Dissemination 2.0 - the role of social media in research dissemination

Petter Bae Brandtzæg, Tromsø, 23.11.2011

Twitter @PetterBB
Britney Spears' Guide to Semiconductor Physics

Transcend RAM

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It is a little known fact, that Ms Spears is an expert in semiconductor physics. Not content with just singing and acting, in the following pages, she will guide you in the fundamentals of the vital semiconductor laser components that have made it possible to hear her super music in a digital format.

A website using Britney Spears to spice up semiconductor physics
"I used Britney Spears to demonstrate that physics can have a fun side to it as well"

Carl Hepburn, a postgraduate at the University of Essex
"One of the stranger approaches to teaching science that we've seen "
(The journal Scientific American)

Source BBC 2001: http://news.bbc.co.uk/2/hi/technology/1306364.stm
Dissimination?

"the act of diffusing knowledge"

It's about *democratization of knowledge*, that should fully incorporate principles of *accessibility*
why should we increase access?

• It’s greater competition than ever in science

• The society is dependent up on systematic knowledge from research

• Citizens pays for most of it.....thus the science needs to be disseminated back to citizens
only 1% of the Norwegian population are not interested in research (which is similar to other western countries)

90% thinks research is of great importance for the society

Citizens do want to play a role in science – they want to know what’s going on

Source: http://www.forskningsradet.no/bibliotek/publikasjoner/strat_allmenforskformidl_norsk/almenf-3.html#E11E3
And... new research shows that scientists who engage with society perform better academically.
The problem is..."the ivory tower of science"

Credits: http://sciencegeekgirl.com/files/2008/07/professor.png?w=300
Only 6% of the Norwegian researchers participate actively in popular dissemination
Not communicated research has less value
So how can scientists disseminate their science?
Traditional dissemination is important, but not very accessible, transparent or visible

Journal papers in traditional journals (low accessibility)

Conference participation (low accessibility)
a coordinated, branded media event?

MISSING LINK FOUND - New Fossil Links Humans, Lemurs

http://www.youtube.com/watch?v=xLilqm6GxrA
“This fossil will probably be pictured in all the text books for the next 100 years.”

Dr Jørn Hurum.
Natural History Museum, University of Oslo
“THIS IS A DISCOVERY OF GREAT SIGNIFICANCE,”

Sir David Attenborough
Broadcaster & Naturalist
“Any pop band is doing the same thing. Any athlete is doing the same thing. We have to start thinking the same way in science.”

Yes...but, not everyone of us is Hurum...
However, the principles and possibilities of disseminating research have changed with the introduction of social media – dissemination 2.0.
Skeptical
- Why should we use social media?

Why should we use Internet? (15 years ago)
isn't time consuming and distracting?
but isn’t causing a lot of challenges?

privacy

copyright
Reason #1:

Social media is the most popular activity on the Web (ComScore, 2011).
facebook 850 million active users

Source: Facebook statistics
twitter: 300 million users
Reason #2:

social media is going serious

**People**
- Teenagers

**Policies/norms**
- Anonymous

**Purpose**
- Entertainment

**Technology**
- Text based communities

**Trends**
- All ages
- Real identity
- Education, business, politics, research
- 3D, mobile, rich media.

**Examples**
- Facebook
- YouTube
- Twitter
- Slideshare
- LinkedIn

Facebook: The fastest growing demographic is those 40 years old and older
Reason #3: the scientists is controlling the message
Reason #4: sharing is easier than ever
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Reason #5: the open access movement!
Disseminating 2.0 = "yes, we can"

One way media
Difficult

Social media
Yes, we can

Difficult

Yes, we can

Photo: videocrab on Flickr
I am communicating

I am blogging

I am sharing my presentations and my research papers
one talk at a conference attracted 30 people
I also upload research papers
Benefits using social media in research

• **Visibility:** More people can see and get access to my work

• **Sharing:** When you share your research other people will share with you as well

• **New contacts:** You get in touch with a lot of researchers and other persons and institutions interested in your field

• **Discussion:** You can discuss and get new insights in your field

• **Feedback:** It’s motivating – ”wow, nearly 400 people have seen my paper, and over 3000 have seen my presentation. In addition several people have favourited and downloaded it”
It's not only about one way communication.
it’s about communication

Petter Bæ Brandtzaeg 6 months ago
Det var gøy å høre at det var en kvinne bak Flickr.

Er enig i at mange av temaene du nevner er i åpne bloggfører. Jeg tror likevel at disse bloggene oppleves mer intime og privat fordi de ikke har samme potensiale for 'broadcast' som Wikipedia og Youtube. Min erfaring med bloggkulturen er at de ofte er knyttet til ganske små communitys, hvor det er faste kommentatorer og kikkere, til tross for at bloggene i prinsippet er åpne fora og søkbar fra google. Men jeg antar at du vet mer om dette enn meg. Det hadde i alle fall vært interessant å studere denne bruken og disse opplevelserne mer, samt kjennskap til disse. Takk selv for nyttige perspektiver ;)

Jill Walker Rettberg 6 months ago
Som du så har jeg lagt ut på bloggen min, med litt kommentarer videre til din presentasjon - takk for nyttige tall og idéer!

Ser du på strikkeblogging, interårblogging, barneoppdragelsediskusjoner, svangerskapsdiskusjoner så er det tradisjonelle kvinnetemaer men ikke lukkede sosiale netterk - vert om er det fullstendig åpent, og dukker raskt opp på google når man søker på riktige termer. Blogging er generelt svært likelig fordelt på kjønn (se f.eks. http://www.ssb.no/emner/10/03/ikthuserkasse2008091808.html). Så jeg er ikke helt enig i at det er det sosiale og private som er i fokus - det kommer kanskje an på hvordan man definerer privat? Eller sosialt, for den saks skyld. Strikketeknikker og deling av selvlagede strikkeoppskrifter - eller diskusjoner om atopisk eksem hos spedbarn for den saks skyld - er kanskje ikke primært sosialt og privat?
It’s about listening
But are researchers using social media?
Science Pond

All tweets / View by field / View by job / Links / Pictures

Biology
Abhishek Tiwari
Alan Marrnet
Alberto
Alejandro Montenegro-Montero
Alex Bortvin
Alex Palazzio
Andy Lloyd
Angela Alexander
Anne Simonson
Beck Smith
Beth Schachter
Bill Grabadel
Bora Zivkovic
Bret Weinstein
Brian Krueger
Cameron Neylon
Catherine Anderson
Cesar Sanchez
Chris Condyan
Chris Gunter
Chris Pati
Chris Upton
Christina Stephens
Daniel MacArthur
Daniel Miethog
more biology...

Biotechnology
Andy Lloyd
Attila Coardas
Ian Hallett
Justin H. Johnson
Merold Muller

Chemistry
Alain Marrnet
Antony Williams
Cassie Rodenberg
Derek Lowe
Egon Willighagen
Enrico Uva
Graham McCann
Jas Sherman
Jonathan Klar
Kristen Kulinowski
Marc-Michael Blum
Markus Hammonds
Michael Woods
Masha Lermeshko
MIT Postdoc
Phillip Cook

eclecticechoes RT @annamunos RT @TreeHugger: Top Nature Photos of All Time Unveiled for Earth Day http://bit.ly/cY2Hw1

Wednesday, April 21st by Eric Heupel, Marine Science Graduate Student, University of Connecticut, Biology


Wednesday, April 21st by Dr. Hisham Pana, Medical Doctor, Health Science

cosmos4u Post-collision dust streak quasi-comet P/2010 A2 (LINEAR) is still around - and in the line of sight to a star cluster: http://is.gd/bHy2C

Wednesday, April 21st by Daniel Fischer, Astronomy and Space Blogger, Space

cosmos4u NASA is re-evaluating the launch dates for the final two shuttle missions because the big AMS won't be ready in time: http://is.gd/bGpHh

Wednesday, April 21st by Daniel Fischer, Astronomy and Space Blogger, Space

alexismadrigal Anyone know someone at @Adobe Corporate? We have some hardworking volunteers who need better tools for @HaltiRewired

Wednesday, April 21st by Alexis Madrigal, Energy and Science Staff Writer for Wired.com

jsnsndr Yo mamma's a neanderthal who looks she belongs in the Dark Crystal. RT @NatureNews : Neanderthals may have interbred with http://ff.im/-jdJ19

Wednesday, April 21st by Jason Snyder, Postdoc Neuroscientist, National Institutes of Health, Neuroscience


Wednesday, April 21st by Dr. Hisham Pana, Medical Doctor, Health Science

Bill_Romanos Neanderthals may have interbred with humans http://ff.im/-jdJ19 /via @NatureNews

Wednesday, April 21st by Bill Romans, Astronomy Blogger, Space

JFDerry I haz Amazon Author Page http://bit.ly/btxyjF

Wednesday, April 21st by J.F. Derry, Book Author, Darwin in Scotland, Biology

bobbfinn Important article on why medical evidence doesn't change minds marred by politics http://bit.ly/cJF8P9

Wednesday, April 21st by Bobbi Fujiwara, Health Scientist

Trending on Science Pond
#EarthDay #PloS Nature Photos #biol10 #yakilaw #cancer London #brain All Time Unveiled Phenol Extraction Works

Featured
Adam Savage MythBusters Co-host

Neil deGrasse Tyson Astrophysicist, Author, and Director of the Hayden Planetarium

Space 234,698 followers

Dr. Kiki Sanford Science Writer

Producer, and Host 23,771 followers

Betsy Mason Wired.com Science

Editor 12,366 followers

Latest Links
Over 1 million scientists

For Scientists.
Connect with researchers, make your work visible and stay current.

Connect with Facebook  Sign Up for Free
You've had 31 profile views and 490 document views in the last 30 days.

Recent Views

<table>
<thead>
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By scientists for scientist - *find the right people with the right expertise at the right time* (Cambridge)
Science 2.0 generally refers to new practices of scientists that make their research or data transparent for others to see, comment or analyze.
Mass Collaboration
Wisdom of Crowds
Classify galaxies according to their shapes:
More than 250,000 people have taken part in Galaxy Zoo so far, producing a wealth of valuable data.
Blogs

Wikis

Sharing

Listening

Communicating

Accessibility

Dissimination 2.0

Mashups
In sum:
social media can help scientists to gain more visibility and accessibility –
making research interactive - to get impact
so...don’t only make use of Britney

......use social media
Thanks – any questions?

Contact: pbb@sintef.no or @PetterBB on Twitter

This presentation is shared on http://www.slideshare.net/PetterB

.......of course