



Social Media for Academics

By Mark Carrigan

Download now

Read Online ➔

Social Media for Academics By Mark Carrigan

Social media is an increasingly important part of academic life that can be a fantastic medium for promoting your work, networking with colleagues and for demonstrating impact. However, alongside the opportunities it also poses challenging questions about how to engage online, and how to represent yourself professionally.

This practical book provides clear guidance on effectively and intelligently using social media for academic purposes across disciplines, from publicising your work and building networks to engaging the public with your research. It is supported by real life examples and underpinned by principles of good practice to ensure you have the skills to make the most of this exciting medium.

You'll find advice on:

- Using social media to publicise your work
- Potential pitfalls and how to avoid them
- The evolving role of social media in higher education
- Defining digital scholarship
- Managing your identity online
- Finding time for social media
- Near-future trends in academia.

Visit Mark's blog for more insights and discussion on social media academic practice at <http://markcarrigan.net/>

↓ [Download Social Media for Academics ...pdf](#)

📄 [Read Online Social Media for Academics ...pdf](#)

Social Media for Academics

By Mark Carrigan

Social Media for Academics By Mark Carrigan

Social media is an increasingly important part of academic life that can be a fantastic medium for promoting your work, networking with colleagues and for demonstrating impact. However, alongside the opportunities it also poses challenging questions about how to engage online, and how to represent yourself professionally.

This practical book provides clear guidance on effectively and intelligently using social media for academic purposes across disciplines, from publicising your work and building networks to engaging the public with your research. It is supported by real life examples and underpinned by principles of good practice to ensure you have the skills to make the most of this exciting medium.

You'll find advice on:

- Using social media to publicise your work
- Potential pitfalls and how to avoid them
- The evolving role of social media in higher education
- Defining digital scholarship
- Managing your identity online
- Finding time for social media
- Near-future trends in academia.

Visit Mark's blog for more insights and discussion on social media academic practice at <http://markcarrigan.net/>

Social Media for Academics By Mark Carrigan Bibliography

- Published on: 2016-04-18
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .50" w x 7.52" l, .0 pounds
- Binding: Hardcover
- 208 pages

 [Download Social Media for Academics ...pdf](#)

 [Read Online Social Media for Academics ...pdf](#)

Editorial Review

Review

Mark Carrigan understands academic engagement with social media to require more than enthusiastic exhortations or dumbed down lists of rapidly out-of-date apps. *Social Media for Academics* offers a rich mix of research, scholarly commentary, discussion of key debates and potential pitfalls, personal experience and practical guidance which focuses not just on the how, but also the why of digital scholarship.

(Pat Thomson, Professor of Education 2015-10-10)

Carrigan has achieved what I thought to be impossible - produced a clear cut, incisive guide for the contemporary academic who is confused (as most of us are) about how to engage fruitfully with social media. One of the most difficult things about social media is finding a way to be true to your own personal style, while projecting an appropriate academic identity. Carrigan manages this by organising the types of social media options in what I think is a way that won't date quickly. I highly recommend this book to my colleagues and to PhD students contemplating an academic career in a world that increasingly values public engagement and impact.

(Inger Mewburn 2015-11-19)

IF you'd asked me in 2009 what the future would be in academia for a messaging/micro-blogging system limited to 140 characters, I'd have said - zilch. Yet Twitter + blogs and many other social media have transformed science and academic practice in the interim. Mark Carrigan gives the first book-length and in-depth advice on the many ways in which scientists and academics are developing new paradigms of collective thought, writing and scholarly practice using social media. If you're still hesitating, get involved by starting here.

(Patrick Dunleavy 2015-11-26)

There is no one in the world better placed than Mark Carrigan to offer advice to academics on how to operate in the new informational environment. This book is brimming with ideas and practical tips for how academics might communicate better in the Twitter age. Brilliant, thoughtful and entertaining.

(Les Back 2015-12-17)

The book is called *Social Media for Academics* and I am pretty sure academics from any discipline could gain something from it... If you are thinking of venturing into the online world then this a great place to start your journey. And even if you consider yourself an old hand there is material here that will give you pause for thought. (Alex Marsh)

This is the first book I know of to present a 'how-to' manual combined with reflections on the wider implications of academic social media engagement... This book is highly recommended for higher degree students and faculty staff members who are interested in the possibilities of academic social media for both research and teaching, as well as researchers interested in future directions for the university workplace and academic identities. (Deborah Lupton, Faculty of Arts & Design, University of Canberra, Australia)

From the start, Carrigan gives the reader an insight into his own world; yet, despite being a social media champion, he is clearly not here to deliver a sermon. This is what makes the book different from many other guides you may come across: less dry but with plenty of academic rigour. Very often social media guides are aimed at the intermediate user; whilst this title will appeal to the most novice, it also adds weight to arguments by experts in the academic community. (Andy Tattersall, LSE Book Review)

Perhaps the most valuable thing in Carrigan's book is the attitude that seems to inform the writing of it – the notion that the key to using social media well is seeing the various platforms as tools that should serve the users, not the other way around. He's promoting something I rarely see in discussions of new media: independent thinking. Carrigan's book actually teaches people how to think-through what they, personally, are doing online and question its benefits. Inevitably, some people will realize there's little value for them in social media. Which means seasoned social media users will find his book almost as useful as the novices. And if I had my way, it would be mandatory reading in all those quickie courses on how you, too, can be a social media guru. (Shannon Rupp)

Carrigan knows how to speak directly to academics. A scholarly how-to book, *Social Media for Academics* is short but academic-friendly because it is presented like a textbook with numerous references and recommendations for additional reading. Carrigan asserts there are two subgroups of academics and their social media use: those who use it and those who do not. For those of us who are social media savvy, the book includes smart tips to confirm that our strategy is on point. For those who have resisted social media, Carrigan argues convincingly that you need jump on the social media bandwagon, in spite of being neither a teenager nor a reality star. (Joanne Broder Sumerson)

About the Author

Mark Carrigan is a Digital Sociologist and Social Media Consultant. He is Digital Fellow at *The Sociological Review* and recently completed three years as Research Fellow in the Centre for Social Ontology at the University of Warwick. He co-convenes the Accelerated Academy with Filip Vostal. He's an assistant editor of *Big Data & Society*, associate social media editor of the *International Journal of Social Research Methodology* and a founding member of the editorial boards of *Discover Society* and the *Journal of Applied Social Theory*.

Mark is the author of *Social Media for Academics*, published by SAGE in early 2016. This is the first book length guide to the use of social media within higher education and has been widely praised across a diverse range of reviews. He's a former managing editor of the LSE's British Politics and Policy blog and continues to be a research associate at the LSE's Public Policy Group where the award winning group of blogs is based.

Users Review

From reader reviews:

Mary Russell:

Here thing why this specific Social Media for Academics are different and reliable to be yours. First of all reading a book is good but it really depends in the content of it which is the content is as delicious as food or not. Social Media for Academics giving you information deeper including different ways, you can find any publication out there but there is no e-book that similar with Social Media for Academics. It gives you thrill looking at journey, its open up your own eyes about the thing which happened in the world which is

probably can be happened around you. It is possible to bring everywhere like in recreation area, café, or even in your approach home by train. When you are having difficulties in bringing the imprinted book maybe the form of Social Media for Academics in e-book can be your substitute.

Ellen Omalley:

Nowadays reading books become more and more than want or need but also become a life style. This reading practice give you lot of advantages. The benefits you got of course the knowledge the actual information inside the book which improve your knowledge and information. The info you get based on what kind of publication you read, if you want attract knowledge just go with schooling books but if you want experience happy read one together with theme for entertaining for instance comic or novel. Typically the Social Media for Academics is kind of book which is giving the reader capricious experience.

Vicky Gamez:

In this era which is the greater man or woman or who has ability to do something more are more precious than other. Do you want to become one of it? It is just simple method to have that. What you need to do is just spending your time almost no but quite enough to get a look at some books. On the list of books in the top checklist in your reading list is actually Social Media for Academics. This book that is certainly qualified as The Hungry Mountains can get you closer in growing to be precious person. By looking up and review this guide you can get many advantages.

Miguel Sherman:

You will get this Social Media for Academics by look at the bookstore or Mall. Simply viewing or reviewing it may to be your solve difficulty if you get difficulties for the knowledge. Kinds of this book are various. Not only simply by written or printed but also can you enjoy this book by simply e-book. In the modern era such as now, you just looking from your mobile phone and searching what their problem. Right now, choose your current ways to get more information about your reserve. It is most important to arrange you to ultimately make your knowledge are still change. Let's try to choose right ways for you.

Download and Read Online Social Media for Academics By Mark Carrigan #6EDTXJ5KPRY

Read Social Media for Academics By Mark Carrigan for online ebook

Social Media for Academics By Mark Carrigan Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Social Media for Academics By Mark Carrigan books to read online.

Online Social Media for Academics By Mark Carrigan ebook PDF download

Social Media for Academics By Mark Carrigan Doc

Social Media for Academics By Mark Carrigan Mobipocket

Social Media for Academics By Mark Carrigan EPub

6EDTXJ5KPRY: Social Media for Academics By Mark Carrigan