How to disseminate research and make it more visible

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Why

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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