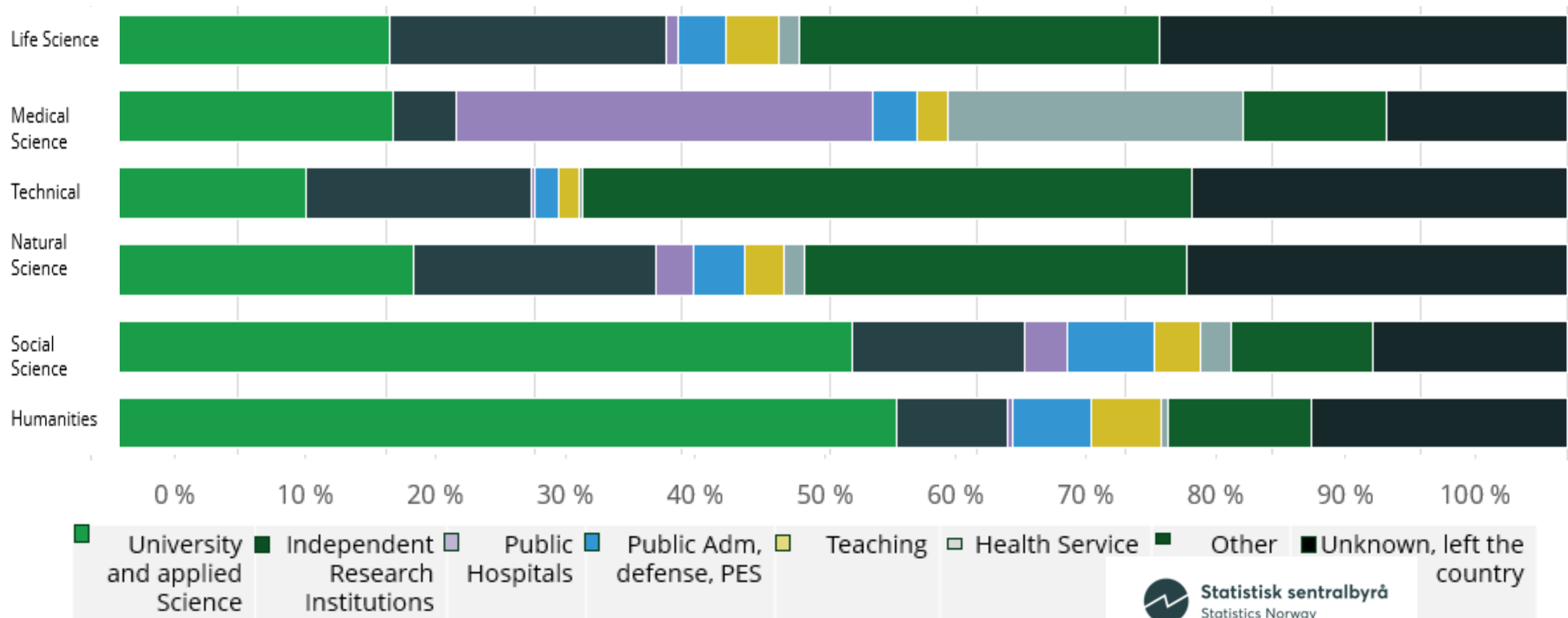


Visibility and Self Presentation

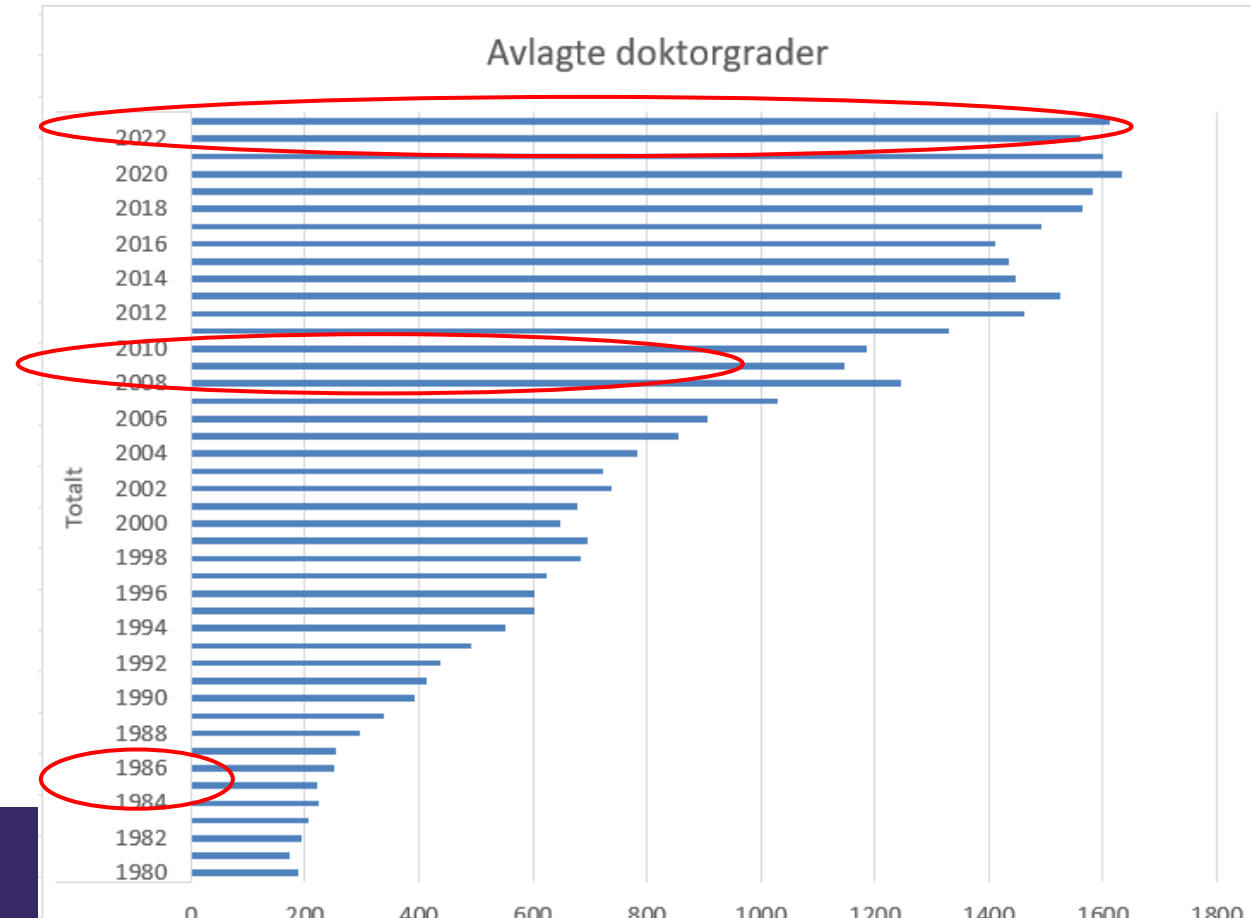
Psykstip 17.06.25

Workplace by field of study for doctoral degree.

Persons admitted to doctoral programs 2005-2016 with degrees awarded by 2022.



Historic view of Phds in Norway



Google yourself



The screenshot shows the official employee profile page for Ingunn Johanne Ness at the University of Bergen (UiB). The page has a light blue header with the university's logo and name. Navigation links for 'Studier' and 'Forskning' are present. Below the header, there are links for 'Forside' and 'Finn ansatte'. The main content area features a portrait of Ingunn Johanne Ness, her name, and her title 'Stilling: Forsker, Senior Researcher & Theme Leader, SLA'. It also lists her affiliation 'Tilhørighet: SLATE' and her research group 'Forskergrupper: Kunnskap, utdanning og demokrati'. At the bottom, her email address 'ingunn.ness@uib.no' is provided, along with a link to 'Åpne alle' (Open all).

UNIVERSITETET I BERGEN Studier Forskning

[Forside](#) > [Finn ansatte](#)



Ingunn Johanne Ness

Stilling
Forsker, Senior Researcher & Theme Leader, SLA

Tilhørighet
[SLATE](#)

Forskergrupper
[Kunnskap, utdanning og demokrati](#)

E-post
ingunn.ness@uib.no


[Åpne alle](#)

- UiB employee page
- Orcid – [course in canvas](#)



The only one that's *really* interested in *your* career – is you!

Who are you and what can you do?



Recruiters take an average of **6 seconds** to scan a resume.

Source: TheLadders

[LinkedIn](#)

Recruiters take 6-seconds to read your resume" and why t...

Pitch your research

The perfect pitch - explaining your research in one minute – YouTube



Research statement/pitch



Purpose of a research statement

Answer the “so what” question of your research

- Reflect on and define your research interests
- Gain confidence in your research skills and desire to advance in academia

When do you use it?

Keyword: Alignment

- Job applications
- Funding
- Conference presentations
- Web Profiling
- Network Pitching

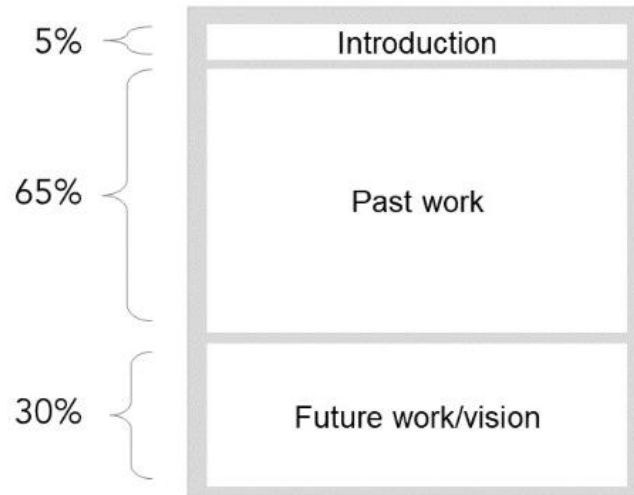
Requests for “statements” can come in many shapes...

From the template associate professor med.fac UiB:

“Personal and relational qualities will be emphasized. Research experience, ambitions and potential will also count when evaluating the candidates”.

Other key words: Interest for innovation, plan for the next five years, personal fit,

Structure of a research statement



Past,

Present,

future direction and potential

<https://mitcommlab.mit.edu/eecs/commkit/faculty-application-research-statement/>

Pitch

You in 60 seconds



Prepare pitch 1/4



2 min

Problem: What problem is your research contributing to solve?

Intro: Your name and current position
Key characteristics: “You in one sentence”

Prepare pitch 2/4



2 min

Solution: How is your research contributing to the solution?
What are your expected results?

Story: What is your story?

Prepare pitch 3/4



2 min

Benefit: Who and/or what will your research benefit?

Drive: What do you want to achieve?
And why is it important to you?

Prepare pitch 4/4



2 min

Action: What can the audience / listener do now?

Uniqueness: What makes you unique? Why you?

(Call to action)

Write a script (15 min)



- 150 words (approx.)
- 60 seconds
- Speed of presentation/pacing
- Pausing?

Introduction 1/4



2 min

Problem: What problem is your research contributing to solve?

Intro: General description of your “problem”.

How did your research interest in this topic begin? What questions have you asked?

Research Statements

- The next slides are research oriented

How have you addressed the problem in the past? 2/4



2 min

Past research: Your research history and accomplishments

Focus on: What did you find out? How did you find out? With whom? Published where?

Impact of your work 3/4



2 min

Achievements: Contribution to your field.

For example:

- Known for, patented, developed concepts,
- Funding or significant recognition
- Infrastructure
- Industry collaboration

Future short term 4/4



2 min

Future: Future direction and vision - bridge

You can do what in the future based on what you have done in the past

Future long term 5/4



1 min

Future: Future direction and vision

Bold visions, don't forget alignment to the call

What to do next?

- Google research statements + sub-discipline
- Ask a senior peer to read their statements
- Walk & talk – team up with someone not from your field
- Think about other statements, diversity, sustainability, teaching...

More resources:

Penn Career

Service: <https://www.youtube.com/watch?v=t4vp2RAwbil>

Examples of personal branding statements

Head of Research support at Dep for Informatics:

[statement_about_leadership_and_career_awareness-stmeyer2025_0.pdf](#)

Follow our socials!



LinkedIn



Instagram

Questions and comments?

Thank you for active participation!



Contact information

- www.uib/ferd
- ferd@uib.no
- Ellen.hagen@uib.no
- [Register for the UiB Ferd monthly newsletter](#)