

WEB PRESENCE

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**Part of the materials presented are taken from slides and this post composed by Colin Phillips*

WHAT AND WHY

- web presence \neq website or your CV online
- success = research x communication
- communication: going to conferences, talking to other linguists, and web presence
- web presence is how you present yourself online through passive and active means
- it determines who you are to your potential employers, collaborators and funding agency.
- a good presence especially benefits people in their early career

WHAT TO DO

- Step 1: check your existing web presence, fix it if necessary
- Step 2: build a website
- Step 3: create and update Google Scholar, LinkedIn, Academia.edu, ResearchGate, etc.
- Step 4: engage with colleagues live or online: Quora, Reddit, Facebook, twitter, blogs

WEBSITE ESSENTIALS

- do something that you can maintain
 - don't expect people to read much
 - who is your audience?
 - what do you want to convey?
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- Think about why your research is interesting to different groups of people: someone who works on the same topic, a linguist in your subfield, a linguistic in other subfields, a language scholar, a non-linguistic scholar.

MAKING A WEBSITE

- you don't exist without a website.
- you existed a while ago if you don't update your website.
- making a site using:
 - HTML, CSS
 - wordpress.com, googlesites, wix, jimbo, etc.
- domain
 - you can get one for free if you use one of the platforms
 - you can also buy one
 - be professional, use your name
 - if you are using a domain name with an affiliation (Goethe Uni), be prepared to change it after you leave

SAMPLE WEBSITES (PARTLY TAKEN FROM HERE)

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- Ivy Hauser (UMass); you don't have to be old to have an effective site
- Kate Lindsey (Stanford); this page immediately engages with you
- Valentine Hacquard (U of Maryland): simple way of illustrating research scope
- Omer Preminger (U of Maryland): minimalist in appearance, but informative and up-to-date (WordPress)
- Daniel Gutzmann (U of Cologne): beautiful; don't try this unless you have some good content
- Rachael Tatman: a compelling student site, conveys a lot about the person
- Coppe van Urk (Queen Mary): simple and playful
- Michael Yoshitaka Erlewine (National University of Singapore): clean and informative

OTHER SITES (TAKEN FROM HERE)

- Google Scholar: example Akira Omaki (U of Washington)
- LinkedIn: example Emily Nava (a COSWL leader)
- Research Aggregators: ResearchGate, Academia.edu, LingBuzz
- Blogs for discussion: Faculty of Language (Norbert Hornstein), Dorothy Bishop's blog, Language Log
- Blogs for reading: NLPers (Hal Daumé, Maryland), Making Noise and Hearing Things (Rachael Tatman)
- Quora (question-and-answer site): Colin Phillips' Quora answers