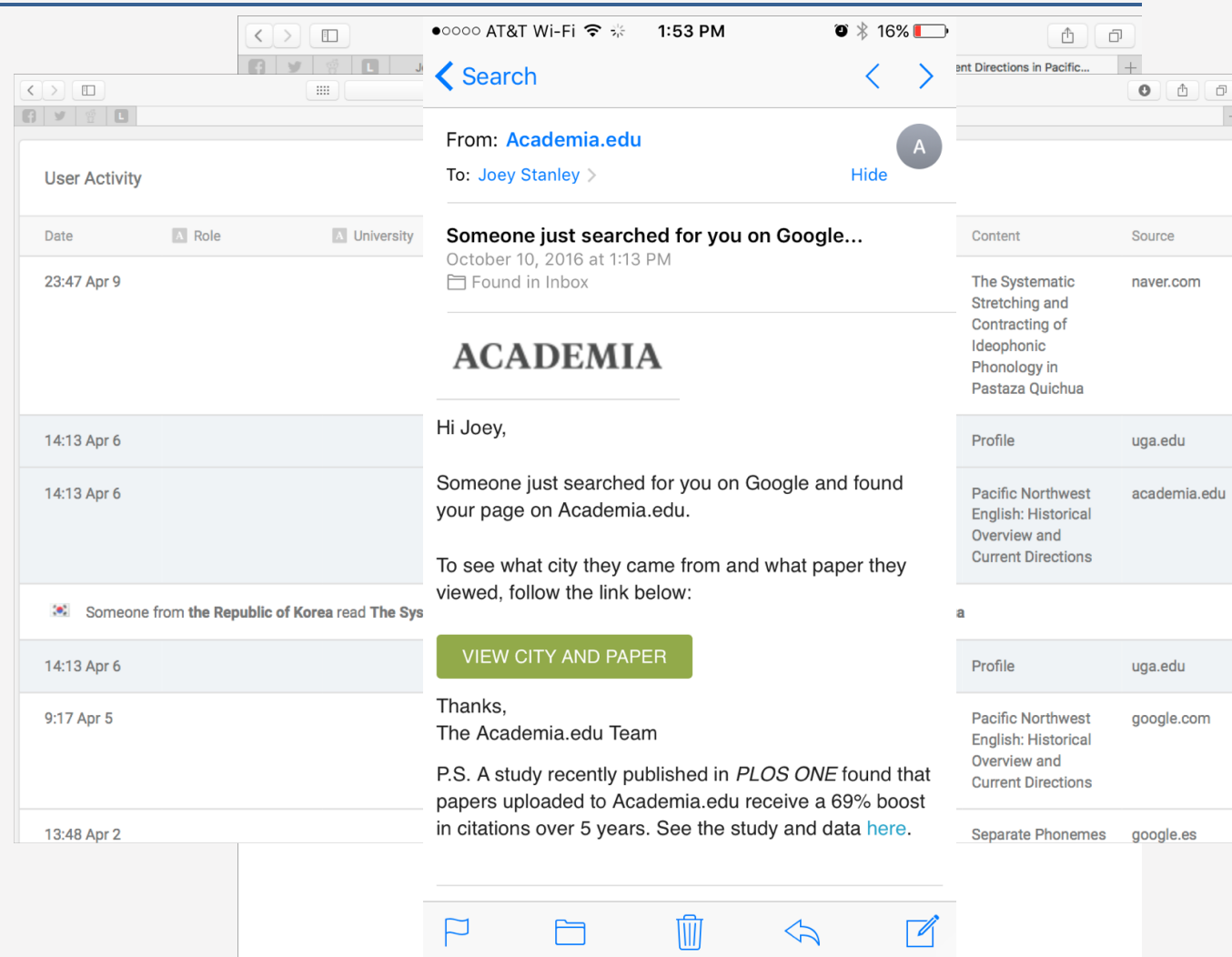
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A

ACADEMIA.EDU: MAIN FEATURES

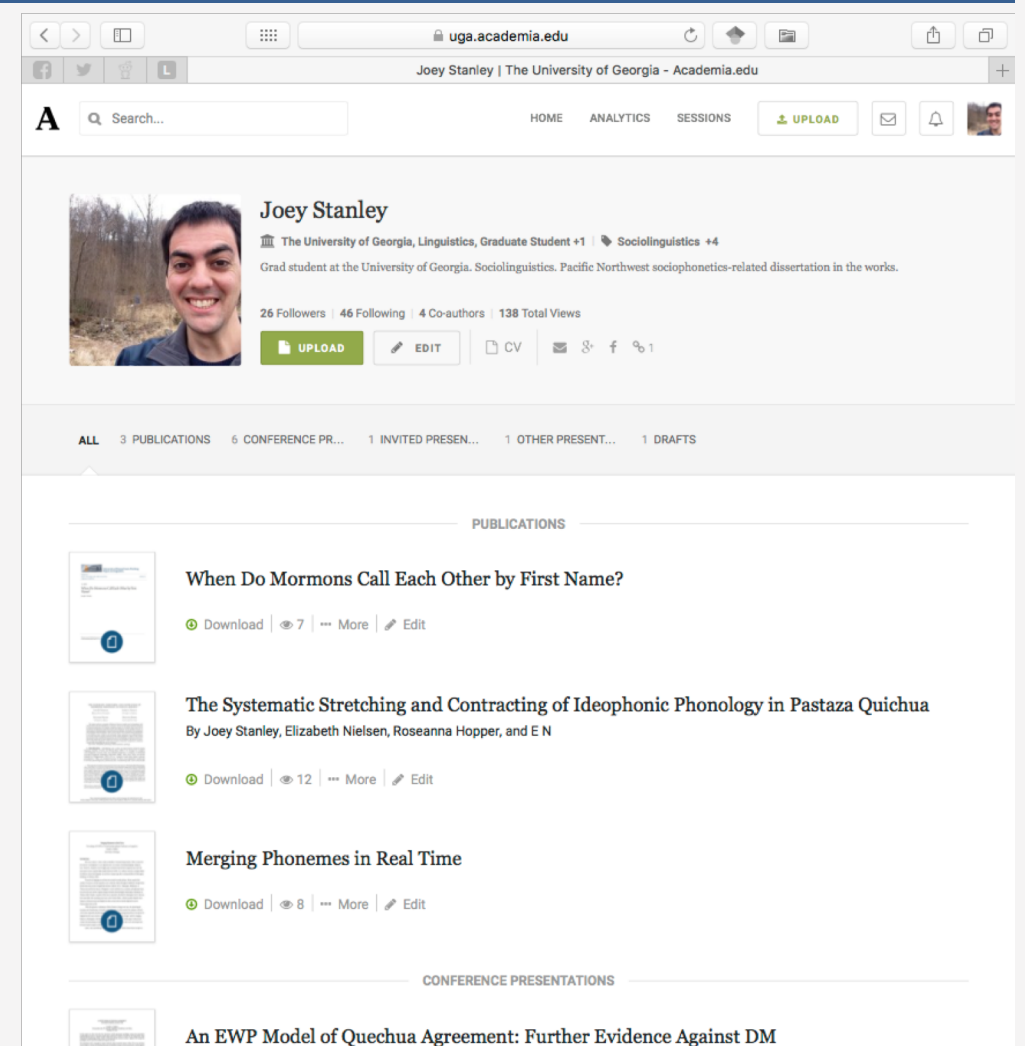
- social networking site for academics
 - 30 million users
 - “LinkedIn for smart people”
- upload your work
 - CV, papers, slides, posters, links
 - GoogleScholar picks up on it
- analytics
 - time, paper, city, link
 - weekly summaries
 - notifications



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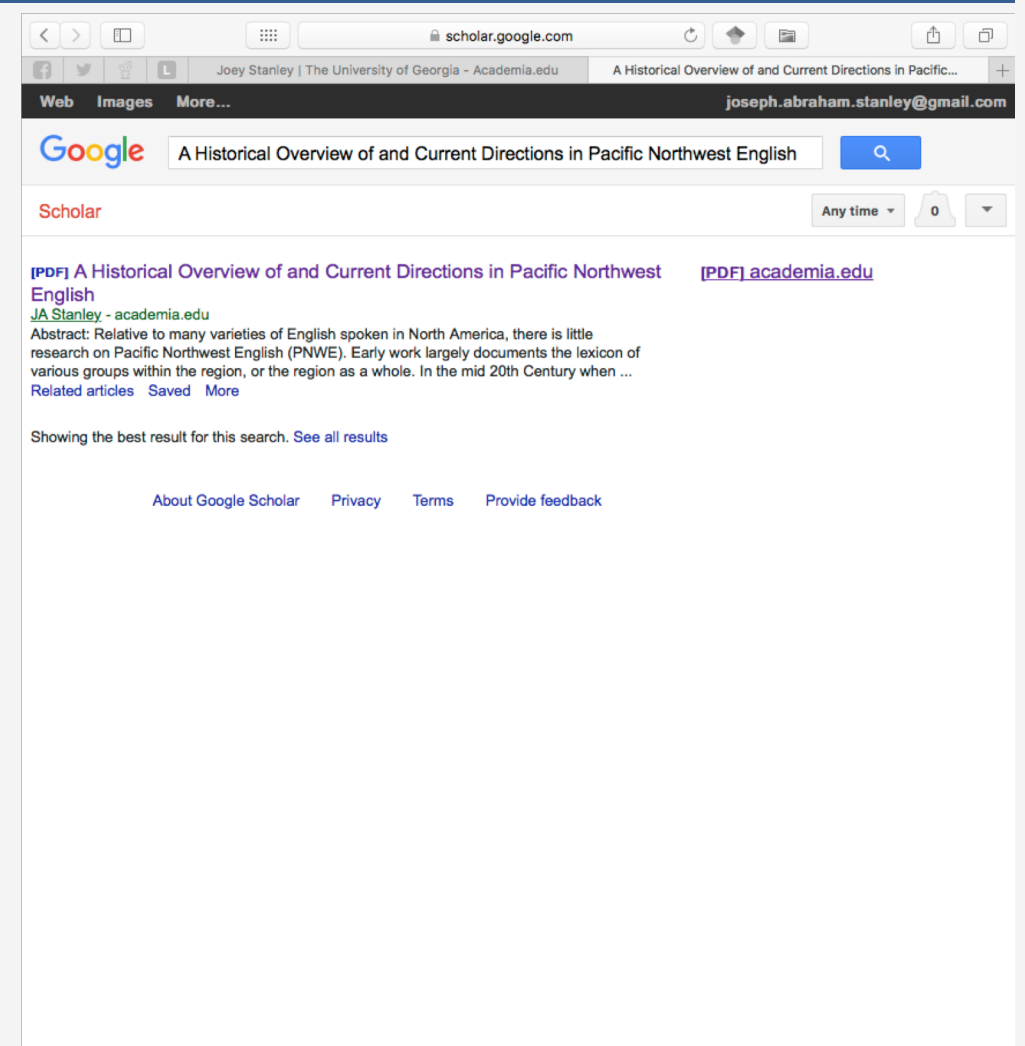
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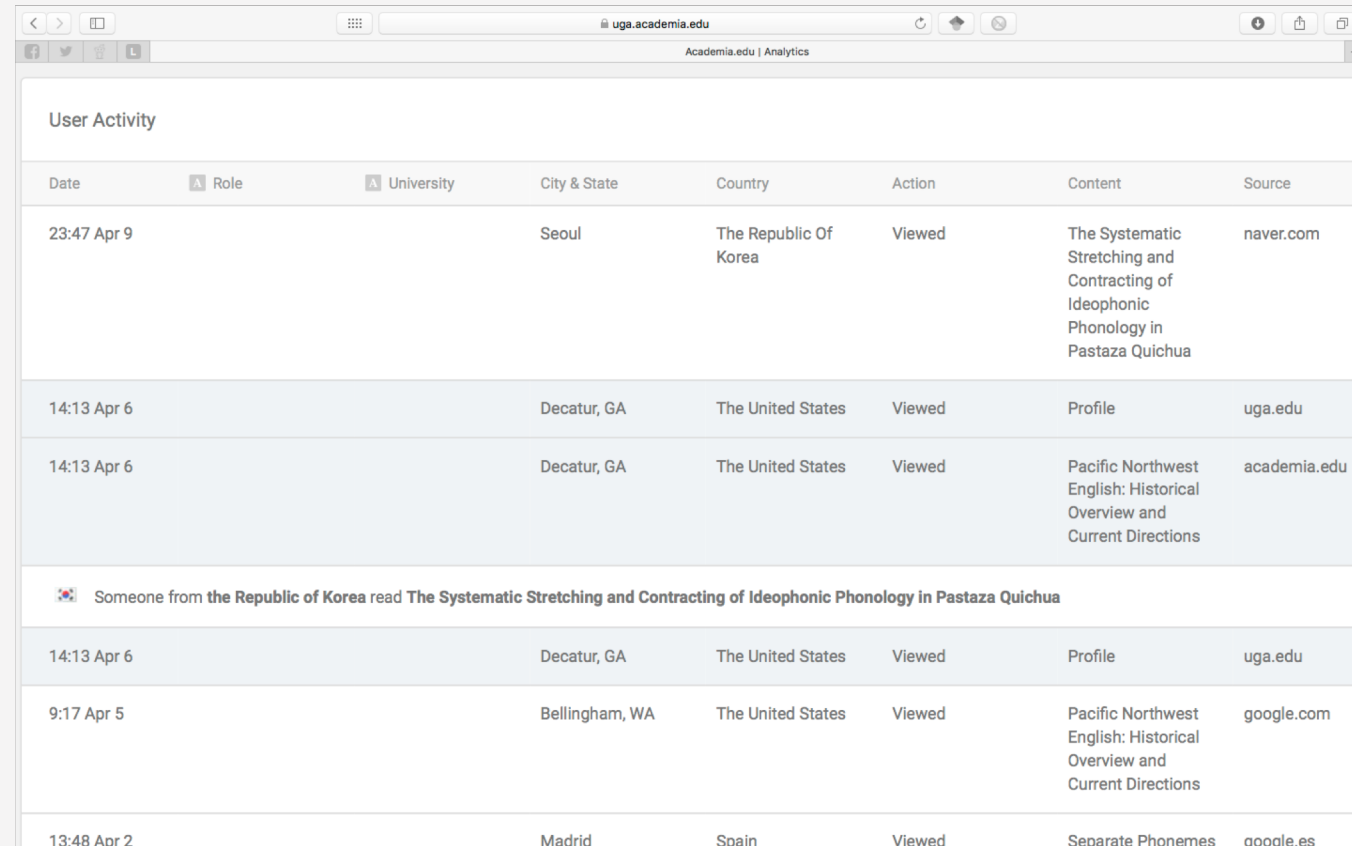
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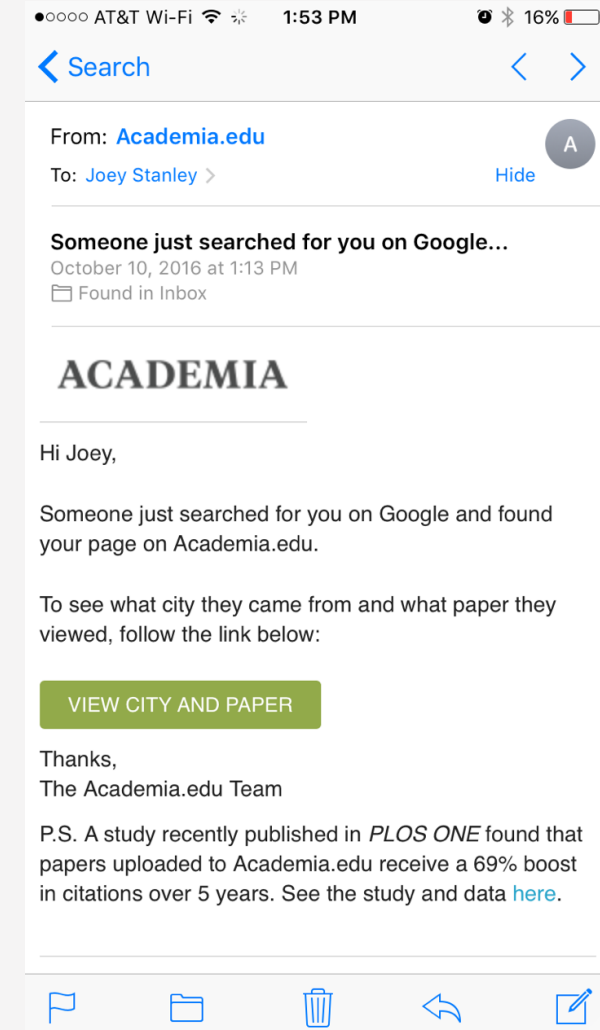
The screenshot shows a web browser window with the URL `uga.academia.edu`. The page title is "Academia.edu | Analytics". The main content is a table titled "User Activity". The table has columns for Date, Role, University, City & State, Country, Action, Content, and Source. The data rows show various user interactions, including views of a paper titled "The Systematic Stretching and Contracting of Ideophonic Phonology in Pastaza Quichua" and a profile page. A summary row indicates that someone from the Republic of Korea read the 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

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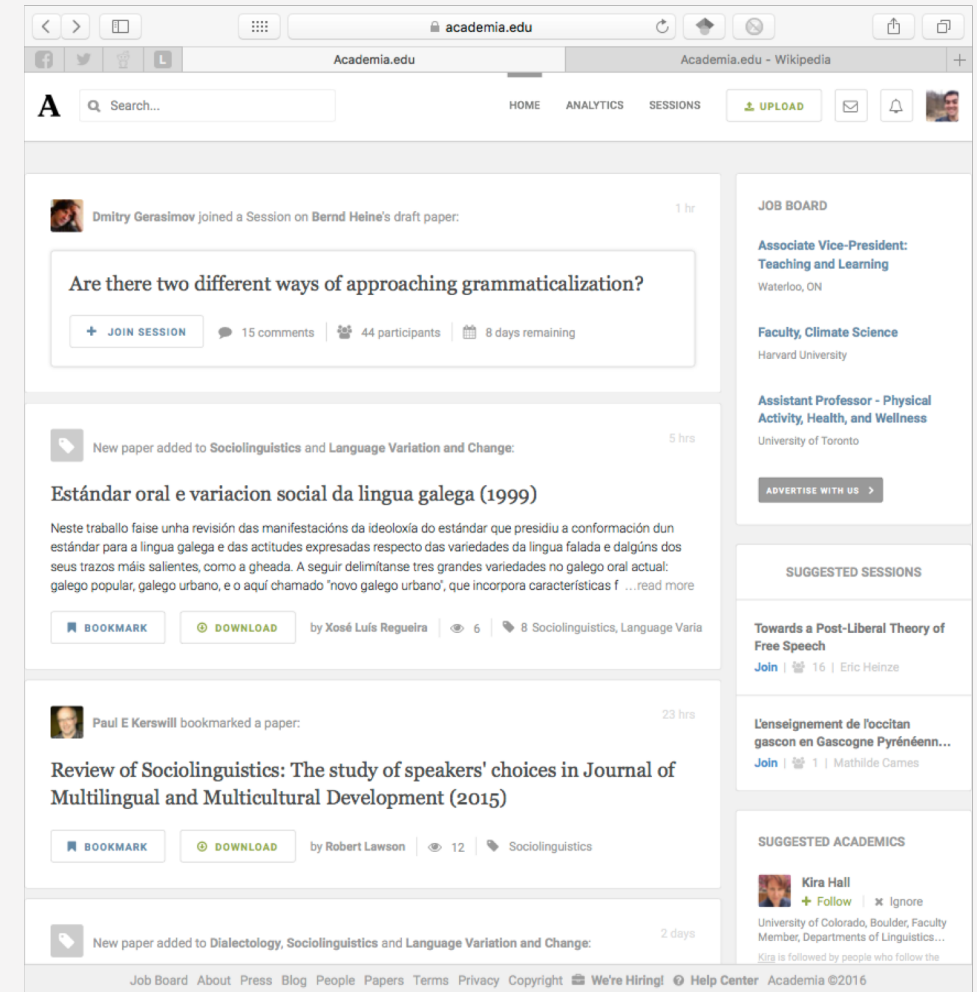
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ACADEMIA.EDU: OTHER FEATURES

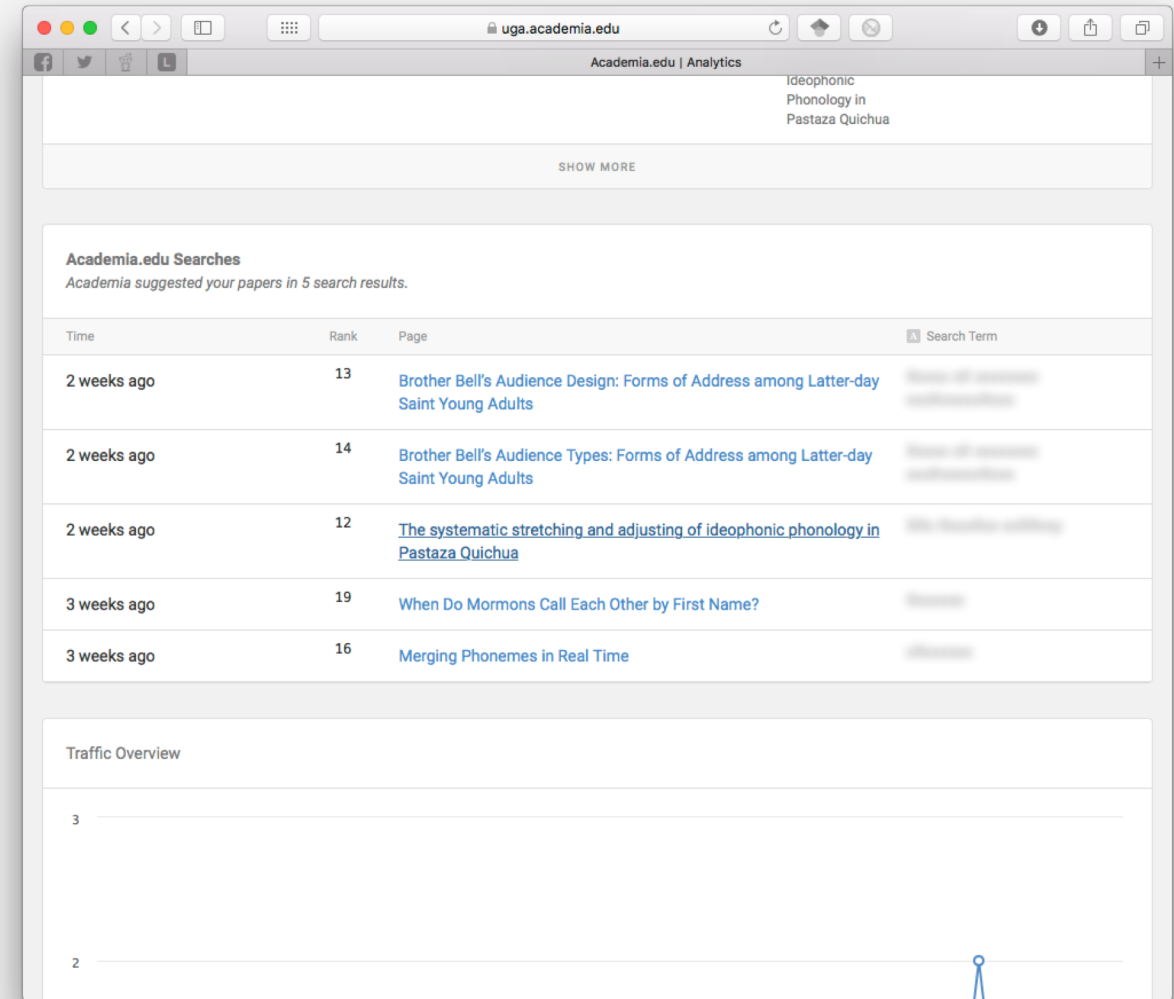
- news feed
 - uploads
 - recommendations
 - bookmarks
 - session activity
- suggested jobs, people, topics



A

ACADEMIA.EDU: PREMIUM FEATURES

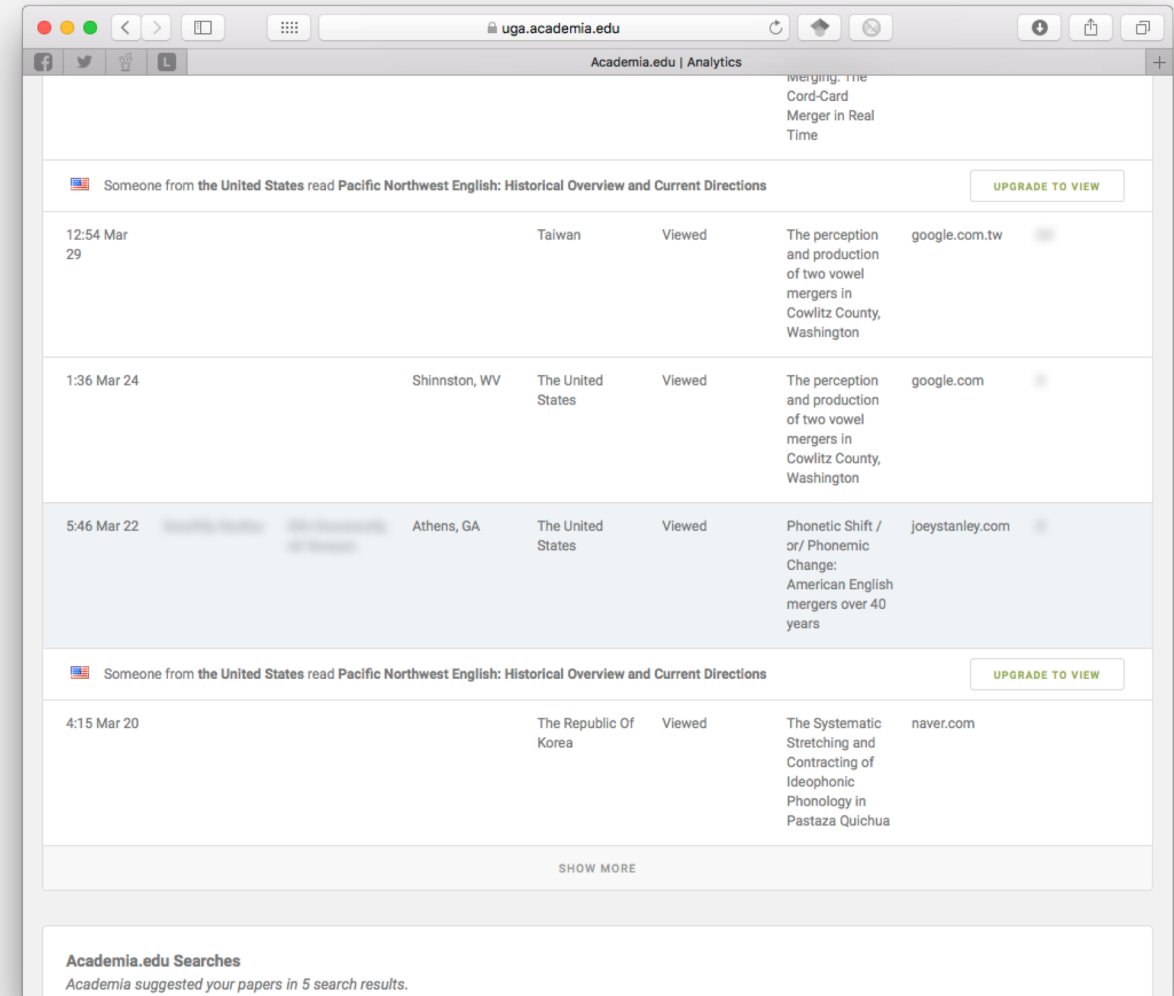
- readers
 - who is reading you
 - institution, job title
- mentions
 - papers that cite you
- advanced search
 - search text, keywords, filters
- extra analytics
 - search terms
 - 12-month impact
 - CV analytics
- \$10/month...



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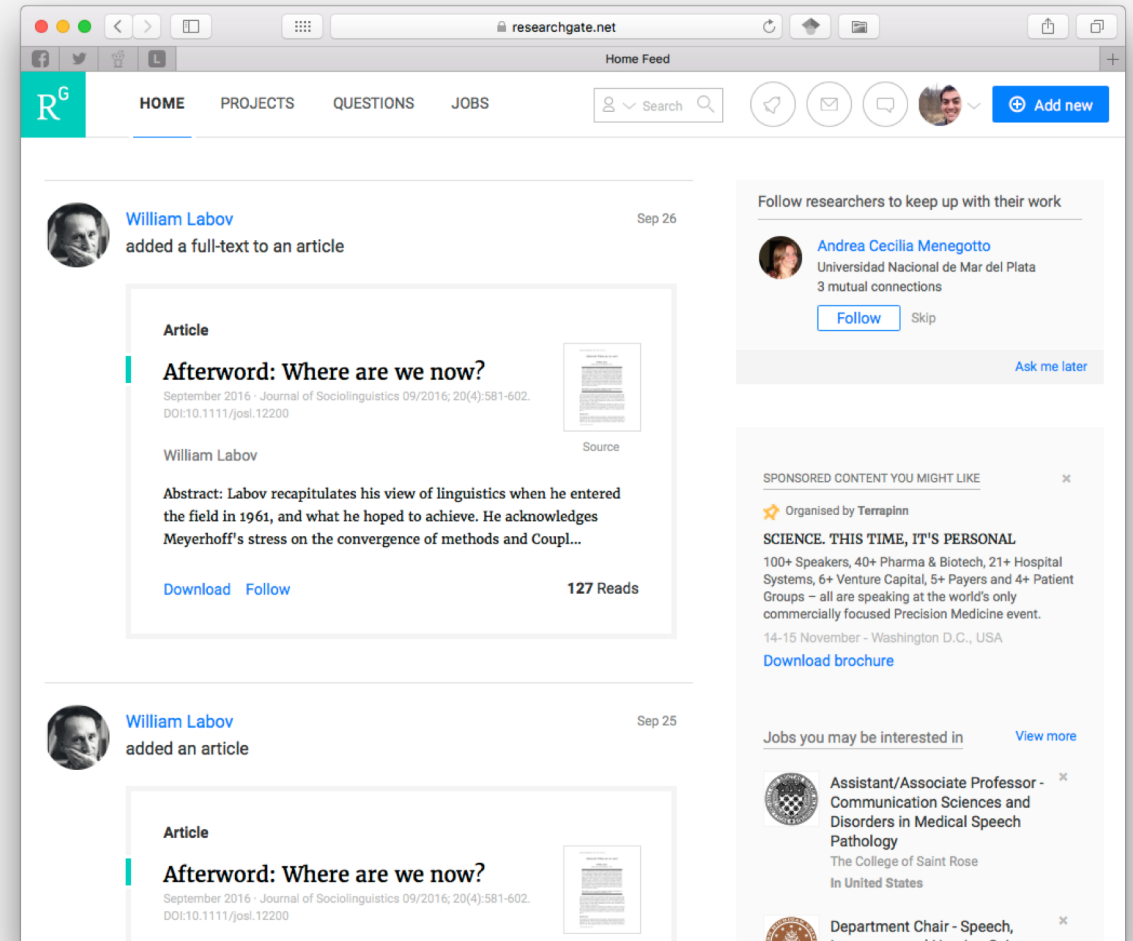
ACADEMIA.EDU: CRITICISMS

- uploading \neq 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

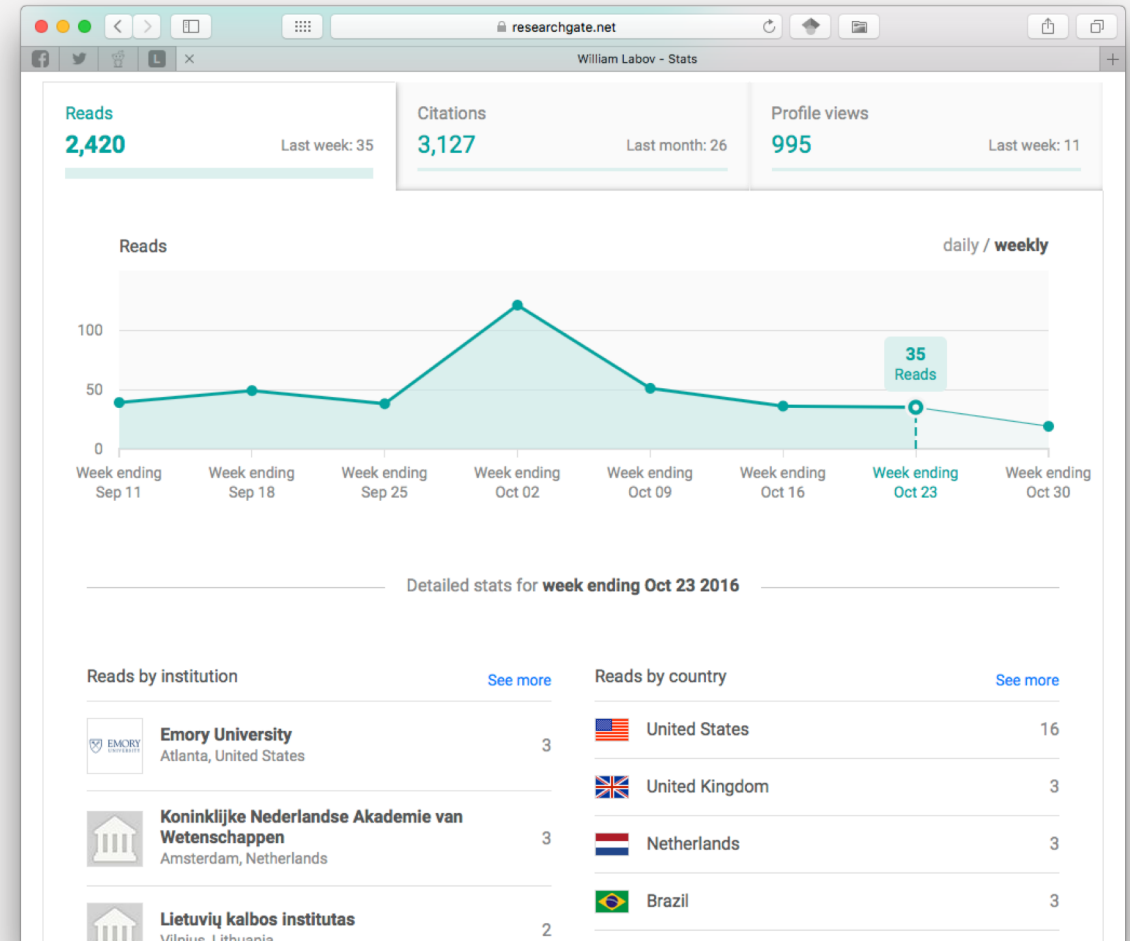


RESEARCHGATE

- 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



- 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





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



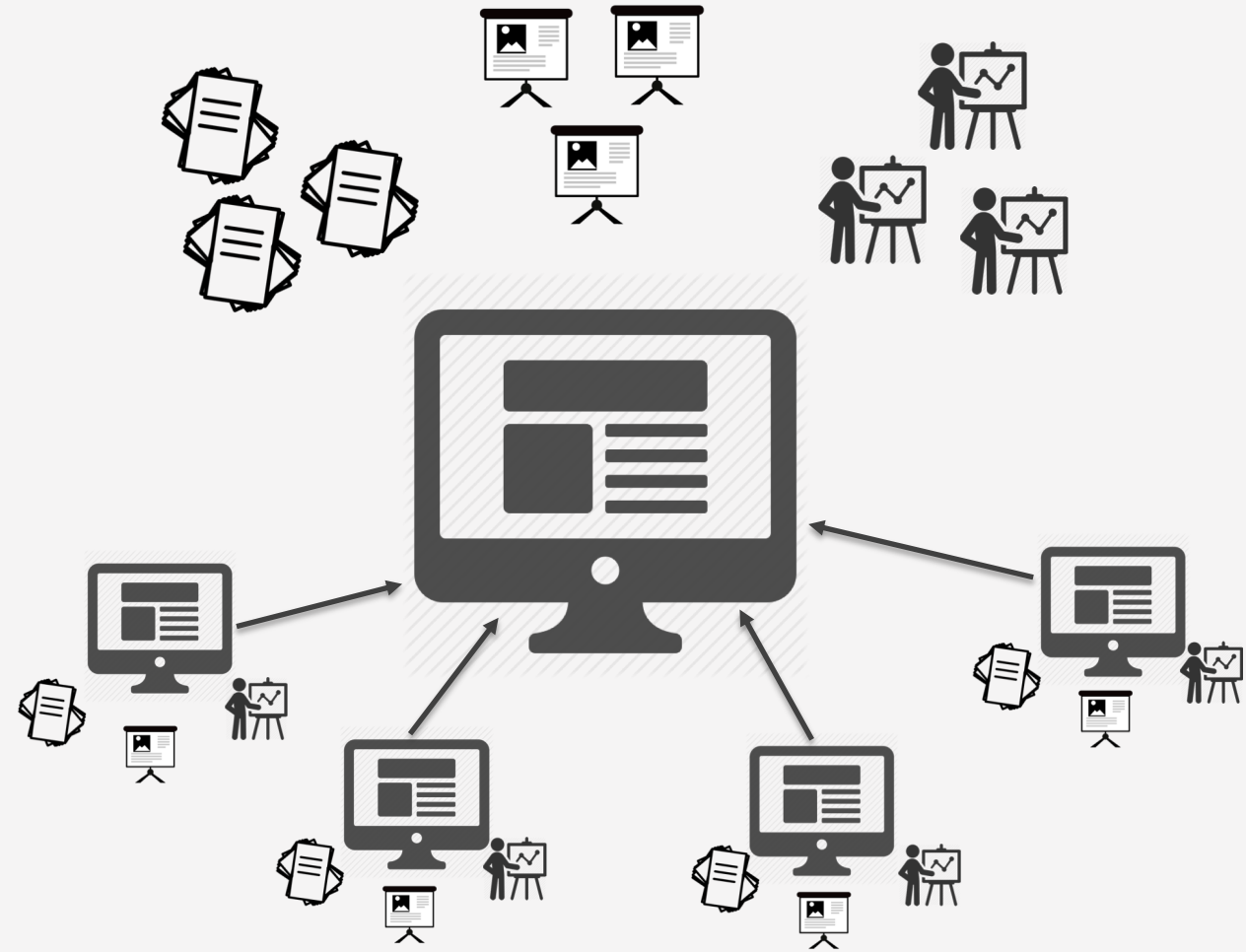
PROFILE FATIGUE

- many profiles to maintain
- information silos
 - can't easily get info back from them
 - sites don't talk to each other



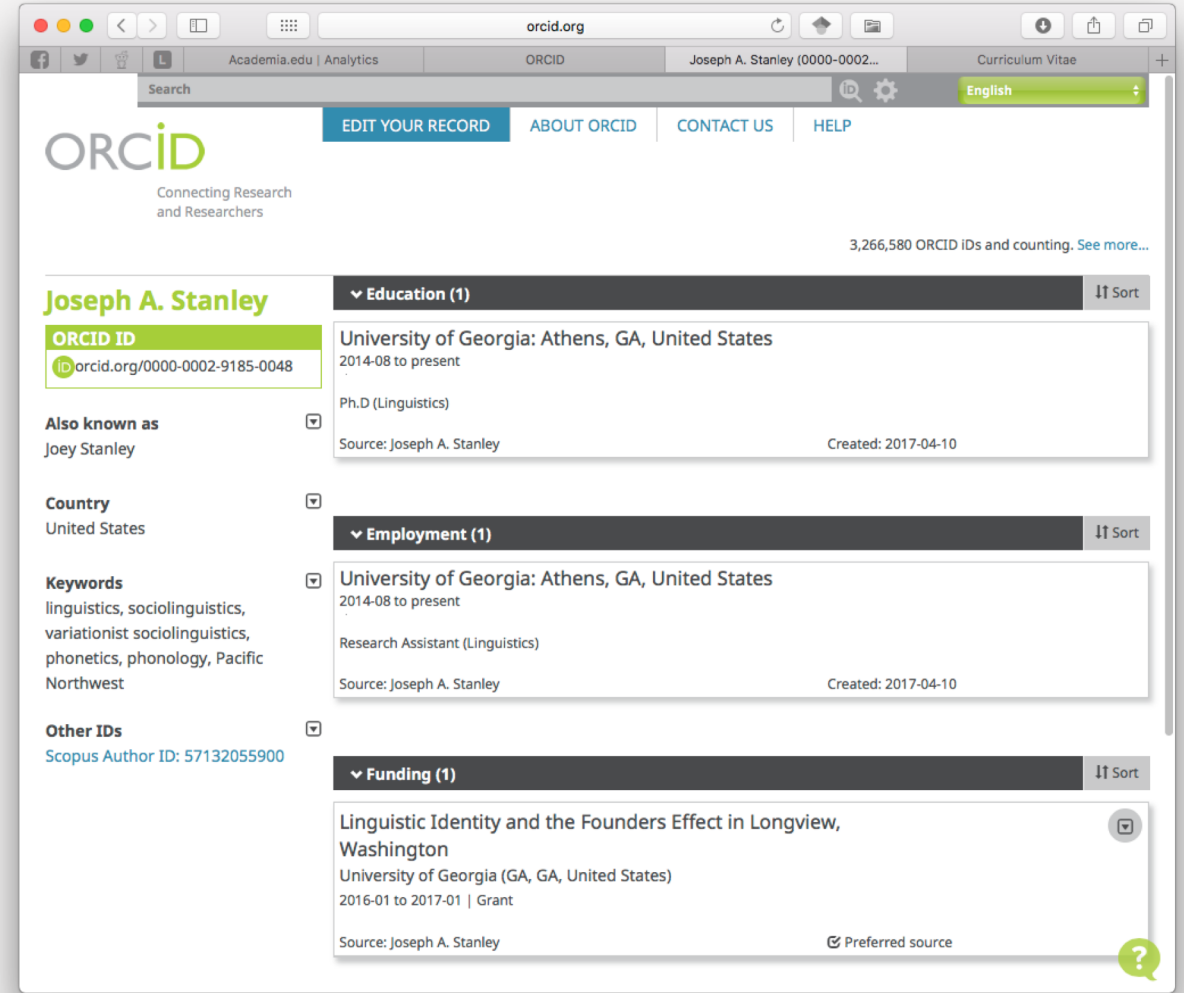
PROFILE FATIGUE

- many profiles to maintain
- information silos
 - can't easily get info back from them
 - sites don't talk to each other
- possible solution
 - main page: full profile
 - other pages
- later: what should be your main page?



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



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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

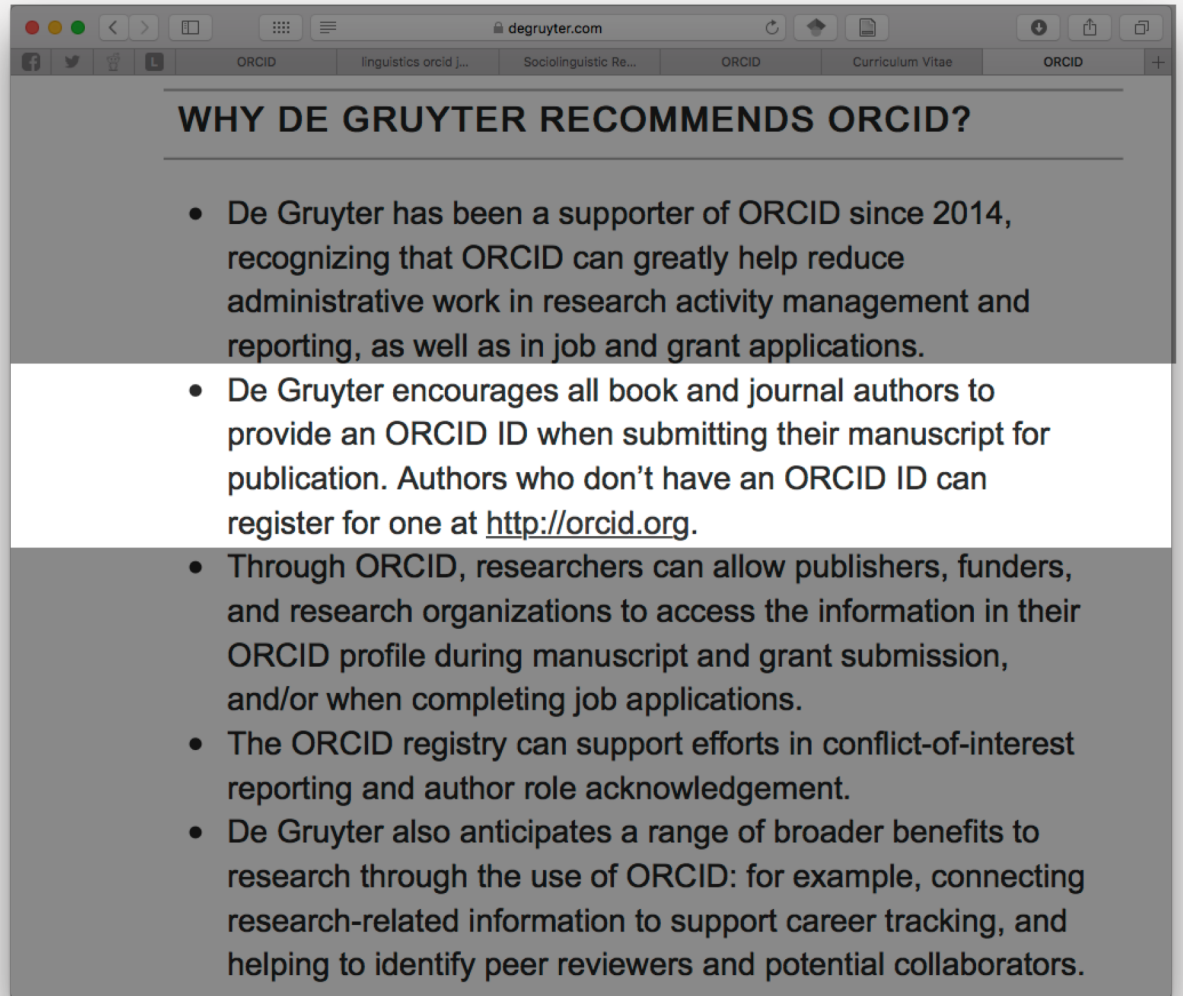
Jin Sook Lee, ORCID NUMBER 0000-0001-9812-4922

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.

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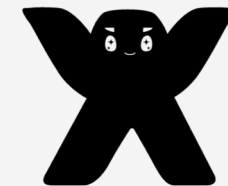
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GENERAL INFORMATION

- some basics
 - servers and hosting
 - cost (in money 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
- a domain name will 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/

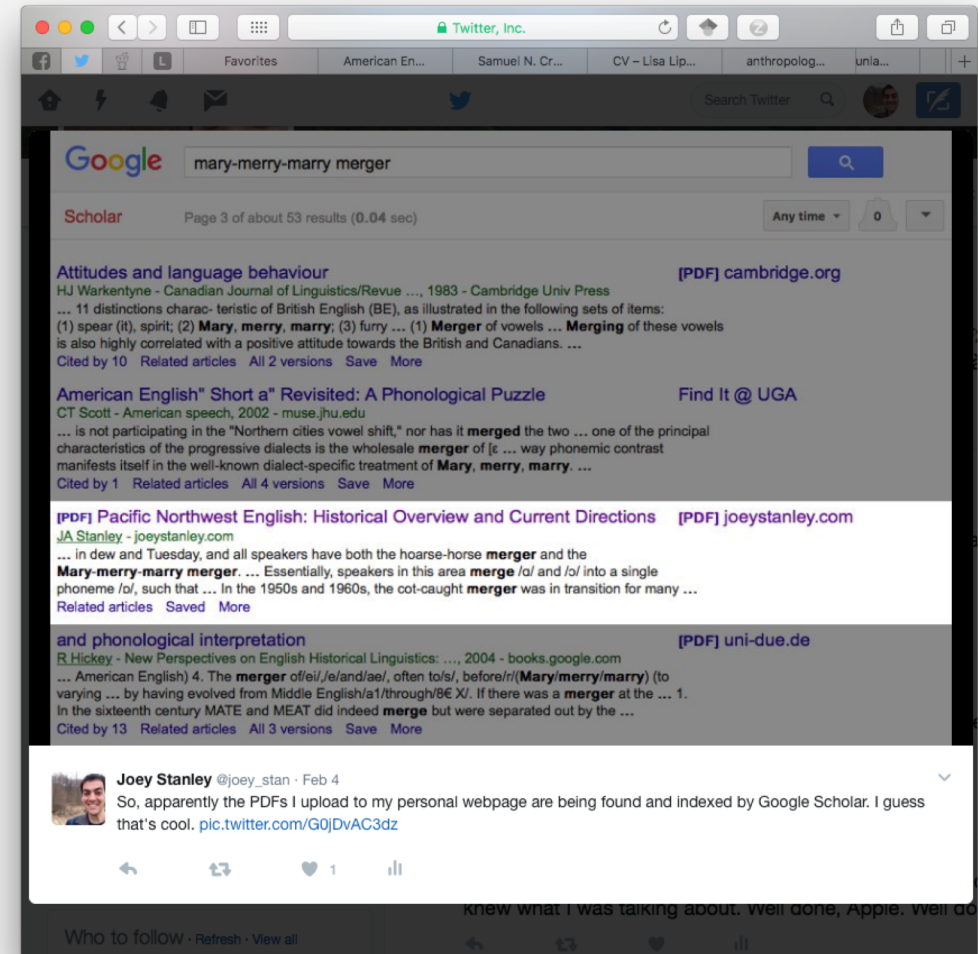
WEBSITE BUILDERS

- Square Space
 - stunning themes (~40)
 - interchangeable
 - mobile friendly
 - drag-and-drop
 - built-in blogging
 - [example](#)
 - \$10+/month
- WordPress
 - good themes
 - primarily blogging
 - other pages possible
 - less aesthetics control
 - slightly more work
 - [example](#)
 - free
- Wix
 - most popular
 - 500+ themes
 - stuck with one look
 - not mobile-friendly out-of-the-box
 - [example](#)
 - “free”



BUILD FROM SCRATCH

- Github pages
 - need to be a bit tech-savvy
 - Jekyll, CSS, Markdown
 - complete control
 - not as easily googleable
 - [example](#)
 - free



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- Github pages
 - need to be a bit tech-savvy
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 - 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 Layouts (9 hours)
 - www.codecademy.com



WHAT TO INCLUDE?

- essential components
 - short bio
 - recent photo
 - interests
 - teaching materials
 - contact
 - brief 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
- again, consider buying a domain

GOOGLE ANALYTICS

- tracks everything you'd ever want
- takes some computer know-how
- [live demonstration](#) (and shameless self-promotion...)

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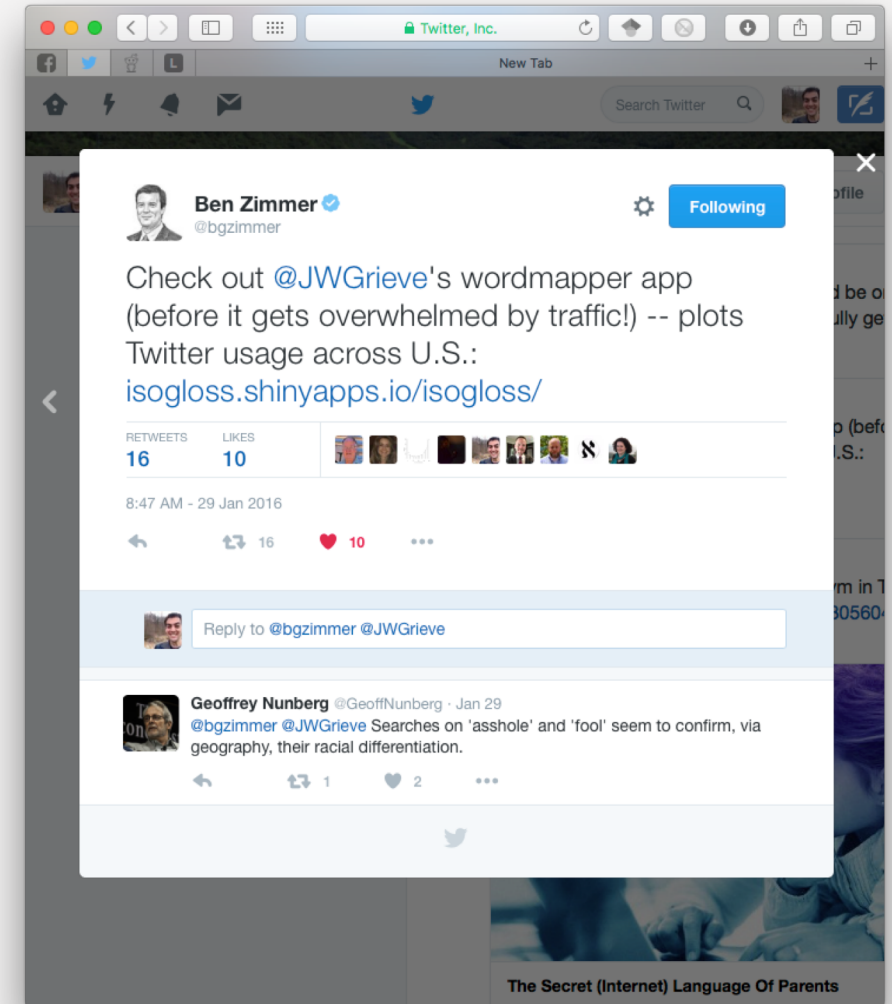
OTHER HIDDEN PLACES

- listservs
 - digital humanities
 - Slavic and East European Languages and Literatures List
 - SOCNET: The Social Networks Listserv
- coffee breaks at conferences
- Slack, Reddit, etc.



TWITTER

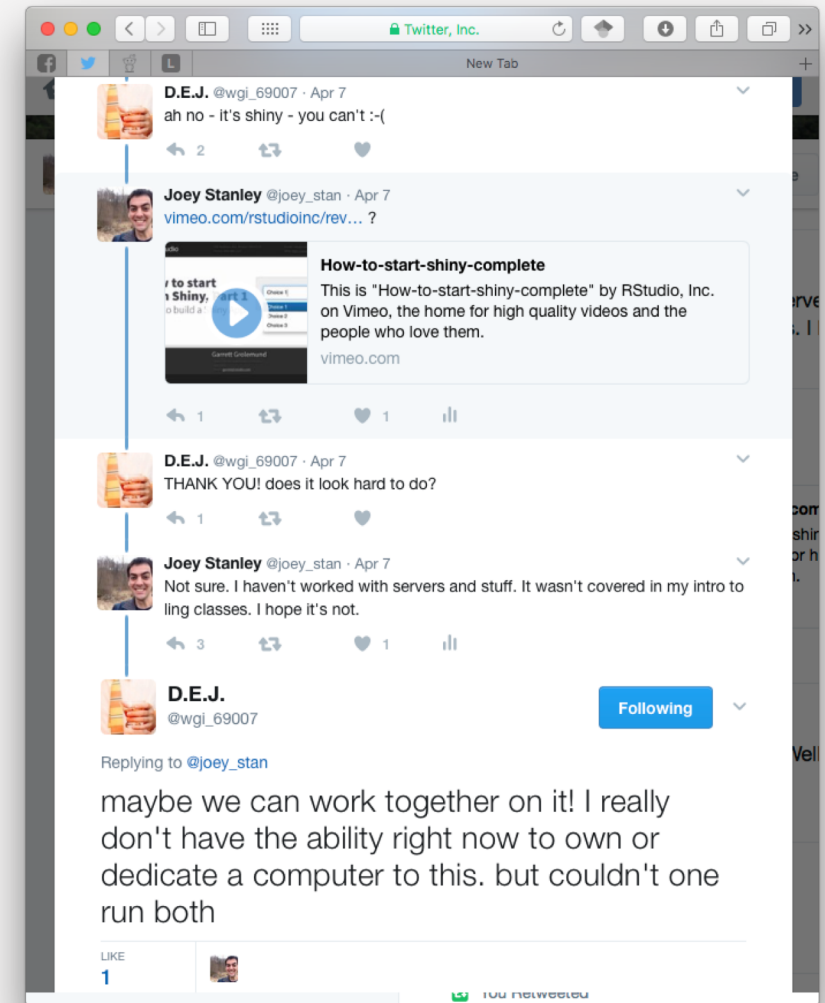
- say what you want, Twitter is useful
- what do researchers use Twitter for?
 - news, announcements





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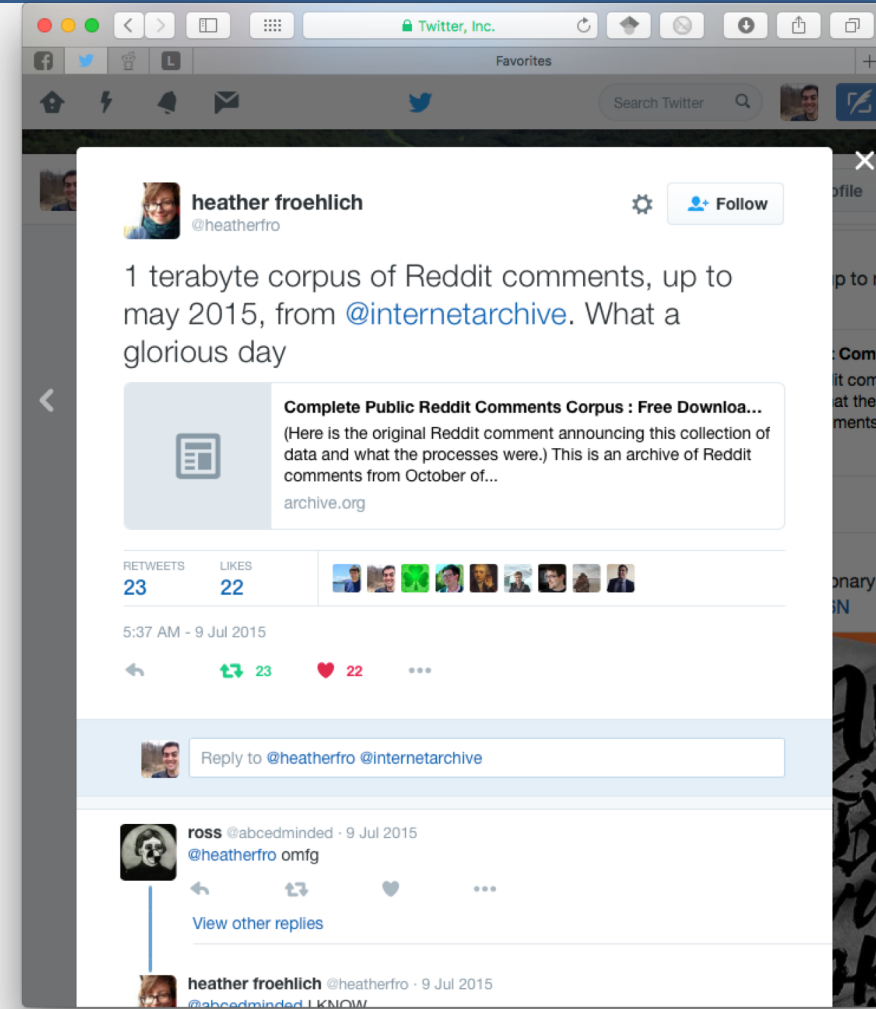
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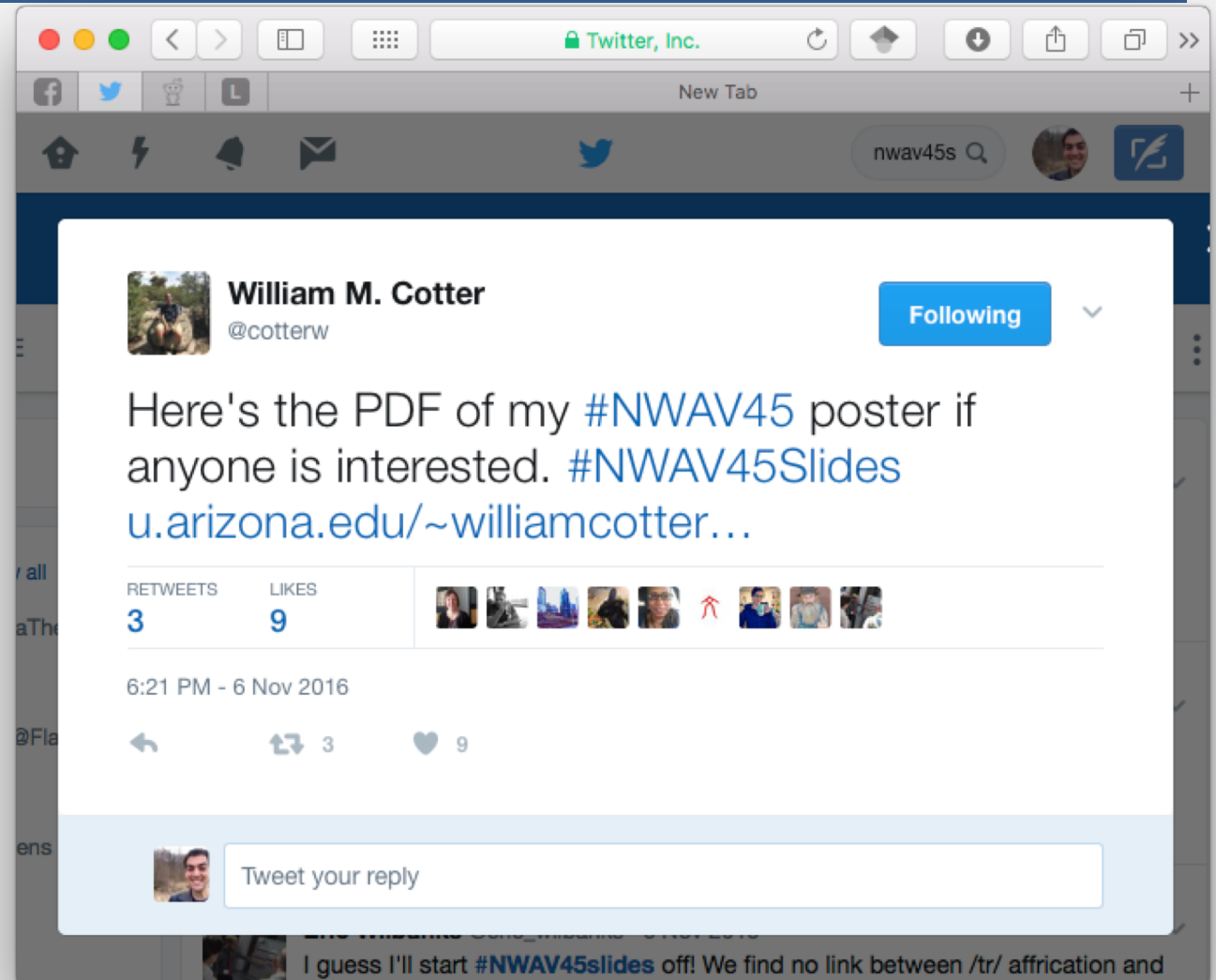
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 - works in progress via blog posts
 - datasets





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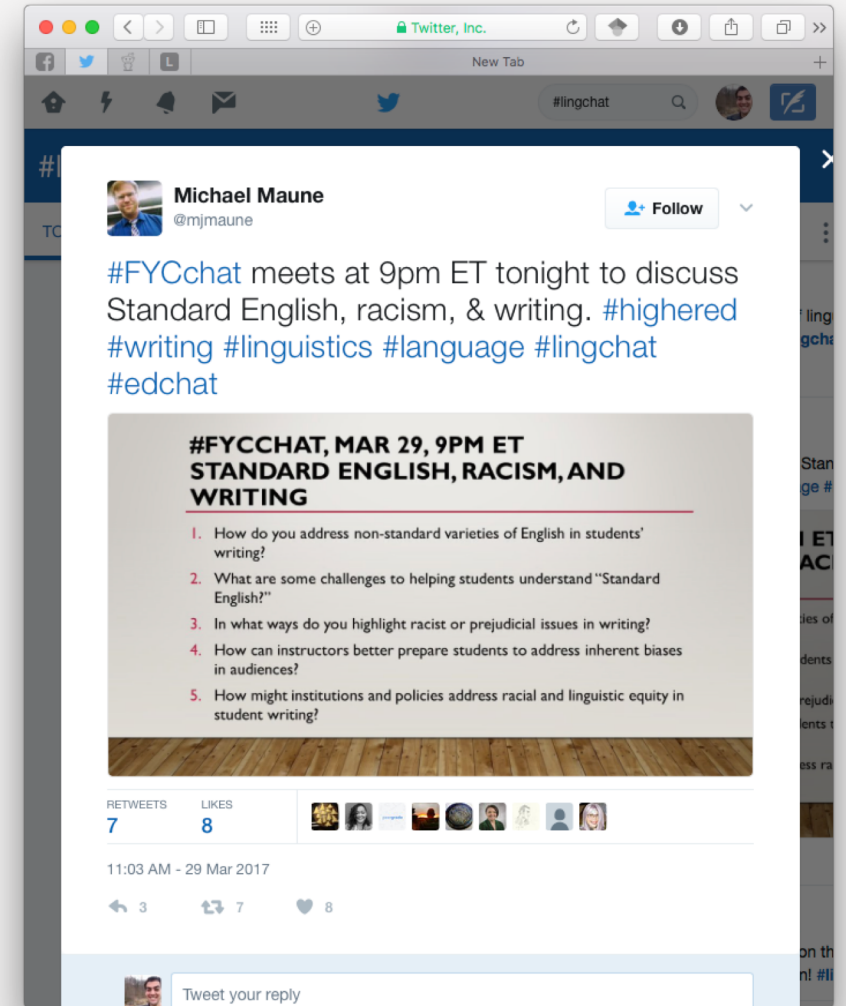
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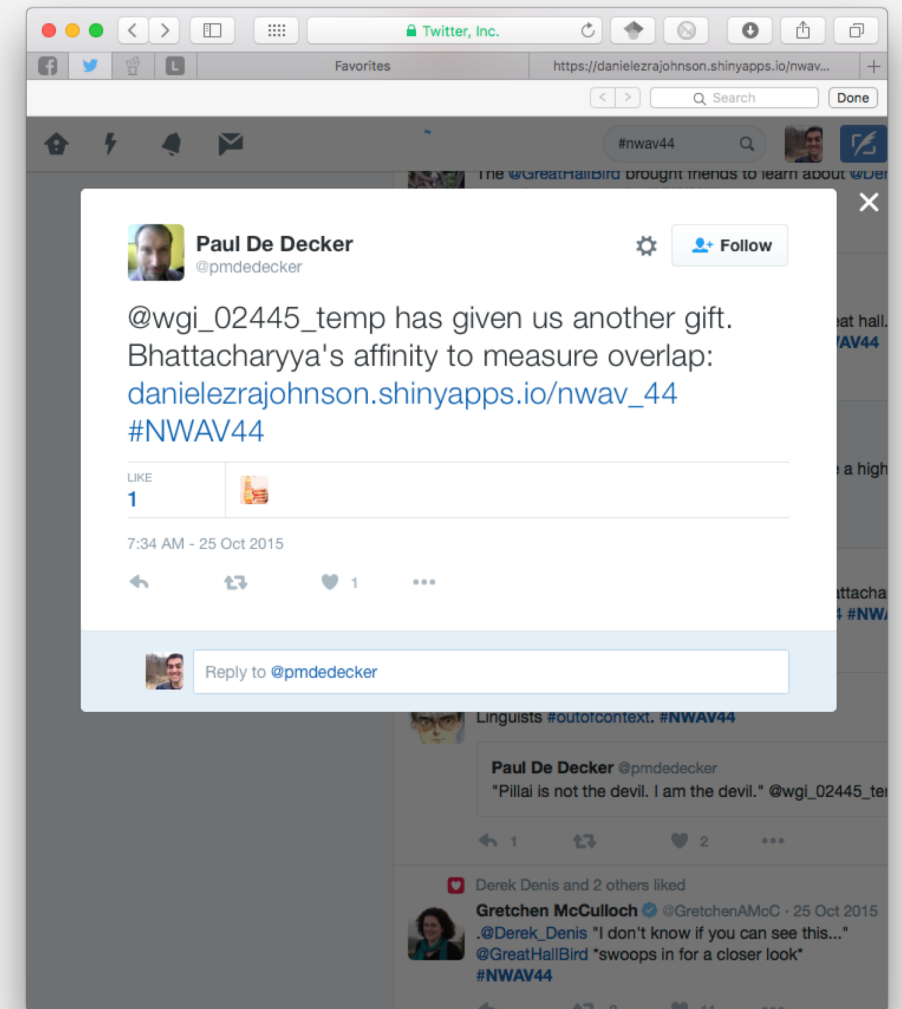
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- what do researchers use Twitter for?
 - news, announcements
 - collaboration opportunities
 - works in progress via blog posts
 - datasets
 - slides, handouts
 - fun conversations





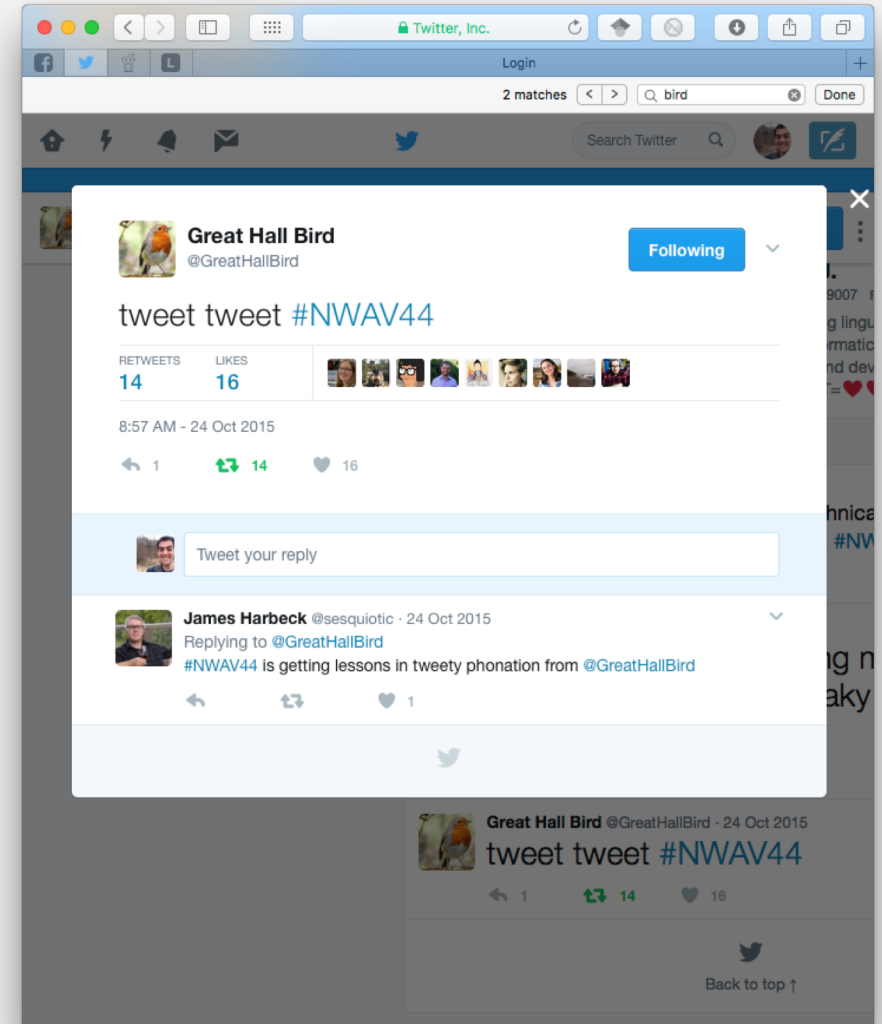
TWITTER

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- what do researchers use Twitter for?
 - news, announcements
 - collaboration opportunities
 - works in progress via blog posts
 - 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



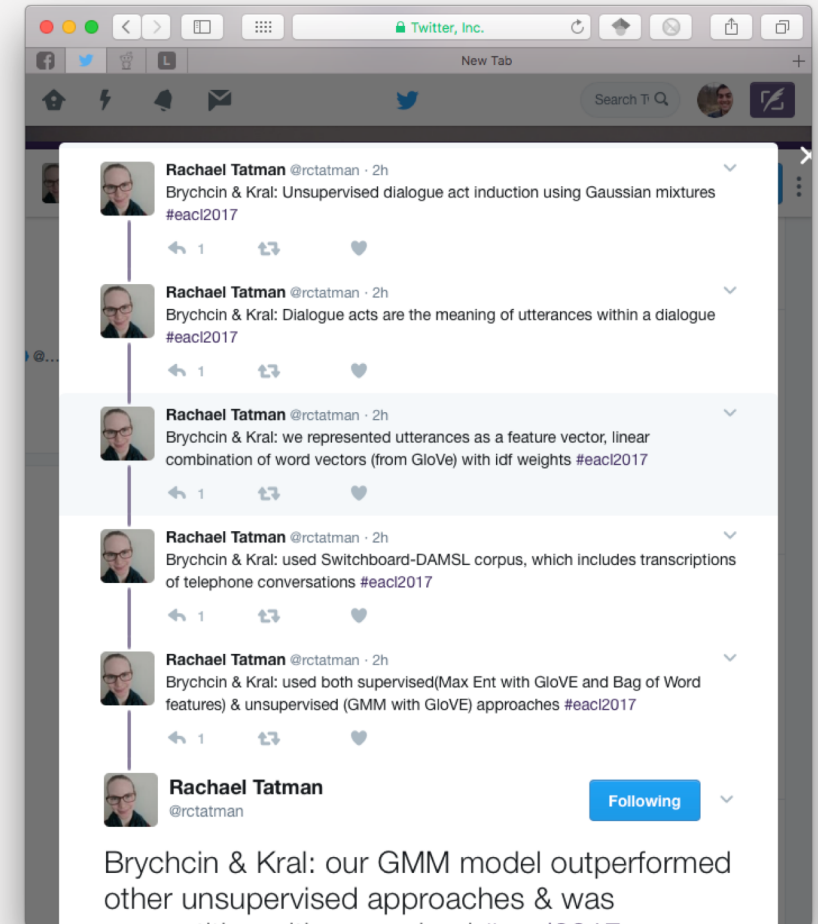
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- what to say?
 - find and use the conference hashtag
 - up next, results, photos of charts, anecdotes, cool quotes



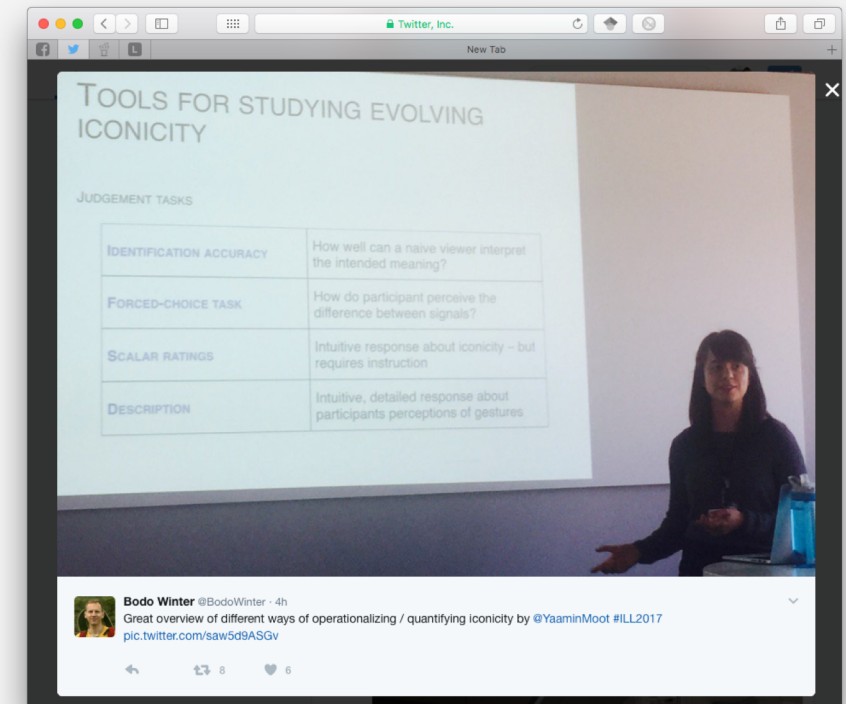
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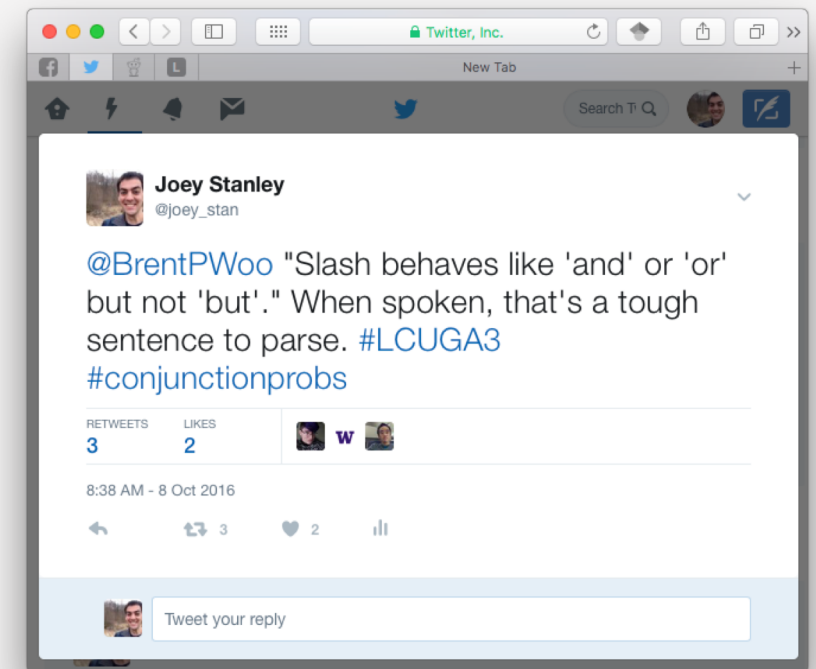
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 - find and use the conference hashtag
 - up next, results, photos of charts, anecdotes, cool quotes
 - your own commentary (make it clear though)
- Resources
 - <https://rctatman.github.io/Livetweeting-Guide/>
 - <http://www.southernfriedscience.com/how-to-live-tweet-a-conference-a-guide-for-conference-organizers-and-twitter-users/>



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SUMMARY

- social media
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 - 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
- find your community
 - Twitter
 - other places
- computer skills
 - computer skills
 - time investment
- ask around for the secret niches
 - 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



LINKS

- 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