

GV994 Professional Development Seminar

Week 19

Promoting and publicizing your research

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Ways to publicize your research

- ▶ Presentations academic, public
- ▶ Publications
 - ▶ Academic journals – peer-reviewed, non-peer reviewed, for-profit
 - ▶ Working paper series – institutional, associational, conference-based, SSRN
 - ▶ Books – peer-reviewed, self-published, on-demand, for-profit, online
- ▶ Websites – institutional, associational, your own
- ▶ Media offices –
- ▶ Social media
 - ▶ Twitter
 - ▶ Blog
 - ▶ Facebook

What's so hard about getting publicity?

- ▶ Information overload
- ▶ Quality of your work
- ▶ Your personality
- ▶ Time, money constraints

When to publish research online?

- ▶ When you got a draft?
- ▶ When you have to for a conference?
- ▶ When it is publishable in journals?
- ▶ When it is published?

How to tweet?

- ▶ What do academics do in twitter (Veletsianos, 2011):
 - ▶ sharing information and resources
 - ▶ asking for and receiving assistance
 - ▶ social commentary
 - ▶ highlighting an online presence elsewhere
 - ▶ digital identity and networking.

How to tweet?

- ▶ Observe academics in your scientific network, pick up best practices and conventions
- ▶ Tell the world what you just found, got, published – and use proper hashtags to link to the right discussion
- ▶ Link yourself to people you read, want to work with, need as information source
- ▶ Retweet, respond to scientific discussions – if you have something to say!
- ▶ Publishers, conference organizers, your institution will do it for you with bigger impact
- ▶ Remember you may be a (legal) representative of an institution

How to blog

- ▶ Write about your findings and how you got there – it is the latter part that gains most traction
- ▶ Promote within your scientific network, with students
- ▶ How controversial?
- ▶ Frequency?
- ▶ Do it because you want to!
- ▶ Remember you may be a (legal) representative of an institution

Take away points

- ▶ Have a website with working papers and CV
- ▶ Google Scholar profile
- ▶ Advertise large grants, publications on social media
- ▶ Engage in conversations to get name recognition – be gentle!