Science and Media: Using Social Media to share Science.

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Workshop abstract: Increasingly, the general public is in need of clear information about the new breakthroughs in biosciences. Before, scientists could only reach this audience via press releases and the occasional newspaper or TV interview. But thanks to the internet, communicating with the public has changed tremendously.

With the advent of blogs and social media, scientists are able to make direct contact with the public easily, and opportunities for collaboration with other scientists and keeping up with breaking scientific news are common occurrences, for those who choose to participate in the online environment.

What are the benefits and possible pitfalls of putting yourself and your scientific work online? Do you HAVE to tell everyone on Twitter what you had for dinner? Will your online work be praised or ignored by your superiors and colleagues? Or worse, will you be seen as frivolously wasting your time instead of doing serious work? In an era of uncertain funding, is it possible that scientists could raise money with crowdfunding? Scientists have many questions.

Tuesday, October 15, 2019
ATRB RM 1330: 11:00 am – 12:30 pm
Kildee RM 0105: 01:10 pm – 02:50 pm

Similar content will be offered. Attend either session
Refreshments will be provided before the start of seminar