

Academic Blogging: Promoting your Research on the Web

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Steacie Science & Engineering Library
Research Frontiers
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<http://tinyurl.com/yulblogging>



ARE YOU COMING TO BED?

I CAN'T. THIS
IS IMPORTANT.

WHAT?

SOMEONE IS WRONG
ON THE INTERNET.



Communication with the general public in a variety of forms and media will be a continuing necessity for the modern university, and outstanding contributions of faculty in this area must be recognised.

-Tenure and Promotions Policy, Criteria and Procedures, YUFA Collective Agreement
<http://www.yufa.org/docs/ca/T&P.html>

Planet York

<http://planetyork.yorku.ca>

I'm very bad at coming up
with titles



Feed

Comments + Likes

John + Friends

Add/edit services

Filter: add/edit

Post: Message Link Photos | Import site

Me

Rooms

- LSW
3 minutes ago
- Data Mining
7 minutes ago
- The Life Scientists
13 minutes ago
- prefs | 23 more »

Everyone

"I'll be doing a presentation to faculty here on the benefits of blogging to promote their research. Thing is, I need a catchy title. My first impulse is something like: "Why Academics Should Blog" or "Using Blogs to Promote Your Research." Any suggestions for something more eye-catching?"

19 hours ago - Comment - More ▾

Jean-Claude Bradley, Pierre, Fiona Bradley and Mohamed Abdullahi liked this

- Blog or Die. - Bill Hooker
- Instead of Blogging for Dummies, how about Blogging for Deans? - DO0th34
- How about "Academic blogging: creating an online identity for your research" - John Jackson
- Publish or Perish 2.0 (just kidding, please don't use that) - Mr. Gunn
- Blogito Ergo Sum - Bora Zivkovic
- Get Funding through Blogging. Find Mass Appeal through Blogging. Captain's Blog - Far
- Blogging: it does your research good - Shirley Wu
- Blogging will increase your research dollars; here's why. - Sally Church
- +1 Mr. Gunn. I don't have a good idea for a title, but one of your slides should probably show a list of who is blogging out there (and are also well-established scientists). I think that blogging is less about research, or grant money (it helps neither in a straightforward way and may even distract you), and more about outreach, intangibles, and long-term benefits. - Iddo
- Move Your Ivory Tower Online ... So You Can Shoot Arrows Into the Other Ivory Towers. - Polly Potter
- Thanks everyone. Some great ideas. Frankly, I'm most tempted by Bill's suggestion but John's is closest to what I'm looking for. A lot of good ideas that I can incorporate for sure. - You (edit | delete)

Discussion

- Comments
24 this week, 521 all time
- Likes
84 this week, 1836 all time

Subscriptions

- Anthony Fariior
- Laura H.
- Pierre
- Ralf Klamma
- Ricardo Laskaris
- RudolfRajian
- Sameer Vasta
- Stacy Allison
- Stefan Hayden
- suelibrarian

159 more »

Rooms

- LSW

I got suggestions from
Friendfeed, Twitter and
Facebook

Some are silly, but all have
a grain of truth

I started up a blog and all I got
was five invites to give
keynotes, ten new collaborators,
introduction to new funding
bodies, an interview in Nature,
an invite to scifoo, three
papers...and a couple of t-shirts

I can haz tenure

Blogging for tenure

How to publish --
guaranteed!

Blog or Die

Blogging for Deans

Publish or Perish 2.0

Blogito Ergo Sum

Find Mass Appeal through
Blogging

Blogging: it does your
 research good

Blogging will increase your
research dollars; here's why

Move Your Ivory Tower
Online ... So You Can
Shoot Arrows Into the Other
Ivory Towers

The amount of spam I get
on my blog is un-freaken-
believable

- Thanks to Jambina, Don, Bill, Dorothea, John, Mr. Gunn, Shirley, Sally, Polly, Heather, William and Cameron

It's all about crowdsourcing

It's all about community

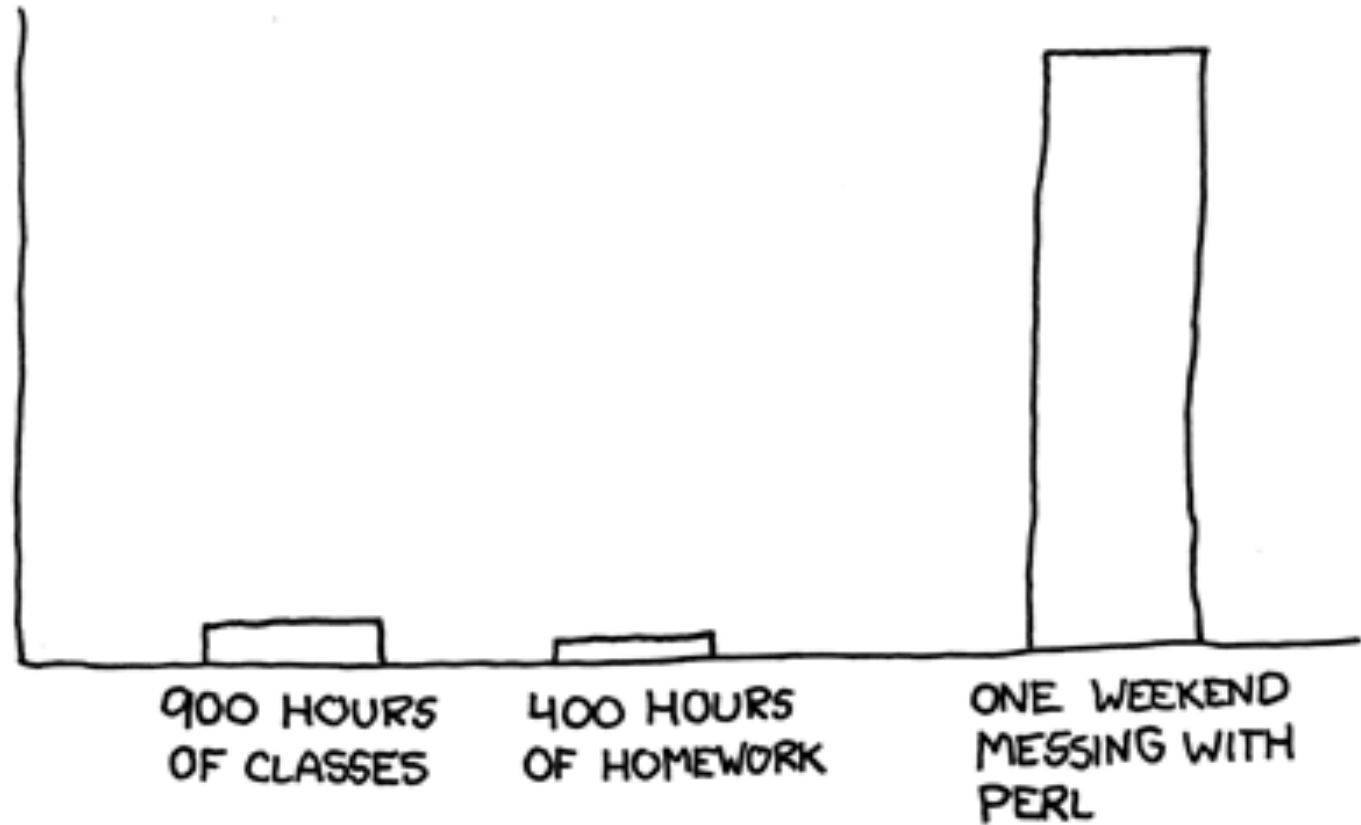
Attention and reputation

And promotion

Advantages of blogging (and some caveats)

11TH-GRADE ACTIVITIES:

USEFULNESS
TO CAREER
SUCCESS



<http://xkcd.com/519/>

Why Academics Should
Blog by Hugh McGuire

You need to improve your
writing

Some of your ideas are
dumb

The point of academia is to
expand knowledge

Blogging expands your
 readership

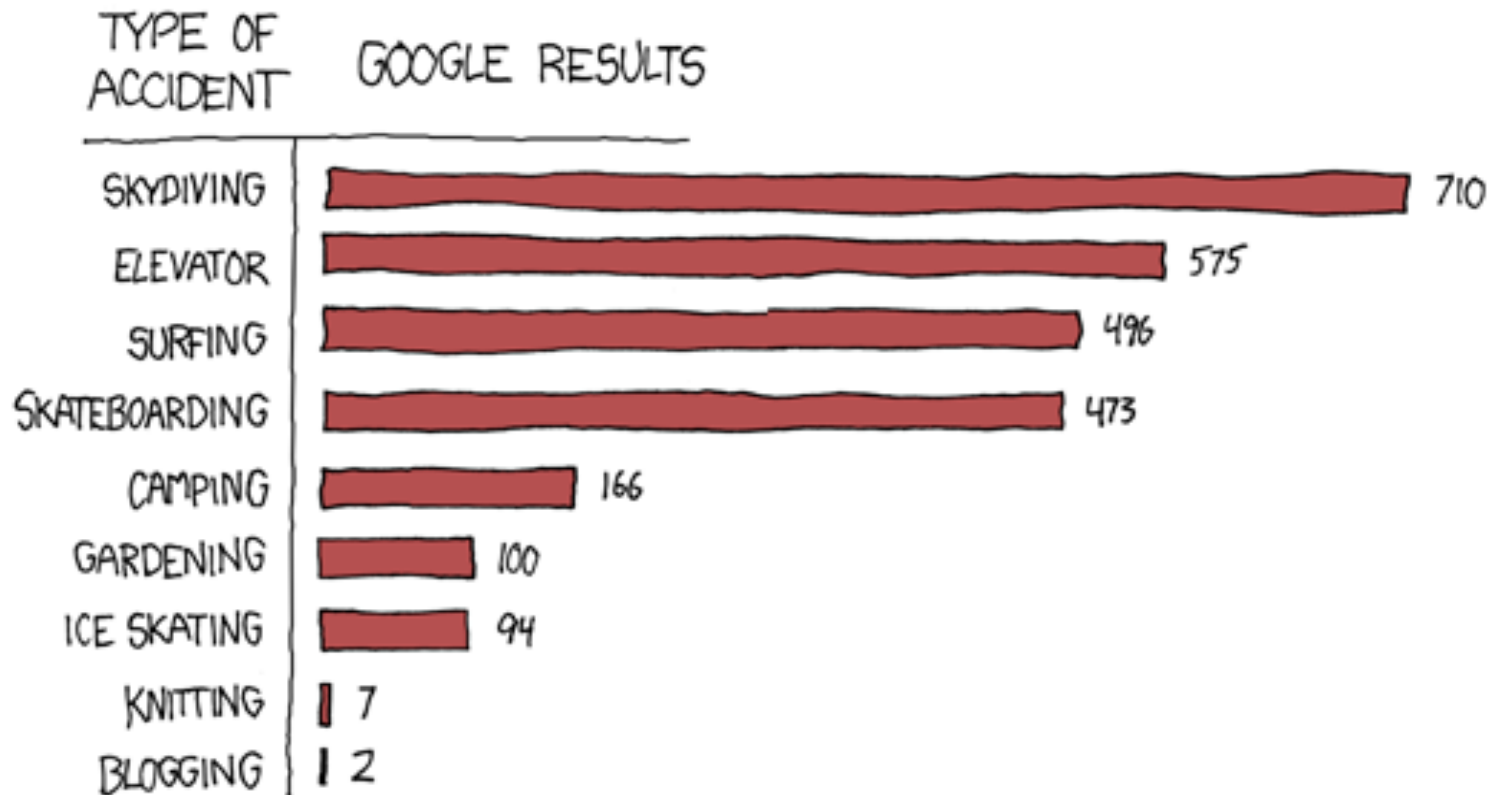
Blogging protects and
promotes your ideas

Journals and blogs can
(and should) coexist

Science Blogging: The
Future of Science
Communication and Why
you Should Be Part of It
by Daniel Brown

DANGERS

INDEXED BY THE NUMBER OF GOOGLE RESULTS FOR
"DIED IN A _____ ACCIDENT"



Share your passion

Be a part of the community
& make connections

Showcase your dedication
and interest in outreach

Blogs are great teaching
tools both inside and
outside the classroom

Increase the visibility of
yourself, your lab, your
department and your
university

Have fun

The Negative Myths about
Academic Blogging
by Daniel Lemire



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joyoftech.com

His record was exemplary... that is until he started dissing Starfleet on his Captain's Blog.

Blogging is dangerous for
 non-tenured faculty

Serious researchers have
no time for blogging

Blogging distracts you away
from the reseach

Finding, reading, exploring

Directories, Communities, Organizations

AcademicBlogs wiki

http://www.academicblogs.org/wiki/index.php/Main_Page

ScienceBlogs

<http://scienceblogs.com>

Academic Matters

http://www.academicmatters.ca/online_community.blogs.gk

ResearchBlogging.org

<http://researchblogging.org>

InsideHigherEd

<http://www.insidehighered.com/blogs>

Nature Network

<http://network.nature.com/>

Stanford Blog Directory
<http://blog.stanford.edu/>

MST Visions

<http://visions.mst.edu/>

Creating your own blog

Planet York

<http://planetyork.yorku.ca>

Hosted at York

<http://www.fsc.yorku.ca/services/forms/blog.php>

Or you can host with
Blogger.com or Wordpress.
com

No journal articles were
harmed in the preparation
of this presentation.

Contact

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<http://jdupuis.blogspot.com>

<http://friendfeed.com/johndupuis>

<http://twitter.com/dupuisj>

This presentation: <http://tinyurl.com/yulblogging>

Planet York: <http://planetyork.yorku.ca>

License:

