Science communication and networking using social media

26 September 2025 – MYK early career workshop

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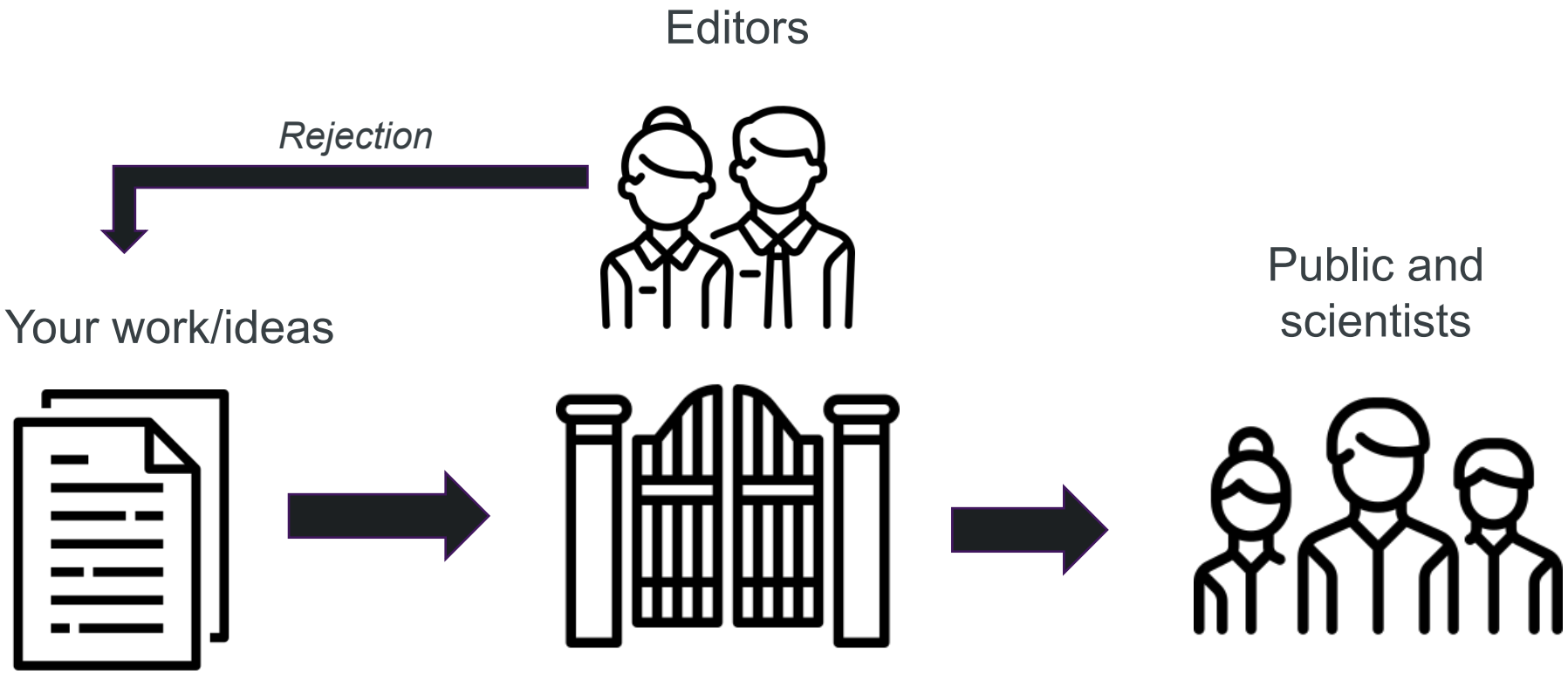
HELSE SØR-ØST

KAVLI TRUST

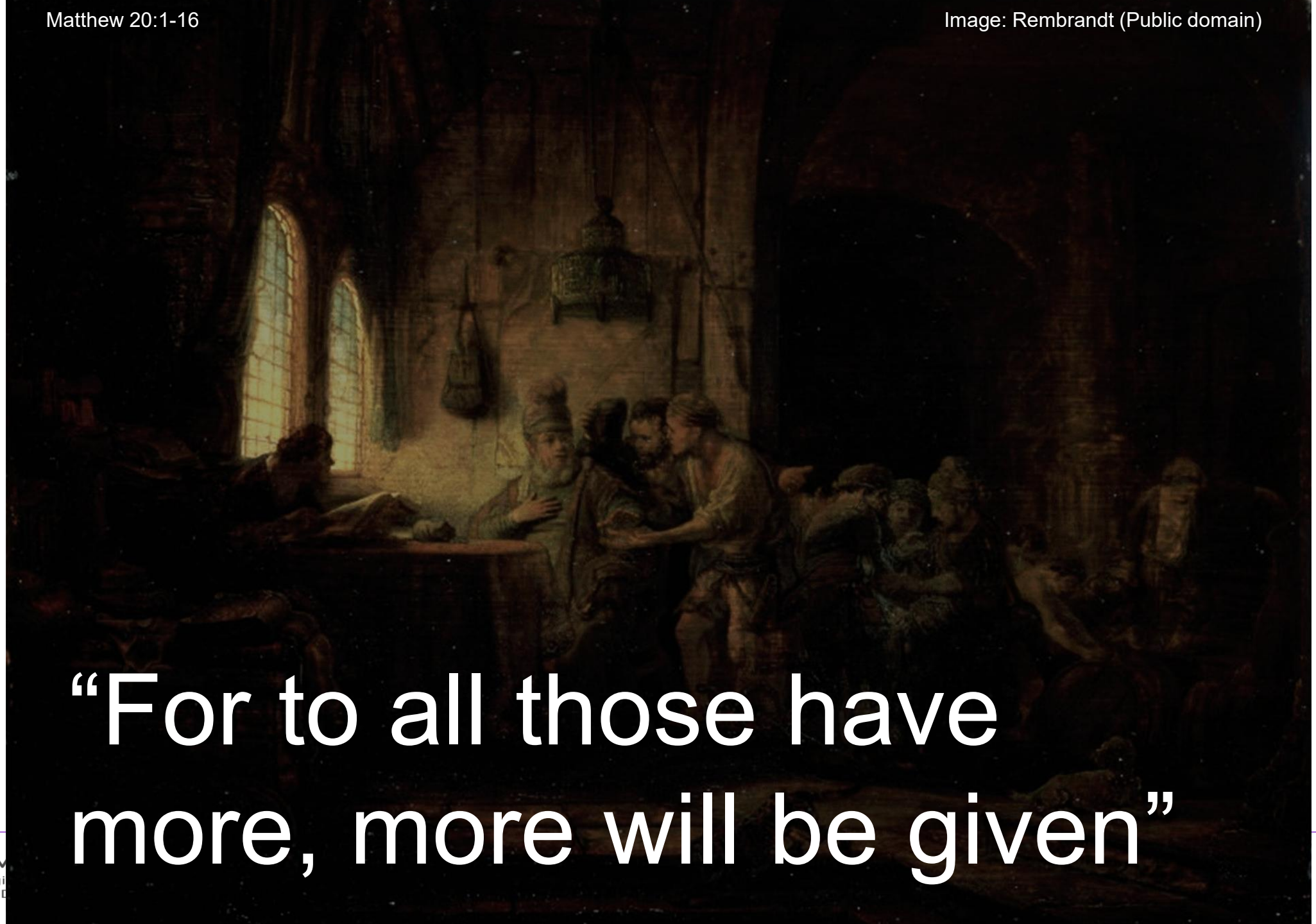
Gatekeeping in academia and the media

The traditional system…



Matthew 20:1-16

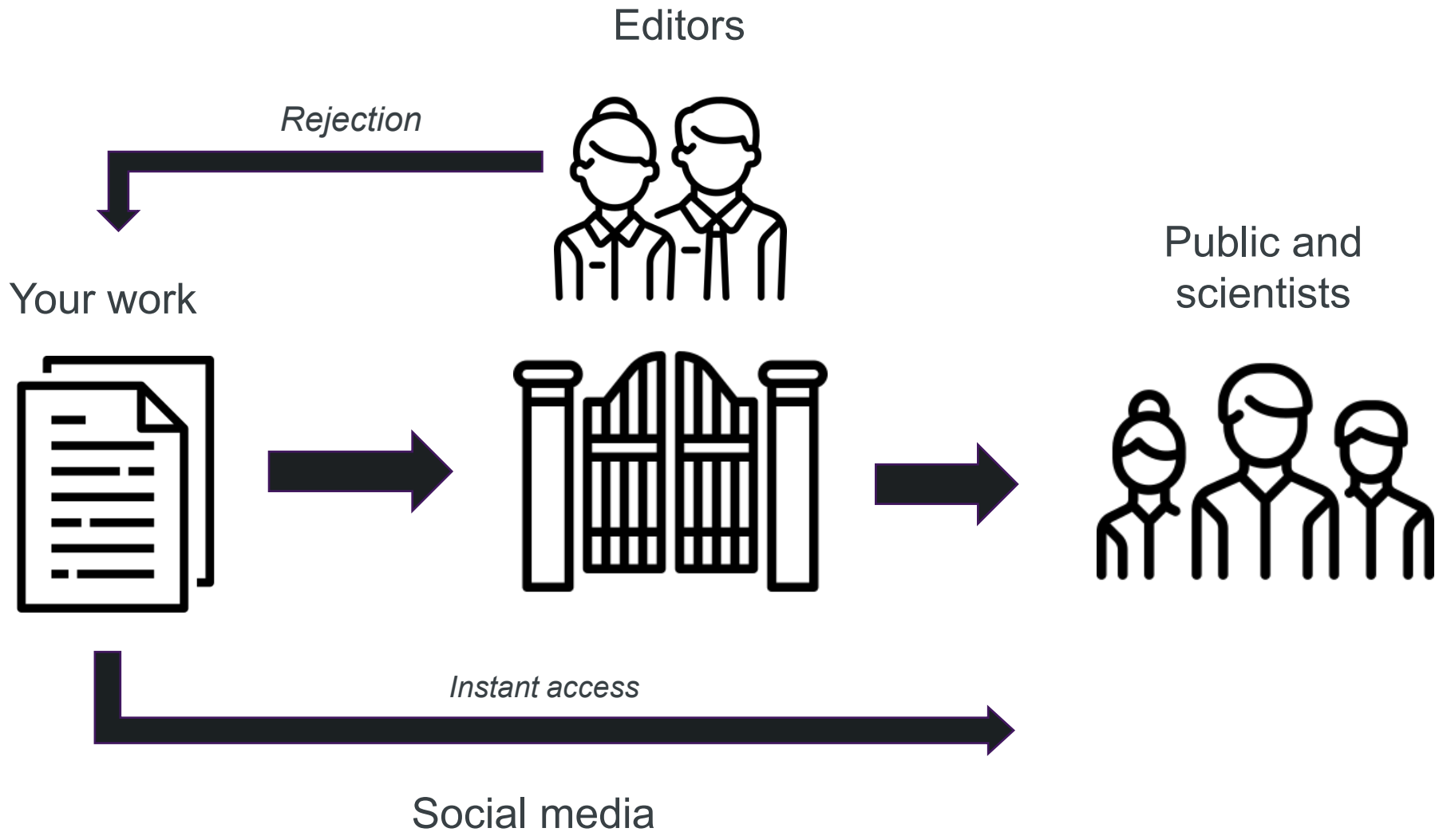
Image: Rembrandt (Public domain)



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

Breaking into the attention cycle

Social media facilitates instant access



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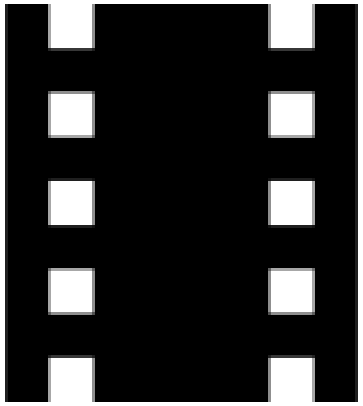
Social media can level the playing field for early career researchers

Ways to communicate online

These three modalities are unlikely to change

Audio	Text	Images
		
Podcasts	Bluesky LinkedIN Blogs/Substack	Instagram TikTok YouTube

The popular platforms will change over time

The story of a paper...

BMC Psychiatry

Technical advance | Open Access | Published: 07 June 2018

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

33k Accesses | **184** Citations | **201** Altmetric | Metrics

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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Sections | Figures | References

Abstract

Background

Methods

Results

Conclusions

Abbreviations

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Acknowledgements

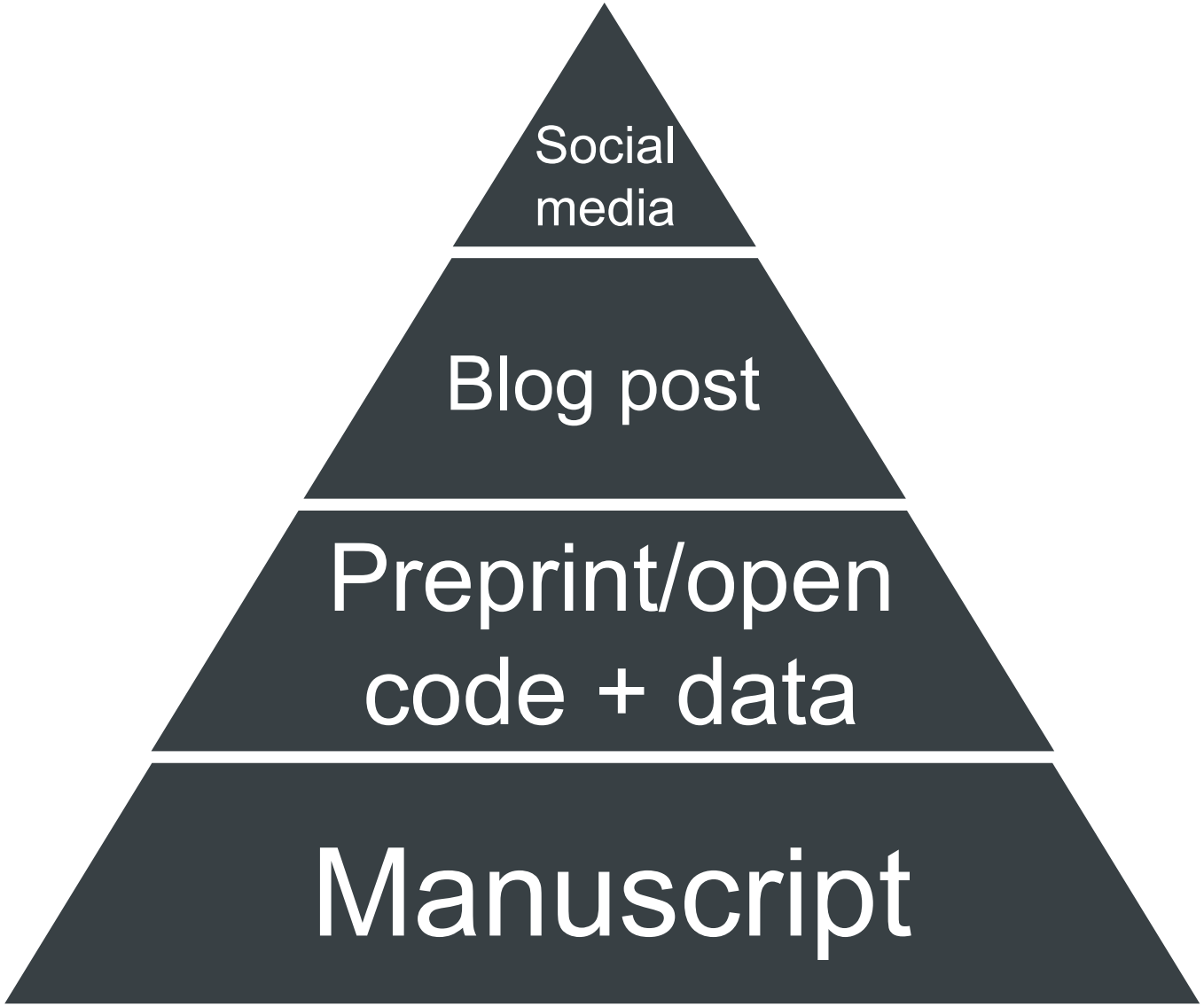
Author information

Ethics declarations

Rights and permissions

About this article

Fast feedback funnel



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What happened to Twitter/X?

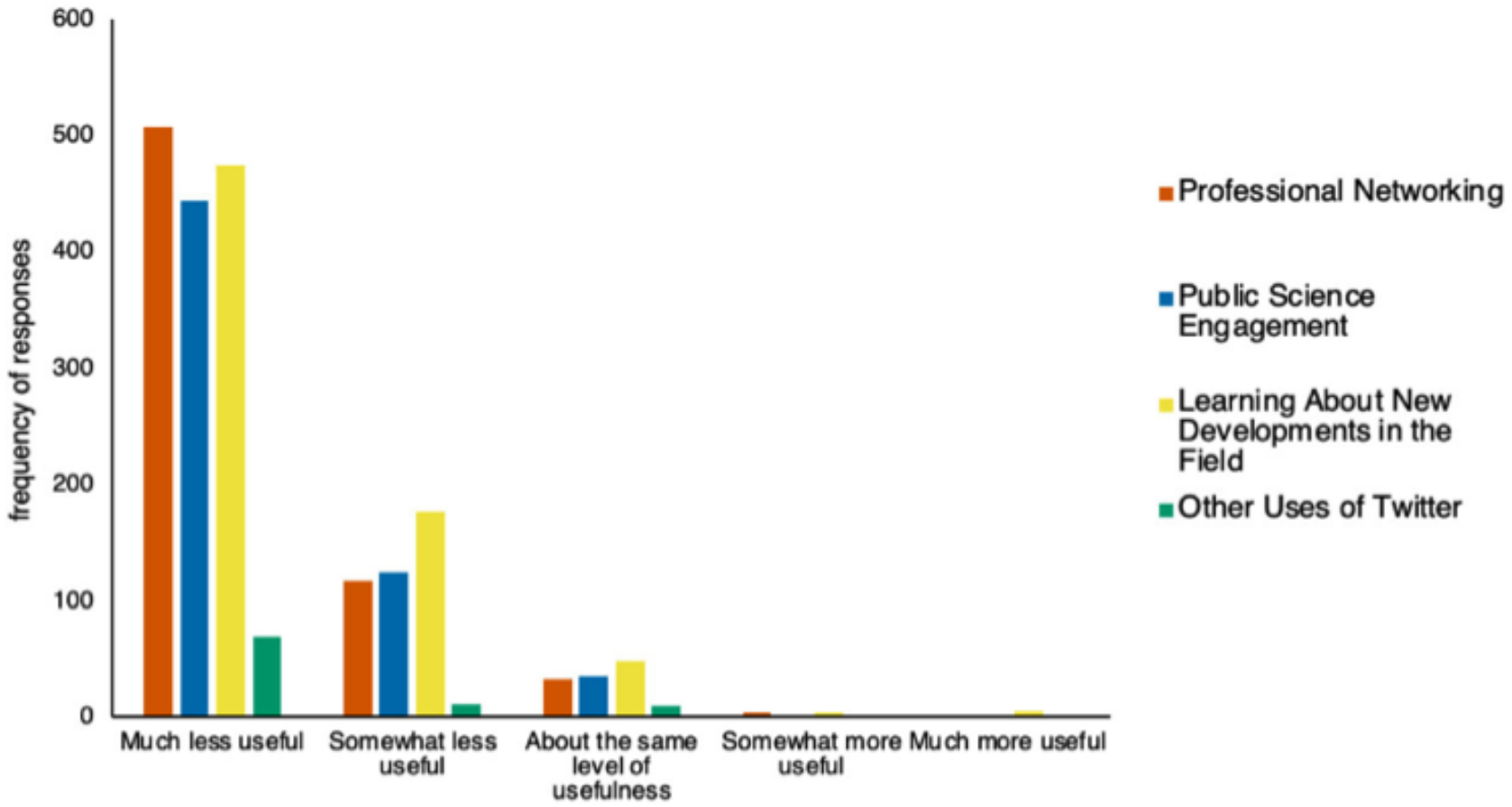


Fig. 1 Respondents assessment of Twitter relative change in usefulness for professional purposes since 2021.

NORMENT
Norwegian Centre for Mental Disorders Research

Shiffman and Wester (2025), Integrative and Comparative Biology, https://doi.org/10.1093/icb/icaf127

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

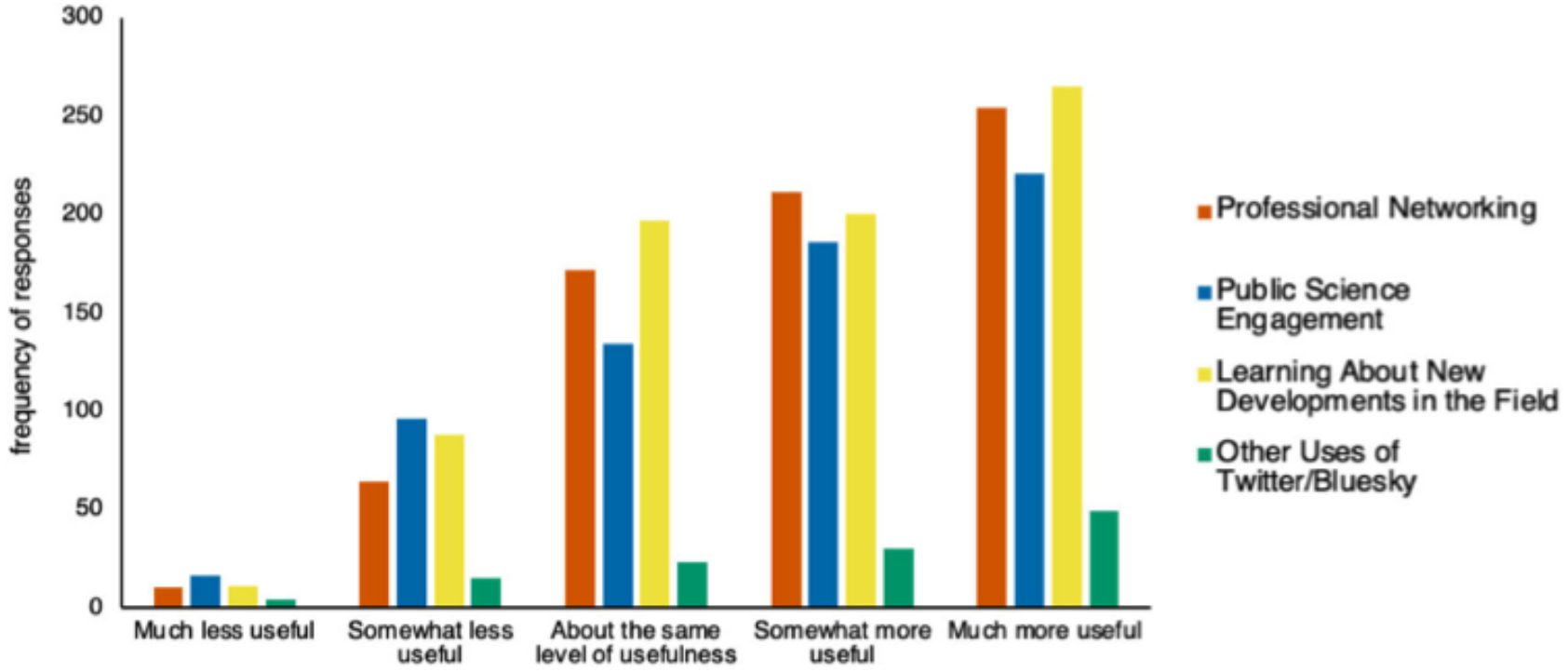


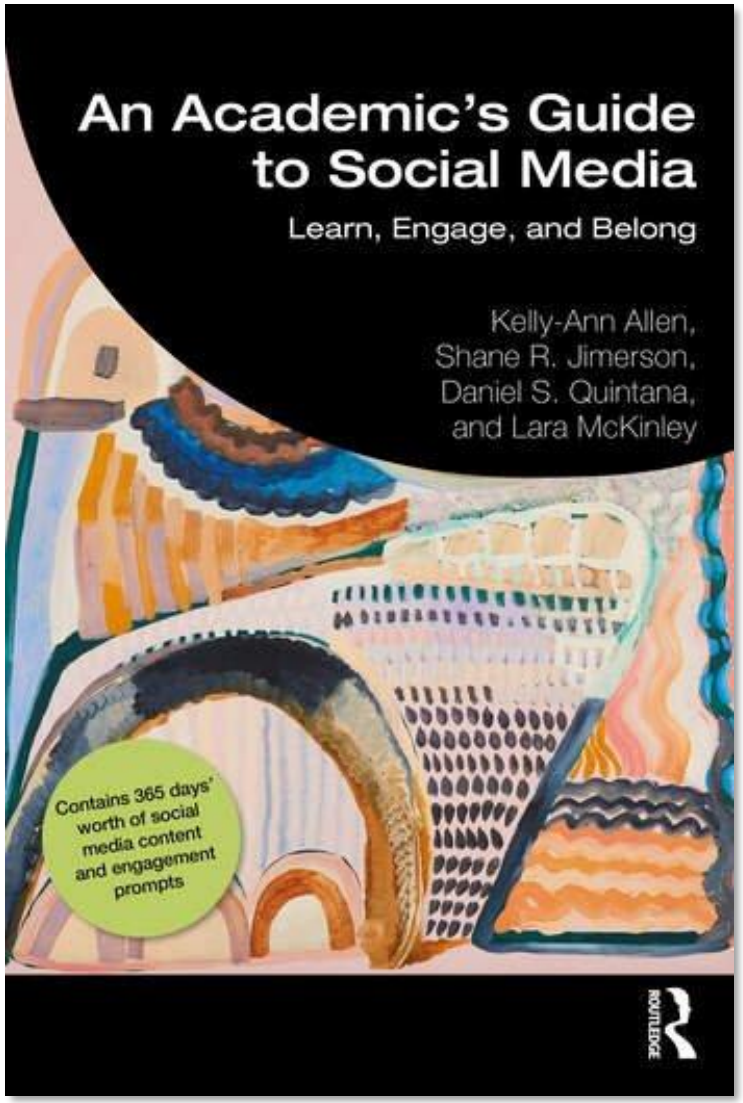
Fig. 3 Respondents assessment of Bluesky's usefulness for each professional task relative to Twitter.

Shiffman and Wester (2025), Integrative and Comparative Biology, https://doi.org/10.1093/icb/icaf127

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

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 Universtity of Oslo using large genetic datasets. I like to rockclimb and lurk on stack overflow.

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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

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

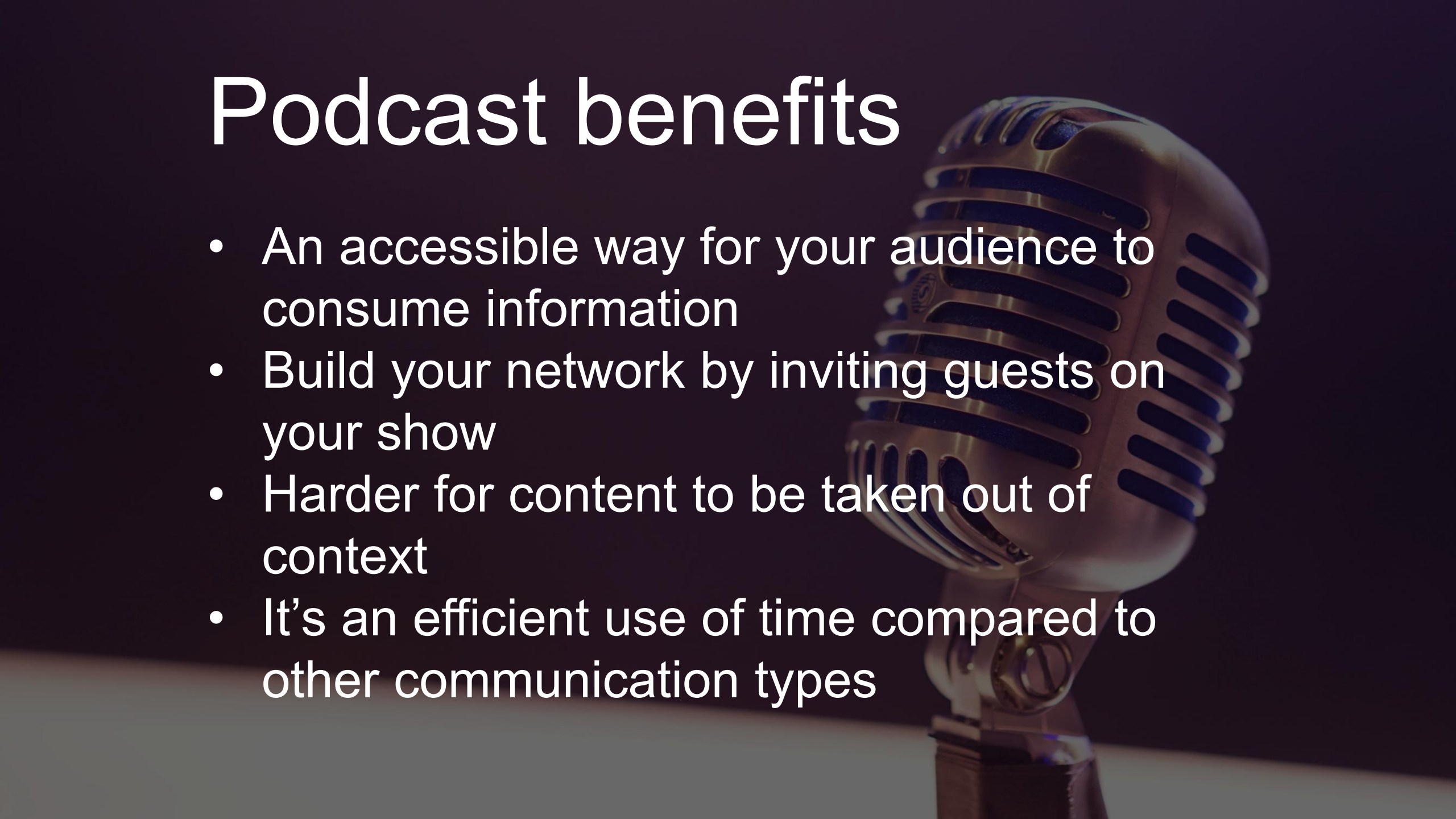
- Podcasts are just a type of RSS feed
- An audio file + episode description needs to be hosted *somewhere*. Various hosting services are available
- Once your files are hosted, they can be submitted to podcast directories (podcast hosts do all this for you)
- Popular podcast directories: Apple, Spotify, 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 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

YouTube
Blogpost
Podcast recording
TikTok
LinkedIn
Bluesky

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

What’s in your reseach 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

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Psychosocial work environment

Linn Grimstad-Nielsen
Senior adviser
Dept. of organization and personnel

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

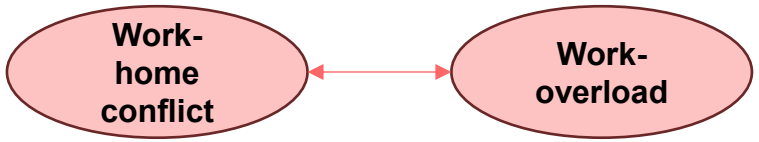
Psychosocial work environment

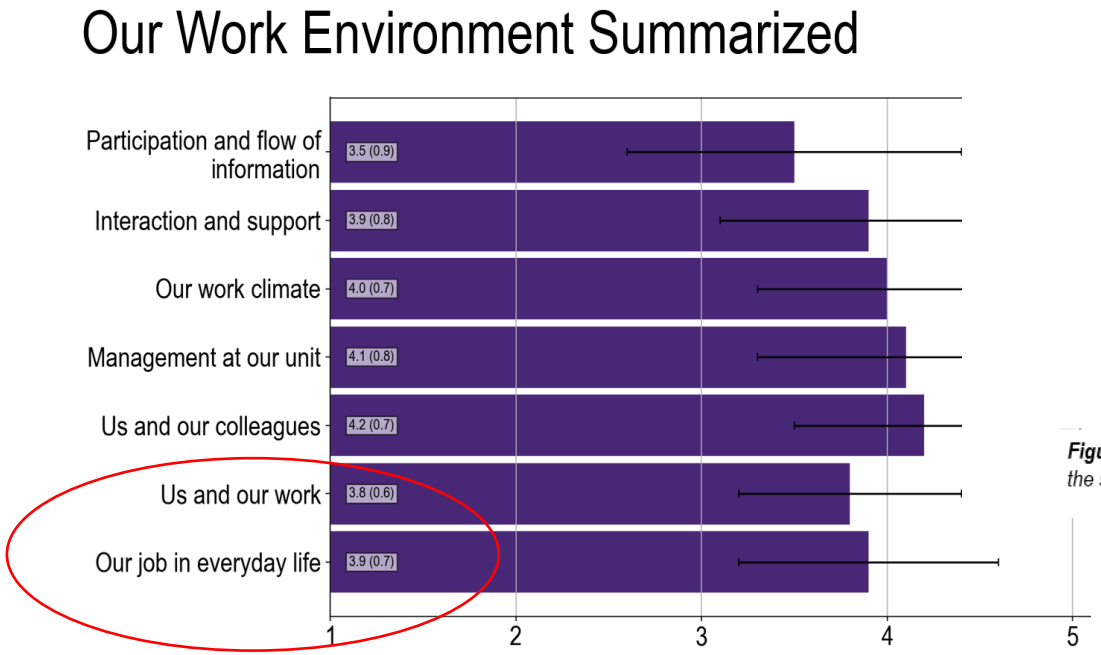
Psychosocial risk factors:

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

The nine dimensions of health: Psychosocial Work Environment - Canada.ca

UiO - work environment survey (2024)





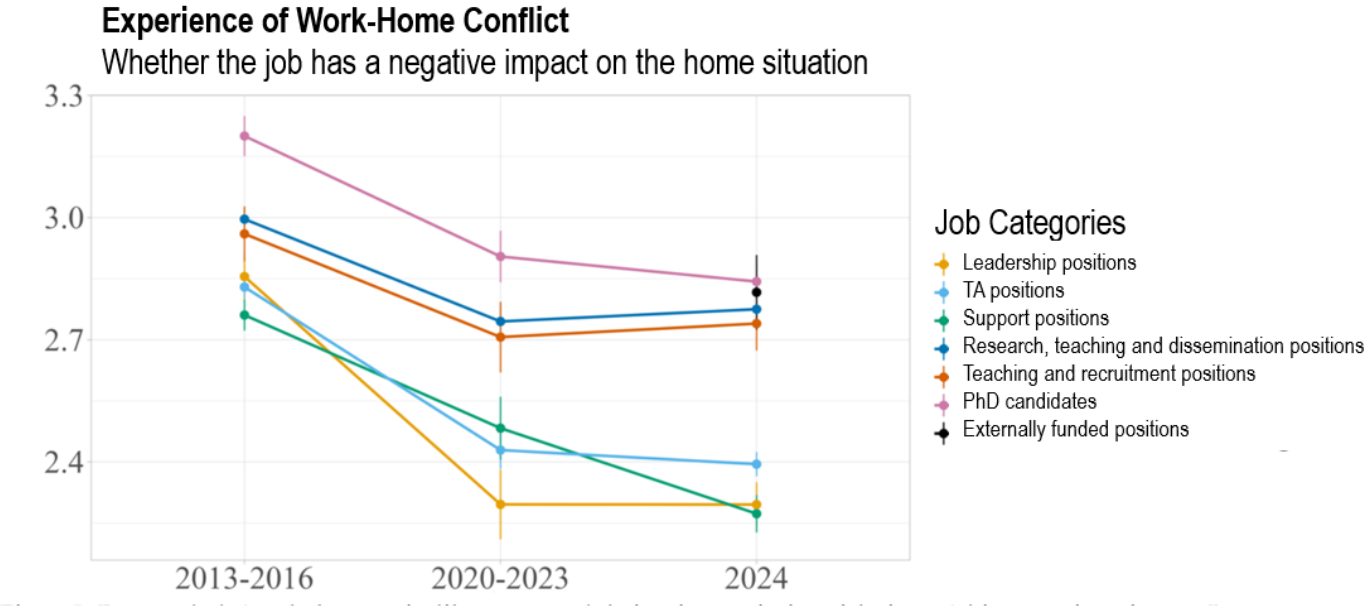


Figure 5: *The downward curve indicates a reduction in the negative impact on the home situation. Note the range on the Y-axis; it is zoomed in, with the scale going from 1 (very rarely) to 5 (very often).*

UiO, work environment survey, (ARK), 2024

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:

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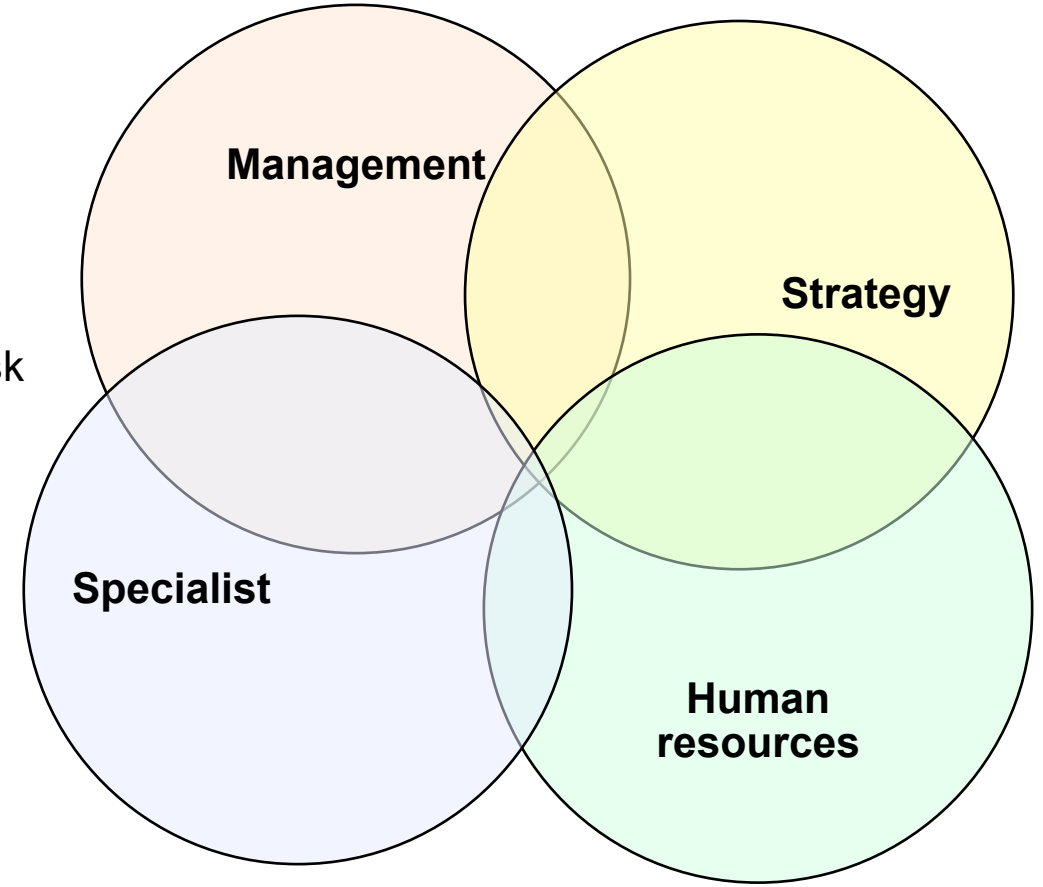
www.menti.com - code **7722 1439**

Four dimensions of a job

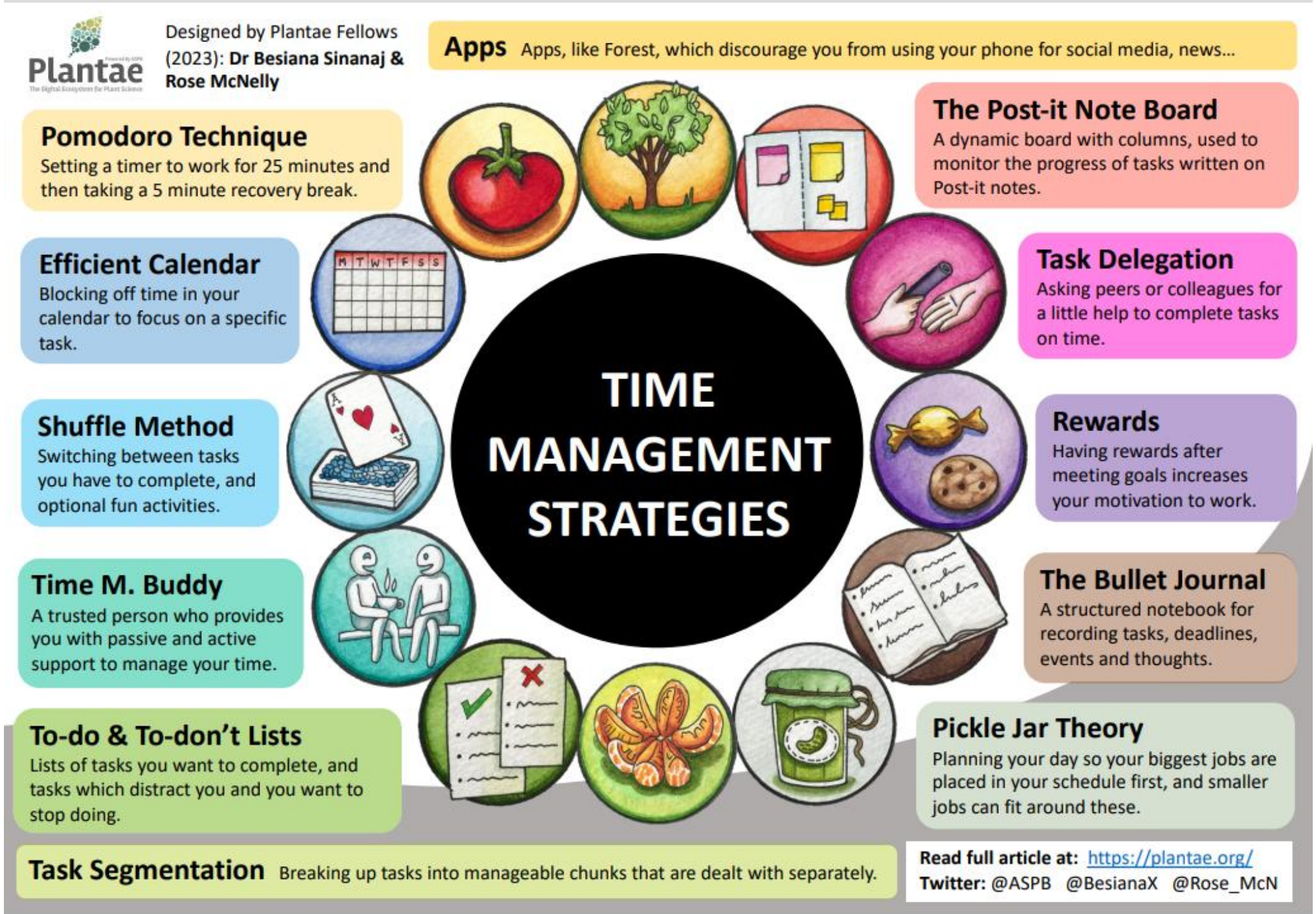
Management and administration
- Administrative tasks
- Budget and goals
- Control and follow-up
- Resource allocation
- Internal overview and risk minimization

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



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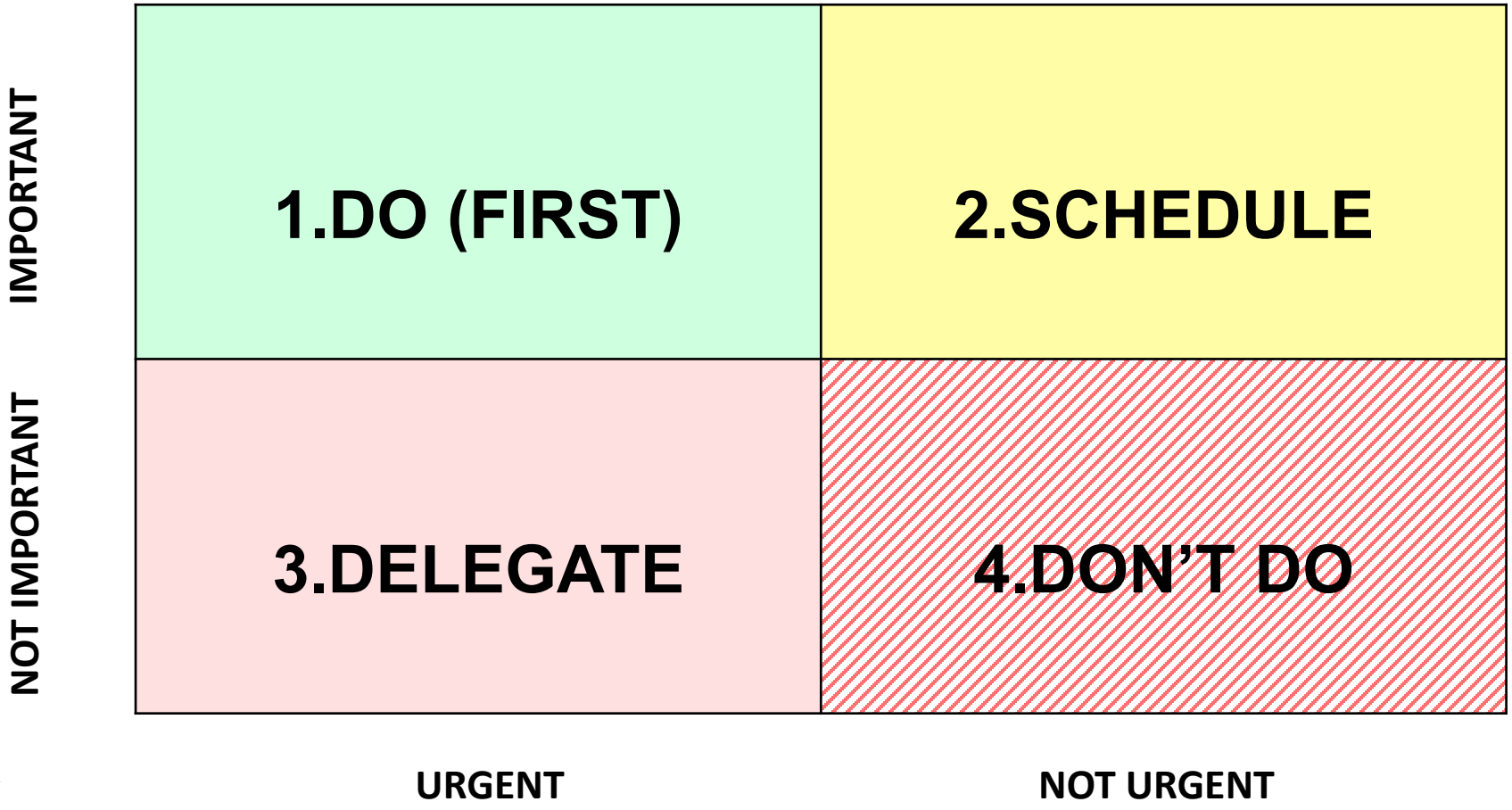
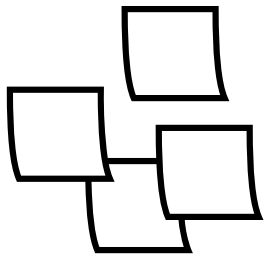
Tool: the Urgent-Important matrix (Eisenhower)



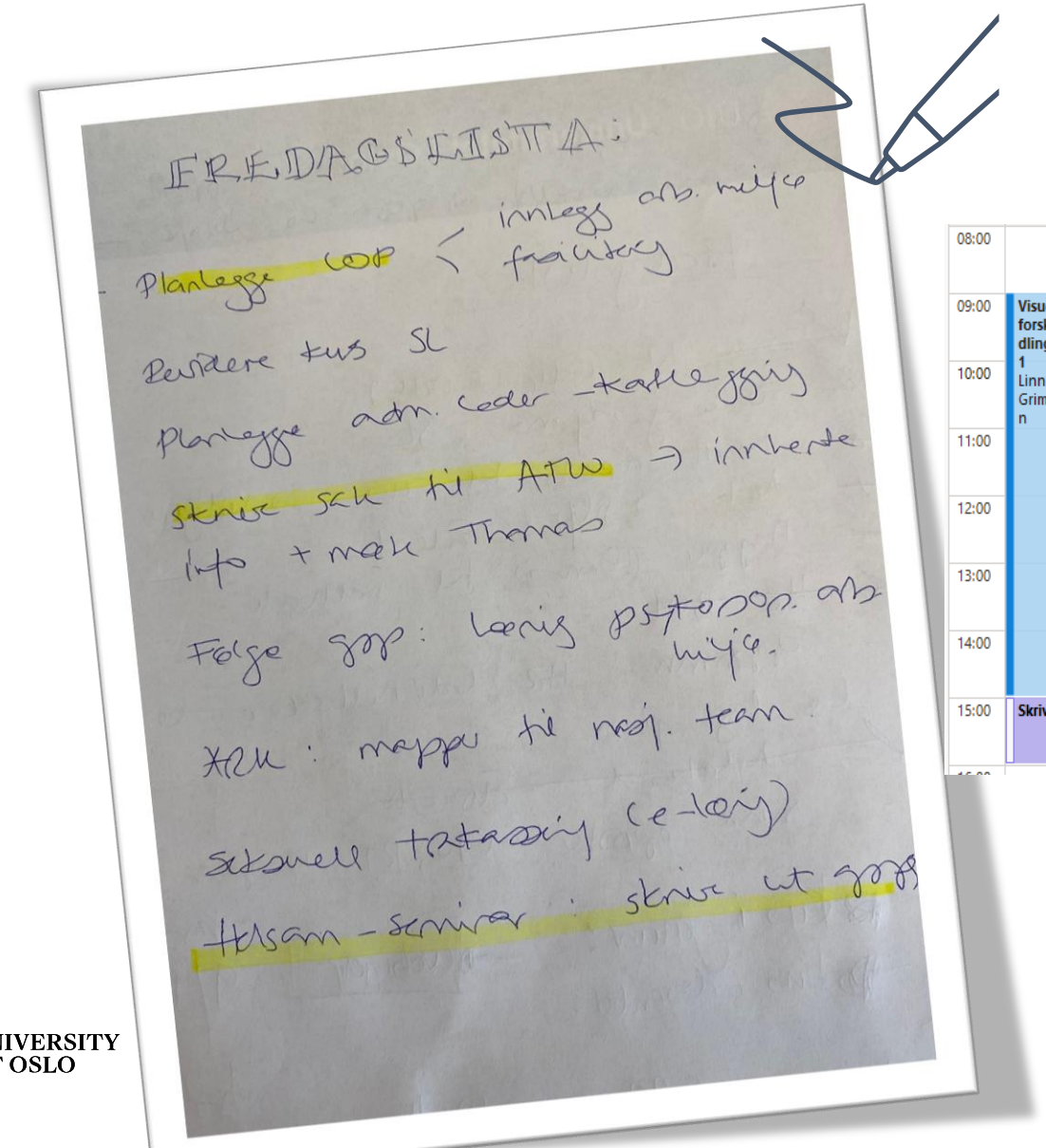
Exercise: prioritize next week's tasks

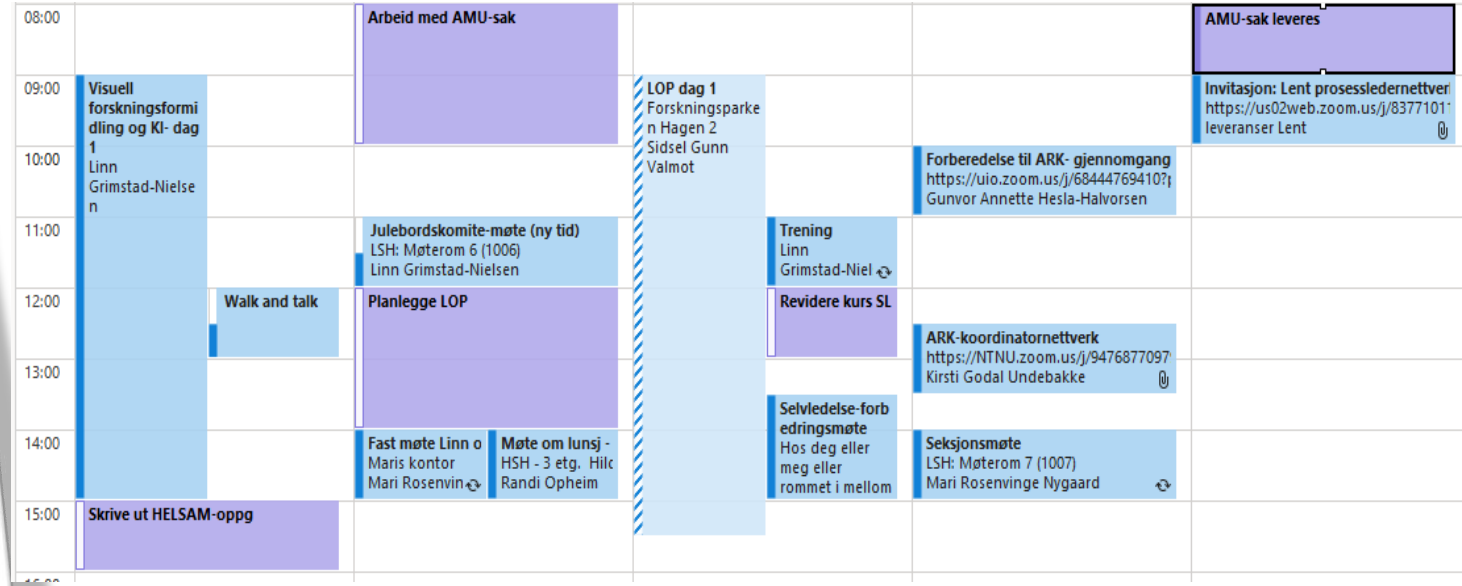
- Write down 4-6 tasks you have planned to do next week
- Draw the matrix on a piece of paper and place the tasks where they belong



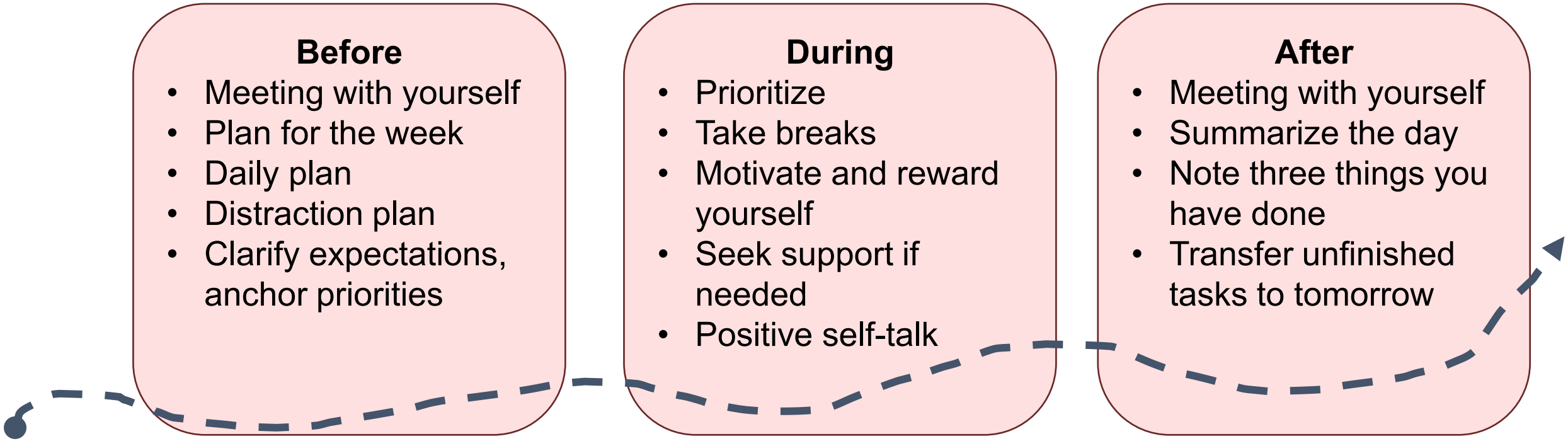
IMPORTANT/URGENT	IMPORTANT/NOT URGENT
DO (FIRST)	SCHEDULE
NOT IMPORTANT/URGENT	NOT IMPORTANT/NOT URGENT
DELEGATE	DON'T DO

Tool: To do-list & blocking calendar





Self-management through the day (or week)



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

Organisational and social-psychological working environment

Norwegian

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

Occupational health services - For employees - University of Oslo

The nine dimensions of health: Psychosocial Work Environment - Canada.ca

Work environment survey 2024 (ARK) - For employees - University of Oslo