



Nailing it: writing short descriptions of your research for LinkedIn

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HMU / Athena International Week
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Háskóli Íslands
Miðstöð framhaldsnáms

University of Iceland
The Graduate School

- Our goal
- The elephant in the room
- LinkedIn headlines
- One-sentence descriptions
- Short paragraphs
- Recap



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- Looking ahead



Our goal for this workshop:



Write effective descriptions of ourselves and our research in English for use on LinkedIn:

We'll work on

- Headlines
- One-sentence descriptions
- Short paragraphs

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Why not just
use AI?



Why not just use AI?

Please discuss the following questions with a partner (10 min):

- Should PhD researchers use AI tools to write, or help them write, their LinkedIn profiles?
- Why or why not?

Let's review! Name, university, field, and answer to above.

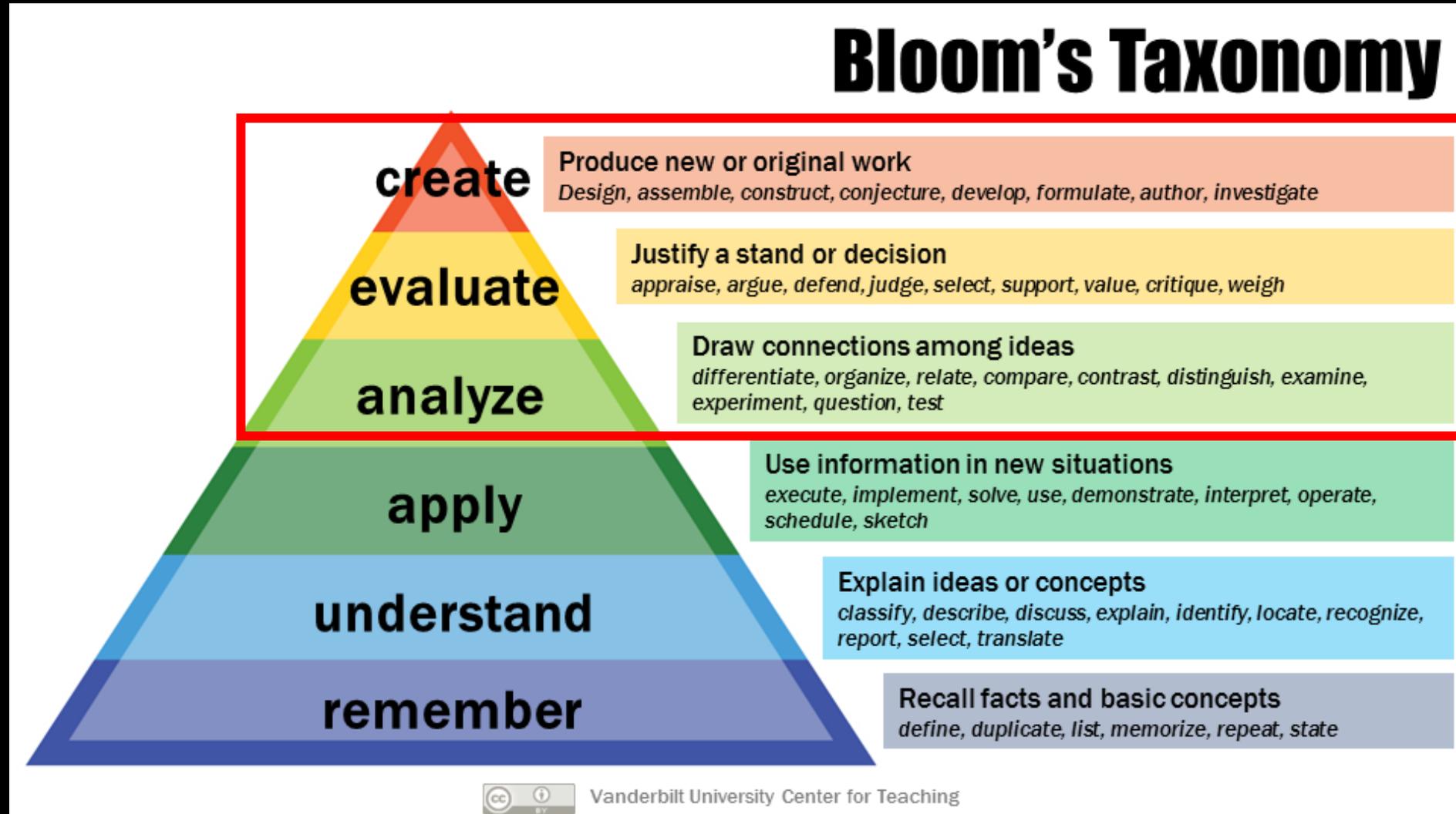


My arguments against using AI to write your LinkedIn profile

1. Enfeeblement

Overreliance on AI tools for writing...

- Saps the uniqueness of PhDs - Our greatest contribution is synthetic thinking
- Undermines capacity to teach writing and supervise student research



My arguments against using AI to write your LinkedIn profile

2. Inhibits ourselves from knowing ourselves and our research profile.



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Kristine Steenbergh • 1st

Senior lecturer in English Literature ★ Environmental Humanities ...
Utrecht

Experience: Vrije Universiteit Amsterdam (VU Amsterdam), Vrije
Universiteit Amsterdam, and 5 more

Message

View full profile



Posts mentioning Kristine

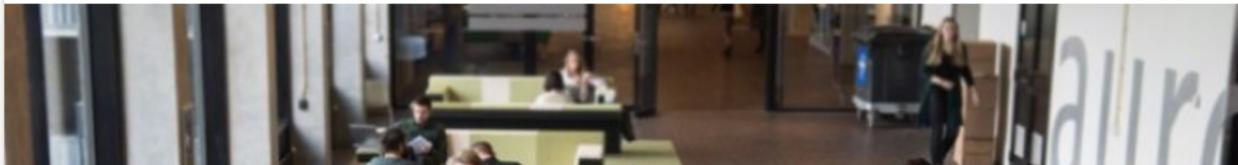


Yarin Eski • 2nd

Assistant Professor of Public Administration at...
8mo •

+ Follow ...

So, yesterday we welcomed the new members of the Amsterdam Young Academy (AYA)! It was also my last day at AYA as chair and as a member, as the four year term for us - the first AYA cohort of founding members - came to an end.... ...see more



People also viewed



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Dirk van Miert • 2nd

Associate Professor Cultural...

Headline on
LinkedIn:
needs
improvement

What is wrong with this
headline?

Discuss with partner for five
minutes.

Group discussion.



University of Iceland - Háskóli
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Model
LinkedIn
headline



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Hans Bjornsson · 1st

Physician Scientist focusing on Epigenetic Disorders

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Sandra Hasanefendic, PhD, Cristina Valentina Heghes, and 23 other mutual connections



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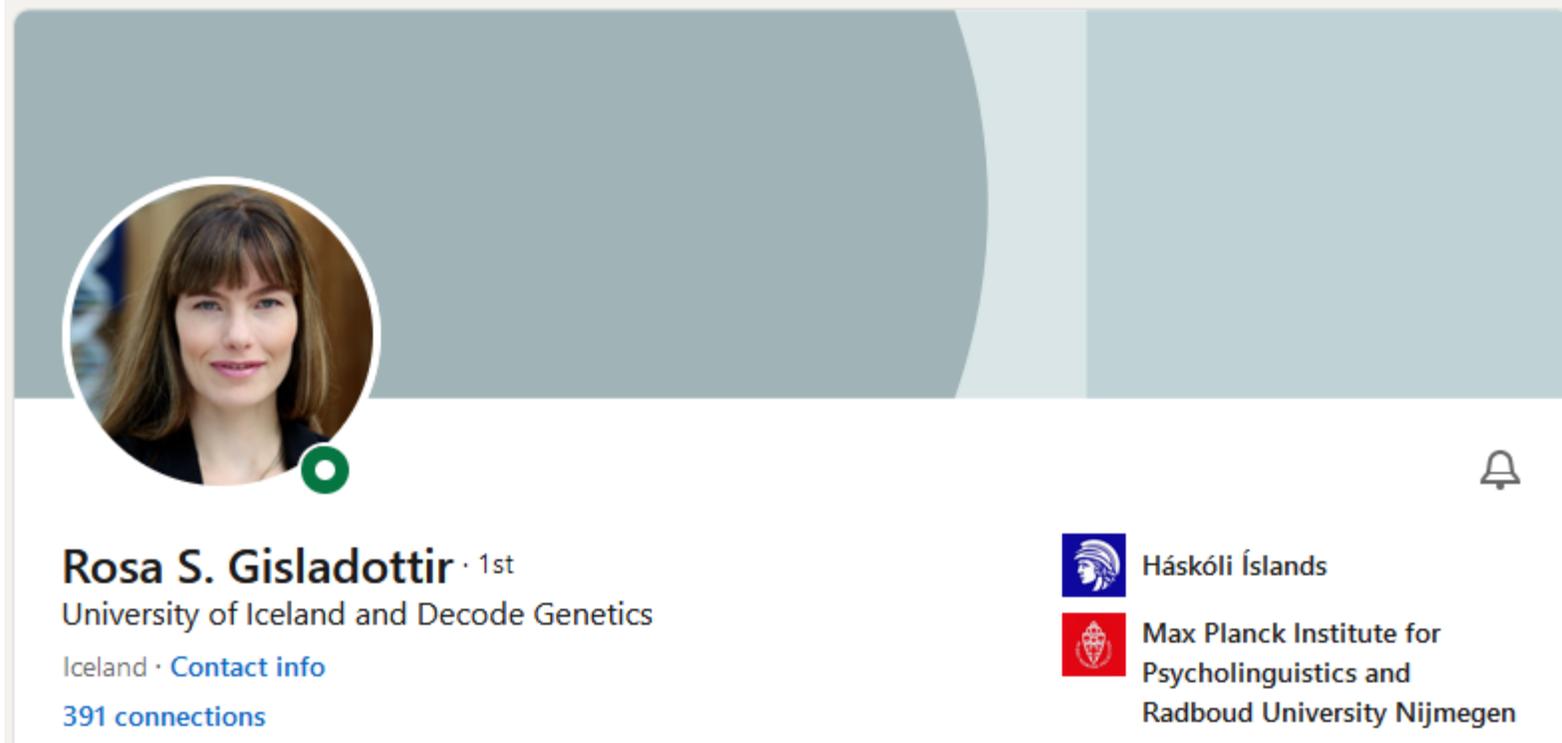
Think- Pair- Share

1. Write or rewrite a headline for LinkedIn (5 min)
2. Peer review (10 minutes)
3. Group review (20 min)

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One sentence descriptions



A screenshot of a Facebook profile for Rosa S. Gísladóttir. The profile picture shows a woman with long brown hair and bangs. To the right of the profile picture is a green online status indicator and a notification bell icon. The name 'Rosa S. Gísladóttir' is followed by '· 1st'. Below the name, it says 'University of Iceland and Decode Genetics'. Further down, it lists 'Iceland · [Contact info](#)' and '391 connections'. On the right side of the profile, there are two affiliation logos: 'Háskóli Íslands' (University of Iceland) and 'Max Planck Institute for Psycholinguistics and Radboud University Nijmegen'.

Rosa S. Gísladóttir · 1st
University of Iceland and Decode Genetics
Iceland · [Contact info](#)
391 connections

Háskóli Íslands
Max Planck Institute for Psycholinguistics and Radboud University Nijmegen

About

My research focuses on the cognitive and genetic underpinnings of language, speech and related traits. I'm a linguist with an interdisciplinary research background in linguistics, cognitive neuroscience and genetics. I am currently Associate Professor in Linguistics at the University of Iceland and a Research Scientist at deCODE Genetics.

...see more

One sentence descriptions

Why is this an effective description? Analyze its structure in detail.

My research focuses on the cognitive and genetic underpinnings of language, speech and related traits.

Think-Share

1. Write a one sentence description of your research (10 minutes)
2. Group review (10 min)

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Short paragraphs



Rosa S. Gísladóttir · 1st
University of Iceland and Decode Genetics
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Háskóli Íslands



Max Planck Institute for
Psycholinguistics and
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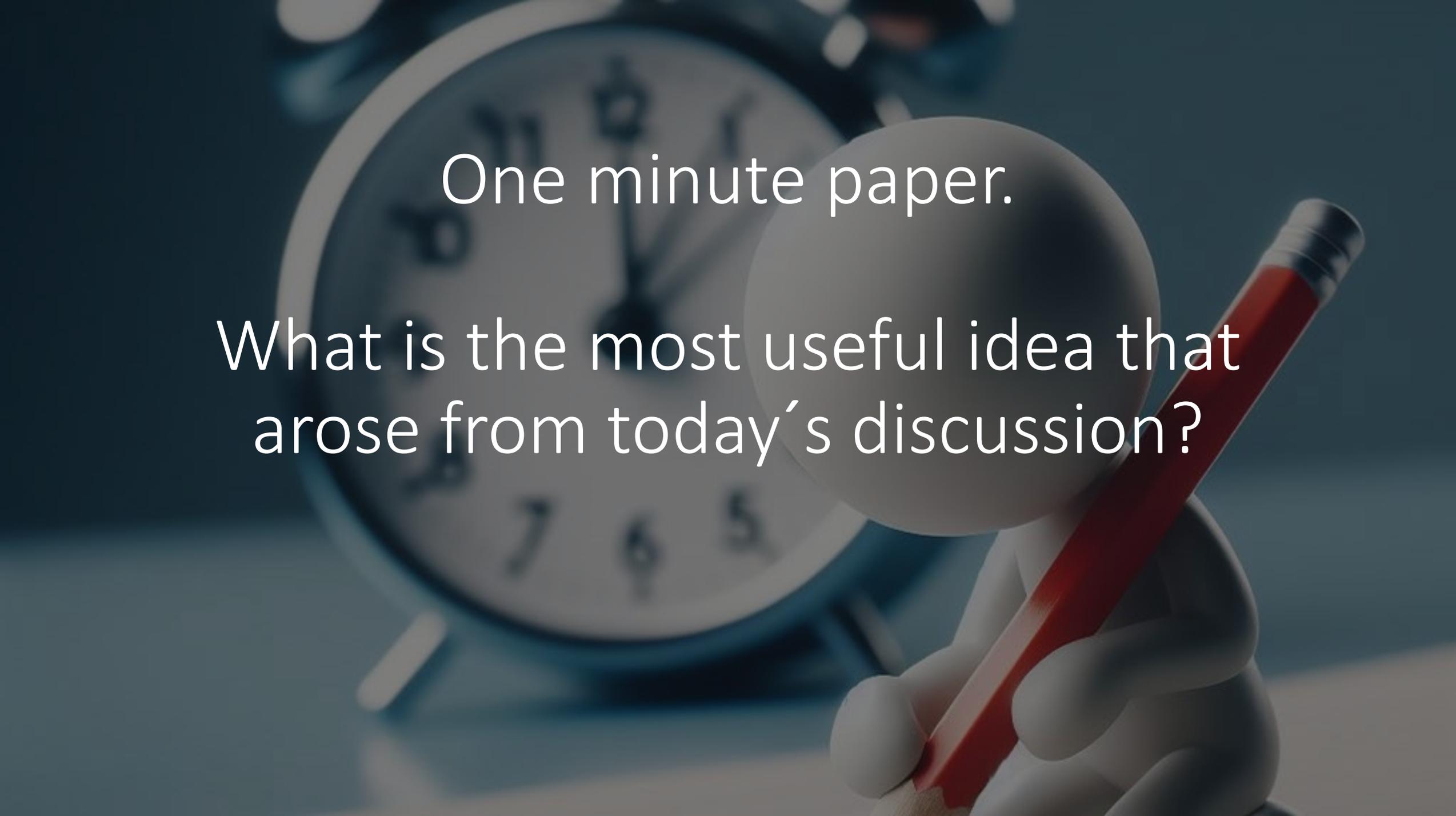
[...see more](#)

Think-Share

1. Write a three-sentence description of your research and institutional affiliation (10 min)
2. Peer review (10 minutes)
3. Group review (15 min)

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A 3D rendered white character, resembling a stylized person or figure, is holding a red pencil. The character is positioned in the foreground, with its hands and the pencil clearly visible. In the background, there is a large, slightly out-of-focus clock face, suggesting a time constraint. The overall scene is set against a dark blue background.

One minute paper.

What is the most useful idea that
arose from today's discussion?

Ευχαριστώ!
Thank you!



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