Effective Use of Social Media

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#esrcphd

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The Noble Pursuit of Research

There are two motives for research:

1. The pure pursuit of knowledge with a desire to know and understand the word, to appreciate the best that has been said and thought on the topics that grip our imagination.

2. To problem-solve issues that are meaningful to us personally and to society as a whole. This is the more common reason for research and this is why most of us are pursuing a PhD.

Scholarly Communications

Traditional scholarly communications involves the researcher producing an article, book or book chapter and it being purchased by the library for its readers.

The problem with these is that if you or your library can’t afford to purchase these, the research is locked behind a paywall and therefore forgotten.

Added to this is the claim that the majority of academic content remains uncited and unread, especially in the humanities and the social sciences.
What is Social Media?

Social media is transforming one-way monologues into collaborative dialogues and interactions. It is democratising information and knowledge: it involves everyone, everywhere, in all-the-time conversations. It helps to weave communities, encourages greater openness and transparency, accelerates information sharing, helps us to access diverse perspectives, mobilises people, stimulates collaborative knowledge building and reduces the cost of participation and co-ordination of resources and actions.

Why Use Social Media?

This quote from an article by ecologist, Gaston Small in *Nature* summarises how new technologies are changing the way in which the research dialogues are being conducted:

The **real value** of social media ... aside from teaching us to communicate concisely may be that **we are forced to think about how to share ideas with a broader audience**, one that ultimately pays for most of our research: taxpayers. *Public conversations* about our research make ... [us] accountable for delivering something of value to those taxpayers. In an era of budget cutting, early-career [researchers] will have to be effective ambassadors for the profession. This might manifest in **conversations** with family members or with strangers sitting next to us on a plane, or it might mean posting videos on *YouTube* or **blogging** about our ongoing research. The days of [researchers] communicating only with each other, in the languages of our individual disciplines, and relying ... journalists to translate for the public, are rapidly coming to an end.

The Power of Social Networks

Frigyes Karinthy’s *Chains* (1929)
‘Six degrees of Separation’
Altmetrics

OECD. (2014). *Does Homework Perpetuate Inequities in Education?* (PISA in Focus No. 46).
Strategy

Competition in the scholarly arena has moved from ‘publish or perish’ to ‘be visible or vanish’

Adapted by S. Goodier and L. Czerniewicz from J. H. Kietzmann et. al.(2011) Social media? Get serious! Understanding the functional building blocks on social media’
Your digital profile

- Who you are – use your real name!
- Your institutional profile
- Your research interests
- Your personal interests
- #hashtags that you contribute to
- An institutional disclaimer

Mark Carrigan, (2016) Social Media for Academics, p. 107
Case Study: Professor Melissa Terras

- Sept 2011 – Returns to work after maternity leave and proceeds to upload 26 of her pre-print (last but one copy) journal papers on the research repository UCL Discovery.
- Blogged her research in the process in order to ‘tell the story behind her research’ including the things that didn’t get into the published papers
- She also tweeted about her posts – and therefore her research.
- This resulted in a spike in downloads of her papers.
- As a result she has written ‘What happens when you tweet an open-access paper’ and ‘Is blogging and tweeting about research papers worth it? The Verdict’ to explain the power of the social web.
- She continues to write about her work, posting her presentations and lecture notes.
- Her blog is at http://melissaterras.org
Which Platforms?

CV services such as LinkedIn
Profile services such as Google Scholar, Academia.edu and ResearchGate
ID services such as Orcid and ResearcherID
Blogging and microblogging platforms such as WordPress, Blogger, Twitter, Quora
Resource sharing sites such as Flickr, Pinterest, SlideShare, SoundCloud, Vimeo and YouTube
Collaboration sites such as CiteULike, Mendeley and Zotero
Social networking sites such as Facebook, Twitter, Zotero, Mendeley and Lanyrd

Source via Flickr: mkhmarketing.wordpress.com
CV Services: LinkedIn

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Background

Experience

EdD Programme Leader
UCL Institute of Education
September 2013 – Present (3 years 3 months) | London, United Kingdom

Senior Lecturer in Economic Sociology
University of Greenwich
September 2011 – December 2013 (2 years 4 months)
Programme Leader for the Research Degrees in Business

Lecturer in Economic Sociology
University of Greenwich
January 2009 – September 2011 (2 years 9 months)

Research Officer. Centre for Longitudinal Studies
Institute of Education
April 2003 – January 2009 (5 years 10 months) | London, United Kingdom

Research Assistant
Queen Mary, University of London
September 2002 – April 2003 (8 months)
Blogging

- Probably one of the most useful ways of getting abstracts of your work out there – and even your ideas (‘random thoughts’)
- Blogs are indexed by Google Scholar (Blogger is owned by Google and so will own your content. Wordpress is the most used blogging platform)
- Blogs can have Creative Commons License so that content can be re-posted; or you can add a copyright symbol to protect your intellectual property.
- Your Twitter feed can also be embedded on your blog.
- Blogs can automatically post to Facebook, LinkedIn and Twitter if you set this up so you can kill, not two, but three or more, birds with one stone!
Siloti’s pianistic homage versus a workable ballet reduction

The first thing I noticed about the difference between the orchestration and Siloti’s arrangement is that while Siloti's hovers up the top end of the piano within the span of two hands, in the orchestra, those left hand Gs are in fact octaves, an octave lower: forte bassoons, arco bass and cello. The cost of his accurate representation of detail in the flutes and clarinets is the loss of the off-beat chords played by oboes, cor anglais and three, sometimes four, horns.

Siloti’s arrangement of the Diamond Fairy from Sleeping Beauty (Act 3 No. 23, Var. 4)

Siloti's transcription works both as a piano piece, and as a credit to what is most compositionally interesting about Tchaikovsky's work here. But as the accompaniment to a variation, and for the dance accompanist, so help me God, it doesn't work at all. You feel so utterly ungrounded, and so focused on the wrong things: to accompany a variation you first of all need a beat that is so strongly and safely grasped that if you need to change it, you can. Without it, it's like trying to throw a pot with one hand; trying to steer your way out of a skid with only one hand on the wheel.
Twitter for Researchers

Tips from Kate Hodge @GuardianEd

Twitter is fast and responsive; there is no barrier to entry & no hierarchy.

The average life of a tweet is 18 minutes; the more followers you have the longer your tweets are likely to live.

The amount you tweet doesn’t make them live longer.

Keep your tone light and chatty – like you’re talking to a friend. You’re not a bot!

RT and favourite other peoples tweets

Use hashtags when possible and build them into your tweet.
Case Study: PhD students
For Fuck's Sake ... Gove is an unspeakable little shit who deserves to rot in the lowest level of Hell.

Or have I missed something?
Beware of the Echo Chamber

The very best way to support and feed your delusions: Surround yourself with people whose world views match yours exactly.

Neil deGrasse Tyson (@neiltyson 19/03/17)

#fakenews #lies #alternativefacts #echochamber
Research Cycle

i. Identification of knowledge
   e.g. undertaking literature reviews
   using peer reviewed sources

ii. Creation of knowledge
    by professional researchers
    usually behind closed doors

iii. Quality assurance of knowledge
     e.g. peer review, filtering the
     best for publication

iv. Dissemination of knowledge
    e.g. publication, presentation
    at conference
You are the project!

Your Tweets earned **53.5K impressions** over this **28 day** period

Reappraise your impact by using built-in analytics on social media (Twitter, Wordpress, Bitly etc.) so that you do not end up in an echo chamber.

Use DOIs/ISBNs. Tweet regularly morning and evening. Follow people back. Respond to their comments.
Concluding Remarks

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

Sources consulted


Sources consulted


Sources consulted


IOE LibGuides

Social Media for Researchers: http://libguides.ioe.ac.uk/socialmedia
Digital Researcher: http://libguides.ioe.ac.uk/digitalresearcher
Twitter for Researchers: http://libguides.ioe.ac.uk/twitter
Altmetrics: http://libguides.ioe.ac.uk/citations/altmetrics
Mendeley groups: http://libguides.ioe.ac.uk/mendeley
Zotero people: http://libguides.ioe.ac.uk/zotero
Scholarly communication: http://libguides.ioe.ac.uk/scholarlycomms
Questions?

Source: Flickr: blogtrepreneur.com/smi