Crafting Your Online Scholarly Persona

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First Things First

- No matter what we say here today...
- Prioritize your research (grad students, jr faculty)
- Crafting a *scholarly* persona online doesn’t do much if you aren’t a *scholar*
- This is just icing, make the cake first
Should I Show Off My Work?

• Yes! Yes! Yes!
• Most academics are pretty humble, which is a good thing
• How to market your scholarship appropriately?
  • Not just what to do but *how* to do it
Dos

• Create a personal research website
  • Show off publications or links to them on your site
  • Show off funding, lab, colleagues, students
  • Show off tutorials and presentations
• Keep your CV current – request removal of old ones
• Set up your Google Scholar profile
Don’ts

• Don’t market *yourself* just your scholarship
  • Don’t go overboard on personality
  • Instead, let departments and centers *market you*!

• Don’t show works in progress (grad students & jr faculty)
  • Not yet published and might not be final results
  • Avoid getting scooped!
Should I Share My Data?

• Yes!
• Promising development in many fields is move towards fully replicable works
• Intentions are spot on, but there are some practical considerations, given publication pressures
• So, how and when?
Dos

• Make published works data and related code publicly available
  • E.g., ICPSR and Dataverse
    • Free storage
    • Appropriate credit
    • Link to it on your own site
Don’ts

• Don’t jump the gun
• Students in my lab or grad students with dissertations need this data...
• Would like to share but want to protect their projects as well
• This is the tradeoff lots of us deal with
• Be transparent with editors and colleagues
Should I Be On Social Media?

• Meh

• Okay, sure
  • Iff you can behave...
Dos

• Most successful model seems to be promoting works in your field(s)
• Or promoting conferences and related academic events
• Journals & assoc now here
Don’ts

• Too easy to be careless here or let slide our opinions that are not related to our work
• Resist snark and trite commentary
• We should be a model to the public and especially our students
• Our primary objective is research not activism
Should We Engage “the Media?”

• Responding to journalist requests for interviews?
• Reaching out to journalists?
• Seeking out media coverage?
Dos

• Movement in academic & data driven journalism
  • Monkey Cage at Washington Post
  • Pollster at Huffpost
  • 538

• Academic journals adopting blogs on articles
  • Forces us to write to more general and current audience without middlemen
Don’ts

• Don’t become a journalist

• Journalists should know something about our fields
  • E.g., good science writers have strong backgrounds in the fields they write in
  • Should be the same for social sciences and humanities

• Don’t comment on every current event / loosely related topic to your field
  • Stick to your research
THANK YOU

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Advantages of Open Research

The Open Access Citation Advantage

- Demonstrated (and debated) advantage of OA for increasing citations

Alignment with scientific methodology and process

- Transparent, reproducible, and iterable research furthers science

Federal funder mandates

- Publicly funded and open to the public
Places To Be

GitHub

- Share the code you use to analyze your data
- Contribute to other projects and build a community

Data Repositories

- General Repositories: Zenodo, Figshare, Dataverse, and Dryad
- Subject Repositories: Data repositories known within your field

Social Media

- Twitter, LinkedIn, YouTube, Instagram, etc.
- Be authentic and (somewhat) focused
If you are going to be open, be open

Pick open licenses
  • Creative Commons or public domain

Pre-register
  • Commit to a plan in advance (and document it openly)

Embrace the perceived risks
Jacob Groshek, PhD
Associate Professor of Emerging Media and Data Science
How comprehensive is my online scholarly persona?

Always a work in progress: No support to update

- Always have to update w/sometimes little reward – cites, media, etc.
- Plus, have to manually update multiple platforms
  - Personal site, BU site, Researchgate, Academia, LinkedIn, Kudos...
Which one is the primary one?

All of them: You never know how you will be found(!)

• What do I make available?
  • *Everything* – we are fighting for eyeballs
  • Without effective public relations agents, have to do it all
• I invest a lot of time on Twitter: But it takes time 😊
  • It is hugely public
  • Promote my work to over 9,000 users at once
  • Demonstrate relevance of my expertise
  • Connect with other scholars & share their work
  • Become a hub of authoritative information
Relative importance of the online persona?

**Essential:** Most people know me first online

- I administer the Boston University Twitter Collection and Analysis Toolkit, which has over 600 million data points collected to date
  - I support users from all of the world, many of whom cold call me

- In terms of statistics: Yes
  - Most important – Google scholar (h- and i- index)
  - Google analytics on personal & BU sites +/- 500 sessions
  - Twitter, Researchgate, Academia, Kudos, all have reports

- More is more, but we desperately need balance: Unplug regularly
Research

Jacob Groshek, PhD
Associate Professor of Emerging Media and Data Science
#BlueScrotumSummer: Social Media and Primatology from the Field

Christopher A. Schmitt, Ph.D. 
Assistant Professor 
CAS Anthropology & Biology 
@fuzzyatelin 
evopropinquitous.tumblr.com 
www.evopropinquitous.net
Being an Academic Scientist Online

Things to Keep in Mind

❖ You are branding yourself.
❖ You are representing more than yourself and your work.
❖ You are exposing yourself and others to unknown elements.
❖ You are operating within a real-world framework of laws and social connections.
❖ You are plugging yourself into a larger narrative.
Represent... as a Scientist

Gay prejudice? It's not easy admitting you're... a scientist
Gay scientists are almost completely invisible, and part of the blame for this lies with the LGBT community itself.

Tom Welton
theguardian.com, Friday 14 February 2014 07.53 EST
Jump to comments (97)

Communicating with the public, being out as a scientist.
By Janet D. Stemwedel | September 30, 2014 | 1
It’s time for some real talk, dear readers.

I was recently asked a question by a student that I’ll admit threw me. I was surprised that it threw me, because this is a question that I’ve been waiting to be asked. It’s something I like to think is essential to my career and my relatively new role as a mentor, and it’s one that I’ve occasionally addressed in some fairly public fora:

How has it been to be queer in our field?
Micro-Blogging (Tumblr)
Micro-Blogging (Tumblr)

Two Bottles Extracted from Man's Arm: The Birth...

Things I Learned as a Field Biologist #24

One day, you may notice that one of your mosquito bites has begun to hurt... like a needle being pushed insistently and repeatedly into your skin. As the days pass by, the poking becomes more intense, and the pain a bit deeper, and the bump is beginning to grow...

When you look more closely at the offending bite, you may see something mildly horrifying: a small proboscis, wetly reaching out for air, before disappearing quickly back into a tiny, suppurating hole in your skin.

Congratulations.
You have a botfly.

Field Biologist #5

you magical creatures. You are one of them.

Bring Out Day.
Our new favorite Tumblr is scientific, graphic and hilariously tragic. It also features fluffy monkey scrotum.

He is Christopher Schmitt. His blog is evopropinquitous.tumblr.com. It is hilarious and true. You will be glad he is there experiencing it and writing about it and you are not.

This world, alas, is far from perfect.

Things I Learned as a Field Biologist #65: "Collecting the fecal matter of your study subject is an art form, and not nearly as simple as one might think. In a perfect world, you would look through your binoculars into the canopy and see the prized excrement emerge freshly from the posterior of the exact animal you’re hoping to sample. This ample and cohesive bolus w would immediately retrieval..."
Simpler/quicker than blogging

Ready-made field engagements…
Scientists celebrate the weird world of animal genitalia with #junkoff

Junk Off: Biologists from around the world tweet animal genitalia at one another
#FieldWorkFail

Speaking of Science: A Student's Guide to Fieldwork with [Author] by Rachel Feld [Date]

[Image of an open book with scientific illustrations and writing]
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christopher schmitt @fuzzyateln - Jun 27
Studying wild primates is also studying how humans live with them. Rehab facilities can teach us much. #BUvervets16

christopher schmitt @fuzzyateln

#BlueScrotumSummer starts Monday! My more *ahem* professional summer #fieldwork tag's #BUvervets16. I’ll use both liberally in South Africa!
Research

Neha Gondal, PhD
Assistant Professor, Department of Sociology
Crafting your Online Scholarly Persona

Online Scholarly Persona has disciplinary cultures

I have: e.g.

- Website (personal and institutional): Description of my work, CV, links to papers
- Google Scholar Profile
- NO academia.edu/ResearchGate (ethical concerns) or LinkedIn (not disciplinary norm)
Graduate Students

When you are on or close to the market!

- Personal Website that is included in your email signature and your application letterhead
  - Description of your dissertation + CV
  - Areas of discipline where you fit (make sure you have all listed)
  - pre-prints of publications
  - Professional picture of yourself

Website metrics allow you to keep track of visitors (but can get obsessive when on the market)
Academic Minorities

Digital presence can be more important for minorities in academia (e.g. women, POC, LGBTQ)

- Ceteris paribus, white men have advantages on the academic job market (finding jobs, more prestigious jobs, and mobility)
- PhD pedigree is also very important