

CV, Building a Website, and Web Presence

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The Plan:

Why is a CV important?

Why is a website important?

Creating your own CV in LaTeX

Creating your own website

Other important web-presence topics (blog, Medium, Dataverse, twitter...)

Why is a CV important?

CV is *the* most important piece of information that others have about you

Easy way to market yourself (e.g., “I am known as a scholar of distributive politics b/c my research and teaching interests revolve around it”)...You control the narrative (within reason)

Linking to articles and working papers gets you citations/noticed

Can keep track of everything you’ve ever done (create an extensive CV and a simple CV)

CV Tips

Keep it simple and clear

Organize by section. More important sections should go up top

**List things in reverse chronological order (e.g., 2019 comes highest, then 2018, 2017,...
below**

Use LaTeX! Can comment out old papers/conferences and add notes to yourself

**Add links to papers, your website, email...anything to make your work more
accessible**

Your name and page number need to be on every page

Things NOT to do on a CV

A working paper does not count as a publication

Be careful of duplicating entries (e.g., grant/award appearing in two sections)

Not many people care what fraternity/sorority you were in in college. These things should be phased out as you get new things to add to your CV

Too many categories: e.g., Publications, Working Papers, Papers Under Review, Conference Papers...

“Risky” fonts, colors, and logos (see Ryan Gosling and the papyrus font)



Why is a Website important?

Where others can access your CV and learn a little about you

***Everyone* searches for your academic website (interviews, talks, conferences). Crucial when on the job market**

Signaling (you're teched-up enough to create your own website)

Linking to articles and working papers gets you citations/noticed

Avoid people emailing you asking for papers or replication files

Can post files for classes and teaching

Type of Website:	Description	Pros	Cons
Department website	Hosted by department (not all universities have this)	<ul style="list-style-type: none"> -No oversight needed -Typically just CV and brief bio 	<ul style="list-style-type: none"> -No oversight -Can't take it with you -Not very stylish, basic -Not updated often
For-profit website (Weebly, Squarespace, Wordpress)	Hosted by a company	<ul style="list-style-type: none"> -Point and click design system easy to use -Basic site designs are free 	<ul style="list-style-type: none"> -Must pay for stylish site designs -Who has your data?
Google Sites	Hosted by Google	<ul style="list-style-type: none"> -Free -Can use own domain name -Looks great -Simple 	<ul style="list-style-type: none"> -Simple -Must use Googles file storage types -Attachment size limited (20 Mbs)
Custom website	Hosted on Github	<ul style="list-style-type: none"> -Fully customizable -You own your data -Easy to make changes via Github 	<ul style="list-style-type: none"> -Must learn CSS/HTML and some Github -Takes a lot of effort

Website Tips

Buy a domain name. Be cool

Link to your department website, Google Scholar page, websites where your articles/working papers are located...all of these links build page views

Add ungated copies of all your articles

Does the layout make sense? Can you get back to the home page easily? Are there broken links?

Link to a blog, publication, news article you're cited in

Read design websites on how to lay out your own. Or look at other academics' websites for inspiration

In Firefox/Chrome, can "view page source" for HTML code

Examples (Github)

<http://www.andyphilips.com/>

<https://andyphilips.github.io/dynamac/>

<http://www.mit.edu/~wimpy/>

Examples (Google Sites)

<http://www.sarahwilsonsokey.com/>

<https://sites.google.com/a/colorado.edu/jstrayh/>

Other web-presence ideas

Blog

<https://marginalrevolution.com/>

<https://statmodeling.stat.columbia.edu/>

Contributor to blogs

WP's Monkey Cage

Dataverse

GitHub

Can post files, code

Host websites

medium.com

Short essays

seems especially popular for
data science

<https://dataverse.harvard.edu/>

It's unclear how these count as “scholarly contributions” currently...they will probably be more valuable in the future

Is a blog post read by 1000 people—or software downloaded 500 times—more valuable than a letter to the editor at a local paper?