SELF-MARKETING AS A RESEARCHER

BEN HERMANN (@BENHERMANN)

PADERBORN UNIVERSITY

JULY 19TH, 2019

WHY SHOULD YOU CARE?

YOU SHOULDN'T

YOU DO *Brilliant Research*
SO PEOPLE AT POPL WILL NOTICE AND THESE ARE THE ONLY PEOPLE YOU CARE ABOUT, AREN'T THEY?

Marinus van Reymerswaele - St. Jerome in his study

NOT QUITE...

IT IS ONLY THE PREREQUISITE

VISIBILITY CAN MAKE A DIFFERENCE

WHAT IS VISIBILITY AS A RESEARCHER?

1️⃣ FINDABILITY

Making it more easy for others to identify you

SRSLY

HAVE A WEBSITE

SRSLY

DO NOT DEPEND ON YOUR INSTITUTION FOR YOUR WEBSITE

(OR: YOU ARE MOBILE, DEAL WITH IT)

WEBSITE GENERATORS MAKE IT EASY FOR YOU

THERE IS NO EXCUSE
FOR NOT HAVING A WEBSITE

BE CONSISTENT
THROUGHOUT YOUR ONLINE PRESENTATION

2️⃣ ATTRACT ATTENTION

Making it more easy for others to remember you

THINK OF THE ATTENTION SPAN OF A TYPICAL PROFESSOR...

IT IS AN ECONOMY OF
ATTENTION OUT THERE

ATTRACTING ATTENTION IS NOT EASY

USE ALL THE ATTENTION YOU GET FOR "FREE"

I.E. YOUR CONFERENCE TALK

GREAT TALKS STAND OUT!

TAKE ALL THE OPPORTUNITIES TO SPEAK

ALWAYS!

WELL... NOT ALWAYS, BUT YOU KNOW.

PUBLISH WISELY

YOU BUILT A TOOL OR A FRAMEWORK?

GO FOR ARTIFACT EVALUATION ALWAYS!

DO A TUTORIAL!

SRSLY

BRAND YOUR WORK

FELIX PAUCK (@FOELLIXDE) DOES LOGOS FOR ALL OF HIS PROJECTS.

IF YOU HAVE MORE MONEY AND ARE MORE THAN ONE PERSON: GO FOR SHIRTS

EVERYONE LIKES SHIRTS

LIKE MIRA MEZINI (@M_MEZINI) HERE

3️⃣ SHARE THE LIMELIGHT

Making it more easy for others to stand out

SOCIAL MEDIA

IT IS CALLED *social* FOR A REASON

OR: LIKE ≠ RETWEET

THE ACADEMIC
TWITTERVERSE
Self-Marketing as a Researcher - Ben Hermann - July 19th, 2019 (@benhermann)

Olafur Eliasson - In real life

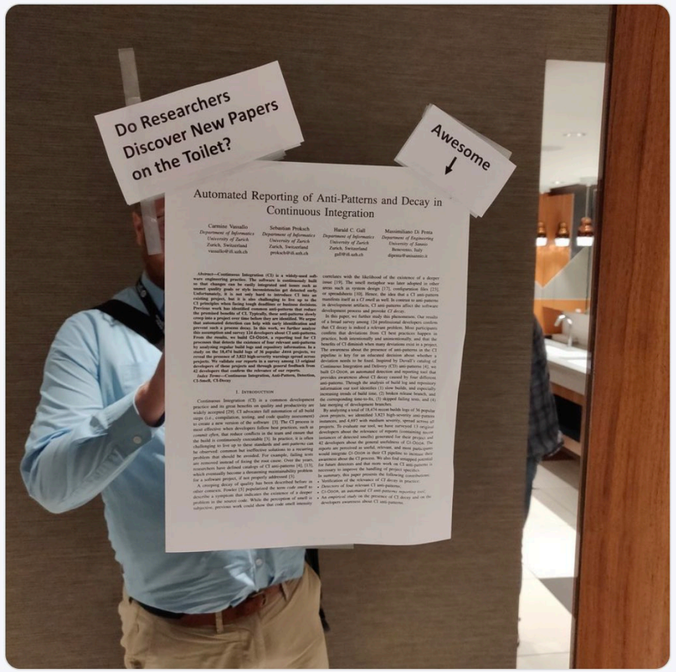
WHAT WORKS ON TWITTER?

Pictures and Hashtags

Ben Hermann @benhermann · 30. Mai

The amount of self-marketing at #icse19 has reached remarkable heights.

Tweet übersetzen



Ben Hermann @benhermann · 10. Mai

Final paper for Pre-Print Friday: "Know Your Analysis: How Instrumentation Aids Understanding Static Analysis" -with @pd_schubert, @ri_leer, and @profbodden on analysis #instrumentation in the @phasarframework for @SOAP_Workshop 2019 #preprint #paper thewhitespace.de/publications/s…

Tweet übersetzen

Know Your Analysis: How Instrumentation Aids Understanding Static Analysis

Philipp Dominik Schubert
philipp.schubert@upb.de
Heinz Nixdorf Institut
Paderborn, Germany

Richard Leer
rleer@mail.upb.de
Heinz Nixdorf Institut
Paderborn, Germany

Ben Hermann
ben.hermann@upb.de
Heinz Nixdorf Institut
Paderborn, Germany

Eric Bodden
eric.bodden@upb.de
Heinz Nixdorf Institut
Fraunhofer IEM
Paderborn, Germany

Abstract

The development of a high-quality data-flow analysis—one that is precise and scalable—is a challenging task. A concrete client analysis not only requires data-flow but, in addition, type-hierarchy, points-to, and call-graph information, all of which need to be obtained by wisely chosen and correctly parameterized algorithms. Therefore, many static analysis frameworks have been developed that provide analysis writers with generic data-flow solvers as well as those additional pieces of information. Such frameworks ease the development of an analysis by requiring only a description of the data-flow problem to be solved and a set of framework parameters. Yet, analysis writers often struggle when an

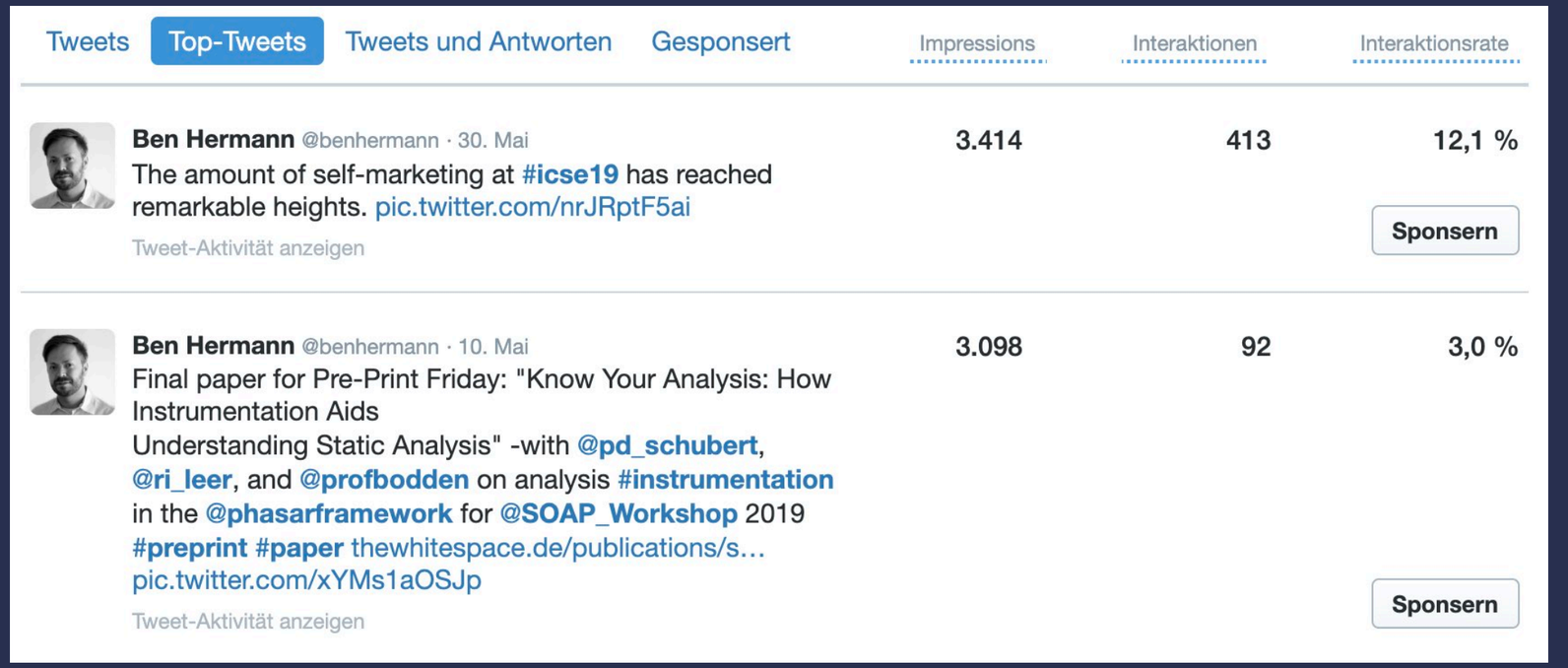
Keywords Static analysis, framework, instrumentation, C/C++

ACM Reference Format:
Philipp Dominik Schubert, Richard Leer, Ben Hermann, and Eric Bodden. 2019. Know Your Analysis: How Instrumentation Aids Understanding Static Analysis. In *Proceedings of the 8th ACM SIGPLAN International Workshop on the State Of the Art in Program Analysis (SOAP '19), June 22, 2019, Phoenix, AZ, USA.* ACM, New York, NY, USA, 6 pages. https://doi.org/10.1145/3315568.3329965

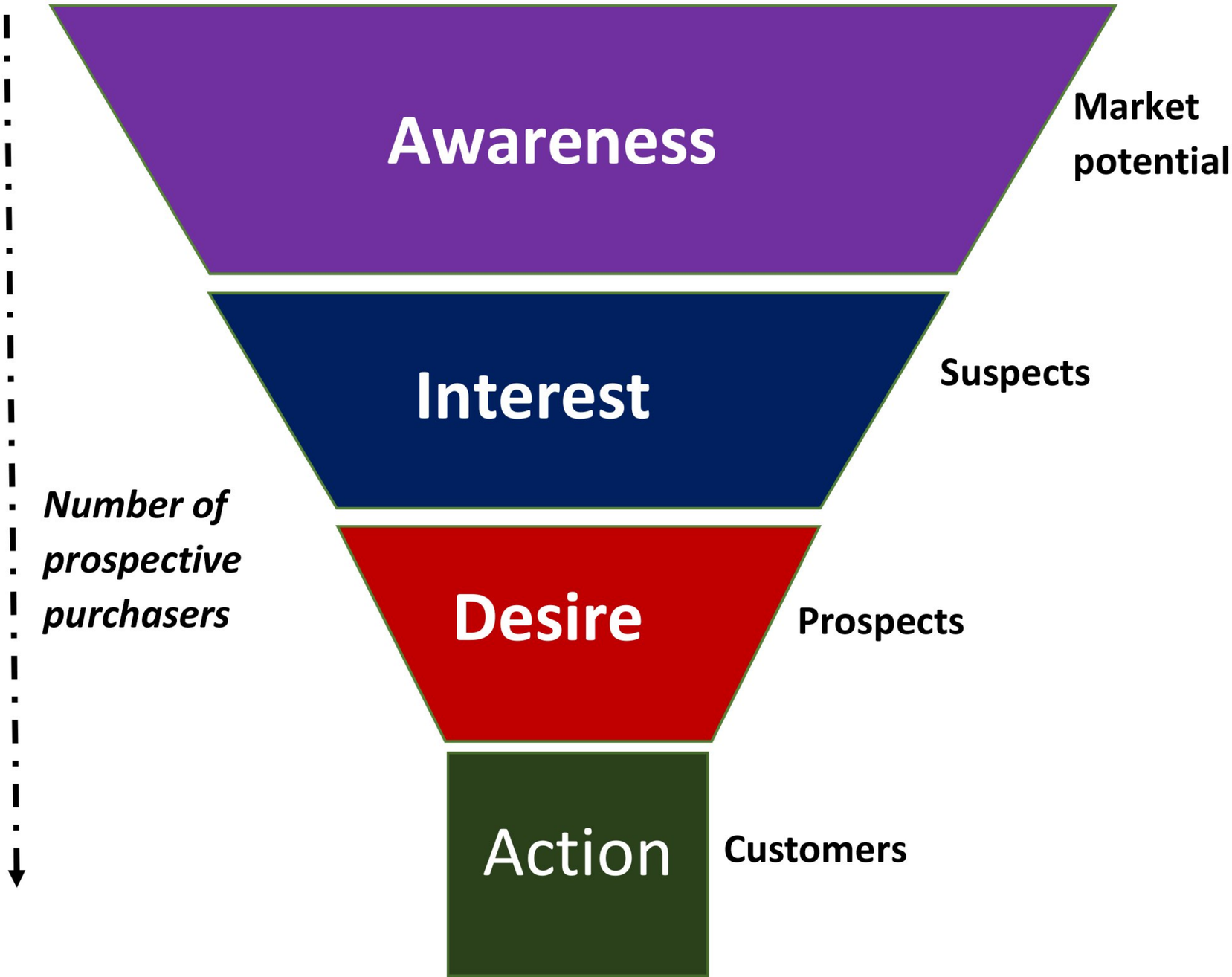
1 Introduction

There are several reasons why the development of a precise and scalable data-flow analysis is difficult. Concrete client

EXPERIMENT AND MEASURE



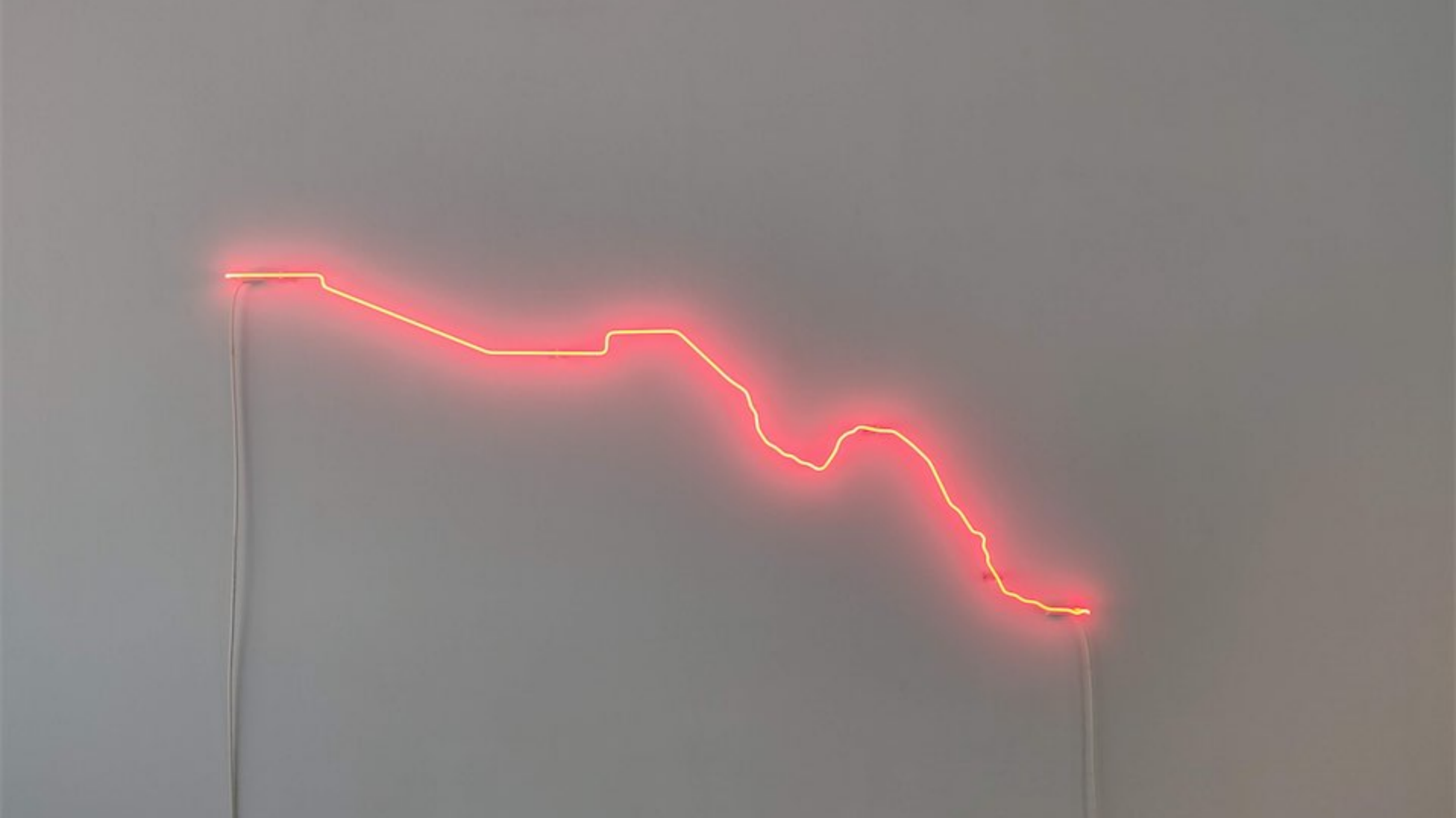
The Purchase Funnel



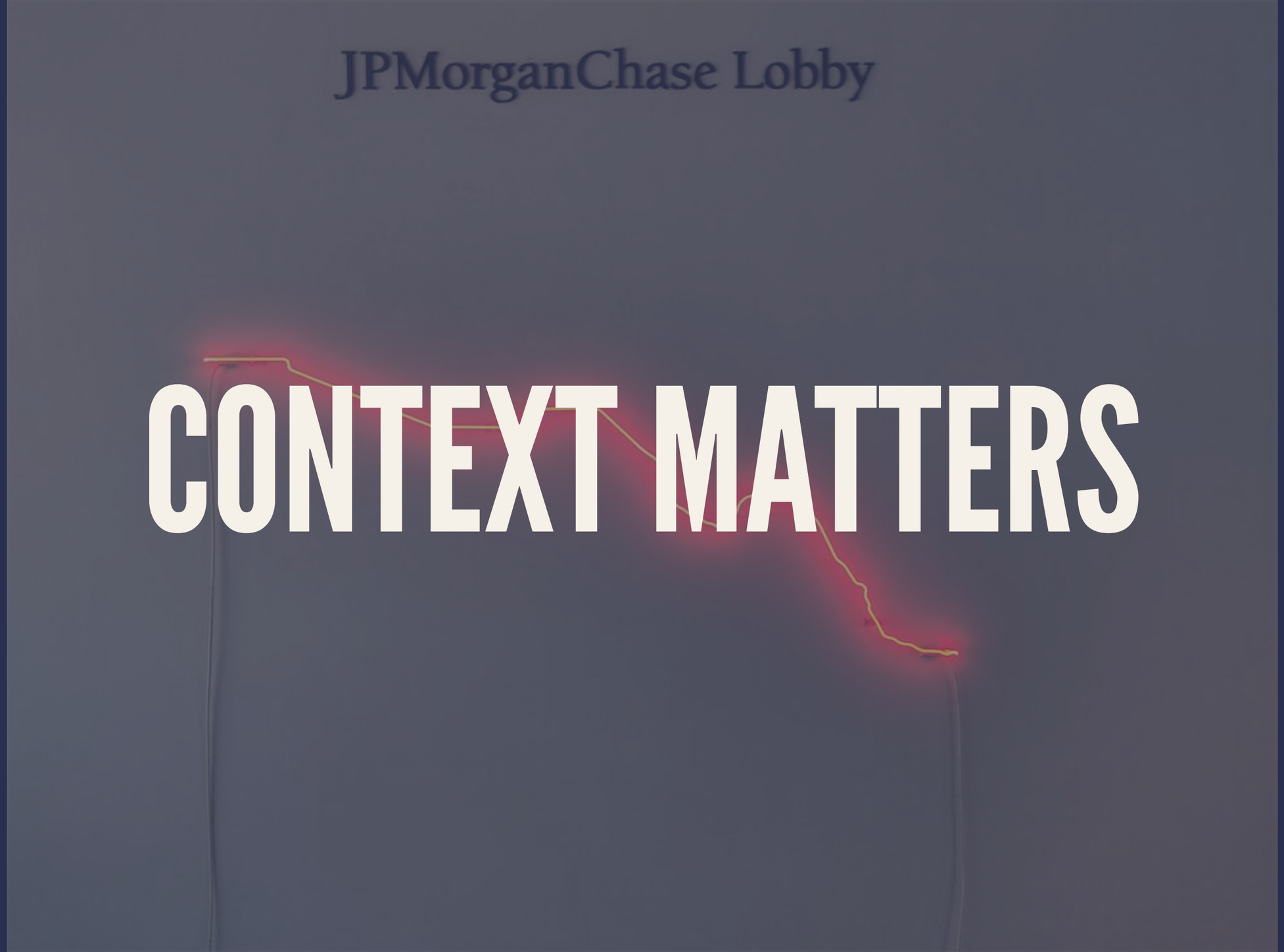
Blogging

MORE TIME CONSUMING BUT THIS WORKED FOR SOME PEOPLE E.G. FELIENNE HERMANS

WHAT CAN GO WRONG?



JPMorganChase Lobby


JPMorganChase Lobby
CONTEXT MATTERS

BREAKTHROUGHS

NEWS

Germans develop breast cancer blood test

Breast cancer kills more women globally than any other cancer. Doctors in Germany say they've now developed a new test that can accurately detect cancer in the blood.

RETRACTIONS

Note from the editors: Since the publication of the following article, scientists, including those from the University of Heidelberg, have raised serious doubts over the validity and accuracy of the blood test. The main concern are false positive tumor results, which are reported at a rate as high as 46 percent. This would mean that almost every other healthy woman would receive a false tumor diagnosis, the independent economic research institute RWI Essen reported as part of their "unstatistics" project.
In April 2019, the University of Heidelberg reported the case to the prosecutor's office for further investigation of possible fraud.

SELF-MARKETING AS A RESEARCHER

YOU DO *Brilliant Research*
SO PEOPLE AT POPL WILL NOTICE AND THESE ARE THE ONLY PEOPLE YOU CARE ABOUT, AREN'T THEY?

VISIBILITY CAN MAKE A DIFFERENCE

DO NOT DEPEND ON YOUR INSTITUTION FOR YOUR WEBSITE
(OR: YOU ARE MOBILE, DEAL WITH IT)

BRAND YOUR WORK