# Social media for data scientists

### Karl Broman

Biostatistics & Medical Informatics, UW-Madison

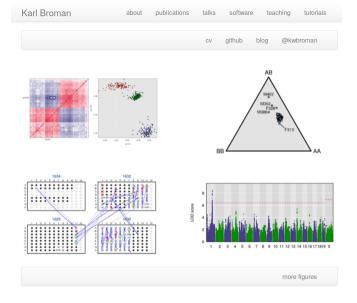
kbroman.org github.com/kbroman @kwbroman

Slides: kbroman.org/Talk\_SocialMedia



# Everyone should have a website

- ► How can I get ahold of that person I met?
- ► I'd like to see more of that cool thing I saw.
- ► Check out this cool talk I saw.
- ► What is X up to these days?
- ► We should invite X to give a talk.
- ► We should invite X to apply for this job.

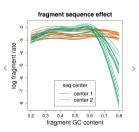


kbroman.org

Rafael Irizarry is Professor and Chair of the Department of Data Sciences at Dana-Farber Cancer Institute and Professor of Applied Statistics at Harvard. His research focuses on Genomics and he teaches several Data Science courses.

This page provides information on his research and teaching activities. Blog posts are available at Simply Statistics.

The best way to keep up with the latest news is to follow @rafalab.





#### LATEST POSTS

Sep. 2019

Sep 3, 2019 announcing the distributions3 package

Aug, 2019

Aug 31, 2019 consistency and the linear probability model

Jul, 2019

Jul 26, 2019 an annotated bibliography on stochastic blockmodels

Jun, 2019

Jun 7, 2019 testing statistical software

May, 2019

May 21, 2019 type stable estimation

See more ...

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alexpghayes.com



I am a research scientist in data curation at Sage Bionetworks, where I help other researchers document and share their data. I've previously worked as an information manager at Washington State University and at the National Center for Ecological Analysis and Synthesis (NCEAS), where I combined data management with fieldwork at a remote Siberian lake.

I'm an enthusiastic R programmer, and I collect data visualizations gone beautifully wrong on a blog called accidental aRt. When I'm not writing R code I can often be found in a ballet studio.



Follow me on Twitter



Hi! I'm Angela. I'm a data scientist, spatial thinker, and community builder.

I'm currently working as the R Spatial Advocate for the Center for Spatial Data Science at UChicago. Most recently, I did data science for transit at TransLoc and wrote a spatial econometrics thesis on the Detroit housing market.

In my day to day, I work closely with <u>Luc Anselin</u>, leading workshops for researchers at our center and building out <u>spatial analysis resources</u> for applied social science research. I also <u>speak at conferences</u> about spatial data science and methods.

I founded RLadies Chicago, which is the Chicago branch of a global organization whose mission is to promote gender diversity in the R community. We started in July 2017 and have expanded to 800+ members so far, putting on 20+ events for the Chicago R community. Other organizations I'm affiliated with include Childrack Night, Software Carpetry, Copensiz, and NSAS Distantion.

I'm currently in the process of organizing three events for the Chicago R community, including a women's package workshop, an unconference, and a 1-day conference. I'm always happy to chat about my experiences organizing these type of things (and more), so feel free to schedule a chait to meet in-person or online.

You can also find me on Twitter @CiricAngela, where I post about #rstats, #rspatial, and #RLadies (and occasionally live-tweet a conference). Off the web, you can find me doing a crossword, playing a game of ultimate frisbee, cooking something tasty, or traversing Chicago via bike, bus. or train.

#### Cora Allen-Coleman

Statistics PhD Candidate with 7 years of theoretical and applied statistics experience and 2 years of software development experience. Currently developing software in Julia for efficient search & model comparison in complex network space.

View My GitHub Profile



resume cylinkedin mendeley

#### **Current Research**

#### University of Wisconsin-Madison Department of Statistics

Developing software in Julia for efficient full likelihood-based network methods with Professor Cécile Ané, as part of PhyloNetworks Julia Package

#### University of Wisconsin-Madison Department of Biostatistics Developing ClusterRank R Package for mixture model clustered ranking

Developing Liusterwank R Package for mixture model clustered ranking with Professor Ron Gangnon. Uses inverse-variance weighted ranking and mixture models to produce simultaneous complete, optimal rankings with clustering, error estimates, and visualizations.

#### **Applied Data Science Projects**

#### University of Wisconsin-Madison Department of Epidemiology

Lead analyst for a spatial analysis of breast cancer incidence and survival using generalized additive models, multiple imputation, and variable width smoothing techniques. Paper in preparation

#### University of Wisconsin-Madison Department of Medicine

Lead analyst for a study of UW's MD/PhD training program. Used a variet of multivariate generalized linear mixed effects models and creative visualizations to answer a diverse set of applied questions. Paper under



# Mark Craven Professor Department of Biostatistics and Medical Informatics Department of Computer Sciences University of Wisconsin-Madison

Home	Research	Group	Publications	Teaching	Contac

I am a professor in the Department of Biostatistics and Medical Informatics at the University of Wisconsin, and an affiliate faculty member in the Department of Computer Sciences. I am the Director of the Center for Predictive Computational Phenotyping, one of the NIH's Centers of Excellence for Big Data Computing. I am also the Director of the NIH/NLM-frunded Computation and Informatics in Biology and Medicine (CIBM) Training Program, and a member of the Institute for Clinical and Translational Research, the Carbone Cancer Center, and the Center for Genomic Science Inprovation

I am also involved in the large and vibrant machine learning and quantitative biology research groups at the University of Wisconsin.

www.biostat.wisc.edu/~craven

# What to include

- ▶ Who you are
- ► How to contact you
- ► Links to your other sites (e.g., GitHub and Twitter)
- ► What you have been up to
- ▶ Resume/CV

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- ▶ What you have been up to
- Resume/CV

Don't include: "under construction"

# How to make a website

- html-based page at biostat.wisc.edu
- Google sites
- ► Github pages (uses jekyll)
- ► Blogdown (uses hugo)
- ► Create your own domain, e.g. at Google domains

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Does it look okay on a phone?

# Blogs make the world better

# Why blog?

- ▶ Practice writing
- ► Share small, useful things you've figured out
- Present side projects that could be really interesting to others
- ► Connect with people









### 2019

data analysis principles

reproducibility guidelines

omg, binder!

writing text in Minecraft with R

another new laptop

### 2018

twitter break

learning a new programming language

# Better-looking LaTeX/Beamer slides

013-10-07

I like to use <u>LaTeX</u> to make slides for talks, largely because I prefer to write code (rather than use a mouse and menus) for control of things like colors and figure placement.

Most people that use LaTeX to make slides seem to use <u>Beamer</u>, but the resulting slides are usually a bit busy, like this:



# Better-looking LaTeX/Beamer slides

013-10-07

After several days work, I've finally figured out how to create LaTeX/Beamer-based slides that look like what I want:



#### Crayon colors in R

2014-05-07

Last night I was working on a talk on creating effective graphs. Mostly, I needed to update the colors, as there'd been some gaudy ones in its previous form (e.g., slide 22).

1 min read

I usually pick colors using the crayons in the Mac Color Picker. But that has just 40 crayons, and I wanted more choices.

That led me to the <u>list of Crayola crayon colors on wikipedia</u>. I wrote a ruby script to grab the color names and codes and added them to my R/broman package.

Use brocolors ("crayons") to get the list of colors. For example, to get "Tickle Me Pink," use

library(broman)
pink <- brocolors("crayons")["Tickle Me Pink"]

Use plot crayons() to get the following summary plot of the colors:



# Thoughts on statistical consulting

2013-04-02

The <u>Statistics Department</u> at <u>UW-Madison</u> has a course on statistical consulting, offered each semester. I'm often asked to give a lecture, which I do in an informal way: summarizing my experiences and answering questions.

I thought it might be useful write my thoughts on statistical consulting here: why, how, and difficulties. This will be a bit rough, and long. I'll revert to bullet points, to be more compact (and because I'm lazy).

#### My situation

I'm an applied statistician at a university. I have no defined consulting responsibilities. Others at the university have a defined consulting role for a department or school, which pays part of their salary. And then there are statisticians in industry (some effectively doing statistical consulting within a company), or working for a consulting company or as a contractor; I don't know much about these things, but only about my own situation: I feel I should do my best to help colleagues who ask for my advice (though I can say no, at least in theory).

### MongoDB with D3.js

015-06-23

I consider interactive data visualization to be the critical tool for exploration of high-dimensional data.

That's led me to spend a good amount of time in the last few years learning some new skills (D3 and CoffeeScript) and developing some new tools, particularly the R package R/qtlcharts, which provides interactive versions of the many data visualizations in R/qtl, my long—in–development R package for mapping genetic loci (called quantitative trait loci, QTL) that underlie complex trait variation in experimental organisms.

<u>R/qtlcharts</u> is rough in spots, and while it works well for moderate-sized data sets, it can't well handle truly large-scale data, as it just dumps all of the data into the file viewed by a web browser.

For large-scale data, one needs to dynamically load slices of the data based on user interactions. It seems best to have a formal database behind the scenes. But I think I'm not unusual, among statisticians, in having almost no experience working with databases. My collaborators tend to keep things in Excel. Even for quite large problems, I keep things in flat files.

### apply vs for

013-04-0

It's widely understood that, in  $\underline{R}$  programming, one should avoid for loops and always try to use apply-type functions.

But this isn't entirely true. It may have been true for Splus, back in the day: As I recall, that had to do with the entire environment from each iteration being retained in memory.

Here's a simple example:

There's a great commentary on this point by Uwe Ligges and John Fox in the May, 2008, issue of R News (see the "R help desk", starting on page 46, and note that R News is now the R Journal).

# Statistical Modeling, Causal Inference, and Social Science HOME BOOKS BLOGROLL SPONSORS AUTHORS FEED IN

# "The Role of Nature versus Nurture in Wealth and Other Economic Outcomes and Behaviors"

Posted by Andrew on 22 October 2019, 1:31 pm

Sandra Black, Paul, Devereux, Petter Lundborg, and Kaveh Majlesi write:

Wealth is highly correlated between parents and their children; however, little is known about the extent to which these relationships are genetic or determined by environmental factors. We use administrative data on the net wealth of a large sample of Swedish adoptees merged with similar information for their biological and adoptive parents. Comparing the relationship between the wealth of adopted and biological parents and that of the adopted child, we find that, even prior to any inheritance, there is a substantial role for environment and a much smaller role for pre-birth factors and we find little evidence that nature/nurture interactions are important. When beguests are taken into account, the role of adoptive parental wealth becomes much stronger. Our findings suggest that wealth transmission is not primarily because children from wealthier families are inherently more talented or more able but that, even in relatively egalitarian Sweden, wealth begets wealth. We further build on the existing literature by providing a more comprehensive view of the role of nature and nurture on intergenerational mobility, looking at a wide range of different outcomes using a common sample and method. We find that environmental influences are relatively more important for wealth-related variables such as savings and investment decisions than for human capital. We conclude by studying consumption as an overall measure of welfare and find that, like wealth, it is more determined by environment than by biology.

Black is speaking at the sociology department this Thursday. The topic seems important.

#### Search RECENT COMMENTS > Anoneuoid on "Starting at the beginning again can be stressful, But, opportunities are finally coming into focus . . . " > Daniel Lakeland on "Starting at the beginning again can be stressful. But. opportunities are finally coming into focus . . . " > Anoneuoid on "Starting at the beginning again can be stressful, But. opportunities are finally coming into focus . . ." > Anoneuoid on "Starting at the beginning again can be

statmodeling.stat.columbia.edu



# Simply Statistics

A statistics blog by Rafa Irizarry, Roger Peng, and Jeff Leek

#### You can replicate almost any plot with R

♣ Rafael Irizarry m 2019/08/28

Although R is great for quickly turning data into plots, it is not widely used for making publication ready figures. But, with enough tinkering you can make almost any plot in R. For examples check out the flowingdata blog or the Fundamentals of Data Visualization book. Here I show five charts from the lay press that I use as examples in my data science courses. In the past I would show the originals, but I decided to replicate them in R to make it possible to generate class notes with just R code (there was a lot of googling involved).

Read more »

#### So You Want to Start a Podcast

♣ Roger Peng m 2019/08/27

Podcasting has gotten quite a bit easier over the past 10 years, due in part to improvements to hardware and software. I wrote about both how I edit and record both of my podcasts about 2 years ago and, while not much has changed since then, I thought it might be helpful if I organized the information in a better way for people just starting out with a new podcast.

### **StatsChat**



"Statistical thinking will one day be as necessary for efficient citizenship as the ability to read and write." - H.G. Wells

October 23 2019

#### Publicise it while it still works?

By Thomas Lumley

This is from The Times. In fact, per the BBC, it's the leading story on the front page of tomorrow's Times, above Brexit.

# Doctors hail first drug to 'slow down' Alzheimer's

New treatment may reduce mental decline by 25%

awaiting the opinion of US regulators. they were looking forward to seeing who are in talks with the drug's corner . more data, the drug had "the notential

Tom Whipple Science Editor

James Dean US Business Editor is caught in its earliest stages.

It would be the first effective treatucts, it had originally failed in trials. that one could be in sight."

Anton Porsteinsson, director of the Doctors have seelcomed a "turning amostigator in the study, said it resoldpoint" in the treatment of Alzheimer's and now home for families. "There is been waiting for this moment." Both the UK's main Alzheimer ment for the biggest single cause of charities said they were excited by the dementia, validating billions of pounds announcement. Hilary Evans, chie of research and decades of stork. Biogen's drug, aducanumab, would said: "People affected by Alzheimer's also be one of the most stunning rever-have waited a long time for a life sals in the history of pharmaceutical changing new treatment and this excitdevelopment Like several similar prod- ing announcement offers new hope formation was needed and they were the Alzheimer's Society, said that while

Recent comments Matthew Rudling: Thank you for the response! I was pretty much on the fence with this one. Although I don't David Scott: Because their last game was nearly a year ago, when their ratings were very similar in my rating calculations (about ... Matthew Rudling: Why would South Africa beat Wales? In the last three matches Wales beat them. Popular posts Rugby World Cup Predictions 3 Predictions for the RWC Quarter-Finals Latest posts

statschat.org.nz



## 2019

Some things I don't like about the Oxford-Munich Code	2019/10/01
How to review a book	2019/09/13
Why isn't rimu tidy?	2019/09/10
(What's up with the brackets?)	2019/09/10
A package for multiple-response data	2019/09/05
Adding new functions to the survey package	2019/07/16
Denominator degrees of freedom in svyglm	2019/06/26
Wald, score, LRT: the picture	2019/06/20

notstatschat.rbind.io

# Julia Evans PROJECTS TWITTER THUSE

FAVORITES ★ ZINES ★ RSS

Hey! I'm Julia. Welcome to my blog. Here's every post I've ever written, organized by category. Enjoy! You can subscribe to a weekly digest of these blog posts.

I also publish computer zines at Wizard Zines.

#### Most recent 10 posts

Oct 21 2019 Print box set of my free zines

Oct 3 2019 SQL queries don't start with SELECT Oct 1 2019 Zine revenue for 2019

Sep 30 2019 Notes on building SQL exercises

Sep 13 2019 Taking a year to explain computer things

Sep 6 2010 New zine: HTTP: Learn your browser's language!

Sep 1 2010 How to write zines with simple tools

Aug 30 2019 git exercises: navigate a repository

Aug 27 2019 curl exercises

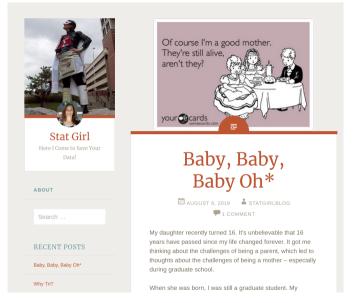
and all posts by category:

#### Cool computer tools / features / ideas

Nov 2018 Tailwind: style your site without writing any CSS!
Sep 2018 An awesome new Python profiler: py-spy!

May 2018 Batch editing files with ed

jvns.ca



statgirlblog.wordpress.com



### Yihui's Blog

 $R \cdot statistics \cdot life \cdot random thoughts$ 

#### 2019

2019-07-16 Romain Lesur: The Most Wonderful Collaborator I Have Ever Worked With

2019-06-28 On TIOBE Index

2019-05-22 From RTFM to ITFM (Improve The Fine Manual)

2019-05-01 August 12, 1991 Review of S-PLUS Statistical Software

2019-04-30 Naming Software Packages with Common Words

2019-03-06 The Implementation of 'volo = TRUE' in xaringan via volofy()

2019-02-20 The Ultimate Infinite Moon Reader for xaringan Slides

yihui.name/en

## Concerns

- ► Putting yourself out there
- ► The web is forever
- ► People can be cruel or even evil, especially to women
- Feeling guilty for not posting

# Twitter is not entirely bad

# Why twitter?

- ► Publicize your stuff (blogs, papers, projects)
- ► Learn about new things
- ► Get help (e.g. with programming)
- ► Find a crew of people who share your interests
- ► Complain about stuff

### Homework 4 - Karl Broman's Socks



That the 1st 11 socks in the laundry are each distinct suggests there are a lot more socks.

♣ Reply **13** Retweet ★ Favorite \*\*\* More









### AmeliaMN

Stats & data science professor at GUCLA/GMossioster alumna, Into data visualization and open science, obsessed

with R. pronoun is/she



### Colin Fav @ ColinFav

I write code at @ThinkR FR

@ Rennes, France



### Mara Averick Wideland and ma

Sidverse of mistude, 49 hoop head. oneshoab, blatherskite, lesser 1/4 of @batolgandme (M) ■ she/her

Massachusetts



#### Hadley Wickham O @hadleywickham

R. data. visualisation, 🦮 😤 🌈 Herhim

& hadley.nz



#### Hilary Parker Whapter

Data Scientist @SttchFix, co-host of @MCCDescritions Bretate Broatlactics

♠ hilaryparker.com



#### Karthik Ram @ inundate

Data Scientist at Berkeley Institute for Data Science hide barketor edu. Scientist at Berkeley Initiative for Global Change Richary Co.founder + least Street en



#### Jenny Bryan @JennyBryan

Software engineer @rstudio, humane distants, adjunct prof. (BURC where I created @STAT545, part of @ropensci



#### Kara BOO! \* @kara\_woo

Research scientist at @sepobio, Data curation, visualization, firsters. reproducibility, open science, ballet. sho bor



#### Lucy::assistant\_prof( ✓) @UnruState

stats assistant professor @WakeForest a new mama >= formerly (Dibubiostat (Dyandy biostat

Sture of po-franciar (IC) selice Nashvilla \*: . disney, optimism, distats



## (Bminebooek

@OnenintroOut British data science+stats ed. #dataviz, #RLadios EDL (Octionate), cat videos = instant amiles, Sherber,



#### Scott @sckottie

programmerologist - @ropensci cofounder

@ /usr/46



#### Susan Holmes #BShedreleshideness

Statistician Mother Doof Grandesthe 'It is a capital mistake to theorize before one has data Insensibly one begins to twist facts to mid theories" Sharlock &



### (Estephaniehicks

Astatistics Egenomics Edutascience Anstals, asst prof. #WomeninSTEM advoc, @JHUDataScience Lab. @Correspond/urb co-host. @fil.adjesBroom co-founder, more, shaher

& stephanieticks.com



#### Thomas Lin Pedersen 49thomasol5

Visualization and Data Science (Bretude) Writes about it on data impointal core. Generative Art. Support: patreon.com/fhomasp85 pareon.com/momaspec paypel.me/homasp85

@ Copenhagen, Denmark @ attub.com/thomasoRS



#### Thomas Lumley 47thlumies

Statistics, Computing, Genetics, Choral music. Product of more than one country. May contain nuts.

@ notstatschat thind to



# Alberto Cairo @AlbertoCairo

Knight Chair at the U of Miami. NEW BOOK: 'How Charts Lie' (W.W. Norton). Previous: The Truthful Art (2016). Consultant and freelancer

albertocairo.com

O USA, Brazil, Spain

 ${\color{red}\mathscr{O}}\ the functional art.com$ 



## Lynn Cherny

@arnicas

Data science, data vis, python, r, JS/D3.js, NLP, analytics; gender, science fiction, TV. Ex-researcher/academic with Stanford PhD.

O Lyon, France



## Nadieh Bremer

@NadiehBremer

Freelancing Data Visualization Designer. Graduated Astronomer. Love D3 | R | hexagons | travel | cats | paper art. instagram.com/nadiehbremer

Amsterdam, The Netherlands

⊗ visualcinnamon.com



Angela Bassa 🏠 👸 🧹 @AngeBassa



I try to make sure we math on robot data right. Head of Data Science, Data Engineering, and Machine Learning @iRobot, Mathematician from @MIT. Oninions mine

@ Boston, MA

@ angelabassa.com/fag



Caitlin Boo-don 🎃 @beeonaposy

Data, traveling, and tacos, Cubs fan, Lead Data Scientist @onlinemeded. Coorganizer of @rladiesaustin, #pvdata. #rstats. #NASAdatanauts

O Austin, TX

@ caitlinhudon.com



### Casey Fiesler, PhD, JD, geekD

@cfiesler

Faculty in @CUinfoscience by way of @gtcomputing & @vanderbiltlaw.

Studying social computing, law, ethics, fandom. Max level geek. Views/opinions my own!

O Boulder, CO 



## **Greg Wilson**

@avwilson

Son of two immigrants. Married to an immigrant. Come a long way, got a long way to go.



### Hilary Mason O @hmason

Working on something new. I 💜 data and cheeseburgers.

@ NYC @ hilarymason.com



### Megan Risdal 👾 @MeganRisdal

Product Manager @StackOverflow. Former Product Lead @Kaggle, Xoogler @GCPCloud. Data/Science/Language. Weirdness, Minnesotan in Los Angeles. Tweets mine.

O Los Angeles

@ mea.dev



## vo vehudi @yoyehudi

I make software. Heart open\*, scifi, cycling, running, veggies. Also @codeisscience & @intermineorg. @softwaresaved Fellow.

Cat butler @ Cambridge, UK

⊗ yo-yehudi.com



## Nancy Sims

Copyright Libn at U of MN. JD/MLS. ~50% tech/lib/acad law; ~40% other leftish politics, ~10% dogs/bugs/space/crafts. Any pronouns. simple com/copyrightlibn

Minneapolis, MN



## Don Moynihan 📀

@donmovn

Professor at Georgetown, Visiting Professor at Oxford & Aarhus, Immigrant. Views my own. New book on administrative burdens russellsage, org/publications/a...

Washington DC

gufaculty360.georgetown.edu/s/conta ct/0033...



## Kristin Briney

Biology librarian, ISO 8601 enthusiast, data nerd, privacy advocate, tea drinker, author of "Data Management for Researchers": bit.ly/18ytZXL [she/her/hers]

⊚ Los Angeles, CA
⊘ dataabinitio.com



### Hank Reichman

@HankReichman

Chair AAUP Committee A on Academic Freedom and Tenure; Chair AAUP Foundation. Author, The Future of Academic Freedom (Johns Hopkins University Press, 2019).

O Albany, CA

@ academeblog.org/author/hankrei...



## Hot Jupiter Wade

@TheGnan

Library Barbarian // Ambient Sound Explorer // Hair Maven // Woman On The Edge of Time // Migrainess // She/Her/That Bitch



### Nick Fleisher

@nickfleisher

Assoc prof @uwmling, pres @aaupwi.
Mostly syntax, semantics, WI politics,
higher ed. Views mine and possibly yours
too. Blog: languagepolitics.org

Milwaukee

€ people.uwm.edu/fleishen/



## Eva 📀

Director of Cybersecurity @EFF/ Tech advisor at @freedomofpress @callisto @CLTCBerkeley and more/ My tweets are my own

& eff.org



### Hannah Recht

@hannah recht

Data journalist at Bloomberg

@BBGVisualData. Policy, health,
Census, R, gifs.

O New York, NY

@ hrecht.github.io



### Lisa @meandertail

7% human, 1% caffeine, 1% EtOH, 1% capsaicin, 90% microbiome. These are my own views (my employer doesn't have opinions about The Bachelor).



### Laura Williams

@MicroWavesSci

I am a microbiologist who uses genomics to study ecology and evolution of the littlest life. Assistant professor, Providence College



## Amy Lee

80% Microbiologist, 10% foodie/baker, 5% ceramic artist and 5% knitter. Loves data food and art



## Rani Molla 🤣

@ranimolla

Data Editor @Recode / @voxdotcom making information visual. @Bfly / @business @WSJ @Gigaom @Columbiajourn alumna. Generalist.

Brooklyn



## Melissa A. Wilson

@sexcillab

Studying sex chromosomes, populations & evolution. Let's talk science. mathbionerd blogspot.com

⊚ Tempe, AZ

& sexchrlab.org



## Myfanwy Johnston

Expect hilarious R code, #rstats

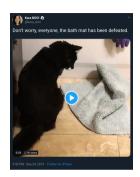
# cats













# cheese









# software









# random stuff









# more random stuff





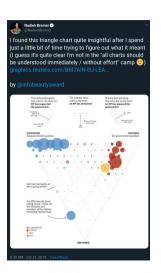




# data vis











# more cats







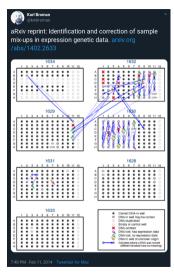




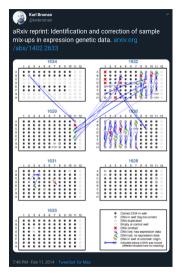




# papers

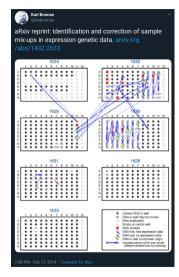


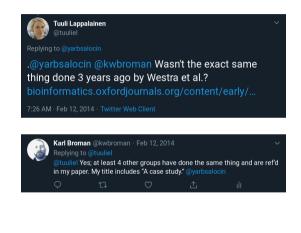
# papers





# papers







# Twitter challenges

- ► Controlling your time
- Keeping up
- ► People can be cruel or even evil, especially to women
- ► Feeling like a loser

# Other sites

- ► GitHub
- ► Google scholar
- ► ORCID
- ► YouTube
- ► Facebook
- ► LinkedIn

# Summary

- Create a personal website, preferably with a semi-permanent URL
- Consider writing an occasional blog post
- Consider participating on twitter
- List your website on the other sites; list the other sites on your website
- ➤ You don't need to include a picture, but consider at least making an "avatar"

# Slides: kbroman.org/Talk\_SocialMedia



kbroman.org

github.com/kbroman

@kwbroman