

Science communication and networking using social media

26 September 2025 – MYK early career workshop

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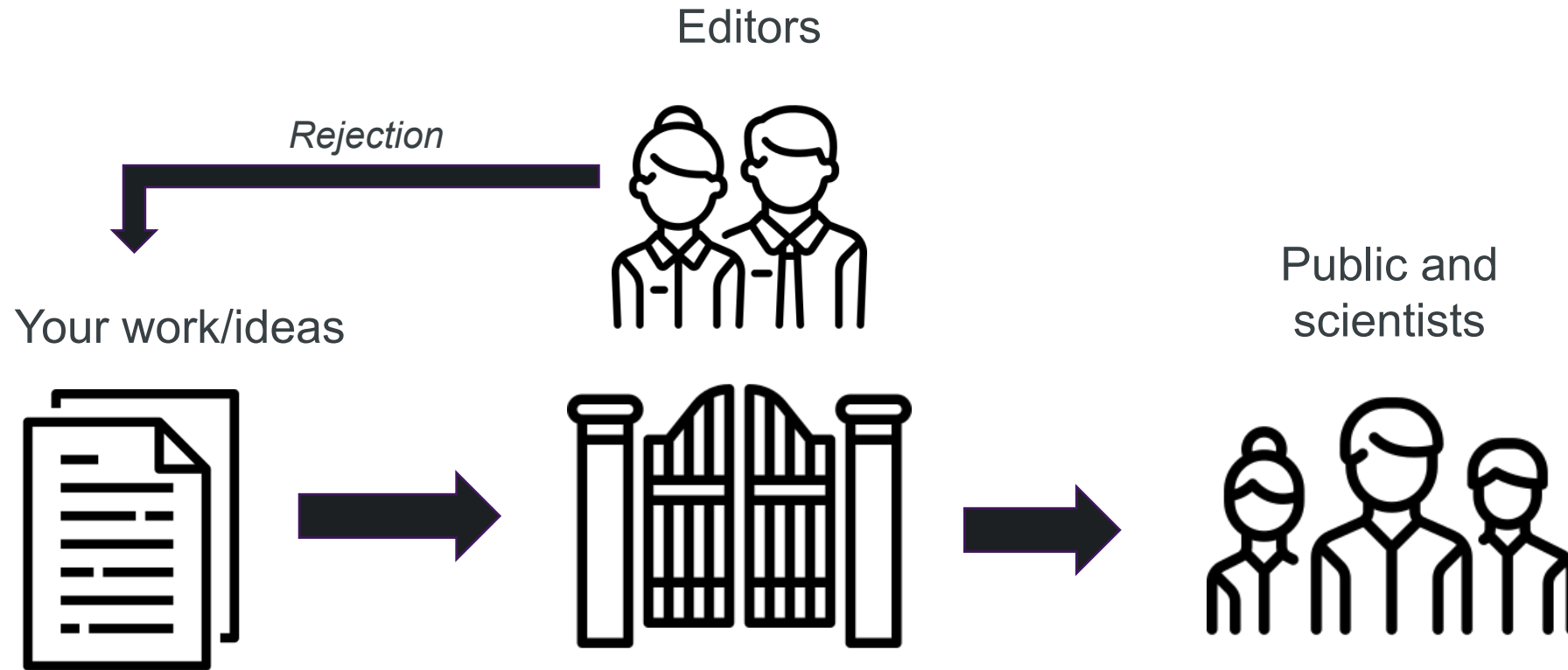
 [@dsquintana.bsky.social](https://bsky.app/profile/dsquintana.bsky.social)

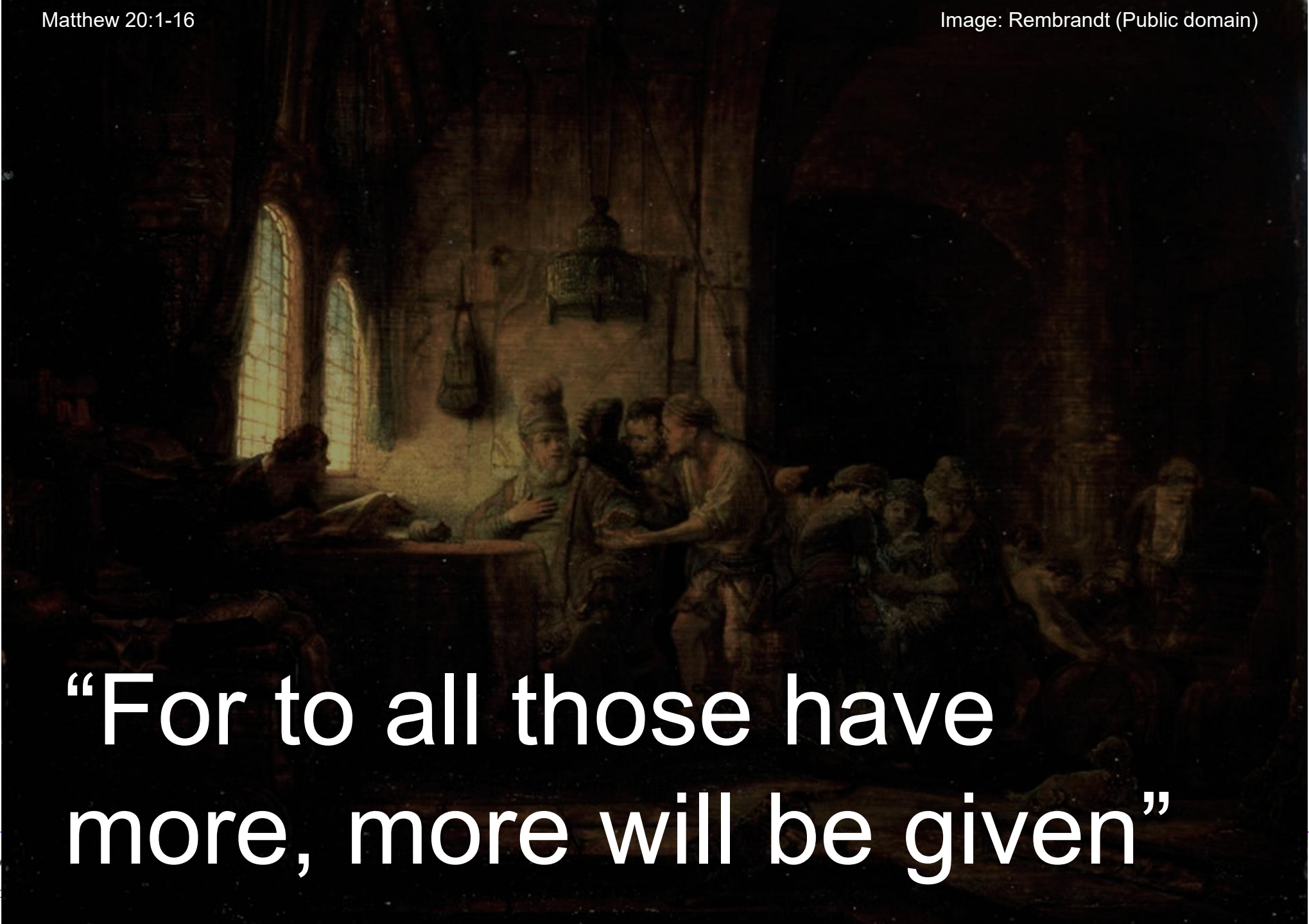


A close-up photograph of a silver metal gate with a diamond-shaped lattice pattern. A heavy-duty metal chain is wrapped around a vertical bar of the gate, secured with a brass padlock. The background is a blurred street scene with buildings and a warm, golden light, suggesting dusk or dawn.

Gatekeeping in academia and the media

The traditional system...



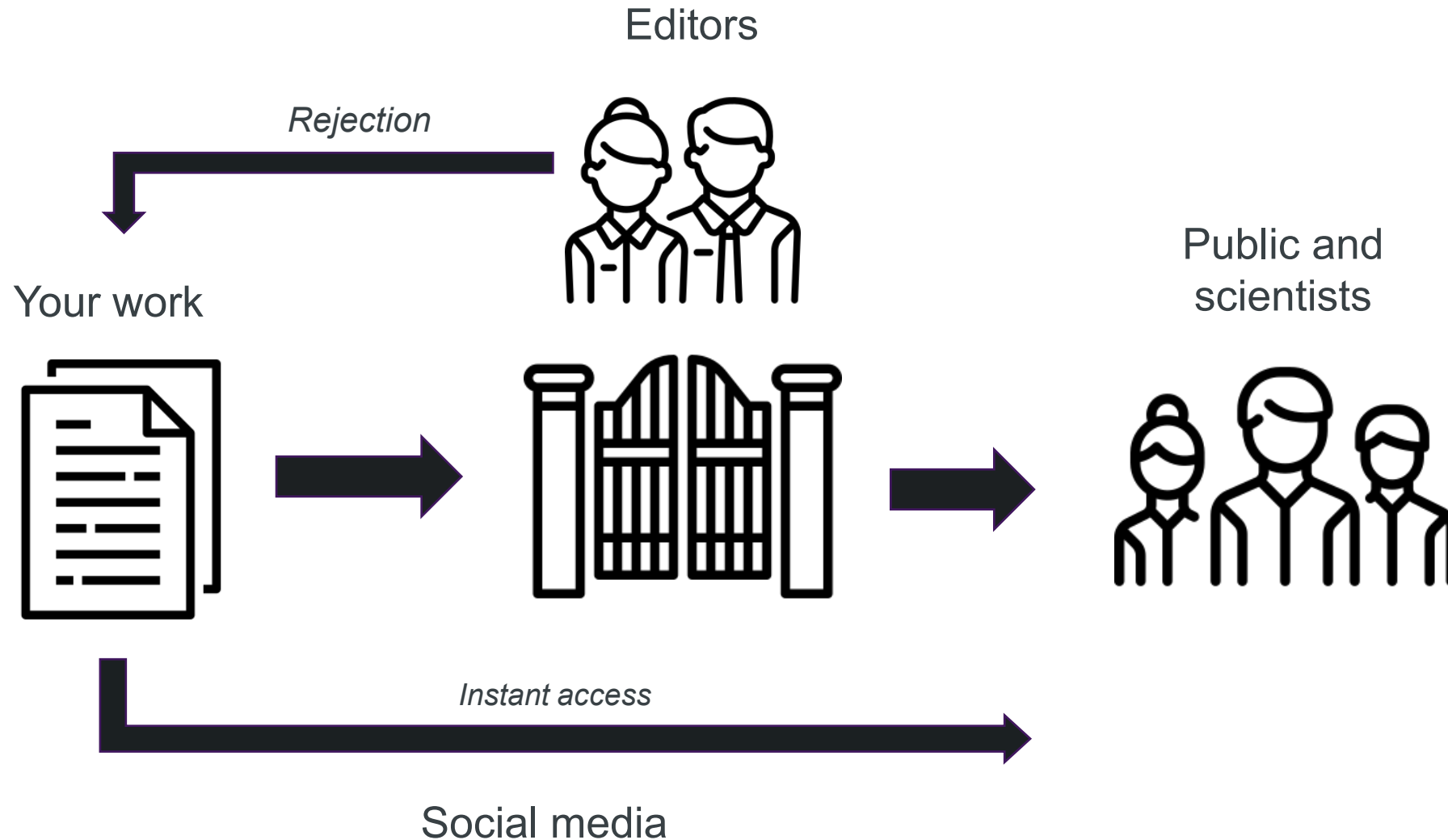
A painting by Rembrandt depicting the Parable of the Pounds. It shows a man in a turban and robe (the master) standing at a table, surrounded by several other men in similar attire. The scene is set in a dimly lit room with arched windows in the background. The lighting is dramatic, with strong highlights and deep shadows, characteristic of Rembrandt's style. The text "For to all those have more, more will be given" is overlaid in white at the bottom of the painting.

“For to all those have
more, more will be given”



Breaking into the attention cycle

Social media facilitates instant access





Social media can level the
playing field for early career
researchers



Ways to communicate online

These three modalities are unlikely to change

Audio



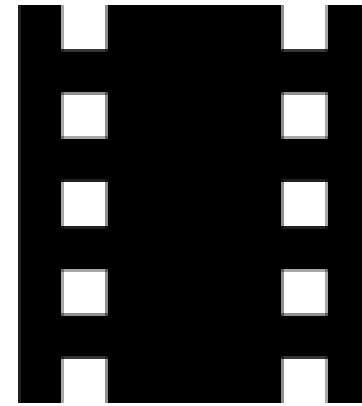
Podcasts

Text



Bluesky
LinkedIn
Blogs/Substack

Images



Instagram
TikTok
YouTube

The popular platforms will change over time

The story of a paper...

BMC Psychiatry

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Bayesian alternatives for common null-hypothesis significance tests in psychiatry: a non-technical guide using JASP

[Daniel S. Quintana](#)  & [Donald R. Williams](#)

[BMC Psychiatry](#) **18**, Article number: 178 (2018) | [Cite this article](#)

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Abstract

Background

Despite its popularity as an inferential framework, classical null hypothesis significance testing (NHST) has several restrictions. Bayesian analysis can be used to complement NHST, however, this approach has been underutilized largely due to a dearth of accessible software options. JASP is a recently developed open-source statistical package that facilitates both Bayesian and NHST analysis using a graphical interface. This article provides an applied introduction to Bayesian inference with Bayes factors using JASP.

Methods

We use JASP to compare and contrast Bayesian alternatives for several common classical null hypothesis significance tests: correlations, frequency distributions, t-tests, ANCOVAs, and ANOVAs. These examples are also used to illustrate the strengths and limitations of both NHST and Bayesian hypothesis testing.

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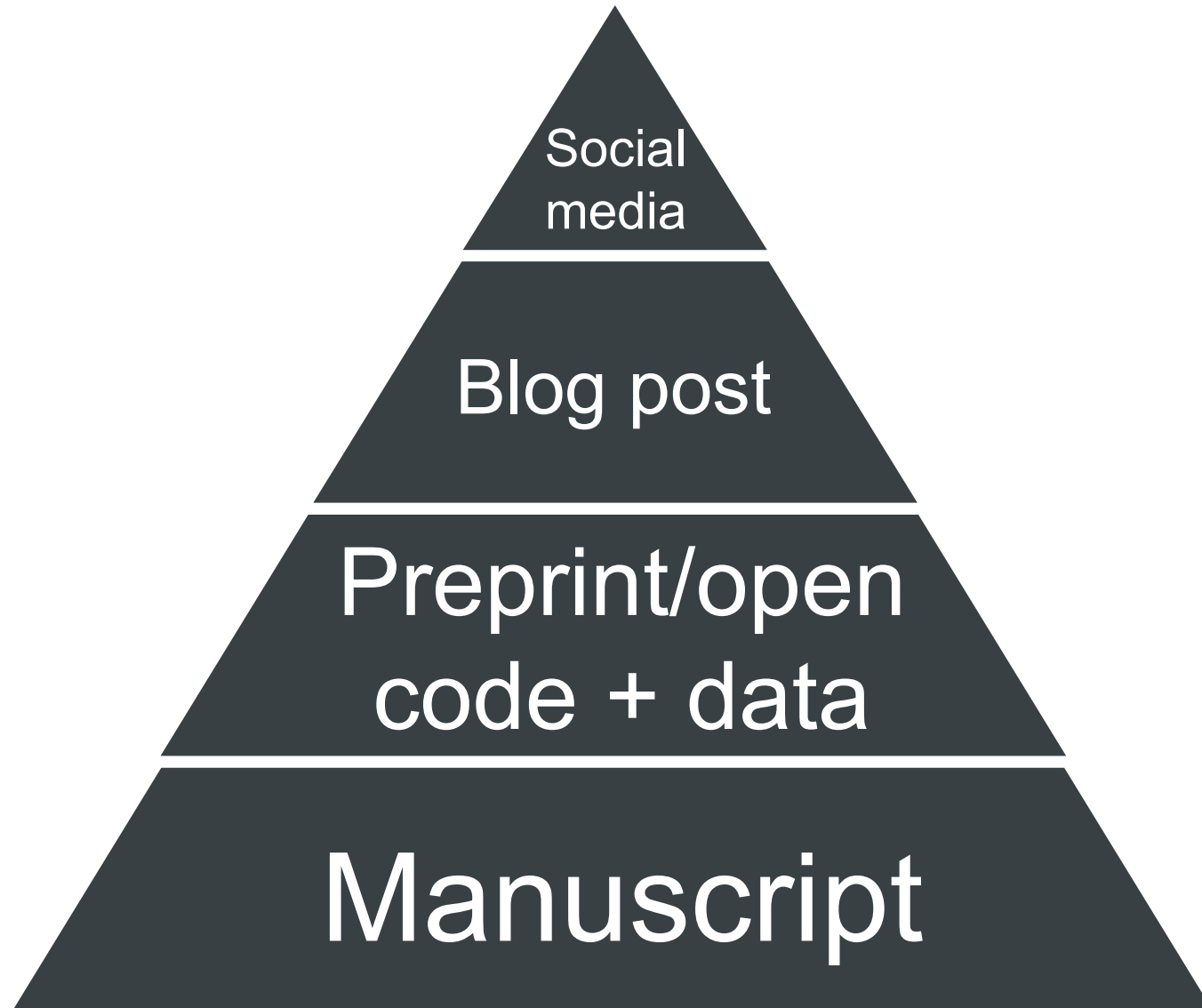
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Fast feedback funnel



What happened to Twitter/X?

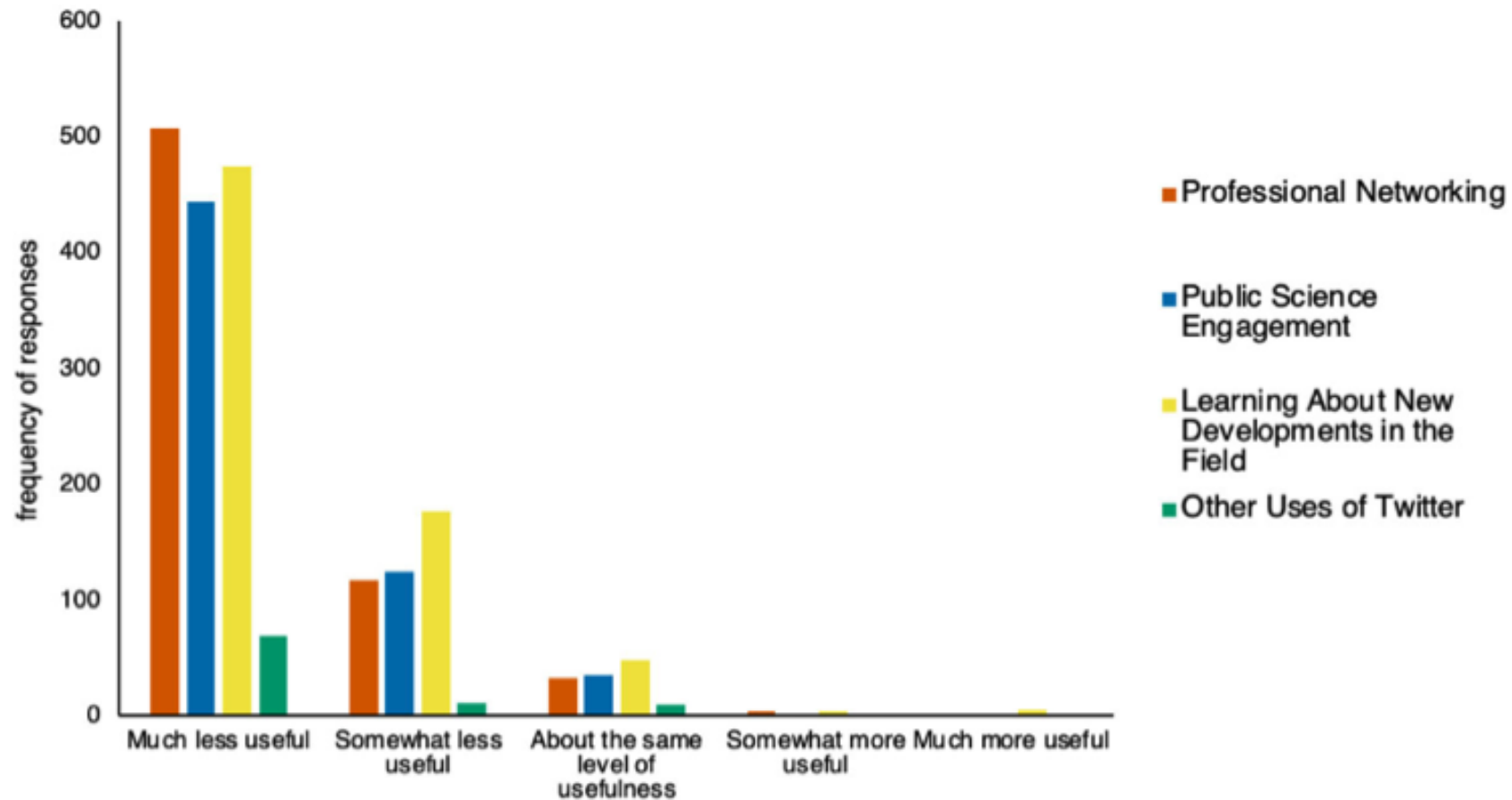


Fig. 1 Respondents assessment of Twitter relative change in usefulness for professional purposes since 2021.

What's Bluesky?

- Essentially an open-source Twitter clone (it was birthed within twitter but independent now)
- Users have more control about the algorithm
- A «public benefit corporation»---cannot be sued by investors for making a decision that may benefit the public good (or their 'mission') but hurts shareholders
- Billionaire-proof due to easy account portability
- You can move your account (posts and followers to a rival)---no lock in
- Worth getting an account, filling out a bio and sharing a few posts



Bluesky's usefulness

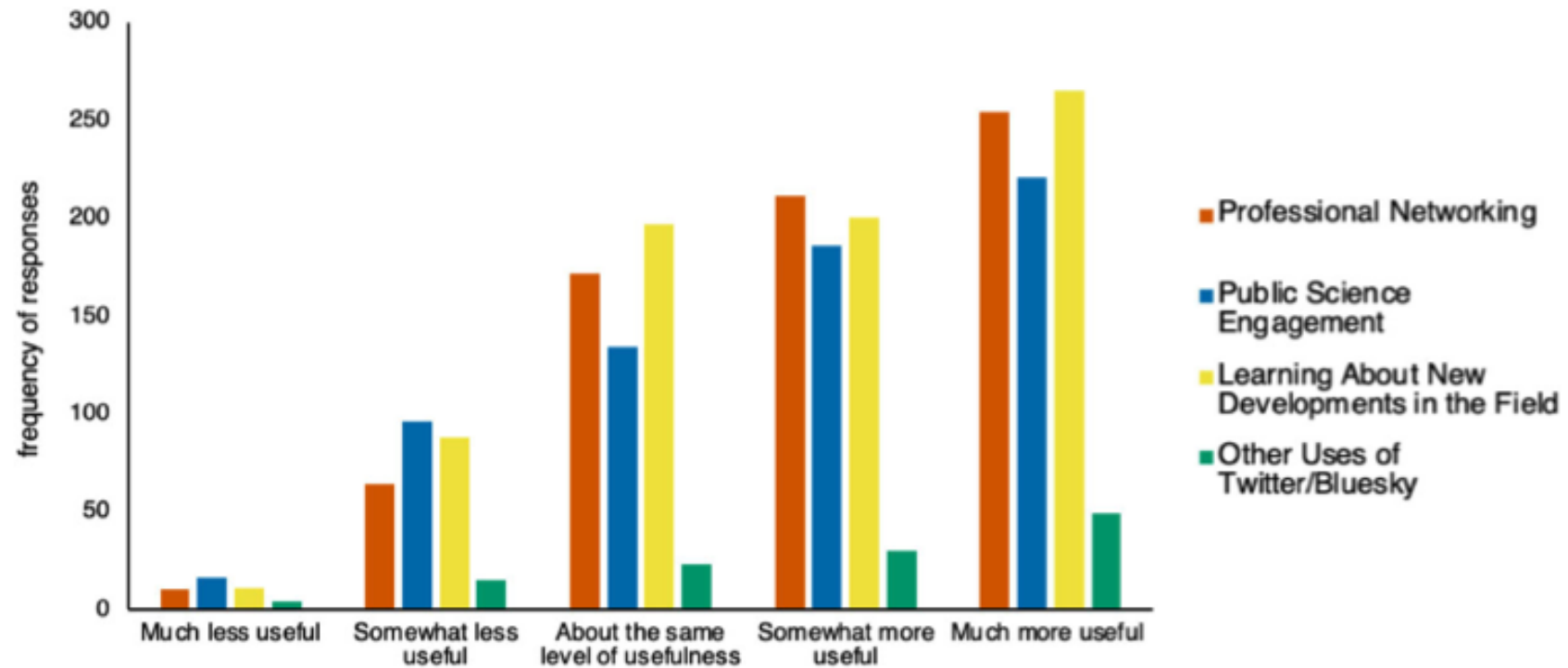


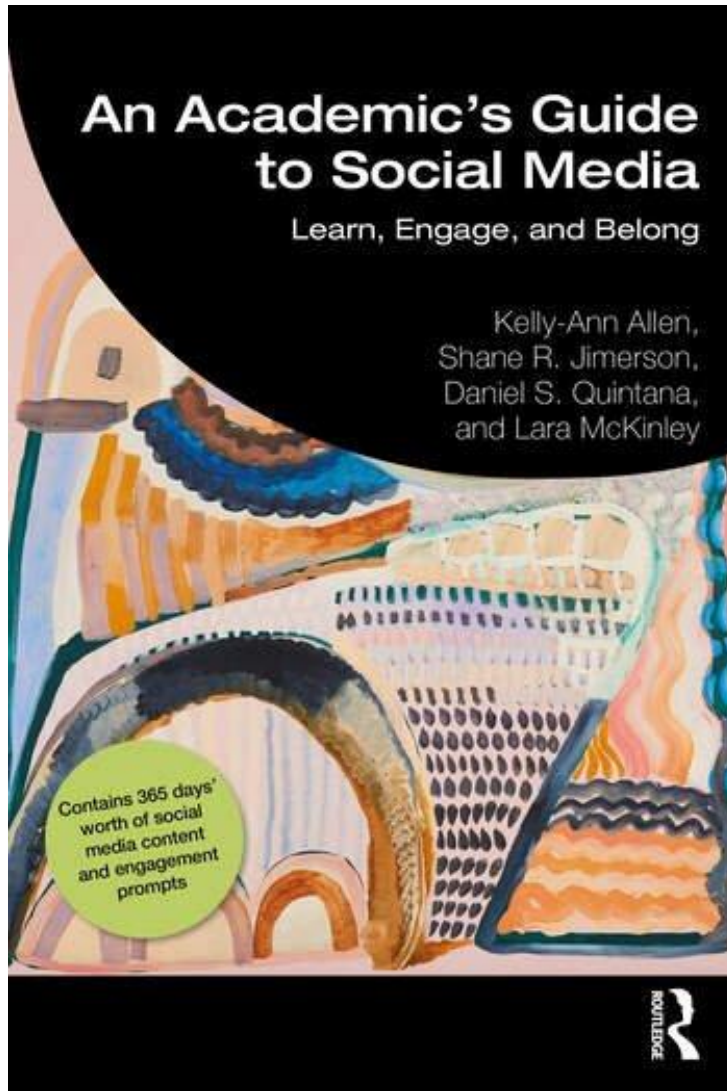
Fig. 3 Respondents assessment of Bluesky's usefulness for each professional task relative to Twitter.

Pros and cons of Bluesky

- Pros
 - No algorithm by default. Users have more control about the algorithm
 - Easy to sign up (unlike Mastodon)
 - Fairly easy to use (especially if you've used Twitter)
- Cons
 - No algorithm by default
 - Very short tail of attention



An academic's guide to social media



- Available at the UiO library
- 365 days worth of social media post prompts

A high-angle, close-up photograph of a person's hands working on a piece of dark wood. The person is wearing a white shirt. The wood is resting on a black metal workbench. The floor is covered in a thick layer of wood shavings. In the background, there is a black metal frame and a power cord.

Share your process, not just the final product

A good profile format if you're stuck

[TYPE OF SCIENTIST] researching
[RESEARCH AREA] at [INSTITUTION] using
[RESEARCH TOOL]. I like to [PERSONAL
INTERESTS]

Psychological scientist researching biological
systems that link psychosocial factors to the
health and wellbeing at The University of Oslo
using large genetic datasets. I like to rockclimb
and lurk on stack overflow.



LinkedIn

- Becoming popular in academia
- The BEST way to reach decision makers---
this is where RCN/ERC/UiO
admin/politicians are
- The algorithm is less cringe than it used to
be (mostly)
- Great option if you're considering a move
to industry
- Long tail of interest



TikTok

- Good option if you want to reach younger people
- The algorithm will bring people to you, no matter how niche your topic
- But there is very specific 'language' and 'format' this is constantly shifting, which means you need to spend time on the platform to understand it---easy to get sucked in
- Some things can randomly go viral



YouTube

- YouTube videos have a 'long tail' of interest
- Second most popular search engine
- Thanks to the algorithm, you can be very niche with your topics (like TikTok)
- Turn your recorded lectures/presentations into YouTube videos
- Doesn't need to be a slick production
- The transcription service is getting good

Blogs

- Various platforms now available
- Substack is a popular option (it's free!)
- Blogs are somewhat portable, as you can take your mailing list with you.
- But places like Substack and Medium have lock-in effects
- You can start an 'independent' blog, but there is a small cost for hosting

Common objections to using social media

- “This is all a bit self-promotional”
- “I don’t have the time”
- “I don’t have many publications”
- “No one cares about my research topic”
- “It looks complicated, I don’t think I can learn how to use this”

“How do I build my network?”

- Share consistently
- Solve other people's problems
- Stay on topic (but it's totally OK to share other stuff occasionally)
- Contribute to conversations
- Answer questions

Taking care of yourself

- You don't HAVE to be on social media 24/7
- Consider deleting social media apps from your phone and only accessing platforms via a desktop browser
- You can turn off replies to posts
- Mute and block people or terms---you can tailor your experiences
- If your research topic attracts controversy, you can use features/platforms that limit replies or sharing

A person with short dark hair, seen from behind, is walking on a city street. They are wearing large black over-ear headphones and a black quilted jacket. A black backpack is visible on their back. The background is a blurred urban scene with buildings, a red double-decker bus, and other vehicles. The lighting suggests it might be daytime. A blue rectangular box with white text is overlaid at the bottom of the image.

Podcasts are both public and personal

Podcast history

- The name and format popularised by Apple (Pod = iPod, cast = broadcast) in the mid 2000s
- The breakout podcast was the Serial “true crime” podcast in late 2014, with over 300 million downloads to date
- Podcasts took off around the Serial first season due to smartphone technology that made them easy to download
- Podcasts emerged *after* the period where everyone watched the same TV shows and *before* everyone was watching the same streaming series

How podcasts work

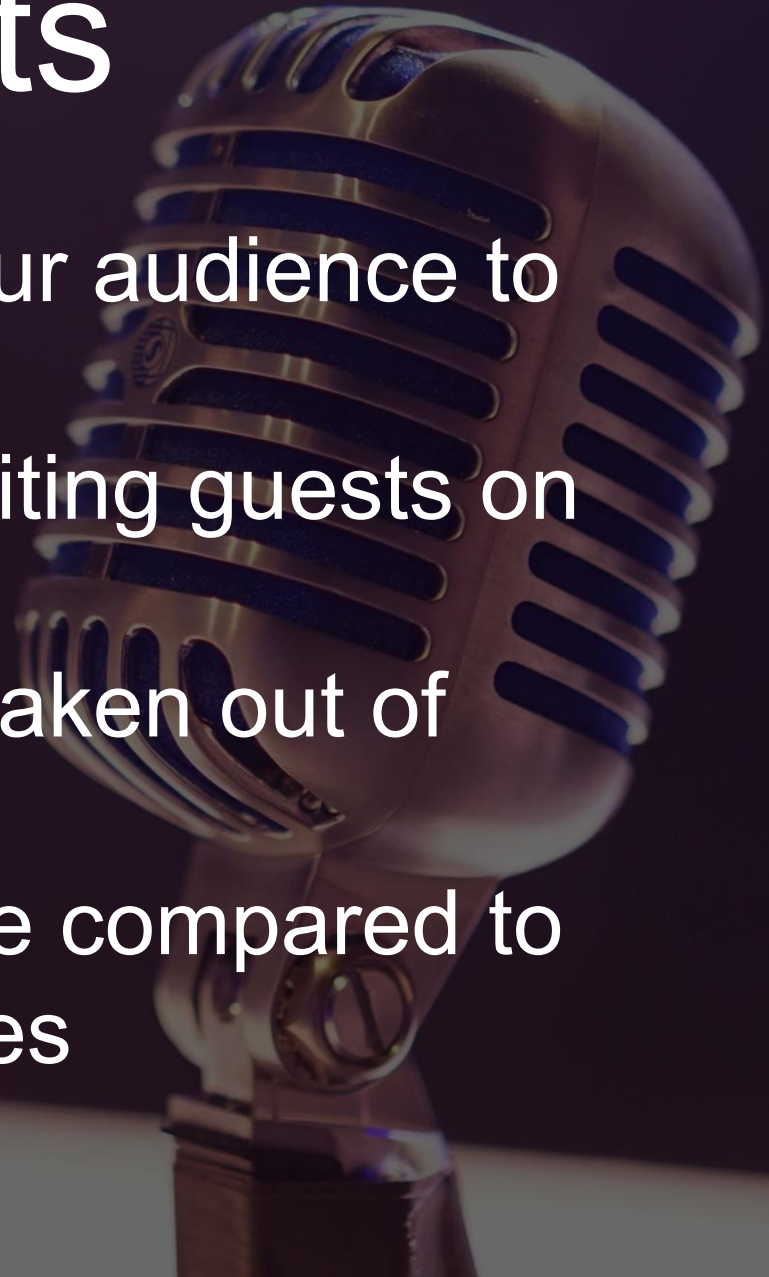
- Podcasts are just a type of RSS feed
- An audio file + episode description needs to be hosted *somewhere*. Various hosting services are available
- Once your files are hosted, they can be submitted to podcast directories (podcast hosts do all this for you)
- Popular podcast directories: Apple, Spotify, Google
- Hosting costs about 100 NOK per month for a basic service
- "Free" options are also available, such as Spotify
- Open RSS feeds are easily transportable. Some of the "free" podcast services lock you into their app or automatically insert location-based ads

I hate the sound of my voice

- We all hate the sound of our voice as it's so different to what we usually hear
- There are ways to modestly edit the sound of your voice (i.e., "radio voice")
- You will get used to this, it's ok!

Podcast benefits

- An accessible way for your audience to consume information
- Build your network by inviting guests on your show
- Harder for content to be taken out of context
- It's an efficient use of time compared to other communication types



What podcasting has can do for your career...

- Collaborations
- Education
- Invitations to write papers
- Talk invitations
- Invitations to contribute to traditional media
- The opportunity to build a like-minded community
- Have some fun!



Even if you audience is small I would
still do a podcast



A podcast guide

dsquintana.blog/podcast-guide



*Take a photo of this
QR code for a link*

- A comprehensive blog post on starting your own podcast
- Options for a range of budgets
- Recommendations for software and hardware

Here's a template

- Choose to either go solo or one other person as a co-host
- Pick a topic and write down ten people you want to interview---who in your field would you love to talk to?
- Make a logo in Canva
- Record ten episodes up front
- Release 1-2 episodes a month
- Make the podcast you would want to listen to



UiO podcast studios



- Available to UiO staff and students
- Can record up to four people
- Can also include remote guests
- High-end hardware
- The room needs to be reserved
- Relatively easy to use

<https://www.hf.uio.no/hf-studio/medieproduksjon/podkast>

A collection of vintage tools is arranged on a dark, weathered wooden surface. The tools include two axes with wooden handles, a claw hammer, a mallet, a hand saw, a pair of leather work gloves, a pair of large metal shears, a folding knife, a circular metal object with a logo, and a metal mug. The scene is lit from the left, casting soft shadows.

What's in your research toolkit?





Questions?

Find me online

Bluesky/LinkedIn/TikTok/Instagram/YouTube: @dsquintana

Podcast on research methods: Everything Hertz (everythinghertz.com)

Email: daniel.quintana@psykologi.uio.no

UNIVERSITY OF OSLO

Psychosocial work environment

Linn Grimstad-Nielsen
Senior adviser
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26th of September 2025



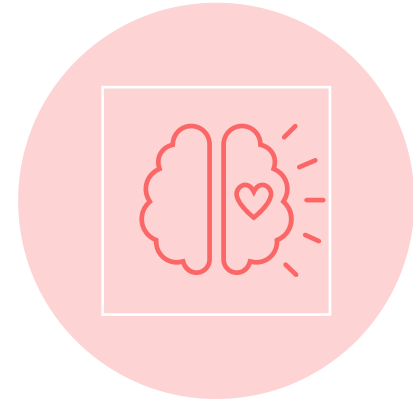
Today's plan



PSYCHOSOCIAL WORK
ENVIRONMENT: WORK OVERLOAD
AND WORK-HOME BALANCE



SELF-MANAGEMENT:
TIMEMANAGEMENT & TOOLS

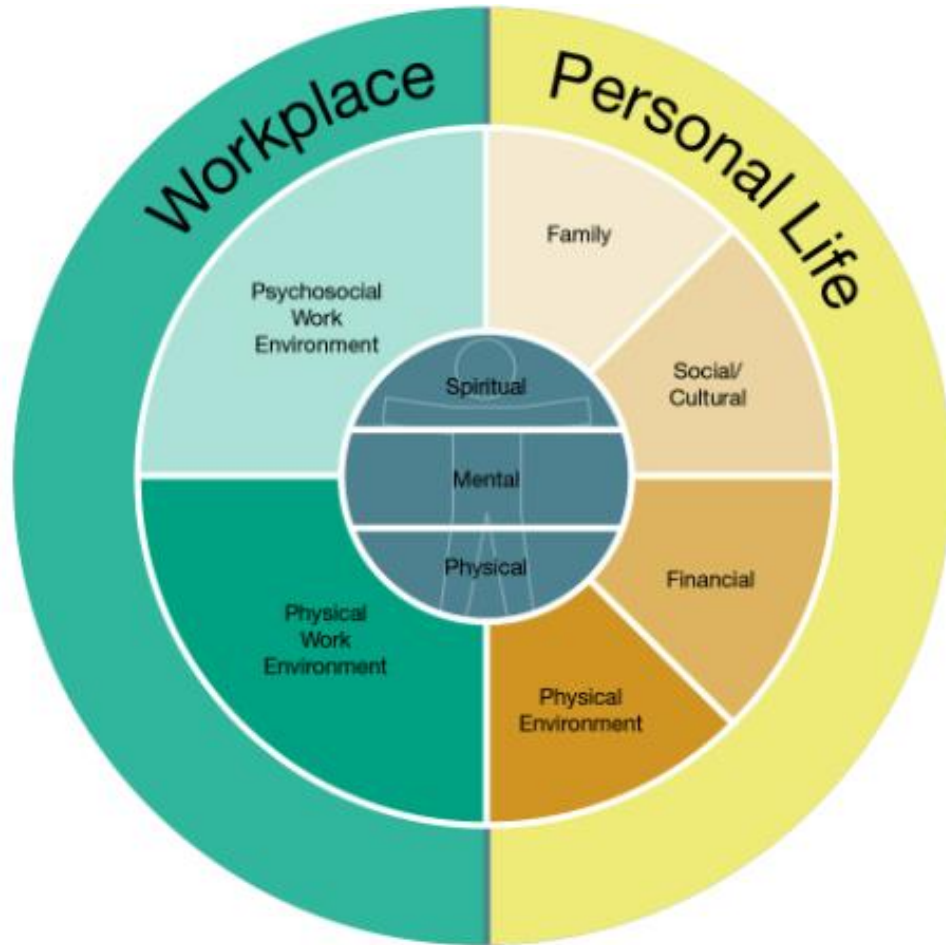


STRESS MANAGEMENT

Psychosocial work environment

Work overload and work-home balance

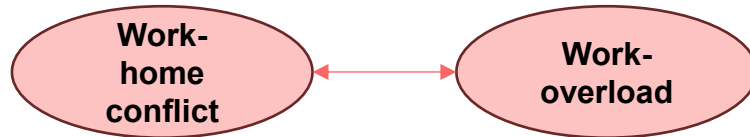
Psychosocial work environment



Psychosocial risk factors:

- Work overload
- Work-life imbalance
- Role ambiguity
- Job insecurity
- Insufficient social support

UiO - work environment survey (2024)



Our Work Environment Summarized



Experience of Work-Home Conflict

Whether the job has a negative impact on the home situation

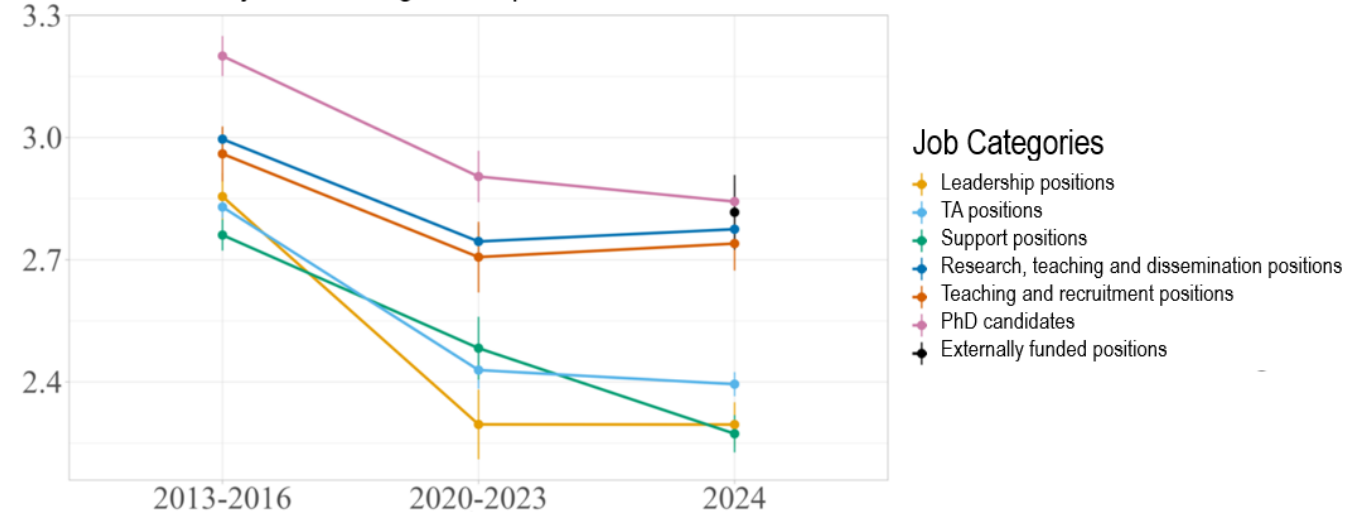


Figure 5: The downward curve indicates a reduction in the negative impact on the home situation. Note the range on the Y-axis; it is zoomed in, with the scale going from 1 (very rarely) to 5 (very often).

Self-management

Timemanagement & tools

Self-management is the ability to prioritize tasks and motivate oneself to take the necessary actions to achieve one's goals.



Mention one of the most time-consuming tasks in your workday:



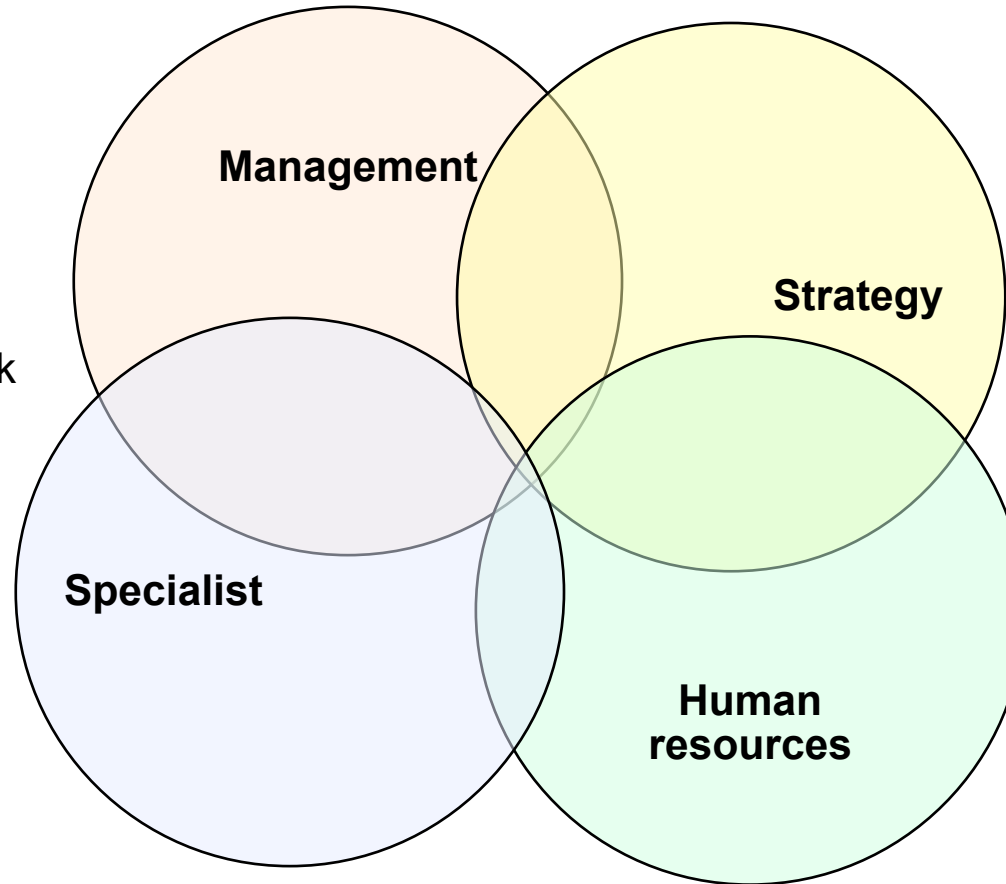
Four dimensions of a job

Management and administration

- Administrative tasks
- Budget and goals
- Control and follow-up
- Resource allocation
- Internal overview and risk minimization

Do the job

- Being the expert
- Do the job yourself
- Problemsolving
- Professional supervision



Develop the future

- Developing and implementing ambitions, values, goals and attitudes
- Developing your own and organizational strategies
- Challenging the culture and presumptions
- External overview – understanding the environment
- Setting the course and determining long-term goals

Personal development

- Network and team
- Conferences present your work
- Getting feedback
- Evaluating and acting on achievements
- Research group
- Co-writers

Apps Apps, like Forest, which discourage you from using your phone for social media, news...

Pomodoro Technique

Setting a timer to work for 25 minutes and then taking a 5 minute recovery break.

Efficient Calendar

Blocking off time in your calendar to focus on a specific task.

Shuffle Method

Switching between tasks you have to complete, and optional fun activities.

Time M. Buddy

A trusted person who provides you with passive and active support to manage your time.

To-do & To-don't Lists

Lists of tasks you want to complete, and tasks which distract you and you want to stop doing.

Task Segmentation Breaking up tasks into manageable chunks that are dealt with separately.



The Post-it Note Board

A dynamic board with columns, used to monitor the progress of tasks written on Post-it notes.

Task Delegation

Asking peers or colleagues for a little help to complete tasks on time.

Rewards

Having rewards after meeting goals increases your motivation to work.

The Bullet Journal

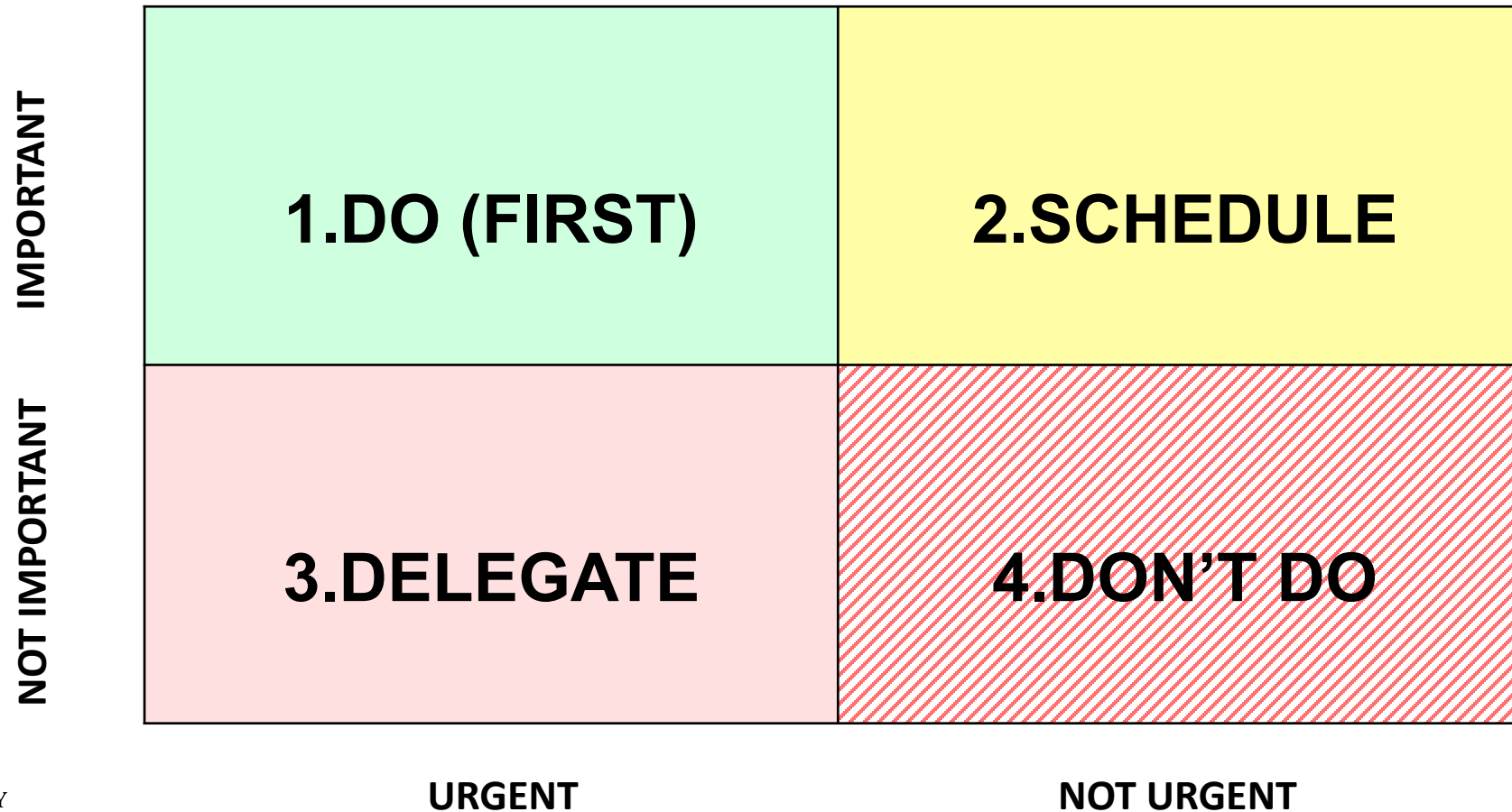
A structured notebook for recording tasks, deadlines, events and thoughts.

Pickle Jar Theory

Planning your day so your biggest jobs are placed in your schedule first, and smaller jobs can fit around these.

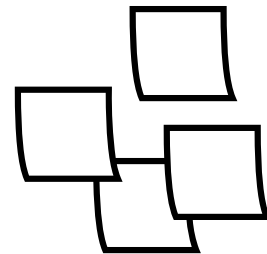
Read full article at: <https://plantae.org/>
Twitter: @ASPB @BesianaX @Rose_McN

Tool: the Urgent-Important matrix (Eisenhower)



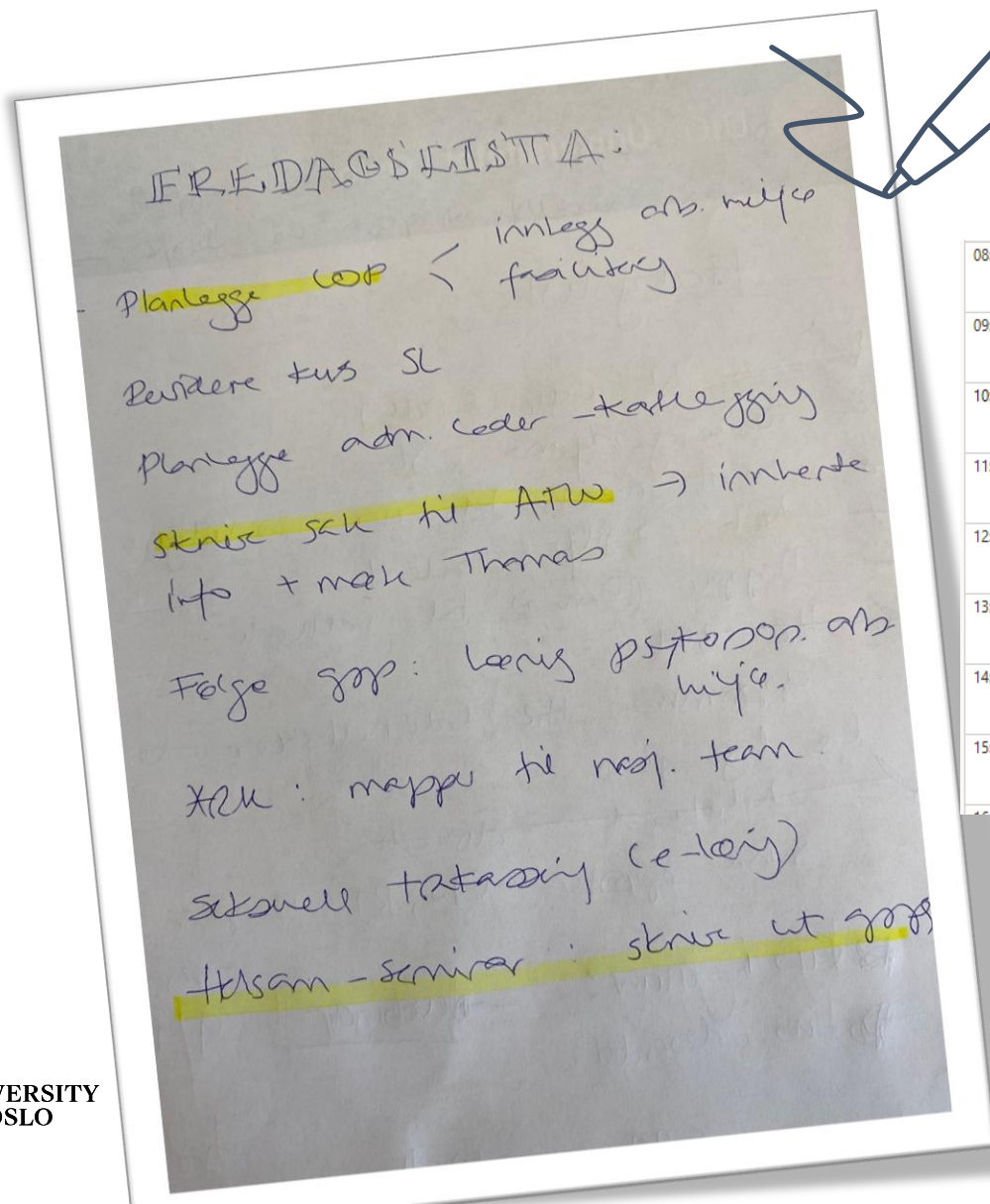
Exercise: prioritize next week's tasks

- Write down 4-6 tasks you have planned to do next week
- Draw the matrix on a piece of paper and place the tasks where they belong



IMPORTANT/URGENT DO (FIRST)	IMPORTANT/NOT URGENT SCHEDULE
NOT IMPORTANT/URGENT DELEGATE	NOT IMPORTANT/NOT URGENT DON'T DO

Tool: To do-list & blocking calendar



08:00		Arbeid med AMU-sak			AMU-sak leveres
09:00	Visuell forskningsformidling og KI- dag 1 Linn Grimstad-Nielsen		LOP dag 1 Forskningsparke n Hagen 2 Sidsel Gunn Valmøt		Invitasjon: Lent prosessedernetværk https://us02web.zoom.us/j/83771011 leveranser Lent
10:00				Forberedelse til ARK- gjennomgang https://uiio.zoom.us/j/684447694107 Gunvor Annette Hesla-Halvorsen	
11:00		Julebordskomite-møte (ny tid) LSH: Møterom 6 (1006) Linn Grimstad-Nielsen		Trening Linn Grimstad-Niel	
12:00	Walk and talk	Planlegge LOP		Revidere kurs SL	
13:00				ARK-koordinatorknettverk https://NTNU.zoom.us/j/9476877097 Kirsti Godal Undebakke	
14:00		Fast møte Linn o Maris kontor Mari Rosenvin	Møte om lunsj - HSH - 3 etg. Hilc Randi Opheim	Selvledelse-forb edringsmøte Hos deg eller meg eller rommet i mellom	Seksjonsmøte LSH: Møterom 7 (1007) Mari Rosenvinge Nygaard
15:00	Skrive ut HELSAM-oppg				

Self-management through the day (or week)

Before

- Meeting with yourself
- Plan for the week
- Daily plan
- Distraction plan
- Clarify expectations, anchor priorities

During

- Prioritize
- Take breaks
- Motivate and reward yourself
- Seek support if needed
- Positive self-talk

After

- Meeting with yourself
- Summarize the day
- Note three things you have done
- Transfer unfinished tasks to tomorrow

Stress management

Stress management

- What stresses you out and why?
- What happens to you when you experience stress?
- What counteracts stress?
 - Individual and organizational measures
 - Awareness of possible role conflicts
 - Social support



Do you need help or support?

[Employment conditions](#)

[HSE and occupational health services](#)

[Occupational Health Service](#)

[Ergonomics](#)

[Occupational health](#)

[Occupational hygiene](#)

Organisational and social-psychological working environment

[Systematic HSE and training](#)

Norwegian

Organisational and social-psychological working environment

The Occupational Health Service wants to be a low-threshold service and assists with counselling, advice and management of psycho-social and organisational work environment factors.

> Adjustment

> Handling of conflicts

> Mobbing

> Process support

> Sexual harassment

> Stress

> Assistance and advice to employees, managers, safety representatives and working environments

> Conversations with employees

> Kurs «Stress i arbeidslivet»

> Course "Stress for fellows"

> Unpleasant incidents, threats and violence

> Working environment development



Occupational health services - For employees - University of Oslo

What is the first action you will take? (or share something smart you already do...)



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[Infographic-Time-Management.pdf](#)

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[The nine dimensions of health: Psychosocial Work Environment - Canada.ca](#)

[Work environment survey 2024 \(ARK\) - For employees - University of Oslo](#)