

# A Preparing Future Faculty (PFF) Event

## MANAGING YOUR DIGITAL IDENTITY

Overview and basics: Why it matters, how it matters, what should I manage?

– DR. RICHARD LANDERS

Does it really matter? The Search Committee perspective

– DR. JOYCE ARMSTRONG

Tools for showcasing the digital YOU

– MS. MEGAN MIZE

# MANAGING YOUR DIGITAL IDENTITY

ODU Preparing Future Faculty  
February 26

Richard N.  
Landers, Ph.D.

Department of  
Psychology

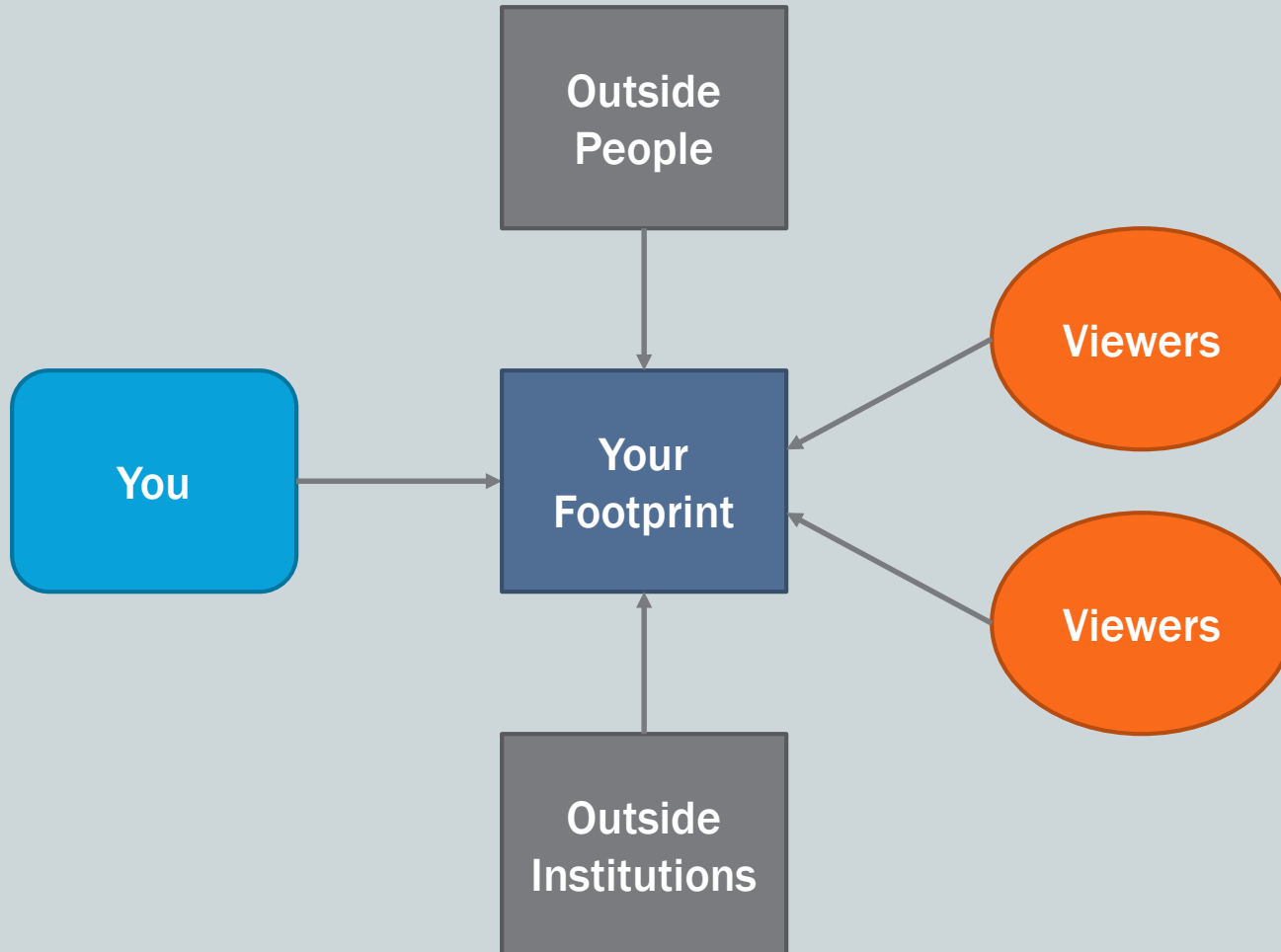
# THE SCHEDULE TODAY

- Why Worry About Digital Identity
- Influences on Your Digital Identity
  - You
    - Brand Management
    - Brand Strategy
    - Practical Approaches
  - Outside Influences
    - What to Worry About
    - Practical Approaches
  - Viewers
    - Psychological Processes (and what to do about them)

# WHY WORRY ABOUT DIGITAL IDENTITY

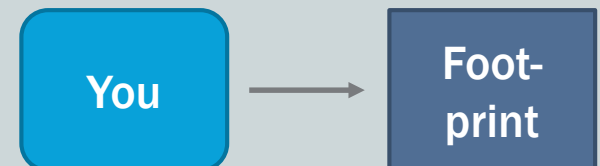
- Because when hunting for jobs, people often look you up
  - 51% of managers report rejecting a job applicant due to content found on social media (CareerBuilder, 2014)
  - 45% of hiring managers reported consulting social media to screen applicants (Haefner, 2009)
  - 91% of hiring managers reported looking at social media, 69% rejecting some due to what they found, and 68% hiring someone (Horan, 2011)
  - 79% of US HR professionals consulted SNS, similar for other countries (Cross-Tab, 2010)
- Even 31% of college admissions in top colleges and universities check Facebook (Kaplan, 2013)
- Such searches are effectively mandated for some jobs
- Unknown numbers in the faculty hiring process – probably varies a lot by person, and few would admit it anyway

# INFLUENCES ON YOUR DIGITAL IDENTITY



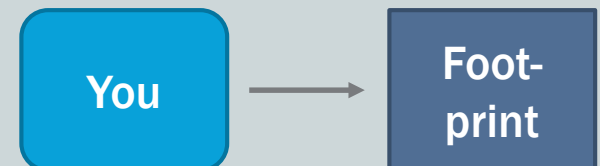
# YOU AND YOUR FOOTPRINT

- “You” are a brand that your Internet footprint communicates
  - A university/department/search committee is “buying” you – your actions, your history, your potential, your accomplishments
  - You will be added to that university/department’s brand
  - Some people that conduct this assessment are looking for “fit” and others are looking for “red flags”
- Any online content you produce exists forever
  - Includes products/portfolios/websites you’ve personally created
  - Includes words you’ve written in comments
  - Includes settings you’ve made about yourself in profiles
  - Includes your browsing history
  - Includes your online purchasing history



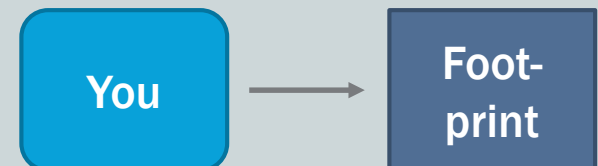
# A “YOU” BRAND

- Things that universities/departments tend to care about:
  - Research
    - Does this person present him/herself as a scholar?
    - Does this person’s research get news/media attention?
  - Teaching
    - Does this person seem like an effective teacher?
    - Does this person seem like an effective mentor?
  - Service
    - Does this person pitch in?
    - Can I rely on this person to get things done?
  - Interpersonal
    - Is this person someone I wouldn’t mind working with for 30+ years?



# A “YOU” STRATEGY

- Cultivate a positive, targeted presence
  - Think of yourself as a “brand” with these four dimensions
  - If a random person on a search committee happens to Google you or search on Facebook, what is communicated in the four target areas?
    - Do you *appear to be* a scholar, a teacher, a contributor, and good colleague?
- If negative information is out there, try to get it removed. If it cannot be removed, try to drown it.
  - Google PageRank and SEO
- This process is more critical in some fields than others
  - Digital humanities

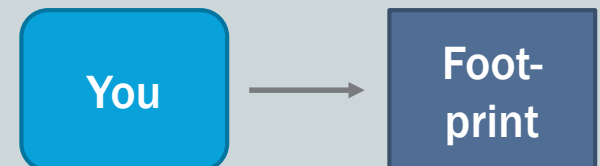




# A PRACTICAL “YOU” STRATEGY

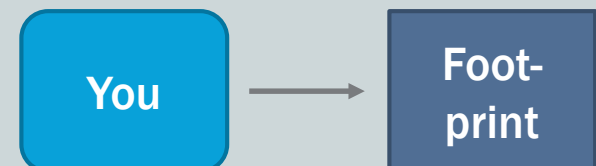
## ■ Short term strategy

- Google yourself to see what Google thinks is important about you
  - Get problematic information removed by contacting website owners
- Lock down Facebook with appropriate privacy settings
- Ensure any public social media (e.g., Twitter) represents you professionally
- Consider joining professional social media (e.g., LinkedIn, society-specific)
- Consider splitting your personal and professional online personas



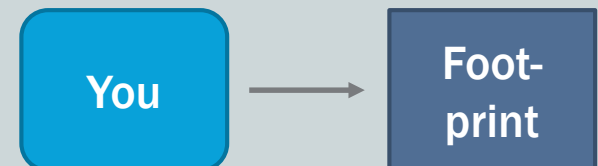
# PRACTICAL: SPLITTING YOUR PERSONAS

- If this is you, do it anonymously. →
  - “Security through obscurity”
    - If you are difficult to track down, most people won’t bother to try.
    - Use a screenname that is *never* tied to your real name.
  - Effectively splitting your activities is *very difficult* because a lot of tracking occurs behind the scenes, and it’s easy to forget to switch.
  - Even if it is not obvious who you are, there is probably a trail of breadcrumbs that someone *could* follow.



# A PRACTICAL “YOU” STRATEGY

- Long term strategy
  - Build a website on a domain you control using a hosted service (e.g., bluehost.com) and create new content for that website on a regular basis
  - Work with university “Media Relations” to promote your research to the media in an accessible way
  - Contribute writing to high-profile academic-friendly outlets (e.g., insidehighered.com, theatlantic.com, newyorker.com)



**Richard N Landers - Old Dominion University**  
<https://www.odu.edu/directory/people/.../rnlnd...> ▼ Old Dominion University ▼  
Ph. D. in Industrial and Organizational Psychology, University of Minnesota, (2009). B.A.  
in Psychology, University of Tennessee, (2004) ...

**Richard N. Landers**

[rlanders.net/](#) ▼  
**Richard N. Landers** photo. **Richard N. Landers**, Ph.D. Associate Professor in  
Industrial/Organizational Psychology Old Dominion University Principal Investigator  
Areas of Research - Publications - Positions - Education

[PDF] **Richard N. Landers**  
[rlanders.net/rlanders\\_vita.pdf](#) ▼  
**RICHARD N. LANDERS**. (as of February 2015).  
University. Office: (757) 683-4212. 250 Mills God

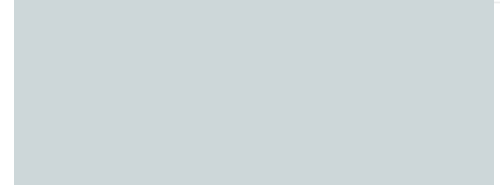
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My name is **Richard N. Landers**, and I am an A  
Dominion University in Norfolk, VA, USA. I use th



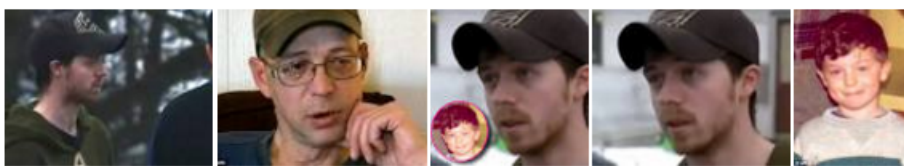
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[www.huffingtonpost.com/.../richard-landers-missing...](#) ▼ The Huffington Post ▼  
**Richard Wayne Landers**, Missing Boy Found As Adult, Says Grandparents 'Were In  
The Right'. 01/13/2013 09:08 am ET | Updated Jan 13, 2013. 2.1 K.

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Areas of Research - Publications - Positions - Education

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Report images



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**NeoAcademic**  
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by **Richard N. Landers**. The matter of who owns the copyright for a recorded lecture is  
not a simple one. The key issue here is that a faculty member's institution ...

**GOOGLE-FU**  
Only worry  
about the first  
two pages of  
results, but  
vary the terms  
you use to find  
yourself and  
see what  
comes up.

## Richard N. Landers, Ph.D.

Associate Professor in Industrial/Organizational Psychology  
[Old Dominion University](#)

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If you're interested in working with TNTLab or Richard, [see this info.](#)

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### Practical Statistics Textbook Now Available!

Inspired partly by my success at explaining [How to Compute ICCs in SPSS](#) on [my blog](#), and partly because I think significance testing is usually not well-understood by most students in statistics courses, I wrote a statistics textbook entitled [A Step-by-Step Introduction to Statistics for Business](#), published by [SAGE](#). It's a concise, one-semester introduction to the topic based around a chapter-by-chapter exploration of [how small business owners can solve practical problems with statistics](#). It's accompanied by click-by-click video demonstrations of all skills in both SPSS and Excel, tied closely to chapter contents, plus an online random dataset generator for learners to test their computational skills (and instructors to generate problem sets!). If you'd like to teach or learn about statistics in business, I strongly recommend it!

### Areas of Research:

- Assessment tools enabled by the Internet and related technologies
  - Videogames (e.g. Stealth Assessment)
  - Social media scraping (e.g. extracting KSAOs from Facebook)
  - Mobile devices (e.g. smartphones, tablets)
  - Internet panels and crowdsourced data (e.g. Mechanical Turk)
  - Automated cheating/faking detection and prevention
- Interventions to improve learning via the Internet and related technologies
  - Gamification and videogames
  - Informal learning via social media
  - Learner control of instruction
  - 3D virtual environments
  - Synchronicity and discussion quality

### Education:

- Ph.D. Industrial/Organizational Psychology, University of Minnesota, Twin Cities  
Dissertation: [Tactical and behavioral skills training for...](#)



## HOMEPAGE

Easiest thing  
you can do to  
build your  
footprint.

Like a web-  
friendly vita.

Should be  
consistent  
across all  
potential  
employers.

Should be in  
top 3 results on  
Google.

# A PRACTICAL “YOU” STRATEGY

## ■ Check RateMyProfessor.com

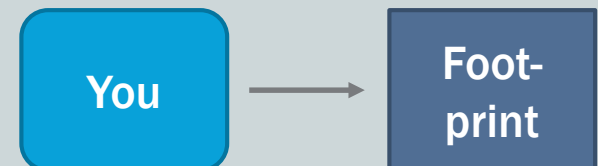
- People shouldn't trust it, but many do
- Report anything particularly nasty
- Anything that's just “unflattering” will not be removed

The screenshot shows a review for PSYC303 dated 06/28/2015. The overall rating is 'GOOD' with a smiley face icon. The review includes the following details:

- For Credit:** Yes
- Attendance:** Mandatory
- Textbook Use:** Barely cracked it open
- Rater Interest:** Really into it
- Grade Received:** A

The review text reads: "Best, Hardest online course I've taken. Don't sign up unless you're serious. Video lectures best friend! Take heavy duty notes! Textbook useless. Professor is outstanding, knows his stuff, willing to help. Do all extra credit! Projects intense, grading is tough, ask questions to make sure you grasp concepts. Recommend him highly for serious students." The review is tagged with "GIVES EXTRA CREDIT", "TESTS ARE TOUGH", and "TOUGH GRADER". It has 1 helpful vote and 0 unhelpful votes. A "report this rating" link is visible at the bottom.

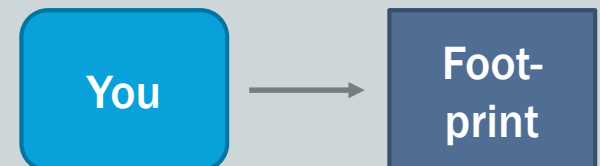
- If you're brave, try actively encouraging your students to complete ratings



# A PRACTICAL “YOU” STRATEGY

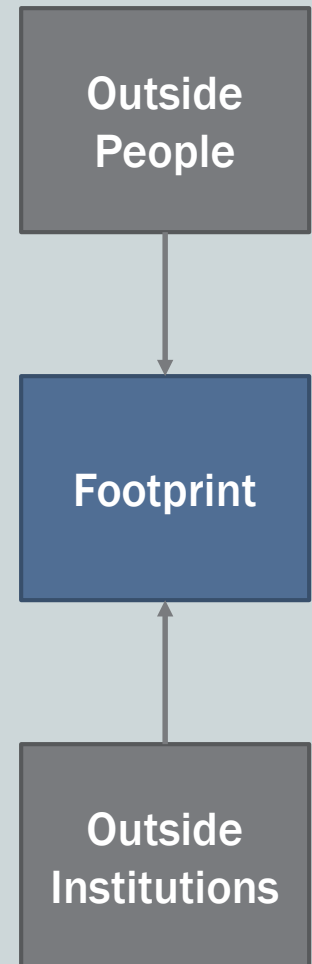
- Very long term strategy

- Think about who you want to be as a faculty member and why.
- Are you going to be the sort of faculty member who wants to communicate with the public? Changes minds outside of your classroom?
  - If yes, cultivating an online presence should be a fairly major part of what you do.
  - If no, then only do enough to get a job.
- Are you going to want to play a role in governance of your field’s professional organizations?
  - You’ll need to play politics, and online may be part of that.



# OUTSIDE PEOPLE AND INSTITUTIONS

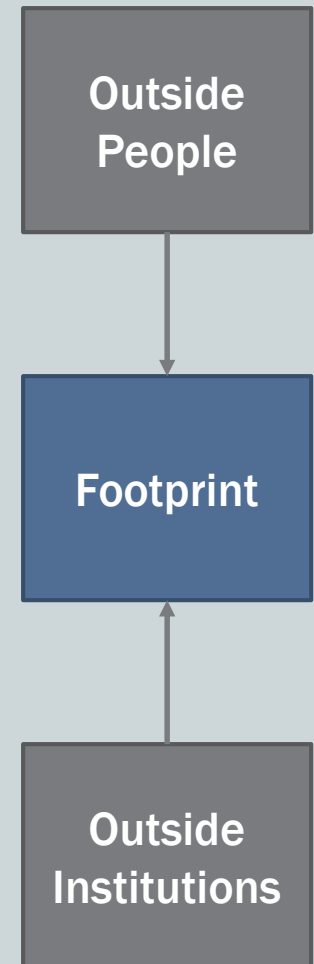
- Online content about you is also forever
  - Includes information people have posted about you
  - Includes news items where you happen to be mentioned
- A lot of this is harmless and not worth worrying about
  - High school accomplishments
  - Events you have attended (probably)
- Some of it is worth worrying about
  - Anything suggesting illegal activity (incl. as a juvenile)
  - Images of you in especially unflattering situations
  - Content that suggests race, gender, politics or religion





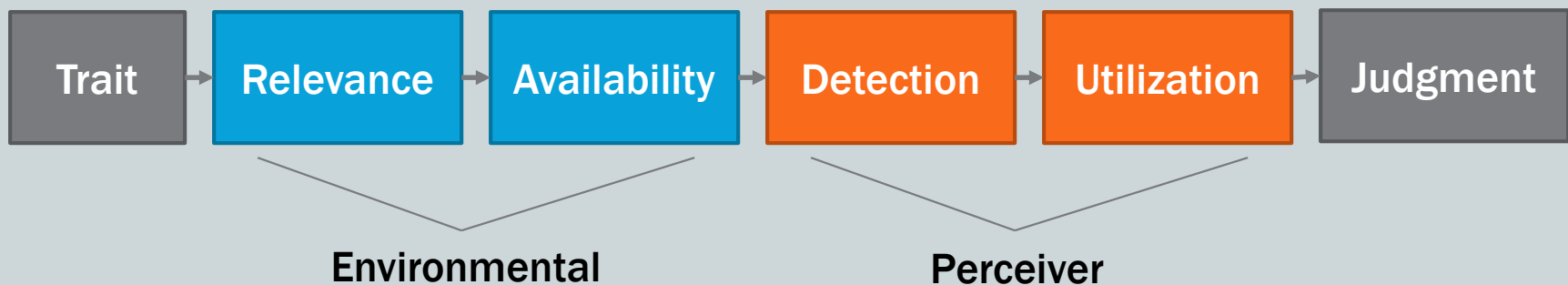
# PRACTICAL: OUTSIDE PEOPLE AND INSTITUTIONS

- Getting information taken down (in order of increasing difficulty and potential trouble)
  - Step 1
    - See if there's a formal process in place to have it removed (e.g., YouTube, Facebook) by hunting down policies on the website itself.
  - Step 2
    - Contact the website owner directly. Discover who that is using a WHOIS: <https://whois.icann.org/en>
  - Step 3
    - Get a lawyer involved.
- Before Step 2, consider any potential Streisand Effects.

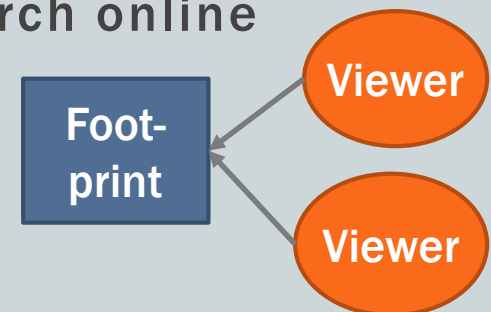


# VIEWERS AND THEIR PROCESS

- When making judgments about people, viewers interpret a lot of information idiosyncratically but follow a general process
- Funder's (1995) Realistic Accuracy Model



- The best way to minimize viewer desire to search online for you is to ensure all of their questions are answered with your application materials



# GOOD LUCK!!

- **Why Worry About Digital Identity**
- **Influences on Your Digital Identity**
  - **You**
    - Brand Management
    - Brand Strategy
    - Practical Approaches
  - **Outside Influences**
    - What to Worry About
    - Practical Approaches
  - **Viewers**
    - Psychological Processes (and what to do about them)

# DOES IT REALLY MATTER? THE SEARCH COMMITTEE PERSPECTIVE

DR. JOYCE ARMSTRONG  
Center for Learning and Teaching

# Managing your Digital Identity

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Does it really matter? The search  
committee perspective



Does it really matter?

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YES

# The Search Committee Perspective

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- Receive 50 to 500 applications for the position
- It costs the University about \$500,000 to conduct a search
- The committee does not have time to ask about why certain things are the way they are on your digital identity
- If you are not polished and sharp why look at you?

# Social Media

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- Why is something on the site?
- What does it mean?

Visual





# Identifiers

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- 420
- Actual Email address – sitting pretty, lots of fun, a little luck
- Aol.com, Gmail, Hotmail

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**Manage you digital –  
It Represents you to the Search  
Committee**

# TOOLS FOR SHOWCASING THE DIGITAL YOU

MS. MEGAN MIZE

[https://docs.google.com/presentation/d/1w9MnUlnSlyh4xlGnsl8ZiZkc863WzqozceJ\\_39WQyl4/edit?usp=sharing](https://docs.google.com/presentation/d/1w9MnUlnSlyh4xlGnsl8ZiZkc863WzqozceJ_39WQyl4/edit?usp=sharing)

# Q&A

# FEEDBACK FORM

- To receive credit for attending this PFF event, you **MUST** complete the on-line feedback form

<https://www.surveymonkey.com/r/PFFworksheet>

- Reminder – PFF Certificate applications for Spring 2016 due: April 25, 2016