

Nailing it: writing short descriptions of your research for LinkedIn

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27.5.2024



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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- One-sentence descriptions
- Short paragraphs
- 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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A woman with a digital head interface, featuring glowing blue circuitry and data patterns, is seated at a desk. She is holding a pen over a laptop, with her other hand on the keyboard. The background is dark with various digital and scientific motifs, including a butterfly, a globe, and abstract data visualizations. A small orange rectangle is visible in the top left corner.

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.



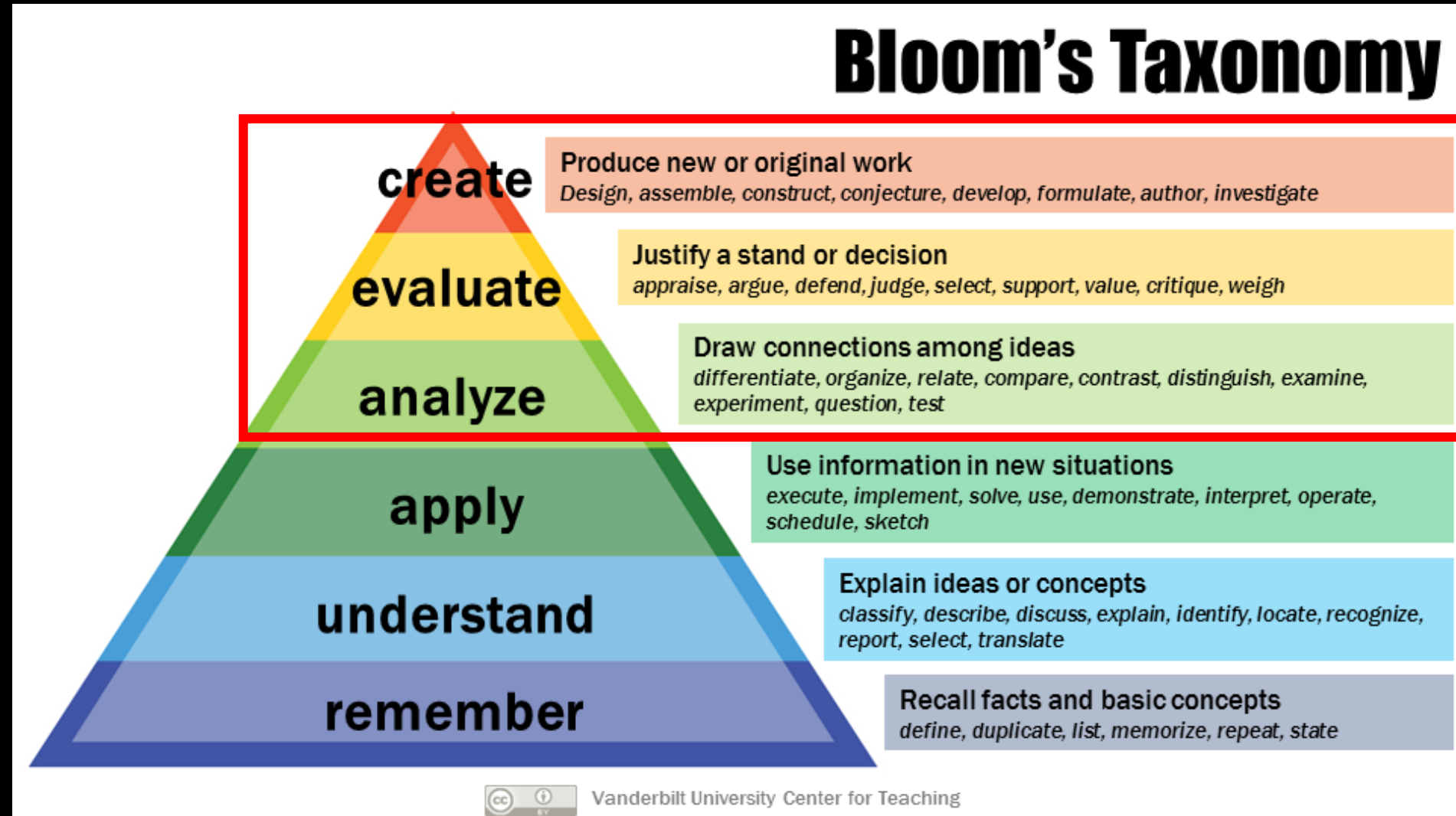
My arguments against using AI to write your LinkedIn profile



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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Search kristine steenbergh



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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



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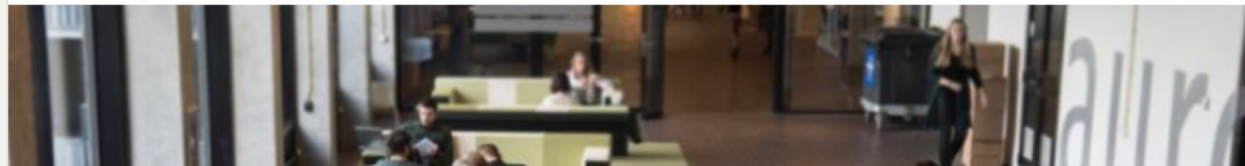


Yarin Eski • 2nd

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.



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Model
LinkedIn
headline




Kristine Steenbergh · 1st


Senior lecturer in English Literature ★ Environmental Humanities ★
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(VU Amsterdam)

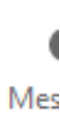
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Hans Bjornsson · 1st

Physician Scientist focusing on Epigenetic Disorders

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Karin Kee · 1st

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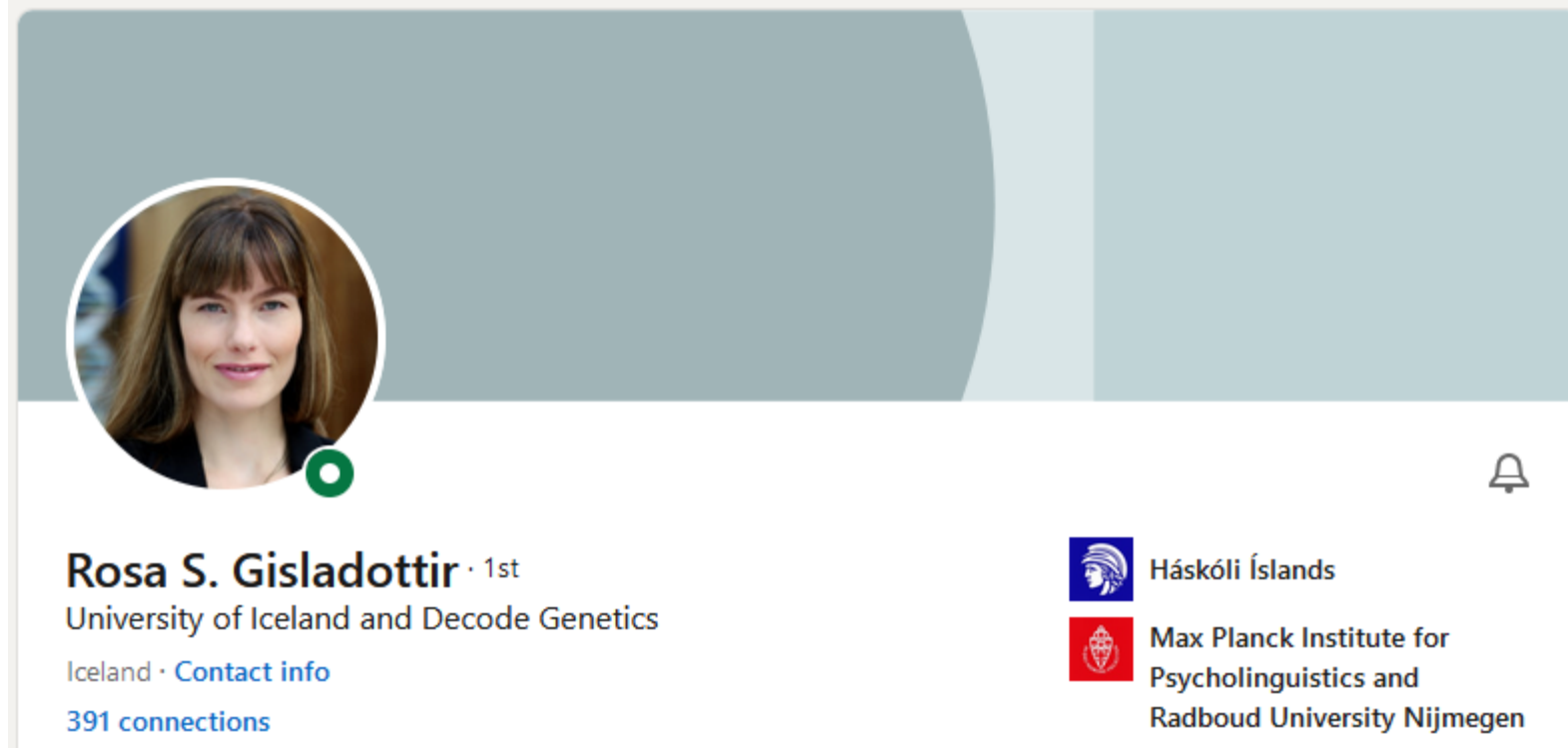
Think- Pair- Share

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



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. Gisladdottir · 1st
University of Iceland and Decode Genetics
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 Háskóli Íslands
 Max Planck Institute for
Psycholinguistics and
Radboud University Nijmegen

About

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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 white figure is holding a red pencil. In the background, there is a clock. The text is overlaid on the image.

One minute paper.

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



Ευχαριστώ!
Thank you!



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