

RGM5928 LECTURE 6
Genetica Auditório Gregor
Mendel
September 26th, 2023

**Assignment due dates,
resources for social media and posters, &
Course evaluation form**

FOUR THEMES FOR RGM5928



	Class 1	Class 2	Class 3	Class 4	Class 5 Sept 19	Class 6 Sept 26
SPEAKING	Welcome. Group discussions	Discussions: 1. working abroad 2. Ted talk assignments	TED TALKS Skunks Cardinals Chipmunks	TED TALKS Bears Racoons	<u>Seminars</u> Skunks Racoons	<u>Seminars</u> Chipmunks Bears Cardinals
PLANNING & ORGANIZING	Outlines Planning for Talks and Writing	Preparing powerpoints (JS)	Project Seminar outline	Project writing Plan		Posters & conferences
WRITING	Compass Outline Method (JS)	CVs, emails, Zoom interviews (JS)	Manuscripts (JS)	Projects (JS)	Dr David De Jong – publication tips	
COMMUNICATING	Interacting within your groups	Dr Thiago (working in USA and Canada)	Class interactions “Compass writing clinic”	Class interactions “seminars clinic”	“CV and letter Clinic LECTURE 5”	“CV and letter & Projects clinic” Networking and social media

RESOURCES FOR CLASS 5 & 6



The Importance Of Social Media To Your Academic Visibility

< N E W >



PDF - Social media for Academics and Early Career Researchers: An Interview with Dr Mark Carrigan

< N E W >




PDF: Guide "How to use social media to promote your research" - Maastricht University

< N E W > *These suggestions from Maastricht University provide tips about using social media to promote your research findings.*




How to balance social media presence and your professional life

from jobs.ac.uk < N E W >

 [Using Social Media to your Promote Research](#)

How do researchers use social media to promote their research? This link from Elsevier author services provides some of the common ways you can promote your research via social media.

< N E W >

 [Building your research profile via social media, with a focus on LinkedIn \(from Times Higher Education\)](#)
(link)


A guide to creating effective researcher profiles on social media, with practical tips for using LinkedIn.

< N E W >

 [Using Instagram to promote your research \(link\)](#)

A Short Guide to Understanding Instagram Marketing for Academics Building Their Brand

< N E W >

 [VIDEO \(8 mins\) - Developing your research career using social media](#) 

This recorded video provides background to the main web links about using social media in the resources section above.

< N E W >

RESOURCES FOR CLASS 5 & 6

  [GUIDE- PREPARING POSTERS FOR CONFERENCES \(PDF\)](#) 

This is a PDF about " PREPARING POSTERS FOR CONFERENCES" FROM THE ROYAL PHARMACEUTICAL SOCIETY < N E W >

  [University of Kansas guide to Poster Presentations \(link\)](#) 

A guide to researchers preparing posters or presentations for scientific conferences. < N E W >

- [Getting Started](#)
- [Poster Design](#)
- [QR Codes](#)
- [Adding References](#)

TITLE 1

Introduction 2

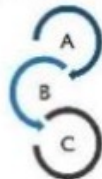
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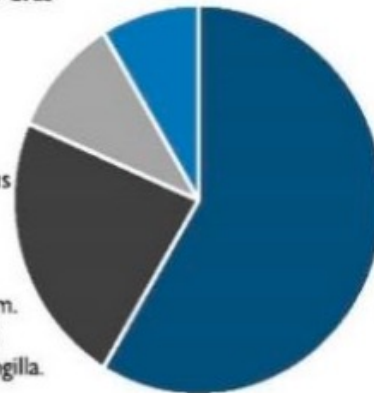
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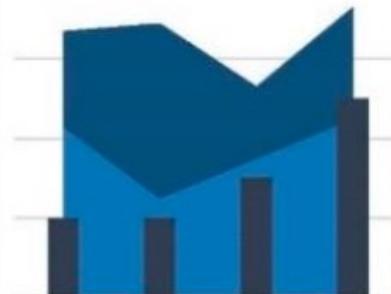
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References

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Acknowledgements

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Conferencing and Presentation English for Young Academics



Fig. 20.1 Students/trainees can perform in-house poster sessions with peers as preparation for actual academic conference performance

Logistics - preparing your application e-mail letter and CV

- **REASON YOUR CV AND LETTER IS MOST IMPORTANT PART OF COURSE. Opens doors. Use your CV and letter to create your online profile.**
- I added comments **in red** last week. If you have doubts or still need clarification see me in the break.
- **CRIS, ESTER, YAGO <<<**
- I will expect you to correct or improve both documents based on my feedback to submit your *final corrected* submission to me for grading by **USP email (PDF attachment called "YOUR NAME")** on **1/10/23 <<<<< NEXT SUNDAY.**

Written project

- LECTURE 4 (see model proposal Thiago Vidotto)



PDF - MODEL RESEARCH PROPOSAL (THIAGO VIDOTTO))

This is Thiago's research proposal that he submitted when he took this course. The style and overall structure is the type of research proposal you must submit to me.

TITLE, FIVE KEYWORDS, PAGE NUMBERS, ABSTRACT (200 words maximum),
INTRODUCTION, RATIONALE, HYPOTHESIS,
OBJECTVES AND EXPERIMENTAL DESIGN, METHODS,
TIMELINE, REFERENCES.

No more than 5 pages (not including the REFERENCES)

Written project due by PDF e-mail attachment Thursday October 19
PDF called PROJECT "YOUR NAME"

Course Title: **“Uso do Inglês Acadêmico em Comunicação Científica para Manuscritos e Apresentações Orais”** Instructor: Prof Jeremy A. Squire

Please take a few minutes to provide feedback on this course. Please use the other side of this form if you need more space to write comments. Your input is valuable in helping to improve the learning experience. All responses should be anonymous and will be kept confidential.

1. Rate the overall effectiveness of the course.

- Excellent
- Very Good
- Good
- Fair
- Poor

2. Did the course meet your expectations? Please explain on the other side if you need to write more:

3. What did you find most valuable in this course?

4. Were the course materials (e.g., e-books, online resources, links and videos) helpful and relevant?

5. How would you rate the instructor's teaching style and effectiveness?

- Excellent
- Very Good
- Good
- Fair
- Poor

6. Were the course objectives and learning outcomes clear to you?

7. Were assignments and assessments appropriate for the course?

8. Were the discussions and activities in class engaging and informative?

9. What suggestions do you have for improving this course?

10. Would you recommend this course to other students? Why or why not?

Thank you for taking the time to complete this evaluation. Your feedback is important and will help enhance the quality of this course in the future.

Please feel free to include other suggestions / comments on the back of this paper.

CHIPMUNKS

- 1- Yago
- 2- Kelly
- 3- Emilly
- 4- Gabriella

10 - Mariane Baptistella (CARDINAL)

BREAK – CLASS PHOTO

BEARS

- 5- Estéfani
- 6- Luana
- 7- Aline
- 8- Manoela

CARDINALS

- 9 - Marina Cândido
- 11 - Laísa Rocha

By tonight please
PDF of your slides as
e-mail attachment.
File called SLIDES
FROM “YOUR NAME”

squirej@fmrp.usp.br

Developing your research career using social media

Building your research profile via social media, with a focus on LinkedIn

A guide to creating effective researcher profiles on social media, with practical tips for using LinkedIn

Early career research

Career advice

Outreach and communication

North America

Feature article



Tjitske Dijkstra

Academic Career Coach

🕒 16 Mar 2022



1



Develop your online profile using your CV and letter

Researchers can create profiles on institutional web pages and academic social networking sites such as [Academia.edu](#), [ResearchGate](#), [Orcid](#) and [Google Scholar](#).

Researchers can also use mass social networking sites such as [Facebook](#), [Instagram](#) and [LinkedIn](#).

Each online profile is a micro-narrative that maintains one's digital public identity and contributes to a researcher's image.

Which Research Network should I use?

- Which Research Network(s) are your professors using? (Look for 2-3 faculty from your school)
- Where can you locate “experts” in your subject area?
- Share your findings and experience as a blog posting

Develop an online networking strategy

This will dictate which social networking sites, academic or otherwise, are best suited to constructing your online narrative. To do so, ask yourself:

- Why engage with this social network site?
- What's your purpose in strengthening your online presence?
- How does it enable sharing of your research and academic career story?

ResearchGate

- Go to www.researchgate.net
- Login with your Facebook account



Enter a question

150

Add an explanation

Tag with research topics

Ask

ALL QUESTIONS

Hrvoje Petric added an answer in Economic History

4 **Do you know of research dealing with early modern forests?**

I know the books and articles by J. Radkau, K. Appuhn, K. Matteson, P. Warde, H. Küster, C. Totman, S. Dursun, M. Agnoletti etc.

Hrvoje Petric · University of Zagreb

Thank you for your useful information.

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View

John Ryding added an answer in Economic Growth

2 **Do you think that Intertemporal Elasticity of Substitution of the Consumption could take a negative value? And how can economic theory interpret that?**

This possibility to have a negative IES at the aggregate level has been studied by Robert Hall in his paper "intertemporal substitution in consumption" published in "Journal of Political Economic" 1988 vol 96 n° 2. R. Hall explains that a "detailed study of data for the twentieth-century United States Shows no strong evidence th... [more]

John Ryding · RDQ Economics

There us a really interesting issue here for the effectiveness of QE. Suppose I have to chose between consumption when I am employed and consumption when I retire. The Fed is trying to stimulate... [more]

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SUMMARY

CO-AUTHORS

RESEARCHERS YOU CITED

RESEARCHERS WHO CITED YOU

DEPARTMENT COLLEAGUES

INSTITUTION COLLEAGUES

NETWORK

TOPICS · 3

Economic Growth

Economic History

Economy

Academia.edu

- Go to <http://www.academia.edu>
- Login with your Google or Facebook account

- Go to <http://nanyang.academia.edu>
- Search for your professor

An online presence offers opportunities to create connections, associations and interactions with others. There is, however, a distinction between having a profile and being present on that profile. Being present means having an accurate profile and an up-to-date publication list.

Therefore, each profile should:

- Be clear, recent, relevant and detail one's research expertise
- Cover the essentials – tick all the boxes, especially in presenting accurate information and showing a broad network of contacts.

How can LinkedIn work for your online narrative?

- LinkedIn is one of the most popular social networks among scholars. It offers an opportunity to connect and develop networks with others in your field, to gain access to difficult-to-find publications, and to stay up to date with activities and information shared via this channel.
- It offers opportunities to join interest groups, follow research activities and communicate your own research to wider audiences than an academic journal. The emphasis should be on content rather than form.

People who are in Brazil also follow these people

See all



Carolina Martins 

Especialista em RH mais seguida do LinkedIn | TEDx Speaker | ...

2,503,418 followers

[Follow](#)



Consultora de

Samara Souza

Human Resources Manager | Career Consultant | Curricular...

Talks about #linkedin, #currículo, #recrutamentoeselecao, ...

213,855 followers

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CONSULTORA DE CARREIRA


Yanca Carvalho

Recrutamento e seleção | Orientação profissional | Mentora...

Talks about #rhdigital, #competencias, #hrhumanizado, #rhestrategico, and...

76,968 followers

[Follow](#)



Djanira Barros

Analista de RH | Business Partner | Recrutamento e Seleção | Análisis...

353,496 followers

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Roberto Rocha da Graça

Gerente Administrativo Hospitalar | Operações de Facilities

Talks about #facilities, #gestaoemsaude, #vagasdeemprego...

119,168 followers

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GESTÃO DE PESSOAS EM SAÚDE

Patricia Pessoa Pousa

SR HR Operations Manager | People and Leadership...

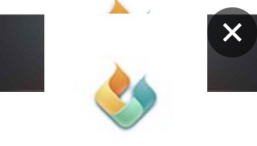
Talks about #mentorias, #lideranca, #saúdemental, #mundodotrabalho, an...

333,017 followers

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Groups you may be interested in

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Graphic Designer Lounge

114,328 members


[Join](#)



Python Developers Group

52,148 members


[Join](#)



Sales Management Executives

431,035 members


[Join](#)



Analytics and Data Science Career

245,192 members

[Join](#)




elenicebastos bast...

Doutor em Ciências-

2 mutual connections

[Connect](#)




Cristina Oliveira

Coordenador de Pesquisa e...

Based on your profile

[Connect](#)



Anamaria Aranha C...

Scientist and Research Manager

Based on your profile

[Connect](#)



Fabiano Abreu

Biociencia | Biologia molecular | Genética | ...

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[Connect](#)



Cleiton Zanardo d...

Especialista Estatístico na BP - A Beneficência..

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Bianca Mara Alves ...

Doutoranda na Faculdade de Medicina..

Based on your profile

[Connect](#)



Lucia Martelli

medica na USP

3 mutual connections

[Connect](#)




Ueleton Rocha

Técnico em química

Based on your profile

[Connect](#)




Pamela Viani de An...

Biologist / Genetics and Molecular Biology...

1 mutual connection

[Connect](#)




SILVIO AVELINO D...

Especialista em Laboratório na...

2 mutual connections

[Connect](#)




Cristiane Fregnani

Enfermeira do Trabalho/Supervisora...

Based on your profile

[Connect](#)




Maraisa Costa, MSc.

Clinical & Medical Science Liaison...

Based on your profile

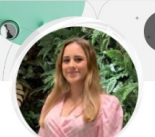
[Connect](#)



Camila Morais Melo

PhD em Ciências - Oncologia

Based on your profile



Thamara Duran

Enfermeira Licenciada

Based on your profile



Paulo Novais PhD

Docente no Programa de Mestrado em...

Based on your profile



Maria Fernanda Go...

Coordenadora de projetos na Hospital d...

Based on your profile



A Short Guide to Understanding Instagram Marketing for Academics Building Their Brand



Dr. Sheena Howard

2021

Instagram tips from Dr Howard's site

Optimize your profile.

- *Take the steps to optimize your profile so people can easily find you when they search and learn about your brand by looking at your profile.*
- *Use a recognizable profile picture*
- *Have searchable username and name*
- *Choose the correct category for your research*
- *Write an engaging, descriptive bio aimed at your target audience*
- *Include website and contact information*

Decide which hashtags to use for posts. Hashtags help categorize your content- they are the same as KEYWORDS.

- *Choose at least three relevant hashtag to your research so that your target audience can find you.*

Get familiar with the types of posts on Instagram.

- *There are a variety of ways you can share content and engage your audience on Instagram depending on your goals*

Identify your goals and audiences

- Before you start posting on social media, you need to have a clear idea of what you want to achieve and who you want to reach. Do you want to inform, educate, persuade, or inspire your followers?
- Do you want to connect with other researchers, policymakers, practitioners, media, or the public?
- Depending on your goals and audiences, you will need to tailor your messages, tone, format, and platform. For example, if you want to share your latest publication with your peers, you might use X, or LinkedIn and link to the journal article or a preprint.
- If you want to raise awareness about a social issue related to your research, you might use Facebook or Instagram and share a video or an infographic.

Questions /comments

squirej@fmrp.usp.br