

Social media as a strategy for career development

Alison Pearce

Chancellors' Post-doctoral Research Fellow, CHERE, UTS Twitter: @alipea (tweeting encouraged!) #AHED2017

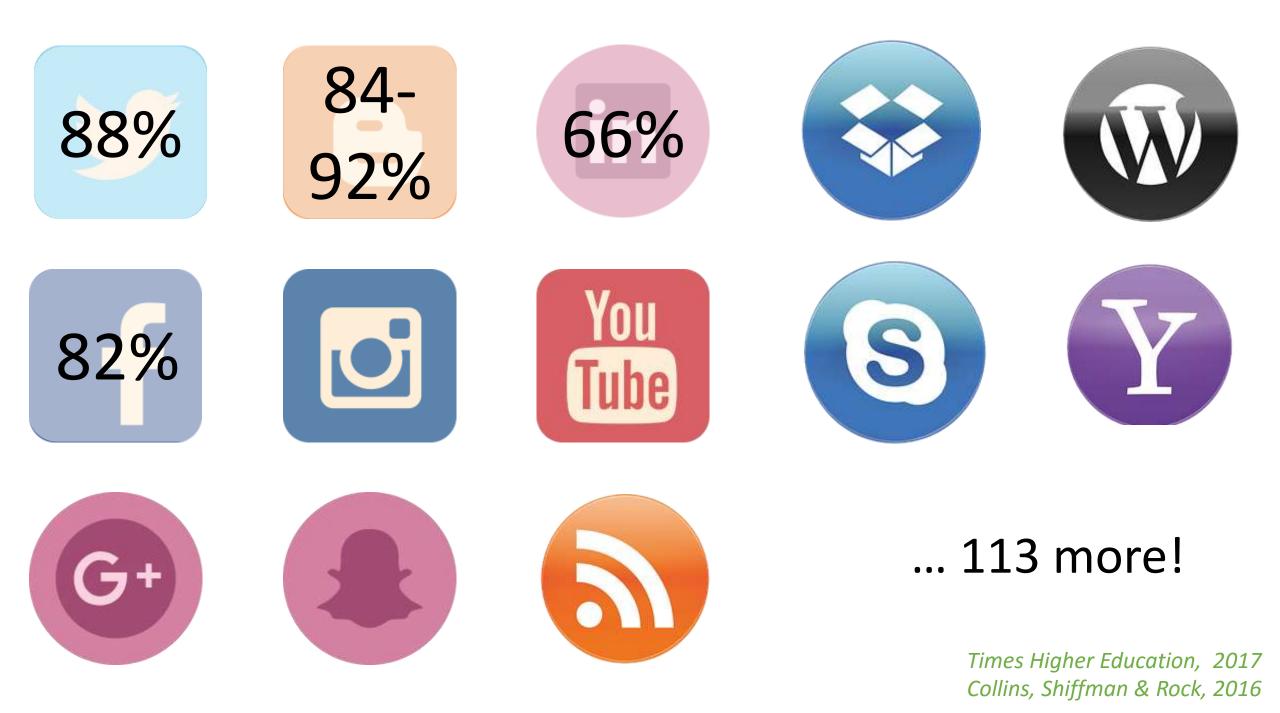




What is social media? "A group of Internet- based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content"

Kaplan and Haenlein 2010





Why do academics use SM?

Connection

Communication

Efficiency

Miah, 2016; Collins, Shiffman & Rock, 2016





SM for career development Also

Developing a profile
Networking
Tracking
Also learning & working

- LinkedIn
- Research Gate
- Academia.edu
- Google Scholar
- Personal website

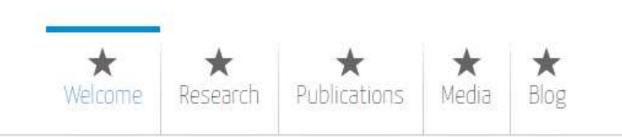
Simplify & prioritise



Developing a profile

Alison Pearce

The health economics of cancer care



Welcome

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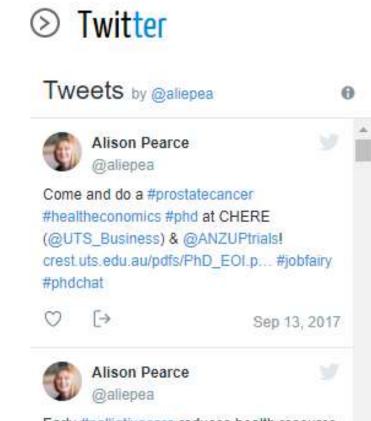
Welcome

I am a health economist interested in the various costs of cancer. My research aims to use health services research and health economics to improve cancer care by providing relevant, reliable information for decision making.

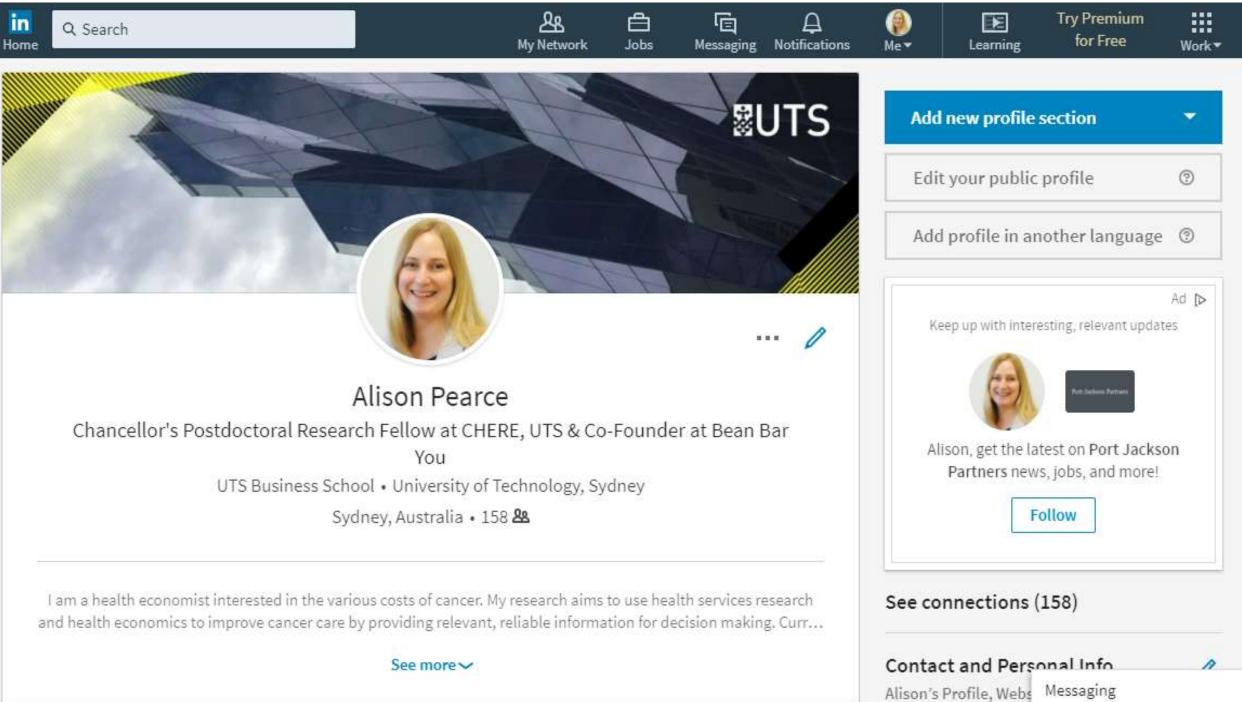
Currently based at the Centre for Health Economics Research and Evaluation (CHERE) at UTS, I am working in the areas of productivity loss and patient preferences. This work extends the



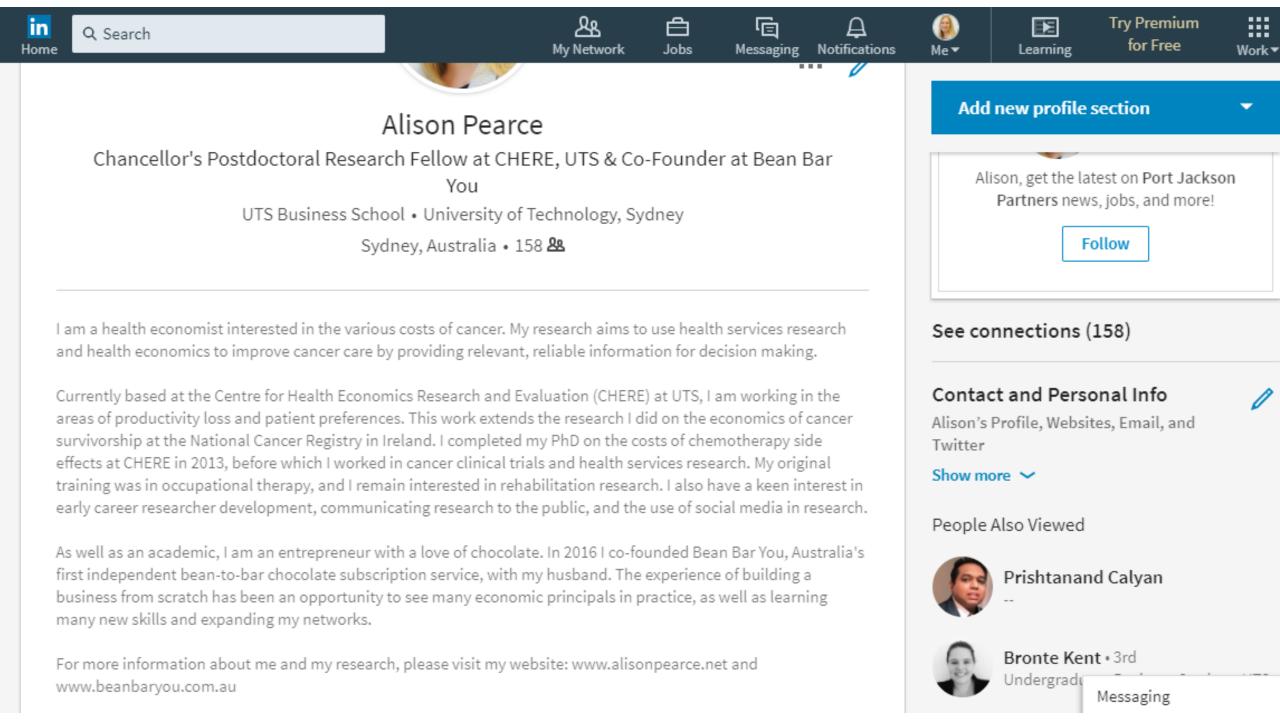
research I did on the economics of cancer survivorship at the National Cancer Registry in Ireland. I completed my PhD on the costs of chemotherapy side effects at CHERE in 2013.



Early #palliativecare reduces health resource use & improves QoL in older cancer patients...



- 3





Home Ouestions

Jobs



Alison Pearce JI 25.60

PhD, MPH, B App Sci (OT) Edit Chancellor's Postdoctoral research fellow Edit University of Technology Sydne..., Sydney - Centre for Hea... Edit

Overview	Contr

ributions Info

Stats

Scores

Research Interests

About

I am an Australian health economist interested in the costs of cancer care. A Currently based at the Centre for Health Economics Research and Evaluation (CHERE) at UTS, I am working in the areas of productivity loss and patient preferences. I have a keen interest in early career researcher development, communicating research to the public, and the use of social media in research. For more information about me and my research, please visit my website: www.alisonpearce.net

- LinkedIn
- Research Gate
- Academia.edu
- Google Scholar
- Personal website

Simplify & prioritise



Developing a profile



Networking



Twitter Facebook LinkedIn

Cultivate contacts Engage meaningfully & often





My experience: Broader network; ongoing contact; presentations; Editorial Board

Tracking

- ORCID outputs
- Publons reviews
- Altmetrics impact
- Google Scholar h-index
- Slideshare / Figshare presentations

Schedule time to update

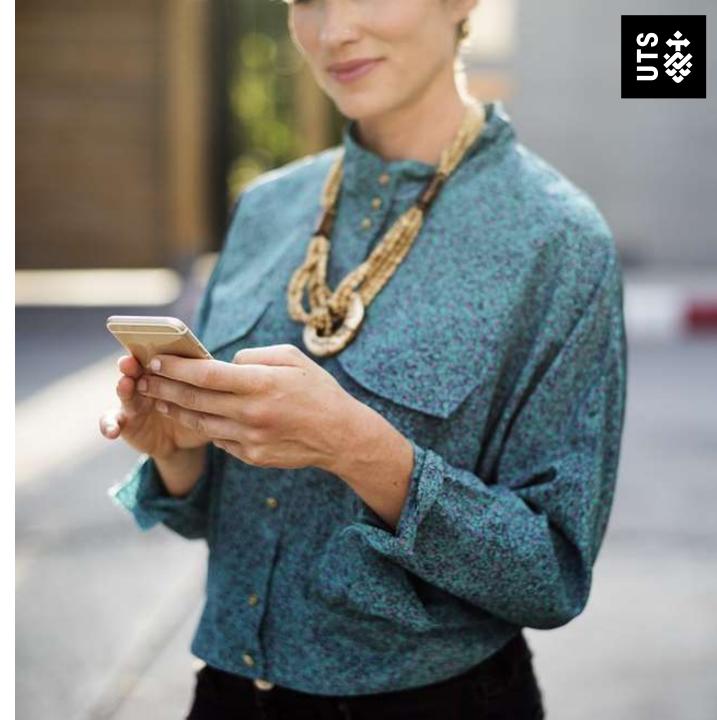




Steps to using SM

- 1. Build a profile
- Engage in meaningful conversations
- 3. Make engagement a habit
- 4. Think before you post

Duque, 2016



Practical tips

- Use multiple channels
- Use consistent photos
- Share your passion
- Have fun!

Peasce at al. BMC Cancer (2014) Holder DOI 10.1185/12885-016-2854-4

RESEARCH ARTICLE

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Projecting productivity losses for cancer-related mortality 2011 - 203

Alison Pearce^{1,0} Cathy Bradley³, Paul Hanly³, Claran O'Neill⁴, Audrey Alforque 1 and Linda Sharp

Connecting Research

and Researchers

productivity valued at 673 billion; 613 billion in paid work and 660 bill approximately 1.4 % of keland's GDP annually. The most costly cancer cancer (48.3 billion each), However, when viewed as productivity loss cervix (#155,000 per death) and brain cancer (#136,000 per death) are individuals. An annual 1 % reduction in mortality reduces productivity over 30 years.

Condusions: Society incurs substantial losses in productivity as a real household production is included. These estimates provide valuable a in cancer prevention and control.

Keywords: Neoclasms, Cost of illness, Work, Employment, Labor force Productivity, Household activities, Human Capital Approach

V

tasks. diagnosed with cancer in Europe are These is and this proportion is increasing due Toget hasis on early diagnosis, improved and mo rs, and rising retirement ages [2]. provide exit the workforce temporarily or based o to cancer, this represents a loss of and cos ciety. Similarly, productivity is also changin r is unable to do unpuid production improve distance.

returns, Building 6800 Cark Airport Business Park, ics Resorts and Evaluation, University of N. Australia

or is available at the end of the article

The health economics of cancer care

Alison Pearce

Research

Publications

Publications

My publications cover the range of areas I have worked in, including the health economics of cancer care, occupational therapy rehabilitation and breast cancer clinical practice guidelines. A number of additional publication outputs from my post-doctoral fellowship are currently being prepared for publication.

Alison Pearce

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Uncategorized Cancer deuths to cost ireland €75 billion over the next 20 years

Our respondents didn't understand these questions – do you?

Cancer deaths to cost Ireland €73 billion over the next 20 years

A paper I worked on at the National Cancer Registry Ireland has been published in the journal BMC Cancer. Together with my collaborators, we estimated that deaths from cancer over the next 20 years will cost the Irish economy €73 billion in lost productivity.

When people die from cancer, society loses their contribution to the economy through paid work, housework, caring for relatives and volunteering. There will be 233.00 from cancer in Ireland between 2011 and 2030. We found that these deaths, lost productivity valued at €73 billion; €13 billion in lost paid work and €62 unpaid activities. This is almost double the lost productivity from cardio Ireland.

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O Twitter Tweets In amere Alson Pearce Come and do a #prostaturation #twaltheconomics #phd at CHERE (ERITE_Burinece) & GANZUPSUNT creet ats, eits aupotts.PhD, EO(p. #idstaley #thinsur O DA Sep 13, 3013 Alson Pearce reduces health resource in older cancer



Alison Pearce @aliepea · 19 Oct 2016

My latest paper: Cancer deaths in Ireland will cost in €73 billion in lost productivity 2011-2030.

Cancer





When individuals stop working due to cancer this

represents a loss to society - the loss of productivity. The aim of this analysis was to estimate productivity losse ...

bmccancer biomedcentral com





 Times Higher Education list of SM for academics -<u>https://www.timeshighereducation.com/a-z-social-media</u>

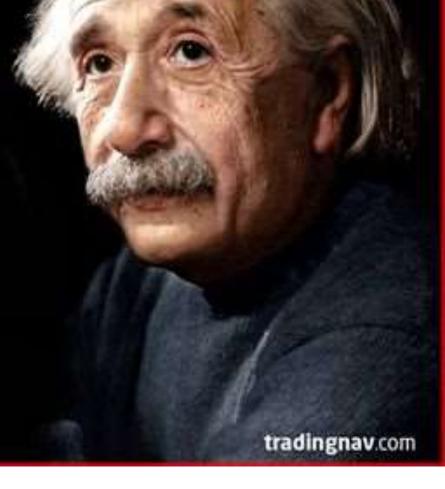
- Easy guide to setting up a website https://makeawebsitehub.com/
- Use this guide to get going with Twitter: <u>http://blogs.lse.ac.uk/impactofsocialsciences/files/2011/11/Publishe</u> <u>d-Twitter Guide Sept 2011.pdf</u>
- Boost impact <u>https://www.animate-science.com/single-post/5-</u> Ways-to-Boost-your-Research-Impact-and-Altmetric-Score
- My favourite online course Writing in the Sciences https://www.coursera.org/learn/sciwrite
- My favourite 'news' sites The Conversation & The Squiz
- My favourite podcasts Freakonomics
- My favourite SM toys: Canva, DoodlePoll, Dropbox, Pixabay, Zotero





"If we knew what we were doing, it wouldn't be called research, would it?"

- Albert Einstein



References

- Duque 2016 <u>https://hbr.org/2016/06/how-academics-and-researchers-can-get-more-out-of-social-media</u>
- Miah 2016 <u>https://www.timeshighereducation.com/comment/why-academics-should-make-time-for-social-media-app</u>
- Miah 2017 (Times Higher Education list of SM for academics) -<u>https://www.timeshighereducation.com/a-z-social-media</u>