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A Young Researcher's Guide to Creating an Online Presence

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A young researcher's guide to creating an online presence

Edward Junhao Lim @BarbarianEd

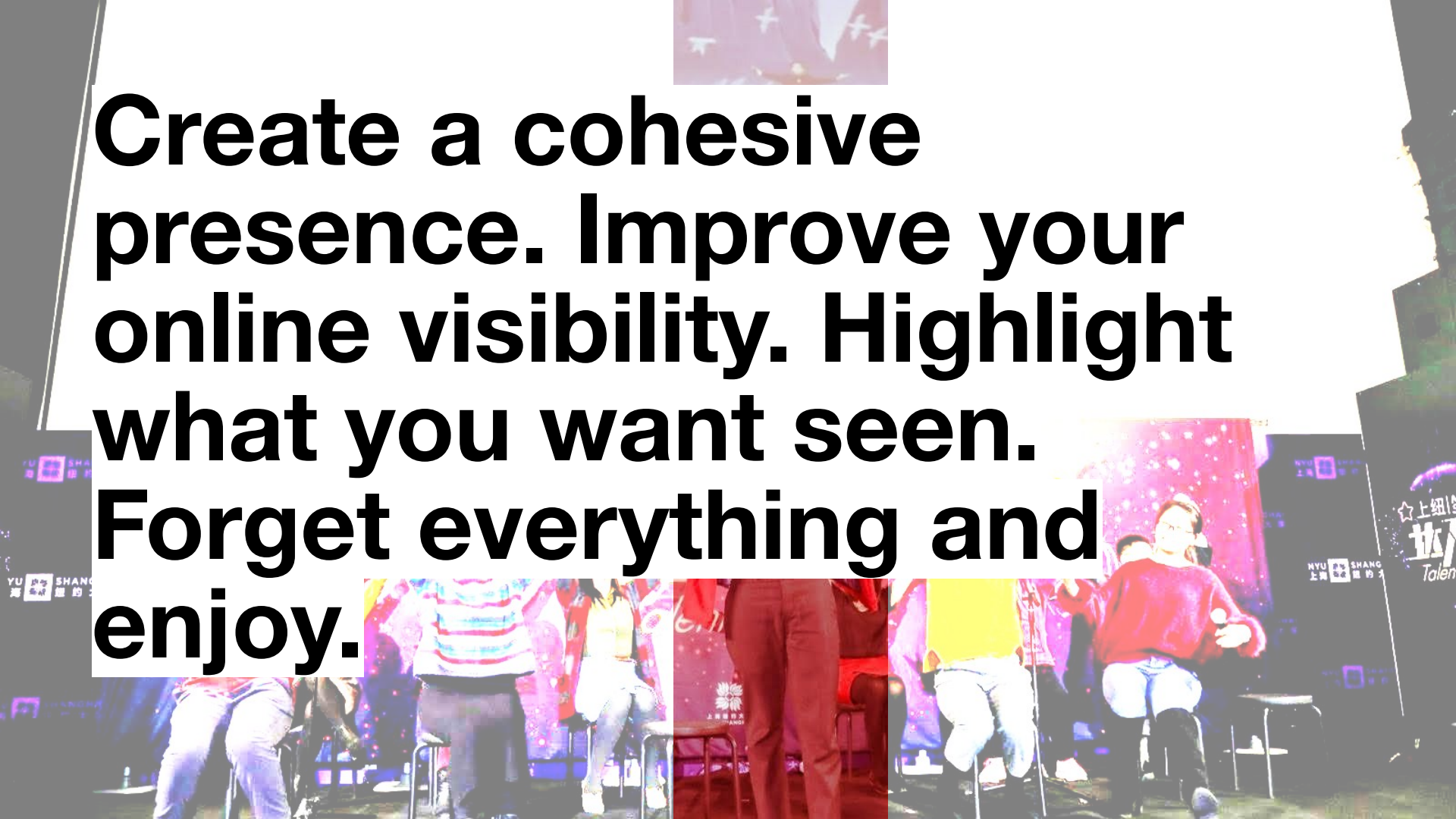


Preamble

What this presentation is NOT about:

- LinkedIn Premium account
- Twitter verification
- WeChat Official account
- Personal branding

**Create a cohesive
presence. Improve your
online visibility. Highlight
what you want seen.
Forget everything and
enjoy.**



1.

**Create a
cohesive
presence**

1. Create a cohesive presence

2. Improve your online visibility

3. Highlight what you want seen

4. Forget everything and enjoy

Plan to update your profiles **whenever you update your CV.**

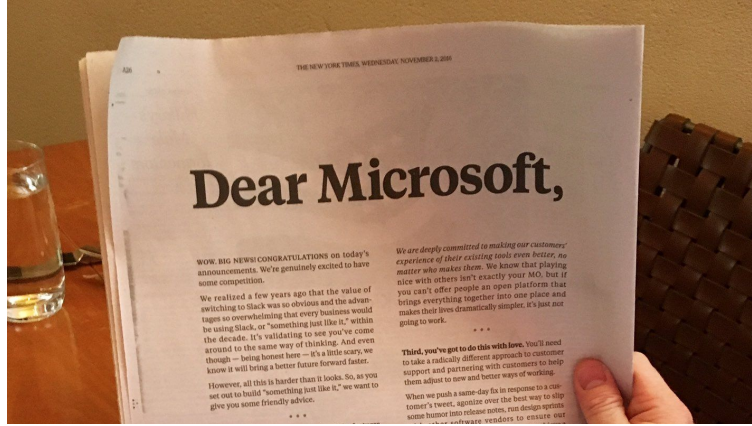


“We are over hyping the **benefits of social media and way underplaying the negatives and the costs.”**

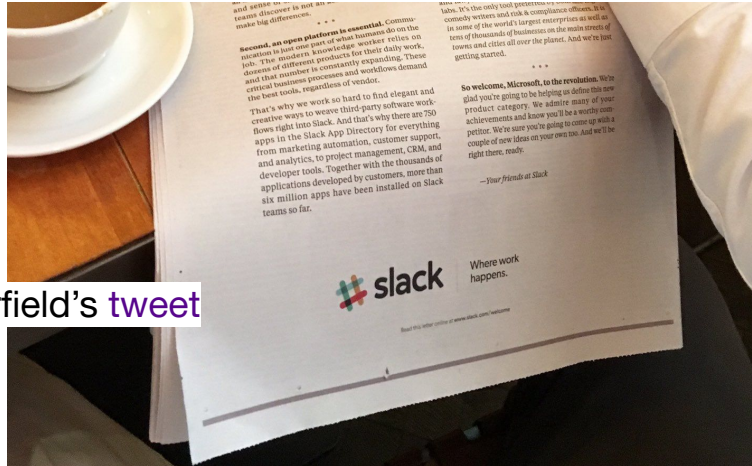
Cal Newport, Provost's Distinguished Associate Professor,
Department of Computer Science at Georgetown University




Daniel Rosenbaum for *The New York Times*



Have your own landing page. Please establish yourself as the authority for all things you.



 As seen on Stewart Butterfield's [tweet](#) back in Nov 2016

1. Create a cohesive presence

2. Improve your online visibility

3. Highlight what you want seen

4. Forget everything and enjoy

There are **too many platforms out there.**

There isn't One platform to rule them all.

Platforms **evolve all the time,** and (almost) everything will exist on the Wayback Machine.



烂棉花短纤维织不出好围脖;蛆虫和大粪成不了好环境。

You can't knit a good scarf out of rotten cotton and short threads; you can't make a good environment out of maggots and sh.**

Guo Yuhua, Professor, Department of Sociology at Tsinghua University

 Guo Yuhua for *The China Channel*, *Los Angeles Review of Books*

1. Create a cohesive presence
2. Improve your online visibility

3. Highlight what you want seen
4. Forget everything and enjoy

If Weibo is the town square, WeChat is a private living room — it facilitates community interaction but offers fewer opportunities for mass mobilization.

Yi-Ling Liu, “[Waving goodbye to Weibo](#)”, *Rest of World*.

Always consider your audience.

2.

**Improve your
online visibility**

1. Create a cohesive presence
2. Improve your online visibility

3. Highlight what you want seen
4. Forget everything and enjoy

Pick your preferred platform.
Yes, just one.



Xuan Li

2.3 | New York University Shanghai, Psychology, Faculty Member +3 | Psychology +42

My research focuses on fatherhood, parent-child interactions and relationships, and children and adolescents' socioemotional development in context. I am also interested in general issues pertaining to human development, family research, and gender studies.... [more](#)

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JOURNAL ARTICLES



Beyond WEIRD-centric theories and perspectives: Masculinity and fathering in Chinese Societies

by Xuan Li and Yang Hu

Journal of Family Theory & Review, 2021

The fatherhood scholarship has made much theoretical progress over the past decades, yet existing... [more](#)

2 Views

Dr Li Xuan at a talk (screenshot from video) in Aug 2019



Wharton Fintech Podcast

Dr. Jing Wang - Assistant Professor Of Interactive Media & Business At NYU Shanghai

1 year ago

#fintech



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Jing Wang · Mai Anh Doan



Report

students in the Program on Creativity and Innovation. Prior to joining NYU, she taught at Tulane University in Louisiana. Her writings are published on peer-reviewed journals and business and financial news.

Wharton Fintech Podcast featuring Dr Jing Wang

1. Overview of the rapid financial innovation that has taken place in China over the last couple of years and how the regulatory environment has supported and then contained the rapid development of FinTech companies

2. Overview of the main regulatory bodies in China for FinTech (see details in Dr. Wang's forthcoming article in The China Quarterly)

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Dr. Jing Wang - Assistant Professor Of I...

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0:26

40:18



A person wearing a grey and white checkered blazer over a dark purple top is speaking into a microphone. The background is dark and out of focus.

A couple of years ago, LinkedIn invited me to write a piece for International Women's Day, exploring gender and race inequality in the workplace. I wasn't sure whether I should, but it's such an important topic to cover, that I decided I had to. **Doing it on LinkedIn means I can reach a new audience of people who will be interested.'**

Dr Jon Wilson on a promotion video in Oct 2017



Dr Jon Wilson at NTU Academic Publishing back in Apr 2013



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Tweet



As seen on Eric Hundman's [tweet in Jan 2021](#)



Thread



Eric Hundman | 何語銳

@ehundman



Australia-China Twitter folks really think this kind of thing helps their cause



Drew Pavlou 柏乐志

@DrewPavlou



Eric you are one of the most stupid
[redacted] on Earth do you still work at NYU
Shanghai how is it taking blood money
from the vampire genocide regime do
you ever think hmm maybe I shouldn't
be complicit in an institutional system
raping and torturing Muslims on a

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Eric Hundman | 何...

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physicist, sci-fi geek. Networks, the
military, foreign policy in China +
Taiwan. Views are my own. 🇺🇸

1. Create a cohesive presence
2. **Improve your online visibility**

3. Highlight what you want seen
4. Forget everything and enjoy

Be a **trailblazer.**

Or be a trailer. It's okay to follow the crowd.



Darrion Nguyen & his inspiration: Dr Samantha Yammine

3.

**Highlight what
you want seen**

LinkedIn profile for UConn Research. The header shows the UConn Research logo and the text "UConn Research Innovation for a Better Tomorrow Higher Education · Storrs, Connecticut · 3,765 followers". Below the header is a large banner image of a cityscape at sunset. The main content area displays a post from the UConn Technology Incubation Program startup **Stemify**, which is using artificial intelligence to help college students across the country succeed in STEM. The post includes a link: <https://lnkd.in/dYUuPNf> and a video thumbnail showing a graph and mathematical formulas.

UConn Research
Innovation for a Better Tomorrow
Higher Education · Storrs, Connecticut · 3,765 followers

The UConn Technology Incubation Program startup **Stemify** is using artificial intelligence to help college students across the country succeed in STEM.

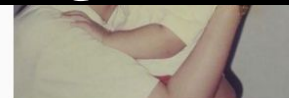
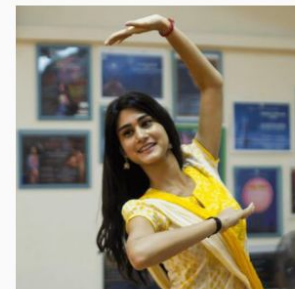
<https://lnkd.in/dYUuPNf>

Use the definition with $f(x) = 3x^2 - x^2, a = 1$

$$\lim_{h \rightarrow 0} \frac{f(a+h) - f(a)}{h}$$
$$\lim_{h \rightarrow 0} \frac{f(1+h) - f(1)}{h}$$
$$\lim_{h \rightarrow 0} \frac{3(1+h)^2 - (1+h)^2 - (3 - 1)}{h}$$
$$\lim_{h \rightarrow 0} \frac{3(1+2h+h^2) - 1 - 2h - h^2 - 2}{h}$$
$$\lim_{h \rightarrow 0} \frac{3 + 6h + 3h^2 - 1 - 2h - h^2 - 2}{h}$$
$$\lim_{h \rightarrow 0} \frac{2h + 2h^2}{h}$$
$$\lim_{h \rightarrow 0} (2 + 2h) = 2$$


UConn Research LinkedIn page, & Humans of Singapore (@humansofsingapore) Instagram page

Instagram



A man with glasses and a suit is speaking at a podium. He is gesturing with his right hand. The background is a blue wall with the text '>> CSIS' and 'CENTER FOR STRATEGIC AND INTERNATIONAL STUDIES' visible.

Consider the many tools available.

 Bill Bishop; Center for Strategic and International Studies from
South China Morning Post

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Learn to communicate in **plain language**,
and **to the layperson**.



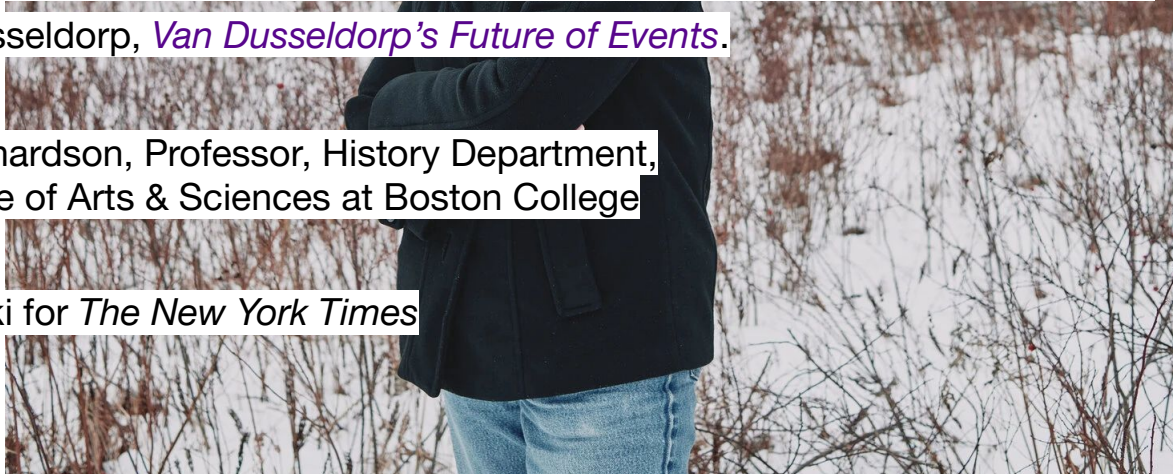
“... her *Letters from an American* provides a daily news overview of US politics and now has 350,000 free subscribers. Over 15,000 pay \$5 a month for some additional functionality.”

Monique van Dusseldorp, *Van Dusseldorp's Future of Events*.

Heather Cox Richardson, Professor, History Department,
Morrissey College of Arts & Sciences at Boston College



Tristan Spinski for *The New York Times*



4.

Forget & enjoy

1. Create a cohesive presence
2. Improve your online visibility

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4. **Forget everything and enjoy**

Forget a goal-based approach, **focus on developing a system-thinking approach**. Don't be obsessed with metrics and indicators.

Ask yourself **what is the value you bring** to the table. Focus on what sparks joy!

Thank you, questions?

Let's have a conversation.

bit.ly/YoungResearcherSlides

