Social Media for Academics

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Social Media for Academics

Networked Scholars

How can social media be integrated into your activities as a scientist?

Job Opportunities

Take Homes & Discussion
Why is social media for academics significant?
Why is this social media for academics significant?

“participatory internet technologies … have the potential to change the way academics engage in scholarship”

Greenhow, Robelia & Hughes, 2009, p. 252
“information technology and the ‘consumerization of everything’ may represent both the greatest opportunity for scholars and scholarship in human history and the greatest threat to the scholars enterprise in the thousand-year history of the Western university”

Katz, 2010, p. 48
Why is this social media for academics significant?

"technology changes are going to flood how we currently think about, do, and represent research [...] [and the use of technology for scholarship] is being largely ignored in colleges of education, other than in simplistic and trivial ways."

Kumashiro et al., 2005, p. 276
Why is this social media for academics significant?
Why is this social media for academics significant?

Networked Participatory Scholarship
Networked Participatory Scholarship

“scholars’ use of social technologies and online social networks to pursue, share, reflect upon, critique, improve, validate, and further their scholarship.”

Veletsianos, 2016, p. 15
Why is this social media for academics significant?

Networked Participatory Scholarship

share reflect critique improve validate pursue openness collaboration transparency

Veletsianos, 2016, p. 15
Why is this social media for academics significant?

Networked Participatory Scholarship

Platforms/outlets
- University website
- Personal website
- Blog
- Forums
- Social media
- Academic social media
- Media channels

Forums
Why is this social media for academics significant?

Networked Participatory Scholarship

Activities

Policy
Open access classes
Sharing slides
“ask me anything”

University website
Personal website
Blog
Forums
Podcasting
Social media

Media channels

Academic social media

Peer review online

Online discussions

Live tweeting at conferences

Video

Shared activities and platforms including social media, forums, blogs, podcasts, and video are significant because they facilitate networked participation in scholarship. These activities allow for open access to classes, sharing of slides, and engagement through social media and media channels. They support policy discussions and live tweeting at conferences, enhancing academic discussions and peer review.
Why is this social media for academics significant?

Networked Participatory Scholarship

Veletsianos, 2016, p. 110
Why is this social media for academics significant?
How can social media be integrated into your scholarly activity?
How can social media be integrated into your scholarly activity?

Activities on social media

- Publicising your work
- Engaging with the public
- Building your network
- Managing information
How can social media be integrated into your scholarly activity?

Challenges on/with social media

- Crafting/maintaining a professional identity online
- Communicating effectively
- Finding time and scheduling social media
How can social media be integrated into your scholarly activity?

Using social media to publicise your work

Make yourself be heard and seen!
How can social media be integrated into your scholarly activity?

Using social media to publicise your work

somewhere in academia and doing their level best to not communicate in any way with the outside world, or let any information about their work leak out. Try as we might, we could not assemble even the most basic demographic information on fully 35 per cent of our target British academics. Their university or department websites contained no details of their PhD or career track, nor did even Library of Congress data for their books or any other clue

Dunleavy, 2014
How can social media be integrated into your scholarly activity?

Using social media to publicise your work

Google Scholar

1. Profile
2. Articles
3. Settings

Track citations to your articles. Appear in Scholar.

Switch account

Name
P. Kronenberg
Full name as it appears on your articles

Affiliation
E.g., Professor of Physics, Princeton University
How can social media be integrated into your scholarly activity?

Using social media to publicise your work

Website of your institute
How can social media be integrated into your scholarly activity?

Using social media to publicise your work

Social media

Academic social media

ResearchGate

Mendeley

Academia.edu
## How can social media be integrated into your scholarly activity?

### Using social media to publicise your work

<table>
<thead>
<tr>
<th>The Platforms</th>
<th>What does it do?</th>
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<tbody>
<tr>
<td><strong>A</strong></td>
<td></td>
</tr>
<tr>
<td>About me</td>
<td>make a website, really simply</td>
</tr>
<tr>
<td>Academia</td>
<td>share papers for free / create your own website presence (premium)</td>
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<tr>
<td>Altmetric</td>
<td>help you understand the online impact of research outputs</td>
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<tr>
<td>Amazon Author Central</td>
<td>create a profile page, add your authored books, link to social media, upload videos</td>
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<td>AnswerGarden</td>
<td>real-time audience participation</td>
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<td>Apepublic</td>
<td>Curb simple video conferencing tool</td>
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<tr>
<td>Audience</td>
<td>&quot;Identify relevant audiences, discover actionable insights and inform your strategies to grow your business.&quot;</td>
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<tr>
<td>authora</td>
<td>write, cite, collaborate, host data, and publish</td>
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<td><strong>B</strong></td>
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<tr>
<td>Basecamp</td>
<td>high powered project management platform</td>
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<tr>
<td>Bitly</td>
<td>Save, search, and organize all your links from around the web. Group them. Share</td>
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<tr>
<td>box</td>
<td>cloud storage (free 10gb more (250mb individual file limit))</td>
</tr>
<tr>
<td>Buffer</td>
<td>manage your social media postings, auto schedules posts</td>
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**A to Z of Creative Media for Academia** by Professor @andyinh
How can social media be integrated into your scholarly activity?

Using social media to publicise your work

Dr. K. F. Martin Baesler

Willkommen auf meiner Webseite. Sie erfahren mehr über meine Arbeit, indem Sie auf auf die obigen Verlinkungen klicken. // Welcome to my website. You can learn more about my work by clicking on the links above.
How can social media be integrated into your scholarly activity?

Using social media to publicise your work

The “Twitter effect”
How can social media be integrated into your scholarly activity?

Building your network

Online network: Phases of development

- Setup
- Content population
- Network building
- Establishing/maintaining growth
- Maintain updates
How can social media be integrated into your scholarly activity?

Engaging with the public

Are you an academic hermit?

Dunleavy, 2014
How can social media be integrated into your scholarly activity?

Engaging with the public

Opinion

Professors, We Need You!

By Nicholas Kristof

Feb. 15, 2014

SOME of the smartest thinkers on problems at home and around the world are university professors, but most of them just don’t matter in today’s great debates.

The most stinging dismissal of a point is to say: “That’s academic.” In other words, to be a scholar is, often, to be irrelevant.

Kristof, 2014
How can social media be integrated into your scholarly activity?

Engaging with the public

Audiences/communities

- Students
- Media/press
- Practitioners and policy makers
- Research community
- General public
How can social media be integrated into your scholarly activity?

Using social media to manage information

“blogging has become an absolute central part of what I do, from working up ideas which then might become papers or book chapters, to summarising things at a conference or a keynote I’ve done, through to summarising key resources ... just a whole range of different things. And I find it very motivational because people give you comments back.”

Veletsianos, 2016, p. 28
How can social media be integrated into your scholarly activity?

Using social media to manage information

Useful software

- **Evernote**
- **OneNote**
- **Trello**
How can social media be integrated into your scholarly activity?

**Using social media to manage information**

Validation of sources and content

Check & verify!
How can social media be integrated into your scholarly activity?

Challenges on/with social media

- Crafting/maintaining a professional identity online
- Communicating effectively
- Finding time and scheduling social media
How can social media be integrated into your scholarly activity?

Crafting and maintaining a professional online identity
How can social media be integrated into your scholarly activity?

**You:** field trips, teaching, conferences, symposia, research, practice, team work, funding application, job seeking

This makes: presentations, papers, essays/thesis, data sets, software, art, reports, course material

Which morphs into: micro or macro blog posts, podcast series, documentaries, live Q&A, conversations

Which can be expressed by: audio, video, text, images, virtual worlds, maps, posters

**You’re not adding bricks, you’re re-representing them!**

Eyre, 2016
How can social media be integrated into your scholarly activity?

Communicating effectively online

Who am I communicating with?

How am I communicating?

Does it work?

What to do when communication turns nasty…
How can social media be integrated into your scholarly activity?

Finding time for social media

- Time for social media and time for scholarship
- Recognise distractions
- Schedule & automate
How can social media be integrated into your scholarly activity?

Finding time for social media

Tools for scheduling

SelfControl
WriteRoom
Distraction free writing.
RescueTime
TweetDeck
Hootsuite
How can social media be integrated into your scholarly activity?

Finding time for social media

Tools for scheduling

Pomodoro Timer
How can social media be integrated into your scholarly activity?

- Publicising your work
- Building your network
- Engaging with the public
- Managing information
- Crafting/maintaining a professional identity online
- Finding time and scheduling social media
- Communicating effectively
How can social media be integrated into engaging with job opportunities?
Social Media for Academics

Thanks!

Link to digital handout: https://goo.gl/ZXhEUG

Any questions?
You can find me at: @petekronenberg  p.kronenberg@naturalscience.careers


