SELF-MARKETING AS A RESEARCHER
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PADERBORN UNIVERSITY
JULY 19TH, 2019
WHY SHOULD YOU CARE?
YOU SHOULDN'T
YOU DO **Brilliant Research**

SO PEOPLE AT POPL WILL NOTICE AND THESE ARE THE ONLY PEOPLE YOU CARE ABOUT, AREN'T THEY?
NOT QUITE...
IT IS ONLY THE PREREQUISITE
VISIBILITY CAN MAKE A DIFFERENCE
WHAT IS VISIBILITY AS A RESEARCHER?
FINDABILITY
Making it more easy for others to identify you
SRSLY
HAVE A WEBSITE
SRSLY
DO NOT DEPEND ON YOUR INSTITUTION FOR YOUR WEBSITE

(OR: YOU ARE MOBILE, DEAL WITH IT)
WEBSITE GENERATORS MAKE IT EASY FOR YOU
THERE IS NO EXCUSE FOR NOT HAVING A WEBSITE
BE CONSISTENT THROUGHOUT YOUR ONLINE PRESENTATION
2 ATTRACTION
Making it more easy for others to remember you
THINK OF THE ATTENTION SPAN OF A TYPICAL PROFESSOR...
IT IS AN ECONOMY OF ATTENTION OUT THERE
ATTRACTION ATTENTION IS NOT EASY
USE ALL THE ATTENTION YOU GET FOR “FREE” I.E. YOUR CONFERENCE TALK
GREAT TALKS STAND OUT!
TAKE ALL THE OPPORTUNITIES TO SPEAK ALWAYS!
WELL... NOT ALWAYS, BUT YOU KNOW.
PUBLISH WISELY
YOU BUILT A TOOL OR A FRAMEWORK?

GO FOR ARTIFACT EVALUATION ALWAYS!
DO A TUTORIAL!

SRSLY
BRAND YOUR WORK
FELIX PAUCK (@FOELLIXDE) DOES LOGOS FOR ALL OF HIS PROJECTS.
IF YOU HAVE MORE MONEY AND ARE MORE THAN ONE PERSON: GO FOR SHIRTS
EVERYONE LIKES SHIRTS LIKE MIRA MEZINI (@M_MEZINI) HERE
3 SHARE THE LIMELIGHT

Making it more easy for others to stand out
IT IS CALLED social FOR A REASON

OR: LIKE ≠ RETWEET
THE ACADEMIC TWITTERVERSE
WHAT WORKS ON TWITTER?

Pictures and Hashtags
## EXPERIMENT AND MEASURE

<table>
<thead>
<tr>
<th>Tweets</th>
<th>Top-Tweets</th>
<th>Tweets und Antworten</th>
<th>Gesponsorat</th>
<th>Impressions</th>
<th>Interaktionen</th>
<th>Interaktionsrate</th>
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<tbody>
<tr>
<td>Ben Hermann @benhermann · 30. Mai</td>
<td>3.414</td>
<td>413</td>
<td>12,1 %</td>
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<td>The amount of self-marketing at #icse19 has reached remarkable heights. pic.twitter.com/nrJRptF5ai</td>
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<td>Tweet-Aktivität anzeigen</td>
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| Ben Hermann @benhermann · 10. Mai | 3.098 | 92 | 3,0 % |
| Final paper for Pre-Print Friday: "Know Your Analysis: How Instrumentation Aids Understanding Static Analysis" -with @pd_schubert, @ri_leer, and @profboeden on analysis #instrumentation in the @phasarframework for @SOAP_Workshop 2019 #preprint #paper thewhitespace.de/publications/s… pic.twitter.com/xYMsf1aOJp | |
| Tweet-Aktivität anzeigen | |
The Purchase Funnel

- **Awareness**: Market potential
- **Interest**: Suspects
- **Desire**: Prospects
- **Action**: Customers

*Number of prospective purchasers*
Blogging

MORE TIME CONSUMING BUT THIS WORKED
FOR SOME PEOPLE E.G. FELIENNE HERMANS
WHAT CAN GO WRONG?
CONTEXT MATTERS
Germans develop breast cancer blood test

Breast cancer kills more women globally than any other cancer. Doctors in Germany say they've now developed a new test that can accurately detect cancer in the blood.
Note from the editors: Since the publication of the following article, scientists, including those from the University of Heidelberg, have raised serious doubts over the validity and accuracy of the blood test. The main concern are false positive tumor results, which are reported at a rate as high as 46 percent. This would mean that almost every other healthy woman would receive a false tumor diagnosis, the independent economic research institute RWI Essen reported as part of their "unstatistics" project. In April 2019, the University of Heidelberg reported the case to the prosecutor's office for further investigation of possible fraud.
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