Building online profiles

Personalising the process

Blair Gatehouse and Sophie Wright
Background

Graduate researcher support at Monash:

- Complete a minimum of 120 hours of professional development
- Monash Library runs 21 sessions within this program
- 'Building an online research profile’ runs twice a year since 2017
Building an online research profile

- Identifiers
- Academic profiles and social networks
- Describing yourself and your research
- Altmetrics
Observations

- Diverse areas of study and experience
- Different goals eg. academic vs. professional
- Sessions can be overwhelming
- Researchers commonly have existing profiles (maintained?)
Past feedback

“I would like a focus on commercial as well as academia.”

“Could we sit in groups that suit our level.”

“This session overlaps with Maximise your Research Impact.”
Our challenge

How to ensure meaningful and personalised outcomes for a diverse cohort?
Big picture changes

- Personalised
- Realistic
- Streamlined
- Cohesive
Getting active

1. Assess a researcher in your field
2. Think about the goals for your research
3. Set up an ORCiD / other
4. Audit what you already have
5. Create a realistic plan for your online profile
Examples

Professor Anita Heiss
Author, Poet, Satirist, Social Commentator
University of Queensland

Yalang Yang
Postdoctoral Fellow
Harvard University

Professor Di Cook
Econometrics & Business Statistics
Monash University

Ben Eltham
Lecturer, Communications and Media Studies
Monash University
Examples

Emi Tanaka
@statsgen
stats academic USyd, Monash University from Jan 2020 | statistical modeling | front end dev | plant breeding | genetics | #rstats #statsed #dataviz | she/her

Hugh Shanahan
@HughShanahan
A Bioinformatician working at Royal Holloway increasingly obsessed with how data gets shared. Co-chair of CODATA-RDA schools which is my happy thing.

Gwyn McClelland
@gwynjapan
Current feedback

- Better understanding
- Active participation
- Fit for purpose

Previous vs Current feedback graph

- Better understanding:
  - Previous: 60%
  - Current: 90%

- Active participation:
  - Previous: 70%
  - Current: 90%

- Fit for purpose:
  - Previous: 50%
  - Current: 100%
Reflection and future directions

- Importance of a clear narrative
- Importance of relatable examples
- Interest in personal websites
- Avenues for further support
More information on examples given

Anita Heiss @ www.anitaheiss.com

Yalong Yang @ vis.yalongyang.com

Di Cook @ dicook.org

Ben Eltham @ en.wikipedia.org/wiki/Ben_Eltham
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