

Who Do You Think You Are? Leveraging Your Research Identity

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What can a brand identity DO for YOU?

A brand says, “this is who I am” and lets you quickly share that with others.

At Georgia State, we needed to:

Answer the question
“What do you mean
by ‘research?’”

Make it easy to talk
about why our
research community
is unique

Create language
more inclusive of
our broad range of
research

Unique FEATURES of GSU Research

Our research program has a lot of breadth.



We are one of only a handful of R1s in the state, and **we have a very active research community.**



We have impressive research happening in traditional **STEM fields as well as in humanities, art, and social sciences.**



We are #1 in Georgia for research expenditures in **political science and government, sociology, communications, education, and social work.**

We have a unique blend of perspectives.



We are a **Minority Serving Institution**, and we have one of the most diverse student bodies in the nation.



Our culture as a university is built on being **“inclusive”** and **our research embodies that culture.**

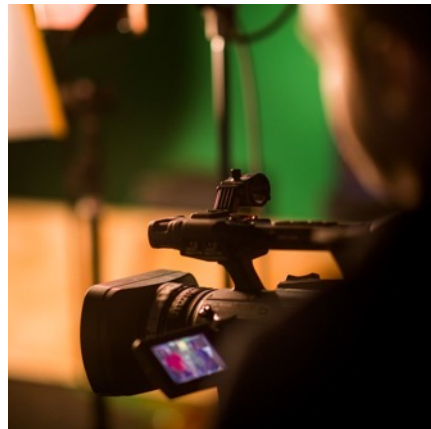


We **encourage and value collaboration** between our researchers and across areas of expertise.

A NEW Definition

Breadth + Perspective = LENSES

At Georgia State, we look at the world through a lot of unique lenses (both literally and figuratively).



RESEARCH.gsu.edu

The screenshot shows the Georgia State University Research website. At the top, there is a navigation bar with the Georgia State University logo and the text "Georgia State Home". To the right of the logo are links for "STUDENTS", "FACULTY & STAFF", and "ALUMNI", along with icons for a calendar, a book, and a search function. Below this is a secondary navigation bar with links for "About", "Centers", "Industry Collaboration", "Research Facilities", and "Research Administration".

Research Through a Unique Lens

Our researchers explore the world through a wide range of lenses – from microscopes to telescopes to their very own eyes.

Bringing together this breadth of perspectives, we deliver inspiration, insights, and solutions beyond a single discipline or issue. **Our impact is as broad as our research community.** That's what makes us unique.

- Learn more about research [#THESTATEWAY](#).
- NEWS: A Record Year for Research Funding
- MAGAZINE: Read our in-depth research stories

A large video player featuring three researchers: a man in a maroon shirt, a woman in a light blue top, and a man in a dark suit. A blue play button is overlaid on the center of the image.

Hear From Our Researchers

- VIDEO: Vonetta Dotson
- VIDEO: Maged Henary
- VIDEO: Al Thrash
- Find an Expert

<https://research.gsu.edu/>