Advancing and Promoting your Research on the Web

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University of Colorado, Boulder
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This is about blogging but the ideas also mostly apply to Twitter, Friendfeed, Facebook, etc.
Also, Open Access and Open Notebook Science are important concepts as well.
ARE YOU COMING TO BED?

I CAN'T. THIS IS IMPORTANT.

WHAT?

SOMEONE IS WRONG ON THE INTERNET.

http://xkcd.com/386/
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
Typical service expectations: Leadership roles at department, college and/or campus levels, and/or substantial outreach to local communities and K-12 educational systems

-UCB, College of Engineering & Applied Science
http://engineering.colorado.edu/downloads/AdviceonReappointmentPromotion&Tenure.pdf
On the Web, everyone will be famous to fifteen people.

-David Weinberger
I'm very bad at coming up with titles
"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 Mohomed Abdullahi liked this

Blog or Die. - Bill Hooker

Instead of Blogging for Dummies, how about Blogging for Deans? - DO0r0th34

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: 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. - lldo

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)
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
Blog or Die
Publish or Perish 2.0
Blogito Ergo Sum
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
Some thoughts about the Internet & Science
The internet offers us the first major opportunity to improve [the] collective long-term memory [of science], and to create a collective short-term working memory, a conversational commons for the rapid collaborative development of ideas.

-Michael Nielsen

http://michaelnielsen.org/blog/the-future-of-science-2/
The process of scientific discovery - how we do science - will change more over the next 20 years than in the past 300 years.

-Michael Nielsen
This change will not be achieved without great effort. From the outside, scientists currently appear puzzlingly slow to adopt many online tools.

-Michael Nielsen
What is missing to make the vision a reality: integration between data and publication, integration of authoring and publication, traditional publications being associated with podcasts and video, professional networking akin to social networking?

-Cameron Neylon
(on FriendFeed)

http://friendfeed.com/cameronneylon/6b6a3191/what-is-missing-to-make-vision-reality
What kind of website do you wish there was that would help you with your work? What sorts of tools and features would it have? What parts of your work/job would be greatly helped by a well designed website?

-Corie Lok
(on Nature Network)

http://network.nature.com/groups/scibarcamp/forum/topics/1291?page=2
Writing papers in a fast and easy way is what scientists want, and if that happens to come with tagging and showing their collection of papers to the whole world, they’ll do that too. Once that happens, the concept of sharing will become more mainstream, and opening lab notebooks and data sharing can follow.

-Eva Amsen
(on Nature Network)

http://blogs.nature.com/eva/2008/08/19/how-to-get-scientists-to-adopt-web-2-0-technologies
Some thoughts on blogging
Attention and reputation
Attention is the first currency of the digital realm... Reputation is the second currency of the digital realm...
To me this means that in the digital realm, you have to stop thinking that you're in the XYZ business...and start thinking that you're in the attention and reputation business.

-Richard Akerman

http://scilib.typepad.com/science_library_pad/2008/01/the-currencies.html
Advantages of blogging
(and some caveats)
11th-grade activities:

Usefulness to career success:

- 900 hours of classes
- 400 hours of homework
- One weekend messing with Perl

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
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"

<table>
<thead>
<tr>
<th>Type of Accident</th>
<th>Google Results</th>
</tr>
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<tbody>
<tr>
<td>Skydiving</td>
<td>710</td>
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<tr>
<td>Elevator</td>
<td>575</td>
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<tr>
<td>Surfing</td>
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<td>Skateboarding</td>
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<td>Camping</td>
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<td>Gardening</td>
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<td>Knitting</td>
<td>7</td>
</tr>
<tr>
<td>Blogging</td>
<td>2</td>
</tr>
</tbody>
</table>

http://xkcd.com/369/
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.
Have fun
The Negative Myths about Academic Blogging
by Daniel Lemire
Blogging is dangerous for non-tenured faculty
Serious researchers have no time for blogging
Blogging distracts you away from the research
Jean Luc, I'll get right to the point. We're going to have to let you go.
Finding, reading, exploring
The Redfield Lab

http://www.zoology.ubc.ca/~redfield/index.html
Bora Zivkovic's science Twitter list
http://twitter.com/BoraZ/science
Sciencebase's science Twitter list
http://www.sciencebase.com/science-blog/100-scientific-twitter-friends
Useful Chemistry
(Bradley Lab at Drexel)

http://usefulchem.blogspot.com/
http://usefulchem.wikispaces.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/
No journal articles were harmed in the preparation of this presentation.
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