

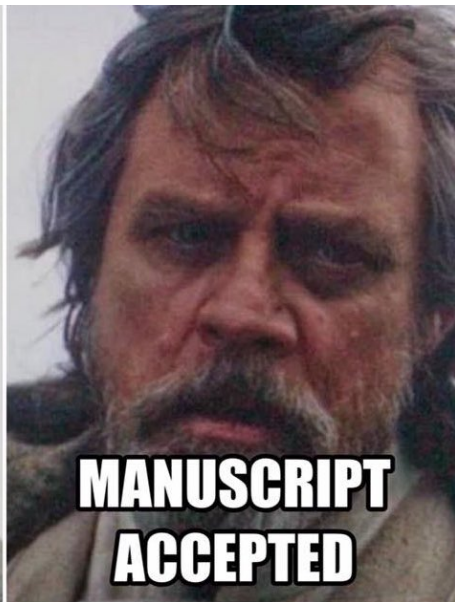
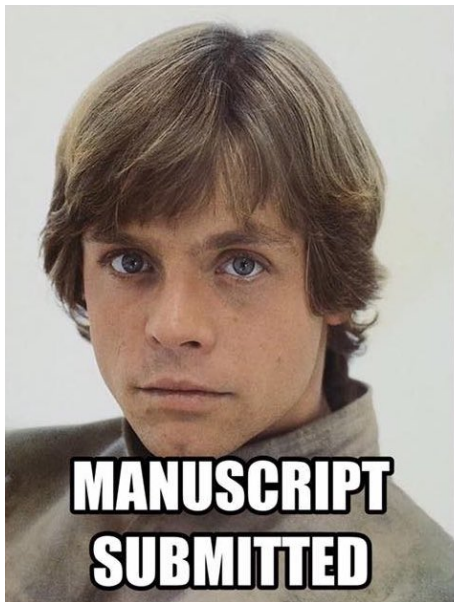
How to disseminate research and make it more visible

Fabrizio Gilardi

Department of Political Science
University of Zurich

IPZ Publication Seminar
December 18, 2020
(Updated December 17, 2020)

Why



What

- Must:** Have your own website
- Should:** Set up a Google Scholar profile
- May:** Be active on Twitter
- Might:** Reach out to journalists

How

1. Own website
 - Set up simple, clean website (easy and cheap)
 - Upload working papers and publication preprints
2. Google Scholar profile
 - Mostly “set it and forget it”
 - Check occasionally if it’s missing something
3. Twitter
 - Twitter is what you make of it
 - Come as you are, but the more junior you are, the more it matters to stay professional (life is unfair)
4. Reach out to journalists
 - Can be effective, but it’s time consuming
 - Highly contingent on news agenda