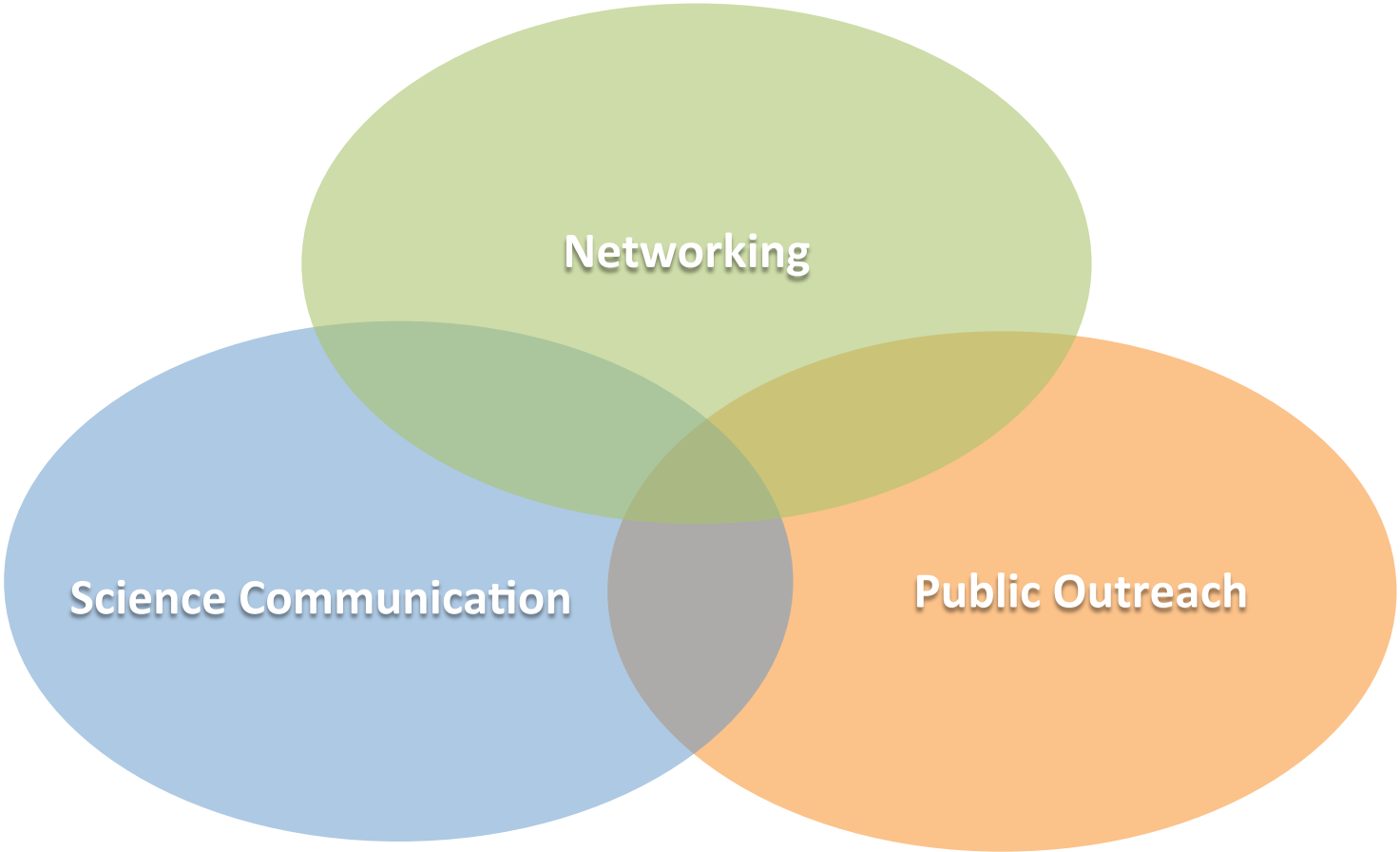
Social media for scientists

What? Why? How?

Sabine Hossenfelder, Nordita

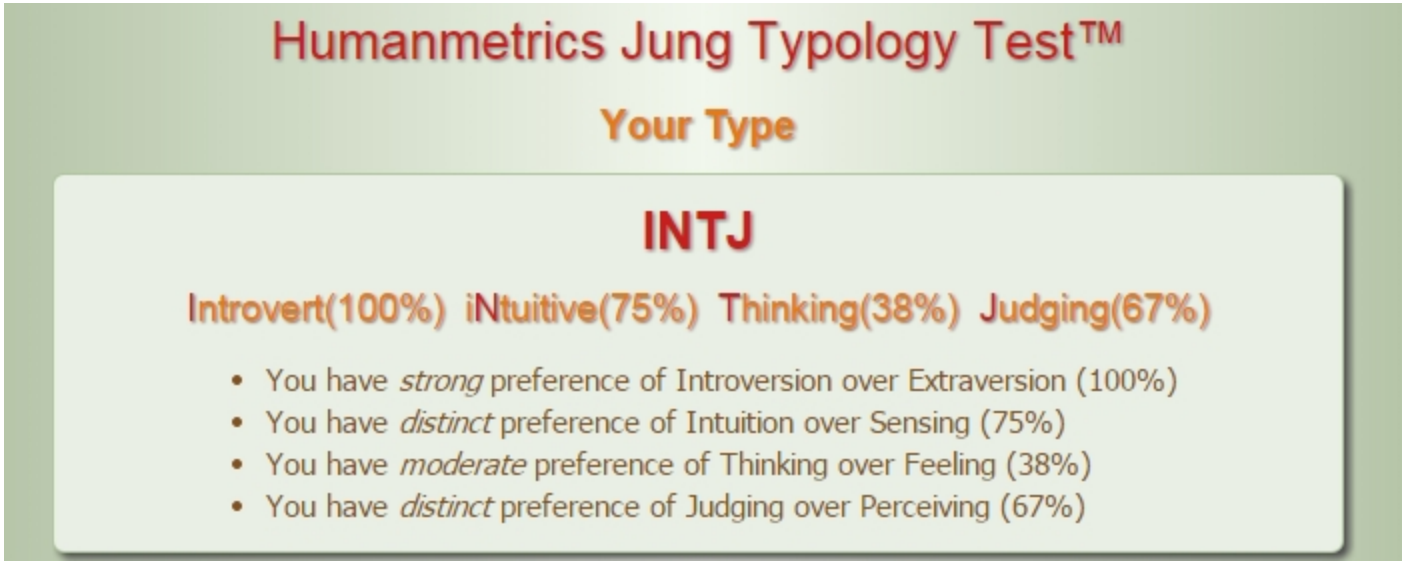
Must



Should

Maybe...

It's not about being extroverted.



Then what is it about?

It's about science

- Science is a community enterprise
- Science is human
- Science develops

To be a good scientist, you have to take part.

Must

Must Have

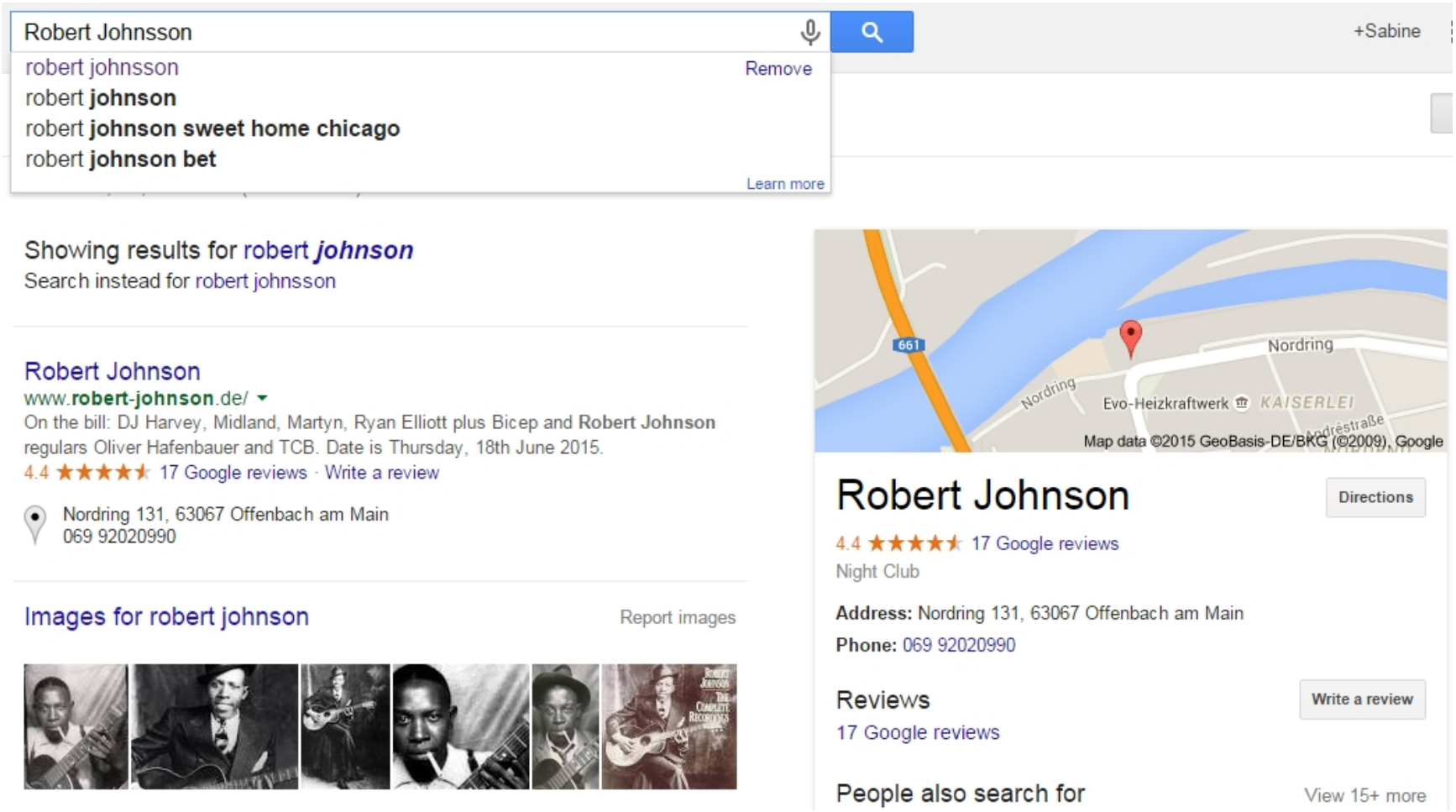
- A clean Google footprint
- An institutional website*
- A CV and complete publication list
- An ORCID id
- If most papers on the arxiv, get an arxiv ID

Why?

- Be available for questions about your research*
- Be accountable for your institution
- Don’t miss out on opportunities

* Use separate email accounts for work and private life, or filter your inbox.

Who does Google think you are?



Who does Google think you are?

- Google your name. Do you like what you see?
- You *must* have an institutional website. It should be up to date, contain information about your research, a photo, and accurate contact information*.
- Make sure alumni sites are obviously alumni
- Remove unwanted hits (images and text) if you can

* Use separate email accounts for work and private life, or filter your inbox.

Social Networking. What?

- Have an account for at least one of the following
  - » Google Scholar and Google+
  - » LinkedIn
  - » ResearchGate
  - » Twitter
  - » Facebook

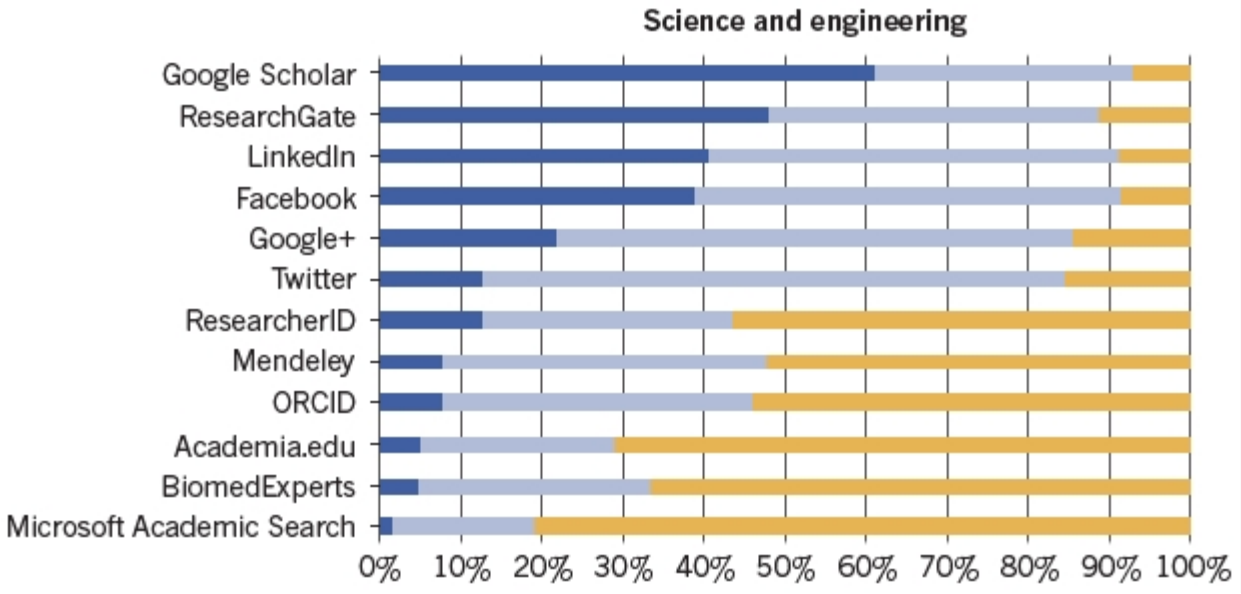
Twitter, fb and G+ are increasingly used to create one-click accounts

Focus on what matters to you!

REMARKABLE REACH

More than 3,000 scientists and engineers told Nature about their awareness of various giant social networks and research-profiling sites. Just under half said that they visit ResearchGate regularly. Another 480 respondents in the humanities, arts and social sciences were less keen on ResearchGate.

- I am aware of this site and visit regularly
- I am aware of this site but do not visit regularly
- I am not aware of this site



Nature 512, 126–129 (14 August 2014)

Social Networking. What?

- Maintain contacts
- Make new contacts
- Check out new employers/employees
- Remain up to date
- Remain relevant

You can do it actively or passively.

Social Networking. Why?

- Don't wait for information to come your way. Go get it.
- Don't sit and wait for information to spread. Go share it.
- Keep track of research and filter it to your needs.
- Find support.

Good tools help you work more efficiently

Turn off constant notifications, esp push.

Social Networking. How?

Twitter

- Share notes of 140 characters or less, often links
- Can share images
- Follow people, institutions or magazines
- Organize your feed by using lists
- Reach large audience by using hashtags, eg #scicomm
- Good to draw attention to interesting work and to add short comments
- Not good for in depth discussion
- Short messages are prone to misunderstanding
- Incredibly popular service with very diverse audience

What scientists say about twitter

"It's allowed me to open up new communities for discussions and increase the interdisciplinarity of my research." -- *Cassidy Sugimoto, information scientist*

"These are candidates that I wouldn't have otherwise reached." -- *Matthew MacManes, genomic biologist*

"I get to know who many of the candidates are as I have also been following them" --*Iain Couzin, evolutionary biologist*

"I discovered a whole community of astronomers and physicists who use Twitter as a kind of ongoing virtual conference coffee break, without the constraints of timing or location." -- *Katie Mack, astrophysicist*

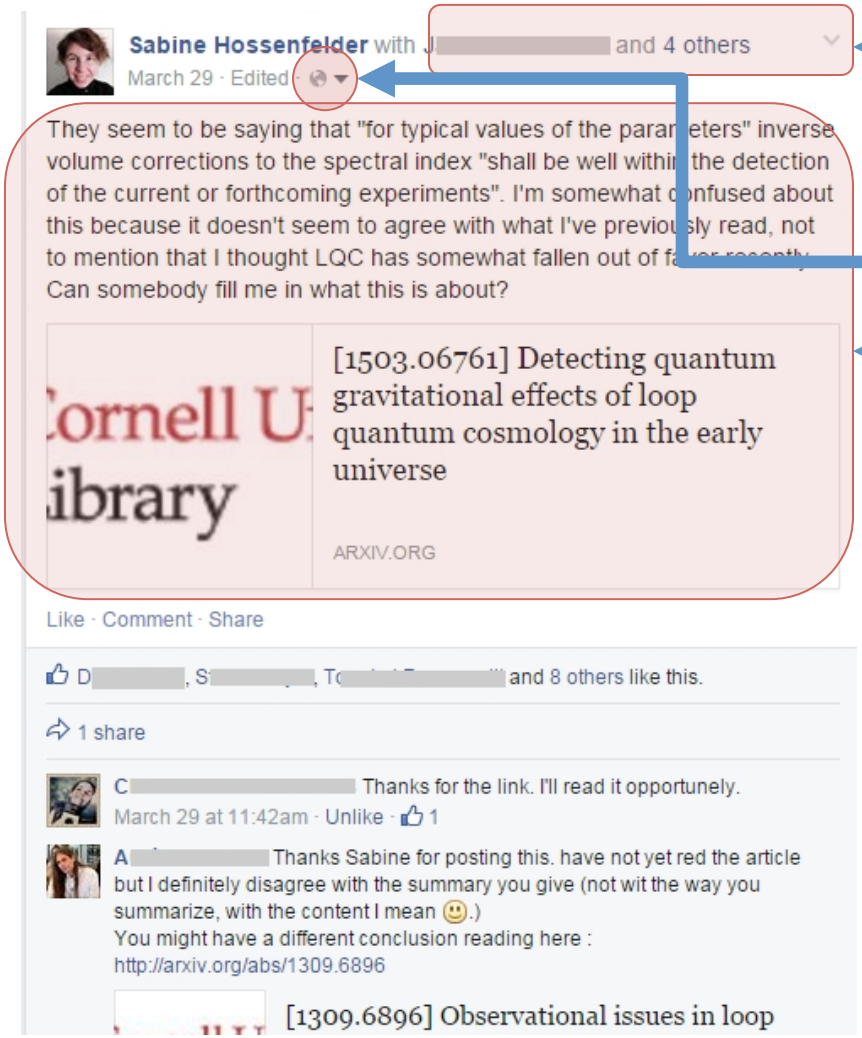
What scientists say about twitter

"Social media has been a big part of building my own reputation... I'm regularly invited to speak at conferences and give departmental seminars… many of these invitations happen because students and other researchers know about my work through Twitter. " – *Holly Bik, biologist*

Facebook

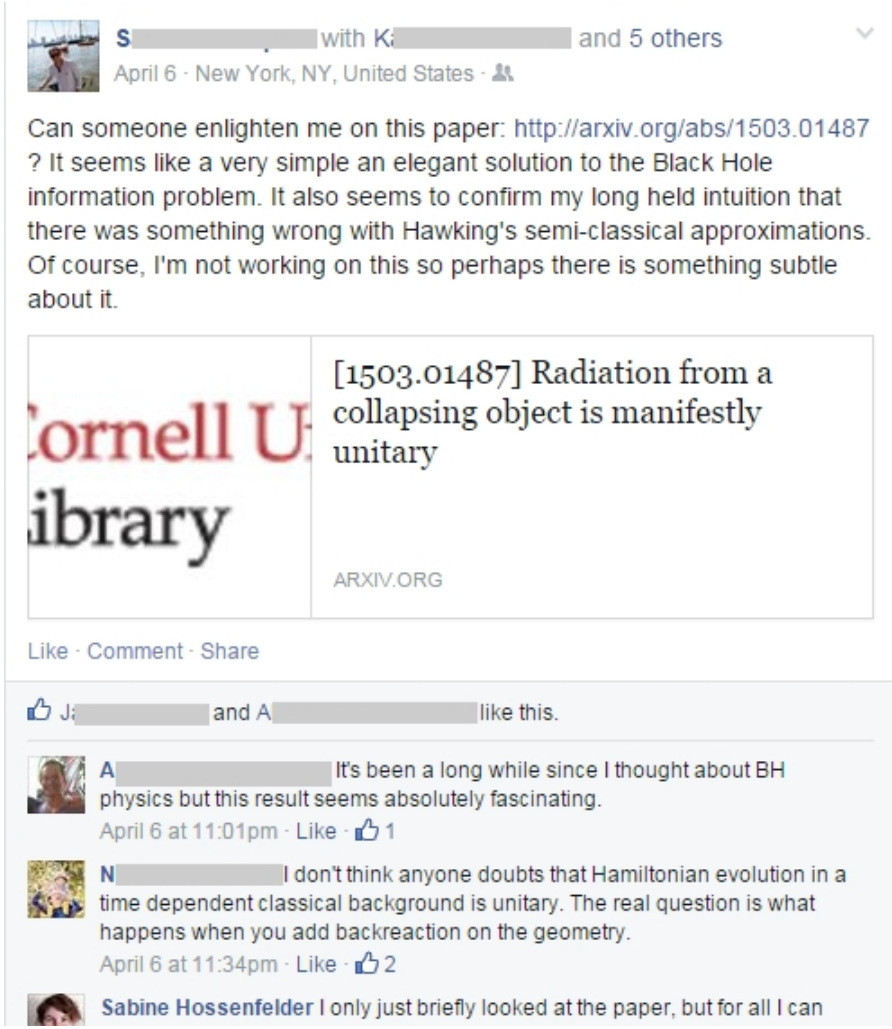
- Most popular social networking site
- Follow people, magazines, institutions, join interest groups
- Make “friends” with new people
- Share and discuss links, updates, images, videos
- Very well integrated with many other apps
- Very useful to remain in contact with people you’ve met
- Good place to also discuss academia and work-life balance
- Organize news feed and targets of your posts by using lists
- *The usefulness of facebook for science depends crucially how well you organize your feeds and friend lists*

Discussing papers on facebook



Discussing papers on facebook

And just to prove that I'm not the only one using facebook for that purpose…



LinkedIn

- The probably best known professional networking site
- Useful to get introduced to friends of friends
- Lists your work experience
- No feed clutter
- Lists skills by “endorsement” (accuracy depends strongly on how well your contacts know you)
- Features for job search and job offers (not very on target)
- Useful to make contacts outside of academia
- Have not heard of it being of much use in academia

ResearchGate

- Like on Linkedin you get “endorsed” for skills
- Next to work experience you can also list publications
- You get updates about your contacts’ publications etc
- Q&A feature that allows you to collect reputation points. (Questions are recommended based on listed expertise)
- Some people have complained about un-turn-offable spam notifications (I don’t seem to have this problem)
- Also get job offers (more on target, but very few)
- Less unscientific clutter than facebook, but also less personal background (ie you might still want to use some other networking site for colleagues who are also friends)

Google+

- Same as facebook but with fewer people
- Better integrated with Gmail
- I do not see much scientific discussion on G+

Should

Science Communication. What?

- Discuss: Educate and learn
- Make your and other's research better known
- Engage
- Inspire
- Make new contacts
- Get new inspiration
- …

Science Communication. Why?

- To demonstrate and practice expertise
- To benefit your colleagues and/or the public
- To draw interest to yourself and your research
- To make new connections and advance your research
- To have fun.

You can produce
or respond

Science Communication. Why?

"[B]eing mentioned on Twitter amplifies the effect of interactions with journalists and other non-scientists on the scholar's scientific impact… The current study provides the first comprehensive empirical evidence that outreach activities, such as interactions with reporters and being mentioned on Twitter, can assist a scientist's career by promoting his or her scientific impact."

Liang *et al*, Journalism & Mass Communication Quarterly, September 12, 2014

It's a correlation!

Science Communication. How?

- Q & A
  - » ResearchGate
  - » Physics Stack Exchange
  - » Physics Forums
  - » And previously mentioned networking platforms
- Blog
  - » Wordpress
  - » Blogger
- Visuals
  - » YouTube
  - » Tumblr

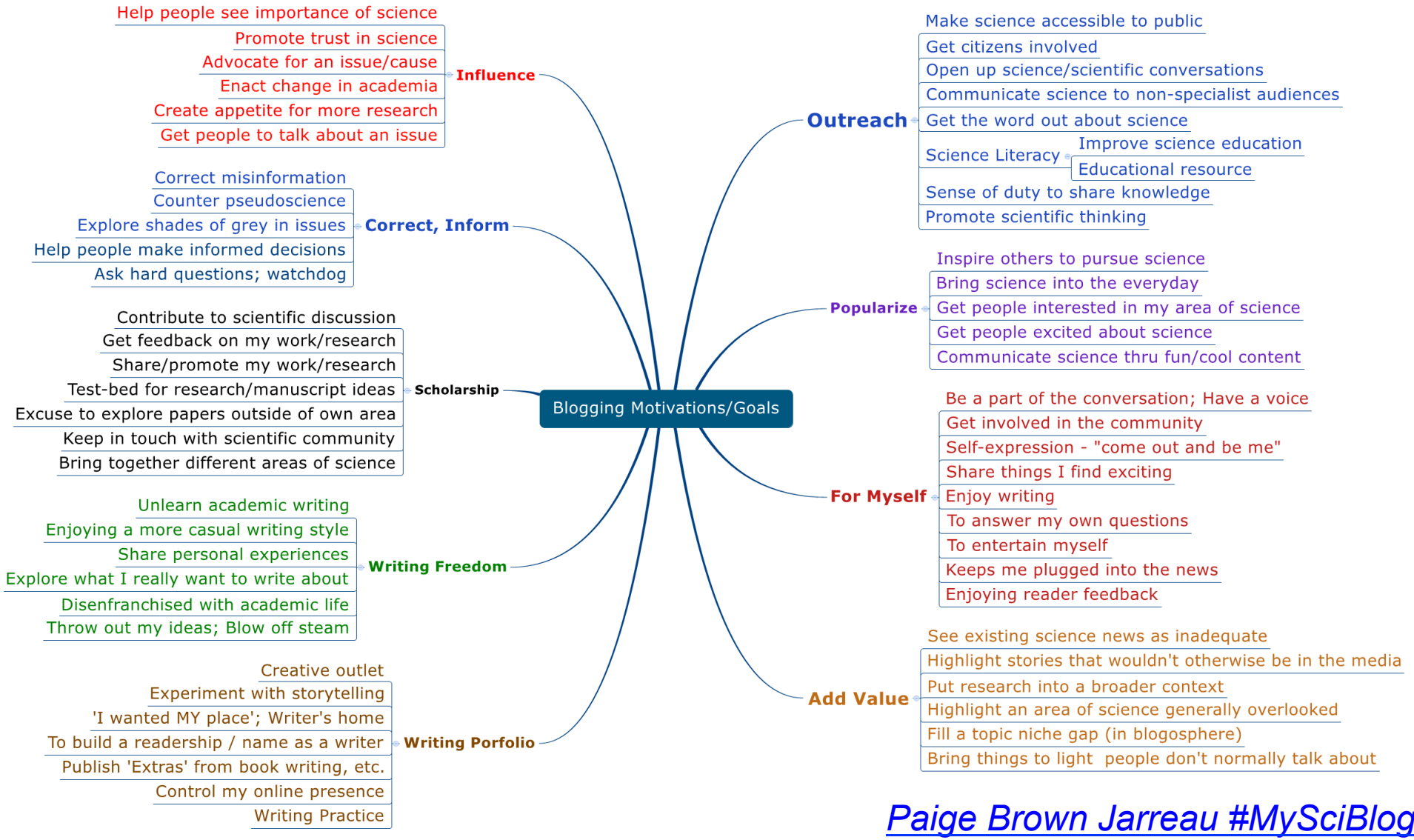
Start with one!
Build reputation,
then diversify.

Science Communication. Why?

"In Physics, blogs allow scientists to keep up to date with the most important developments taking place in fields of research differing from their specialized background. They also provide an ideal platform for an informal exchange of ideas "off the record". But blogs also provide a significant access point to the global knowledge of the pool of users: writing a blog allows the owner to get in contact with colleagues and to learn from them."

- Tommaso Dorigo, particle physicist

Science Communication. Why?



Paige Brown Jarreau #MySciBlog

Maybe...

Public Outreach. What?

- Next to communicating science, also tell people about
  - Life in academia
  - Your institution
  - Your opinion on topics of interest
  - Yourself

Public Outreach. Why?

- Increase visibility of yourself/your institution
- Make contacts, open new opportunities
- As creative outlet
- Practice writing, speaking, communicating
- Contribute to public debate
- …

Public Outreach. Why?

"It is a good way to connect with the general public and communicate an understanding of our work, which I think is a moral obligation particularly when our work is publicly funded."

-- *Brian Koberlein, astrophysicist*

Public Outreach. How?

Institutional:

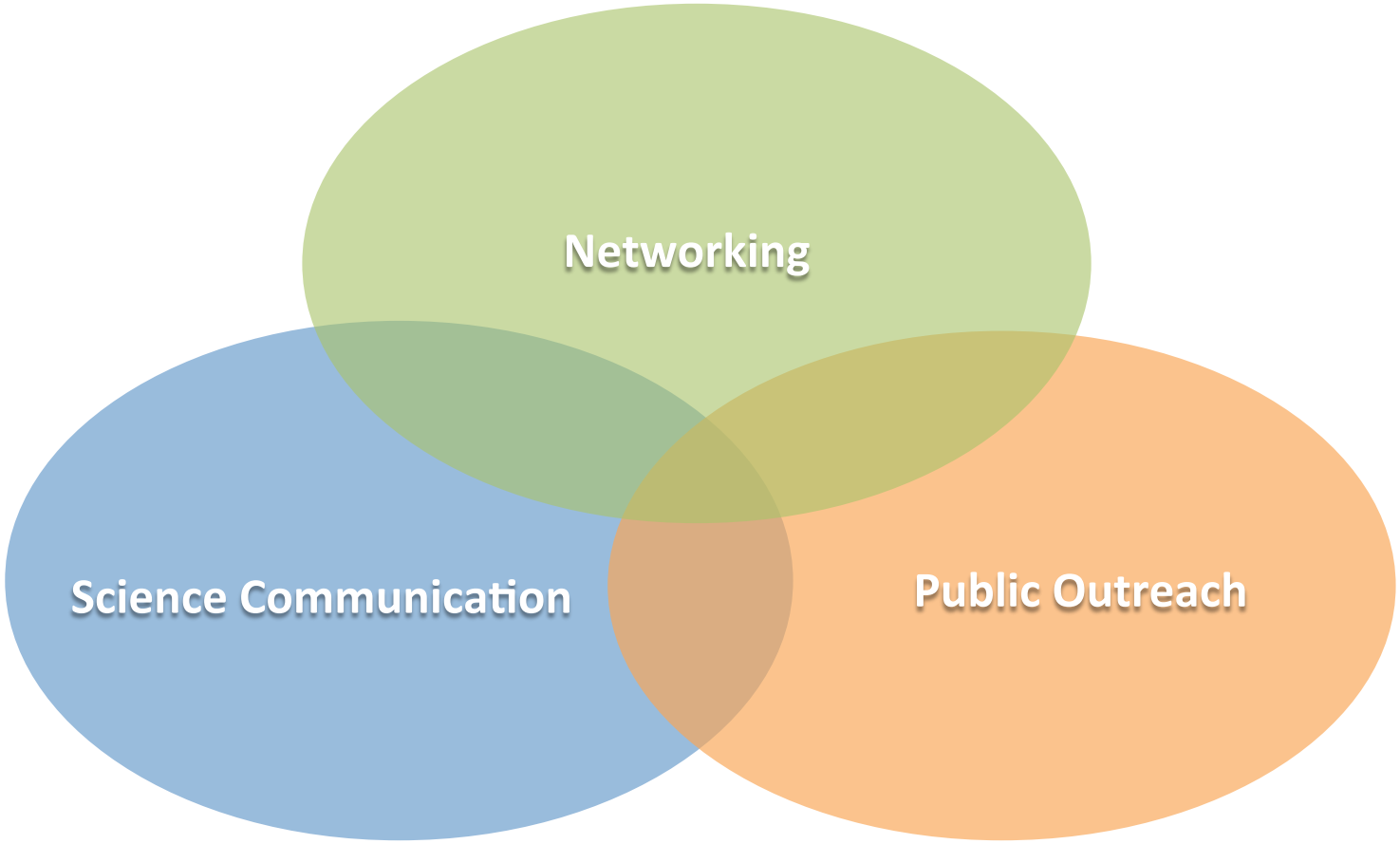
- Hire somebody to do it

Personal:

- Build a presence on social media
- Produce content
- Share wisely
- Be useful
- Be reciprocal

From nothing comes nothing

Obtain, organize, and share information
about research and job opportunities
Maintain and make new contacts



Explain your own and other's research
to colleagues or the public
Discuss, get feedback, broaden

Increase visibility, educate and inspire
Make science cool, fun, and demonstrate
its relevance for our societies