CMSC 601: Increasing Research Visibility on the Web

Building a presence on the Web for you and your research

March 2011
Overview

• Motivation
• Things to do
• Meta things to do
• Things not to do
• Conclusion
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Shameless self promotion

• Part of your job as a researcher is to promote yourself and your work
  – This applies equally well to startups
  – It extends to promoting your university, company, department, colleagues, students, etc.

• We assume you are doing good work, publishing papers, giving talks, networking, etc.

• Your goal is to help people interested in your and research area and topics to find your good works and take a look at them.

• So it need not be shameless
The Sum of Human Knowledge, 1907

WHEN IN DOUBT—“LOOK IT UP” IN
The
Encyclopaedia Brittanica

The Sum of Human Knowledge
29 volumes, 28,150 pages, 44,000,000 words of text.
Printed on thin, but strong opaque India paper, each volume but one inch in thickness.

THE BOOK TO ASK QUESTIONS OF  FOR READING OR FOR STUDY
The Sum of Human Knowledge, 2011

I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. www.mrburns.nl before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions.
This is a big change!

- It would have been hard in 1987 to contribute to the Encyclopedia Britannica
  - Don’t call us, we’ll call you.
  - World recognized experts, only, thank you
- By 2000, any idiot can put stuff on the Web
- Having an impact requires
  - Getting it noticed
  - Having it matter by being good, relevant, timely, etc
- You have control over these
Goal: Have a Presence on the Web

• Have a set of web pages; keep them current
• Put your papers and presentations online
• Have a blog and post frequently
• Make demos, programs, data & code available
• Create and maintain unique and valuable resources (e.g. annotated bibliography, a “how to” guide for a useful software system)
• Contribute to online mailing lists, newsgroups, ...
• Contribute to Wikipedia (you are an expert in some things)
Goal: Have a Presence on the Web

Meta things to do:

• Work on this every week or month
• Optimize your online presence for search engines
• Develop a brand
• Keep up with the technology and trends
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Your Web pages

• You must have Web pages providing access to essential information
  – Contact information
  – Basic biosketch
  – Links to CV or resume, papers, blog, software, demos, public calendar, photo sharing site, etc.

• You can have lots more, of course

• Your home page URL denotes you
  – Put it on your business card and in your email sig

• A long-lived, short URL is best
The URLs help people find out about you. If your email message is sent to a newsgroup or mailing list that has a Web archive, these links will also add to your PageRank!
Tim Finin is a Professor in the Computer Science and Electrical Engineering Department at UMBC, the University of Maryland Baltimore County. Finin is a member of the UMBC ebiquity group where he is working on projects involving social media, the semantic web, intelligent agents, and pervasive computing. He has over 30 years of experience in the applications of AI to information systems and intelligent interfaces and is currently working on social media, the semantic web, intelligent agents and mobile computing. He holds degrees from MIT and the University of Illinois and has held positions at Unisys, the University of Pennsylvania, and the MIT AI Laboratory. He has authored over 325 refereed publications and an editor in chief of the Journal of Web Semantics. He helped lead the development of the KQML agent communication language and participated in the design of the the OWL language for the Semantic Web. He has organized several major conferences, chaired the UMBC Computer Science Department, and served as a AAAI councilor and member of the Computing Research Association board of directors.

September 2010
Dr. Perich has his own domain, giving it persistence and making it more useful as an identifier.
More on your Web pages

• Where to host them
  – You might want to have your own domain
  – Registering one costs ~$10/year
  – Your site can be hosted by Google or a full hosting service (~$50/year?)

• Who’s accessing your pages? how did they get there?
  – There are lots of free analytics services
  – Google analytics is one, sitemeter is another
  – They all work the same: add a link or some Javascript code to your web pages, see the summary statistics on the web
UMBC Ebiquity Research Group
Entry Pages Ranked by Visits

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<th>Entry Page</th>
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Put your papers online

“Articles freely available online are more highly cited. For greater impact and faster scientific progress, authors and publishers should aim to make research easy to access.”


—http://citeseer.ist.psu.edu/online-nature01/
Google Scholar, DBLP and CiteSeer, are good sources for finding online papers. Are your papers indexed?
Anupam Joshi

List of publications from the DBLP Bibliography Server - FAQ


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<td>Wenjia Li, Anupam Joshi, Tim Finin: Policy-Based Malicious Peer Detection in Ad Hoc Networks. <em>CSE</em> (3) 2009: 76-82</td>
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</table>

DBLP indexes > 1M CS articles from good quality journals and conferences. You might prefer to publish in a conference or journal it indexes.
Put your papers online

This graph shows the distribution of the percentage increase for the average number of citations to online articles compared to offline articles.
This graph shows the probability that an article is freely available online as a function of citations and year. More highly cited articles, and more recent articles, are significantly more likely to be online.
Put your papers online

• Choose your title carefully
• Help people know how to cite your paper
  – Put preferred citation on overview page or on 1st first page of your online version. (Use Acrobat)
• Mark drafts and preprints appropriately
• Copyright issues
  – Fair use of preprints
• Make sure they get into CiteSeer, Google Scholar, etc.
  – You can wait for the crawlers or push
  – DBLP gets data from the publishers of journals and conferences. Run a workshop? – submit the proceedings.
The presentation page will be indexed with terms in the page title and abstract. Choose them well. We initially choose a bad title for this presentation.
According to Andrew Tomkins (Yahoo Research) 70-75% of all new web content is coming from social media. (03/2007)
Develop a blog

• Having a “professional” blog is a good idea
• Use it as a diary for your professional life
  – Short entries on new ideas
  – Links to relevant work, tools, companies
  – Your impressions of conferences, papers, techniques, tools
• Writing helps you develop ideas and a blog is a place to put your initial half-baked thoughts
• Who knows, you may develop a readership
• Starting one is trivially easy, e.g., at blogspot.com or wordpress.com
• You might post to several – e.g., also posting to a group blog for your lab
• There are tricks to getting your blog and posts noticed
Blogs 'essential' to a good career

April 16, 2006

Blogging is good for your career. A well-executed blog sets you apart as an expert in your field.

Ben Day blogged his way into a career as a high-earning software consultant while maintaining the freedom to schedule frequent jam sessions and performances as a keyboard player.

Blogging gave him the opportunity to stand out enough to support the life he envisioned for himself. "For your career, a blog is essential," says Phil van Allen, a faculty member of the Art Center College of Design in Pasadena.

http://www.boston.com/business/globe/articles/2006/04/16/blogs_essential_to_a_good_career/
This is the ebiquity research group blog done using WordPress and hosted in our lab.

DHS’s proposed RFID tags vulnerable to privacy attacks

April 25th, 2006, by Tim Finin, posted in Mobile Computing, Pervasive Computing

The DHS asks in a recent RFI for technologies for RFID-equipped border crossings. The RFI specifies that “read ranges shall extend up to 15 feet and, for people crossing on a bus, ‘the solution must sense up to 15 feet.’”

New RFID travel cards could pose privacy threat, points out computer security expert Bruce Schneier (points out those potentially more serious security issues with RFID cards).

“...And when you start proposing chips with a 25-foot read range, you’re thinking about man-in-the-middle attacks. An attacker could potentially read someone’s card from a nearby person to an official reader, just by relaying messages to and from that nearby person’s card. … Defending against this attack is hard. … Time stamps don’t help. Encryption doesn’t help.”

He goes on to lay out the basic scenario by which someone could subvert the system.

This seems like a classic example of the tradeoff between security and convenience.

Edit | Bookmark@del.icio.us | Trackback | No Comments »
Use Facebook and Twitter, too

• You can certainly use Facebook and Twitter to promote your research too

• At least be careful what you do put on such social media sites

• If you want to keep your Facebook personal, set the privacy constraints appropriately

• You can always start a Facebook page for your research
UMBC CSEE Department

Organization · Baltimore, MD

Wall

UMBC CSEE Department · Most Recent

Share: Status · Photo · Link · Video

What's on your mind?

UMBC CSEE Department

The UMBC will hold the first annual Women in Technology: Spring into Leadership event from 6:30 – 8:00pm on Tuesday, April 5, 2011 in the University Ballroom. The program will focus on the importance of building relationships and developing one's inner leader.

http://bit.ly/gB1Iol

11 seconds ago · Like · Comment · Share

UMBC CSEE Department

Telcordia & Ross Technologies will open offices in the bwtech@UMBC Research and Technology Park with a focus on cybersecurity. They'll share space in the newest building with Northrop Grumman’s Cync program, which nurtures high-potential, early-stage companies as they develop tools to secure and protect the computer hardware, software and networks vital to national defense.

http://bit.ly/gQm1js

185 Impressions · 0% Feedback
March 3 at 2:56pm · Like · Comment · Share

about 3 hours ago via web from Baltimore, MD

The #UMBC Center for Advanced Studies in Photonics has an open research faculty position in computational photonics. http://bit.ly/hh2o9s
3:21 PM Mar 13th via web from Catonsville, MD

UMBC 4th in US research universities in production of IT degrees and certificates according to recent Gov. data. #UMBC http://bit.ly/hPy2Qe
1:36 PM Mar 12th via web from Catonsville, MD

Prof. Yun Peng received $150K research award from NIST for "Integration Testing in Supply Chain Logistics". http://bit.ly/dQQdTu
9:07 AM Mar 11th via web from Catonsville, MD

3:02 PM Mar 9th via web from Catonsville, MD

CSEE Ph.D. student Karuna Joshi receives highly competitive IBM Ph.D. Fellowship award for 2011–2012 academic year.
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Search engines

• It’s all about PageRank
  – PageRank is like water: it’s essential and flows in and out of pages
  – Having a site with a high PageRank (>6) is worth money!

• SEO: Search Engine Optimization
  – There are acceptable and unacceptable ways to raise your pagerank

• Start today and take advantage of “preferential attachment”
SEO things to do

• Search engines weigh terms in title and anchors highly
  – Choose your web page titles carefully
  – Choose your anchor text for links carefully
  – Promote your brand terms (e.g., UMBC, ebiquity)

• Examples
  – I’m part of the the <a href="…”> UMBC ebiquity research group </a>

• Link to your pages often. Use rel=“nofollow” to plug PageRank leaks
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The seven deadly sins

• Email link or blog spam
• Overly mixing personal and professional interests
• Foolish words
• Imprudence
• Crap
• Bullshit
• Egregious copyright violations
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• Promoting your work today requires effective use of the Internet and Web

• It’s not rocket science, but it requires learning how and keeping up as things change
  – Your content should be fresh
  – Web best practices change every few years

• The effort is worth it

• You can choose a style that fits your values and personality
  – from modest and understated to flashy and flamboyant

• It’s kind of fun, too