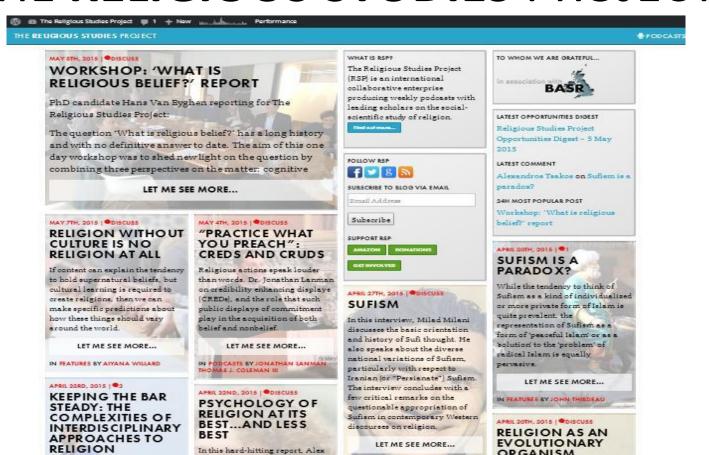
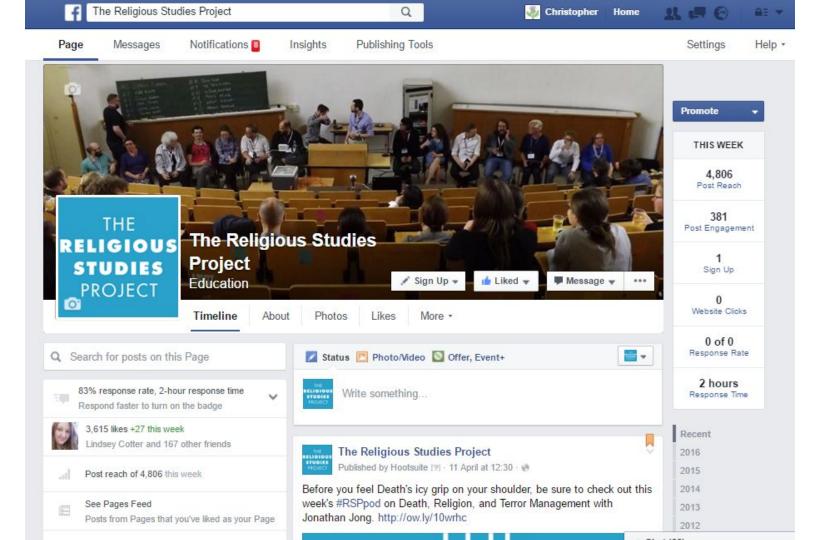


Digital Humanities for Impact and Engagement: The Religious Studies Project

David G. Robertson & Christopher R. Cotter editors@religiousstudiesproject.com
Twitter: @ProjectRS

- International collaborative enterprise producing weekly podcasts with leading scholars on the social-scientific study of religion.
- Since January 2012
- 190+ audio interviews
- 160,000 views in 2015
- 2800+ followers on Twitter
- 3600+ followers on Facebook
- Weekly essays, roundtable discussions, book reviews, resources, and conference reports, plus our weekly digest of opportunities (jobs, journals, conferences, etc).
- Non-profit organization, primarily sponsored by the British Association for the Study of Religion (BASR).















Search Twitter







Rel. Studies Project

PROJECT

@ProjectRS

The Religious Studies Project. Podcasts and commentary on the social-scientific study of religion, in association with the BASR

Edinburgh, Scotland, UK

religiousstudiesproject.com

iii Joined January 2012

Tweets

6,196

Tweets & replies

2,871

Media

480

Edit profile

You Retweeted

880

Richard Newton @seedpods - 8h



Lots of wisdom here from @McCutcheonSays: "After all, students who don't make mistakes also don't need teachers."



Culture on the Edge @idendefying

Playing the ball where it lies. edge.ua.edu/russell-mccutc

5

- A chance to hear academics talking naturally
- A chance to broaden your knowledge beyond your niche
- Revision tool
 - Can be used while exercising, looking after kids, travelling, etc.
 - Some learn best through listening to a discussion
 - Offer an introduction to topics "somewhere between wikipedia and a full-length book"
 - Cover a lot of material in a half hour!

- The podcasts can help you keep on top of current research and perspectives on older scholars and themes.
- We all have to focus our reading on our research topics – the podcast can help you fill in some of the inevitable blanks in your knowledge without too much reading.

The RSP offers an excellent publication opportunity

 we actively seek submissions, and some of our responses do better than the scholars they respond to!

 Employability – you've a foot in the door if they already know you and think you're making a contribution towards education already

- Academics are increasingly under pressure to make sure they relate their research to the public interest – we can help with that by making it free, understandable and copyright free.
- In less than an hour, an academic can create a podcast that thousands of people – rather than a small class or seminar group – will hear, and can be listened to again, forever. A very efficient use of time!

- perhaps the most important.
 - Many of the humanities intersect with religion we can give them the tools to explore that avenue.
 - No-one knows what religious studies does we can change that.
 - Scholars can put forward research in a way that anyone can understand – which should be a central concern for a public-funded intellectual.
 - We believe that these topics are intrinsically interesting.

Networking and Promotion

"Network" - noun

- 1. an arrangement of intersecting horizontal and vertical lines.
 - "a spider constructs a complex network of several different kinds of threads"
 - synonyms: web, criss-cross, grid, lattice, net, matrix, mesh, webbing, tracery, trellis;
- 2. a group or system of interconnected people or things.
 - "the company has a network of 326 branches"
 - synonyms: system, complex, interconnected system/structure, complex system/arrangement, nexus, web;

"Network" - verb

- 1. connect as or operate with a network.
 - "compared with the railways the canals were less effectively networked"

- 2. interact with others to exchange information and develop professional or social contacts.
 - "the skills of networking, bargaining, and negotiation"

Why Build a Professional Network?



Image credit: http://www.clixmarketing.com/blog/2015/06/18/why-good-old-fashioned-brainstorming-is-important-in-ppc/

Why Build a Professional Network?

http://www.nottingham.ac.uk/researchstaff/researcher-community/networks/why-network

- You may find new directions for your research
- Knowing people outside of your school/department may help you to build up your profile and to progress in your career
- You may hear about new employment and/or funding opportunities
- It could lead to a cross- or interdisciplinary collaboration

From the Business World...

http://www.strategicbusinessnetwork.com/about/importance

- Learn dynamics within your industry
- Establish your business contacts
- Get "plugged in" to your community
- Seek new career opportunities
- Facilitate win-win relationships
- Create your referral networks
- Accelerate your professional development
- Develop knowledge resources

How to build a network?



Image credit: http://innovationleadershipforum.org/wisdom-of-others/14-reasons-keep-brainstorming/

How to build a network?

- Publishing
- Maintaining a personal website with an up-to-date CV
- Blogging
- Email Lists
- More "traditional" forms of networking: Scholarly societies, Conferences,
 Workshops, Emailing, Coffee, Lunch
- Personal Characteristics
 - David: Brilliant, Reliable, and Personable be 2 of 3.
 - Small Talk
 - Helpful attitude
- Social Media

Example

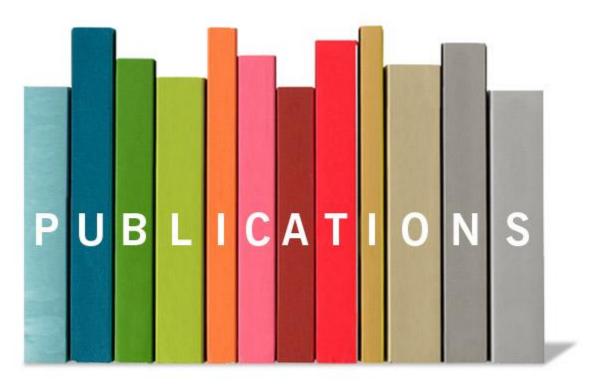


Image credit: http://www.comeon-project.eu/publications/

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 Critical Perspectives and Contemporary Debates. Dordrecht: Springer.
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Example





Social Media

- Why have a social media presence?
- Separate Accounts?
- Curating your social media presence.
 - Be professional AND have fun.
 - Don't say anything you wouldn't be happy defending in court
 - Anything can be deleted.

Facebook vs. Twitter

 "Facebook is where you stalk people that you used to know / Twitter is where you stalk people that you want to know"

- Twitter impersonal, Facebook personal?
- Frequency of posts?
- User engagement.

• The University of Edinburgh "Social Media Guidelines"

http://www.ed.ac.uk/polopoly_fs/1.78322!/fileManager/111
 201%20UoE-Social-Media-Guidelines.pdf

- Key points:
 - Be aware of how your comments may reflect upon yourself/your organization
 - Publish regularly and relevantly.
 - Be respectful to all parties.

Social Media

Other useful resources:

- Newbies guide to Facebook:
 - http://news.cnet.com/newbies-guide-to-facebook
- Facebook Marketing Hub:
 - http://www.hubspot.com/facebook-for-business-marketing-hub
- The Complete Guide to Twitter: http://makeuseof.org/twitter
- Twitter Marketing Hub: http://www.hubspot.com/twitter-marketing-hub

Managing Social Media

- Tweetdeck, Hootsuite, Queuing
- Integration with websites
- Time limits, and Stayfocusd







Shouldn't you be working?

Have you found StayFocusd useful? Please make a \$10 donation!



Measuring Impact

- Google Scholar
- Vanity Searches
- Podcasting Stats
- Website Stats
- Facebook and Twitter Stats



Change photo

Edinburgh ...

CR Cotter

A Day, G Vincett, CR Cotter

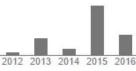
Religious Studies, Atheism, Nonreligion, Discourse Analysis, Method &

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Google Scholar

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David Robertson

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No co-authors

Title + Add =	More 1–19	Cited by	Year
Social identities betw A Day, G Vincett, CR Cott Ashgate Publishing, Ltd.	een the sacred and the secular ter	10 *	2013
Toward a typology of 'nonreligion': A qualitative analysis of everyday narratives of Scottish university students CR Cotter		10	2011

Christopher R. Cotter

Verified email at lancaster.ac.uk - Homepage

Lancaster University

My profile is public

Unpublished MSc by Research Dissertation, Edinburgh: University of

International Journal for the Study of New Religions 2 (1)

Consciousness Raising: The Critique, Agenda, and Inherent Precariousness of Contemporary Anglophone Atheism

What Lies Between: Exploring the Depths of Social Identities

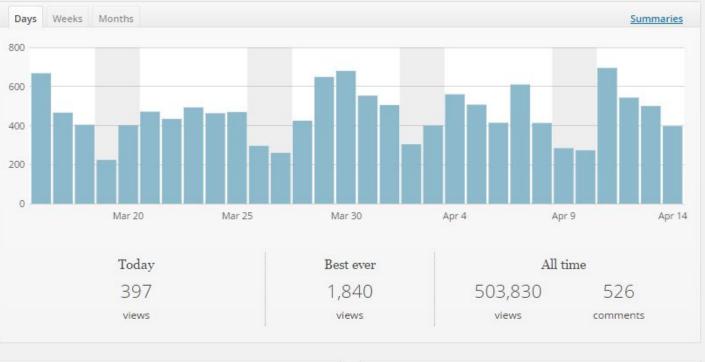
Theory

between the Sacred and the Secular Social Identities between the Sacred and the Secular, 1-4

Capular Caprada and the Caprad Capular by Christopher D

2011

2013



Summaries

Views

116

18

13





DEMOGRAPHICS

Top language English LIFESTYLE

Top lifestyle type
Online buyers

CONSUMER BEHAVIOR

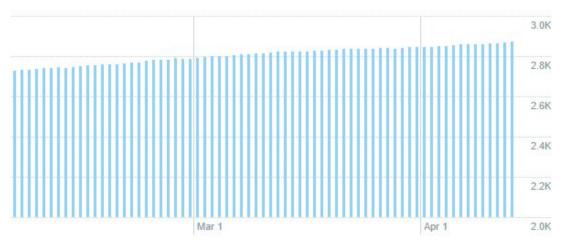
Top buying style

Premium brands

MOBILE FOOTPRINT

Top wireless carrier

T-Mobile UK

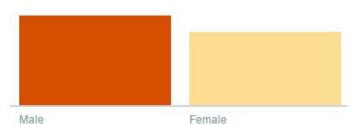


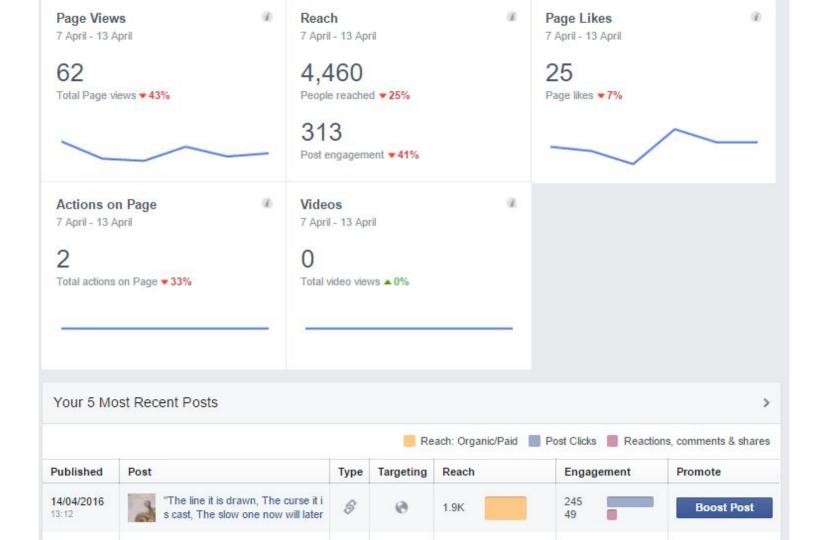
Your current follower audience size is 2,871

That's 201 more than the same time 90 days ago. You've gained around 2 new followers per day







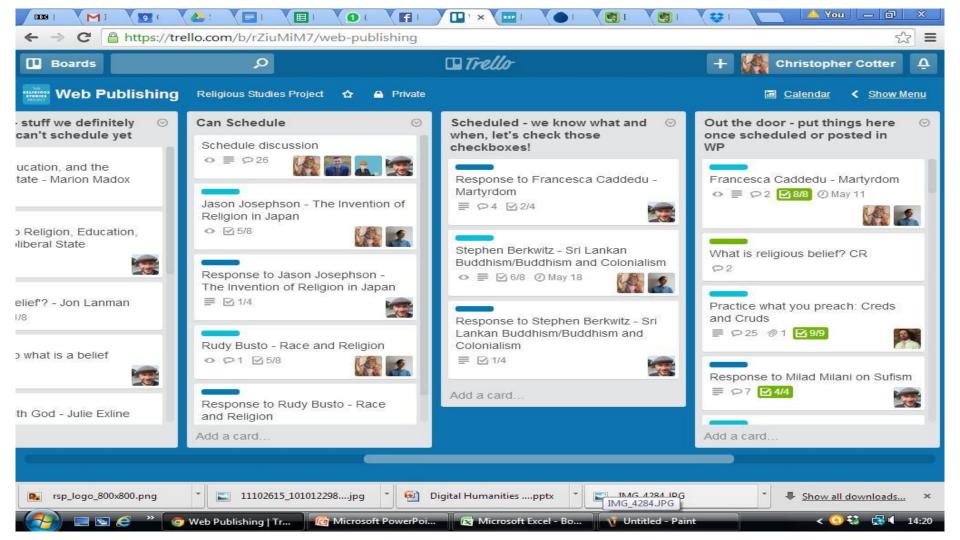


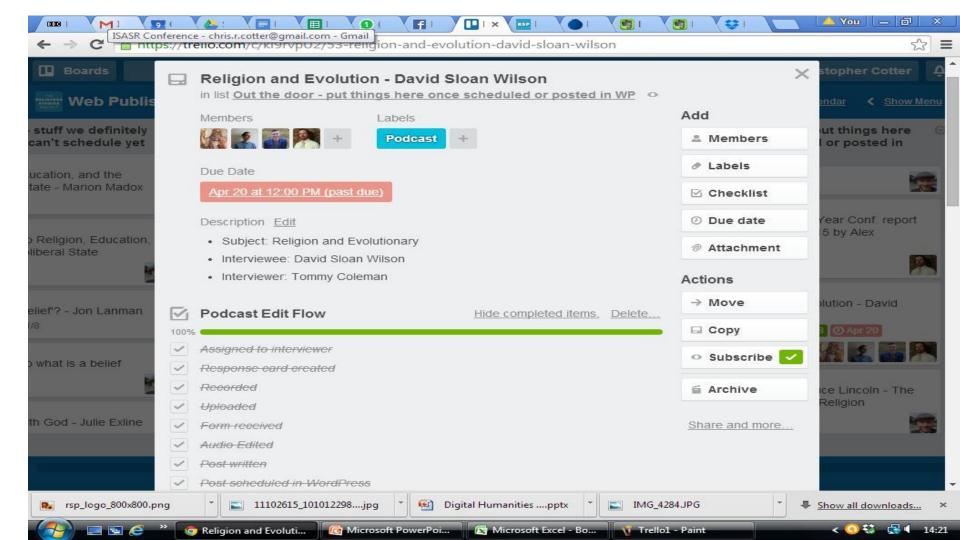
Your Fans People	Reached P	eople Engaged				
The people who like y	our Page					
Women 45% Your Fans		6%	10%	5%	2%	2%
Mani	0.361%	18-24 25-34	35-44	45-54	55-84	05+
Men 52% Your Fans	0.139%	6%	13%	7%	3%	2%
Country	Your Fans	21% City	Your Fans	Language		Your Fans
United States of America	1,153	London, England	95	English (US)		1,933
Jnited Kingdom	495	Edinburgh, Scotland	70	English (UK)		811
Canada	187	Chattanooga, Tennessee	51	German		88
Australia	97	Montreal, Quebec	40	Spanish		80
Netherlands	93	Istanbul, Istanbul Provin	38	French (France)		77
Germany	90	New York, New York	34	Dutch		59
Norway	69	Toronto, Ontario	30	Portuguese (Brazi	i)	52

THE **RELIGIOUS STUDIES** PROJECT

Any questions thus far?

Trello





Applications:

Google Docs

• A fully-featured office suite "in the cloud" with 15 gigs of free storage:

Online storage, accessible from anywhere:

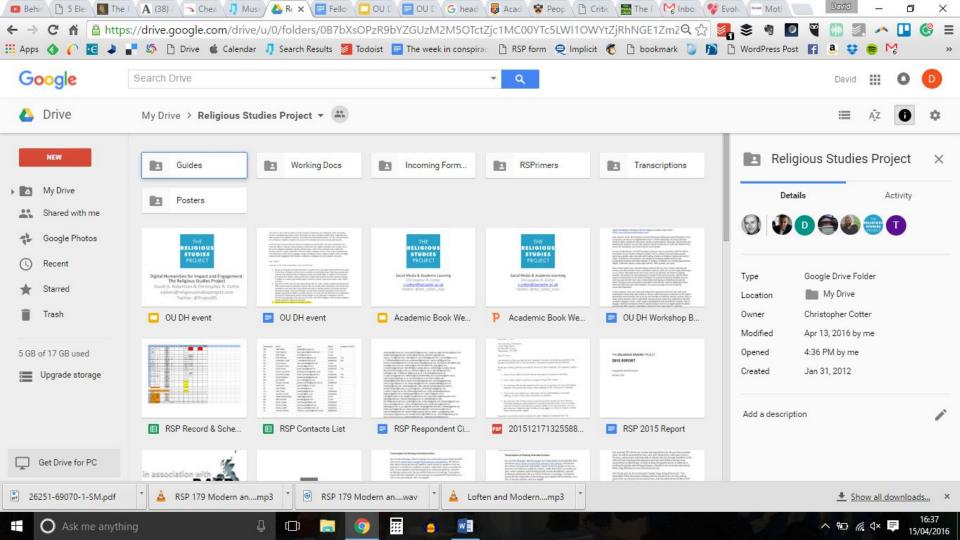
- Dropbox
- Google Drive
- iCloud

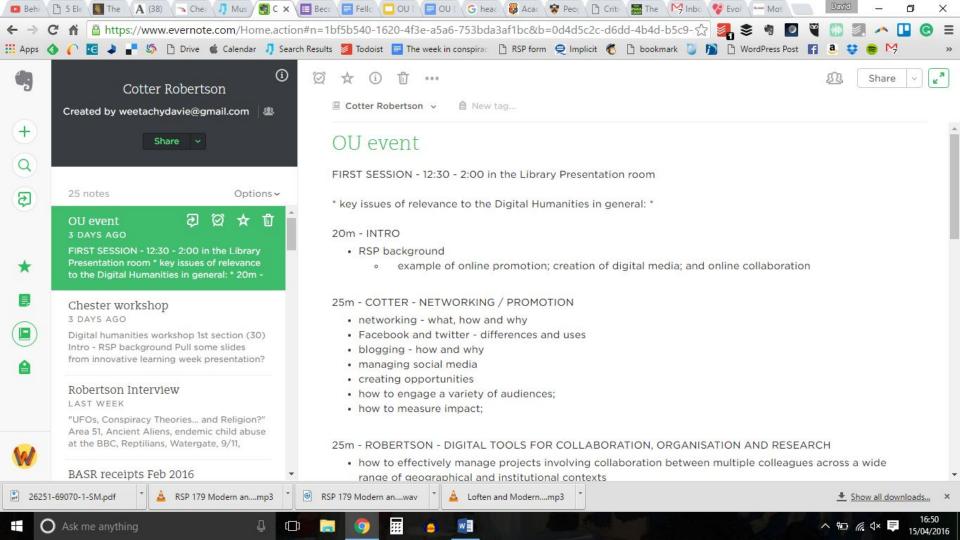
Bookmarking

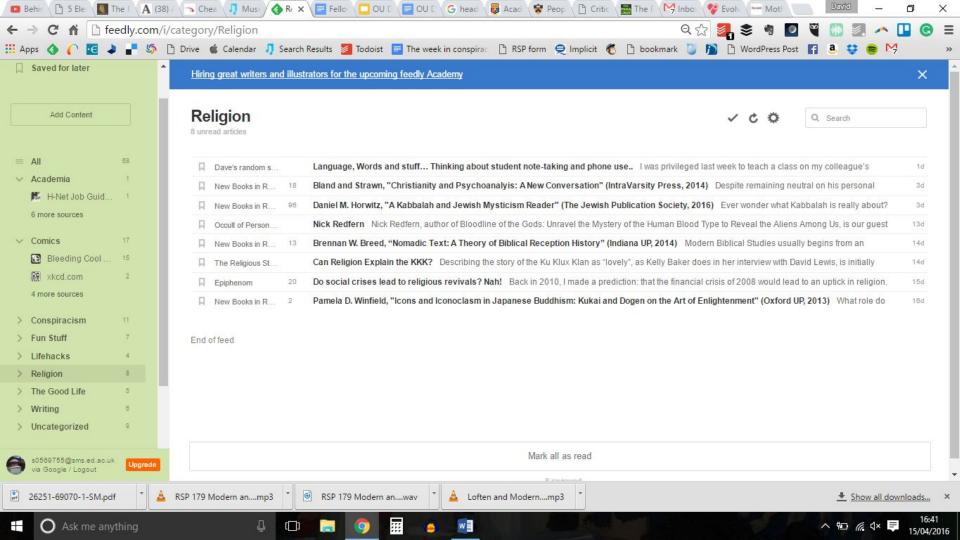
- Store and organise online material so particularly useful for digital ethnographers
- add tags to make material searchable
- E.g. del.ico.us, evernote

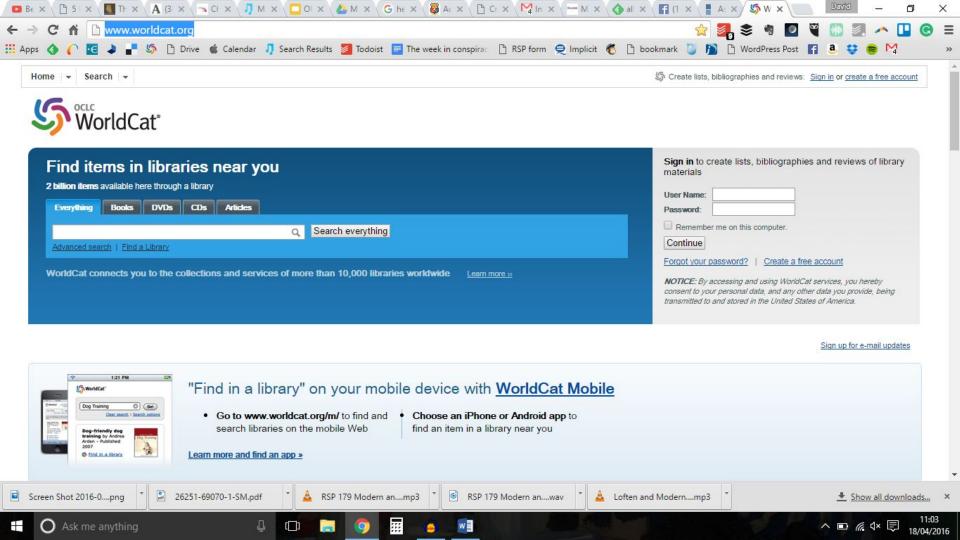
Feed reader / RSS

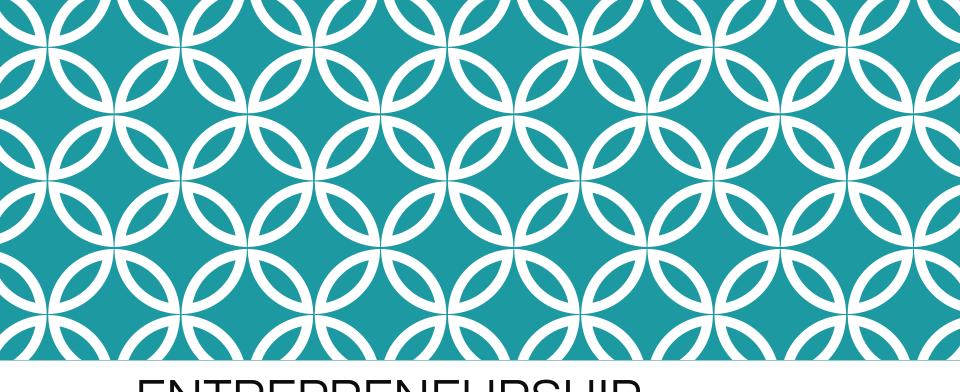
- eg Feedly
- gather primary and secondary material automatically
- Journals and job announcements
- Facebook and Academia.edu can also be useful sources for material











ENTREPRENEURSHIP AND THE FUTURE OF ACADEMIC PUBLISHING

THE ECONOMIC REALITY

At the moment, podcasts do not typically count towards an academic's research score – although this is beginning to change

Research Excellence Framework (REF) – published every five years, next in 2020

Senior colleagues have a need to contribute to the REF which makes being involved in the production of podcasts or other innovative work unlikely until it counts

Yet institutions slow to respond to changing environment – a project like the RSP would have been costed at thousands of pounds by the University of Edinburgh, and taken years to set up

REF 2020

Assessed on outputs (originality, significance and rigour), impact (reach and significance, including public and interdisciplinary) and environment (vitality and sustainablility)

REF 2020 may only include open-access publications

Public outreach currently weighted at 20%, but likely to increase



The research of **154**UK universities was assessed



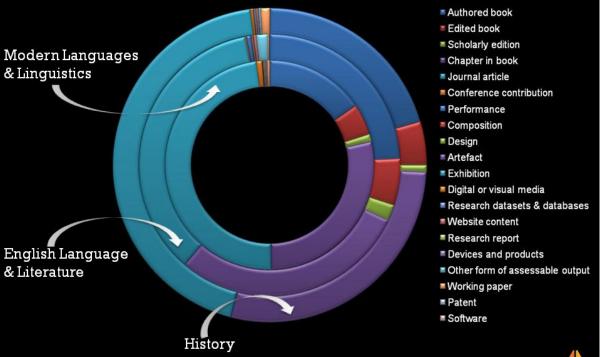
They made **1,911** submissions including:

- 52,061 academic staff
- 191,150 research outputs
- 6,975 impact case studies

The **overall quality** of submissions was judged, on average to be:

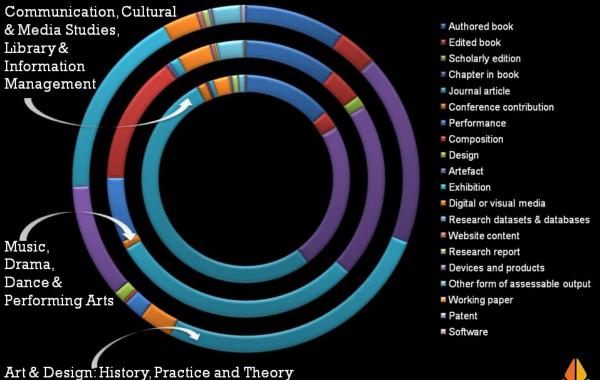
- 30% world-leading (4*)
- 46% internationally excellent (3*)
- 20% recognised internationally (2*)
- **3%** recognised nationally (1*)

REF 2014: Comparing Modern Languages, English & History





REF 2014: Comparing Subjects with Varied Output Types



TECHNOLOGY

Learning technologies developing rapidly – and Universities and publishers struggling to keep pace

Most assessments and coursework is now online in the first instance

Tablets etc. make ebooks and e-journals a much more practical solution – saving Universities and students money

It is now quick and easy to make powerpoints and recordings of lectures etc. available online

Students increasingly demanding more variety of material – visual, audio, interactive, etc

MOOCs (Massive Open Online Courses) are an increasingly ubiquitous offering by major universities

ACADEMIC PUBLISHING

It is widely acknowledged that the present academic publishing model is broken:

- Journal subscriptions and academic books have become too expensive for even university libraries
- Yet few academics are paid for their work
- Nevertheless, publishers such as Brill or de Gruyter are seen as more prestigious than smaller publishers, and therefore continue to be able to attract writing.
- Publishers which offer Open Access publications require their costs to be covered, often up to thousands of pounds – making Open Access prohibitive to emerging scholars

THE ACADEMIC JOB MARKET

Academia is changing:

- Universities are increasingly run along a neo-liberal business model of supply-and-demand
- There are fewer tenure-track jobs in the humanities and social sciences...
- •...and teaching is increasingly passed down to Teaching Assistants (US: adjuncts) like me
- •We have more time and energy to contribute to new and emerging paradigms like podcasting and less to lose...
- As universities use more information technology, these skills and systems may become employable – for instance, designing MOOCs

THE FUTURE BELONGS TO US

- ■How could we use new media to improve University teaching?
- ■How could we create a truly Open Access academic publishing model?
- What will the academic book of the future look like?
- How can we use cloud technology to improve collaboration and create international networks?
- ☐How can we use social media, blogs, podcasts etc. to demonstrate the importance and utility of Religious Studies outside academia?
- What unique skill-set do you have? What can you do that no-one else has thought of yet?



Twitter: @ProjectRS

Facebook: The Religious Studies Project

Web: religiousstudiesproject.com

Email: editors@religiousstudiesproject.com