

The background features a dark blue gradient with faint, light blue circular patterns and numbers. The numbers are arranged in a circular sequence, starting from 140 and increasing by 10 up to 260. The circular patterns consist of concentric circles and arcs, some with arrows indicating a clockwise direction. The overall aesthetic is technical and scientific.

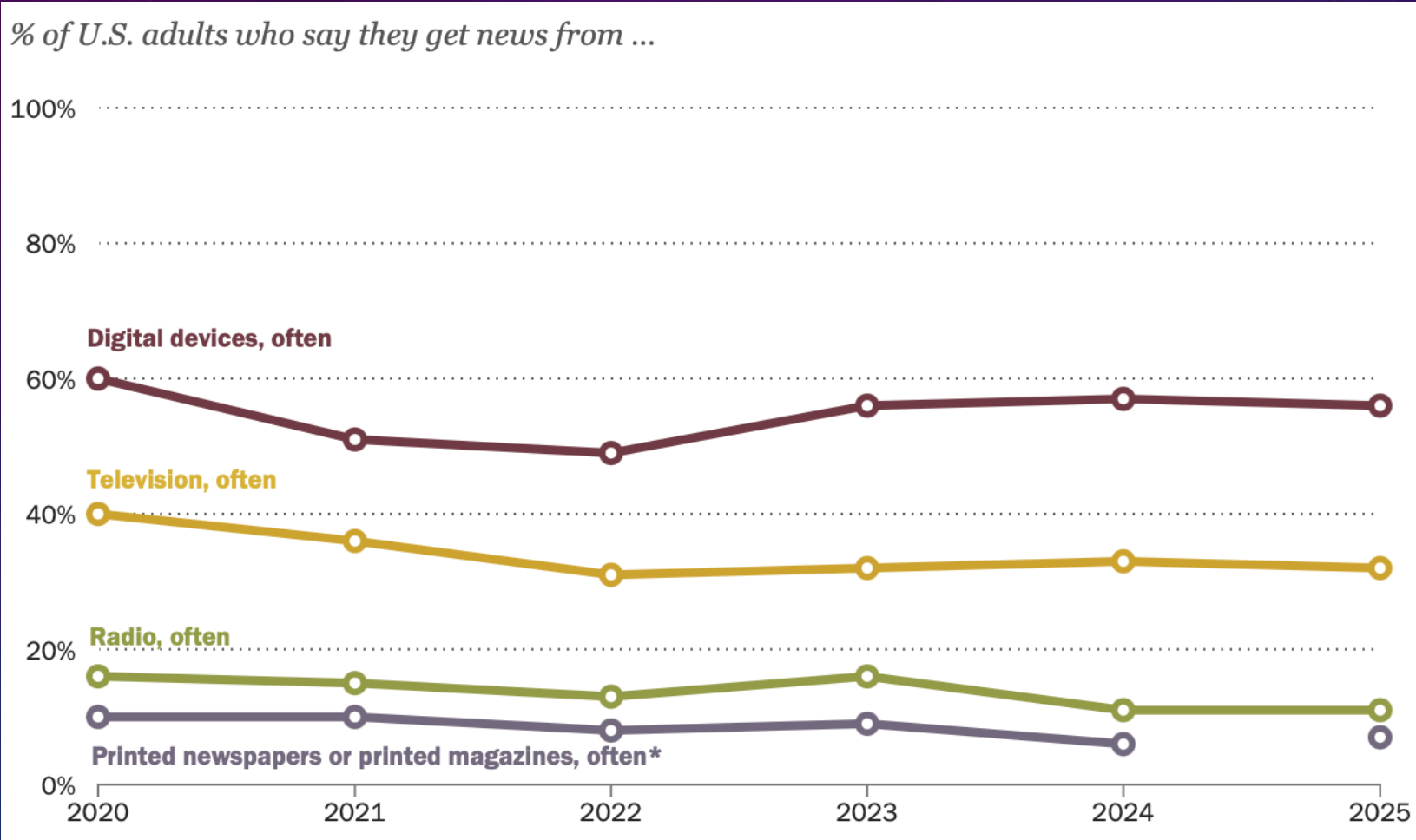
SOCIAL MEDIA'S ROLE IN SCIENCE

DANYA ALBOSLANI

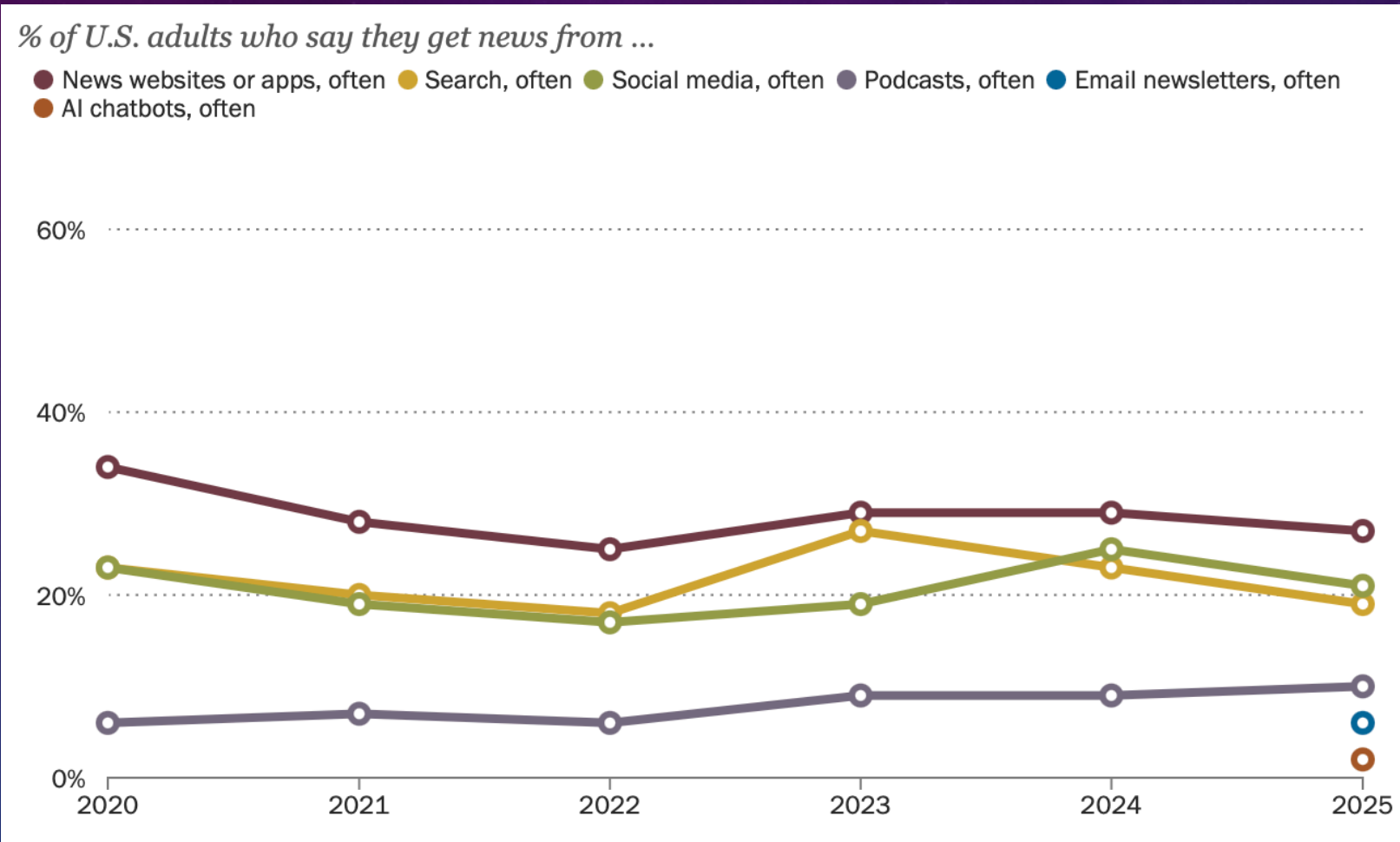
HOW DO PEOPLE RECEIVE NEWS?

The background is a dark blue gradient with faint white circular patterns and a dotted grid on the right side. The text "HOW DO PEOPLE RECEIVE NEWS?" is centered in white, bold, uppercase letters.

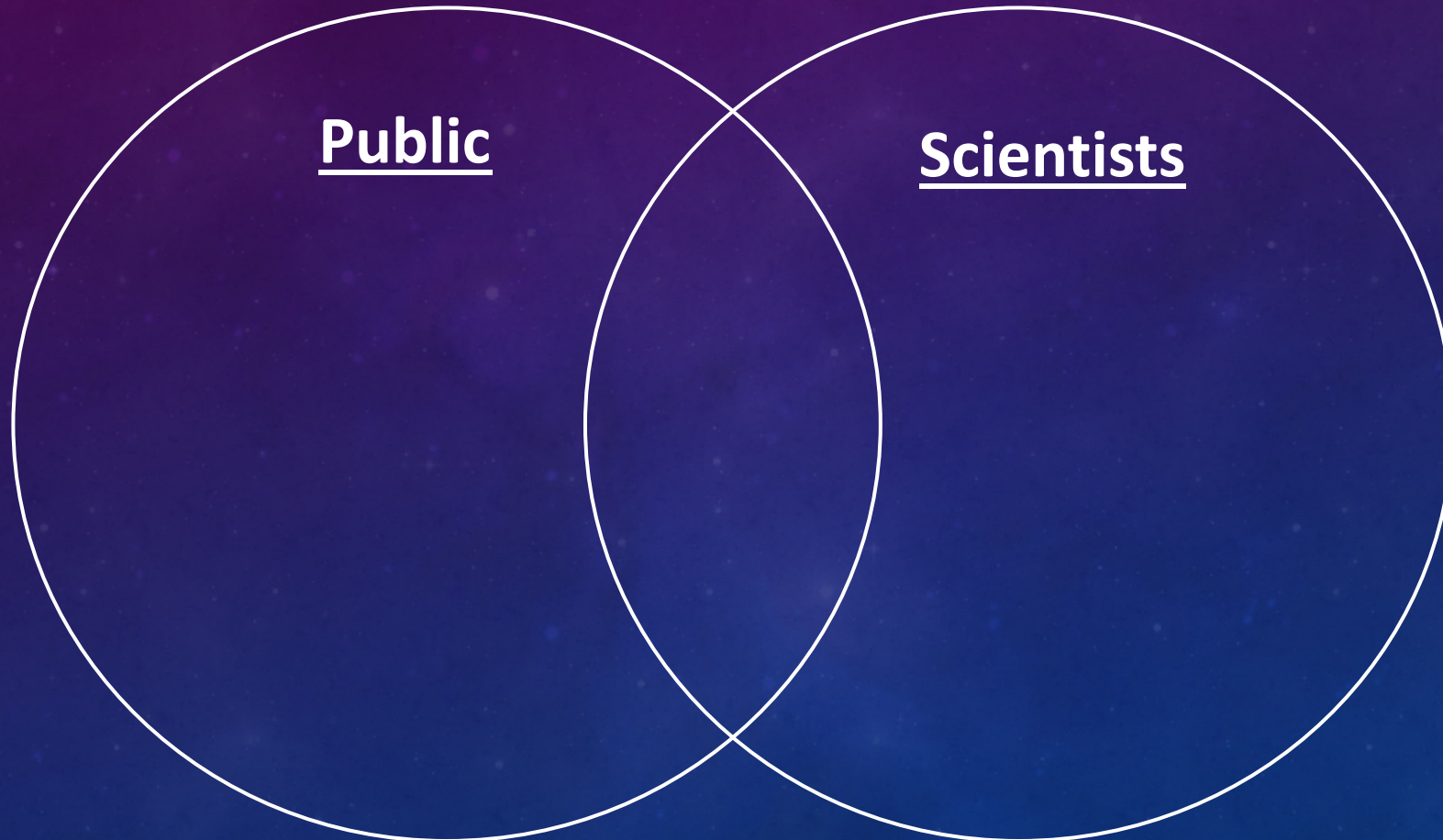
HOW DO PEOPLE RECEIVE NEWS?



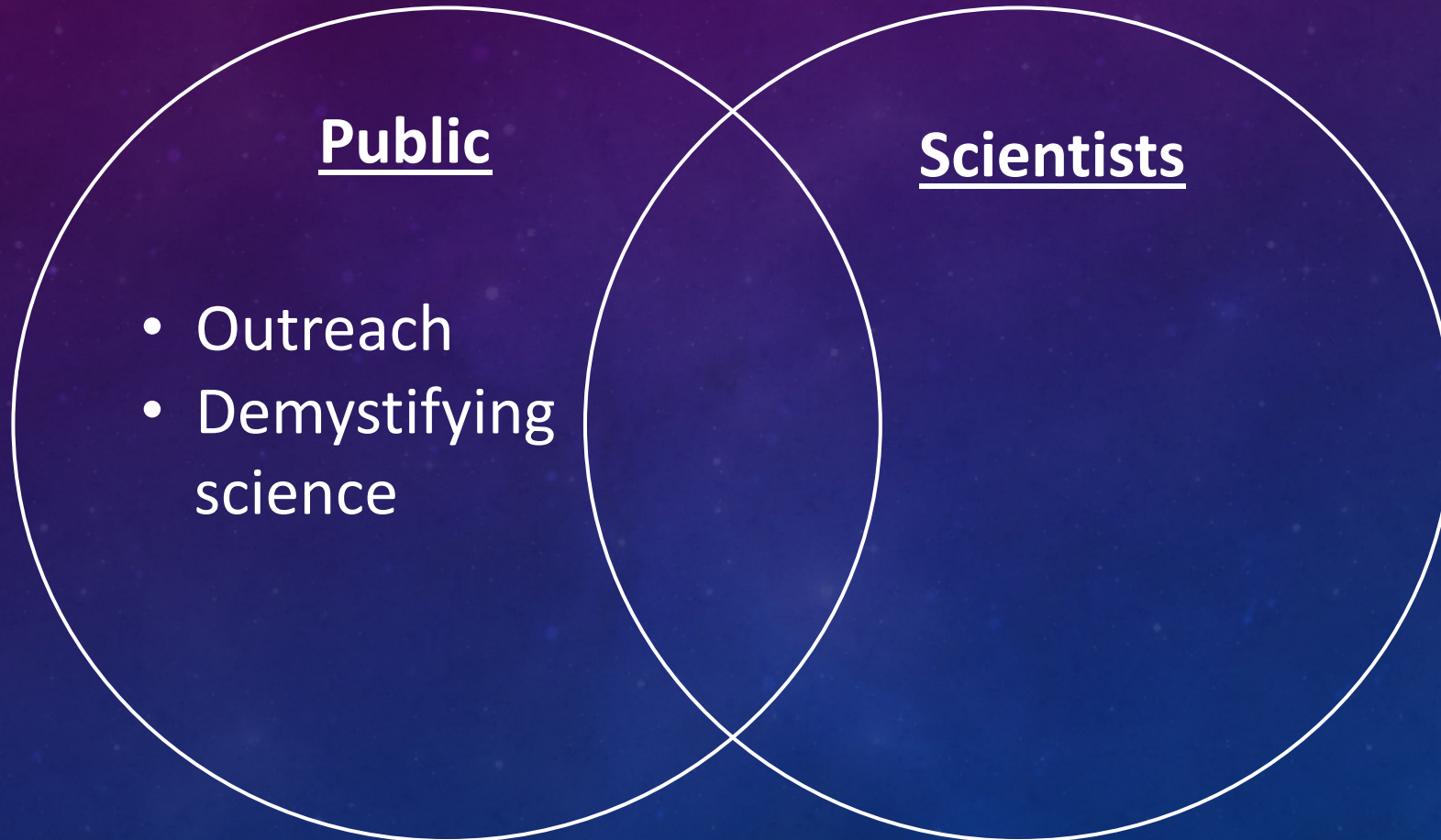
HOW DO PEOPLE RECEIVE NEWS?



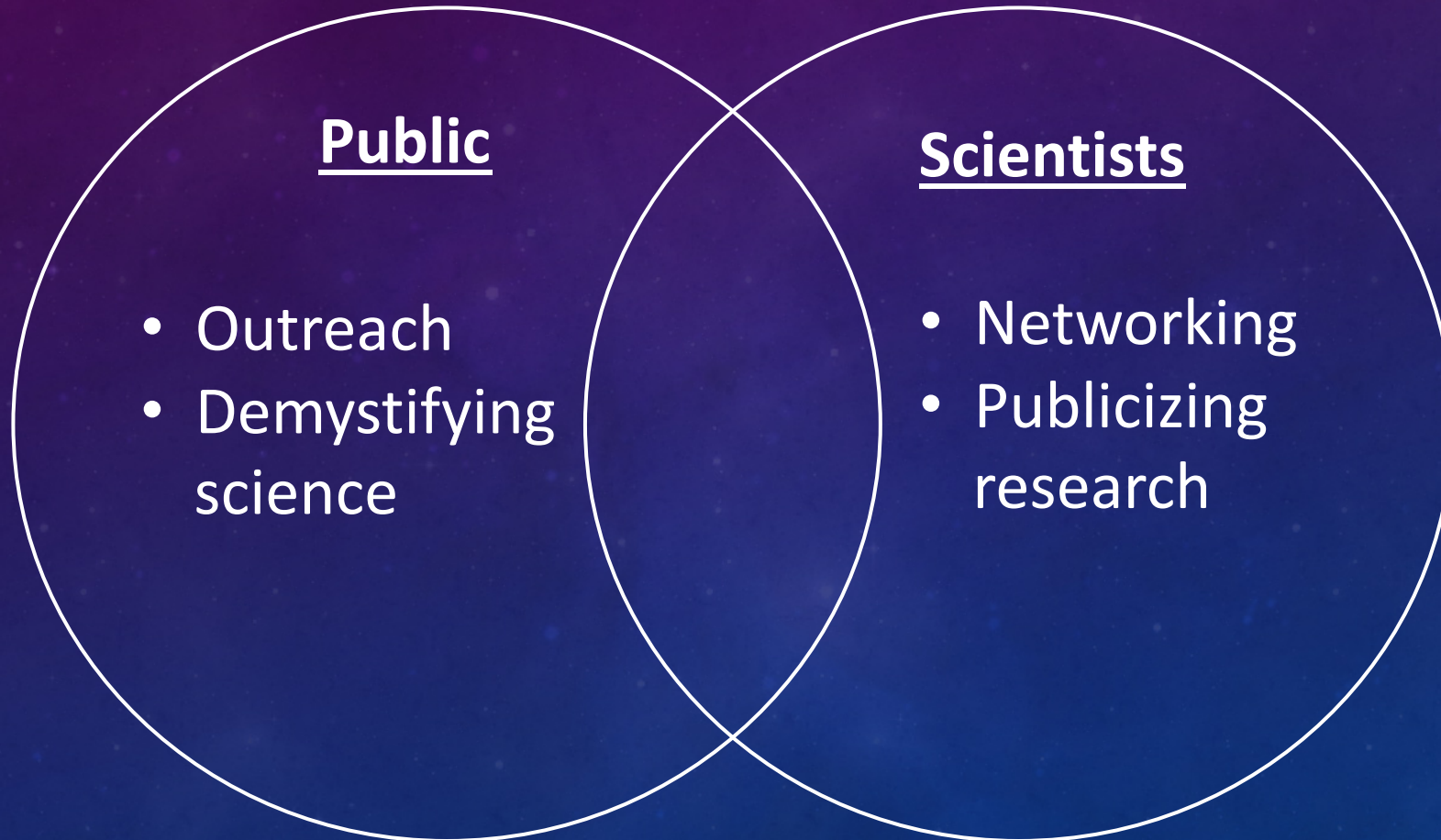
BENEFITS OF SOCIAL MEDIA TO THE PUBLIC & SCIENTISTS



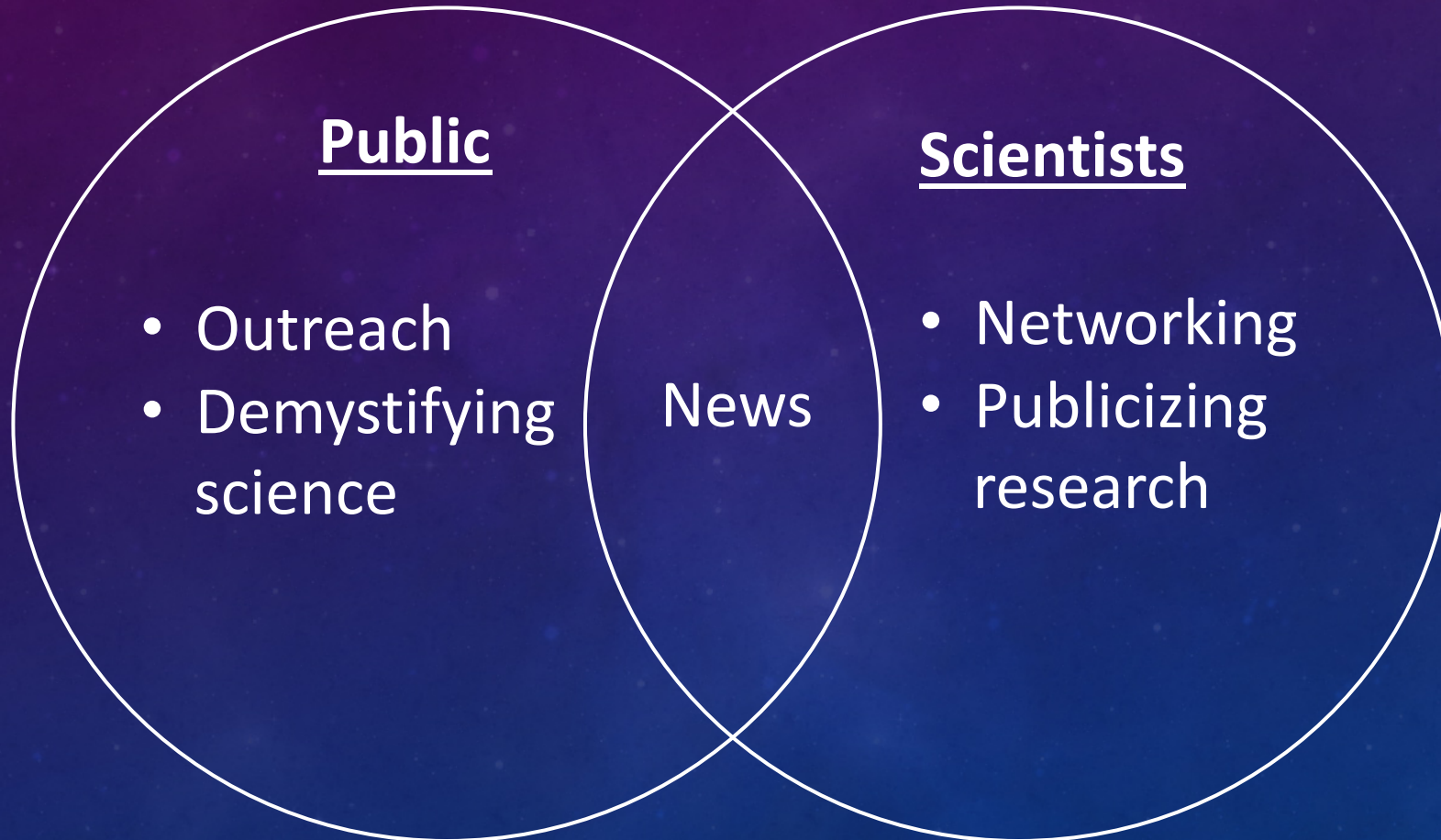
BENEFITS OF SOCIAL MEDIA TO THE PUBLIC & SCIENTISTS



BENEFITS OF SOCIAL MEDIA TO THE PUBLIC & SCIENTISTS



BENEFITS OF SOCIAL MEDIA TO THE PUBLIC & SCIENTISTS



HOW SHOULD SCIENTISTS INTERACT WITH SOCIAL MEDIA?

- Videos
 - Tik Tok
 - YouTube
- News
 - Twitter
 - Facebook



Crash Course (YouTube)



Thatastrogirlie (TikTok)

The background features a blue gradient with a field of white stars. Faint, semi-transparent circular patterns, resembling technical diagrams or gauges, are scattered across the scene. One prominent gauge on the right side has numerical markings from 0 to 210. Other circular elements include dashed lines and arrows, suggesting a technical or data-driven theme.

WHAT ARE SOME THINGS TO CONSIDER
WHEN DOING SOCIAL MEDIA
OUTREACH?

WHAT ARE SOME THINGS TO CONSIDER WHEN DOING SOCIAL MEDIA OUTREACH?

Audience
demographics

Older: Facebook

Younger: TikTok

Prior knowledge
of audience

Children vs HS vs
adults

Science focused?

Audience
attitudes

Think about what
you want your
audience to take
away from the
interactions

Changes in
audience

Political trends

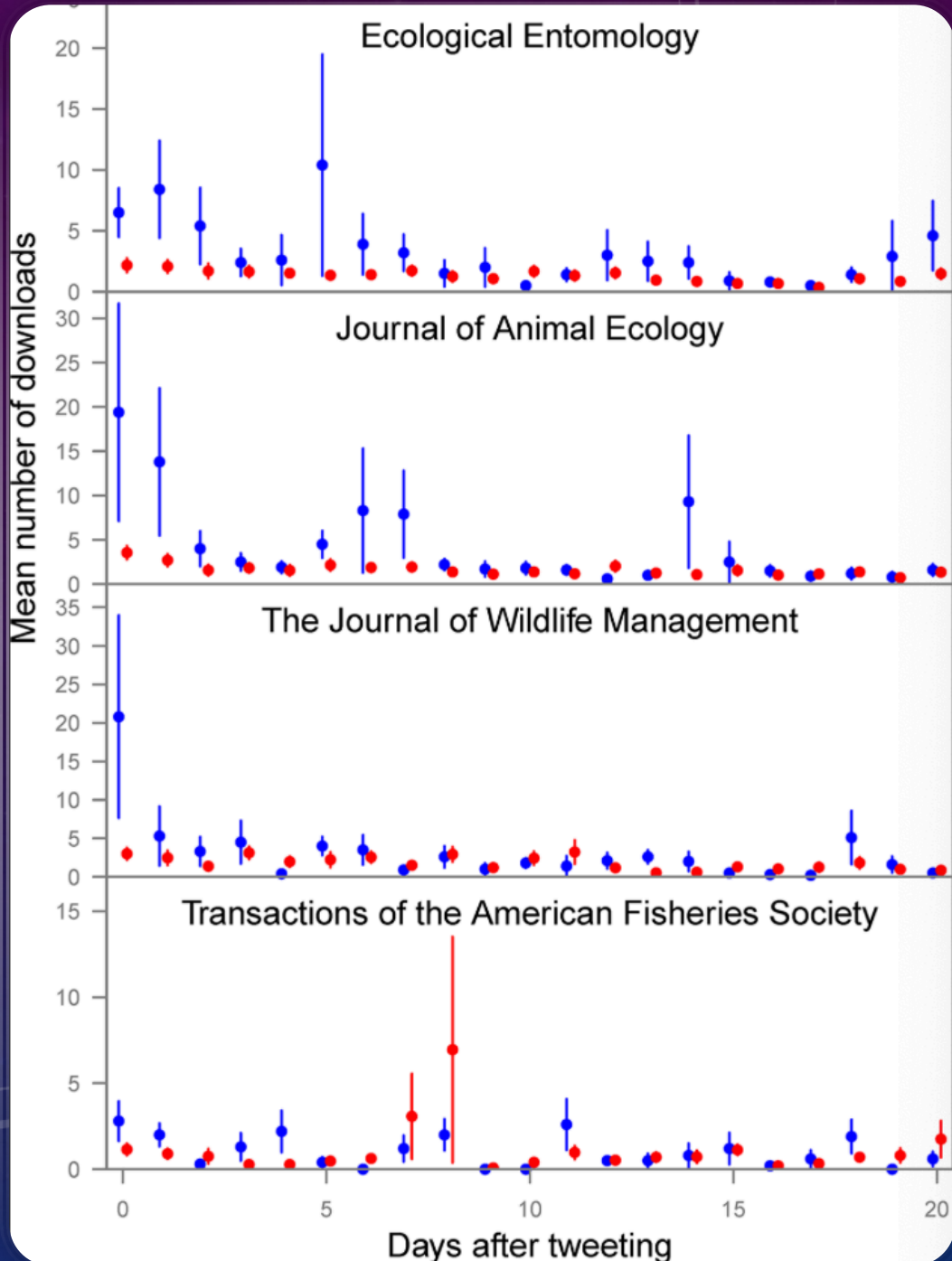
THE IMPACT OF SOCIAL MEDIA SCIENCE ON USERS

- Deficit model
 - Audience has zero prior knowledge
- Studies show that science communication reaches mainly people who are already interested in science
- Studies show that initially, followers/audience tend to be similar to the poster but over time, the demographic grows
- Reaches mainly people who are already interested in science

PUBLICIZING RESEARCH

- How many new papers are on ArXiv every day?
- How long does it take you to read a paper

PUBLICIZING RESEARCH



- Increase in downloads over the first couple days if it is not
- However, found that these tweeted papers happened to be published in high impact journals

THE BAD & THE UGLY: FOR SCIENTISTS

- No place for productive discussion
- Not realistic
- Ethical concerns when using platforms
- Industry controlled bias



SO... IS SOCIAL MEDIA GOOD OR BAD FOR
SCIENCE?

REFERENCES

- <https://www.nature.com/articles/s41599-026-06690-6>
- https://www.pewresearch.org/journalism/fact-sheet/news-platform-fact-sheet/?cb_viewport=tablet
- <https://www.sciencedirect.com/science/article/abs/pii/S000632072300099X>
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- <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0292201>