

November 18, 2025

PhD Lunch & Learn

Building your presence online

Dr. Marios Papachristou, Assistant Professor, Information Systems

**What are we
going to talk
about today?**



How do we build “online presence”?

**How can we make others
know about us and our work?**

Think of your favorite researcher

Scenario 1

- How do you get to know about their work?
 - If you searched about them on the Internet raise your hand!
 - Did you look them up on Google Scholar / socials / website?

An interesting paper at a conference

Scenario 2

- Assume you find a paper at a conference that was just presented interesting
 - How do you do it? Do you look up the paper and researchers **online**?
 - Do you try again if you cannot find anything about the **researcher** or **paper**?
 - Would you **lose interest** in the work if you cannot find it anywhere?

An interesting paper at a conference

Scenario 2

- Would you **cold-email** them to find about more?
 - What if you **cannot find their email**?
 - Would you try again later at night to find about the paper?
- If your answer to most of these questions is **NO** then you have probably already understood the importance of having an online presence

Online presence

- A collection of
 - social media profiles
 - Google scholar
 - website
- **Goal:** Showcase your work and interests
- This is helpful in several ways
 - Helps you learn to present yourself and your work
 - Find new collaborators
 - Get exposed to **new professional opportunities** (in both academia and industry)
 - You *become better at pitching your own work and connecting it!*

Part 1: Research portfolio

Google Scholar

Research Portfolio

- Usually the first thing someone who wants to look up your work checks
- You can list your publications and works in progress
 - Make sure to include all of your work (published, accepted, and ongoing)
 - Add a photo to help others remember you
 - Verify your profile using your institutional email
 - Keep an up-to-date research interests list



Marios Papachristou

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W.P. Carey School of Business, [Arizona State University](#)

Verified email at asu.edu - [Homepage](#)

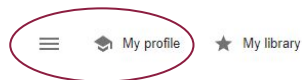
[information systems](#) [economics of networks](#) [LLM agents](#) [AI alignment](#) [privacy](#)

<input type="checkbox"/>	TITLE			CITED BY	YEAR
<input type="checkbox"/>	Leveraging Large Language Models for Collective Decision-Making			18	2025
	M Papachristou, L Yang, CC Hsu Proceedings of the 28th ACM SIGCHI Conference on Computer-Supported ...				
<input type="checkbox"/>	Network Formation and Dynamics Among Multi-LLMs			26	2025
	M Papachristou, Y Yuan PNAS Nexus (forthcoming)				
<input type="checkbox"/>	From Contagion to Stability: Insights into Network Dynamics, Resilience and Stability				2025
	M Papachristou Cornell University				
<input type="checkbox"/>	Differentially private distributed estimation and learning			5	2025
	M Papachristou, MA Rahimian IISE Transactions 57 (7), 756-772				

In class activity (5 mins)

Building a research portfolio

Go to Google Scholar and create a profile



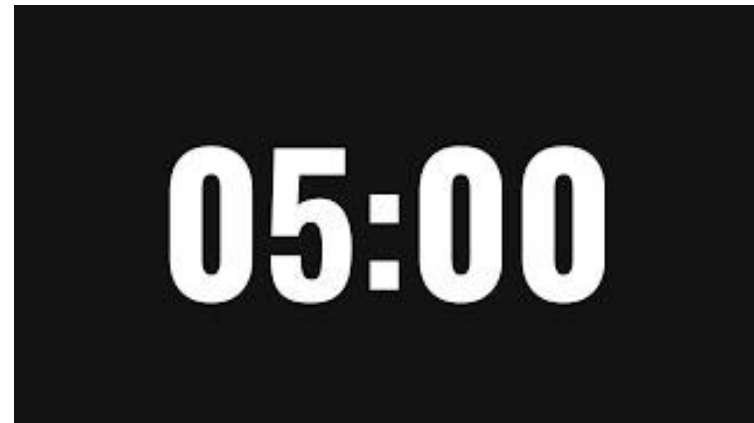
Google Scholar



☒ Articles ☐ Case law

New! Save papers to read later

Stand on the shoulders of giants



Sharing your ongoing work

Building a research portfolio

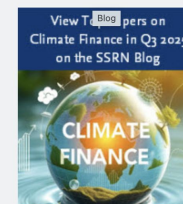
- What if I have a work in progress?
 - Preprint servers or personal website
 - These platforms let you submit *revisions*
 - **Positive signal to others:** you are active on research
 - **Always talk to your co-authors** before uploading anything online!

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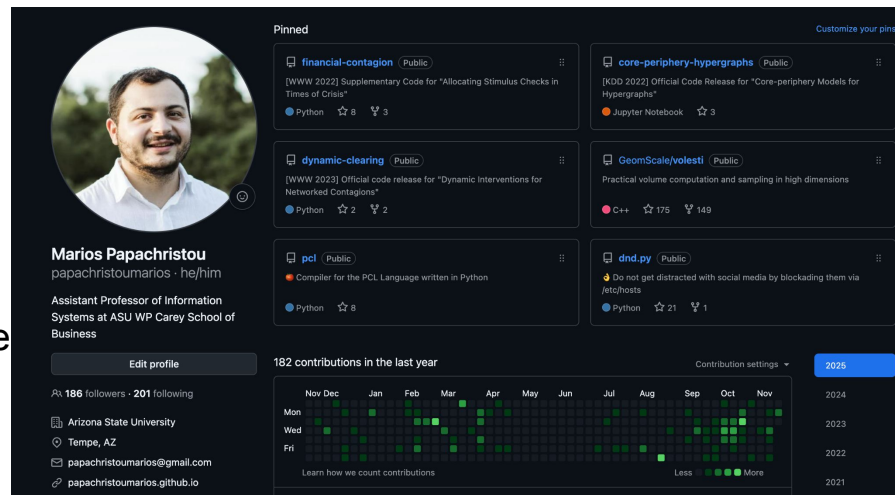
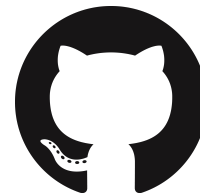
Advanced Search

~~arXiv~~

GitHub (optional)

Building a research portfolio

- Platform for maintaining code repositories
 - Has many social network features!
- Use it as a place to deposit code that others can find online
- Good for
 - Ongoing work
 - Archival / published work (host your code there)
 - If you are actively developing and maintaining statistical software or any other library



Part 2: Socials

Social network profiles

LinkedIn and X (formerly Twitter)



- Social network profiles help you disseminate your research
 - LinkedIn
 - X (formerly twitter)
 - Bluesky
- When you have a new “shareable” finding (e.g. preprint, session etc.)
 - Post it on LinkedIn and X
 - Helps you build network of people who are interested in your research (and can potentially hire you in the future)
- Socials are a great way to find out about **career** opportunities from your network



Hello from [REDACTED]

I'm a Senior Recruiter in the Science space at [REDACTED] and would love to add you to my network - feel free to send me a request to connect.

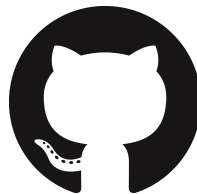
I work closely with the science team and regularly post new opportunities in Data Science, Machine Learning (Applied Science), and Research Science. Be the first to view opportunities when posted, along with insights directly from the hiring team. I'm always looking to stay connected with strong future talent.

Looking forward to connecting here on LinkedIn.

Building a website

Building a research portfolio

- A website is the link to all of your work
 - Space where you can talk about your work
 - It should be the link to all of the other things we talked about before (Google Scholar, Preprints, Socials)
 - Be sure to upload your CV there!
 - Aim for a good photo as well
 - MU has a booth for photos

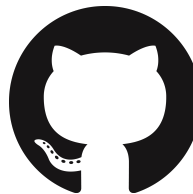


Google Sites

Building a website

Building a research portfolio

- Platforms
 - Github (If you want to develop it yourself)
 - Jekyll, Hugo, Pelican
 - Google Sites (very easy)
 - Can access it through your ASU Google account



Google Sites

Example

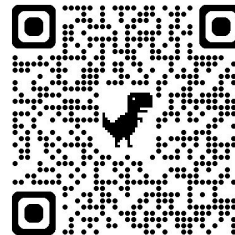
Part 1

Marios Papachristou Personal Homepage



I am an Assistant Professor of Information Systems in the [W. P. Carey School of Business](#) at Arizona State University. I work on the economics of networks, exploring their roles within large-scale social and information systems, and understanding their wider societal implications. I am also affiliated with the [AI and Data Analytics Center](#).

I hold a Ph.D. in Computer Science from Cornell University; where I had the fortune to be advised by [Jon Kleinberg](#). My [thesis](#) focused on studying the resilience of sociotechnical systems.



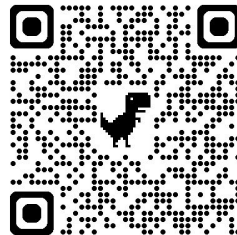
Present and past affiliation
What am I doing now and
where was I before?

Example

Part 2

I am interested in

- **LLMs for Social Science.** Exploring the capabilities of LLMs in social science, simulating human behavior, and simulating complex socio-technical systems. Recent examples include network formation ([PNAS Nexus 2025](#)) with LLM agents, and collective decision-making ([ACM CSCW 2025](#), [ACM Featured Article](#)).
- **Information Diffusion and Contagion.** Exploring how information and contagion diffuses in networks and how to remediate it. Examples include financial contagion ([ACM WWW 2022](#), [ACM WWW 2023](#), [SSRN 2024](#), [Federal Reserve Bank of Minneapolis Featured Article](#), [TOC4Fairness](#)), and supply chains ([SSRN 2024](#)).
- **Privacy Preserving AI.** Exploring how agents learn in a distributed way subject to privacy considerations. Examples include learning with continuous state spaces ([IISE Transactions 2025](#), [ISE Magazine Featured Article](#), [Pitt News Article](#)), and discrete state spaces ([arXiv 2024](#)).
- **Network Models.** Exploring how (hyper)-graphs form. Examples include learning the structure of core-periphery graphs ([Scientific Reports 2021](#)) and hypergraphs ([ACM KDD 2022](#)), and statistical sampling from constrained spaces ([ACM TOMS 2023](#), [JOSS 2025](#)).



Research

What research am I doing?
Note links to research
articles, news articles, etc.

Example

Part 3



In the past, I have closely collaborated with the [Office of Applied Research](#) at Microsoft Research, and the User Modeling Research Team at [Twitter Cortex \(now X\)](#), and have also contributed to the open-source statistical sampling software [volesti](#).

My research has been supported by an [Onassis Scholarship](#), a [LinkedIn Ph.D. Fellowship](#), a grant from the [A.G. Leventis Foundation](#), a grant from the Gerondelis Foundation, and a [Cornell University Fellowship](#).

- [\[Google Scholar\]](#)
- [\[GitHub\]](#)
- [\[CV\]](#)
- [\[Twitter\]](#)
- [\[LinkedIn\]](#)
- [\[School Website\]](#)

Industry experience, funding, and links

What real-world industry experience I have?

Funding (fellowships, and any other relevant thing)

Contact details (link to other things)

What if I don't have many things to put in?

My website exactly 5 years ago

I am a first-year PhD student in the *Computer Science Department* at *Cornell University*, advised by Prof. [Jon Kleinberg](#). I received my undergraduate degree from the School of Electrical and Computer Engineering at the National Technical University of Athens in July 2020 where I completed my Thesis under the supervision of Prof. [Dimitris Fotakis](#). I have also been a researcher for the [Business Analytics Lab \(BALab\)](#), supervised by Prof. [Diomidis Spinellis](#). My primary research interests lie within the field of *Data Science* where I want to bridge theory and application in order to tackle many interesting problems.

My work is accessible via the following *profiles*

- [GitHub](#)
- [Google Scholar](#)

A more detailed CV can be found [here](#).

Contact: (last_name)(first_name) [at] cs.cornell [dot] edu

Still better than no website!



**That's all from me – thank you!
Questions?**

