

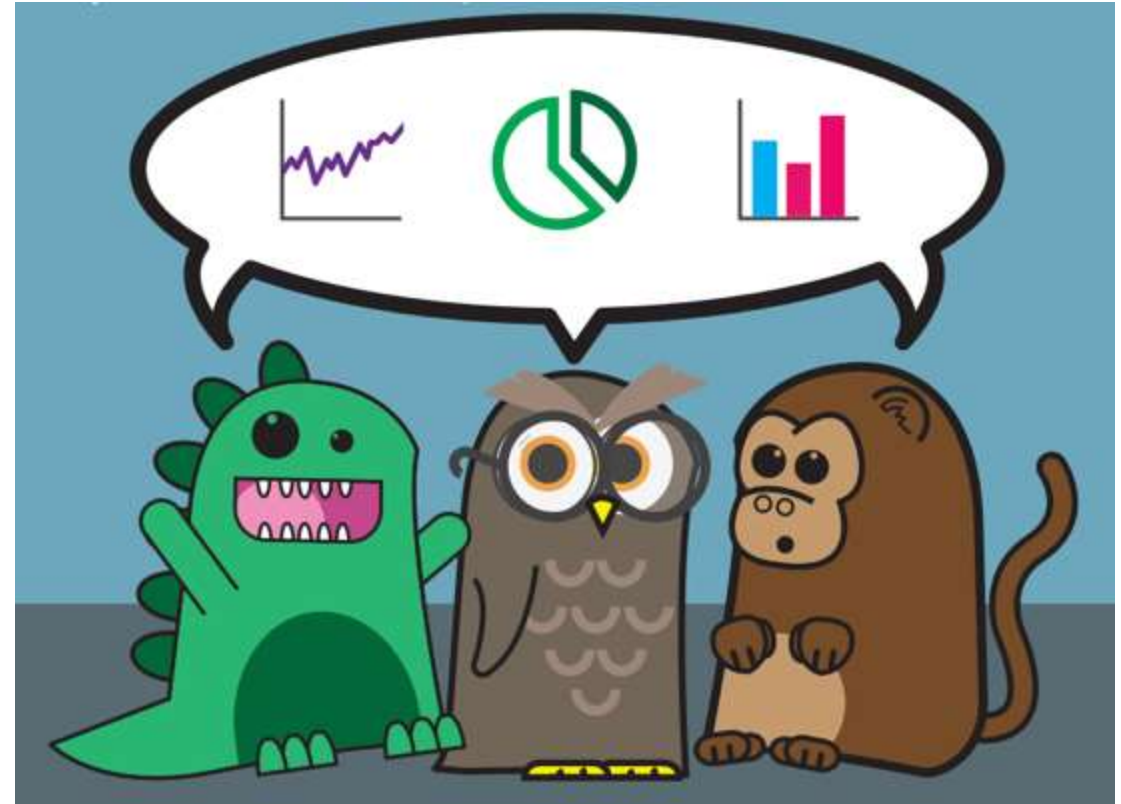
GGC5039 / ESS419

## Academic Communication

### Section 7-1: New Media

Instructor: Dikun Yang

Term: Fall 2020-2021



# Outline

- Section 1: **Introduction** (2 hr)
- Section 2: **International communications** (2 hr)
- Section 3: **Writing and publishing** (8 hr)
- Section 4: **Presentations at conferences** (6 hr)
- Section 5: **Writing proposals and applications** (6 hr)
- Section 6: **Interviews** (2 hr)
- Section 7: **New media** (2 hr)
- Recap: **Student presentations** (2 hr)

# Online Presence: Google or Baidu Your Name, What Would You Get?

Google

dikun yang

About 101,000 results (0.41 seconds)

**Dikun Yang - UBC EOAS - University of British Columbia**  
<https://www.eoas.ubc.ca/~dyang>  
(Geophysics), University of British Columbia, 2014. ... 2014 - present, Postdoctoral Research Fellow, University of British Columbia. ... I use quantitative approaches to model electromagnetic (EM) induction in the earth and to interpret field data.  
You've visited this page many times. Last visit: 4/1/18

**Dikun Yang - Google Scholar Citations**  
[scholar.google.com](https://scholar.google.com/citations) > citations  
Dikun Yang, Assistant Professor, Southern University of Science and Technology.

**Dikun Yang – Electromagnetic Geophysics Lab**  
<https://emlab.ldeo.columbia.edu/index.php> > index.php > team > dikun-yang  
Postdoctoral Research Fellow (2018). [dikun@ldeo.columbia.edu](mailto:dikun@ldeo.columbia.edu); 302A Oceanography; <https://scholar.google.com/citations?user=BFpLy2cAAAAJ&hl=en> ...

**dikun | Lamont-Doherty Earth Observatory**  
<https://www.ldeo.columbia.edu/user/dikun>  
Dikun Yang, Postdoctoral Research Scientist, Earth and Environmental Sciences, Marine Geology and Geophysics, 302A Oceanography, 61 Route 9W - PO Box ...

**Dikun Yang, PhD student, University of British Columbia ...**  
[www.geosciencebc.com/dikun-yang-phd-student-university-of-british-co...](http://www.geosciencebc.com/dikun-yang-phd-student-university-of-british-co...)  
Dikun Yang, an international student from China, started his post-secondary education in the Department of Geophysics, China University of Geosciences ...

Baidu 百度

杨迪琨

百度一下

网页 资讯 视频 图片 知道 文库 贴吧 采购 地图 更多»

百度为您找到相关结果约50个

**南方科技大学杨迪琨博士学术报告通知**  
2018年10月23日 - 应我校地球物理与信息技术学院电法组和测控系邓明教授和王猛博士邀请,南方科技大学的杨迪琨博士,将于10月23日在我校做学术报告。...  
[www.sgit.cugb.edu.cn/t...](http://www.sgit.cugb.edu.cn/t...) - 百度快照

**杨迪琨 | 南方科技大学**  
杨迪琨 助理教授 0755-88018695 [yangdk@sustech.edu.cn](mailto:yangdk@sustech.edu.cn) 个人主页 助理教授。2005年和2008年分别在中国地质大学(武汉)获地球物理学学士和地质资源与地质工程硕士学位...  
<https://www.sustech.edu.cn/zh/> - 百度快照

**杨迪琨 - 教师个人主页 - 南方科技大学**  
2019年11月8日 - 杨迪琨教授与博士后陈涛、姜峰及研究生李寅初参加CGU2019年年会 2019年10月26日至30日,中国地球科学联合学术年会(CGU)在北京国际会议中心顺利召开。杨迪...  
[faculty.sustech.edu.cn/](http://faculty.sustech.edu.cn/) - 百度快照

**南方科技大学地球与空间科学系杨迪琨课题组招聘博士后研究员\_深圳...**  
2018年12月29日 - 南方科技大学地球与空间科学系助理教授杨迪琨于2014年获得加拿大不列颠哥伦比亚大学(UBC)地球物理学博士学位,后继续在UBC-GeophysicalInversionFacili...  
[www.yingjiesheng.com/j...](http://www.yingjiesheng.com/j...) - 百度快照

**杨迪琨-南方科技大学-地球与空间科学系**  
杨迪琨助理教授 联系电话:0755-88018695 电子邮箱:[yangdk@sustech.edu.cn](mailto:yangdk@sustech.edu.cn) 办公地点:创园9栋406B 研究方向:电法电磁法勘探方法和理论,地球物理场三维数值模拟,...  
[ess.sustech.edu.cn/Cas...](http://ess.sustech.edu.cn/Cas...) - 百度快照

**【地控讲坛】南方科技大学杨迪琨助理教授学术报告会**  
2019年1月13日 - 应东华理工大学邀请,南方科技大学地球与空间科学系杨迪琨助理教授来我校作学术报告。时间:2019年1月16日(周三)9:15地点:南昌校区地学楼B509学术报告厅...  
<https://sgml.ecut.edu.cn/f9/34...> - 百度快照

# New Media – Beyond Papers and Presentations

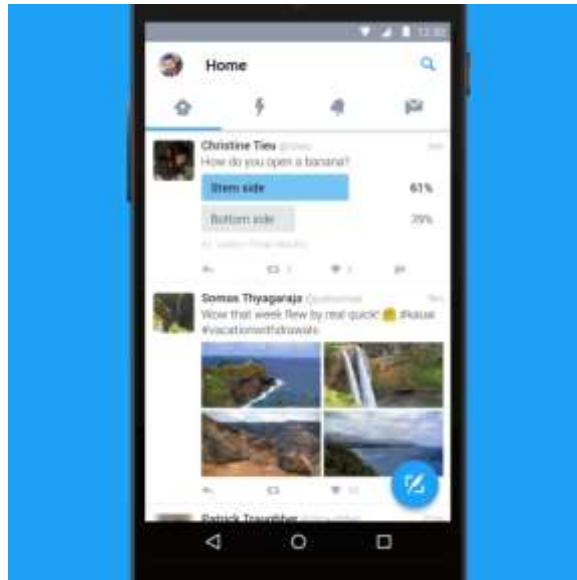
- Digital revolution: the norm of the 21<sup>st</sup> century
- Webpages or websites: institutional or personal
- Academic profile hosting: Google Scholar, ResearchGate, GitHub, LinkedIn, ORCID
- Blogs: twitter, weibo, wechat public account, instagram, vlog





# Why New or Digital Media

- Broader and more instant impact
- Most complete and updated
- More interactive and personal (everyone likes nice/interesting persons)



# Example: Website

## Luca Daniel



### Research:

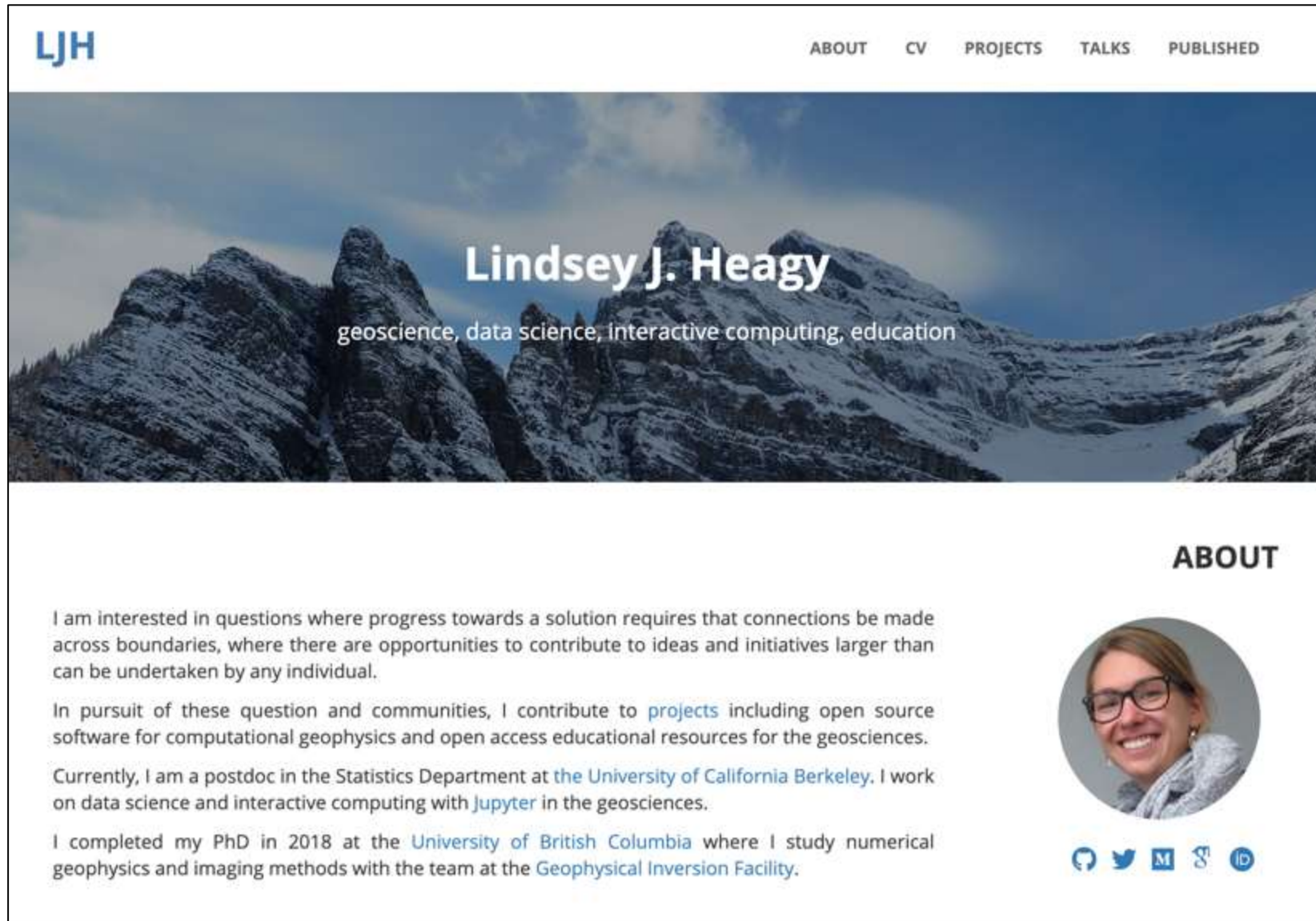
- [Work Homepage](#)
- [Curriculum Vitae](#)
- [Short Bio](#)
- [Research Group Website](#)
- [Research advise from Dave Patterson on how to have a bad career in Research/Academia](#)

### Selected Publications on Quantification of the Lack of Robustness in Deep Neural Networks


- A Boopathy, T-W Weng, P-Y Chen, S Liu, L Daniel, "CNN-Cert: An Efficient Framework for Evaluating Robustness of Convolutional Neural Networks", AAAI Conference on Artificial Intelligence, Jan 2019
- H Zhang<sup>1</sup>, T-W Weng<sup>1</sup>, P-Y Chen, C-J Hsieh, L Daniel, "Efficient Neural Network Robustness Evaluation with General Activation Functions" NeurIPS: Conference on Neural Information Processing Systems, p:4944-4953, Dec 2018 (<sup>1</sup>Equal contribution)
- T-W Weng\*, H Zhang\*, P-Y Chen, A C. Lozano, C-J Hsieh, L Daniel: "On Extensions of CLEVER: A Neural Network Robustness Evaluation Algorithm," GlobalSIP: IEEE Global Conference on Signal and Information Processing, Nov 2018 (\*Equal contribution).
- T-W Weng<sup>1</sup>, H Zhang<sup>1</sup>, H Chen, Z Song, C-J Hsieh, D Boning, I Dhillon, Luca Daniel, "[Toward Fast Computation of Robustness for ReLU Networks](#)", ICML: International Conference on Machine Learning, Jun 2018 (<sup>1</sup>Equal contribution)
- T-W Weng<sup>1</sup>, H Zhang<sup>1</sup>, P-Y Chen, J Yi, D Su, Y Gao, C-J Hsieh, L Daniel, "[Evaluating the Robustness of Neural Networks: An Extreme Value Theory Approach](#)", ICLR: International Conference on Learning Representations, Vancouver, May 2018 (<sup>1</sup>Equal contribution)




# Example: Website




# Example: Google Scholar





**James (Jim) Macnae**  
[RMIT University](#)  
Verified email at rmit.edu.au  
[Geophysics](#) [electromagnetics](#) [airborne](#)

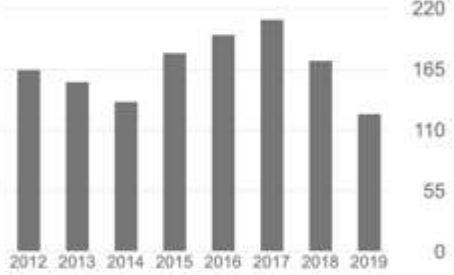


TITLE	CITED BY	YEAR
<a href="#">Time domain electromagnetic prospecting methods</a> MN Nabighian, JC Macnae Electromagnetic methods in applied geophysics 2, 427-520	371	1991
<a href="#">Fast AEM data processing and inversion</a> J Macnae, A King, N Stolz, A Osmakoff, A Blaha Exploration Geophysics 29 (2), 163-169	194	1998
<a href="#">Physics of the electromagnetic induction exploration method</a> GF West, JC Macnae Electromagnetic Methods in Applied Geophysics: Volume 2, Application, Parts ...	147	1991
<a href="#">Noise processing techniques for time-domain EM systems</a> JC Macnae, Y Lamontagne, GF West Geophysics 49 (7), 934-948	138	1984
<a href="#">Imaging quasi-layered conductive structures by simple processing of transient electromagnetic data</a> J Macnae, Y Lamontagne Geophysics 52 (4), 545-554	136	1987
<a href="#">Conductivity-depth imaging of airborne electromagnetic step-response data</a> JC Macnae, R Smith, BD Polzer, Y Lamontagne, PS Klinkert Geophysics 56 (1), 102-114	135	1991

Cited by

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	All	Since 2014
Citations	2902	1019
h-index	24	16
i10-index	63	31



Year	Citations
2012	165
2013	160
2014	140
2015	180
2016	190
2017	210
2018	170
2019	120




# Example: ResearchGate

**ResearchGate**or

[Recruit researchers](#)[Join for free](#)[Login](#)

[Home](#) » [University of the West of England, Bristol](#) » [Centre for Health and Clinical Research](#) » Gary Christopher



**Gary Christopher**  
University of the West of England, Bristol | UWE Bristol · Centre for Health and Clinical Research  
Jul 22.02 · PhD

Contact

[About](#)[Network](#)[Projects 3](#)[Research 44](#)

### About

44  
Research items

5,949  
Reads ⓘ


503  
Citations

#### Introduction

#### Skills and Expertise


Problem SolvingExecutive FunctionMemoryCognitive Neuropsychology

Current institution




**University of the West of England, Bristol**  
Centre for Health and Clinical R...  
Current position  
**Senior Lecturer**


Co-authors


# Example: GitHub



[Pull requests](#) [Issues](#) [Marketplace](#) [Explore](#)









 Set status


**Dikun Yang**  
yangdikun


Edit profile


Geophysical electromagnetic simulation and inversion. PhD from UBC. Now Postdoc at LDEO of Columbia University.  
 Southern University of Science and Te...  
 Shenzhen, China  
 [yangdikun@gmail.com](mailto:yangdikun@gmail.com)  
 [www.sustech-gem.cn](http://www.sustech-gem.cn)


Overview Repositories 8 Projects 0 Packages 0 Stars 0 Followers 13 Following 0


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**MaxwellFrequency**  
Forked from JuliaInv/MaxwellFrequency  
 Julia

**gpgLabs**  
Forked from geoscixyz/gpgLabs  
Tutorials and examples for applied geophysics!  
 Python

**eosc350website**  
Forked from geoscixyz/eosc350website  
Course website for EOSC 350  
 HTML


**magLab**  
Utilities for the learning of basic concepts in magnetic and electromagnetic exploration  
 Jupyter Notebook

**jInv.jl**  
Forked from JuliaInv/jInv.jl  
Flexible Framework for Parallel PDE Parameter Estimation in Julia  
 Julia

**rectilinear3d**  
Archive of my codes/scripts that deal with 3D rectilinear meshes and models...



91 contributions in the last year [Contribution settings](#)

# Example: LinkedIn





[Home](#) [My Network](#) [Jobs](#) [Messaging](#) [Notifications](#) [Me](#) [Work](#) [Try Premium Free for 1 Month](#)

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**Janaki Vamaraju** · 2nd  
PhD candidate at The University of Texas at Austin - Institute for Geophysics  
Austin, Texas · 500+ connections · [Contact info](#)

 University of Texas at Austin - Institute for Geophysics  
 The University of Texas at Austin


**Highlights**


 **1 mutual connection**  
You and Janaki both know Luz Angélica Caudillo Mata


 **2 Mutual Groups**  
You and Janaki are both in Society of Exploration Geophysicists (SEG) and American Geophysical Union (AGU)



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American Museum of Natural History  
Dikun, explore relevant opportunities with AMNH  
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**People Also Viewed**

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PhD Candidate | Machine Learning | Deep Learning | NLP

 **Yanchun Wu** · 3rd  
Principal Software Engineer and Program Software Lead at Berkshire Grey

 **John Bradshaw**  
Data Analyst Inter  **Messaging**



# Example: ORCID

The screenshot shows the ORCID iD profile for Dikun Yang. The header includes the ORCID logo, the tagline "Connecting Research and Researchers", and a navigation bar with links for "FOR RESEARCHERS", "FOR ORGANIZATIONS", "ABOUT", and "HELP". The user's name "Dikun Yang" and a language dropdown set to "English" are in the top right. A search bar and a "Registry" dropdown are also present.

The profile sidebar on the left contains the following information:

- Dikun Yang** (with a pencil icon for editing)
- ORCID iD**: <https://orcid.org/0000-0002-2807-9537> (with a "View public version" link)
- Display your iD on other sites** (with a question mark icon)
- Public record print view** (with a question mark icon)
- Get a QR Code for your iD** (with a question mark icon)
- Also known as**: Di-kun YANG, Yang Di-Kun, D Yang, Yang Dikun, YANG Di-kun
- Country**: Canada
- Keywords**: Geophysical exploration, Electromagnetism, Inverse problem, Numerical modeling

The main content area is titled "Biography" and includes several sections:

- Employment (0)**: A message stating "You haven't added information to this section yet; [add an employment now](#)".
- Education and qualifications (1)**: A list of qualifications, including "University of British Columbia: Vancouver, BC, CA" (2009-01-01 to 2014-11-01 | Ph.D. (Earth, Ocean and Atmospheric Sciences)). It is marked as the "Preferred source".
- Invited positions and distinctions (0)**: A message stating "You haven't added information to this section yet; [add a distinction or an invited position now](#)".
- Membership and service (0)**: A message stating "You haven't added information to this section yet; [add a membership or a service now](#)".
- Funding (0)**: A message stating "You haven't added information to this section yet; [add a funding](#)".

Each section has a header with a dropdown arrow, a count, and a question mark icon. To the right of each section header are buttons for "Add", "Sort", and "Edit" (represented by a pencil icon).

# Example: Twitter



The image shows a screenshot of a Twitter profile page for Leonardo Uieda. The left sidebar contains navigation icons and labels: Home, Explore, Notifications (with a blue badge), Messages, Bookmarks, Lists, Profile, and More. A blue 'Tweet' button is at the bottom of the sidebar. The main content area shows the profile header with a back arrow, the name 'Leonardo Uieda', and '4,401 Tweets'. Below this is a large background image of a map with red and blue lines, and a circular profile picture of Leonardo Uieda. To the right of the profile picture are three icons: a menu, a message, and a 'Follow' button. The bio section identifies him as a Lecturer at @LivUniEarthSci, a Geophysicist, and mentions his interests in Gravity and Magnetism, Open Source, Python, and Open Science. It also lists his location as Liverpool, UK, his website as leouieda.com, and that he joined in December 2012. Below the bio, it shows '1,002 Following' and '1,056 Followers', along with a note that he is followed by SEG, Lindsey Heagy, and 4 others. At the bottom, there are tabs for 'Tweets', 'Tweets & replies', 'Media', and 'Likes'. The first tweet is a pinned tweet from December 8, where he is looking for PhD students interested in geophysics and machine learning, and wants to learn to develop software in python. The tweet includes a link to @LivUniEarthSci and a large blue text overlay that says 'PhD Studentships'.

Twitter

Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

Leonardo Uieda

4,401 Tweets

Leonardo Uieda

@leouieda Follows you

Lecturer @LivUniEarthSci • Geophysicist • Gravity and Magnetism • Open Source • Python • Open Science • Topic Editor @JOSS\_TheOJ • 🇧🇷 🇺🇸 🇬🇧 • He/Him

Liverpool, UK leouieda.com Joined December 2012

1,002 Following 1,056 Followers

Followed by SEG, Lindsey Heagy, and 4 others you follow

Tweets Tweets & replies Media Likes

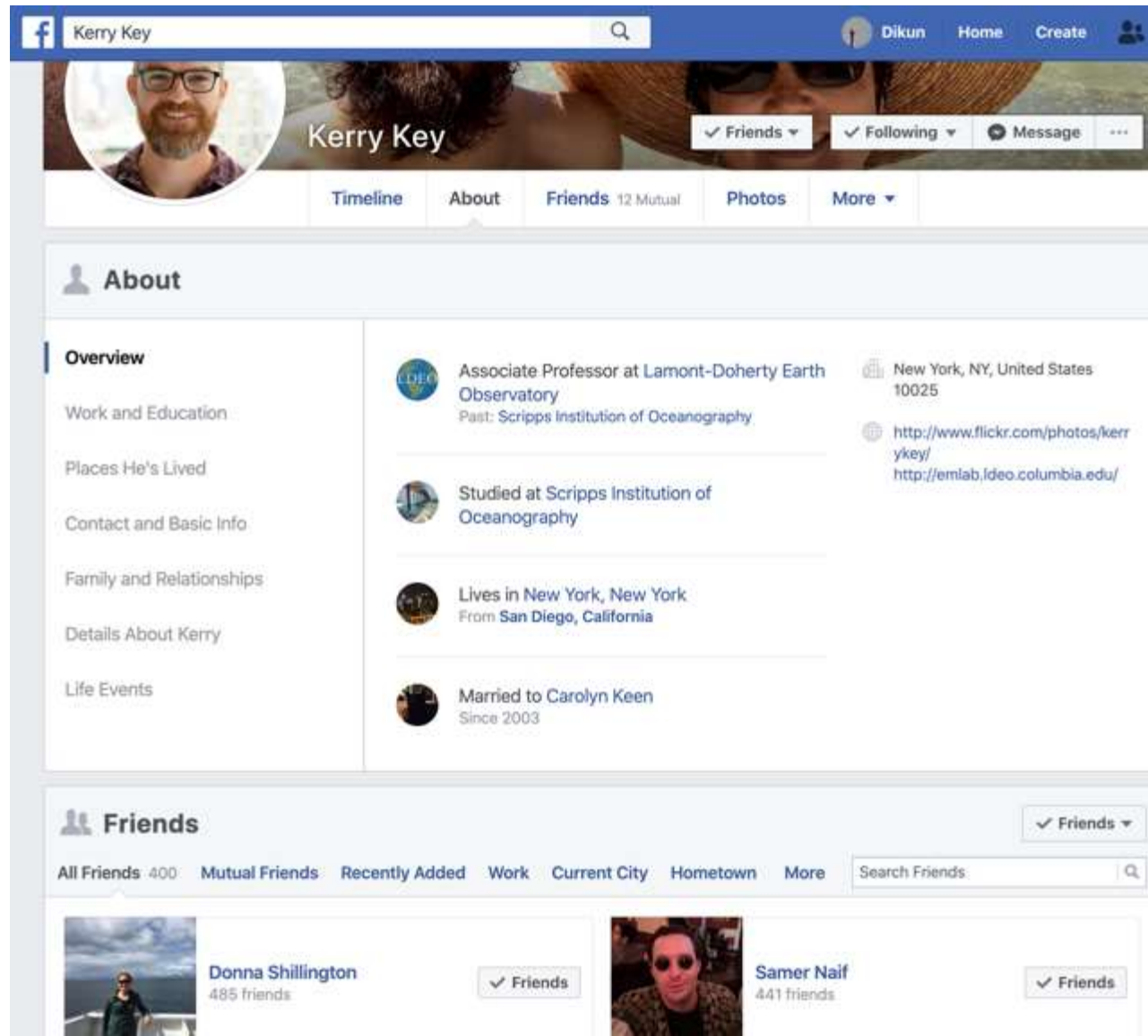
Pinned Tweet

Leonardo Uieda @leouieda · Dec 8

Interested in #geophysics, inversion, #MachineLearning? Looking for a PhD (or know someone who is)? Want to learn to develop software in #python? Apply for these PhD studentships to work with me at @LivUniEarthSci!

PhD Studentships

# Example: Facebook



The image shows a screenshot of a Facebook profile page for a user named Kerry Key. The page layout includes a top navigation bar with the Facebook logo, a search bar, and links for 'Dikun', 'Home', and 'Create'. Below the navigation bar is the profile header, which features a circular profile picture of Kerry Key, his name, and buttons for 'Friends', 'Following', 'Message', and a three-dot menu. A horizontal menu below the header allows navigation between 'Timeline', 'About', 'Friends' (with 12 mutual friends), 'Photos', and 'More'. The 'About' section is currently selected and displays an 'Overview' tab. This section is divided into two columns: a left sidebar with links to 'Work and Education', 'Places He's Lived', 'Contact and Basic Info', 'Family and Relationships', 'Details About Kerry', and 'Life Events'; and a right column with detailed information. The right column lists Kerry Key as an Associate Professor at Lamont-Doherty Earth Observatory (past affiliation: Scripps Institution of Oceanography), located in New York, NY, United States 10025. It also lists his education at Scripps Institution of Oceanography, his current residence in New York, New York (originally from San Diego, California), and that he is married to Carolyn Keen since 2003. Links to his Flickr and EMLab IDEO profiles are provided. Below the 'About' section is the 'Friends' section, which shows a 'Friends' button and a list of friends. Two friends are visible: Donna Shillington (485 friends) and Samer Naif (441 friends), each with a 'Friends' button.

Kerry Key

Timeline About Friends 12 Mutual Photos More

About

Overview

Work and Education

Places He's Lived

Contact and Basic Info

Family and Relationships

Details About Kerry

Life Events

Associate Professor at Lamont-Doherty Earth Observatory  
Past: Scripps Institution of Oceanography

New York, NY, United States 10025

<http://www.flickr.com/photos/kerrykey/>  
<http://emlab.ideo.columbia.edu/>

Studied at Scripps Institution of Oceanography

Lives in New York, New York  
From San Diego, California

Married to Carolyn Keen  
Since 2003

Friends

Friends

All Friends 400 Mutual Friends Recently Added Work Current City Hometown More

Search Friends

Donna Shillington  
485 friends

Friends

Samer Naif  
441 friends

Friends



# Weibo



# Blog

QuentinYue的个人博客

分享

http://blog.sciencenet.cn/u/QuentinYue

博客首页

动态

微博

博文

相册

主题

分享

好友

留言板

个人资料



岳中琦

加为好友

给我留言

打个招呼

发送消息

学术名片

学术谱系

工作情况:

香港大学, Faculty of Engineering, 教授

研究领域:

地球科学->地球物理学和空间物理学->地球动力学



博文

山东临沭县“常林钻石”的地震地质意义 2019-12-01

山东临沭县“常林钻石”的地震地质意义 岳中琦 1978年1月初, 我在安徽省宣城中学复习准备高中一年级学期末考试期间, 从中央人民广播电台新闻联 ...

(853)次阅读 | (0)个评论

深切缅怀地震预测专家强祖基老师 2019-11-30

深切缅怀地震预测专家强祖基老师 岳中琦 我认识强祖基老师是在 1979年-1986年之间。当时, 强老师在北京大学地质系地震地质专业任兼职教授, 我在这 ...

(1789)次阅读 | (2)个评论

在香港大学工作20周年的小结 2019-11-28

在香港大学工作 20 周年的小结 岳中琦 1999 年 12 月 1 日, 我来到香港大学工程学院土木工程系开始了第一天的教学与科研工作。再过二天, 就 ...

(7006)次阅读 | (20)个评论

又一项多年研究成果获得自然科学奖 2019-11-25

又一项多年研究成果获得自然科学奖 《基于数字图像的真实细观非均质岩土力学数值分析方法》 岳中琦 2019年11月19日下午, 我收到了这张第 ...

(6201)次阅读 | (8)个评论

缅怀地层古生物学家李作明先生 2019-11-12

缅怀地层古生物学家李作明先生 岳中琦 刚刚从微信群里知道, 香港地层古生物学家李作明先生因病医治无效, 不幸于 2019年10月22日与世长 ...

(2268)次阅读 | (0)个评论

好友

王毅翔

张淑英

黄永义

陆玲

马东民

崔尧

张海权

guhanxian

沈律

阎耀保

墨成和

史启权

最近访客

李锦超

7 小时前

付平

8 小时前

车志强

8 小时前

# Tips

- Balance between formal and entertaining
- Regular update and check up
- Be honest and absolutely no cheating/fraud
- Who are the audience
- Designing philosophy: professionalism
- Do not leave a half-finished project



# Assignment 5

- Complete three of the following tasks
  - Create your ORCID
  - Create your Google Scholar page
  - Create your ResearchGate page
  - Create your personal webpage
  - Create other forms of digital media (examples include twitter, weibo, wechat, YouTube channel, vlog, etc.)
- This assignment is not graded
- You do not need to turn it in

# Outlines

- Section 1: **Introduction** (2 hr)
- Section 2: **International communications** (2 hr)
- Section 3: **Writing and publishing** (8 hr) – Assignment 25%
- Section 4: **Presentations at conferences** (6 hr) – Assignment 15%
- Section 5: **Writing proposals and applications** (6 hr) – Assignment 15%
- Section 6: **Interviews** (2 hr) – Assignment 15%
- Section 7: **New media** (2 hr) – Assignment 0%
- Section 8: **Integrated practice** (2 hr) – Final presentation 30%

# Integrated Practice – Final Presentation

- Dec 24/25 (Thursday/Friday)
- 5 or 6 students to form a team
- Discuss the most valuable/memorable/interesting/useful/useless/boring content of this course
- Everyone team sends a representative to gives a short speech about the discussion
- Treat this task as a conference presentation or job interview
- A couple of questions can be asked and answered after each presentation
- Feel free to use any aids or media you like