Science in the “Media”

Part 3:
Science Communication & “New Media”
Questions we’ll answer…

• What is Web 2.0? ‘New media’?
• How has Web 2.0 changed the way we communicate?
• How have the new social media tools changed the way science is or can be communicated?
What does the term ‘social media’ really mean?

- Social media can be defined as online technologies and applications that are used to share information, opinions, expertise, insights and interests using text images, audio and video in a participatory environment.
YouTube reveals all…

‘Day of the Longtail’
Characteristics...

- Participation
- Openness
- Conversation
- Community
- Connectedness
See how social media can matter... when the stakes are high

http://www.youtube.com/watch?v=FPI7zdGdqo4
Fundamental changes signaled by social media use...

- How people find information & sources of influence
- Who people look to for information & influence
- The role people play in disseminating information and influencing others
What happens when you let the inmates run the asylum??
Getting the jargon straight…

- Blogs
- Social networks
- Content communities
- Wikis
- Podcasts
- Forums
- Virtual worlds
Other important concepts...

- So, what’s RSS, anyway? And why is it important to communicators?
- And what’s LinkedIn and should I be a part of it?
- And is it possible to avoid tweeting?
- And then there’s delicious for example...
Science in social media…

Examples for the science community…
• Lab Spaces
• The Research Cooperative

Examples for the public…
• How Stuff Works
• Amusement Park Physics
How do YOU use social media?