

Science in the “Media”

Part 3:

Science Communication & “New Media”



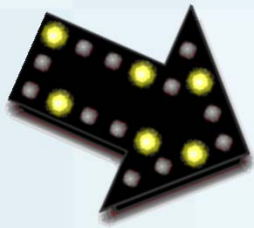
Questions we'll answer...

- 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



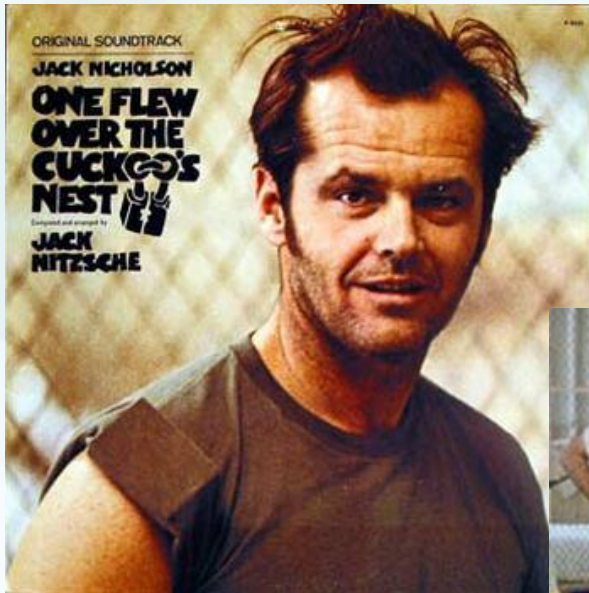
***See how social media can matter...
when the stakes are high***

<http://www.youtube.com/watch?v=FPI7zdGdgo4>

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...

The Big Seven

- 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?**

