

# BRAND YOURSELF

## A PROFESSIONALIZATION WORKSHOP FOR GRAD STUDENTS

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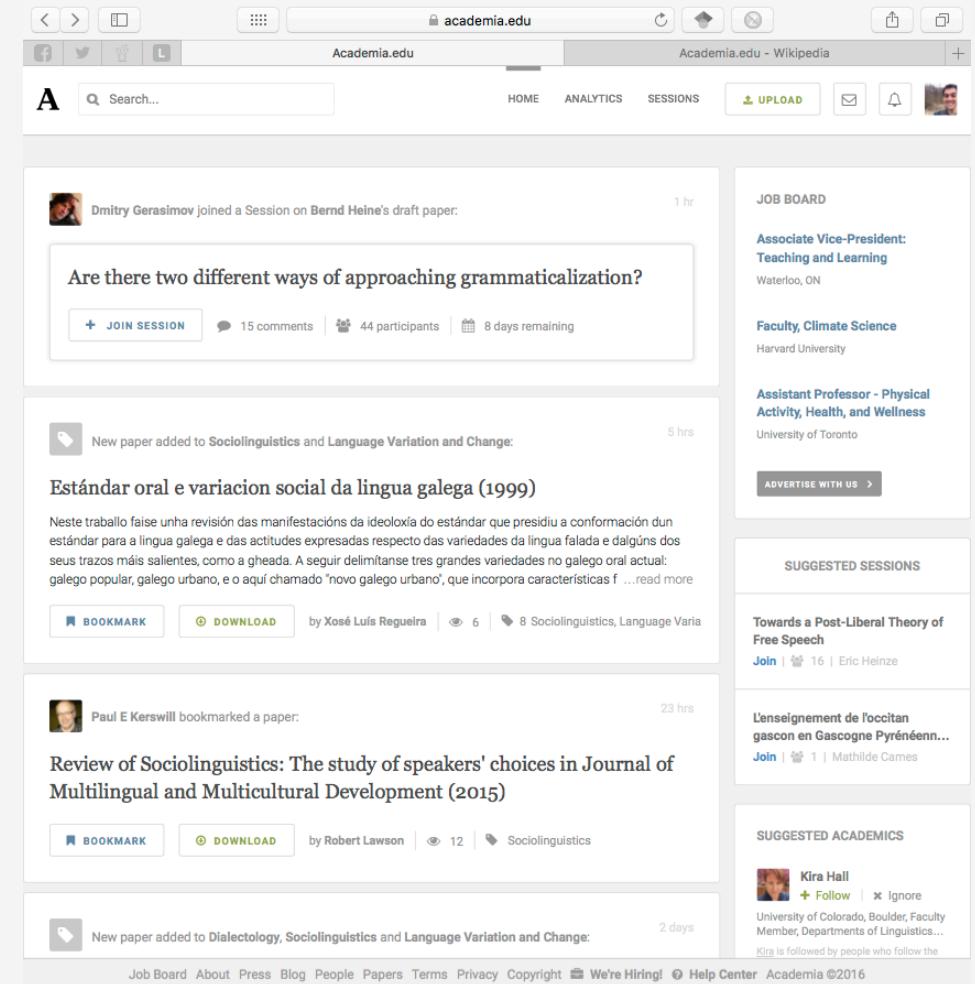
DigiLab, UGA Library

November 11, 2016

# SOCIAL MEDIA

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- Social networking site for academics
  - 30 million users
  - The LinkedIn for smart people
- Features:
  - connect with other researchers
  - read each others' papers
  - analytics
  - free



# A

# ACADEMIA.EDU

- Academia.edu keeps track of people, papers, and topics you're interested in.
  - Papers you might like
  - New uploads
  - Who is reading what
- Suggested jobs, people, topics
- Notifications when people you follow upload something new

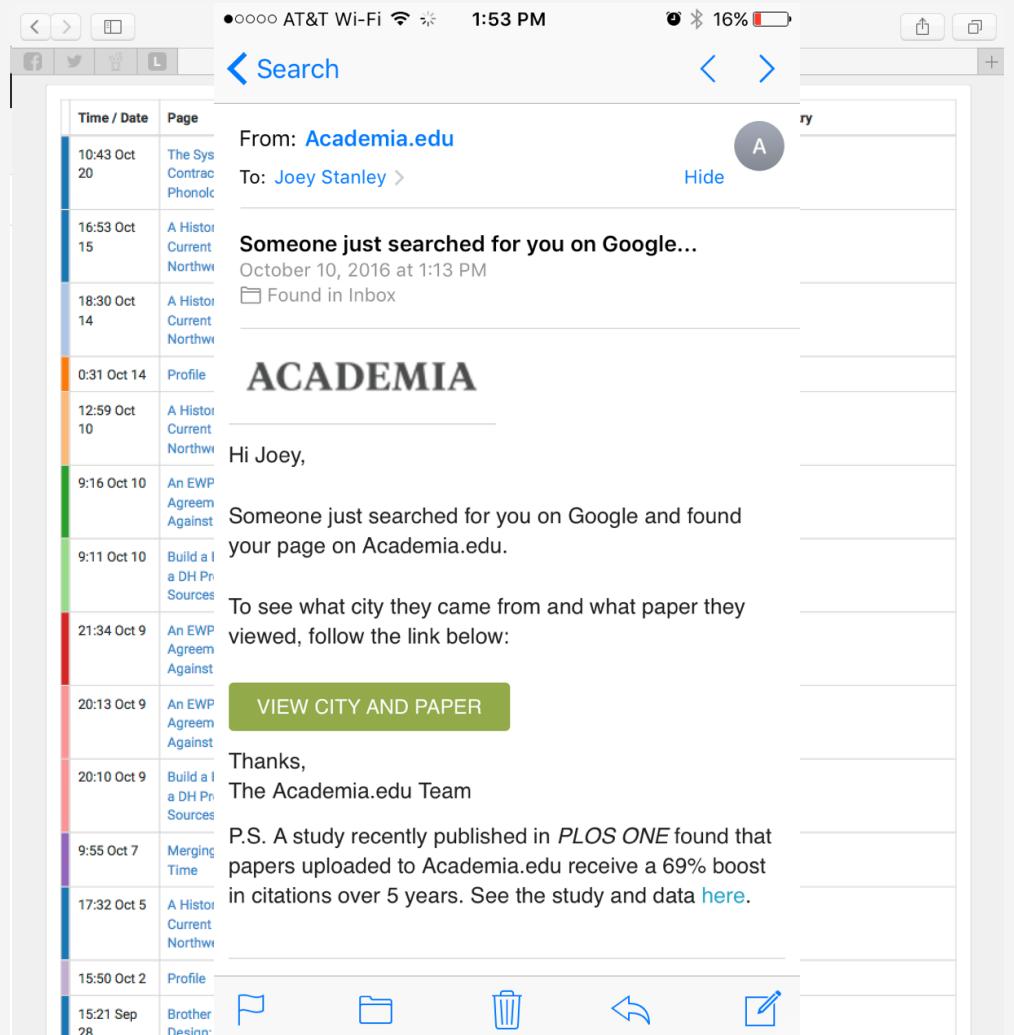
The screenshot displays the Academia.edu homepage with several key features visible:

- Header:** A search bar, navigation links for HOME, ANALYTICS, SESSIONS, and a user profile icon.
- Job Board:** A section listing academic positions, such as "Associate Vice-President: Teaching and Learning" at Waterloo, ON.
- Suggested Sessions:** A box asking "Are there two different ways of approaching grammaticalization?" with options to "JOIN SESSION", view comments (15), participants (44), and remaining time (8 days).
- Notifications:** A message from Dmitry Gerasimov about joining a session on Bernd Heine's draft paper.
- Paper Listings:** Several entries for new papers added to specific groups:
  - "New paper added to Sociolinguistics and Language Variation and Change" by Xosé Luís Regueira (5 hrs ago)
  - "Estándar oral e variacion social da lingua galega (1999)" by Xosé Luís Regueira (5 hrs ago)
  - "Review of Sociolinguistics: The study of speakers' choices in Journal of Multilingual and Multicultural Development (2015)" by Robert Lawson (23 hrs ago)
  - "New paper added to Dialectology, Sociolinguistics and Language Variation and Change" by Robert Lawson (2 days ago)
- Suggested Academics:** A section featuring Kira Hall, a University of Colorado Boulder faculty member.
- Footer:** Links for Job Board, About, Press, Blog, People, Papers, Terms, Privacy, Copyright, We're Hiring!, Help Center, and Academia ©2016.

# A

# ACADEMIA.EDU

- Upload papers, presentations, drafts
  - upload your CV
  - abstracts, full text, slides, posters, links
- GoogleScholar picks up on it
- Analytics
  - time, paper, city, link
  - weekly summaries
  - notifications



- Uploading ≠ publishing open access
  - People 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
- Criticisms for offering to promote your work for a fee

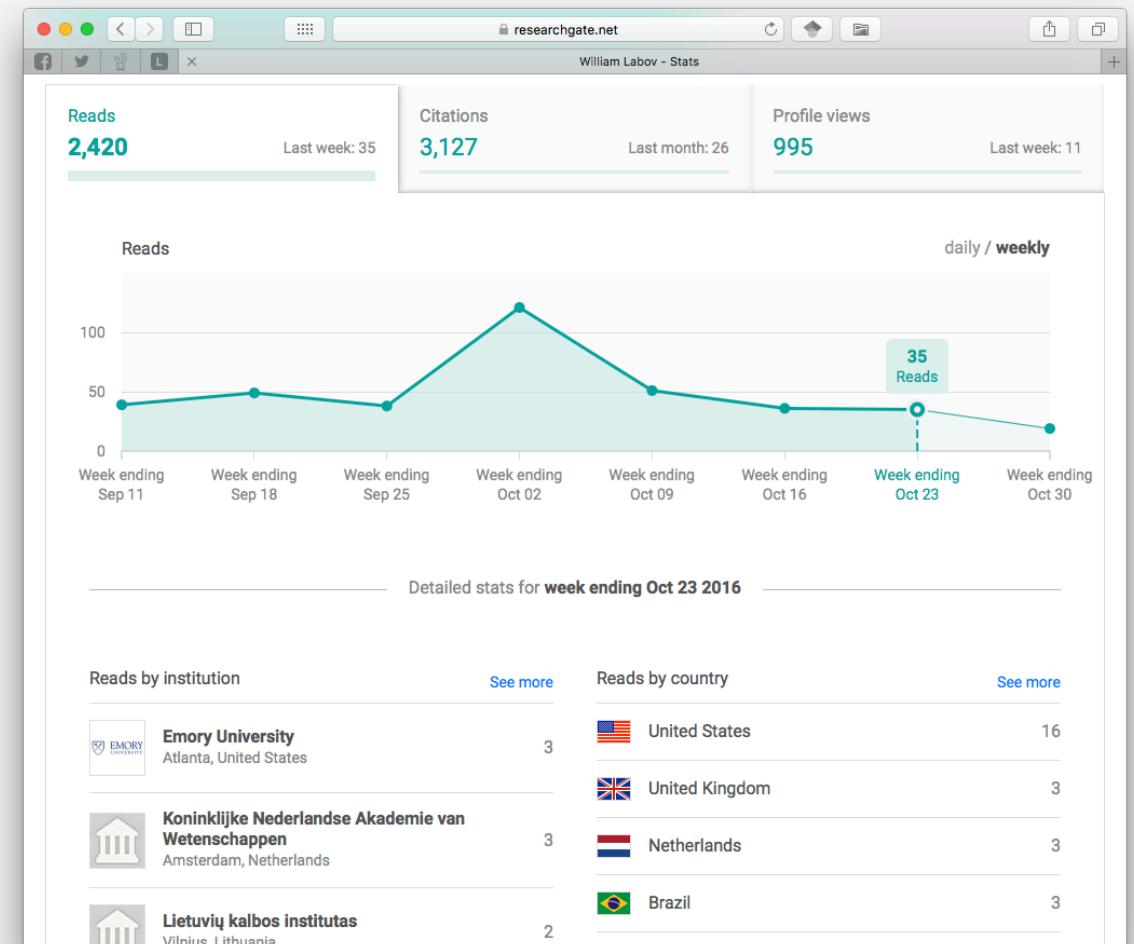


# RESEARCHGATE

- Social networking site for scientists
  - 9 million users
  - more international researchers
- Lots of overlap with Academia.edu
  - Upload papers
  - Follow people and interests
  - Collaboration, feedback, commenting
- Networks based on citations, co-authors
  - More people-based

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, a search bar and a 'Add new' button are visible. The main content area features a user profile for William Labov, who added a full-text article titled 'Afterword: Where are we now?' on September 26, 2016. The article is from the Journal of Sociolinguistics, volume 20(4), pages 581-602, with a DOI of 10.1111/josl.12200. The abstract discusses Labov's view of linguistics in 1961 and his acknowledgments. Below the article, there are 'Download' and 'Follow' buttons, and a note that it has 127 reads. To the right of the article, there's a sidebar for Andrea Cecilia Menegotto, a researcher at Universidad Nacional de Mar del Plata with 3 mutual connections, with options to 'Follow' or 'Skip'. Further down, there's a section for 'SPONSORED CONTENT YOU MIGHT LIKE' featuring a precision medicine event organized by Terrapin.

- Analytics
  - similar to Academia.edu
  - institutions instead of cities
  - number of citations
- Criticisms
  - Spam invites to your co-authors
  - Automatically creates full-fledged accounts
  - Questionably-inflated citation counter





# GOOGLE SCHOLAR

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- Live demonstration with ["American English: dialects and variation"](#)
- Adding material
  - sometimes automated, but manual work required
- Limitations
  - Dirty data
  - Questionable citation counter
    - pulled from any source
    - easy to inflate with fake publications
  - Threat of disappearing at any time



# IMPACT STORY

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- 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

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- Mendeley
  - Small, but focused community
- Zotero
  - Mostly citation management
  - some networking
- LinkedIn
  - Just make a strong, low-maintenance profile



# SHARE YOUR WORK

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- Data repositories



- Code

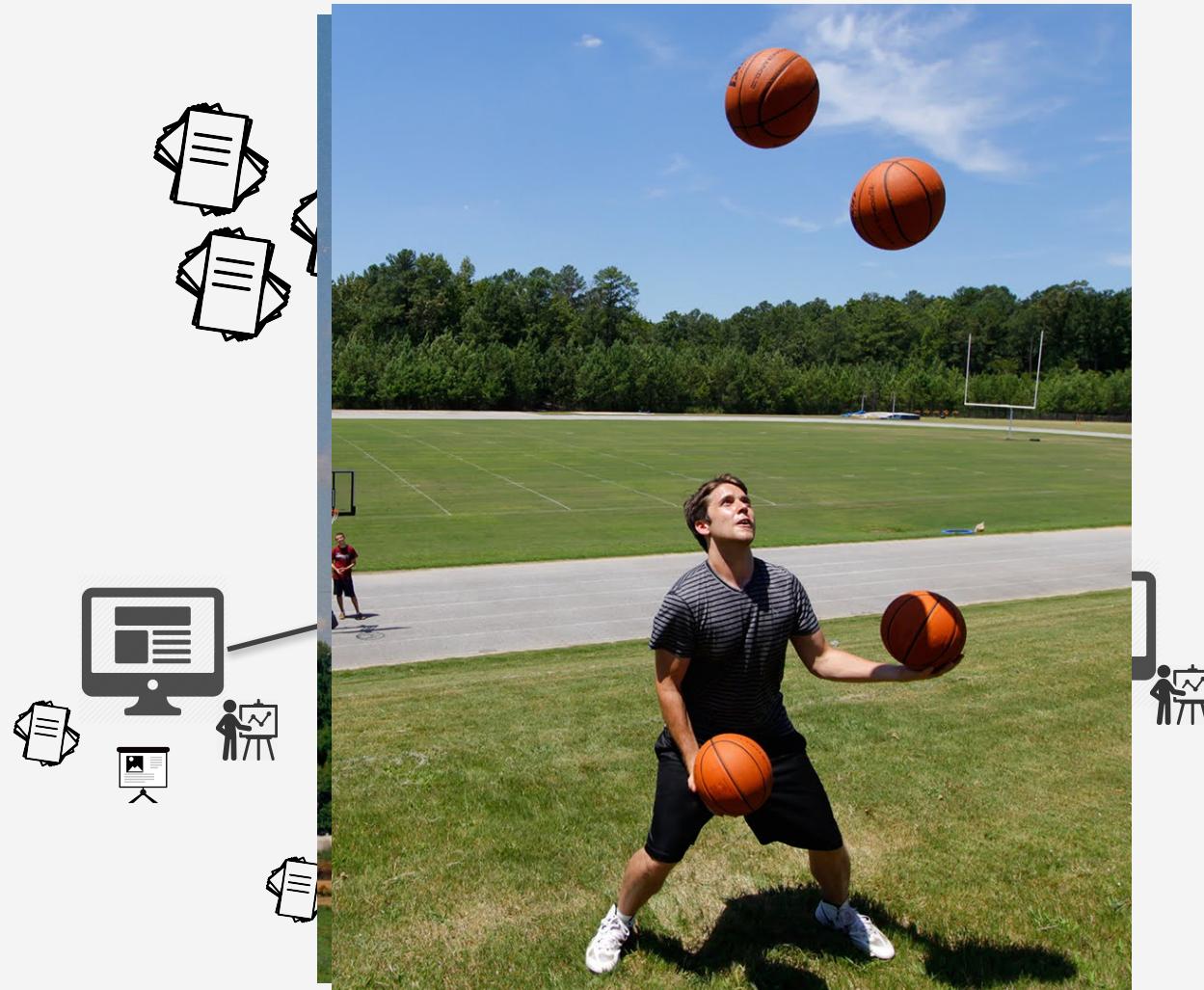


- Slideshows



# 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 IDENTIFIER

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- Permanent identifiers for researchers
  - copy and paste it to your pages
  - [orcid.org/0000-0002-9185-0048](http://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

# PERSONAL WEBSITE

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# PERSONAL WEBSITE

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- Some basics
  - servers and hosting
  - Cost (in money or skills)
    - domain name (yourname.com)
    - formatting, themes, design
    - googleability ("SEO")
- Don't rely on a UGA-hosted webpage
  - little control over content
  - no control over appearance
  - can't host PDFs and other files
  - no teaching, mentoring, service, etc.
- A domain name (yourname.com) will cost you
  - but only (as little as) \$10/year

# PERSONAL WEBSITE

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- Square Space
  - out-of-the-box, drag-and-drop
  - good themes
  - customizable
  - Google finds it
  - built-in blogging
  - [example](#)
  - \$10+/month
- WordPress
  - good themes
  - Google finds it
  - primarily blogging, though other pages possible
  - less control over aesthetics
  - [example](#)
  - free
- Github pages
  - tech-savvy
  - Jekyll, CSS, Markdown
  - complete control
  - not as easily googleable
  - [example](#)
  - free



# PERSONAL WEBSITE

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- Essential components
  - short bio
  - recent photo
  - interests
  - teaching materials
  - contact
  - CV
  - important work
- Blog
  - shameless self-promotion
  - works in progress (not final results yet)
  - commenting on others' work
  - community outreach
  - event promotion
  - explain your work to laypeople
- Optional material
  - list of all your works
  - personal interests/hobbies

# GOOGLE ANALYTICS

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- Tracks everything you'd ever want
- Takes some computer know-how
- Live demonstration (and shameless self-promotion...)
- <https://analytics.google.com/analytics/web/#report/defaultid/a86802921w129097126p132851130/>

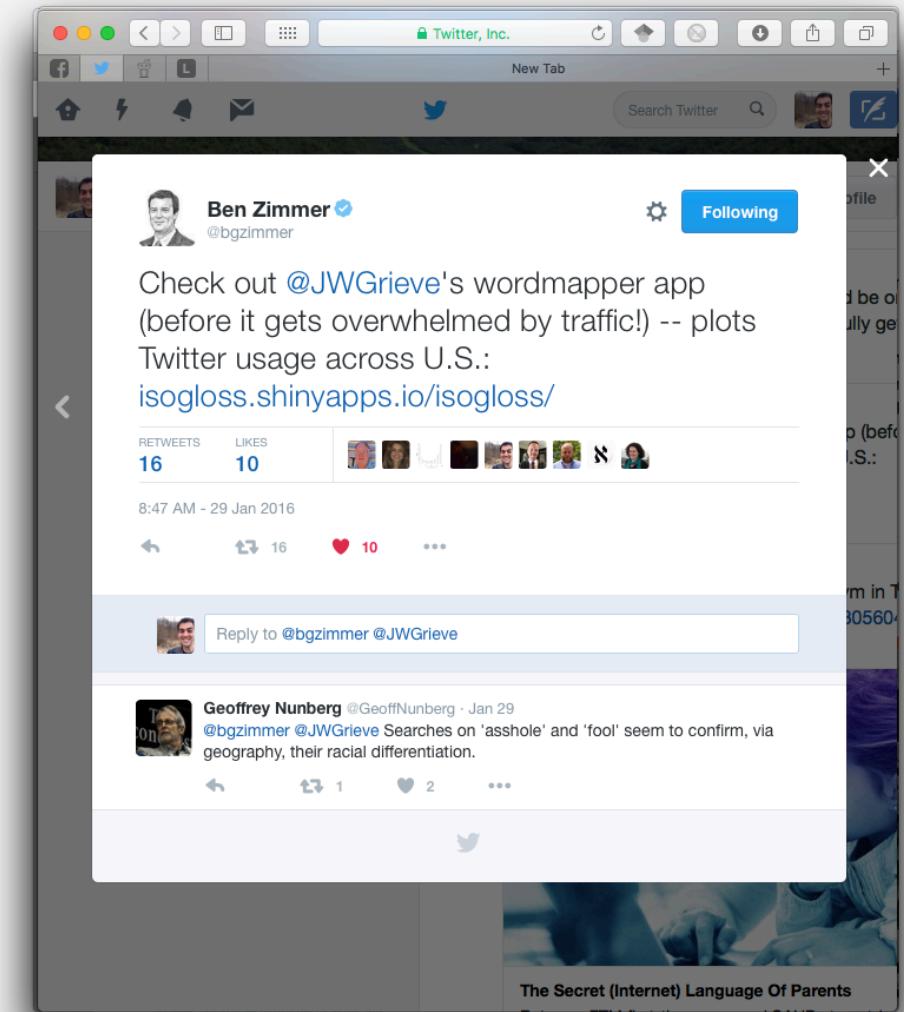
# FIND YOUR COMMUNITY

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# TWITTER

- Say what you want, Twitter is useful
- What do researchers use Twitter for?
  - drafts, preprints
  - works in progress via blog posts
  - datasets
  - news, announcements
  - live tweeting conferences
  - slides, handouts
  - conversations
  - other cool stuff



# OTHER HIDDEN PLACES

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- Listservs
  - Digital humanities
  - Slavic and East European Languages and Literatures List
  - SOCNET: The Social Networks Listserv
- Coffee breaks at conferences
  - sociolinguistics

# CREDITS

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- 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

