



Universidad
Politécnica
de Cartagena | Campus
de Excelencia
Internacional

COMPETENCIAS DIGITALES EN INVESTIGACIÓN

IMPROVING THE IMPACT OF YOUR
PUBLICATIONS AND PRESENTATIONS
THROUGH VIDEOS AND SOCIAL NETWORKS



Actividades Transversales de Doctorado
Universidad Politécnica de Cartagena
2021/22

1. General course information				
Name	Improving the impact of your publications and presentations through videos and social networks			
Level	Doctorado			
Code				
Academic Year	2021/22			
University	Universidad Politécnica de Cartagena			
Language	Español/English			
ECTS	1	hours / ECTS	10	Total hours 30

2. Lecture data		
Lecturer in charge	Juan Gabriel Cegarra Navarro	
Department/Service	Economía de la Empresa	
Office location	Facultad de CC Empresa, Calle Real nº 3, (30201)	
Telephone	968 325788	Fax
email	Juan.cegarra@upct.es	
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3. Dates	
Place	Online teaching through team application
Date	28 October // 25 November
Hours	17:00 to 20:00 h.



4. Course objectives

In order to ensure that contributions to conferences and publications have a greater impact, it is necessary to publish openly and promote them on social networks such as *LinkedIn, Medium, Publoms or Researchgate*. For this purpose, videos or webinars can be used. This course aims in a simple way to give some brushstrokes on these strategies to make our publications more accessible and ultimately more cited.

5. Theory programme

1. LinkedIn, Researchgate, Youtube and scholar google.
2. Web of Science, SCOPUS and Publoms.
3. Standard Curriculum Vitae (CVN)
4. Make your first video Camtasia 2020.
5. Present your video in a Webinars.

6. Practical programme

1. Create a post on LinkedIn about your line of research that meets the following requirements: # an attractive title; # a summary that leaves your followers wanting more; # a theme that is easy to understand; and #), a clear and sweet wake-up call.
2. Create a project on your Researchgate profile and invite your directors/supervisors to participate.
3. Make a short video (maximum 5 minutes) that summarizes a presentation at a conference and upload it to Youtube.

7. System of Evaluation

- The connection to the on-line theoretical sessions is mandatory.
- Students must carry out the practical exercises proposed in each of the topics.



8. Hours distribution			
Activity	Location	Student work	Hours
Theory programme	On-line	Attend class	6
		Homework: study theory contents	8
Practice	Virtual	Attend class	
		Homework: study theory contents	12
Tutoring	Virtual		4
			30

