

Reviews in Computational Biology

7c. Social media



Christophe Dessimoz

February 2013

Introduction

- Why do you want to publish your work in Nature?
- Why do you present your work at conferences?

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44000

36667

29333

22000

14667

7333

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22 J

Last update

Early history

- Davidson, R. L., Solomon, D. L., & Silver, E. J. (1980). Operational and affective components of medical decision-making. *Journal of Abnormal Psychology*, 89, 225-238.
- Davidson, R. L., & Solomon, D. L. (1975). Theoretical and empirical aspects of medical decision-making: A projective on transformations of decisions. *International Journal of Clinical and Experimental Psychology*, 25, 285-299.
- "The doctor is the gate to the network"
- Schwartz, G. L., Davidson, R. L., & Silver, E. J. (1980). Processing of cognitive and sensory processes in the regulation of anxiety. *Stress of multiple stressors*. *Psychosomatic Medicine*, 42, 325-338.

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<http://www.umassmed.edu/Content.aspx?id=103272>

Be known (in a good way)

- **Bad reputation** is obviously terrible
- **No reputation** is initially ok, but
- **Good reputation** is required latest to get tenure:

The single most important part of your tenure file is the letters from experts at other universities, comparing you to the best young people in your area. If any of them come back saying “I’ve never heard of this person,” it’s the kiss of death.

<http://blogs.discovermagazine.com/cosmicvariance/2011/03/30/how-to-get-tenure-at-a-major-research-university/>

Homepage

At the very least, don't
hide from those who are
actively looking for you.

Who cares?

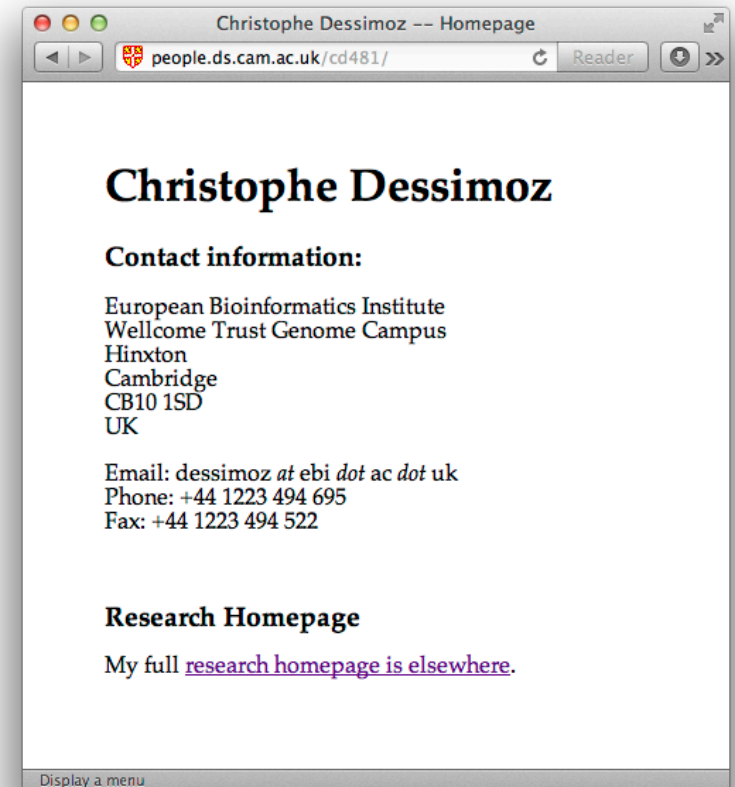
- Past colleagues, supervisor, students
- Future colleagues, supervisor, students
- Editors (to ask you to peer-review)
- Potential collaborators
- You: control what people see first when they “google” you

Content?

- **Minimum: with full name, affiliation, university email address (!), and a flattering/friendly photo**
- **Research interest**
- **Publications (self-archival!)**
- **...**

How?

- Ideally, somewhere on institution website (high pagerank, trustworthy)
- Social networking website e.g. Mendeley, LinkedIn, ResearchGate



Twitter

Everyone is an editor

Nuts & Bolts

The screenshot shows a Twitter profile for Christophe Dessimoz. The profile header includes a profile picture, the name 'Christophe Dessimoz', and a link to 'View my profile page'. Below the header, statistics are shown: 387 TWEETS, 214 FOLLOWING, and 171 FOLLOWERS. A text input field for 'Compose new Tweet...' is visible. The left sidebar contains 'Who to follow' with suggestions for 'Simply Statistics' and 'David Dooling', and a 'Trends' section with various hashtags and names. The main 'Tweets' section displays five tweets, including one from Catriona MacCallum about a Breakthrough Prize and several from Mike Taylor and Vincent J. Lynch discussing the prize and related topics.

Christophe Dessimoz
View my profile page

387 TWEETS 214 FOLLOWING 171 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

- Simply Statistics** @simplystats
Followed by Joe Pickrell and others
Follow
- David Dooling** @ddgenome
Follow

Browse categories · Find friends

Trends · Change

- #LFW
- #PlayStationMemory
- David Gill
- Kurt Cobain
- #kisstory
- #nowplaying
- #OneDirection
- SwiftKey 4
- Sony

Tweets

Catriona MacCallum @catmacOA 46 secs
Breakthrough Prize (\$3 mill each) announced by Silicon Valley entrepreneurs for life scientists gu.com/p/3ev4d/tw via @guardian
View summary

Mike Taylor @MikeTaylor 54 secs
.@rmounce @ThinkWrite @thePeerJ Matt and I were discussing this in email last night. Maybe we'll blog the thread. H
Expand

Mike Taylor @MikeTaylor 2 mins
.@rmounce @ThinkWrite I think @thePeerJ is a more radical shift than you do. It has COMPLETELY rewritten the book on APCs for one thing.
View conversation

Vincent J. Lynch @VinJLynch 8 mins
Awesome prize, cool idea, but does Lander really need the money?
nytimes.com/2013/02/20/sci...
View summary

jashapiro @jashapiro 13 mins
@notSoJunkDNA @caseybergman @mbeisen Microtomeome. cc
@phylogenomics #badomics
View conversation

jashapiro @jashapiro 15 mins
A pretty good list of biologists for the first round of a new prize.
nytimes.com/2013/02/20/sci...
View summary

Tweet
Timeline
Followers
@reply
mention
Retweet
MT
HT
#hashtag

What's special?

- Asymmetric
- Short
- No “read/unread” status in timeline

Why relevant?

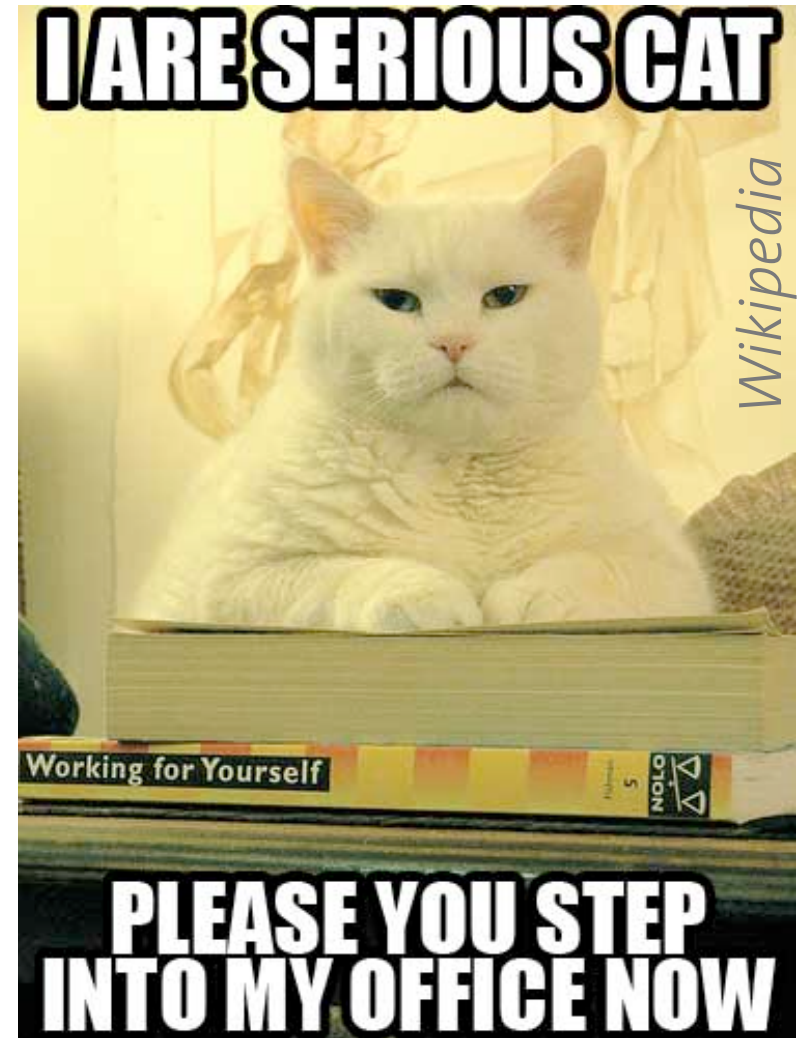
- Stay informed (alert system) about colleagues and relevant work
 - > Following
- Build up an audience of people interested in your science and your views
 - > Followers
 - > “Old world” analogy: editor!

How to get started?

- **Create an account today**
- **Start following interesting folks** (start with people you personally know)
- **Retweet items you find useful for your followers** (be generous, people love to be retweeted)
- **Announce when you will go to a conf or give a seminar**
- **Tweet about interesting work you come across in your daily life**
- **Occasionally provide an insightful or funny reply**
- **Build your reputation**

Tips


- Focus on one objective/ audience: don't mix science with LOLCATS
- Be respectful of your follower's time (low signal/ noise ratio)
- But be aware that # tweets correlates with # followers




Case study

 **Botond Sips** @4a6a5a Aug 18
An Improved Protocol for #Sequencing of #Repetitive Genomic Regions and Structural Variations Using #Mutagenesis #NGS
bit.ly/Nw0KFB
Collapse ← Reply ↻ Retweet ★ Favorite ⋮ More
7:12 p.m. - Aug 18, 2012 · Details

Reply to @4a6a5a


 **Christophe Dessimoz** @cdessimoz Aug 20
A solution to the problem of long repetitive sequence assembly? article by my buddy @4a6a5a (@emblebi) in @PLOSONE
bit.ly/Nw0KFB
↻ Retweeted by Botond Sips
Collapse ← Reply 🗑 Delete ★ Favorite ⋮ More


3 RETWEETS **3** FAVORITES



10:41 a.m. - Aug 20, 2012 · Details

Reply to @cdessimoz @4a6a5a @emblebi @PLOSONE

 **Jared Simpson** @jaredtsimpson Aug 20
@cdessimoz @4a6a5a cool approach, are you going to try to generate real data using this protocol?
Expand

 **Botond Sips** @4a6a5a Aug 20
.@jaredtsimpson We hope that the wetlab community will embrace the idea. #NG-SAM
Expand


Nick Loman
@pathogenomenick FOLLOWS YOU
Bacterial genomes, high-throughput sequencing and clinical applications thereof.
Birmingham, UK ·
<http://pathogenomics.bham.ac.uk/staff/nloman.html>

9,551 TWEETS 441 FOLLOWING 2,753 FOLLOWERS

 Following

Blogs

Write Your Own News & Views

New model

- **Mega journals (PLOS ONE, etc): focus on validity, not significance**
- **Opportunity: significance assessed by community after peer-review**
- **Risk: how to bring paper to the attention of relevant community?**

Flavours of blogs

- **Personal**
- **Collective**
 - Genome Unzipped
 - Haldane's sieve "Discussing preprints in population and evolutionary genetics"
 - linkstothedamnpaper.org "An Antidote for Modern Science Journalism"
- **Aggregators**
 - Researchblogging.org

Tips

- Can rival journal over time, but require sustained effort
- Low frequency quality stuff is OK
- Start early and use to cover your own needs at first (e.g. as record keeper)
- If you are serious about it, get your own domain name

*Remember that all this
is not a substitute for
doing good science!*