

Academic websites (for trainees)

Brown CLPS Workshop

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You need a website

Why do you need a website?

- Who knows about your research?
 - Your advisor / labmates (well, hopefully)
 - Friends in your department
 - Conference attendees who see your presentation
 - ...?
- Personal experience as seminar organizer:
 - If you don't have a web presence, we don't know to invite you... even if you're doing great research
 - Don't (solely) rely on informal networks for exposure!

“I already have a web presence”

- No you don't
 - Listed on your advisor's website (especially if the listing lacks an email and/or CV)
 - Showing up on your department's "people" page
- Eh...
 - Google Scholar
 - ResearchGate
 - LinkedIn
 - GitHub profile
 - Open Science Framework (OSF) profile
 - Twitter

Once you have a website

- Link to it!
 - Google Scholar
 - ResearchGate
 - LinkedIn
 - GitHub profile
 - Open Science Framework (OSF) profile
 - Twitter
- Ask your advisor if they'll link to your site from their site



Jae-Young Son | [Contact](#), [CV](#), [Web](#)

Jae researches how people use mental maps to navigate complex social interactions. When not thinking about science, Jae enjoys singing at unreasonably loud volumes, reading pretentious existentialist philosophy, and going on spontaneous long-distance bike rides and hikes.

^ from <https://www.feldmanhalllab.com/people>

You need inspiration

Bare-bones website

- Your contact info (email)
- Your CV (as a PDF)
- A few words about your work / research

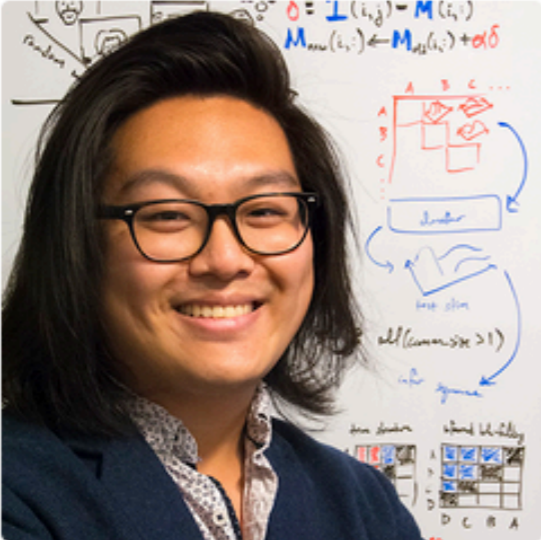
- Stylized examples:
 - <https://seankross.com/postcards-templates/jolla/>
 - <https://seankross.com/postcards-templates/jolla-blue/>
 - <https://seankross.com/postcards-templates/trestles/>
 - <https://seankross.com/postcards-templates/solana/>

Real examples

- Examples from people I know, and/or have recently followed on Twitter (because I wanted to know more about them before following)
- Not necessarily an endorsement of these people's design principles – just examples of what you (in principle) could do with your own site
- Note differing levels of structural complexity, aesthetic appeal, detail about research...

Real examples: me!

Jae-Young Son CV Publications PsychBlog & Jelly Tutorials External ▾



Jae-Young Son

[CV](#) [Publications](#) [Email](#)

I study how we navigate the great blooming buzzing confusion of the social world.

Misadventurer; reluctant optimist; amor fati.

My name is 손재영. In English, I go by Jae.
[Learn more about Korean naming conventions here.](#)
[Hear how my full name is pronounced here.](#)

"One-dimensional thought is systematically promoted by the makers of politics and their purveyors of mass information. Their universe of discourse is populated by self-validating hypotheses which, incessantly and monopolistically repeated, become hypnotic definitions or dictations." -Herbert Marcuse.

<https://www.jaeyoungson.com>

Real examples: Rachel Elizabeth Weissler



Rachel Elizabeth Weissler, Ph.D.

- Home
- News
- CV
- Research
- Publications
- Teaching
- Communities
- In The Media

Hi, I'm Rachel Elizabeth, and I am a postdoctoral scholar in psychology, linguistics, and Black studies in the College of Arts and Sciences at the University of Oregon. I completed my Ph.D. in Linguistics at the [University of Michigan, Ann Arbor \(GO BLUE!\)](#). My foray into linguistics started at my undergraduate liberal arts institution, [Bryn Mawr College \(ANASSA KATA!\)](#).

My research focuses on how people, language users, are multidimensional, and how different intersecting identities, communities, and environments influence perception and processing of various languages. I use theories and methodologies from sociolinguistics, neurolinguistics, and psycholinguistics to investigate how American English-speaking listeners cognitively interact with various American Englishes; most in focus so far have been African American English and Standardized American English. At the University of Oregon, I work in both the [Developmental Social Neuroscience Lab](#) (P.I. Dr. Jenn Pfeifer) and the [Speech Perception & Production Lab](#) (P.I. Dr. Melissa Baese-Berk).

I also engage in multiple public linguistics efforts, most consistently through my role as Production Assistant for [A Way With Words Radio Show](#), which focuses on language examined through family, history, and culture. Additionally, I am passionate about teaching, and work to create spaces that are conducive to learning through an equity and justice approach. Mentoring is of great importance to me, as I find community support essential for understanding the unwritten rules of navigating academia. Travel is one of my greatest joys in life, and has been one of my greatest teachers.


Please get in touch with me if you'd like to connect: **rweissle [AT] uoregon [DOT] edu**, and be sure to check out the episode below of the PBS Digital Series *Otherwords*, where I demystify some common

<https://sites.google.com/view/rachel-elizabeth-weissler>

Real examples: Xuechunzi Bai

Xuechunzi Bai 白雪純

子



I am Bai (pronounce like *bye*)! I am a fourth-year Ph.D. student in the [Department of Psychology at Princeton University](#). I study social cognition, especially how humans learn inaccurate stereotypes.

I work primarily with [Susan Fiske](#), and study in certificate programs in [Statistics and Machine Learning](#), and Social Policy in the [School of Public and International Affairs](#).

I also learn a lot from collaborations with [Alex Todorov](#) and [Tom Griffiths](#).

Research Interests

My current projects study the origin and evolution of social stereotypes.
I focus on the interaction between individual cognition and environmental representations.
I investigate this topic from synthetic review [2,4], sociological [1,3], experimental [5,6], and computational [5] approaches.
My research has implications for structural diversity and intergroup exploration.

Selected publications

I am grateful to collaborate with many amazing researchers on diverse projects. Below is my recent research focus, see more in my [CV](#).

- [6] Bai, X., Uddenberg, S., Labbree, B., & Todorov, A. (under review). Insta-learn: Face stereotypes emerge and persist through insufficient statistical learning. [[preprint](#)]

<https://www.xuechunzibai.com>

Real examples: Joel E. Martinez


joel eduardo martinez SEARCH

research curriculum vitae resources + blogs +

my research explores: 1) how various data-driven methods help us measure collective and idiosyncratic understandings or schemas of contemporary topics within race, sexuality, and migration discourse and 2) how analytic methods and philosophical commitments (e.g., social ontologies) shape knowledge-building in psychology.

representation of social others

this project combines insights from computational methods and memory & evaluation processes to study individual (cognitive) and collective (social) representations of others. specific focus on the flexible or rigid representation of




name pronounced: hoh-ehl
any pronoun

i research social cog Follow ...

<https://www.joelmartinez.com>

Real examples: Sa-Kiera T.J. Hudson

Dr. Sa-kiera T.J. Hudson Home Publications Projects Talks Contact CV 🔍 🌙



Sa-kiera T. J. Hudson, PhD

Postdoctoral Associate in the
Social Perception and
Communications Lab
Yale University

✉️ 🐦 🍷

Biography

Kiera is a recent doctoral graduate from the (Social) Psychology department at Harvard University. She completed her BA in Biology and Psychology from Williams College, doing a thesis under the guidance of Dr. [Jennifer Randall Crosby](#) on subjective power's role in predicting the desires of in-group and out-group members. After college, she spent two transformative years as a lab manager for [Dr. Jenessa Shapiro](#) in the Social Interaction and Social Stigma Lab at UCLA. She completed her PhD under the guidance of [Dr. Jim Sidanius](#), [Dr. Mahzarin Banaji](#), and [Dr. Mina Cikara](#), and is currently a postdoctoral fellow at Yale University working with [Dr. Jennifer Richeson](#) and [Dr. Michael Kraus](#).

Kiera is interested in two broad questions: What are the psychological and biological roots of power hierarchies and

<http://www.sakierahudson.com>

Real examples: Mark Ho



Mark Ho

Cognitive Scientist

Home

Publications



About Me

I'm currently a post-doc in the Psychology and Computer Science departments at Princeton University working with [Tom Griffiths](#) and [Jonathan Cohen](#) on resource-rational planning. Previously, I was also affiliated with the [Learn and Verify Group](#) in the Department of Electrical Engineering and Computer Sciences at UC Berkeley. I received my Ph.D. in Cognitive Science from Brown University, working with [Joseph Austerweil](#) and [Fiery Cushman](#) on teaching and social learning, and my Master's in Computer Science from Brown working with [Michael Littman](#) on human-in-the-loop reinforcement learning. As an undergraduate at Princeton, I majored in Philosophy and minored in Computer Science, and [Gilbert Harman](#) advised my senior thesis. I'm originally from New York City.

Feel free to reach out! My email is mark.ho.cs@gmail.com

My CV can be found [here](#).

Research Interests

I am interested in how people solve complex everyday problems, how they participate in rich social interactions, and how these interact and amplify one another. I am also interested in how to implement these abilities in machines. My collaborators and I study the computational

<https://markkho.github.io>

Real examples: Lucas Lehnert



Lucas Lehnert

Postdoctoral Researcher
Mila - Quebec AI Institute
Département d'informatique et
Recherche Opérationnelle
(DIRO)
Université de Montréal

Email

LinkedIn

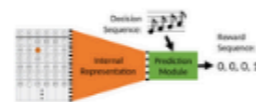
GitHub

© 2021 Lucas Lehnert.

About

I am a postdoctoral researcher supervised by [Irina Rish](#) and [Patricia Conrod](#). My research studies the underlying computational principles of intelligent decision making and focuses on reinforcement learning, machine learning, and cognitive science.

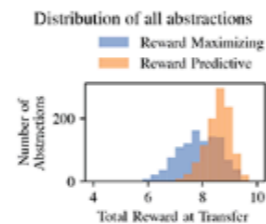
Publications



Lucas Lehnert

Encoding Reusable Knowledge in State Representations

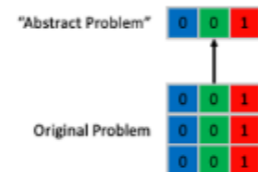
PhD Dissertation, Brown University, 2021



Lucas Lehnert, Michael L. Littman, and Michael J. Frank

Reward-predictive representations generalize across tasks in reinforcement learning

PLOS Computational Biology, 2020 [Code] [Docker Hub] [bioRxiv]



Lucas Lehnert and Michael L. Littman


Successor Features Combine Elements of Model-Free and Model-based Reinforcement Learning

Journal of Machine Learning Research (JMLR), 2020 [arXiv]

<https://lucaslehnert.github.io>

Real examples: Marianna Zhang

Marianna Zhang About me CV Teaching Resources Participate in research!



Marianna Zhang
PhD Student in Developmental Psychology (she/her)
Stanford University
Email
Twitter
Github
Google Scholar
ORCID

Hello!
I'm a third-year PhD candidate in developmental psychology at Stanford University.

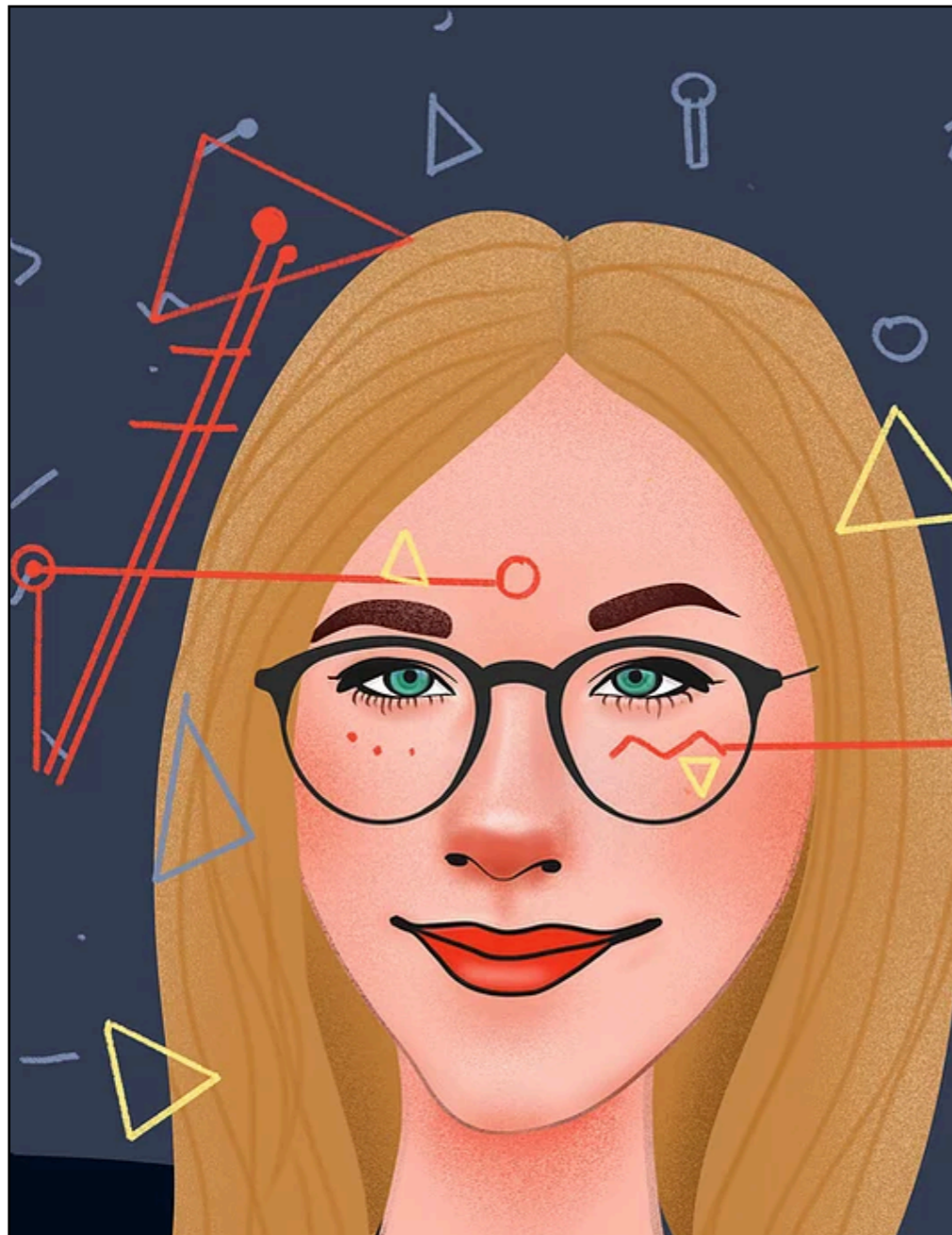
Social categories like gender and race structure so much of our human experience. Yet we're not born knowing all about these categories. Rather, from a young age, we learn to parse our social world in terms of categories. We learn on what basis to group people together, what it means to belong to this or that category, and what expectations and norms to deploy based on someone's category membership.

I'm primarily interested in how we learn to represent social categories, and what role language plays in that process.
Here are a handful of questions I've been pondering.

- How do we develop representations of social categories?
Given the infinite ways in which we could theoretically

<https://mariannazhang.github.io>

Real examples: Anna Henschel



Hello, I'm Anna.


I am a project manager at **Wissenschaft im Dialog**, where I am contributing to the 2022 Wissenschaftsjahr.

Before, I had joined the **Gender in Medicine Institute** at Charité, where I assisted with projects on gender-sensitive prevention research.

During my PhD, I worked on the ERC-funded **Social Robots** project under the supervision of Prof. Emily S. Cross. My doctoral research was situated at the intersection of psychology, neuroscience and human-robot interaction. As part of my studies, I developed new methods for measuring how we perceive and interact with robots. My thesis was approved in December 2020 with no corrections.

Prior to my doctoral research, I obtained a Master's degree from the Vrije Universiteit Amsterdam in Cognitive Neuropsychology and a Bachelor's degree in Psychology from Konstanz University.

Note: Due to a rising number of speaking engagements I have to limit the number of invites I accept every year. Please reach out in advance if you would like me to deliver a workshop or give a talk at your event.

 Send me an email!

<https://www.annahenschel.com>

You need content

Start with essential content

- Do you have a system for keeping your CV up-to-date?
- Do you have an appropriately-sized version of your “I study...” statement?
 - For inspiration, look at the real-world examples in the preceding slides
 - Note that different people have different ideas about what “appropriate” means

Bonus content

- What links do you want on your site?
 - Google Scholar (please, make one if you don't have one!)
 - ResearchGate
 - LinkedIn
 - GitHub
 - Open Science Framework (OSF)
 - Twitter
 - etc...
- Do you want to write blog posts?
 - Be honest with yourself
 - Most people write one or two, then bail
 - I admit to being very bad at blogging myself

You need a quick
primer on the internet

The simple version



You have “local” content on your computer.

You want to “host” content on a web server so that the public can see it.

Now anyone can access your content... Right?

Hosts and domains



You need a hosting service for storing content

Hosts have IP addresses that look like this: 185.199.108.153

Not human-readable or accessible

You need a domain service

This is a domain name: www.jaeyoungson.com

Need to “reserve” a domain, then point that domain at your host

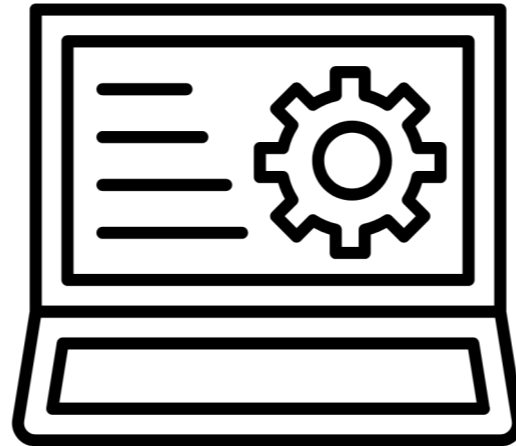
Hosts and domains



Hosting and domain services are sometimes offered by the same company, but you'll pay a premium for the convenience

You can also purchase them separately (cheaper, requires a little manual configuration)

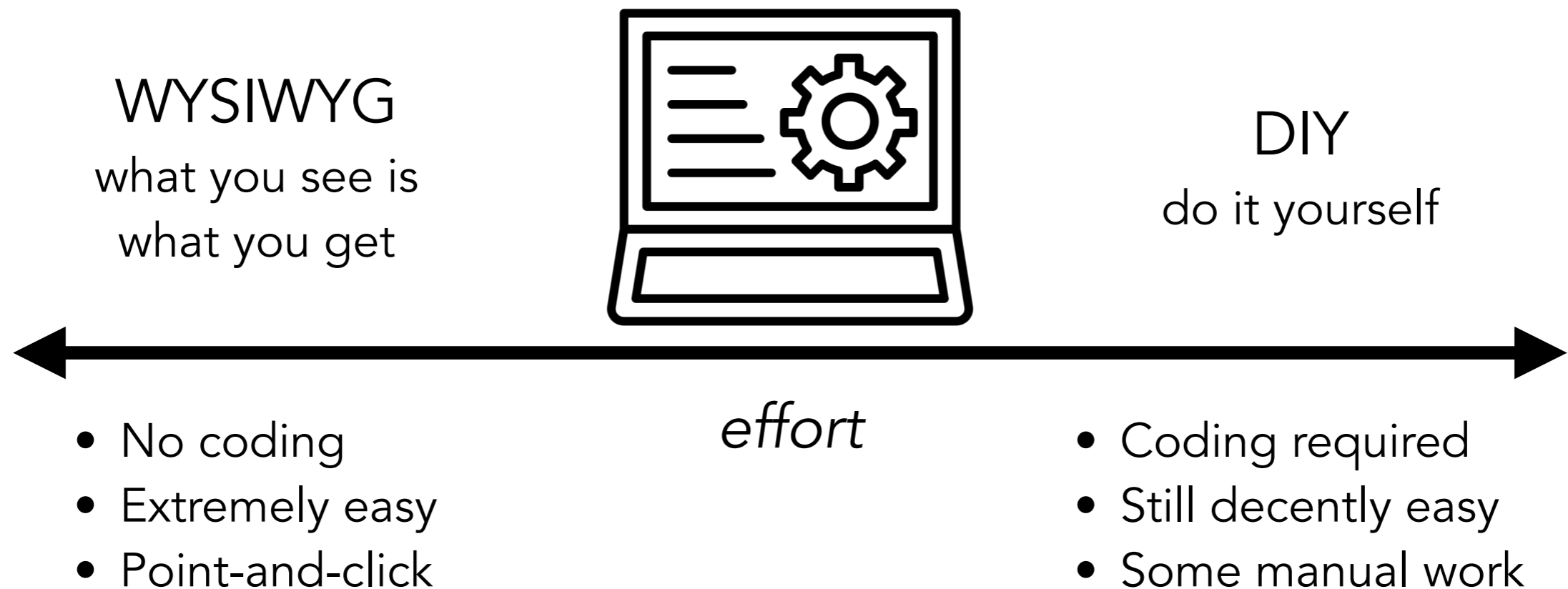
Content management systems



How to create content? In the old days, you'd write all the HTML, JavaScript, and CSS code yourself.

Nowadays, there are lots of FREE content management systems (CMS) that will do all the heavy lifting for you.

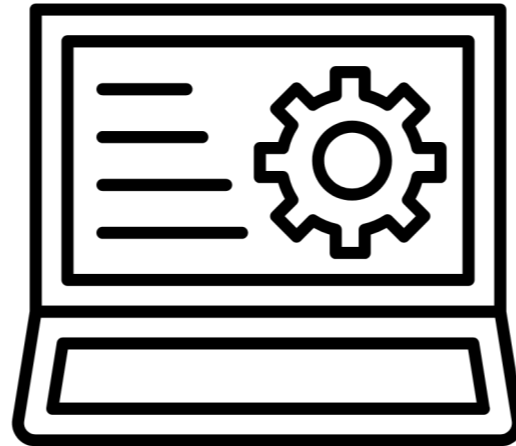
Content management systems



How much is “all” the heavy lifting? Depends on what features you want, how much you want to customize, and how much effort you want to put in. Everything’s a matter of personal preference!

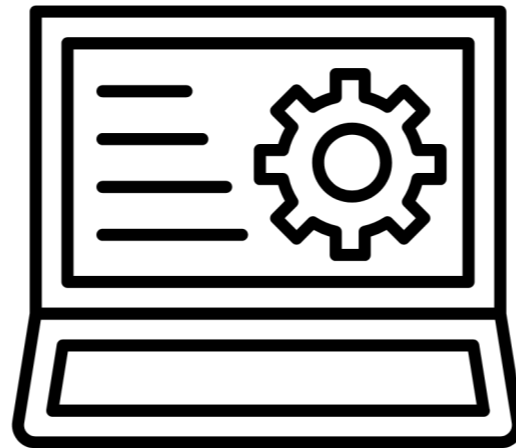
You want to build a
WYSIWYG website

Examples of free WYSIWYG CMS



- Wordpress
- Google Sites
- Weebly
- Owlstown (Built for academics!)
- etc...

Free hosting/domain for WYSIWYG

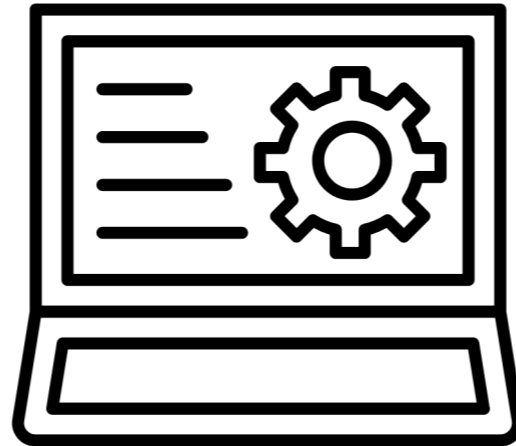


Many WYSIWYG CMSes offer free hosting, with restrictions on (e.g.) how quickly your website loads, how much content can be stored, how much data can be downloaded by your visitors... Many will also give you a free subdomain. Examples:

<https://christopherkrupenye.weebly.com/>

<https://sites.google.com/view/rachel-elizabeth-weissler>

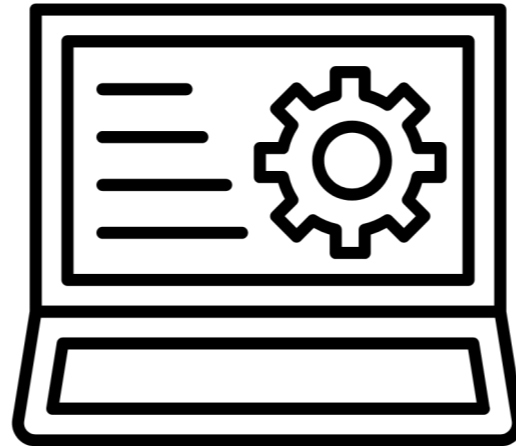
Custom domain for WYSIWYG



Even if you're provided with free hosting and a subdomain (e.g., from Google Sites), remember you can (independently) purchase a domain name and have it point towards your hosting service! More on this later, just keep it in mind.

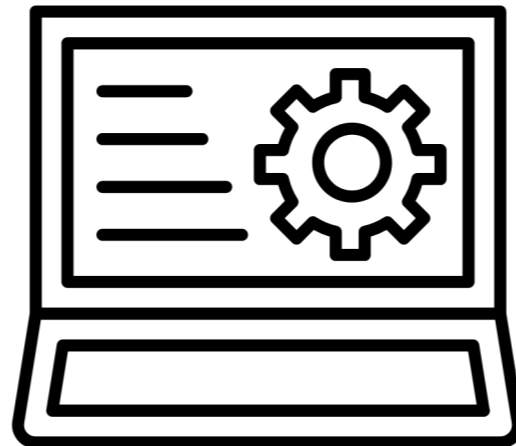
You want to build a
DIY website

Examples of free DIY CMS



- R + RStudio
 - Postcards
 - Distill
 - they also work really well together...!
- Jekyll
- Hugo

Free hosting/domain for DIY



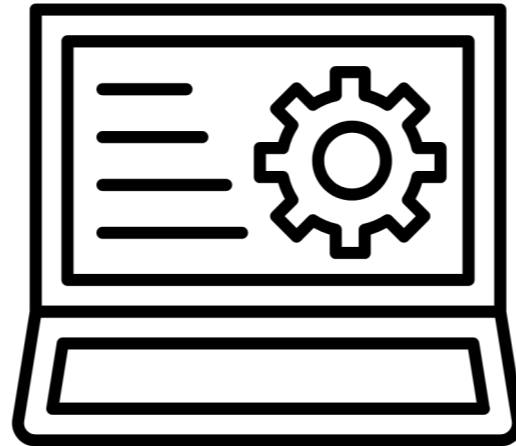
Your best bet is to use GitHub Pages. It's fast, secure, has great documentation, and even gives you a trendy subdomain. Examples:

<https://markkho.github.io>

<https://mariannazhang.github.io>

<https://lucaslehnert.github.io>

Custom domain for DIY



Even if you're provided with free hosting and a subdomain (e.g., from GitHub Pages), remember you can (independently) purchase a domain name and have it point towards your hosting service! More on this later, just keep it in mind.

Concrete example

- Front-facing:
 - <https://www.jaeyoungson.com>
 - Bonus: note that you can also access my site from <https://psychnerdjae.github.io>, since it's hosted by GitHub Pages...
- Backend:
 - GitHub repo here: <https://github.com/psychNerdJae/psychnerdjae.github.io>
- Uses:
 - Postcards + Distill in RStudio

DIY tips and tricks

- CV
 - Name it something like "son_cv.pdf" so that people can always use the same link to access your most recent CV
 - Mine can *persistently* be found at: jaeyoungson.com/cv.pdf
- CNAME + GitHub Pages
 - If you use a static site generator, it will remove your CNAME when pushing to /docs
 - This destroys the link between your host + domain services
 - To stop this from happening, add the following to your `_site.yml` header...

```
include: ["CNAME"]
```

You want a custom
domain

Options

- If you're using a WYSIWYG service, the odds are very good that they'll sell you a domain name too. The prices might not be quite as good, but they'll take care of all the configuration. It's a small price to pay for convenience.
- If you're doing it DIY, you'll have to do a little more manual configuration to get things working. On the plus side, it's likely that you'll get a cheaper price to reserve your domain name.
- Of course, if you're using a WYSIWYG CMS, you could probably DIY the domain stuff... probably.

(Abstracted) DIY pipeline

- Research domain services that are a good fit for your needs and budget
 - This is not an endorsement *per se*, but I personally use NameCheap and haven't really found anything to complain about
- Purchase your domain
- Configure the DNS (Domain Name Service) so that it points to your host
 - GitHub Pages documentation here