

# Digital Presence and Ethics in a Digital Age

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Professional Development Series  
Mentoring through Critical Transition Points

- Your webpage
- LinkedIn vs. Facebook vs. Google+
- On-line discussion forums
- Preprint and abstract repositories (the arXiv, SIAM, JCP, etc)
- MathSciNet (not accessible without a license)
- Plagiarism

- Finding the public\_html folder
- Putting the right files in it
  - There is already a file called "index.html" that can serve as an excellent template.
- Accessing your webpage:  
`http://www.math.unm.edu/~YOUR_DEPT_EMAIL_ADDRESS`

Some sample HTML code:

```
<a href="FILENAME.EXTENSION">THE TEXT THAT SHOWS UP</a>
```

This text creates a link to a file called FILENAME.EXTENSION in your public\_html folder.

Additionally, creating paragraphs is a handy way of separating bodies of text from other bodies of text:

```
<p>This will be a paragraph</p>  
<p>This will be another paragraph</p>
```

Creating lists is fairly easy, too.

```
<ul>  
<li>Item 1  
<li>Item B  
<li>Whatever you want to say  
</ul>
```

A sample webpage can be downloaded from  
<http://www.math.unm.edu/~niemeyer/profdev.html>.

## What should be available on your webpage?

- Your CV
- Your research statement; at the very least, your research interests/job interests
- If you are interested in teaching, a teaching statement
- Descriptions of working papers and current projects
- Links to your publications
- Information for students if you are not using Blackboard or other service
- Other information related to your academic life
- NO personal information
  - Well, there is a way to mention personal topics and there is a way *not to*.

Other technical issues include:

Keywords:

```
<meta name="keywords" content="YOUR NAME, RESEARCH  
WORD 1, RESEARCH WORD 2, ... RESEARCH WORD N, TEACHING  
WORD 1, ..., TEACHING WORD N, OTHER KEYWORDS."/>
```

Also, you can view the source of a webpage by (usually) selecting from the menu bar "view source". This will (in most cases) give you a full description of what html code someone used to produce his/her webpage. HOWEVER, stylistic choices may be dictated by something call the CSS (which can be overridden, but this is beyond the scope of this talk).



Digital print is **forever...**

Know what is out there! Google yourself! For example, make sure your academic information comes us first and not, say, your MySpace account that you stopped posting to five years ago but contains all of 'those pictures' you never wanted anyone to see.

Additionally, keep in mind that students think RateMyProfessor and other unofficially course-evaluation sites are places for them to be funny and, at times, unnecessarily critical. While we in no way support censorship, you do have a right to flag certain evaluations with the admins at such sites.

For example, suppose a student does nothing but comment on your physical appearance and this adds nothing to your teaching. Such reviews may be unprofessional in nature and have no place in your academic life. Hence, flagging such evaluations on, for instance, RateMyProfessor is certainly encouraged.

- LinkedIn a social networking website for professionals who wish to network with others in similar fields.
  - LinkedIn is Facebook without all the problems that can come from having a Facebook account.
- Facebook's privacy settings make it difficult to control who can and cannot see your content.
- Google+ allows for much greater control over who can see what you are discussing. Those who wish to be partially informal yet still sufficiently professional in the social networking, choose Google+ over Facebook.

If you are in statistics, applied mathematics, or generally thinking about an industry job, LinkedIn is actually *very* useful. There are reports of people having interviews and then immediately after being 'friended' on LinkedIn by one of the interviewers.

**But, never neglect face-to-face interactions. While we are stressing the importance of maintaining a healthy and professional on-line presence, one must make an effort to go to conferences, workshops and summer-schools.**

MathOverflow is a new(er) website. It is a great place to pose **research questions** and discuss research related topics.

- Create a profile
- Do your *homework* before:
  - ① Research the background before asking a question
  - ② Thoroughly understand the tone and topic of discussion before commenting and contributing
- CAREFULLY re-read your comments/questions before posting and take extra care to be respectful in your wording/presentation.

The goal of creating a MathOverflow account is to participate in mathematical discussions to the degree that you are able.

There is a built-in mechanism for promoting quality comments and discouraging rash and insensitive comments.

Additionally, you can reach a far greater community of researchers than you would otherwise, and become immediately exposed to new ideas.



However, **be careful**? If you ask a research question that tips someone off to what you're researching, then they may beat you to the punch.

**Don't get scooped!**

The website <http://www.researchgate.net> is similar to MathOverflow. However, one difference noticed is that ResearchGate alerts you to when 'fellow scholars' that you follow (whether you chose to or not, really) have published something, which can be very useful information.

## Pro's and Con's of ResearchGate.

- Pro's
  - A variety of scientists are part of ResearchGate.
  - An excellent place for applied mathematicians to connect with scientists in their application area.
  - Approximately 2.5x many more people are following mathematical discussions, when compared to MathOverflow.
- Con's
  - Really, there's nothing wrong with following multiple forums, but the quality of discussions and questions can vary from post to post.
  - The number of legitimate mathematicians and scientists following may actually be less than the 40k reported by the ResearchGate.

Blogs! We all read them and we all love them. Well, not really, but I need something amusing to say at this point.

Apparently, in statistics, many prominent statisticians maintain active research blogs and the comments sections can be quite helpful.

Also, a growing trend among some mathematicians is to maintain a blog on 'current mathematical events'; the most notable example is John Baez's blog: <http://math.ucr.edu/home/baez/>. Little known fact: he's related to Joan Baez, the famous singer. Ur, um, uh...rather, Joan Baez is related to him, the famous mathematician!

The Mathematics arXiv is an online collection of articles. If the article you are looking for is in a journal that we do not subscribe to, then the chances are that it is freely available on the arXiv are high.

“What’s the catch”, you ask? Well, the following might be things to watch out for:

- The arXiv version of the paper may not be entirely up to date.
- The arXiv version of the paper may be leaving out certain material to conform to publisher’s copyright agreement

It is a very good habit to read the abstracts of papers every morning.

“WHhaaat? How and why do I do that?”, you ask.

If you are entering into a research profession, it is a good idea to keep abreast of the latest trends in your area and related areas.



But be careful! Not everything on the arXiv is:

- Correct
- Original research
- The original source

Additionally, once something is **posted** to the arXiv, it is there forever and ever and ever...

What does this mean for you? Well, that all depends on what you are posting.

Some people post papers to the arXiv with the intention of receiving feedback from the mathematical community. Potential problems with this include:

- If one does not indicate this in the 'comments' section of the arXiv post, then people may think you have posted a finished paper.
- People may steal your ideas and finish your paper for you...and without you.
- Posting numerous articles in such a way can have the effect of making people think you are trying to artificially increase your publication rate.

...In addition, the best way to receive thoughtful feedback is to send your article to people in your field **that you trust**.

Some people post notes from conferences, their own personal studies, etc. While this is certainly generous, posting such documents on the arXiv can have the negative consequence of making it seem as if you are trying to artificially increase your publication list.

Such documents are best kept on one's personal website, unless there is a specific reason one would want to make such an article freely available on the arXiv.

When you finally write your first article, you have the option of posting it to the arXiv. You may then submit your article to the appropriate journal (...maybe more on that in some future talk...).

If the article is accepted for publication, you want to be sure to return to the article posted on the arXiv and update the journal reference/DOI.

Why?

- A long list of articles on the arXiv without journal references indicates to the reader/potential employer that you may not be getting any of your work accepted for publication.

So, how does one follow the recent articles posted to the arXiv?

Well, you can sign up for the latest list of abstracts (with links) sent to your favorite e-mail address:

<http://arxiv.org/help/subscribe>

You can also set up an RSS feed: <http://arxiv.org/help/rss>

Other places to find pre-prints and recent articles:

- Google Scholar
- Journal homepages



MathSciNet is an excellent source for summaries of articles. If you want to know what the main results of a paper are, this is a good place to start.

<http://www.ams.org/mathscinet/>

Why is MathSciNet helpful? It is helpful in that it keeps you from having to read an entire paper to know if it contained the result you were looking for.

Of course, some reviews are not so helpful, but it never hurts to check.

Plagiarism does not just take the form of copying published work without citation.

You can also plagiarize yourself by publishing papers with material overlapping with other published papers.

You can also accidentally publish an article without a co-author's expressed consent. He/She may be engaged in other projects that may overlap in some way with your joint work.

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