R Markdown Websites

Rebecca Lai and Stephanie Allan

@_R_Lai_ and @eolasinntinn

Aims of this Session

1. Discuss the importance of self-promotion and showcasing your work

2. Demonstrate how you can use R Markdown to create professional websites

3. Empower you with tools to create websites and host them for free

Self-Promotion

- Feels icky, right?
- Success in academia is more than being good at what you do
- Partially dependent on self-promotion skills (Perlmutter, 2013)
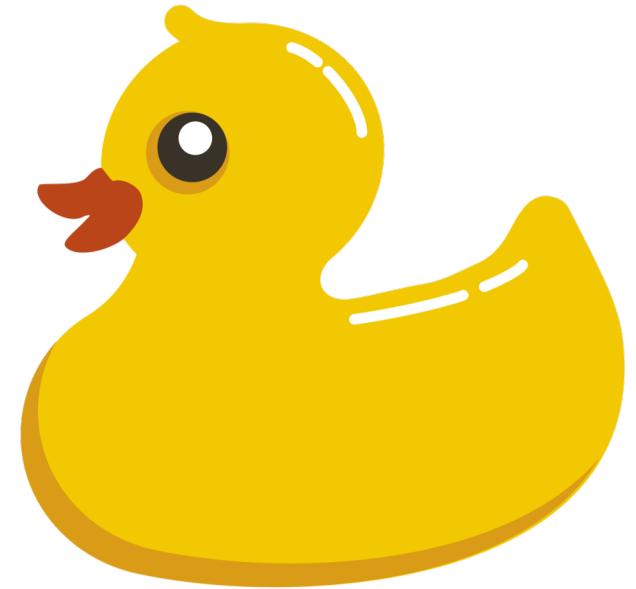- Balanced self-evaluation is hard
- Publication culture- "publish or perish"

Self-Promotion: Your Work

- "File drawer" problem
- Increasing number of funders and institutions that require open access/data
- Open places to put your work:
  - E-Print Archives like arXiv.org
  - "Enlighten"

Self-Promotion: You

- Make sure you are not "too good to be noticed" (Vaillancourt, 2013)
- Networking
  - In person
  - Social Media/networking tools
- Web footprint
  - What do folk see about you when they google you?
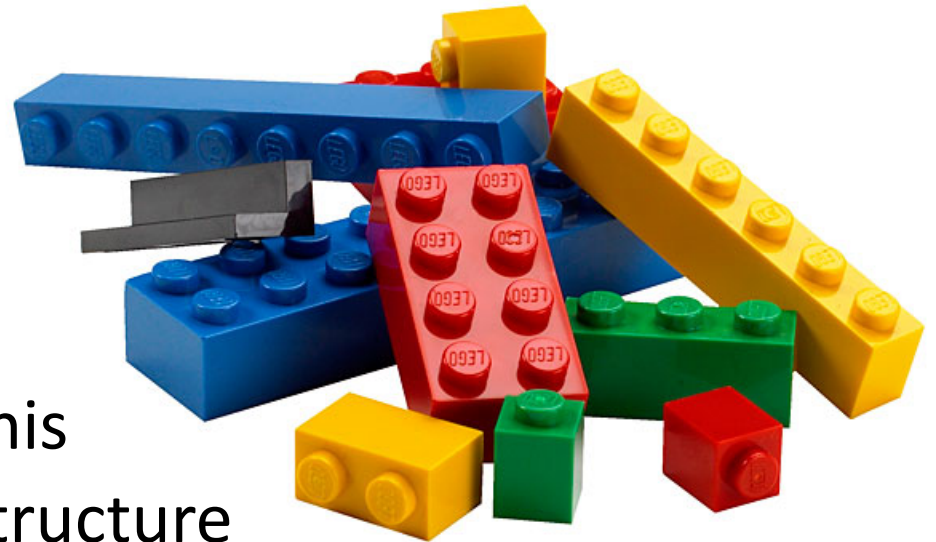 - Enhance your professional web footprint by publishing an academic website

Self-Promotion: what to include?

- Education and expertise
- Links to publications
- Research interests and goals
- Professional experience
- *Appropriate* social media links
- Contact information
- Projects and analyses directly from Rmd
- A touch of personality

R Markdown: Web Design

- R Markdown to create HTML documents
  - We've already done that
- Small tweaks to make a website
  - Multiple files that fit together
    - Index.Rmd (the front page)
    - Other .Rmd files that link off of this
    - Yaml file (not just a header) for structure
    - Extras: JavaScript, CSS etc.

R Markdown: My First Website

- Open a new R Markdown file and delete the template.
- Reflect on the last 2 days:
  - What did you think about when signing up for this workshop?
  - How did you feel about coding then?
  - How do feel about coding now?
  - What have you enjoyed most about your time with us? Feel free to include your favourite analyses if you are feeling fancy