

Online Self-Promotion

Dan Weijers

University of Waikato

2019

It's not the Kiwi
way, but...



**Strategy:
Go big or go
pure**

- **As soon as you have something to say, go online**
 - **Students are often invisible online**
- **Super elites, especially PhDs, should probably go pure**
- **Everyone else should go big**
 - **So handy to have all your information in one cloud/place**
 - **Front-load the best bits**

Build your own website

- **This should probably be the main hub**
 - Other online presences should point here
- **Think about how to present yourself**
 - Audience
 - Message
 - Theme
 - Content
 - Metadata – searchable terms/misspellings
 - Organisation!
- **More about promoting *you* than your research**
- www.danweijers.com

Google yourself

- Who/what are your online self-promotion competition?
- Consider you name carefully
- Consider a term for your research speciality
 - Ask your media team

What papers should I put online?

- Accepted papers should go up immediately (for more impact/citations)
- List all your current projects and interests, but do **not** put up your draft papers
 - Some journals will not review
 - Ideas/words could be stolen
 - Lots of drafts and not many pubs looks bad

Do it all

- See the hand out for a list of good online platforms
- Also use any discipline specific ones that might be relevant
 - E.g. PhilPapers
- Consider having very minimal profiles that re-direct to your personal website (esp. your uni profile)

Google Scholar

- Great in many ways, especially for promotion/job applications
- Suggests research to read
- “Inflates” citation count
- Easily see *how* your work is used
- Use your areas of interest to argue that you are one of the most influential in an area: <https://scholar.google.co.nz/citations?user=tRKv7JEAAA&hl=en&authuser=1>

ResearchGate

- Better than Academia because cool features are (currently) free
- Great for promoting research
- Readers can follow you and/or say why they downloaded your paper,
 - e.g., to use for a new public policy
- Great for seeing and reporting on the impact of your research
- https://www.researchgate.net/profile/Weijers_Dan/stats/report/weekly/2019-02-10

The logo for Academia.edu is a red speech bubble shape with a white outline. The text "Academia.edu" is written in white, sans-serif font inside the bubble. The bubble has a tail pointing downwards and to the right.

Academia.edu

- Great for promoting research
- Great for seeing and reporting on the impact of your research
- Good analytics (e.g.: pages read, traffic sources)
- <https://waikato.academia.edu/DanWeijers/Analytics/activity/overview>

Google Analytics

- Mainly useful if you are applying for things or have a blog or public information aspect to your website
- You can tell whether someone from a particular university account has visited your website: <https://analytics.google.com/analytics/web/>

Comparing platforms

Platform	Reads/ Downloads	Profile/ Project Views	Citations
Google Scholar	N/A	N/A	7 (2019)
ResearchGate	285/113 (month)	8 (month)	4 (month)
Academia	66/7 (month)	3 (month)	N/A
Personal website	N/A (for me)	60 (month)	N/A (for me)

Benefits?

- **Research impact**
- **Interdisciplinary collaborations**
- **Media interviews (also from uni knowledge areas database)**
- **Follow-throughs (that person checks out)**
- **Being able to use data to support self-promotion in other areas**

What about social media?

- **Are you already famous? Then, sure.**
- **Do you want to be a public academic (primarily)? Then, sure.**
- **Consider Twitter to promote newly published articles/books/projects**
- **Having a big social media following may make book contracts easier to come by**
- **Health warning!**

Any
questions?

