

Developing your online profile

University of Suffolk Graduate School
Researcher Development Programme

Dr Christopher Huggins

January 2021

Agenda

- ◇ Discussion: why develop an online profile – the pros and cons.
- ◇ Setting up your institutional profile.
- ◇ Setting up your institutional repository profile.
- ◇ Setting up your Google Scholar profile.
- ◇ Claiming your ORCID ID.
- ◇ Setting up your own website.
- ◇ Blogging and communicating research in an online environment.
- ◇ Developing a professional social media presence.

Key take away – you have an online presence (whether you know it / like it or not), so you need to put yourself in control of that and make it work for you.

About me

- ◆ Associate Professor in Politics.
- ◆ Associate Dean for Learning, Teaching and Student Experience in the School of Social Science and Humanities.

- ◆ PhD, University of Portsmouth, 2015.

- ◆ Research interests: subnational governance, multi-level politics and governance in the EU, UK-EU relations and Brexit, pedagogy of politics.

- ◆ Research projects
 - ◆ Transnational local government networking (PhD research, 2010-2015)
 - ◆ Impact of Brexit on local government (post-PhD, 2016-2017)
 - ◆ Brexit and fisheries governance (2017-current, ESRC-funded project tied to UK in a Changing Europe initiative)

Your thoughts on developing an online profile.

Why do it?

What are the advantages?

What are the drawbacks?

What do you do already?

Get a university web profile

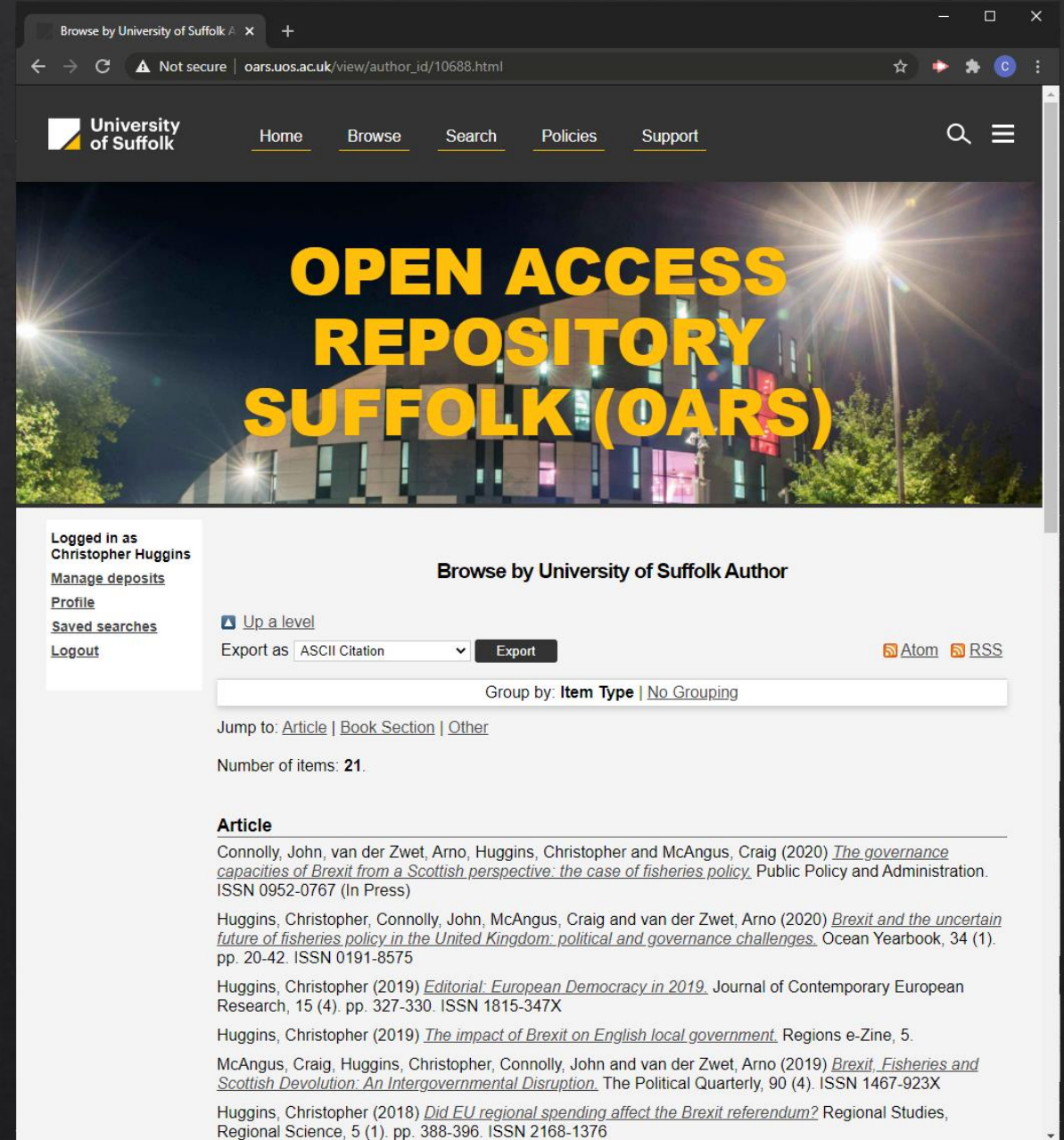
- ◇ My profile: <https://www.uos.ac.uk/people/dr-christopher-huggins> (out of date, but it's in the process of being updated!)
- ◇ Gives you external credibility as a research affiliated to the university.
 - ◇ Can help with building your network.
 - ◇ Can help with fieldwork / securing participants.
 - ◇ Can help with wider public engagement.
- ◇ Setting up:
 - ◇ If a member of staff, talk to your School Coordinator.
 - ◇ If a PhD student, talk to the Graduate School.



The screenshot shows a web browser window displaying the profile page for Dr Christopher Huggins at the University of Suffolk. The browser's address bar shows the URL [uos.ac.uk/people/dr-christopher-huggins](https://www.uos.ac.uk/people/dr-christopher-huggins). The page features a yellow header with the University of Suffolk logo and a search bar. The main content area has a yellow background with the text "Dr Christopher Huggins Senior Lecturer in Politics". Below this is a portrait photo of Dr Huggins, followed by his name, contact information (T: 01473 338034, E: C.Huggins2@uos.ac.uk), and a biographical paragraph. The biographical text states: "Dr Christopher Huggins joined the University of Suffolk as Senior Lecturer in Politics in July 2018. Christopher was awarded his PhD from the University of Portsmouth in 2015. Before joining Suffolk, he held positions at Keele University, the University of Aberdeen and the University of the West of Scotland. Christopher's main research interests surround subnational politics, European Union politics and Brexit. In particular, his research focuses on the European and international engagement activities of local authorities and the impact of Brexit on local government. Christopher is also part of a project team working to understand the impact of Brexit on UK fisheries policy. This project, which is part of The UK in a Changing Europe, explores what lessons the UK can learn from other non-EU countries such as Iceland, Norway and the Faroe Islands, and also examines how the repatriation of fisheries policy from the EU will affect the UK's devolution settlement. Christopher is also co-editor of the Journal of Contemporary European Research." At the bottom right, there is a "Chat live with us" button.

Set up a profile on the institutional repository

- ◇ <http://oars.uos.ac.uk/>
 - ◇ Set up by emailing: oars@uos.ac.uk
 - ◇ My profile:
http://oars.uos.ac.uk/view/author_id/10688.html
 - ◇ More details:
<https://libguides.uos.ac.uk/research/openaccess>
- ◇ Enhances accessibility of your published research through 'Green Open Access'.
- ◇ A prerequisite for eligibility to be included in REF (e.g. all accepted journal articles must be deposited within three months of acceptance (not publication)).
- ◇ Demonstrates your research contribution to the wider institutional research culture.



The screenshot shows a web browser window displaying the University of Suffolk Open Access Repository (OARS) author profile for Christopher Huggins. The browser address bar shows the URL oars.uos.ac.uk/view/author_id/10688.html. The page header includes the University of Suffolk logo and navigation links for Home, Browse, Search, Policies, and Support. A large banner image features the text "OPEN ACCESS REPOSITORY SUFFOLK (OARS)" in yellow. The main content area is titled "Browse by University of Suffolk Author" and shows the user is logged in as Christopher Huggins. It includes a sidebar with links for "Manage deposits", "Profile", "Saved searches", and "Logout". The main content area has a dropdown menu for "Export as" set to "ASCII Citation" and buttons for "Export", "Atom", and "RSS". Below this, there is a "Group by" dropdown set to "Item Type" and "No Grouping". A "Jump to" section lists "Article", "Book Section", and "Other". The "Number of items" is displayed as 21. The "Article" section lists several publications, including "The governance capacities of Brexit from a Scottish perspective: the case of fisheries policy" (In Press), "Brexit and the uncertain future of fisheries policy in the United Kingdom: political and governance challenges" (Ocean Yearbook, 34 (1), pp. 20-42), "Editorial: European Democracy in 2019" (Journal of Contemporary European Research, 15 (4), pp. 327-330), "The impact of Brexit on English local government" (Regions e-Zine, 5), "Brexit, Fisheries and Scottish Devolution: An Intergovernmental Disruption" (The Political Quarterly, 90 (4), ISSN 1467-923X), and "Did EU regional spending affect the Brexit referendum?" (Regional Studies, Regional Science, 5 (1), pp. 388-396).

Set up a profile on Google Scholar

- ◇ <https://scholar.google.com/>
 - ◇ My profile:
<https://scholar.google.com/citations?user=NHWaL6EAAAAAJ&hl=en>
- ◇ Claim your publications and link them to your profile.
- ◇ Links to Google Scholar academic search engine.
- ◇ Allows you to track your citations, which can help with keeping up-to-date in your field.
- ◇ Advice on setup here:
<https://libguides.reading.ac.uk/boost/google-scholar-profile>

The screenshot shows a Google Scholar profile for Christopher Huggins. The profile includes a profile picture, name, affiliation (University of Suffolk), and a list of publications. A 'Cited by' table and a bar chart are also visible.

Christopher Huggins FOLLOWING

University of Suffolk
Verified email at uos.ac.uk
Political Science

Cited by

	All	Since 2016
Citations	77	65
h-index	6	6
i10-index	4	1

Co-authors EDIT

- Arno van der Zwet
University of the West of Scotland
- Craig McAngus
University of the West of Scotland

CITED BY YEAR

- Arranging and conducting elite interviews: practical considerations 11 2014
C Huggins
SAGE Research Methods Cases
- Motivations behind local government transnational networking 11 2013
C Huggins
Regional Insights 4 (1), 9-11
- Did EU regional spending affect the Brexit referendum? 10 2018
C Huggins
Regional Studies, Regional Science 5 (1), 388-397
- Local Enterprise Partnerships and the Development of European Structural and Investment Fund Strategies in England 10 2014
C Huggins
European Structural and Investment Funds Journal 2 (2), 183-189
- Subnational government and transnational networking: the rationalist logic of local level Europeanization 9 2018
C Huggins
JCMS: Journal of Common Market Studies 56 (6), 1263-1282
- Subnational transnational networking and the continuing process of local-level Europeanization 7 2018
C Huggins
European Urban and Regional Studies 25 (2), 206-227
- Brexit and the future of UK fisheries governance: learning lessons from Iceland, Norway and the Faroe Islands 5 2019
C Huggins, J Connolly, C McAngus, A van der Zwet
Contemporary Social Science 14 (2), 327-340
- The Future of Cohesion Policy in England: Local Government Responses to Brexit and the Future of Regional Funding 5 2018
C Huggins
Cuadernos Europeos de Deusto 58, 131-153
- The Politics and Governance of UK Fisheries after Brexit 3 2018
C McAngus, C Huggins, J Connolly, A van der Zwet
Political Insight 9 (3), 8-11

Claim your ORCID ID

- ◇ <https://orcid.org/>
 - ◇ Register: <https://orcid.org/register>
 - ◇ My profile: <https://orcid.org/0000-0002-0108-7887>
- ◇ Functions as a unique academic identifier, allowing you to claim your outputs.
- ◇ Most journal publishers will now offer the opportunity to include your ORCID ID on published article – make sure you take up the offer!
- ◇ Once set up, tends to look after itself.

The screenshot shows a web browser window with the URL orcid.org/0000-0002-0108-7887. The page features a yellow header with a cookie notice and a blue 'Dismiss' button. Below the header is the ORCID logo and the tagline 'Connecting Research and Researchers'. The user's name 'Christopher Huggins' and language 'English' are displayed in the top right. A search bar is located below the logo. The navigation menu includes 'ABOUT', 'FOR RESEARCHERS', 'MEMBERSHIP', 'DOCUMENTATION', 'RESOURCES', and 'NEWS & EVENTS'. The main content area shows the user's profile for 'Christopher Huggins' with the ORCID ID <https://orcid.org/0000-0002-0108-7887>. There is a 'Print view' button and a 'Websites & Social Links' section with 'Personal website' and 'University of Suffolk'. The 'Country' is listed as 'United Kingdom'. The 'Works' section is expanded to show 18 items, with three visible: 'The governance capacities of Brexit from a Scottish perspective: The case of fisheries policy' (2020-07-01), 'Brexit and the Uncertain Future of Fisheries Policy in the United Kingdom: Political and Governance Challenges' (2020-06-04), and 'Modes of State Governance, Populist Pressures and Public Sector Reform' (2020). Each work entry includes the source, DOI, and ISSN information. A 'Help' button is located in the bottom right corner.

Get set up on expert directories

- ◆ Many academic associations / learned societies have expert directories – use them!
- ◆ Often used by media as a way to identify academic expertise / commentators.
- ◆ Also helps build your profile among academic networks.
- ◆ My profile on UACES's 'Expert on Europe' directory:
https://events.myzen.co.uk/expertoneurope/experts/profile.php?expert_id=Huggins%20C (again it's out of date and I should update it!)

Christopher Huggins | Expert on Europe

events.myzen.co.uk/expertoneurope/experts/profile.php?expert_id=Huggins%20C

UACES | The academic association for contemporary European Studies

1967 50 YEARS 2017

CONTACT EVENTS DIARY Search... GO

UACES Virtual Conference Blogs on Europe Graduate Forum Expert on Europe JCER

Home About Experts Search Log in

You are here: Home > Expertoneurope > Experts > Profile

Christopher Huggins, Dr [Contact expert](#)

University of the West of Scotland, School of Media, Culture and Society

Areas of Expertise

- EU - the basics; or How Does the EU Work?
- Europe of the Regions
- Territorial Cohesion
- Structural Funds
- Local Government
- Cross-border cooperation
- Fisheries
- Committee of the Regions
- United Kingdom

Country of residence United Kingdom

Online Academic Profile • Twitter: [@chris_huggins](#)

Research Discipline Politics & International Relations

Language Skills • English (native speaker)

Biography I'm a Research Fellow based at the University of the West of Scotland, currently working on the 'UK fisheries policy post-Brexit: multi-level challenges and opportunities' for UK in a Changing Europe. I'm also interested in the relationship between UK local government and the European Union.

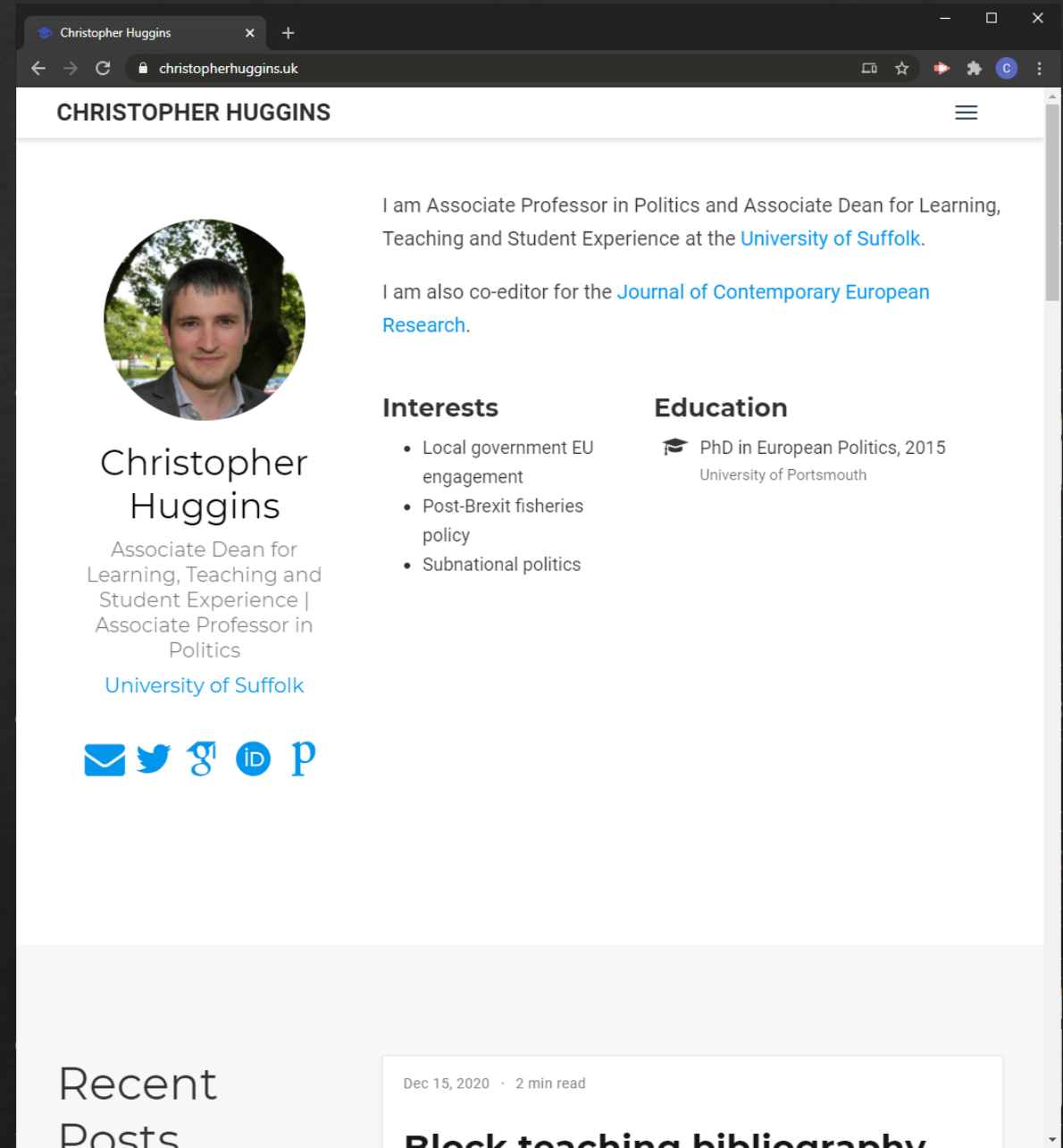
UACES is the academic association for contemporary European Studies

UACES
About
Membership

[Join UACES on Facebook](#)
[Follow UACES on Twitter](#)

Setting up a professional website

- ◆ My website: <https://christopherhuggins.uk/>
- ◆ Acts as an online CV.
- ◆ Helps to build your credibility as qualified expert / research in your field.
- ◆ Enhance accessibility of published research through 'Green Open Access'.
 - ◆ Most publishers allow you to post an open access 'accepted version' of your paper on a personal website.



The screenshot shows a web browser displaying the homepage of Christopher Huggins' professional website. The browser's address bar shows the URL christopherhuggins.uk. The website header features the name "CHRISTOPHER HUGGINS" and a hamburger menu icon. Below the header is a circular profile picture of Christopher Huggins. To the right of the photo, there is a bio: "I am Associate Professor in Politics and Associate Dean for Learning, Teaching and Student Experience at the [University of Suffolk](#)." and "I am also co-editor for the [Journal of Contemporary European Research](#)." Below the photo, the name "Christopher Huggins" is displayed in a large font, followed by his title: "Associate Dean for Learning, Teaching and Student Experience | Associate Professor in Politics" and the affiliation "[University of Suffolk](#)". Below the text are social media icons for email, Twitter, Google Scholar, ORCID, and Print. To the right of the bio, there are two sections: "Interests" with a bulleted list: "Local government EU engagement", "Post-Brexit fisheries policy", and "Subnational politics"; and "Education" with a single entry: "PhD in European Politics, 2015" from the "University of Portsmouth". At the bottom of the page, there is a section titled "Recent Posts" with a preview of a post dated "Dec 15, 2020" and a "2 min read" duration, with the title "Block teaching bibliography" partially visible.

How did I create my website?

- ◇ I used the 'Hugo Academic' theme for my website, following a 'Tweertorial' on building a website using the R programming language and GitHub (I'm familiar with both) <https://twitter.com/dsquintana/status/993410504570888192>.
- ◇ The same outcome (without the need to code), can be achieved by following this advice: <https://georgecushen.com/create-your-website-with-hugo/>.
- ◇ I have free server hosting for my website via Netlify and GitHub (tutorials above explain how).
- ◇ I have a professional domain name (christopherhuggins.uk). This costs approx. £20 every three years.
 - ◇ Make sure you have clear and domain name (i.e. your name), with a recognised ending (e.g. ".me", ".com", ".uk"). Think long-term about your domain name and don't bind yourself to a time-limited project (this is why your name is a good idea).
- ◇ My way isn't necessarily the 'right' way. Other options available (e.g. Wix, Medium). Do some digging / what works for you!

The screenshot shows a Twitter thread on a mobile device. The top part of the thread is a tweet by Dan Quintana (@dsquintana) from May 7, 2018, at 9:41 AM. The tweet text reads: "If you're an academic you need a website so that people can easily find info about your research and publications. Here's how to make your own website for free in an under an hour using the blogdown package in #Rstats [THREAD]". Below the text is a screenshot of a website titled "ACADEMIC" with a dark blue background and white text. The website content includes: "Academic", "The highly flexible website framework for Hugo with an extensible plugin mechanism. Create a beautifully simple site in under 10 minutes", "Latest release v2.2.0", and buttons for "Star 1,392", "Fork 448", and "Install Now". Below the screenshot, the tweet has 713 Retweets, 132 Quote Tweets, and 2.4K Likes. The thread continues with three replies from Dan Quintana (@dsquintana) on May 7, 2018. The first reply says: "So why use blogdown? Sure, there are several free options available to start your own blog (e.g., Medium). However, you generally can't list your publications or other information easily on these services. Also, who knows where these services will be in a few years?". The second reply says: "There are also some great point-and-click services available (e.g., Squarespace). However, you need to pay about \$10 a month for these services, and they're generally not well suited for academic webpages.". The third reply says: "Alternatively, R + blogdown is free and can integrate with the Hugo framework, which provides a ton of templates. It also uses Markdown, which is a straightforward markup language.".

What to put on your website?

- ◇ An overview of who you are, where you're based and what your research interests are.
- ◇ A record of your publications.
 - ◇ Post up open access version of your papers (e.g. accepted manuscripts as per publishers' rules).
 - ◇ Link to the actual publication using DOI address.
 - ◇ Link to the record on your institutional repository.
- ◇ Posts.
 - ◇ Post about your publications as a minimum.
 - ◇ If blogging on other platforms, ask if you can cross-post (most will say "yes").
 - ◇ Be careful not to turn your website into just a blog.

What to put on your website?

- ◇ A record of projects your working on.
 - ◇ Link to project websites, collaborators, etc.
- ◇ A copy of your academic CV.
- ◇ Links.
 - ◇ Your institutional profile.
 - ◇ Your Google Scholar profile.
 - ◇ Your ORCID record.
 - ◇ Your social media profile(s).
 - ◇ Your contact details.

Academic blogging and online communication

- ◇ Great way to communicate ideas around your research and how they fit to contemporary events, politics, policy.
 - ◇ E.g. my blogs on Brexit and fishing policy: <https://ukandeu.ac.uk/author/chuggins/>
- ◇ Blogging regularly helps build your profile. I also believe it can help improve your communication and writing skills. But make sure you have something interesting and relevant to say. Ground it in your expertise and research.
- ◇ Trying to maintain your own blog can be difficult unless you can guarantee a constant regular stream of content. So make use of respected / well known blogging platforms in your field.

Blogging academic publications

- ◇ Policymakers, practitioners and the wider public don't want to read academic papers and journal articles. Blog posts allow you to distil your findings in a more accessible format. It also gives you more free reign to link your research / finding to wider topical debates.
- ◇ Write a blog post for every academic publication you produce. For example:
 - ◇ The article: <https://doi.org/10.1080/21681376.2018.1544852>
 - ◇ The blog post: https://christopherhuggins.uk/post/20181214_euref_eufunding/
- ◇ Provide links to both published articles and (crucially) open access versions (if available).
- ◇ Many journals now offer their own blogging platforms for authors to write blogs based on published articles.
- ◇ Advice here on converting articles to blog posts form the LSE Impact of Social Sciences Blog: <https://blogs.lse.ac.uk/impactofsocialsciences/2016/01/25/how-to-write-a-blogpost-from-your-journal-article/>

Cultivating your online / social media presence

- ◇ Develop a 'professional' social media presence to build your reputation as a credible researcher / expert in your field.
 - ◇ I use Twitter (https://twitter.com/chris_huggins) and to a lesser extent LinkedIn (<https://www.linkedin.com/in/christopher-huggins-10465b22/>).
- ◇ Great way to communicate short, snappy bits of your research to wider audiences. Also good for linking your research expertise to current affairs. But it's a public forum, and there can be downsides – I am privileged in my experience of social media.
- ◇ Also useful for finding out about new journal articles, potential events, calls for evidence and generally keeping up to date with news in your area of research.
- ◇ Gradually cultivate a professional profile based on your expertise and research. Avoid scatter-gun commentary. Keep the tone professional, but be yourself and use your own 'voice'.

Christopher Huggins
@chris_huggins

My article on transnational networking & local-level Europeanization is now out in European Urban & Regional Studies [journals.sagepub.com/doi/full/10.11 ...](https://journals.sagepub.com/doi/full/10.11...)

Standard Article

EUROPEAN URBAN AND REGIONAL STUDIES

European Urban and Regional Studies
1-32
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DOI: 10.1177/0969776417691564
journals.sagepub.com/home/eur

Subnational transnational networking and the continuing process of local-level Europeanization

Christopher Huggins
Keble University, UK

Abstract
One of the features of local-level Europeanization has been the emergence of transnational networking (TN) undertaken by subnational authorities (SNAs). This activity, which received much attention during the 1990s, enables SNAs to take advantage of the opportunities created by European integration. However, empirical analyses of TN are lacking, despite European integration and the wider context SNAs find themselves within evolving. Consequently, little remains understood about how SNAs engage in TN and how they are affected by Europeanization pressures. Using the case of TN undertaken by SNAs in South East England and Northern France, this article finds that Europeanization has created more opportunities for SNAs to engage at the European level. SNAs have, in turn, taken advantage of these opportunities, leading to increased participation in TN. However, SNAs' approaches to TN are not uniform. Engagement remains marked by differentiation as local-level factors, such as local strategy and political objectives, affect how SNAs participate in TN. This differentiation is likely to become increasingly marked as SNAs respond to contemporary challenges, such as budgetary pressures and, in the case of South East England, Brexit.

10:26 AM - 23 Feb 2017

6 Retweets 5 Likes

2 6 5

East of England @EastEnglandBXL - Feb 23
Replying to @chris_huggins
We are unable to read your paper but does it include authorities in the East of England?

Christopher Huggins
@chris_huggins

Main finding from my paper today @regstud #RSAERC: Level of EU regional spending had no impact on local remain/leave vote in EU referendum.

EU regional spending (2007-13) and remain vote in NUTS3 regions (2006 boundaries)

Percentage remain

EU regional spending per capita (2007-2013, euros)

1:03 PM - 3 Nov 2017

3 Retweets 4 Likes

Three key tips to approaching social media as an academic

- ◇ Be active.
 - ◇ Contribute regularly to build you profile.
 - ◇ But don't spend all day on social media!
- ◇ Be yourself.
 - ◇ Don't try to be someone you're not.
 - ◇ Don't be tempted to branch out into areas you're not qualified to talk about – you'll be quickly found out.
- ◇ Be interesting and useful.
 - ◇ Be a credible contributor to discussion.
 - ◇ Base discussion on your research and expertise to build credibility.

Summarised from Simon Usherwood blogpost - more advice here: <https://activelearningps.com/2017/09/19/using-social-media-as-an-academic/>

Some final thoughts...

- ◆ Developing an online profile is now a key expectation of all researchers / academics. It cannot be avoided. Whether you like it or not you already have an online profile. So you need to put some effort into making sure you control it and it works for you.
- ◆ Keeping various online profiles up to date is challenging (as I found out preparing for this session!), but a little effort can really pay off in building your profile.
- ◆ Social media engagement can be a double-edged sword.
 - ◆ Great for publicising your work to wide audiences and engaging in topical discussions around your research.
 - ◆ But... concerns around tone and quality of discussion outside professional networks, and certain groups get a very different experience compared to others.
- ◆ Be strategic in what you do – your focus should be on:
 - ◆ Using an online profile to contribute to the development of your research.
 - ◆ Enhancing the visibility and dissemination of your research.
 - ◆ Enhancing your career progression.

Any questions?