

# Establishing a Professional Presence in the Online World

Unraveling the mysteries of social media and more

Tammy Kolda  
Online Publication Lists

<Me>  
Tools for Social Media

Nicholas J. Higham  
Blogging & Tweeting for Mathematicians

Karthika Muthukumaraswamy  
On the verge of a SIAM Community Blog





# **Tools for Social Media**

David F. Gleich  
Social Media User

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# **Our presence in the offline world!**

If you got a card,  
you are eligible for a prize

- What's out there
- What I use
- How I manage

## **Tools for Social Media**


David F. Gleich  
Social Media User



# Social Media



## 1-1

Google Hangouts  
 FaceTime  
 Skype  
 Text Messages  
 Email   
 Telephone  
 Letters



Postcards

## 1-Many

YouTube  
 Vimeo  
 Wordpress.com  
 Wordpress site  
 Slideshare  
 Blogs  
**siam** talks  
 Personal web-pages  
 Newsletter columns

Christmas Cards

## Many-many

 LinkedIn  
 Google+  
 Twitter   
 GitHub  
 Stack-Exchange  
**siam** Coffee breaks!

 Facebook  
for personal -- not professional -- social networking  
 I think of facebook like a bar & family gathering



# Facebook

for personal -- not professional -- social networking  
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Geocities

Myspace

Friendster

Google Buzz

Yahoo Buzz

Orkut

Posterous

Google Reader






# Social Media



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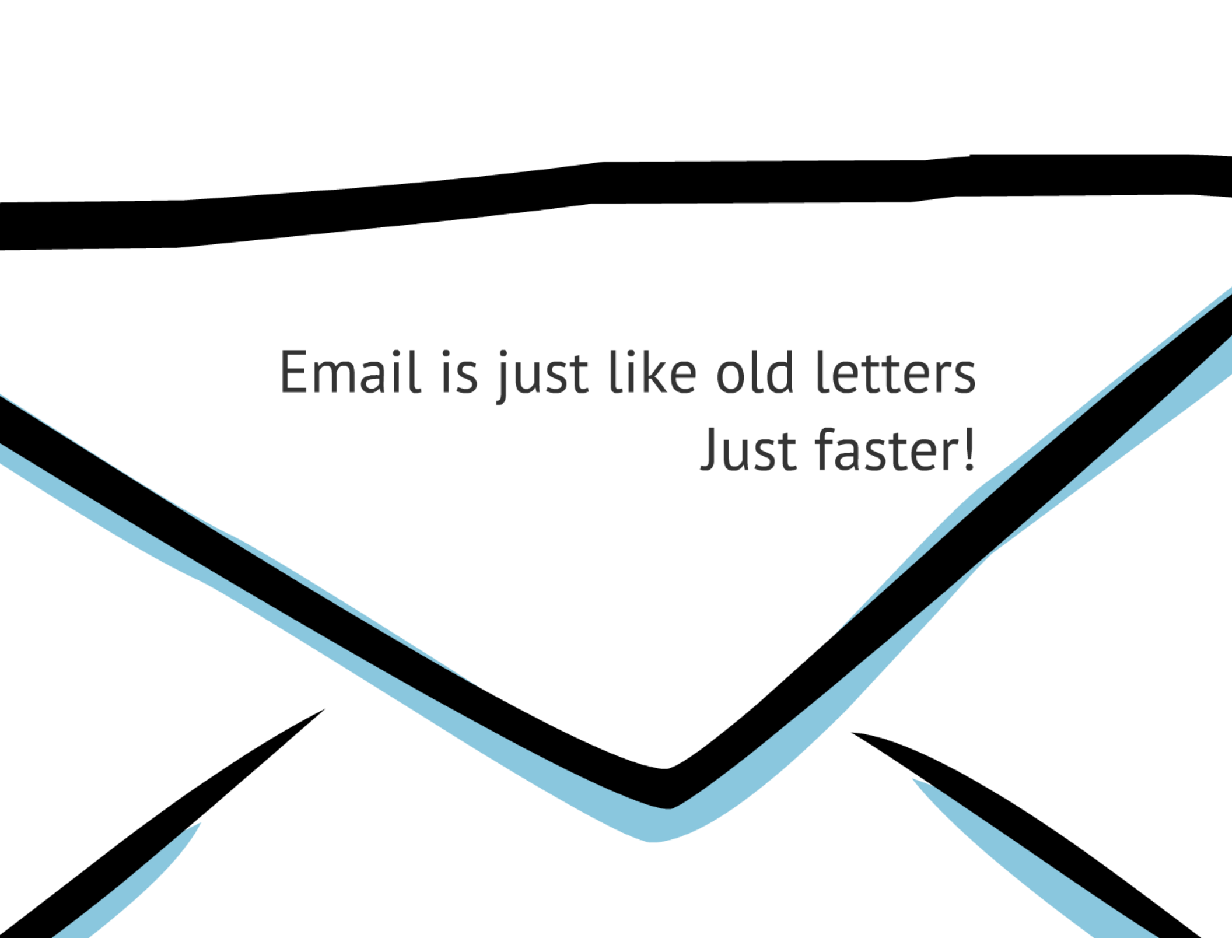
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Email is just like old letters  
Just faster!



Social media tools make human communications


easier  
faster  
better?



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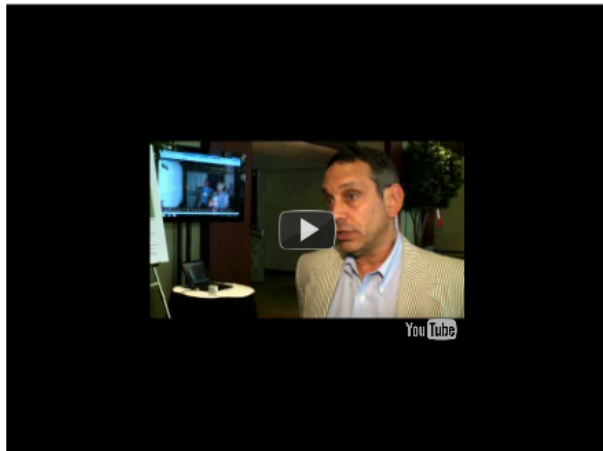
video chatting  
makes our  
communication  
easier

# You Tube

Conferences

Demos

Talks






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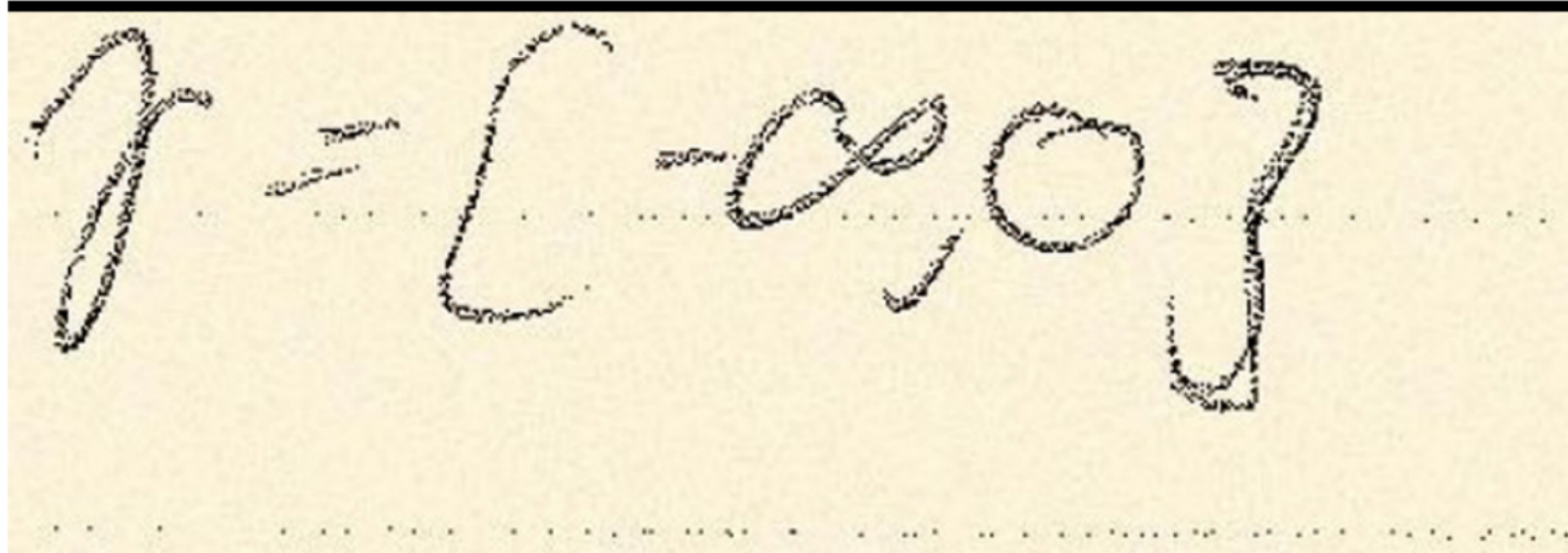
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## David Gleich: a notebook

David Gleich: a notebook



Home

### **A call to update the Lake Arrowhead graph!**

Posted on [June 28, 2013](#)

Please read [Cleve Moler's blog post about the Lake Arrowhead matrix too](#) and



# Wordpress.com does Math

Another intention is writing about mathematics. Towards that end, I need latex. My favorite latex example is the simple definite integral  $f(y) = \int_0^y f(x) dx$ . In a bad math font, the simple integral never looks correct. I also work with linear systems:  $Ax = b$ .

### David Gleich



Style your profile

Edit profile

37 SlideShares  
28 Followers

- United States
- Assistant Professor at Purdue University
- Technology / Software / Internet
- [www.cs.purdue.edu/homes/dgleich](http://www.cs.purdue.edu/homes/dgleich)

#### Followers (28)



David Gleich Embed

# Tall-and-skinny QRs and SVDs in MapReduce

Yangyang Hou  
Purdue, CS

Paul G. Constantine  
**Austin Benson**  
Joe Nichols  
Stanford University

Mainly funded by Sandia National Labs  
CSAR project, recently by NSF CAREER,  
and Purdue Research Foundation.

**David F. Gleich**  
Computer Science  
Purdue University

David Gleich · Purdue ICML2013

**Presentations** 37

- Tall-and-skinny QRs and SVDs in MapReduce
- Vertex Neighborhoods, Low Conductance Cuts, and Good Seeds for Local Community Methods
- A dynamical system for PageRank with time-dependent teleportation
- How Does Google Google?



### Matrix methods for Hadoop

3 months ago, 60 slides

Edit Actions

5185 views

0 likes

0 comments

68 downloads


# Upload slideshows & track viewers



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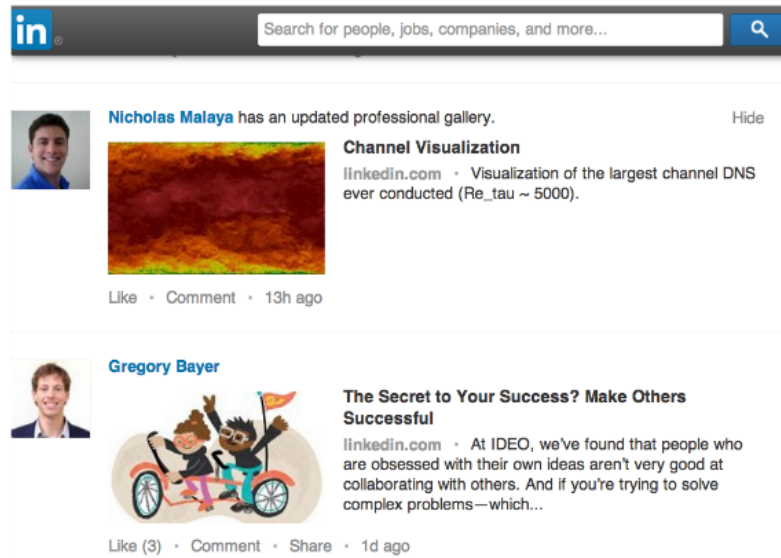
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# LinkedIn



The screenshot shows the LinkedIn interface. At the top is the LinkedIn logo and a search bar with the text "Search for people, jobs, companies, and more...". Below the search bar are two posts:

**Post 1:** A profile picture of Nicholas Malaya is on the left. To the right, the text reads: "Nicholas Malaya has an updated professional gallery." followed by a "Hide" link. Below this is a "Channel Visualization" post from linkedin.com, featuring a heatmap image and the text: "Visualization of the largest channel DNS ever conducted (Re\_tau ~ 5000)". At the bottom of the post are the options "Like · Comment · 13h ago".

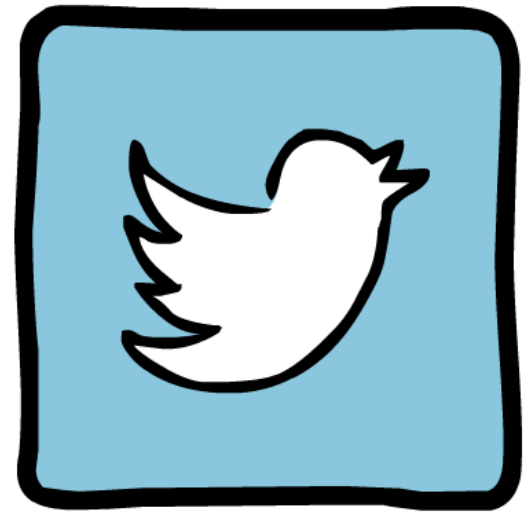
**Post 2:** A profile picture of Gregory Bayer is on the left. To the right, the text reads: "Gregory Bayer" followed by "The Secret to Your Success? Make Others Successful". Below this is a post from linkedin.com featuring an illustration of two people on a bicycle and the text: "At IDEO, we've found that people who are obsessed with their own ideas aren't very good at collaborating with others. And if you're trying to solve complex problems—which...". At the bottom of the post are the options "Like (3) · Comment · Share · 1d ago".

Job networking  
(Professional Facebook)

# Google+

# Twitter

for keeping up with the field -- short messages and quick notices



# GitHub

## GitHub

A social site to share source code & more!

- My software projects
- Paper repositories
- Collaborative datasets

## Stack Overflow

A set of topical Q&A site for just about anything


- Latex pros!  
([tex.stackexchange.com](http://tex.stackexchange.com))
- Research level mathematics (Terry Tao)
- Linear algebra, optimization, sci-comp, cooking, & more



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# ... how do I manage ?

A day in the life of David

## Flipboard

Your own newspaper!

- IEEE Magazine
- ACM Magazine
- Hacker news

## Feed.ly / Reeder

Your own columnists!

- Nick Higham's blog
- Terry Tao's blog
- Undocumented Matlab
- arXiv?

## Instapaper

Your own journal!

- Store articles for future reading.
- But no PDFs :-)

Can easily share to Twitter & Email.



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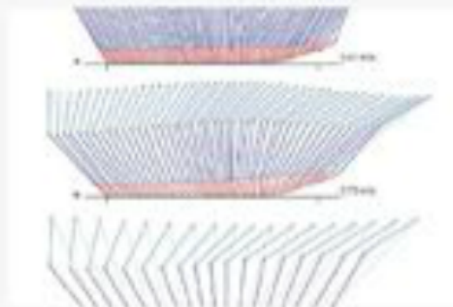
Contents


**ResearchBlogging.org**


## It's all in the toes – Why Old World monkeys change their limb posture to run « Brian Switek

 Shared by **ResearchBlogging.org**

brianswitek.com - Just by looking at its limbs, you can tell that a cheetah is born to run. Not only does this felid have non-retractable claws which act like cleats on a runner's shoe - a unique feature among big cats - but it also has the familiar tip-toe limb posture which allows the carnivore to reach further with each stride during the chase. Many other fast-moving



## Optics Confidential: How a changing world affects senior scientists?... and summertime pastimes

 Shared by **ResearchBlogging.org**

pabloartal.blogspot.com - Prof. Artal, I guess my situation is very different from most of your typical readers. I am an university professor near the retirement age. But, to be honest I feel confused on how other scientists (of course, younger than me) behave these days. I should not say that many actions look to me unethical... but not too far. Do you have the same experience? C.A.S. Poland.

Dear C.A.S., I am still relatively far from my retirement age, but I fully understand what

## Does drinking beer increase your attractiveness .... to mosquitoes? : Greg Laden's Blog

 Shared by **ResearchBlogging.org**

scienceblogs.com - The anopheles mosquito, *Anopheles gambiae*, is the primary vector for human malaria. Mosquitoes in general, the *A. gambiae* included, find their prey by tracking body odor exuded from the breath and skin. Apparently, the composition of body odor determines *A. gambiae*'s preference for one individual over another. It has been



# Feed.ly / Reeder

Your own columnists!



# Insta

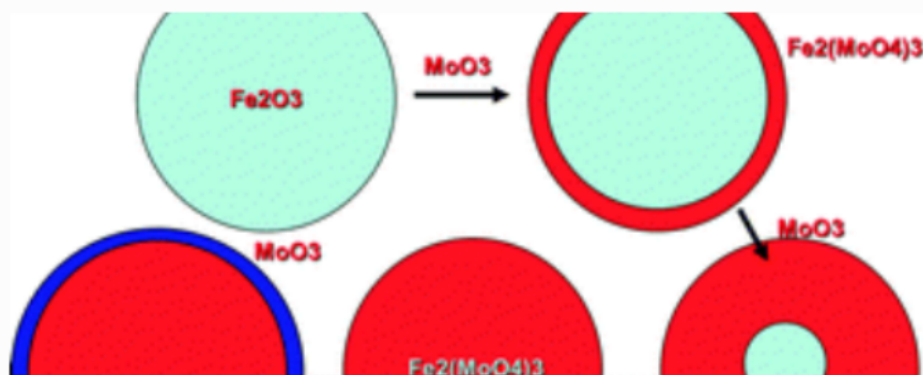
Your own

- Nick Higham's blog
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- Undocumented Matlab
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- S
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- r
- B



## Evolution of active catalysts for the selective oxidative dehydrogenation of methanol on Fe<sub>2</sub>O<sub>3</sub> surface doped with Mo oxide



Phys. Chem. Chem. Phys., 2013, Advance Article DOI: 10.1039/C3CP50399B, Paper M. Bowker, C. Brookes, A. F. Carley, M. P. House, M. Kosif, G. Sankar, I. Wawata, P. P. Wells, P. Yaseneva Build up Fe<sub>2</sub>(MoO<sub>4</sub>)<sub>3</sub> with addition of MoO<sub>3</sub> monolayers to Fe<sub>2</sub>O<sub>3</sub>. Ultimately, when ferric molybdate formation is saturated, a complete layer of molybdenum oxide forms at the surface. To cite this article before page numbers are assigned, use the DOI form of citation above. The content of this RSS Feed (c) The Royal Society of Chemistry RSC - Phys. Chem. Chem. Phys. latest articles / 1 hour ago

## A band-Lanzcos approach for calculation of vibrational coupled cluster response functions: Simultaneous calculation of IR and Raman spectra for the complex of pyridine and a silver cation

, 2013, Accepted Manuscript DOI: 10.1039/C3CP50283J, Paper Ian Heide Godtliobsen, Ove Christiansen We describe new methods for the calculation of IR and Raman spectra from vibrational response theory. Using damped linear response functions that incorporate a Lorentzian line-shape function from the outset,... The content of this RSS Feed (c) The Royal Society of Chemistry RSC - Phys. Chem. Chem. Phys. latest articles / 1 hour ago

## Decoupling Geometrical and Chemical Cues Directing Epidermal Stem Cell Fate on Polymer Brush-Based Cell Micro-Patterns

, 2013, Accepted Manuscript DOI: 10.1039/C3IB27003G, Paper Yeei Yan, Hui Lin, Madeleine Ramstedt, Fiona Watt, Wilhelm Huck The intricacy of the different parameters involved in cell RSC - Integr. Biol. I...

## An actin length threshold regulates adhesion maturation at the lamellipodium/lamellum interface

, 2013, Accepted Manuscript DOI: 10.1039/C3IB27003G, Paper Patrick Labrosse, Luginbuhl Reto, Jean-Jacques Meister, Jess Snedeker, Benoit Vianay The mechanical coupling between RSC - Integr. Biol. I...

Stores a list of "unread" items!


# Instapaper

Your own journal!



og

- Store articles for future reading.
- But no PDFs :-)


 **Are we running out of codes? - Scientific Computing World**

Text

Archive

KpDooty: How often do you see "Supercomputing" and "Faustian Bargain" in the same article, eh?! #HPC  
<http://t.co/mVyBrw45Oj> via @scwmagazine

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 **How much faster can China go? - Scientific Computing World**

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Can easily share to Twitter & Email.

# What I left out

Dropbox  
Sharelatex

bit.ly  
tinyurl

Tumblr

Reddit



# how to make the most of social media

be genuine

show your personality

don't just brag

have fun

remember that social media is about  
making human communication better

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