

The world of science blogging, tweeting, and other online forms

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Science Involves

- Finding and reading literature, tinkering, researching equipment, facilities, etc.
- Hypotheses testing, experimental design, collaboration
- Sharing results with others, applying knowing, innovation
- Spreading the word, gaining new opportunities

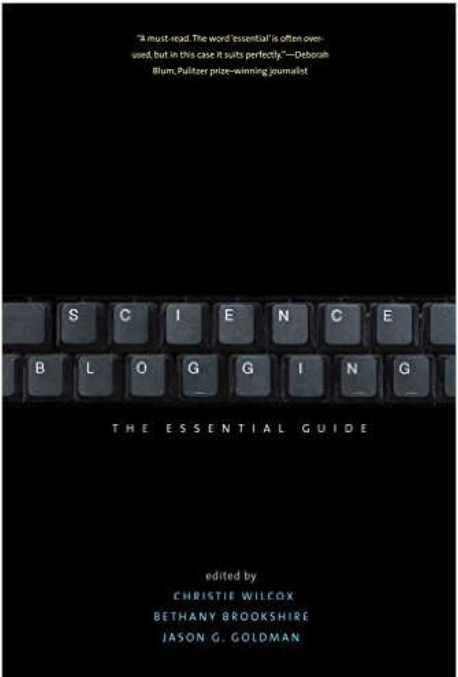


Who are you talking to?

- Yourself
- Peers
- Colleagues
- General Audiences
 - Public
 - Decision-makers
 - Science affiliated, but maybe not your field
- Formal, Informal
- Professional, Casual
- Written, verbal, video
- Mixed media, reference media
- Topical/current events
- Explanatory, debunking poor info/pseudoscience

Talking to yourself & peers

- Blogging
- EverNote, Open Notebook
- Facebook Closed Groups
 - Organize your thoughts, research
 - Accountability
- Build a community
 - Assistance from experts, others
 - Create support networks & new mentoring opportunities



Science Blogging: The Essential Guide
Yale University Press

Available March 1, 2016
Can find now on
Amazon.com

Talking to Colleagues

- Blogging
- Sharing/Broadcast Media
 - Google +
 - LinkedIn Groups
 - Facebook Groups



Talking to broader audiences

- Blogging
 - Freelance opportunities, Op-Eds
 - Town hall like forums
- Sharing/Broadcast Media
 - Facebook, Twitter, Instagram, Vine, Tumblr
 - Family & Friends, share links etc.

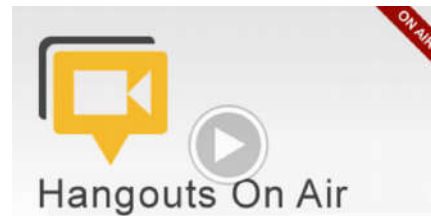
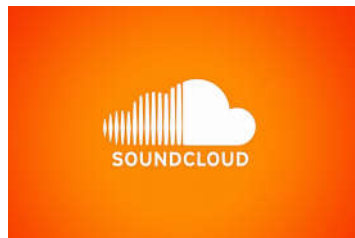


Broadcasts & Interactive Media

PODCAST



YouTube



Science Tools

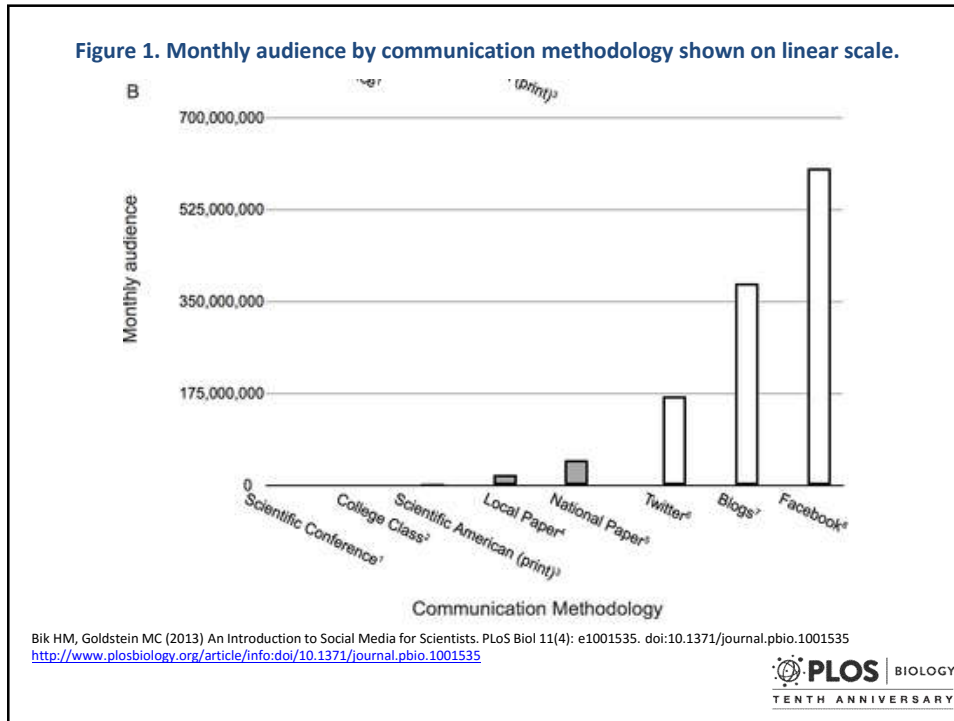
- Noldus
- FigShare
- JoVE
- Citizen Science for Data Collection, Cataloging, and Interpretation

Noldus
Information Technology

joVE
JOURNAL OF
VISUALIZED
EXPERIMENTS

figshare
credit for all your research

F1000Research
OPEN SCIENCE • OPEN DATA • OPEN PEER REVIEW



Social Media provides

- Meeting NSF/NIH Directives
 - Public Engagement and Broader Impacts
 - Open Access Data
- Networking
 - Identifying Potential Collaborators
 - Seminar Invites
 - Attracting Potential Students / Job Invites



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<http://www.makeuseof.com/tag/10-science-youtube-channels-you-cant-miss/>
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