Digital Presence 101

Proseminar

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• What does it mean to create and maintain a digital presence? What concerns should guide our approach to managing your digital self? How can digital visibility benefit your scholarship, pedagogy, and service? In this workshop, we will consider the challenges and benefits linked to crafting our digital persona.
What could we talk about?
• Data
• Audience and Engagement
• Visualization
• Network Analysis
• Text Mining
• Digital Teaching and Learning
• Podcast and Digital Media
• Open Access
• Funding
Who is the Digital You?

Let’s Find Out
My colleague Kera Lovell uses Mindmaps in her class to get students to think through a concept.

https://keralovell.com/
Make me a Map: Who is the Digital You?

• Make a Mindmap of your digital presence
• Search for yourself online
  • Use two difference browser
  • Do it in private mode and in public mode
  • Look beyond the third page
• Who do you see?
THE INTERNET MAPPING PROJECT
Please draw a map of the internet, as you see it. Indicate your “home.”
Visitors and Residents

- A continuum of modes of engagement based on motivation to engage not technical skill or age
- Not two 'types' of people - a range of modes based on context and motivation
- Does not assume that ownership of technology = high levels of digital capability
Visitor mode:

The Web as a series of ‘tools’

Leaves no social trace

Instrumental, defined goals

Examples include:
- Searching for information
- Reading information
- Watching videos
- Shopping
- ‘Lurking’ in Resident spaces
Resident mode:

The Web as a series of ‘places’
Leaves a social trace
Going online to engage with others
Requires a digital identity

Examples include:
- Active in Social Media
- Joining in discussions
- Commenting
- Being socially present in email

Eric Sonstroem
Visitors and Residents

Activity towards the middle of the continuum is in 'closed' groups or communities.

Highly Resident activity is extremely visible online.
Typology

What do we mean by Digital Presence?
Some Pathways

• Scholarly Communication
• Scholarly Community
• Scholarly Dialogue / Activism
Scholarly Communication

- Social Media
  - Personal and Not Personal
- Digital Forums
  - Formal and Informal
- Newsletters
  - What groups do you want to follow?
Scholarly Community

- Professional Societies
- Humanities Common
- Hashtags
- Listserv
Scholarly Dialogue / Activism

• Blogs
• Hashtags
• Teaching
A GOOD QUESTION TO ASK

What is your goal?
Digital Infrastructure
Resources and Frameworks
DH @ MSU: Get Connected

• DH @MSU
  • http://digitalhumanities.msu.edu/

• Slack channel
  • https://msudh.slack.com/

• Newsletter
  • Sign up Now.... I will wait.

• Event Calendar
  • http://digitalhumanities.msu.edu/eventslist/

• Funding Opportunities
  • http://digitalhumanities.msu.edu/seed-grant-funding/

• Curriculum
  • Certificate  (For Graduate Students ) http://digitalhumanities.msu.edu/curriculum/
DH @ MSU: Get Connected

• DH @MSU
  • http://digitalhumanities.msu.edu/

• Digital Presence Fellowship
  • https://domains.cal.msu.edu/

• Humanities Commons
  • https://hcommons.org/

• What do you think?
The Baseline

What do I need
Building Your Digital Presence

• Website
  • Portfolio
  • Digital Home

• Build it
  • Domains @MSU
  • Humanities Commons
On the Edge
Social Media
Fuzzy for a reason
Academics + Social Media

• Twitter
  • Interest driven audience
  • Educated
  • #Hashtags
The Dangers
When Social Media Goes Wrong
The Young Academic's Twitter Conundrum

The social-media platform is a robust ecosystem for brand-building, research-sharing, and career-ruining.

OLIVER BATEMAN  MAY 10, 2017
KU professor suspended after blaming NRA for Navy Yard mass shooting

As a journalism professor at the University of Kansas continued to defend his tweets about the National Rifle Association following the mass shooting at the Navy Yard in Washington, DC, he was suspended.

KU officials initially said Thursday that David Guth’s tweets were repugnant, but he had free-speech rights. University officials emphasized Guth’s tweets do not reflect the views of the university.

But the university announced Friday that Guth has been suspended.

“In order to prevent disruptions to the learning environment for students, the School of Journalism and the university, I have directed Provost Jeffrey Vitter to place Associate Professor Guth on administrative leave. Simultaneously, I am also taking action to immediately suspend Guth from teaching duties,” KU President Stephen A. Boudreaux said in a statement.}

The Notre Dame Cathedral fire isn’t the only tragedy to happen on April 15
Police: Mother and son arrested at Walmart after performing karate, getting nude
14-year-old struck by vehicle in south Overland Park dies
Win a freezer full of Reese’s eggs this summer
Mother ticketed while breastfeeding baby in backseat of parked SUV
Teen shot outside Landmark Skate Center in Lee’s Summit
Large hail, damaging wind biggest concerns with Wednesday evening storms
3 children identified as those accused of vandalizing Kansas band room, won’t face charges
Loaded gun in diaper bag goes off, shoots man and toddler in car parked outside Chuck E. Cheese’s
French billionaires pledge $339 million to help rebuild Notre Dame
The University of Illinois at Urbana-Champaign reached a settlement with Steven Salaita, a professor who had a job offer revoked by the school after he tweeted incendiary statements about Israel during the country’s war with Hamas in Gaza.
Policy Check

Social Media
MSU Social Policy

• Clearly identify who you are.
• Make it clear that the views expressed are your own.
• Consider using a standard disclaimer: The opinions expressed here are the views of the writer and do not necessarily reflect the views and opinions of Michigan State University.
• Do not speak on behalf of the university or portray yourself as a spokesperson for the institution.
• Do not use MSU logos or registered trademarks.
• Do not disclose financial or confidential student, faculty, staff, athletic, research, or institutional information.
• Do not share personal information or conversations of associates or partners unless you have their written permission to do so.
• Be aware of the privacy settings and user options associated with the social media tools you use and the audiences who will have access to content you publish.
• Remember that you are responsible for what you post on your own site and on the sites of others.
• Consider departmental and university-wide rules about use of MSU IT resources.
• Personal use of social media should generally take place during nonworking hours using personal computing resources (i.e., not owned or managed by MSU).
Understanding the difference between an MSU work account and a personal account

• Use professional contact information for accounts that represent a component of your work at MSU. Use personal contact information for accounts that are strictly non-work-related or accounts that are a blend of professional and personal information. If you're not sure whether to use your personal or professional contact information, err on the side of using your personal information.
•Thank You 😊