Branding and social media in Academia

Njål Andersen

(And a thank you to Yvonne McNulty for valuable input)

Branding and social media in Academia

An important topic!

My take on having an online persona online

Thoughts for going forwards in a global and digital world

Branding: An honest, Coherent and genuine picture of whom you are.. As a professional

What is your aim?

- Be easy to be identified as a research partner
- Commercial / consulting / job opportunities
- Demonstrate your academic skills
- Access to data
- Communicate your findings
- .
- .
- Other?

Disclaimer:

An online presence is no panacea!

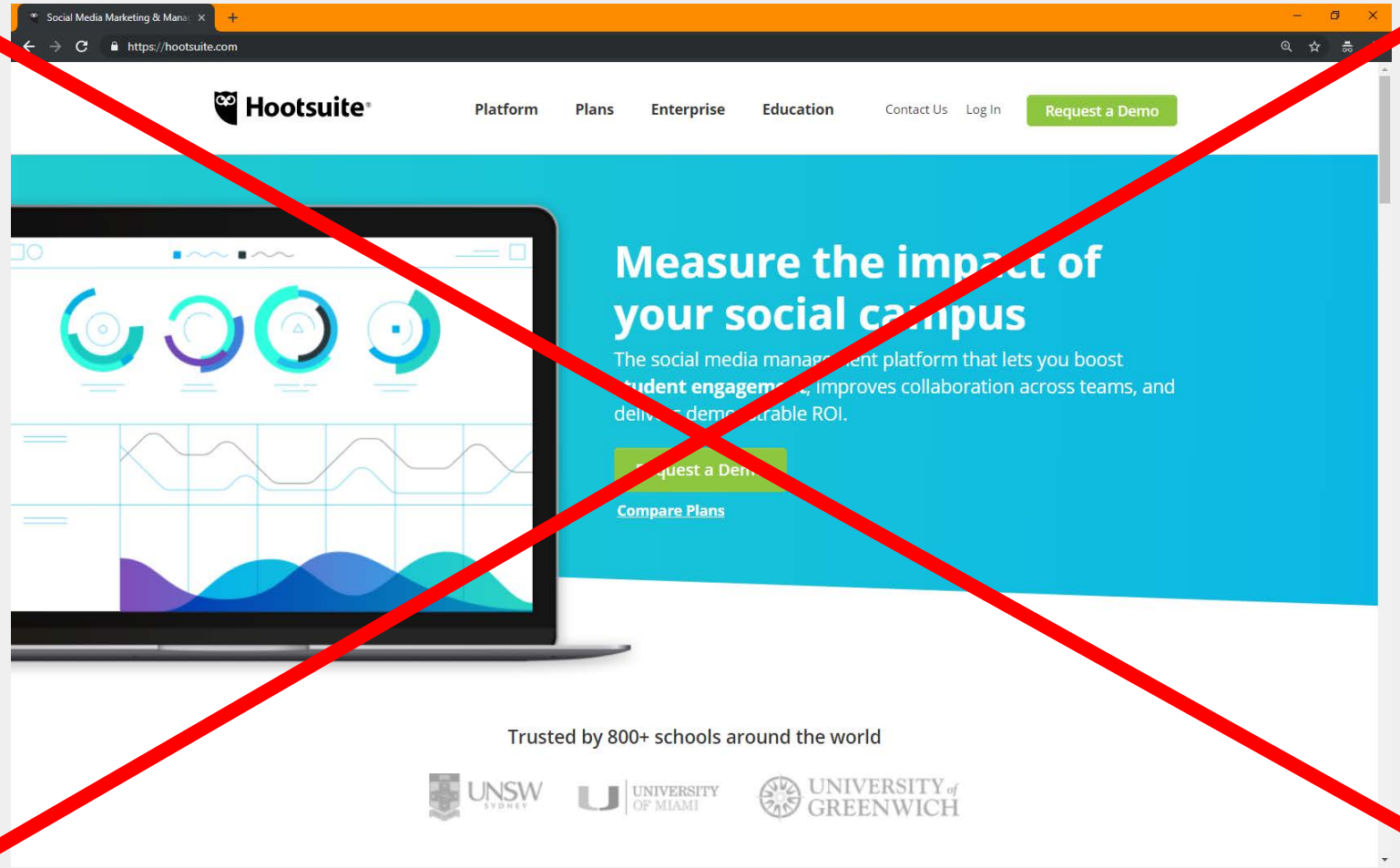
There are a myriad of alternatives..

Google Scholar

ResearchGate

Use an aggregation service

Do NOT try to be everywhere; it is a full time job for a professional. Pick your arenas!



Choose your platforms

It is better to remain invisible, and be thought a fool,
than to make a poor page, and remove all doubt.

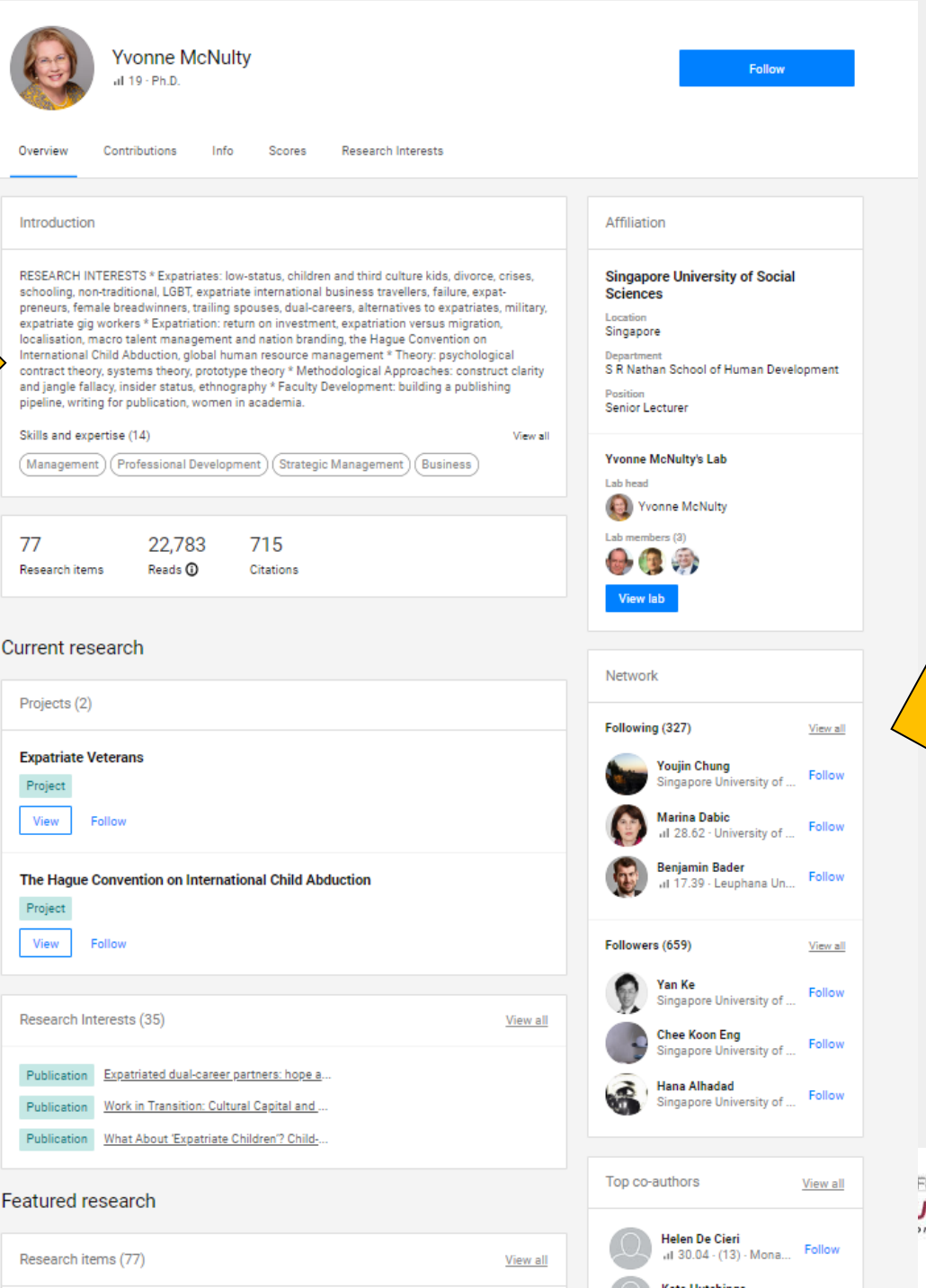
Two main markets

- **Academia and academics**
- **Rest of world**

The big one

ResearchGate

Front page is basically a summary…
And a way to follow relevant researchers



ResearchGate

Elaborate on your publications.. In different forms

Balance—A pragmatic randomized controlled trial of an online intensive self-help alcohol intervention

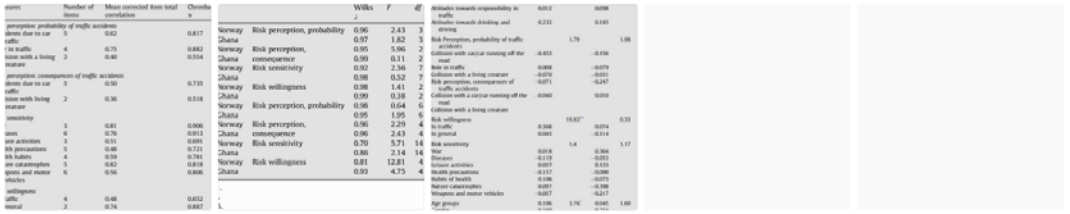
Article | Full-text available | Oct 2013

Håvar Brendryen · Ingunn Olea Lund · Ayna B Johansen · [...] · Fanny Duckert

To compare a brief versus a brief plus intensive self-help version of "Balance", a fully automated online alcohol intervention, on self-reported alcohol consumption. A pragmatic randomized controlled trial. Participants in both conditions received an online single session screening procedure including personalized normative feedback. ...

View

177 Reads



Cross-cultural comparisons of traffic safety, risk perception, attitudes and behaviour

Article | Full-text available | Apr 2009

Ingunn Olea Lund · Torbjörn Rundmo

The core aim of the present study is to examine cultural differences in risk perception and attitudes towards traffic safety and risk, taking behaviour in the Norwegian and the Ghanaian public. An additional aim is to discuss the applicability of various traffic measures, suited for low and middle income countries in Africa.Sample: The ...

View

1,200 Reads

An epidemiological, developmental and clinical overview of cannabis use during pregnancy

Article | Aug 2018

Hanan El Marroun · Qiana L. Brown · Ingunn Olea Lund · [...] · Yukiko Washio

The objective of the current narrative literature review is to provide an epidemiological, developmental and clinical overview on cannabis use during pregnancy. Cannabis use in pregnancy poses major health concerns for pregnant mothers and their developing children. Although studies on the short- and long-term consequences of ...

View

25 Reads

Parental drinking and child long-term depression and anxiety: A longitudinal combined survey and registry study.

Poster | May 2018 · WPA Section on Epidemiology and Public Health 2018 Meeting

Ingunn Olea Lund · Svetlana Skurtveit · Marte Handal · [...] · Jasmina Burdzovic Andreas

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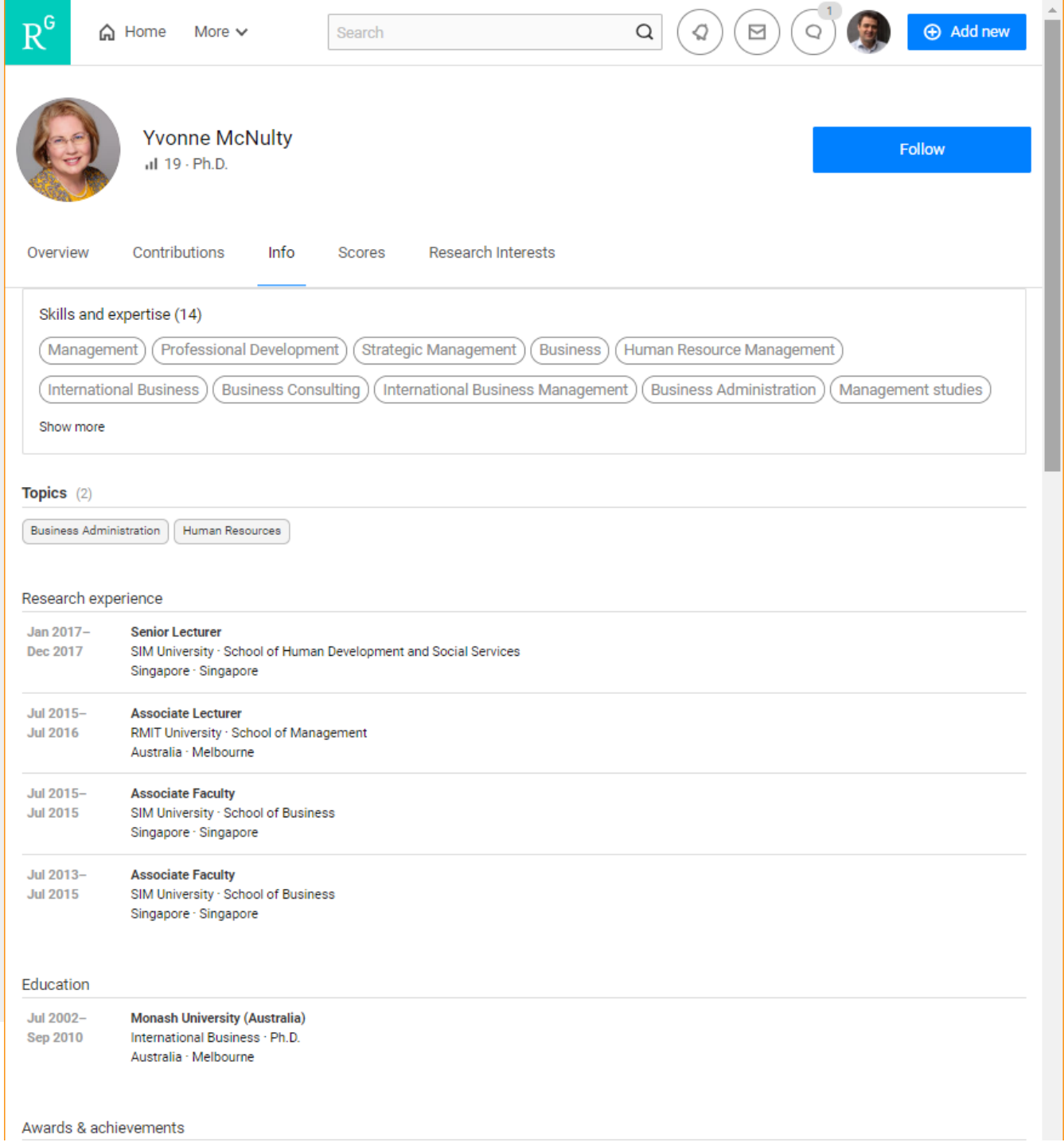
Give your academic CV



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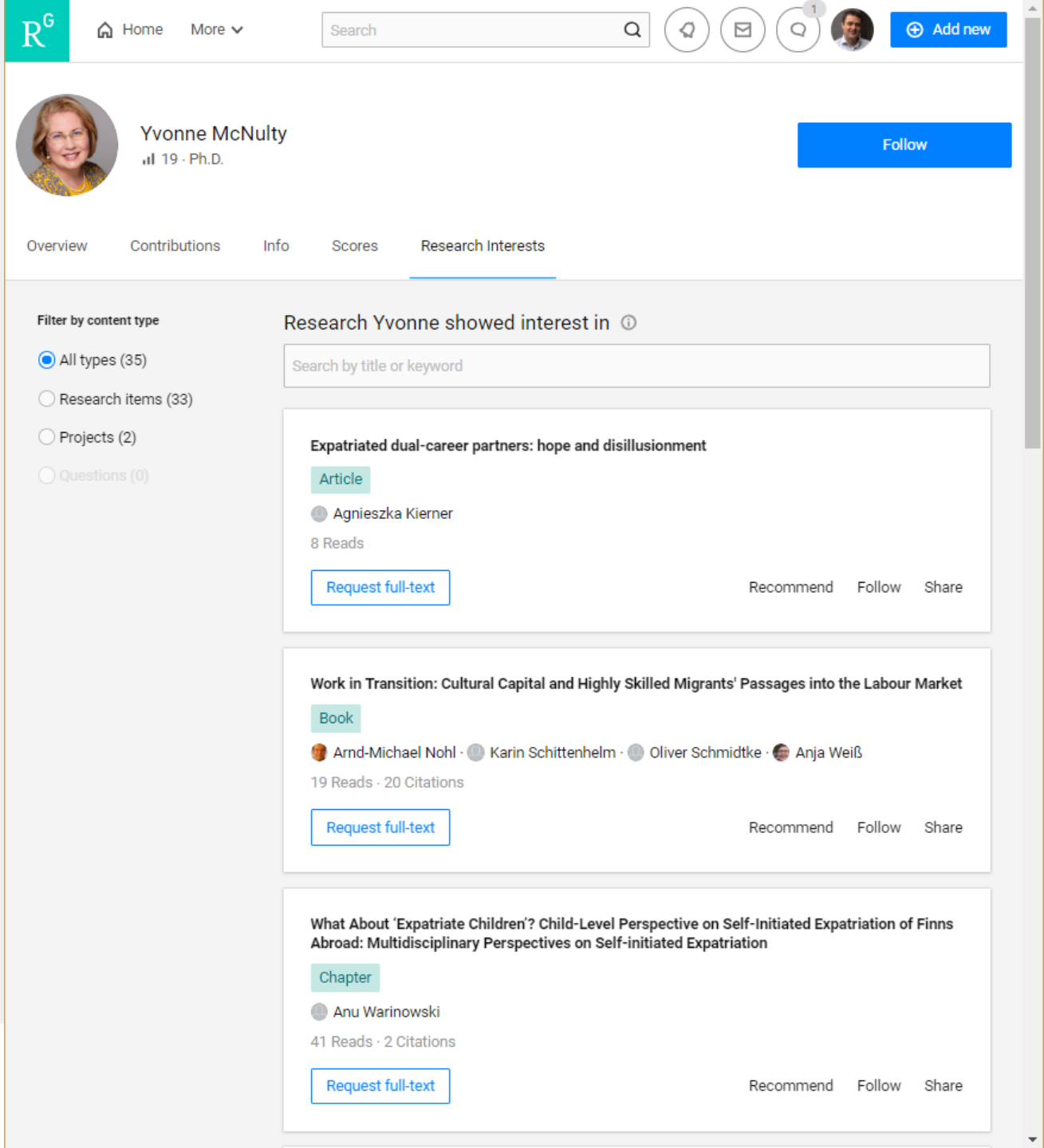
Build a profile of what you want to do, going forward.



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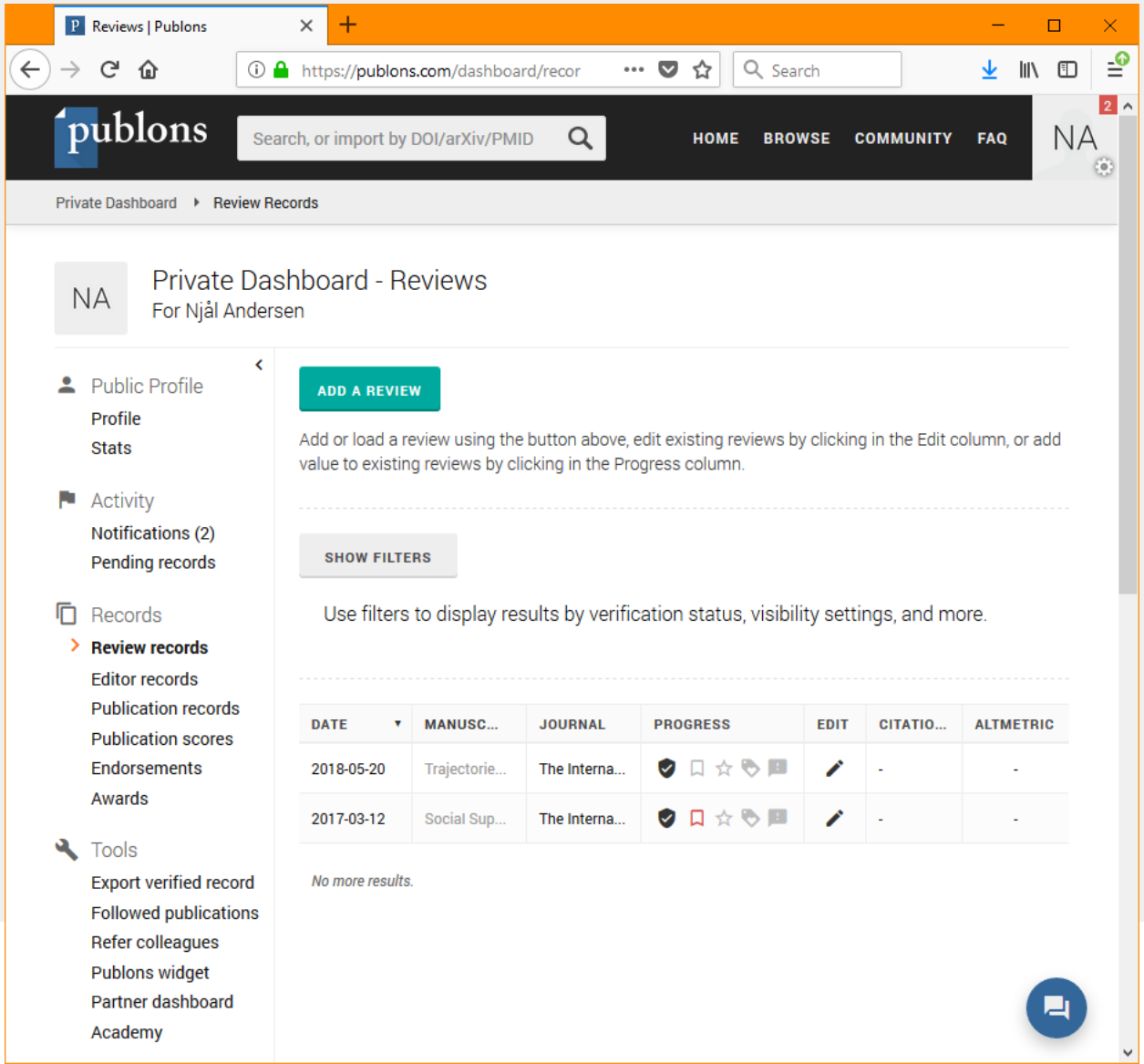
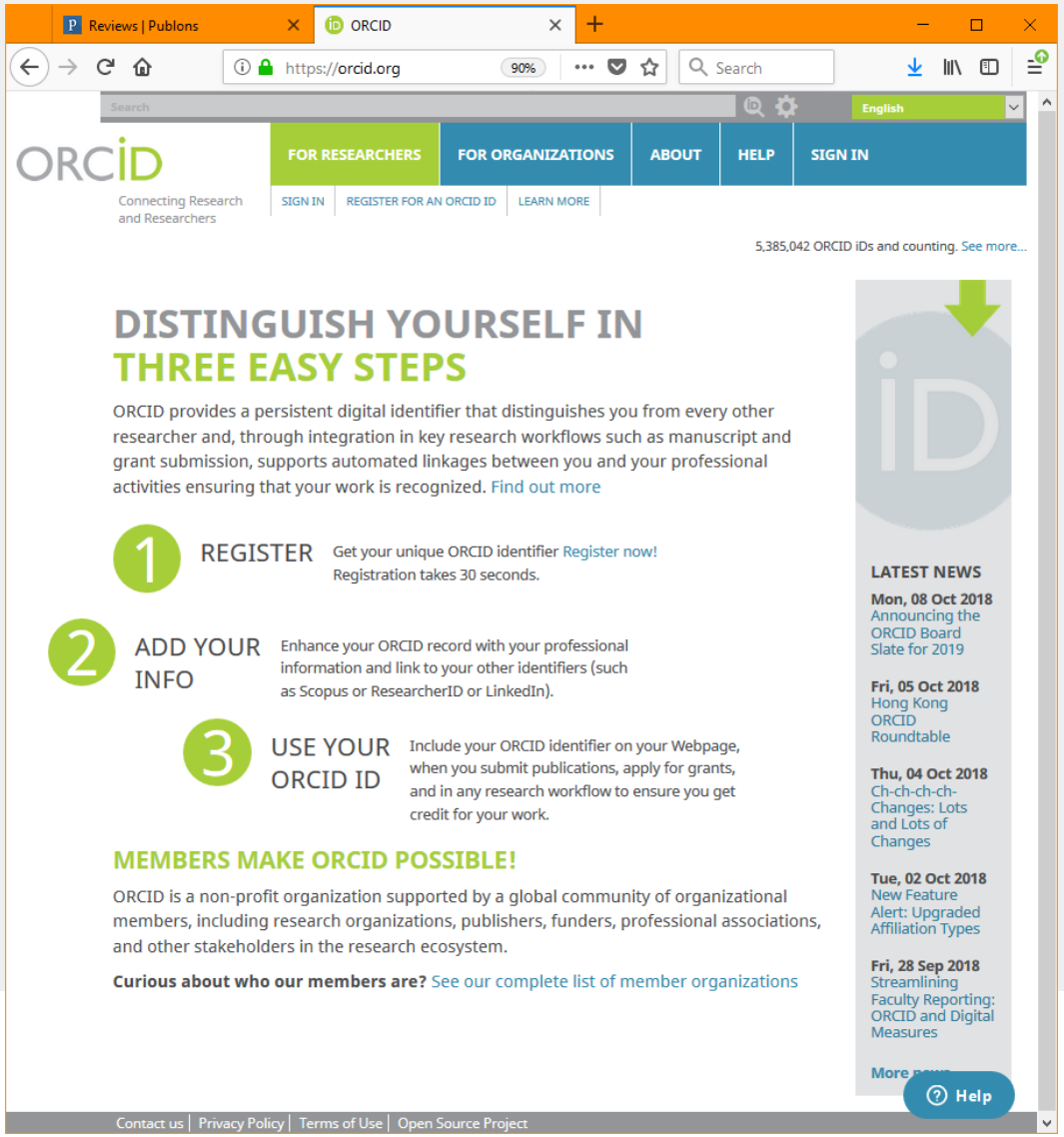
Publons: Get credit for peer reviews



ORCiD: ID system for authors..



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Katherine Ognyanova

1.0 | Rutgers, The State University of New Jersey, School of Communication and Information, F... | Communication +23

Katya Ognyanova is an Assistant Professor at the School of Communication and Information, Rutgers University. Prior to her appointment at Rutgers, she was a postdoctoral researcher at the Lazer Lab, Northeastern University and a fellow at the Institute for Quantitative Social Science, Harvard University. She holds a doctoral degree in Com... more

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Information, Communication & Society Contextualizing connectivity: how internet connection type and parental factors influence technology use among lower-income children

by Vikki Katz and Katherine Ognyanova

This project links research on digital inequality, which focuses on connection quality and its ou... more

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Network visualization with R

This tutorial covers network visualization using the R language for statistical computing (cran.r... more

Download 110 Views

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Academia is the easiest way to share papers with millions of people across the world for free. A study published in *PLOS ONE* found that papers uploaded to Academia receive a 69% boost in citations over 5 years.

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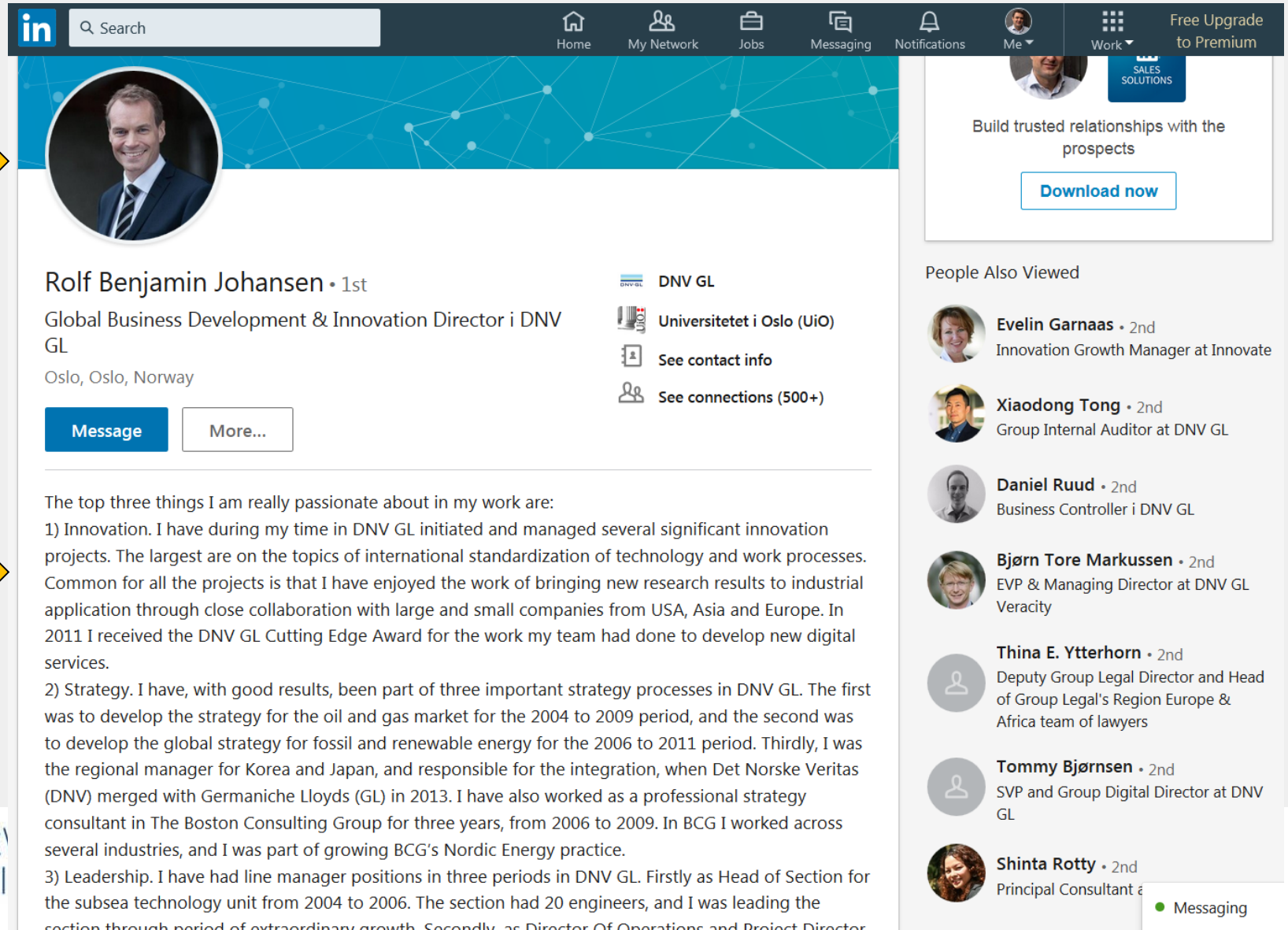

Linkedin is similar to researchgate..

A few things to note :

- Have a professional photo.. (Show you are a fun person on facebook or a blog) Look professional, need not be a suit, but the photo must be a headshot, in focus and sharp.
- Describe where you are, and where you want to go.

Experience

DNV GL
9 yrs 1 mo

Global Business Development & Innovation Director
Jul 2015 – Present · 3 yrs 3 mos
Oslo Norway

Responsible for strategic business development initiatives and prioiritized initiatives with high value add to tactical and yearly performance goals.
Responsible for shaping and implementing innovation processes that creatas value through digitization and industry cooperation.

Regional Manager Oil & Gas Korea & Japan
Apr 2012 – Jul 2015 · 3 yrs 4 mos
Haeundae-gu, Busan, Korea

Responsible for all DNV GL Oil & Gas services in Korea and Japan. P/L responsibility for revenue of 210 MNOK. Operational responsibilities for the local organization with 62 employees.

Project Director
Sep 2009 – Apr 2012 · 2 yrs 8 mos
Oslo Area, Norway

Responsible for a strategic initiative to incorporate digital technologies in DNV GLs offering to key clients in the maritime and energy business areas. Member of an international management team, managing a project team of 40 specialists and reporting to the CEO on key activities. Integration of small businesses acquired by DNV GL.... See more

Seniorkonsulent
The Boston Consulting Group (BCG)
Jun 2006 – Sep 2009 · 3 yrs 4 mos
Oslo Area, Norway
Senior Consultant and Project Manager. Member of the energy practice's core group. Project work focused on oil and gas production, power generation and renewable energy. Project topics focused on strategy, innovation and productivity improvements.

DNV GL
7 yrs 6 mos

Note that he divides up his 9 years experience at DNV.. To really explain his competence and experience. .. And that he describes it in detailed, and in NON-technical language!

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Articles & activity

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SHRM certification - prepare for success!

Helena Wennberg, GMS-T
Published on LinkedIn

"Success is where preparation and opportunity meet" - Bobby Unser, American Racing Legend
Many of you would probably agree with me that the HR profession is no longer just about wh ...see more

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Hur upplever dina internationella kollegor och kunder dig när du är på...

Helena shared this
1 Like

Neat use of VR!

Helena shared this

Looking forward to this Eurofound webcast next week!

Helena shared this

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Experience

PhD Researcher Strategic Talent Management/Global Mobility
DCU Business School
Oct 2018 – Present · 1 mo
County Dublin, Ireland

Accedo.tv
1 yr 7 mos

Sr HR Generalist EMEA & Global Mobility Specialist
May 2018 – Sep 2018 · 5 mos

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Some services that go for both markets

.. And should be tailored…

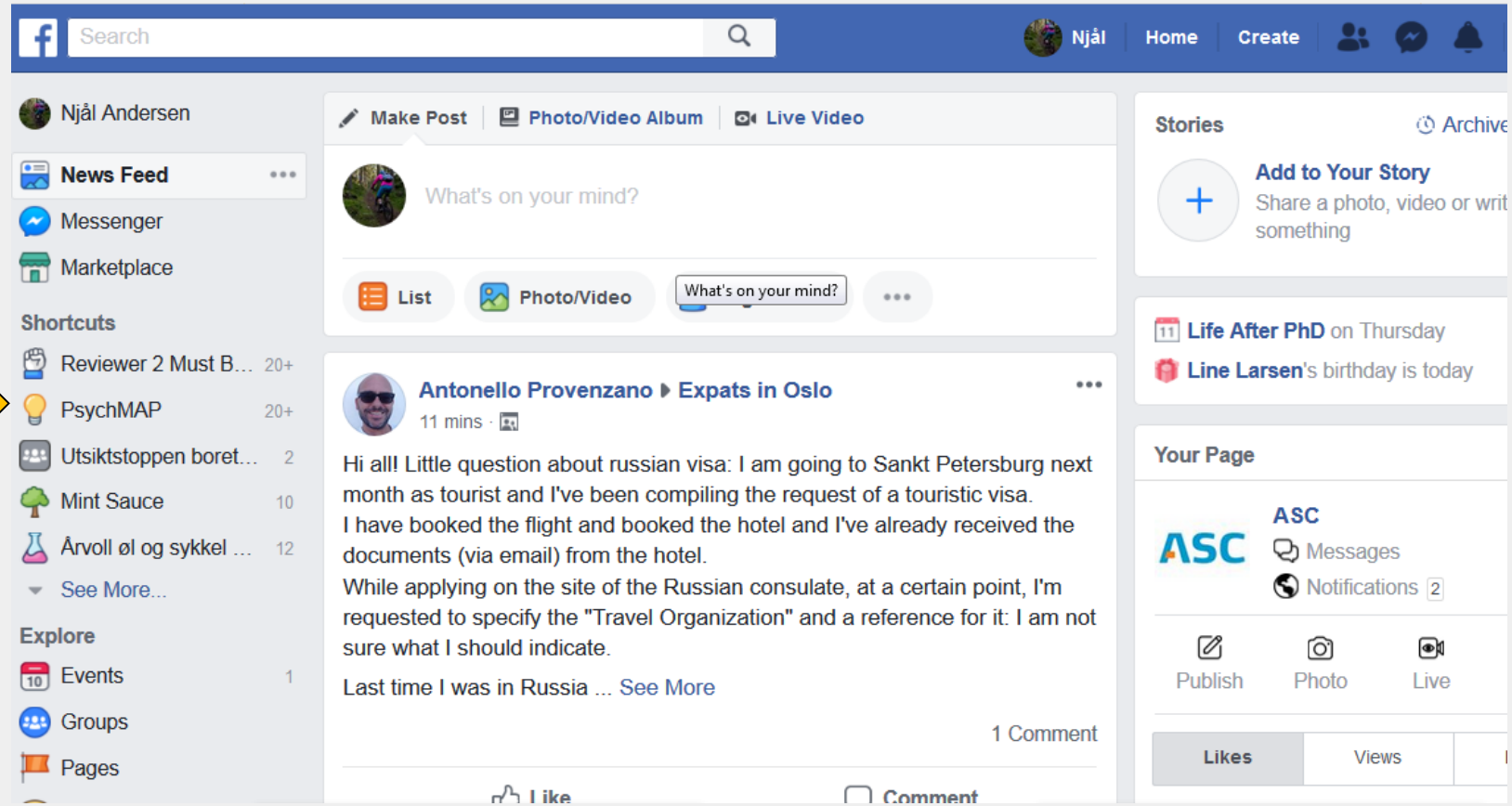
Twitter

Who to follow: RELEVANT researchers, not generalists. Unless you are a generalist. (Delete people who tweet too much ☺)

Tweet regularly on quality topics.

Facebook

May also be worth joining groups, such as I have for PsychMAP, and to make it easy to contact you

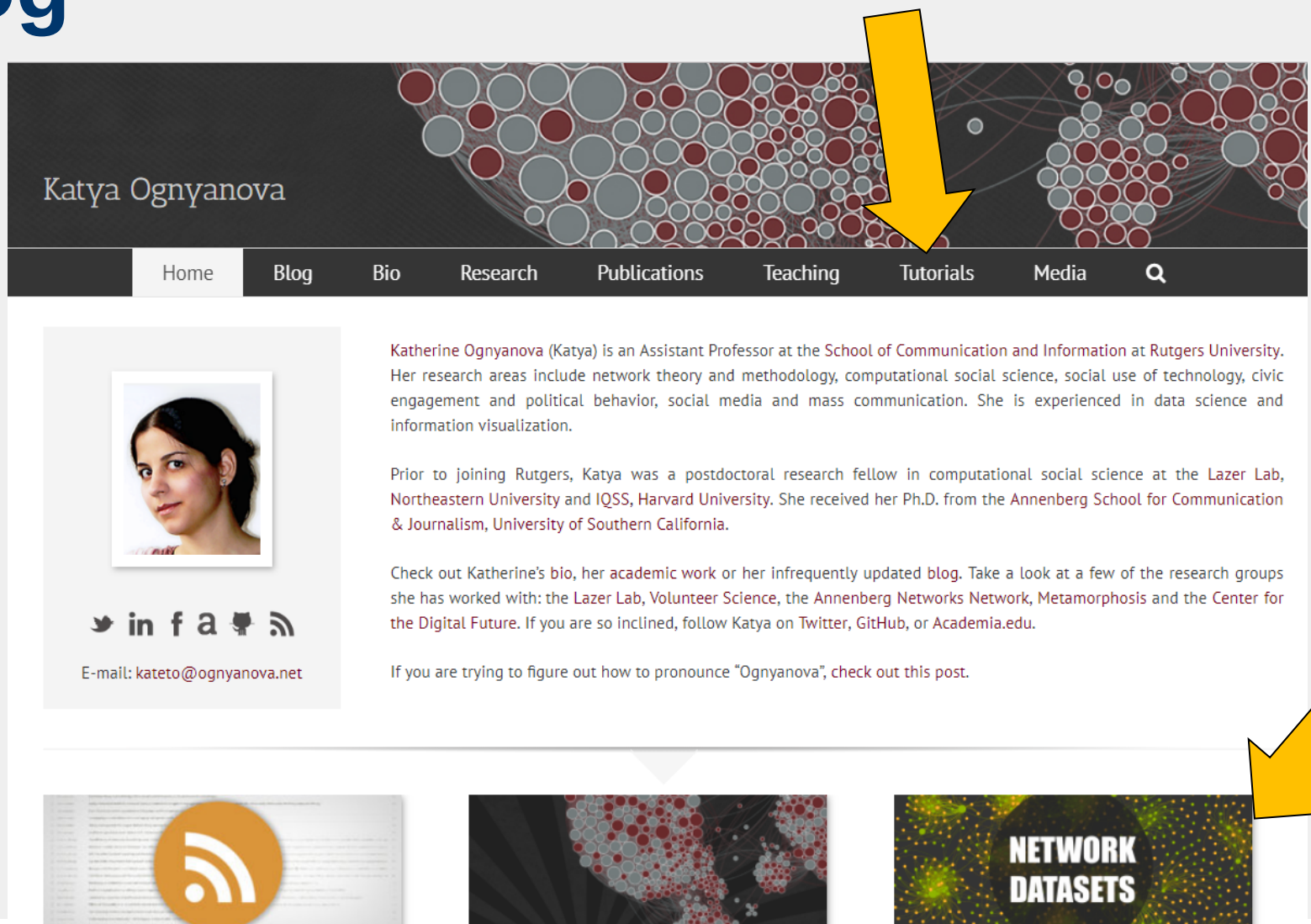


Personal blog

Katya started this blog was started half way thought PhD, and has developed it.

She shares resources, both her own and those she has found.
This drives traffic to her site.

She also makes a point that she wants to run projects with NGOs..
Good way to market her ability. Has also become popular at SNA conferneces.



Personal blog

Katya Ognyanova

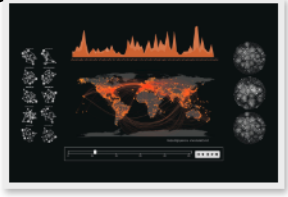
Home | Blog | Bio | Research | Publications | Teaching | Tutorials | Media

Network Science Tutorials

This page contains information about the most recent versions of several network tutorials that I have developed and frequently update. The tutorials come from workshops and invited talks I give for students, colleagues, and occasionally curious bystanders. You can also find some of these materials (and other interesting bits and pieces) on my GitHub page.

If you find the materials on this site to be useful, please cite them in your work. This helps me (and the computational research community) to make the case that the open publishing of digital materials, data, and code is a meaningful academic contribution.

If you want to invite me to give a talk or a workshop at your institution, email workshop@ognyanova.net.



Static and dynamic network visualization with R

This is a comprehensive tutorial on network visualization with R. It covers data input and network formats, parameters and layouts for one-mode and bipartite graphs; interactive and animated visualizations, temporal networks and visualizing networks on geographic maps.

Most recent version: 06/2018 (Polnet Conference)
Downloads: Web version | Code & data | PDF tutorial.
Translations: French (L. Beauguitte), Russian (qc-enior)

Introduction to R for Networks

This tutorial provides an introduction to the R language and its use to process and analyze network data. It includes an overview of network formats, input and cleaning of network data, and key graph metrics. The tutorial also covers basics of network visualization in R

Search ...

Katherine Ognyanova

Asst. Prof. Rutgers SC&I
Postdoc at the Lazer Lab: Northeastern & Harvard.
PhD in Communication: USC Annenberg School.

E-mail: kateto@ognyanova.net

Recent Tweets

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Our new report compares two survey sampling strategies: random-digit-dialing (RDD) and voter files (RBS): pewrsr.ch/2OjhjhK
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Aim it at academics…?

Not secure | schochastics.net

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David Schoch

Researcher in Network Analysis

University of Manchester

Biography

I'm a PhD in Computer Science and currently employed as a Presidential Fellow at the University of Manchester in the Department of Sociology. I'm a mathematician by training and my research interests lie in the field of (social) network analysis. More specifically, I work with measures of network centrality, or the question of who or what is important in networks. I am also a semi-active blogger, writing about doing things in R.

Interests

- Network Analysis
- R Development
- Soccer Analytics
- Data Science

Education

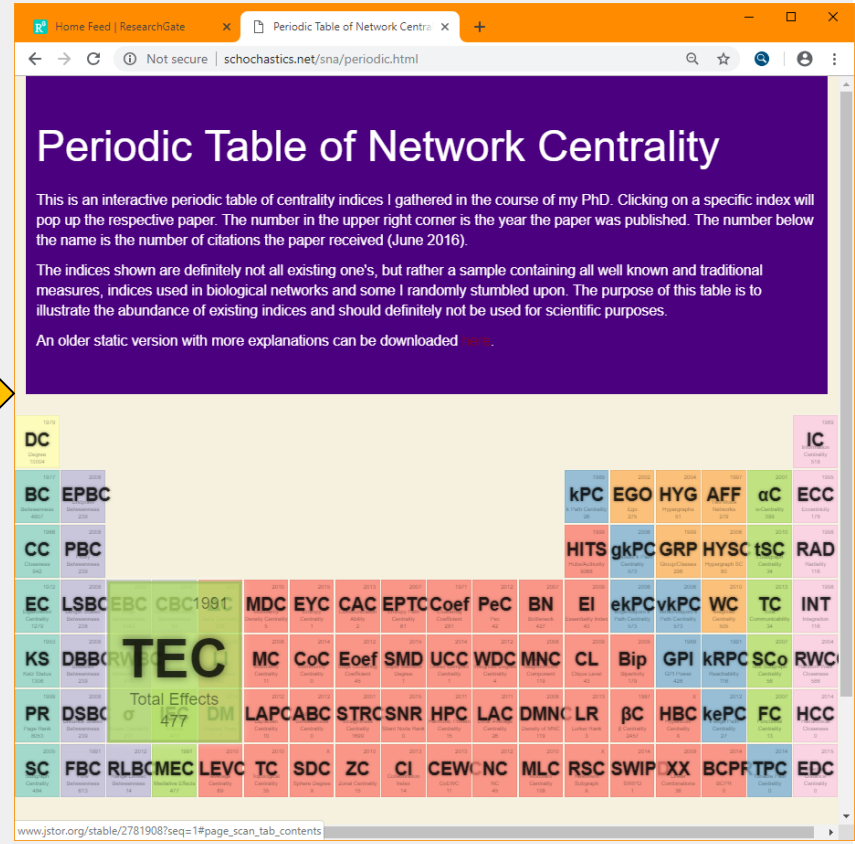
PhD in Computer Science, 2015
University of Konstanz

Diploma in Business Mathematics, 2012
Karlsruhe Institute of Technology

Selected Publications

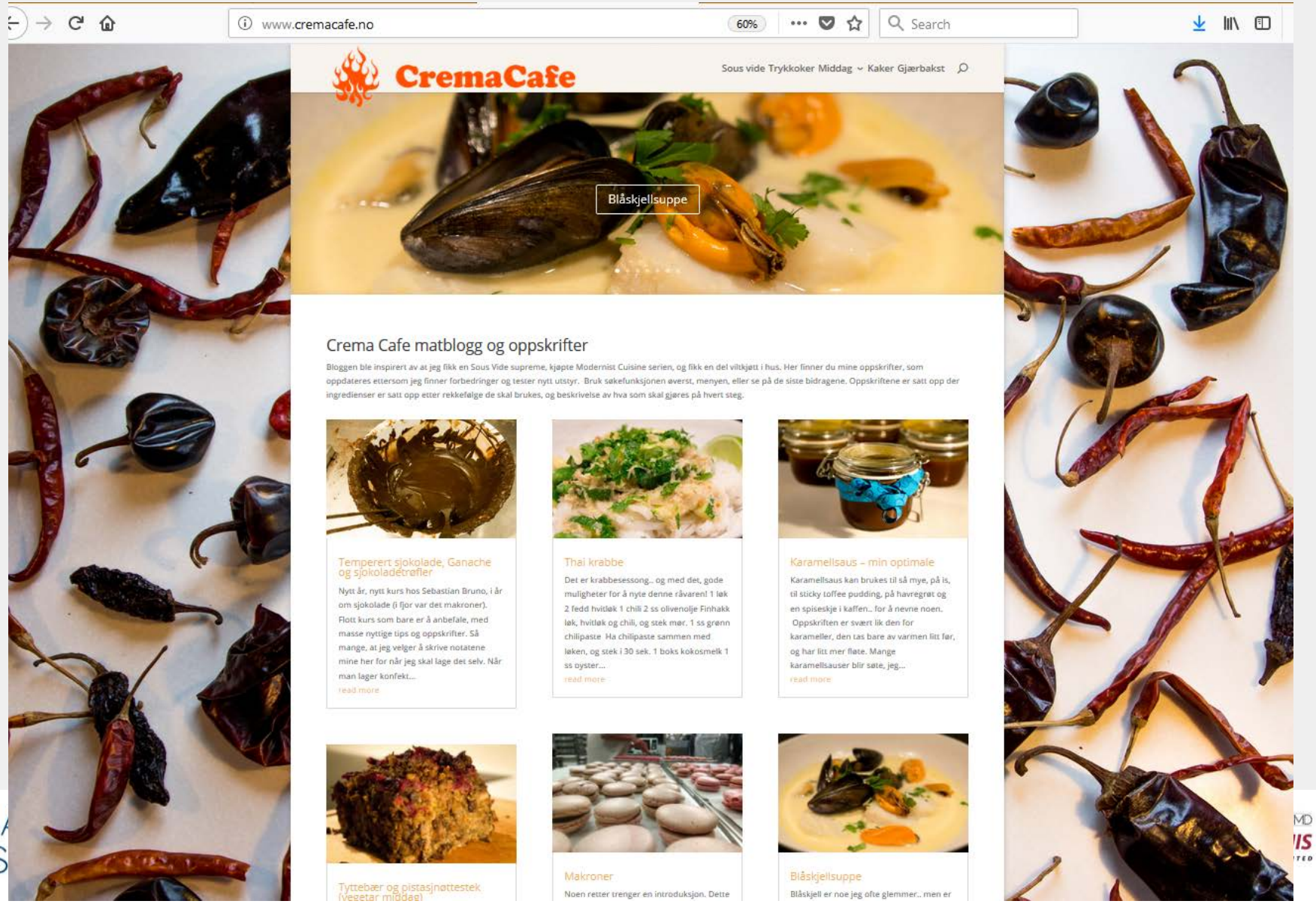
Centrality without indices: Partial rankings and rank probabilities in networks

We present an alternative approach to assess centrality in networks which does not rely on traditional indices. The work is based on neighborhood-inclusion, a partial ranking inducing relation of nodes, which was shown to be preserved by many existing centrality indices. As such, it can serve as the



Need not go it alone: Collective blog

Need not be academic…



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Academic articles

Articles from everywhere

Courses

Me, and my other websites

Books

Statistics

Tools and resources

Video and audio

Latest posts

Personal branding and social media: thoughts for budding academics

Tools

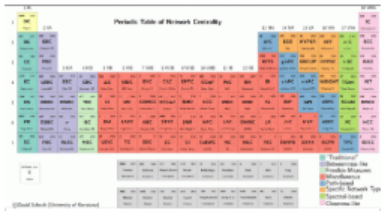
I have been asked to give a lecture on how budding academics may want to think about their online personas for a conference held here at BI Norwegian Business School. Here is some supporting documents to that lecture. A key point is to choose what services to use,and...

PhD comic and my dream

Talks

I love this comic... and think this is a great example!

read more



SNA measures are not like other measures

Statistics, Talks

There is a multitude of measures in social network analysis (SNA). In other social sciences, great lengths are gone to develop robust and valid measures, with discrete validity, which means there are relatively few overlapping constructs; and some remain standard for...

read more

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How to publish.. according to AMJ

Sep 24, 2015 | Academics

Publishing is a craft, like so many others. A series of five articles in Academy of Management Journal, where various editors come with recommendation for how to approach each part of the process from design to the final article.

Publishing in *AMJ*—Part 1: Topic Choice Alt: (EBSCO Download)

Publishing in *AMJ*—Part 2: Research Design Alt: (EBSCO Download)

Publishing in *AMJ*—Part 3: Setting the Hook Alt: (EBSCO Download)

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Publishing in *AMJ*—Part 5: Crafting the Methods and Results Alt: (EBSCO Download)

Publishing in *AMJ*–Part 6: Discussing the Implications Alt: (EBSCO Download)

Publishing in *AMJ*—Part 7: What's Different about Qualitative Research? Alt: (EBSCO Download)

Recent Posts

Personal branding and social media: thoughts for budding academics

PhD comic and my dream

SNA measures are not like other measures

Bibliometric analysis of a department

What topics does your favorite journal publish?

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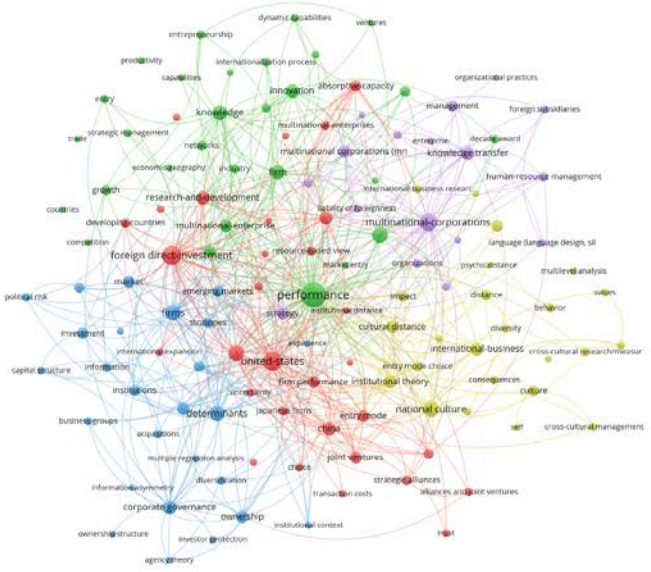
make it as relevant as possible.

JIBS Keywords

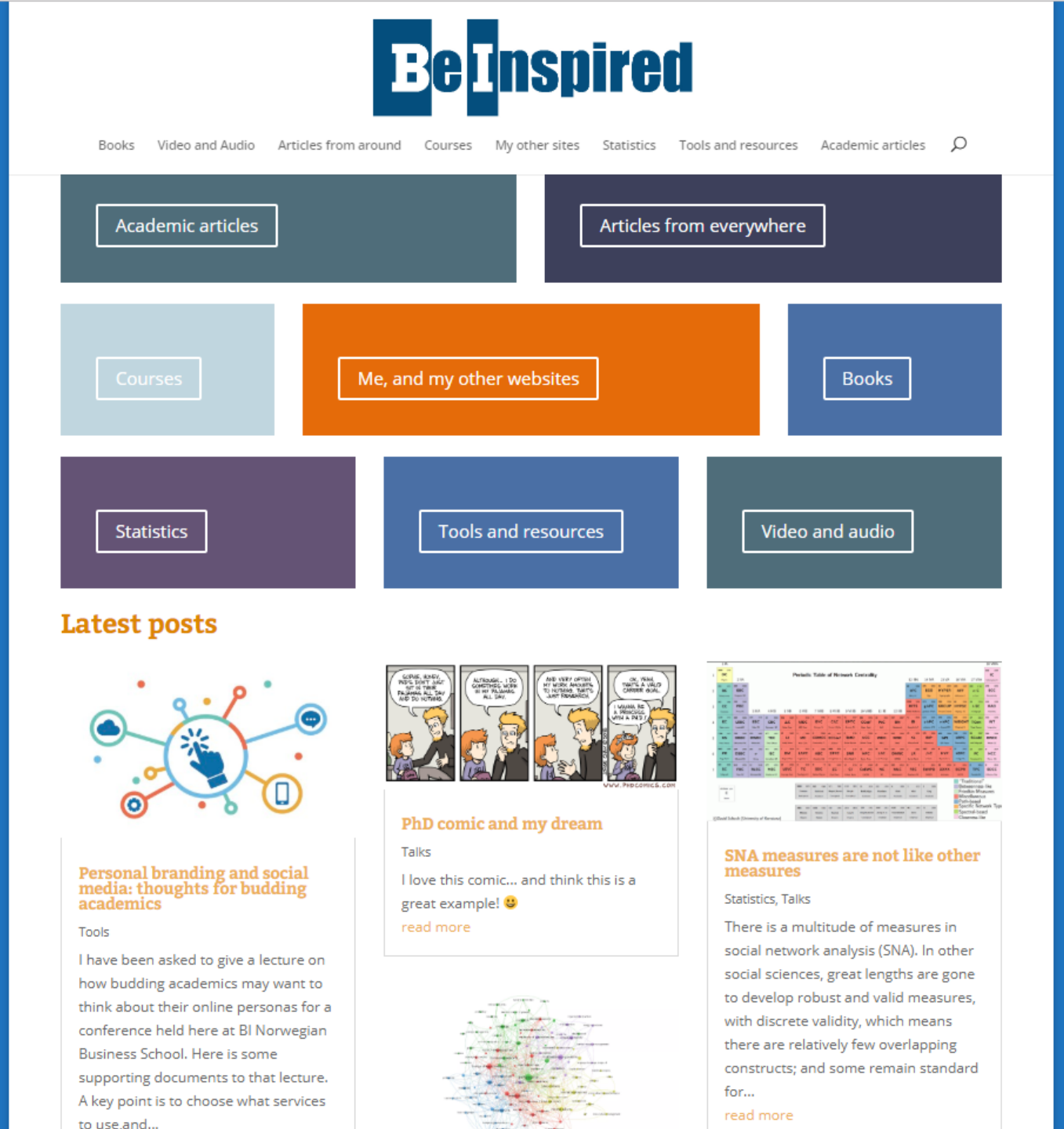


VOSviewer

Top Keywords by cluster in JIBS*

Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
Multinational-enterprise	Determinants	Competitive advantage	Cultural distance	Entry mode
Firm	Institutional environment	Institutional theory	International-business	Joint ventures
Knowledge	Governance	Knowledge transfer	Distance	International joint ventures
Research-and-development	Emerging markets	Resource-based view	Entry mode choice	Strategic alliances

A good blog / website **can not be created in a week**.
A little over time, is much better.
(The same is true for all social media platforms)



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There are a myriad of alternatives..

There are a myriad of alternatives..

Google Scholar

ResearchGate

Volunteer for online responsibilities

Advice from Yvonne McNulty:

“Volunteer to run something on social media that is academically related to your field of research: as the moderator, your name is the one that keeps popping up over and over and over again when you promote or run the group/platform.

Put your photo in the profile. I have been to conferences all over the world where complete strangers walk up to me and say ‘it is so nice to meet you in person after having you in my inbox for a year’. People start to associate XYZ with your name. This alone has built my profile over the past 5 years in ways that publications never could.” It’s about being known, and carefully ensuring you are known in the areas/fields you want to be known in. Doing it online is a no brainer – your bum never has to leave your seat, you get instant outreach globally without ever leaving home.”

Academics are vagabonds

Your school e-mail and profile are temporary

Be easy to find and get to know.. also for the future!

Go forth and develop your online brand..

.. And do as I say, not necessarily as I do.