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/
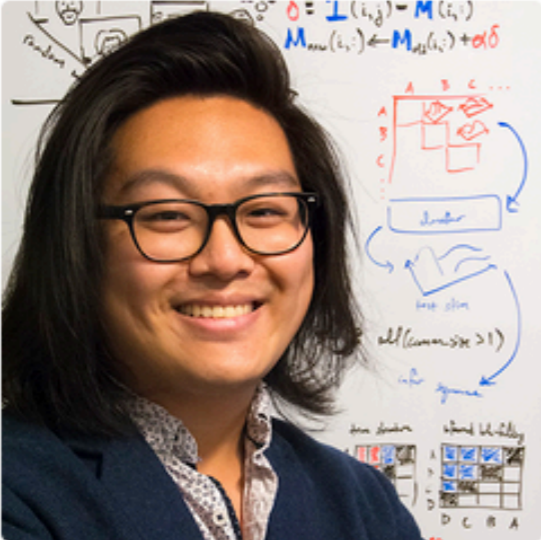
Real examples

- 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!

https://www.jaeyoungson.com

Real examples: Rachel Elizabeth Weissler

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

Real examples: Xuechunzi Bai

https://www.xuechunzibai.com

Real examples: Joel E. Martinez

https://www.joelemartinez.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

https://markkho.github.io

Real examples: Lucas Lehnert

https://lucaslehnert.github.io

Real examples: Marianna Zhang

Real examples: Anna Henschel
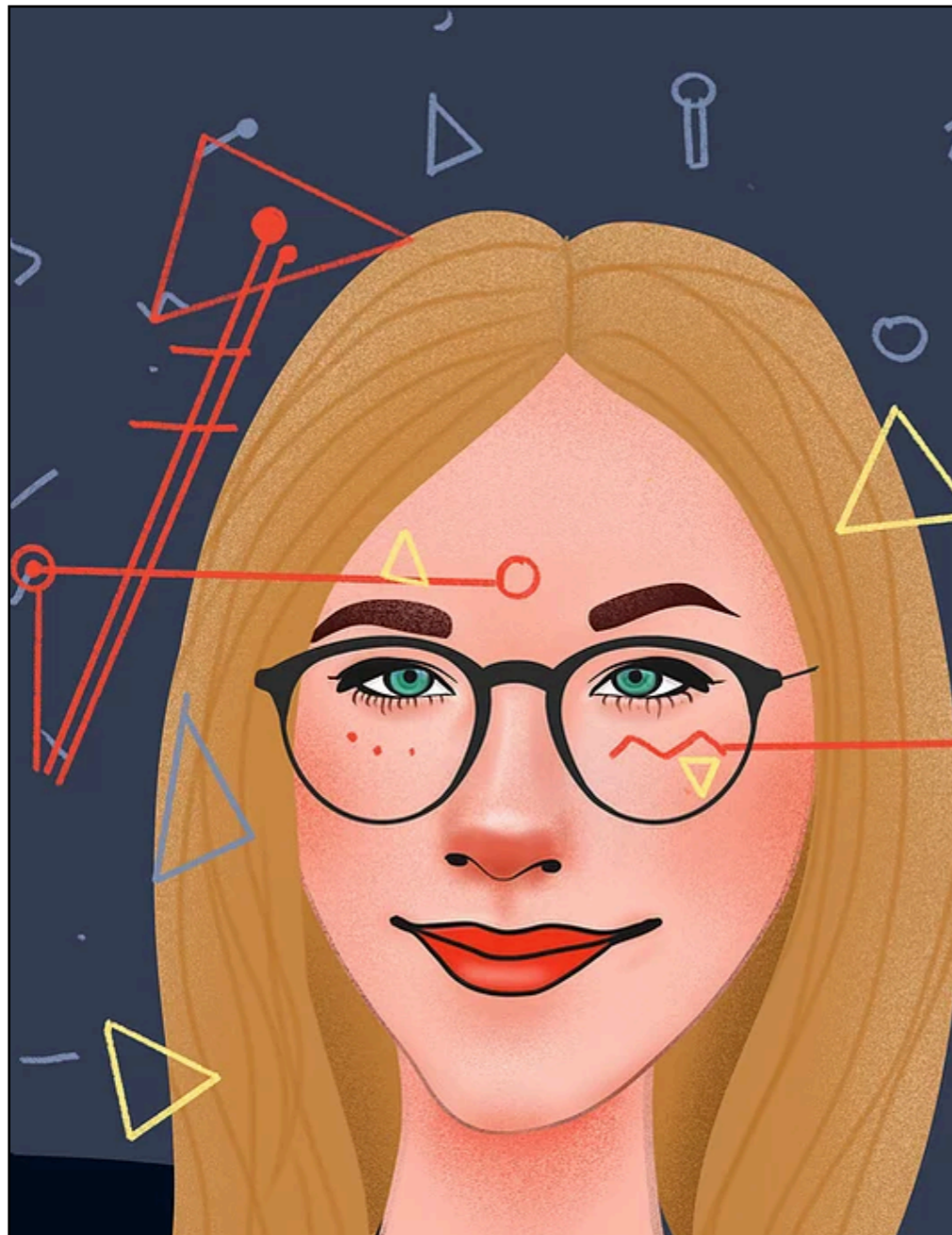
Hello, I'm Anna.

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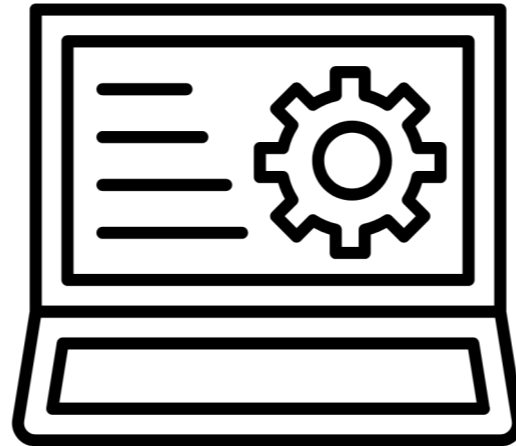
How to create content? In the old days, you'd write all the HTML, JavaScript, and CSS code yourself.

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

Content management systems

WYSIWYG
what you see is
what you get

DIY
do it yourself

effort

- No coding
- Extremely easy
- Point-and-click

- Coding required
- Still decently easy
- Some manual work
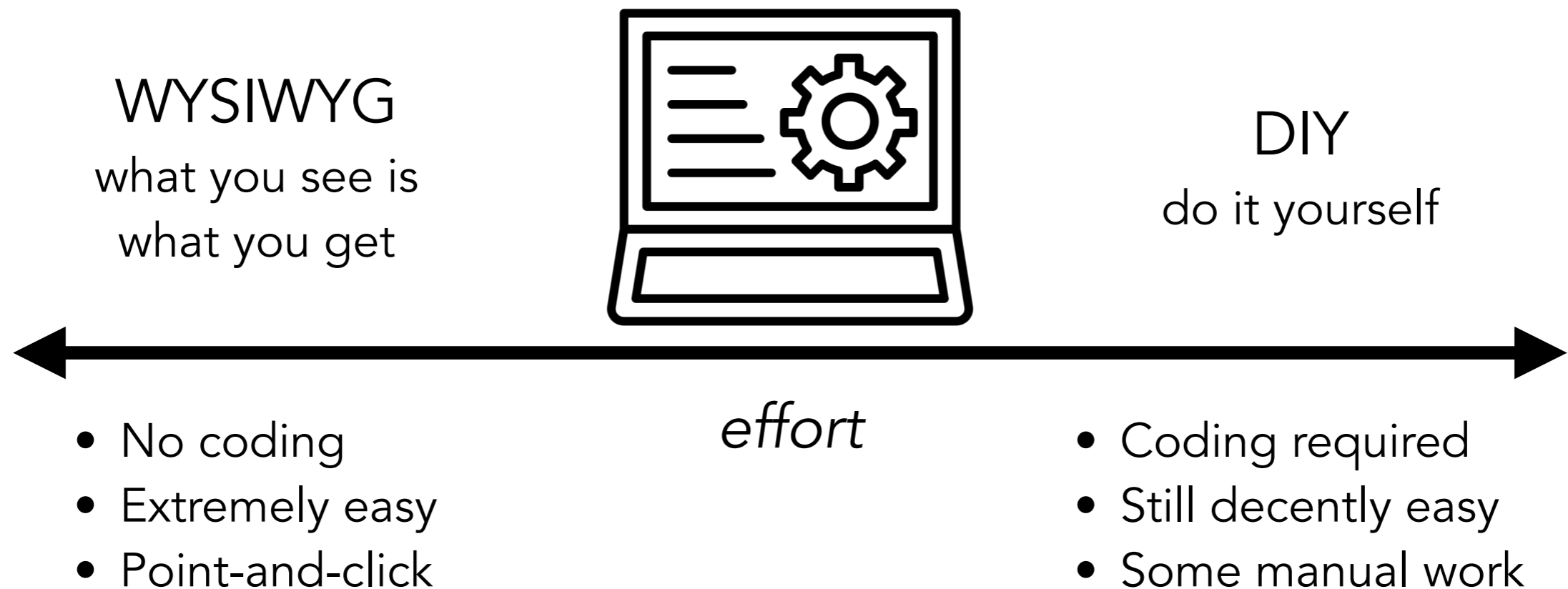
How much is "all" the heavy lifting? Depends on what features you want, how much you want to customize, and how much effort you want to put in. Everything's a matter of personal preference!

You want to build a WYSIWYG website

Examples of free WYSIWYG CMS
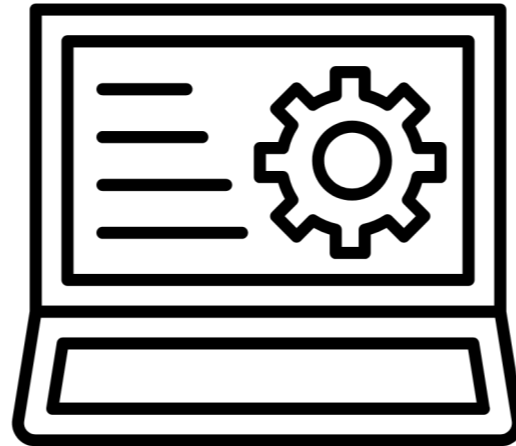
- <u>Wordpress</u>
- <u>Google Sites</u>
- <u>Weebly</u>
- <u>Owlstown</u> (Built for academics!)
- etc…

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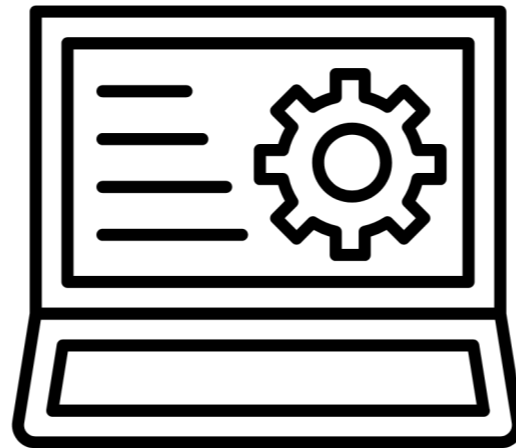
Many WYSIWYG CMSes offer free hosting, with restrictions on (e.g.) how quickly your website loads, how much content can be stored, how much data can be downloaded by your visitors… Many will also give you a free subdomain. Examples:

https://christopherkrupenye.weebly.com/
https://sites.google.com/view/rachel-elizabeth-weissler

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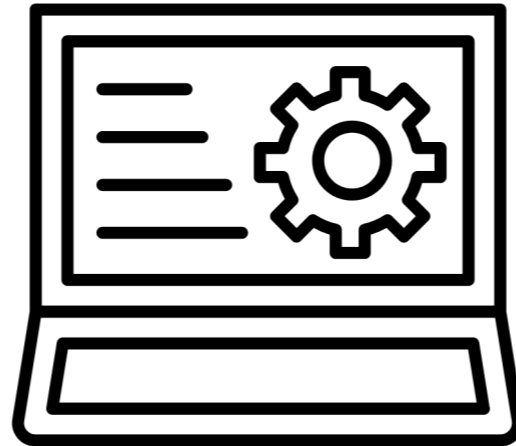
Even if you're provided with free hosting and a subdomain (e.g., from Google Sites), remember you can (independently) purchase a domain name and have it point towards your hosting service! More on this later, just keep it in mind.

You want to build a DIY website

Examples of free DIY CMS
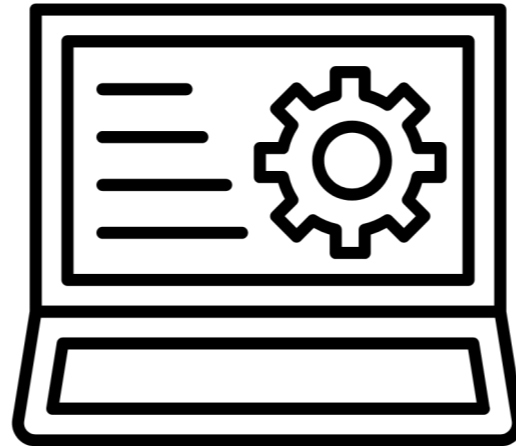
- R + RStudio
  - Postcards
  - Distill
  - they also work really well together…!
- Jekyll
- Hugo

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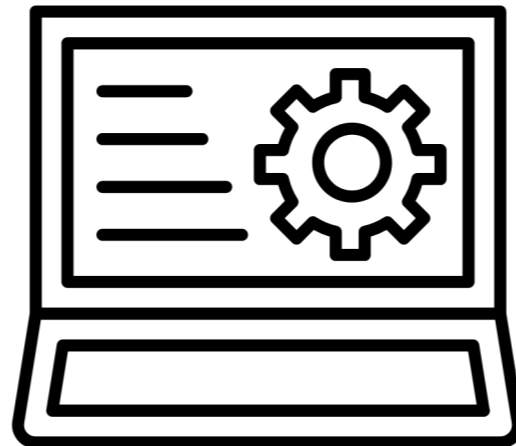
Your best bet is to use GitHub Pages. It's fast, secure, has great documentation, and even gives you a trendy subdomain. Examples:

https://markkho.github.io
https://mariannazhang.github.io
https://lucaslehnert.github.io

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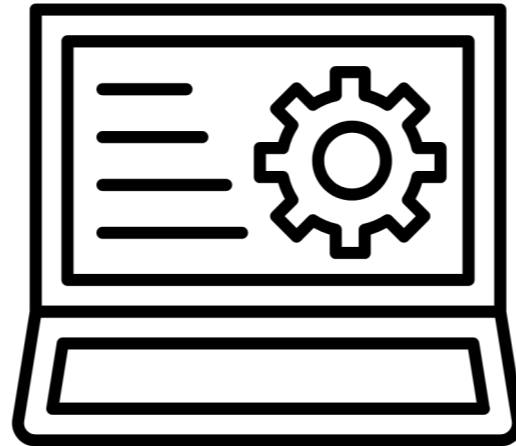
Even if you're provided with free hosting and a subdomain (e.g., from GitHub Pages), remember you can (independently) purchase a domain name and have it point towards your hosting service! More on this later, just keep it in mind.

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: <u>jaeyoungson.com/cv.pdf</u>

- 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