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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

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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
As seen on Stewart Butterfield’s tweet back in Nov 2016

Have your own landing page. Please establish yourself as the authority for all things you.
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.
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
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.
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
Wharton Fintech Podcast featuring Dr. Jing Wang

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

Wharton Fintech Podcast featuring Dr. Jing Wang

The rapid financial innovation has been rapidly evolving over the last couple of years and how the regulatory environment has supported and then contained the rapid development of FinTech companies.

1. Overview of the rapid financial innovation has been rapidly evolving 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 publication in The China Quarterly).

students in the Program on Creativity and Innovation. Prior to joining NYU, she taught at Tulane University in Louisiana. Her writings are published in peer-reviewed journals and business and financial news.
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
Australia-China Twitter folks really think this kind of thing helps their cause

Eric you are one of the most stupid 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
1. Create a cohesive presence
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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
How about a one-stop for communicating & showcasing research from NTU graduate students?
Consider the many tools available.
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
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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