

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

The screenshot shows the Academia.edu mobile application interface. At the top, there's a navigation bar with icons for back, forward, and search. The status bar indicates signal strength, AT&T Wi-Fi, battery level at 16%, and the time 1:53 PM. Below the navigation is a search bar with the text 'Search' and a magnifying glass icon. To the right of the search bar is a circular profile picture with the letter 'A' and a 'Hide' button.

The main content area has a header 'User Activity' with filters for 'Date', 'Role', and 'University'. It lists several items:

- 23:47 Apr 9: Someone just searched for you on Google... (October 10, 2016 at 1:13 PM) - Found in Inbox
- 14:13 Apr 6: Hi Joey,
- 14:13 Apr 6: Someone just searched for you on Google and found your page on Academia.edu.
- 14:13 Apr 6: To see what city they came from and what paper they viewed, follow the link below:
- 9:17 Apr 5: VIEW CITY AND PAPER
- 13:48 Apr 2: Thanks,
The Academia.edu Team
- P.S. A study recently published in *PLOS ONE* found that papers uploaded to Academia.edu receive a 69% boost in citations over 5 years. See the study and data [here](#).

At the bottom of the screen are five blue action buttons: a flag, a folder, a trash can, a left arrow, and a pencil.

On the right side of the screen, there's a sidebar with sections for 'Content' and 'Source'. It lists several items:

- The Systematic Stretching and Contracting of Ideophonic Phonology in Pastaza Quichua (naver.com)
- Profile (uga.edu)
- Pacific Northwest English: Historical Overview and Current Directions (academia.edu)
- Profile (uga.edu)
- Pacific Northwest English: Historical Overview and Current Directions (google.com)
- Separate Phonemes (google.es)

A

ACADEMIA.EDU: OTHER FEATURES

News feed

- uploads
- recommendations
- bookmarks
- session activity

Suggested jobs, people, topics

The screenshot displays the Academia.edu homepage with several key features:

- News feed:** Shows a session update from "Dmitry Gerasimov joined a Session on Bernd Heine's draft paper" and a new paper added to "Sociolinguistics and Language Variation and Change".
- Job Board:** Lists a position for "Associate Vice-President: Teaching and Learning" at Waterloo, ON.
- Suggested Sessions:** Features a session titled "Estándar oral e variacion social da lingua galega (1999)" by Xosé Luís Regueira.
- Suggested Academics:** Lists a profile for "Kira Hall" from 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

The screenshot displays the Academia.edu Analytics dashboard. At the top, a sidebar lists recent activity: "merging... me", "Cord-Card", "Merger in Real Time", and "Someone from the United States read Pacific Northwest English: Historical Overview and Current Directions". Below this, a main panel shows five rows of search results. Each row includes a timestamp, location, viewer information, paper title, and source. Row 1: "12:54 Mar 29", Taiwan, Viewed, "The perception and production of two vowel mergers in Cowlitz County, Washington", google.com.tw. Row 2: "1:36 Mar 24", Shinnston, WV, The United States, Viewed, "The perception and production of two vowel mergers in Cowlitz County, Washington", google.com. Row 3: "5:46 Mar 22", Athens, GA, The United States, Viewed, "Phonetic Shift / or/ Phonemic Change: American English mergers over 40 years", joeystanley.com. Row 4: "4:15 Mar 20", The Republic Of Korea, Viewed, "The Systematic Stretching and Contracting of Ideophonic Phonology in Pastaza Quichua", naver.com. Row 5: "Someone from the United States read Pacific Northwest English: Historical Overview and Current Directions" (repeated). A "SHOW MORE" button is visible below the fifth row. At the bottom left, a section titled "Academia.edu Searches" notes "Academia suggested your papers in 5 search results." On the right side, a "Traffic Overview" chart shows three data points: 3, 2, and 1. A small blue stick figure icon is located at the bottom right corner.

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

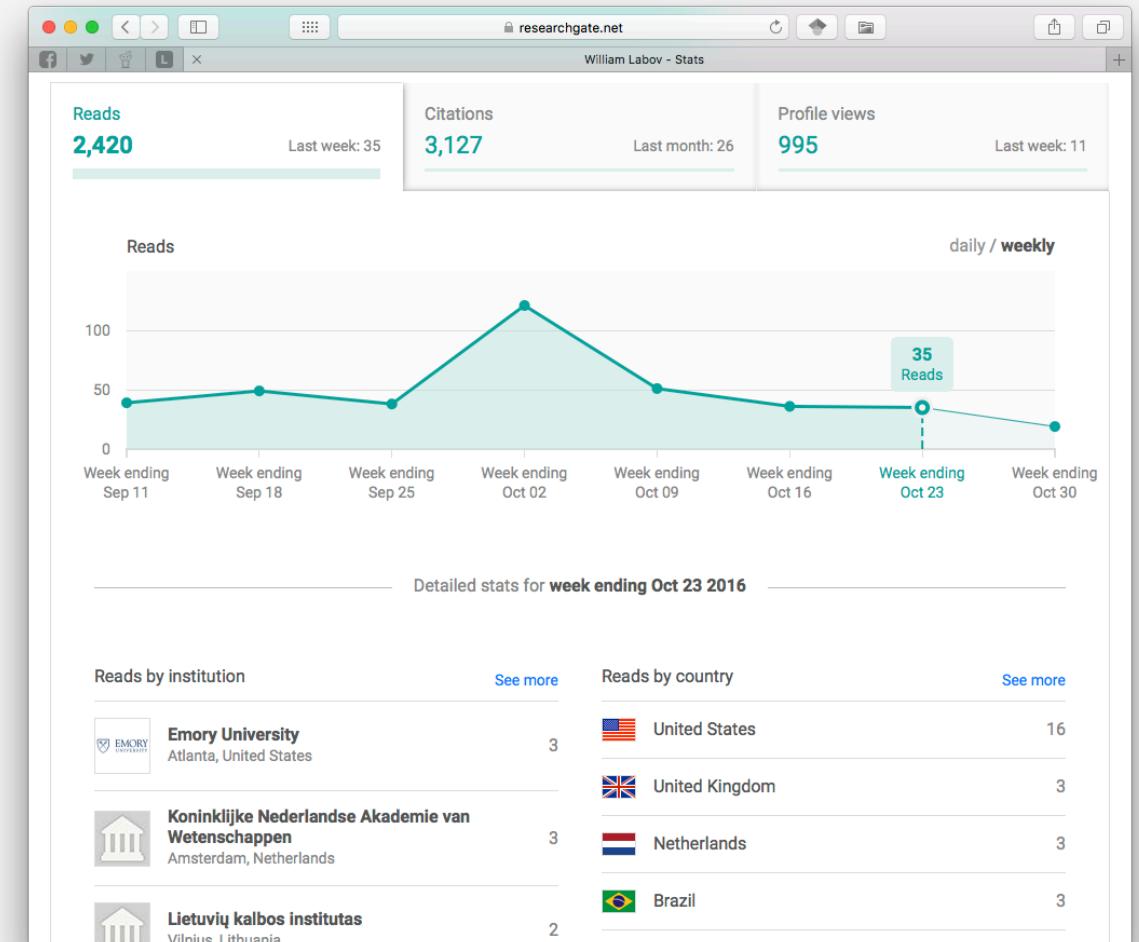
The screenshot shows the ResearchGate homepage. At the top, there's a navigation bar with links for HOME, PROJECTS, QUESTIONS, and JOBS. Below the navigation is a search bar and a user profile icon. The main content area features a news feed. The first item is a post by William Labov from September 26, 2016, where he added a full-text to an article titled "Afterword: Where are we now?". The article is from the Journal of Sociolinguistics, September 2016, volume 20(4), pages 581-602. It has 127 reads. The second item is another post by William Labov from September 25, 2016, where he added an article with the same title and details. To the right of the feed, there's a sidebar for "Follow researchers to keep up with their work" featuring Andrea Cecilia Menegotto and a "SPONSORED CONTENT YOU MIGHT LIKE" section for a Precision Medicine event.

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





RESEARCHGATE: CRITICISM

- 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

The collage includes several screenshots of the ResearchGate platform:

- A large central screenshot shows a profile page for "Joseph". It displays a photo of four people, a message "people are reading your publications", and a "Discover projects from researchers you cited" section.
- To the left, a screenshot shows a "Project" page for "Diaspora Linguistics: an emerging iudy area in the ...". It lists "Adams Bodomo" as a collaborator and has a "View project" button.
- To the right, there are multiple smaller screenshots of "Q&A Highlights" sections. These sections feature "Go to Q&A" buttons and messages like "Joseph, 21 people from your institution just joined ResearchGate. Why not follow them?" and "What is the average vocal intensity during conversational speech? 1 answer added".
- At the bottom right, a screenshot shows a "Your expertise" section with a message about speaking a foreign language on voice and a photo of a smiling man.



GOOGLE SCHOLAR

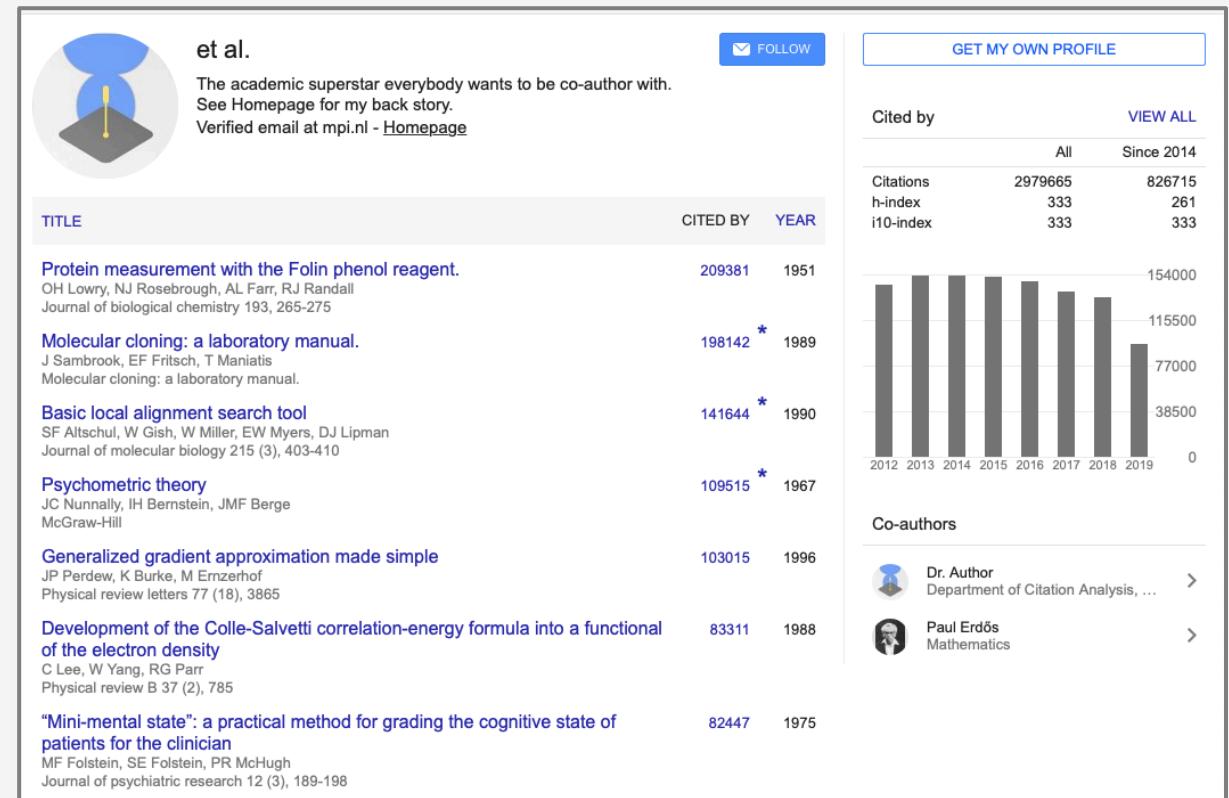
Live demonstration with "[American English: dialects and variation](#)"

Automated

- dirty data
- always double-check metadata!

Questionable citation counter

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



<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

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

Reply Retweet Heart Share

Jonathon Owen @ArrantPedantry · Aug 27
Replies 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.

3 Replies 11 Likes Share

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

3 Replies 2 Retweets 26 Likes Share

SHARE YOUR WORK

Data repositories



Code

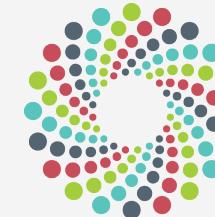


GitHub

Slideshows



slideshare
Present Yourself



figshare
credit for all your research



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](#)

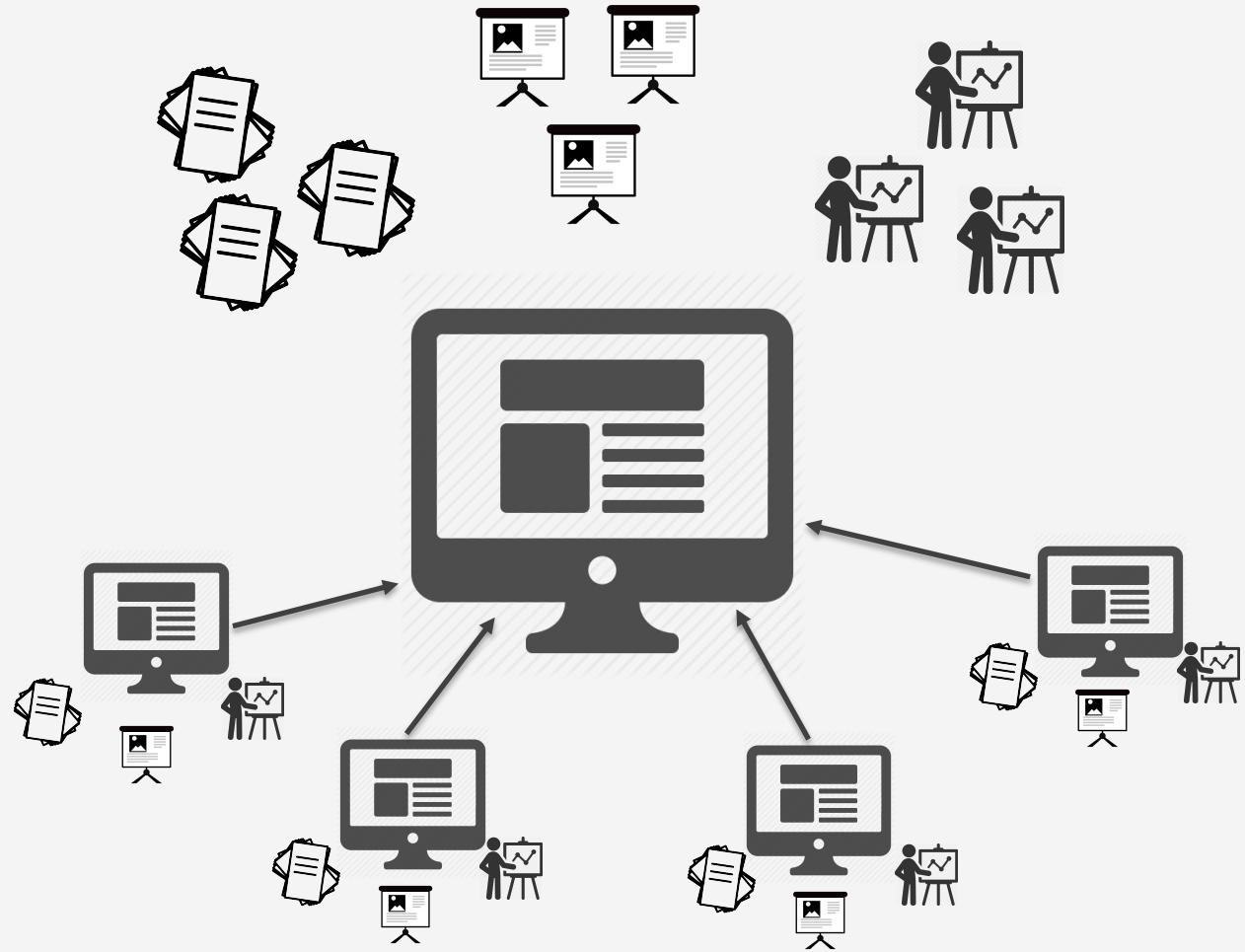
823 Retweets 5.2K Likes

PROFILE FATIGUE

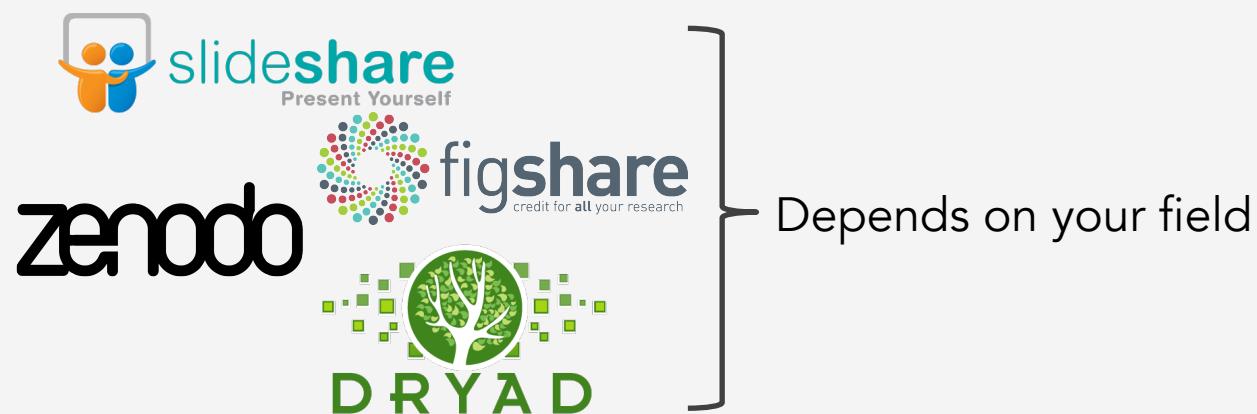
How to maintain all these profiles??

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



WORDPRESS

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



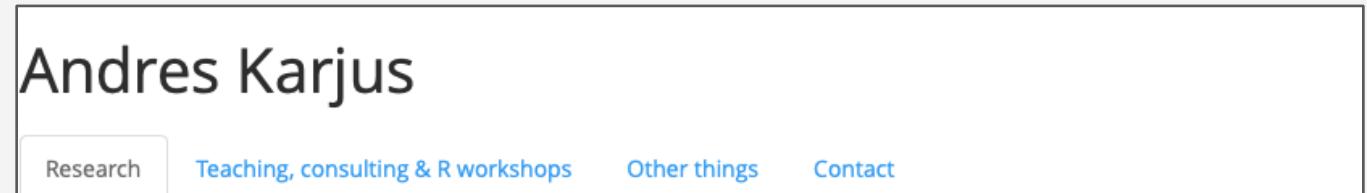
WHAT TO INCLUDE?

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

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 ...

joeystanley.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](#)

joeystanley.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. [joeystanley.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

The screenshot shows a Twitter interface with two visible tweets from a user named Joey Stanley (@joey_stan).
The first tweet, posted at 12:43 PM · Sep 18, 2019 · Twitter Web App, reads:
"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." It has 1 Retweet and 8 Likes.
The second tweet, posted 17 hours ago, reads:
"Replying to @joey_stan *blogdown. Wow." It has 1 Like.
The interface includes standard Twitter controls for replying, retweeting, favoriting, and sharing.



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-users/>

Joey Stanley @joey_stan · Jan 6
Thomas & Kendall: "You can't get a full sociolinguistic picture of a community by looking at only one kind of variable."
#ADS2017 #LSA2017

RETWEETS LIKES
4 13

12:26 PM - 6 Jan 2017

Joey Stanley @joey_stan · Jan 5
Apple just notified me that Austin transit

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
joeystanley.com/brand-yourself