

Academic Research and Web Development Workshop

ARWDW 2019 - Organized by ARWebDev Labs

TECHNICAL PROGRAMME

20 Dec 2019, 9 AM – 1 PM

Workshop Sessions

The ARWDW 2019 Singapore workshop will be having two interactive sessions.

Session 1: Digital Tools for Researchers

1.1 Demonstrate 2019 Web Trends and Technologies

1.2 Digital Tools for the Research and Academic Practices

Discussion Area: “2019 Web Tools for Innovations & Research”

Speaker: Sunitha Cheriyan, Higher College of Technology, Muscat, Sultanate of Oman

Outline of ARWDW '19 Session 1

- **Objective and Analysis.**
 - **Objectives of using IT Tools in Research**
 - Advantages and Disadvantages
 - **Algorithm Analysis and Complexity Techniques**
 - Sample Case study
- **Tools used in Research.**
 - Graphics Tools
 - Presentation tools
 - Online Tools
 - Research Publication Tools
- **Searching and plagiarism**
 - **Use of Scientific Programming languages**
 - Math and computation
 - Algorithm development
 - Modeling, simulation, and prototyping
 - Data analysis, exploration, and visualization
 - Scientific and engineering graphics
 - Application development, including Graphical User Interface building
 - **Searching for publication**
 - **Plagiarism and its types**
 - Testing tools
 - **Specific tools for proposed area of working**
- **Participation and Publication**
 - Participation and publication during course work
 - Proposed area of research
 - References

Session 2: Creating an Academic Personal Website

2.1 Overview of Personal Website Ownership and its Maintenance

2.2 Responsive Web Design - Hosting Demo & Hands-on tasks

Discussion Area: “Advantage of using own website template over free templates on the internet”

Speaker: Dr. Saju Mohanan, Higher College of Technology, Muscat, Sultanate of Oman

The ARWDW 2019 workshop attendees will get the insight on how to build a website that highlights your research, academic achievements and personality. An academic personal website will give you the digital CV and presenting who you are to your academic and professional peers.

Creating and maintaining your website is an essential tool in disseminating your research and publications. Use your academic personal website to highlight your personality, profile, research findings, publications, achievements and affiliations. In addition, by using some of the many social media tools available, you can further amplify the information contained in your website.

An academic personal website takes you a step further in terms of increasing your visibility because it is an ideal place to showcase your complete research profile. You will attract attention to your publications, your name recognition will increase and you will get cited more. Moreover, a website is also useful for networking and collaborating with others, as well as for job searching and application.

The ARWDW 2019 Singapore workshop helps you to take the next step and inform you on how to easily create an effective academic personal website.

We will supply the complete practical materials to the registered participants for the design, development, implementation and maintenance of the academic personal website. We will help you to register your name for the website domain and to host the website in a dedicated virtual server.

As your academic website is a reflection of you academically and professionally, you can use the same elements as those on your CV. On the website, you can be more detailed in explaining items.

Items to address on your personal academic website:

- Profile, expertise and a professional biography
- Links to all types of publications (academic journal articles, books etc.)
- Current research and research goals
- Honours and Achievements
- Funding awards
- Professional and academic affiliations
- Teaching and other relevant professional experiences
- Your academic projects or community projects you are involved with.
- Forthcoming speaking appearances
- Presentations, videos and photos
- Photos and videos of you speaking at various events, along with the description or slides from your talks.
- Embed YouTube and Google Map
- Include your YouTube videos and tutorials on your website.
- Include your hobbies, personal interests and extra-curricular activities.
- Links to your blog, academic social networks and institutions ☐ Links to your newsletter articles, magazine articles and online forums

- Social media widgets for Facebook, Twitter, LinkedIn, Blog, etc.
- Links to your blog, or enable blog posts to appear on your website
- Description of your courses and links to the syllabus or course website.
- An academic service or leadership statement explaining what kind of service or advocacy work you are committed to, along with a list of links to your work in this area.
- Downloadable option for the PDF of your CV
- News and upcoming events
- Basic contact information

Broadcasting your website

- You can include your website in your email signature
- Include your website in your business card
- Share the link to your website on all of your online and social media profiles to gain maximum exposure.

Earn Income from your website

- Advertise through your website for a third party business or services.
- Do Affiliate Marketing within the field of study and area of business or service.
- Promote your academic services

Optimize Your Website

- You can optimize the performance of your website to reach your website in the academic community and other online network.
- You can use certain keywords to increase the number of visitors who find your page through search engines like google. The process of tailoring the words to increase visits is called SEO (search engine optimization). Figure out which keywords are best to use with regard to your academic field using the Google AdWords, Keyword tool and Google Analytics.
- Furthermore, simply by keeping your website and publication links up-to-date will increase the SEO of your website. The links on your website which link back to the publications are captured by Google's algorithmic tools and help to increase the ranking and visibility of your publications and, in turn, the ranking of your academic website.

Tracking the outreach and effectiveness of your website

- It's important to measure the effectiveness of your website and understand the behaviour of your visitors. Google Analytics is one of the tools which enable you to measure the impact of your site. You can see how frequently it is visited, the physical location of visitors to your site, the most visited pages of your site, and more. Tracking the visitors to your website can help you tailor it to further increase the traffic to your website.

Bring your own laptop for the hands-on practical during the workshop technical session.