SOCIAL MEDIA'S ROLE IN SCIENCE

DANYA ALBOSLANI

HOW DO PEOPLE RECEIVE NEWS?

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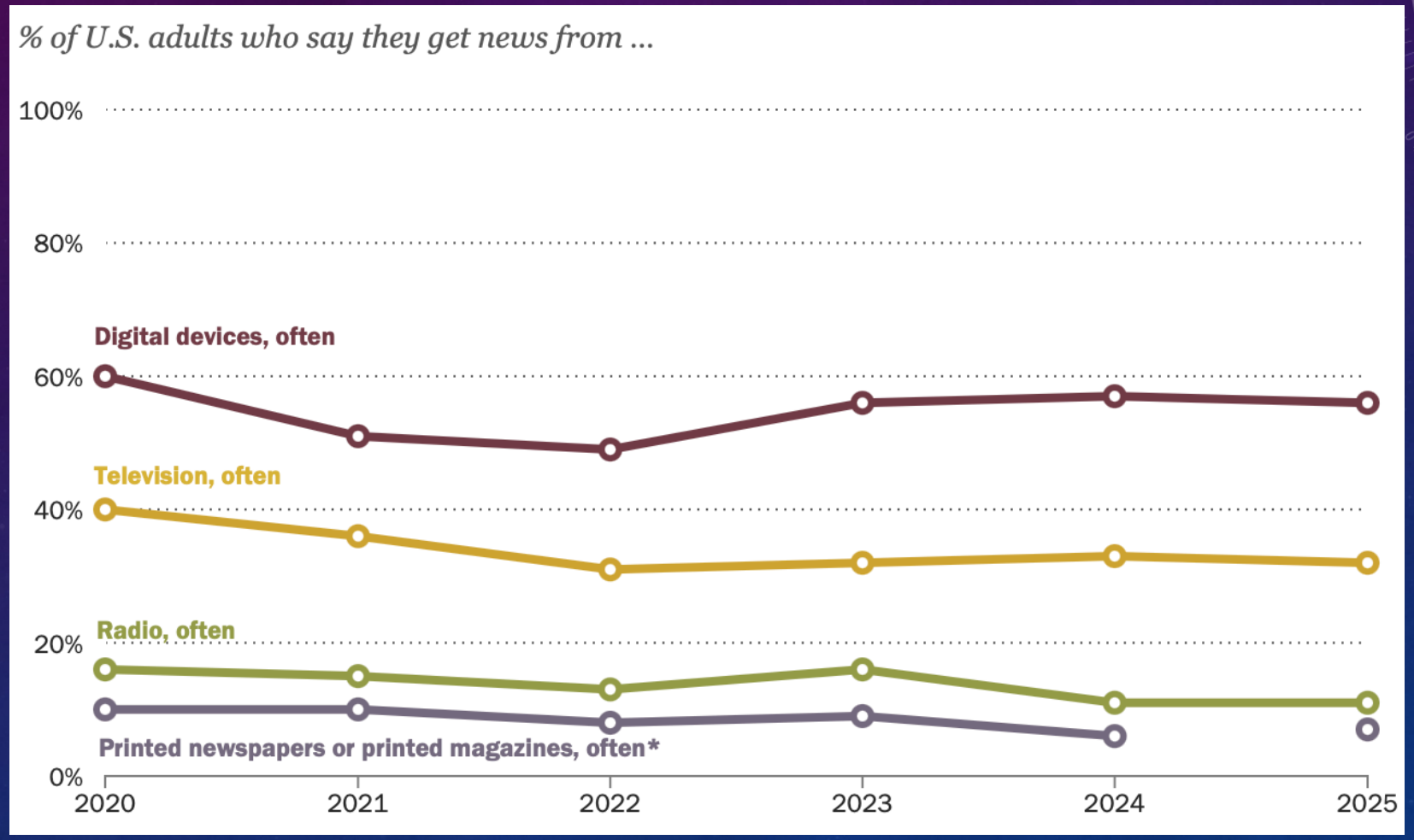

Pew Research Center

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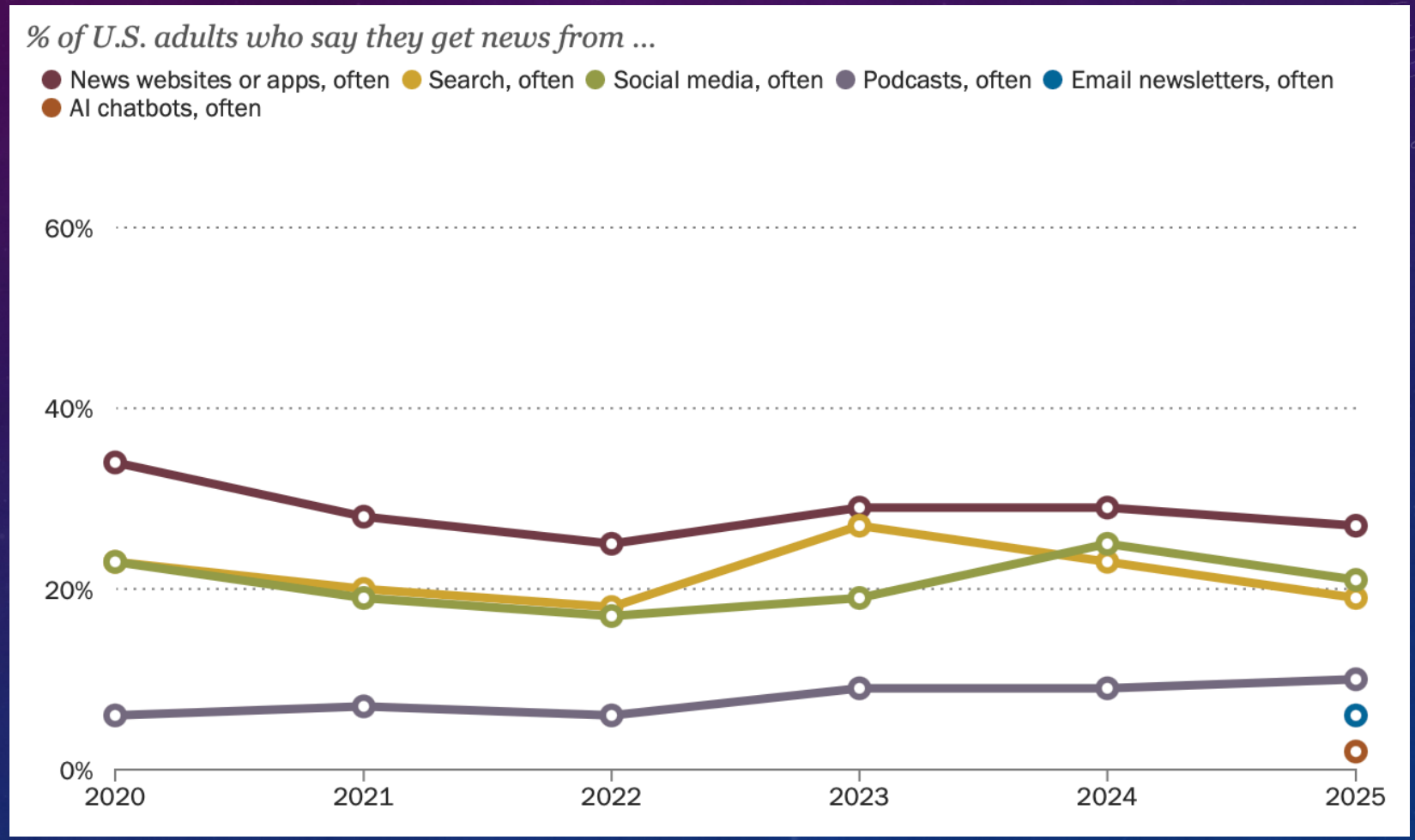
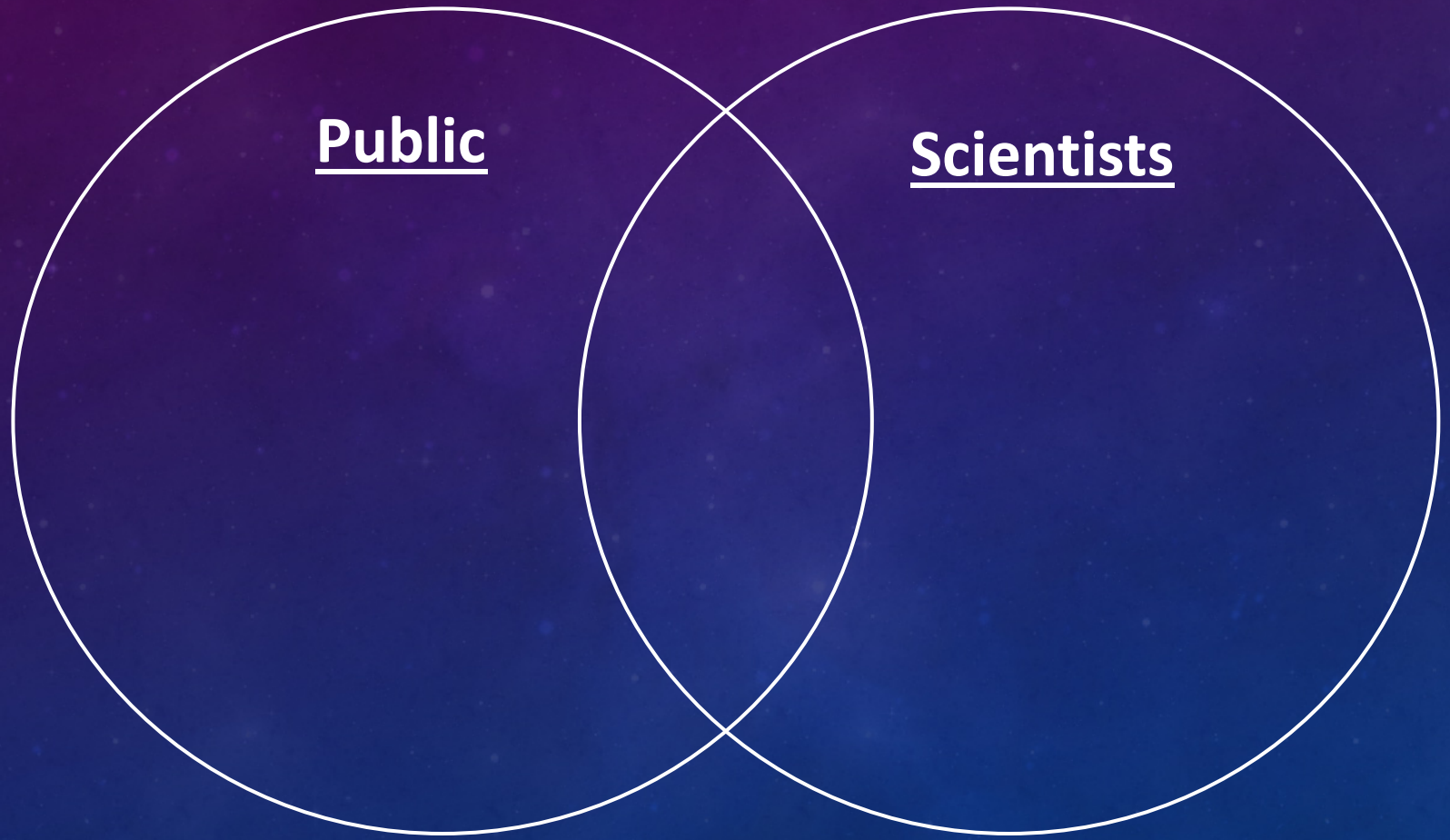


Pew Research Center

BENEFITS OF SOCIAL MEDIA TO THE PUBLIC & SCIENTISTS



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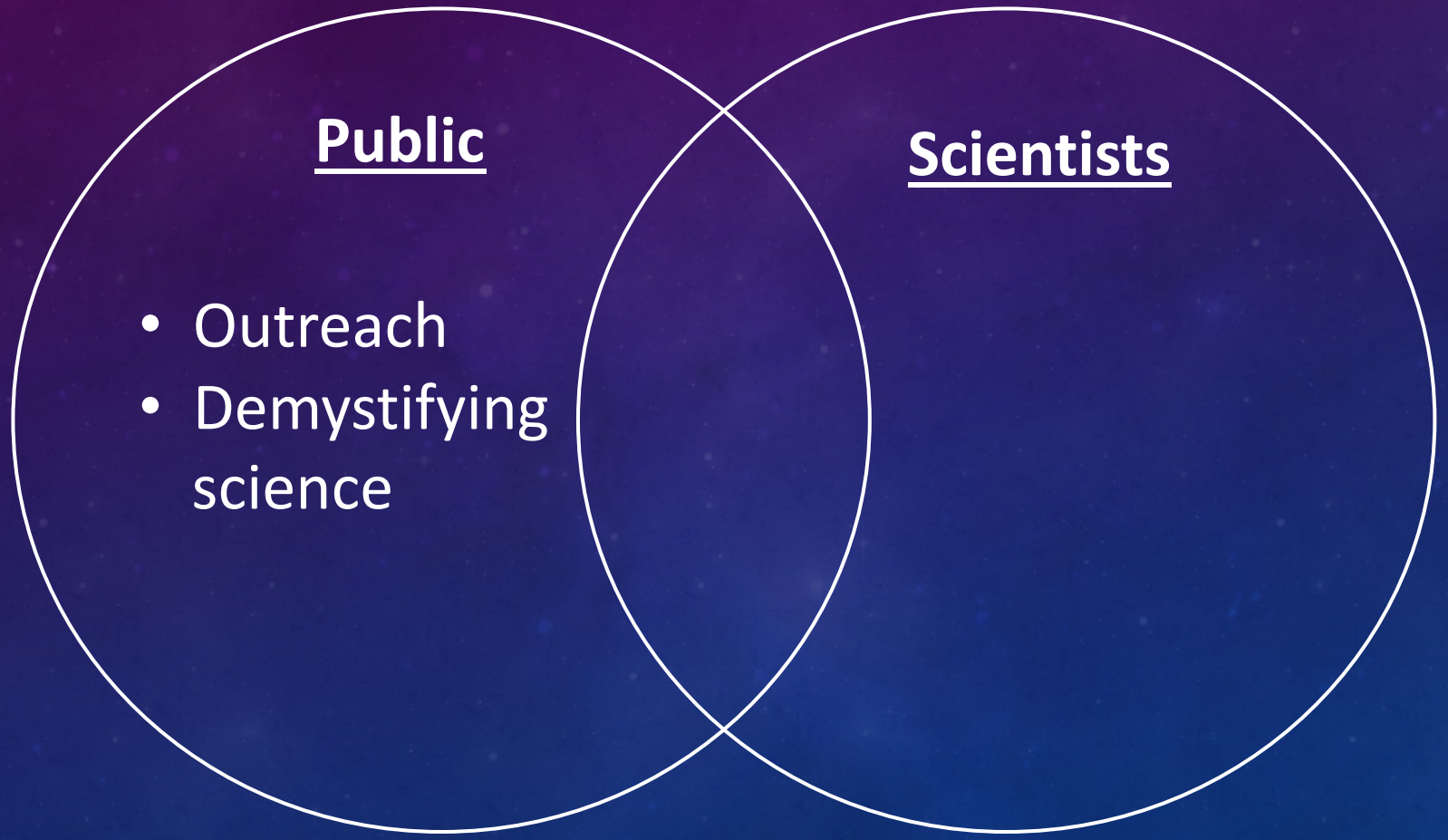

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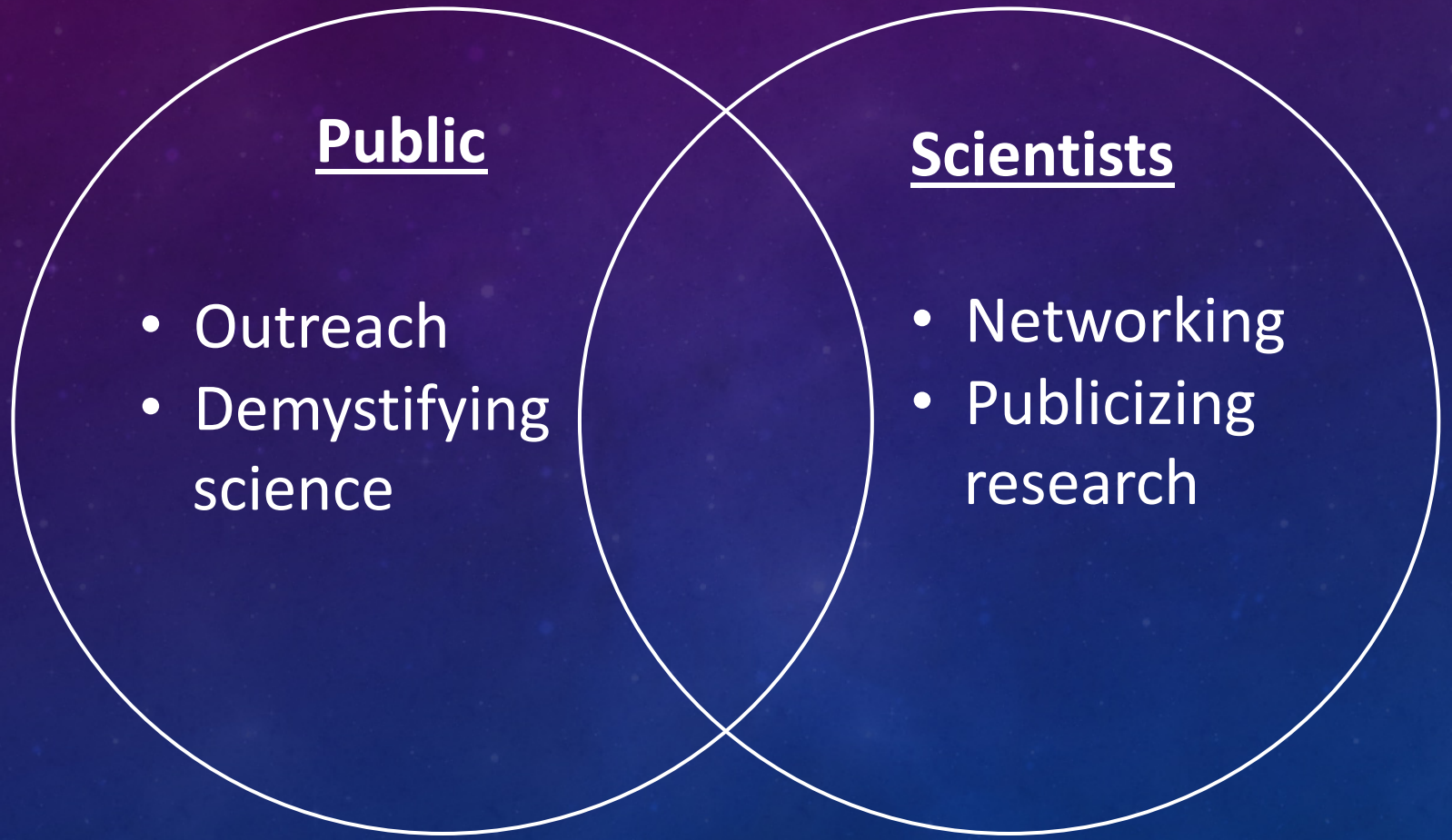

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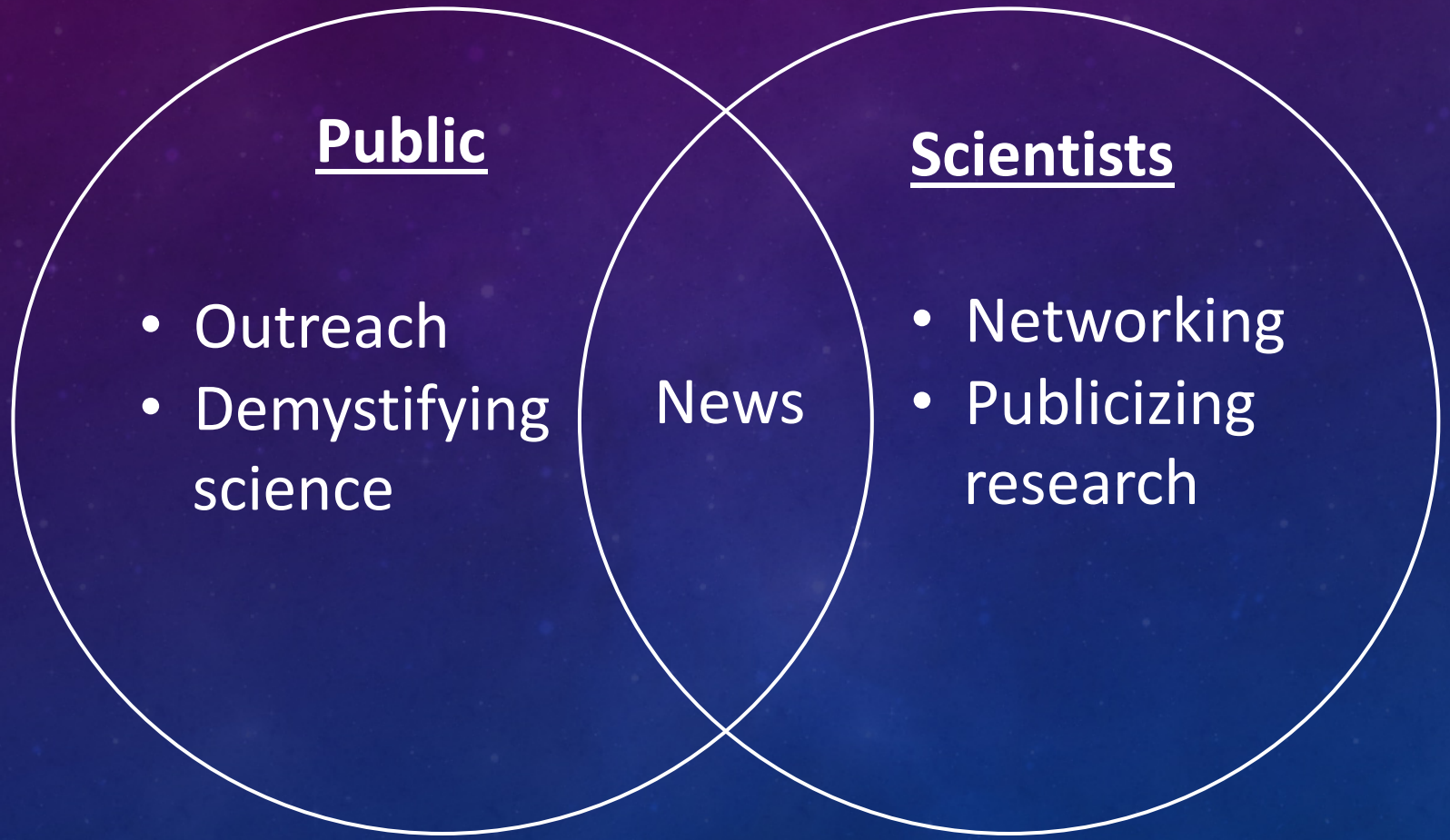


HOW SHOULD SCIENTISTS INTERACT WITH SOCIAL MEDIA?

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

Crash Course (YouTube)

Thatastrogirlie (TikTok)

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

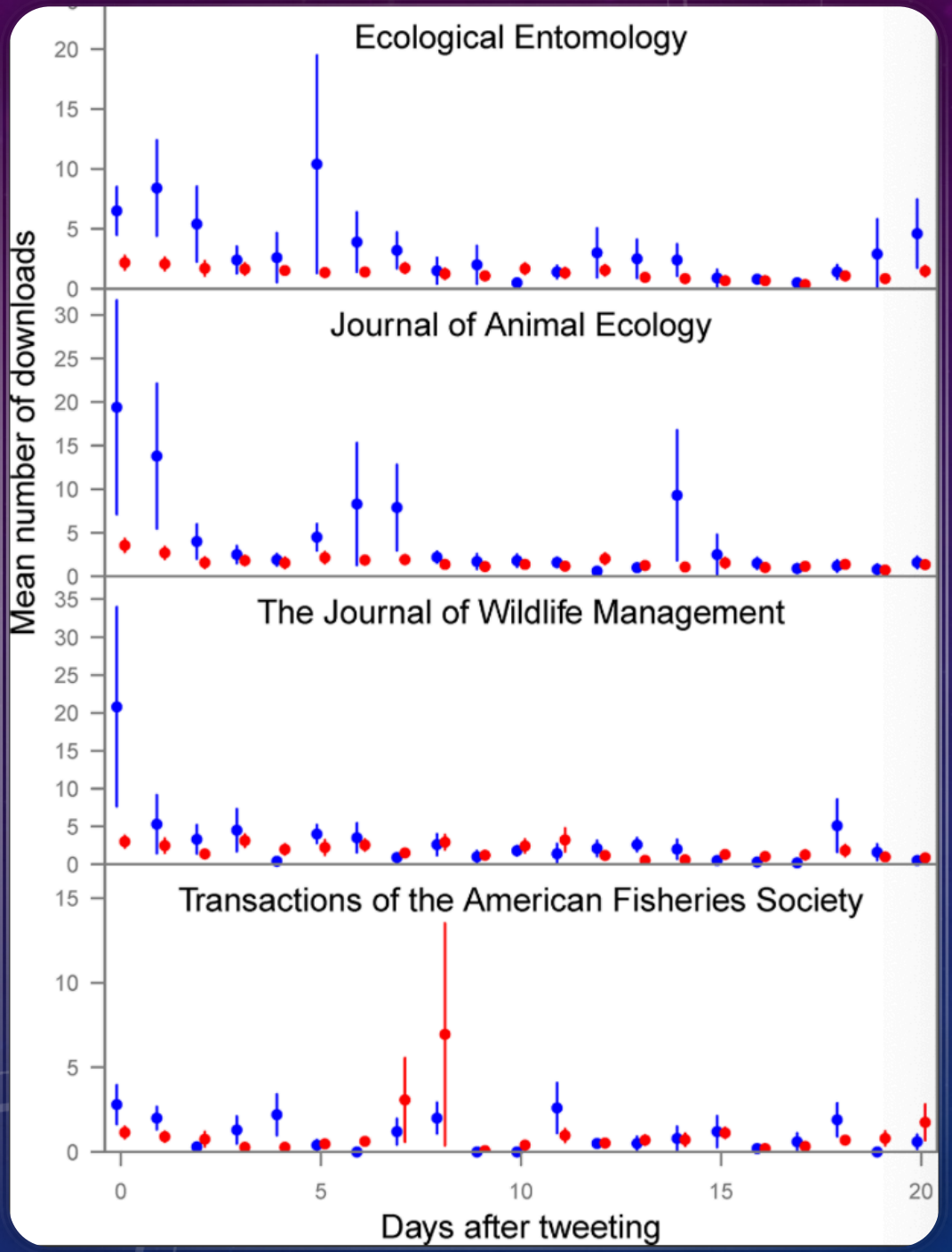
Political trends

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

Branch et al. 2024

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?

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