

Advancing and Promoting your Research on the Web

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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.



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



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? - D0r0th34
- 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

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-](http://blogs.nature.com/eva/2008/08/19/how-to-get-scientists-to-adopt-web-2-0-technologies)

[technologies](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.

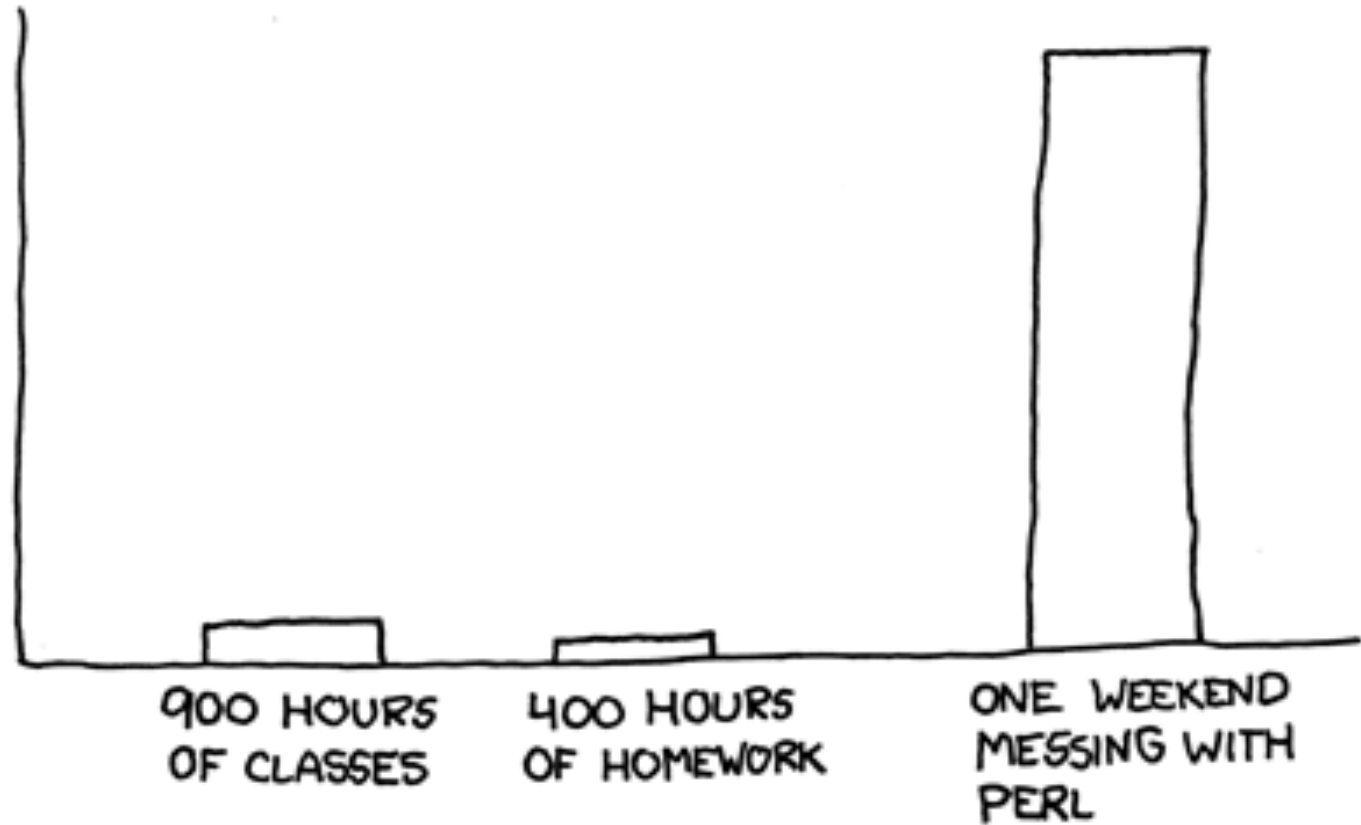
-Richard Akerman

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



<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

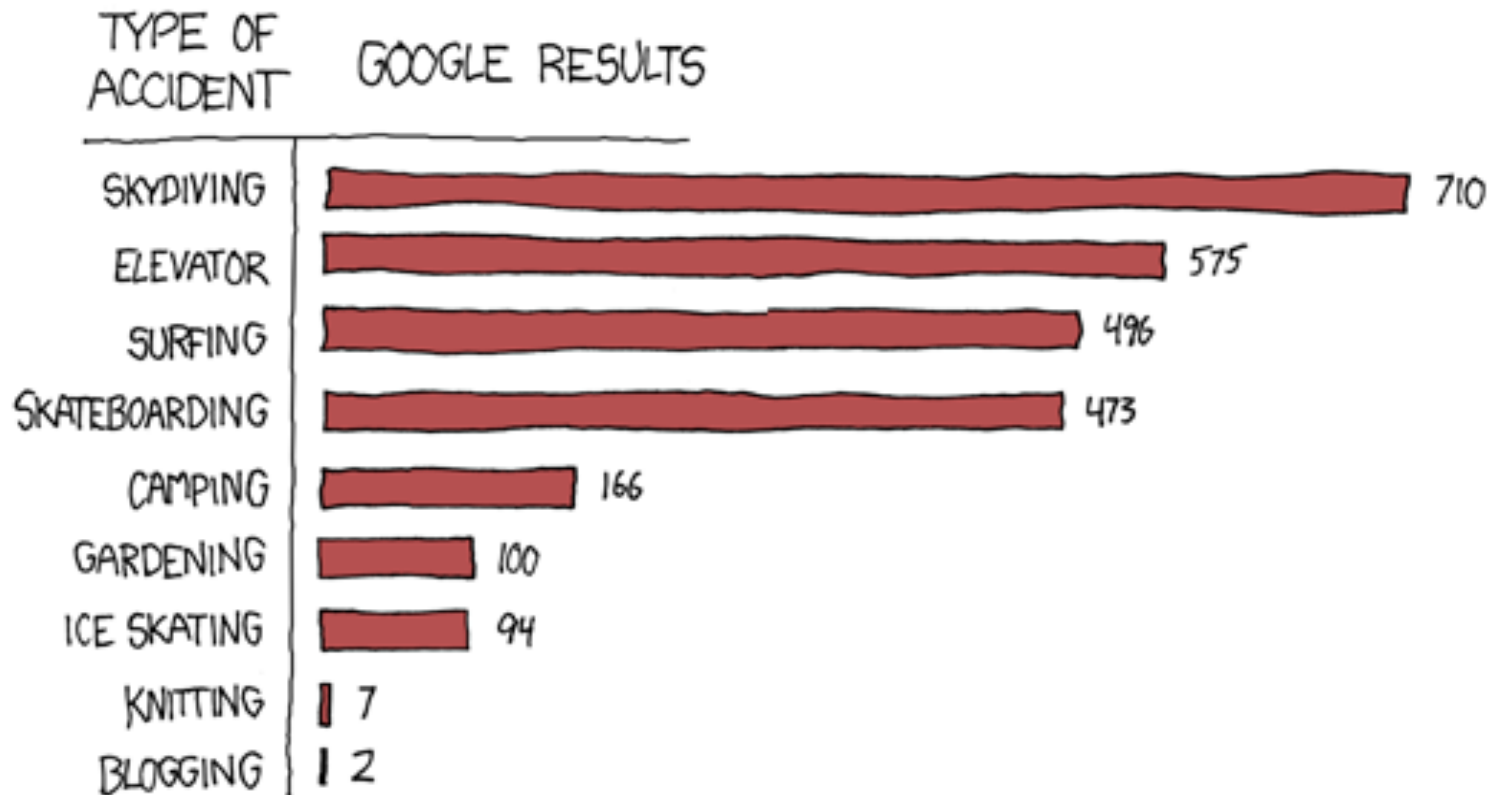
Blogging expands your
readership

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"



<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 reseach



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

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/>

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/>

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

Contact

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<http://scienceblogs.com/confessions/>

<http://friendfeed.com/johndupuis>

<http://twitter.com/dupuisj>

<http://www.facebook.com/john.dupuis>

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

License:

