

Research

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

BU TechWeb Search this site Get Help ?

services support about

Get a website support website services overview

Websites on www.bu.edu and www.bumc.bu.edu

Type of Website	URL(s)	Technology	Who Can Request ...	How to Get ...
Schools & Colleges				
Academic Departments				
Administrative Offices/Units		www.bu.edu: WordPress or non-WordPress		
Business Offices/Units	www.bu.edu www.bumc.bu.edu	www.bumc.bu.edu: currently WordPress only	Department administrator or designated representative	Request a site >
Centers & Institutes (reporting to Provost)				
Major Initiatives, Events & Ceremonies				

Websites on sites.bu.edu and blogs.bu.edu

Type of Website	URL(s)	Technology	Who Can Request ...	How to Get ...
Faculty/Staff Individuals*	sites.bu.edu	WordPress	Faculty/Staff	Request a site >

Dos

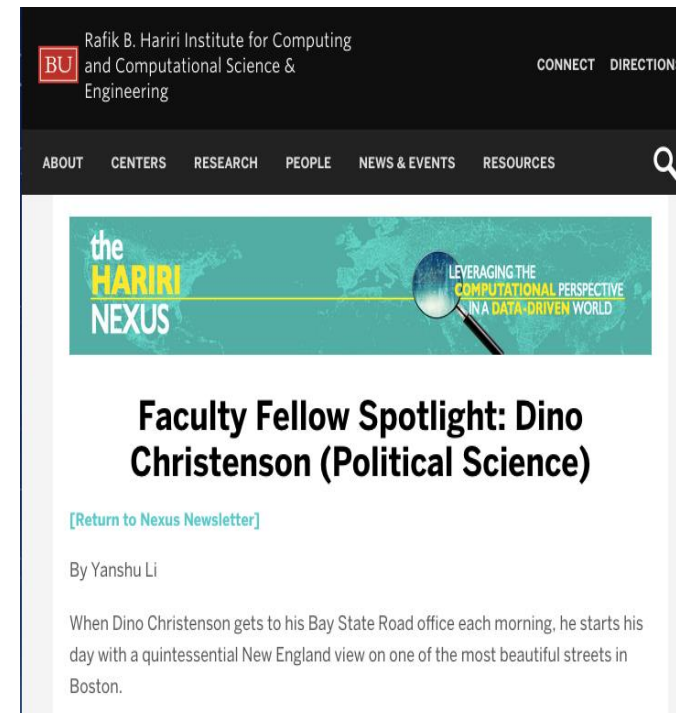
- Create a personal research website
 - Show off publications or links to them on your site
 - Show off funding, lab, colleagues, students
 - Show off tutorials and presentations
- Keep your CV current – request removal of old ones
- Set up your Google Scholar profile



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

The
Dataverse
Project 

ICPSR

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

How Are We Doing? Data Access and Replication in Political Science

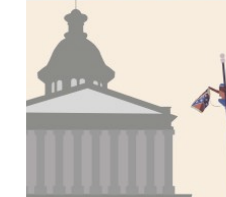
MAY 23, 2016 BY APSA

58
Shares



How Are We Doing? Data Access and Replication in Political Science

Ellen M. Key, Appalachian State University



Data access and research transparency (DA-RT) is a growing concern for the discipline. Technological advances have greatly reduced the cost of sharing data, enabling full replication archives consisting of data and code to be shared on individual websites as well as journal archives and institutional data repositories. But how do we ensure scholars take

advantage of these resources to share their replication archives? Moreover, are the costs of research transparency borne by individuals or journals? Articles published in

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

Matt Grossmann @MattGrossmann
 5:21 PM - 21 Oct 2017
 2 Likes

Repub congress candidate position Trump reflect district partyID, gender incumbency; little electoral impact



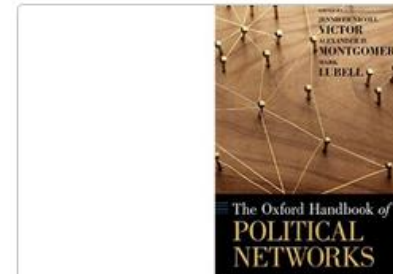
5:21 PM - 21 Oct 2017

2 Likes

Political Networks @PolNetworks

Follow

— Now available, the 43 chapters you really need, @OUPAcademic Handbook of Political Networks.



The Oxford Handbook of Political Networks (Oxford Handbooks)

Networks are omnipresent in our natural and social world, and they are at the heart of politics. Relationships of many types drive political institutions, processes, and ...

9:39 AM - 20 Sep 2017

3 Retweets 5 Likes

1 3 5

John B. Holbein @JohnHolbein1

Follow

Cool @PolBehavior by Henderson/@AGTheodoridis : voters systematically avoid ads from other party. Not same for - ads bit.ly/2gBNB81

ORIGINAL PAPER

Seeing Spots: Partisanship, Negativity and the Conditional Receipt of Campaign Advertisements

John A. Henderson¹ · Alexander G. Theodoridis²

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Abstract Changes in the media landscape increasingly put voters in control of the amount and type of political content they consume. We develop a novel experiment to assess the factors that drive this conditional receipt of information. We focus on how party source and tone interact with partisanship to influence the campaign messages voters seek out or avoid, as discretion over self-exposure varies. We randomly expose subjects to comparable positive or negative television ads aired by Democratic or Republican candidates from the 2012 Presidential election, and measure subjects' propensities to skip, re-watch and share the spots. Partisans avoid out-party ads, albeit asymmetrically: Republicans are more consistent partisan screeners than Democrats. We find more such selectivity as discretion increases, but little evidence that negativity influences self-exposure. Our findings provide greater insight into the forces behind information selectivity, and have important implications for elections in the post-broadcast era.

Keywords Selective exposure · Partisanship · Information · Media · Advertising

7:12 AM - 22 Oct 2017

6 Retweets

Maya Sen @maya_sen · Sep 29

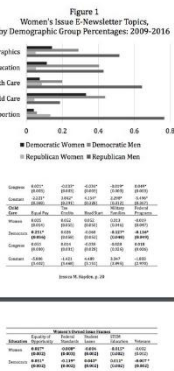
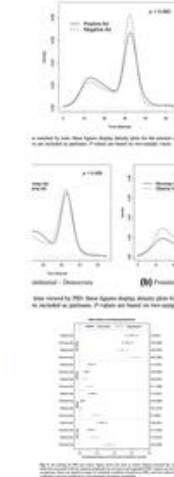
Replying to @maya_sen

Substantive takeaway => women in Congress use similar policy frames, despite being of different parties haydenjm.com/wp-content/upl...

Carl Albert Congressional Research and Studies Center
 University of Oklahoma
 haydenjm@ou.edu

Introduction

In 1992, the media, politicians, and scholars alike heralded the congressional election as marking the "Year of the Woman." Scholarship around this time found that women in Congress, regardless of party, were more liberal on women's issues than their male counterparts and that women communicated differently in both chambers. Since then, however, we have witnessed a surge of partisanship and ever-growing polarization. Increasingly, this partisan polarization has influenced the way women in both parties communicate about women's issues, and the way voters interpret these messages (Wolbrecht 2000; Fridkin and Kenney 2014). Scholars have found that though both Republican and Democratic women both intend to be descriptive representatives, how they conceptualize this role varies between parties (Carroll 2002; Evans 2005). This is due to polarization along ideological lines *per se*, and the impact it has had on women as candidates. Specifically, as the Republican Party has moved further to the right than Democrats have moved to the left, Republican women are being asymmetrically excluded from representation in Congress (Thomsen 2015). This trend has in turn affected the way Democratic and Republican women communicate about women's issues. Little scholarly



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

Research

THANK YOU

Dino Christenson

Department of Political Science

Hariri Institute for Computational Science & Engineering

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....

The screenshot displays a web browser with several tabs open, including 'www.jgroshek.org', 'www.researchgate.net/pro', 'www.linkedin.com/in/jacob-groshek/', and 'twitter.com/jgroshek'. The main content area is a collage of three overlapping social media profiles for Jacob Groshek, PhD (@jgroshek):

- ResearchGate Profile:** Shows a profile picture, a name 'JACOB GR', and a logo 'R⁶'. Navigation options include Home, Questions, and Jobs.
- LinkedIn Profile:** Features a profile picture, a search bar, and a banner for a 'MAKING SOCIAL MEDIA MATTER WORKSHOP' held from 'OCT 20 - 22, 2017'. The user is identified as an 'Associate Professor of Emerging Media & Data Science at BU | Speaker | Consultant | Workshop Director' with a link to 'sites.bu.edu/social-media-a...'. Location is listed as 'Boston, MA'.
- Twitter Profile:** Shows a profile picture, a banner for 'ANALYZE, VISUALIZE & INTERPRET SOCIAL NETWORKS IN 3 DAYS', and statistics: 931 Tweets, 10.3K Following, 9,438 Followers, 231 Likes, 3 Lists, and 0 Moments. A recent tweet is visible: '#Snap, Inc. Hit With #Layoffs Amid #Spectacles Debacle' with a link to 'prnews.com/snap-inc-hit-w... via @rightrelevance thanks @prnews'. Below the tweet is a photo of a person holding a Snapchat logo and the text: 'Snap, Inc. Hit With Layoffs Amid Spectacles Debacle Like Google Glass before it, Snapchat's Spectacles seem destined for the bargain bin, a featured item at an upcoming yard sale near you. prnews.com'.

The bottom of the image shows a Windows taskbar with several application icons and the system clock displaying '8:53 AM'.

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?

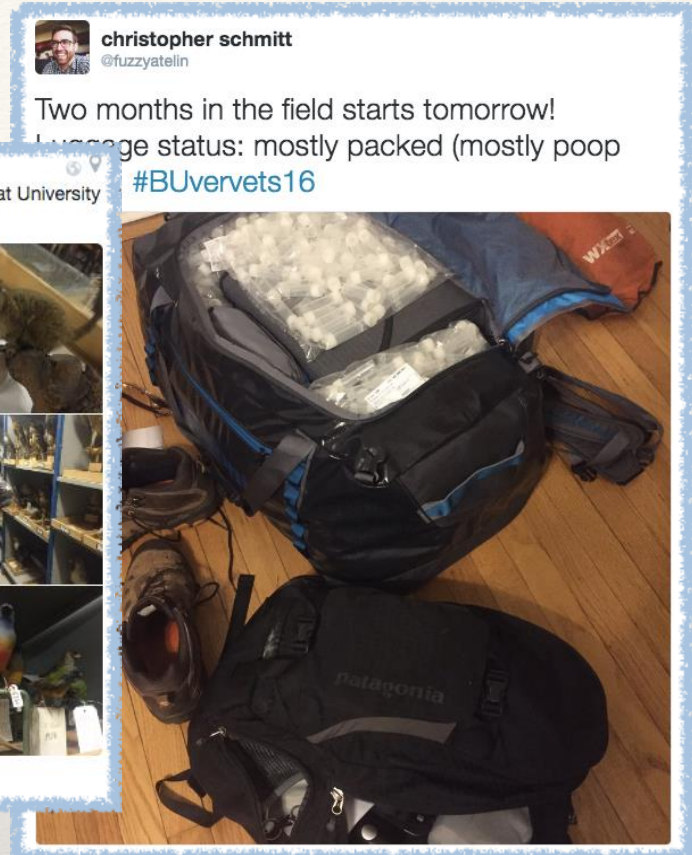
Essential: Most people know me first online

- 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



**SCIENTIFIC
AMERICAN™**

Communicating with the public, being out as a scientist.

By [Janet D. Stemwedel](#) | September 30, 2014 |  1

theguardian

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[News](#) > [Science](#) > [People in science](#)

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 \(97\)](#)

Represent... as Yourself



**IT GETS
BETTER
PROJECT**
ITGETSBETTERPROJECT.COM



On Being a Queer Primatologist

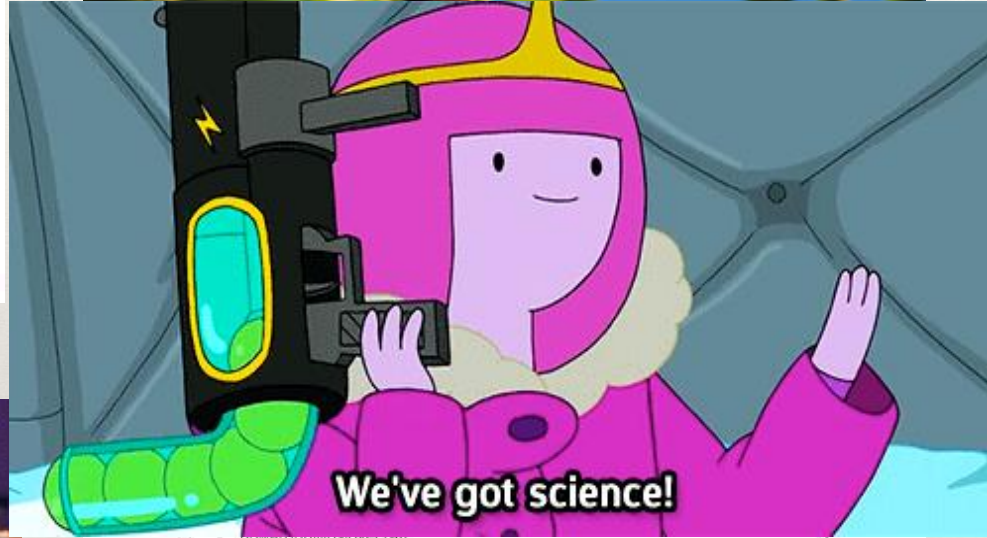


It's time for some real talk, dear readers.

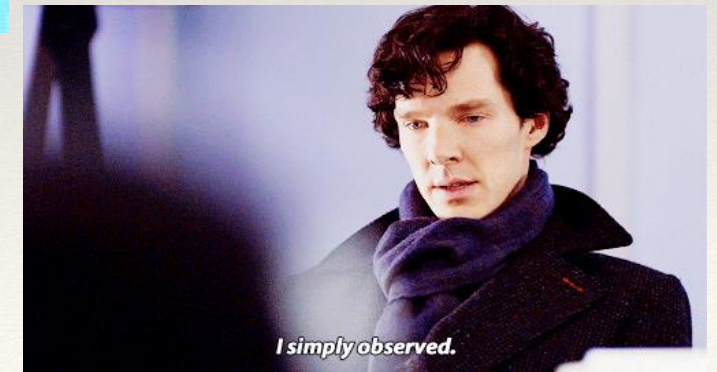
I was recently asked a question by a student that I'll admit threw me. I was surprised that it threw me, because this is a question that I've been waiting to be asked. It's something I like to think is essential to my career and my relatively new role as a mentor, and it's one that I've occasionally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

How has it been to be queer in our field?

Micro-Blogging (Tumblr)



You write, dear readers, and I listen. There's been A LOT of interest in the methodology outlined in [Things I Learned as a Field Biologist #635](#). Lamentably, this is not my story to tell: although I've collected many bodily excreta/secreta from from many primates, the [Strepsirrhini](#) ain't my game.



Micro-Blogging (Tumblr)



Things I Learned as a Field Biologist #294

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

magical creatures. You are one of them.

g Out Day.



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.

Our new favorite Tumblr is scientific, graphic and hilariously tragic. It also features fluffy monkey scrota.

 **Robbie Gonzalez**
Filed to: GOOFBALLERY 10/26/12 8:20am

21,327 🔥 ★




Bridges don't always do what they're supposed to do. Especially in the rainy season.

it's OKAY to be SMART

A Blog About Science... ...and Other Interestingness




 **Evopropinquitous: Things I Learned as a Field Biologist #639**

If you've ever flirted with the idea that you'd like to be a field biologist one day, cataloguing the grandeur of the world's species from right there in their natural habitats, using your knowledge to preserve the diversity of Earth's ecosystems ... might I suggest you follow [Evopropinquitous' Things I Learned As A Field Biologist?](#)

MetaFilter

community weblog

This world, alas, is far from perfect.

November 21, 2012 5:29 PM  Subscribe


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 and immediate retrieval..."

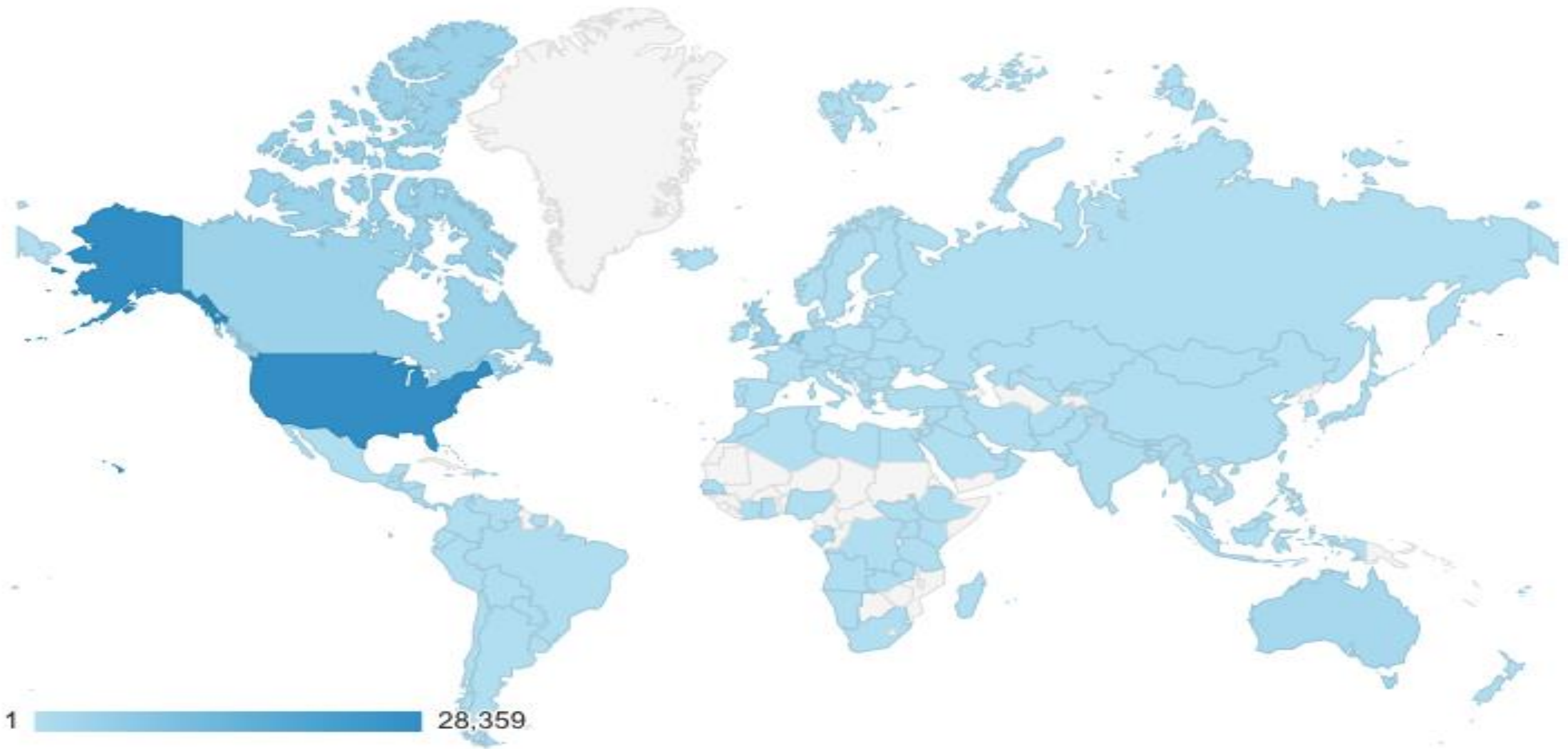
posted by [ChuraChura](#) (27 comments total) 1

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A Bloody Seeping Hole In My Foot, And Other Memories From A Field Biologist

By [Dan Nosowitz](#) Posted 10.26.2012 at 12:40 pm  5 Comments



Visits to <http://evopropinquitous.tumblr.com>

Twitter Twitter Twitter

❖ Simpler/quicker than blogging



Jun 2016 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 24.3K impressions

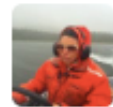
more public queerness more public queerness more public queerness more public queerness. the closet doors are held shut with violence.

↩ 1 ↻ 62 ❤ 120

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 36 engagements



Anne Hilborn

@AnneWHilborn · Jun 1

Includes my second favorite [#fieldworkfail](#), which is [@fuzzyatelin](#) writing on his pants in elvish [twitter.com/JimJourdane/st...](#)

↩ 1 ↻ 9 ❤ 9

[View Tweet](#)

JUN 2016 SUMMARY

Tweets

68

Tweet impressions

72.3K

Profile visits

2,849

Mentions

43

New followers

51



[View your top Tweets](#)


❖ Ready-made field engagements...

#JunkOff

Biologists Are Tweeting Photos Of Animal Genitalia With Hashtag #JunkOff

NSFW-ish.

posted on Aug. 27, 2015, at 11:04 a.m.



Fiona Rans
BuzzFeed



Scientists
impressiv

Tom Webb @tomjwebb · 3 Sep 2015
Just found this old postcard of a Frans Lanting pic. Not sure if it's #CuteOff or

Lifestyle › Tech › News

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

The Washington Post

Speaking of Science

Scientists celebrate the weird world of animal genitalia with #junkoff

By Rachel Feltman August 28, 2015

Most Read

#FieldWorkFail

ns ☰

Speaking of Science with

By Rachel Felt



ders

feels broken. become delirious. write in elvish all over field pants. #fieldworkfail

Being a Scientist Online

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- ❖ You are exposing yourself and others to unknown elements.
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- ❖ You are plugging yourself into a larger narrative.



christopher schmitt @fuzzyatelin · Jun 27

Studying wild primates is also studying how humans live with them. Rehab facilities can teach us much. #BUvervets16



Marwa Sayed Retweeted



Maryjka Blaszczyk @maryjkablas · Fantastic #WomensDay in #SouthAfrica with Nicole Lukas #womeninSTEM #BUvervets16



1 retweet, 6 likes



christopher schmitt

@fuzzyatelin

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

RETWEET 1

LIKES 8



christopher schmitt

@fuzzyatelin

the field starts tomorrow!

mostly poop
ology collections at University



2 likes, 0 retweets

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 v. important