



Tweet or Perish?

Science Communication:
Career Boost or
Waste of Time?



27.10.2021



Theresa



<https://www.pinterest.ru/pin/333196072425196398/>



<https://www.gettyimages.at/detail/foto/playing-with-the-megaphone-lizenzfreies-bild/1063216380>



<https://www.elitefts.com/education/training/timmy-the-trainer-the-clueless-trainer-paradox/>



Outline

Part I

**What is
Science Communication
and why should you care?**

Part II

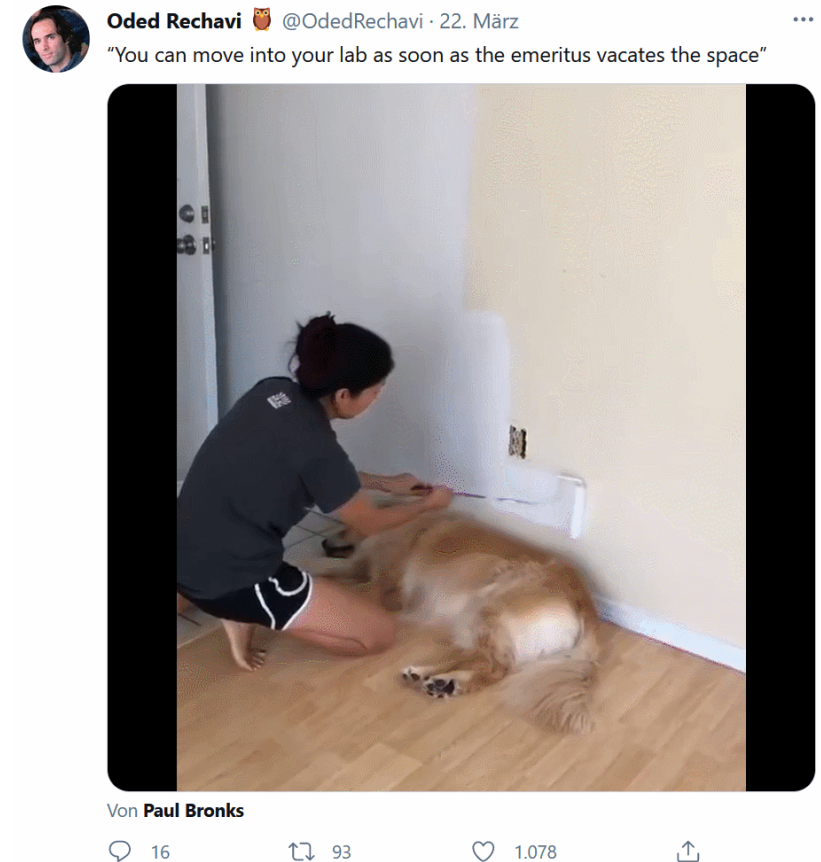
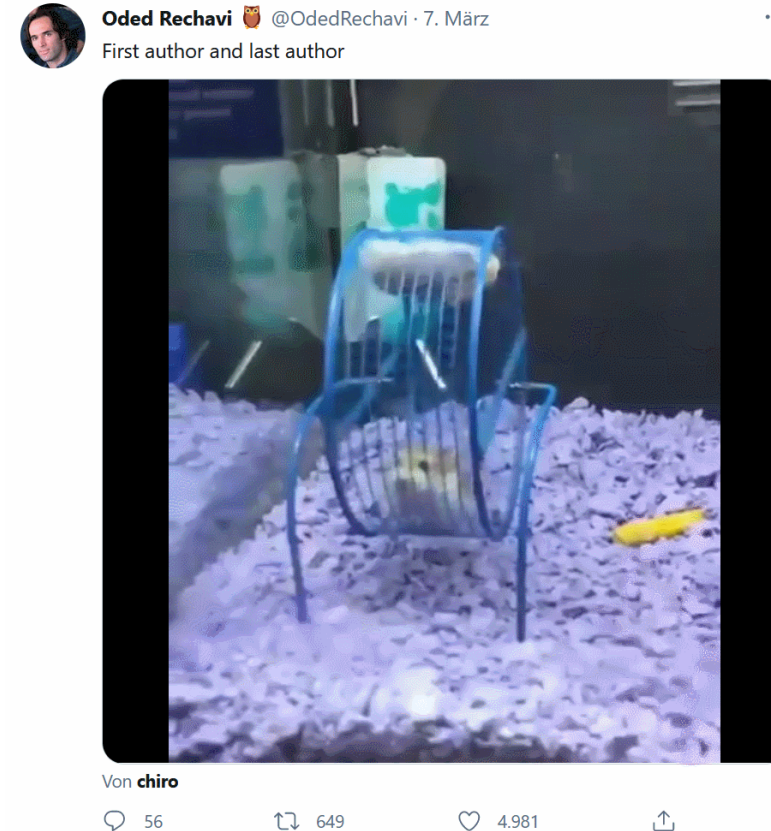
**Formats of
(online) #SciComm
and Social Media**

Part III

**Now,
should you
do it or not?**



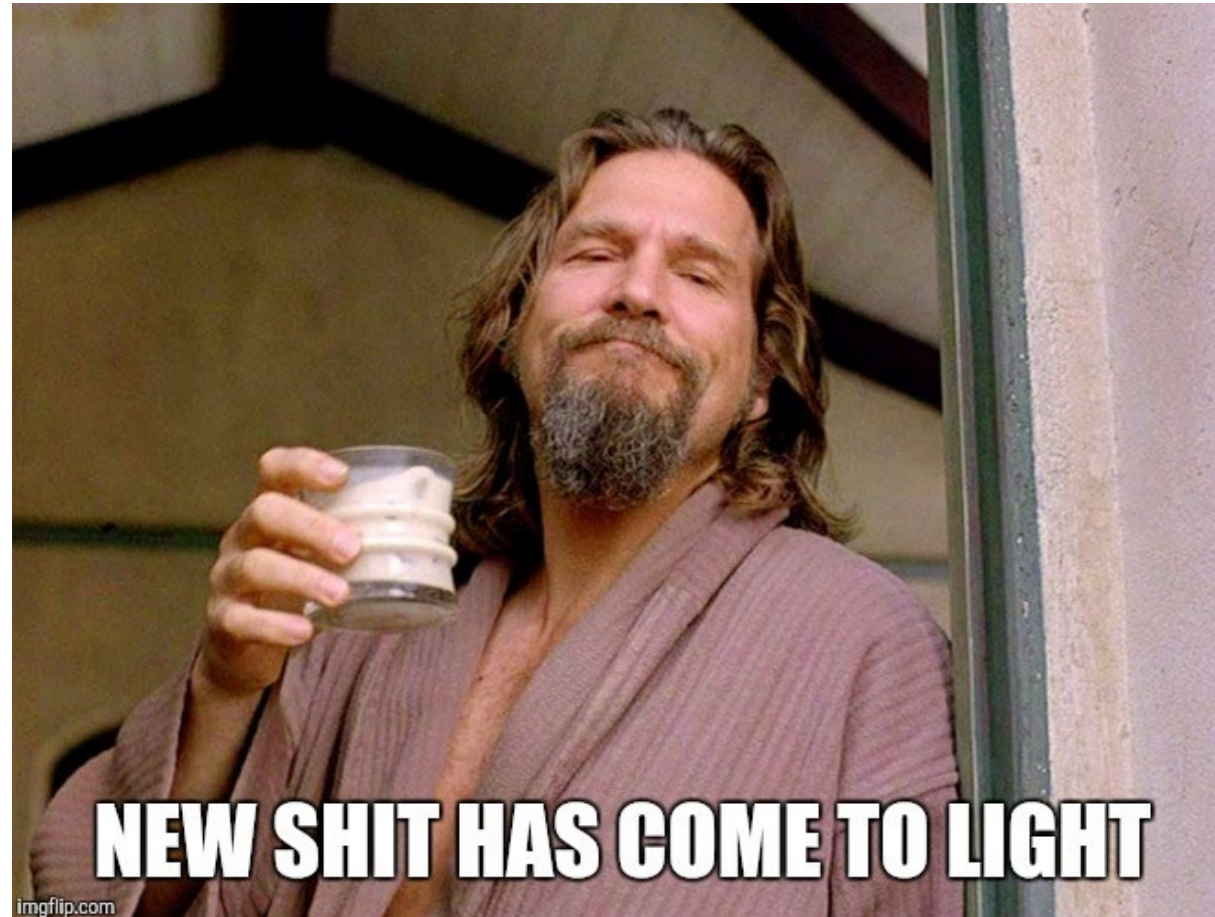
What is Science Communication and why should you care?



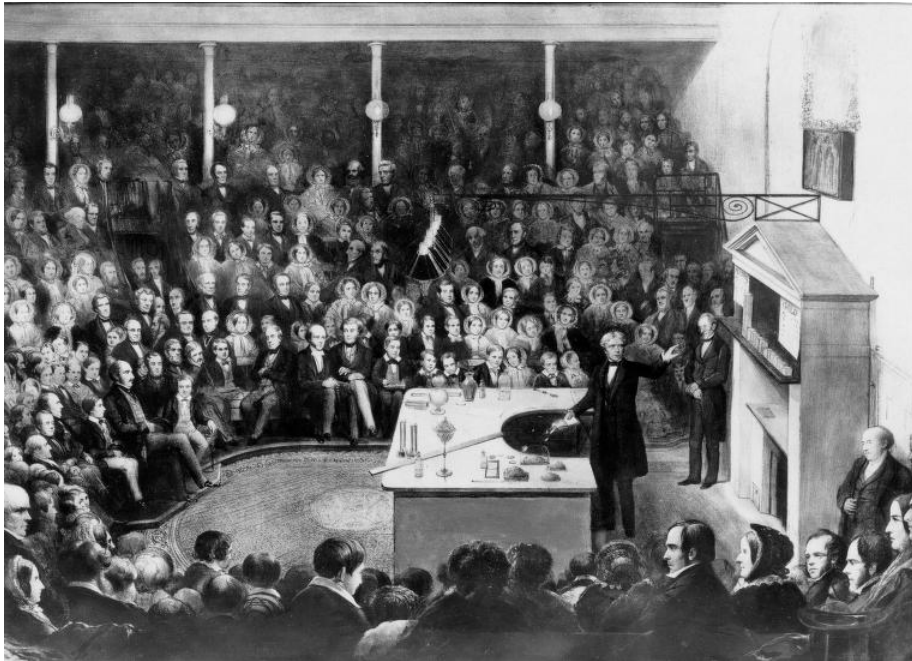
OUTREACH vs INREACH



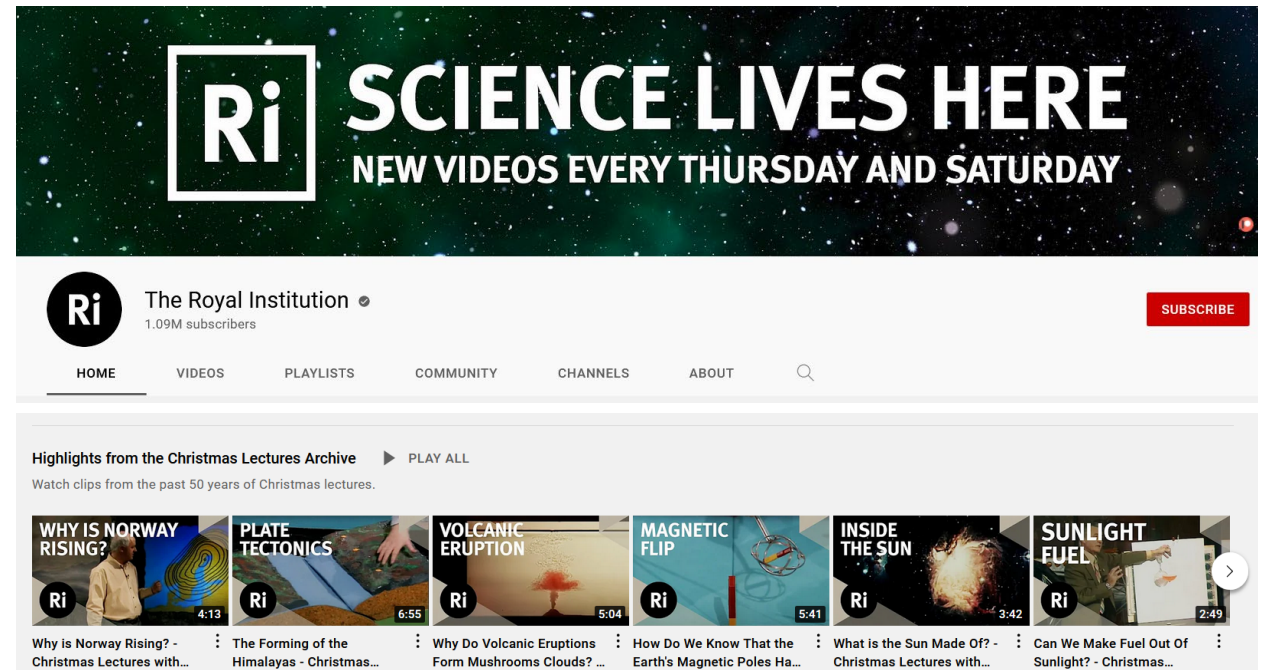
What is Science Communication and why should you care?



What is Science Communication and why should you care?



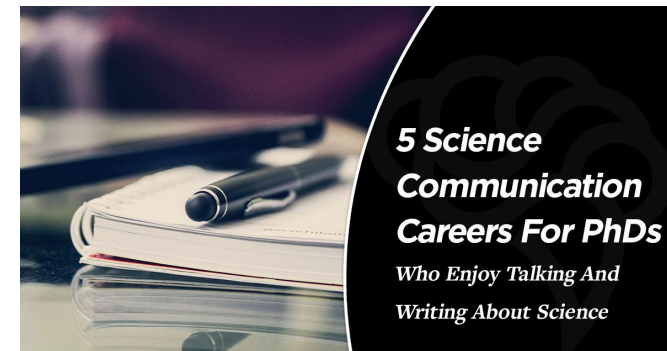
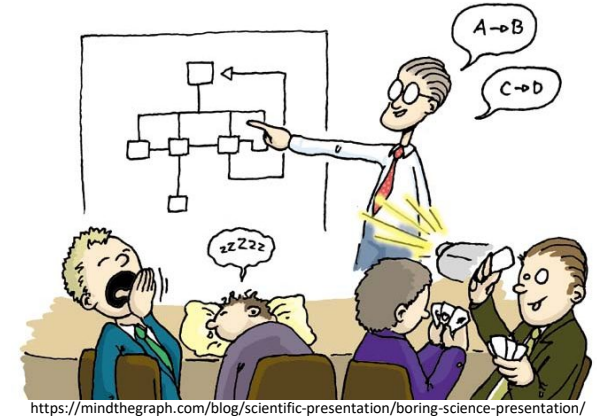
Michael Faraday in a *Royal Institution Christmas Lecture* in 1855



What is Science Communication and why should you care?

1. What's in it for you(r Career)?

- gain **visibility** for yourself
- get a deeper **understanding** of your own research
- learn about and make use of **public knowledge** on your field
- improve your **presentation** skills (writing, speaking, illustrating, pitching!)
- feel rewarded and have **fun**
- expand your **network** beyond your bubble
- explore alternative **career paths**



<https://cheekyscientist.com/science-communication-careers-for-phds/>



What is Science Communication and why should you care?

2. What's in it for your research (field / community / institution)?

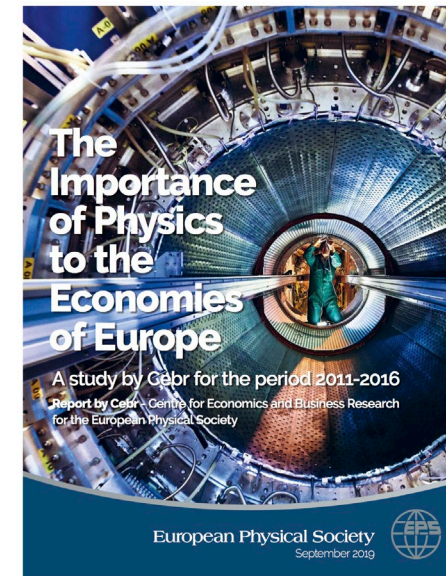
- increase **visibility** for your research (paper / group / institution)
- ultimately, raising public interest in your research field might

increase public **funding** in this branch

generate more **political support**

increase **social acceptance**

(of expensive or controversial research)



What is Science Communication and why should you care?

3. What's in it for others?

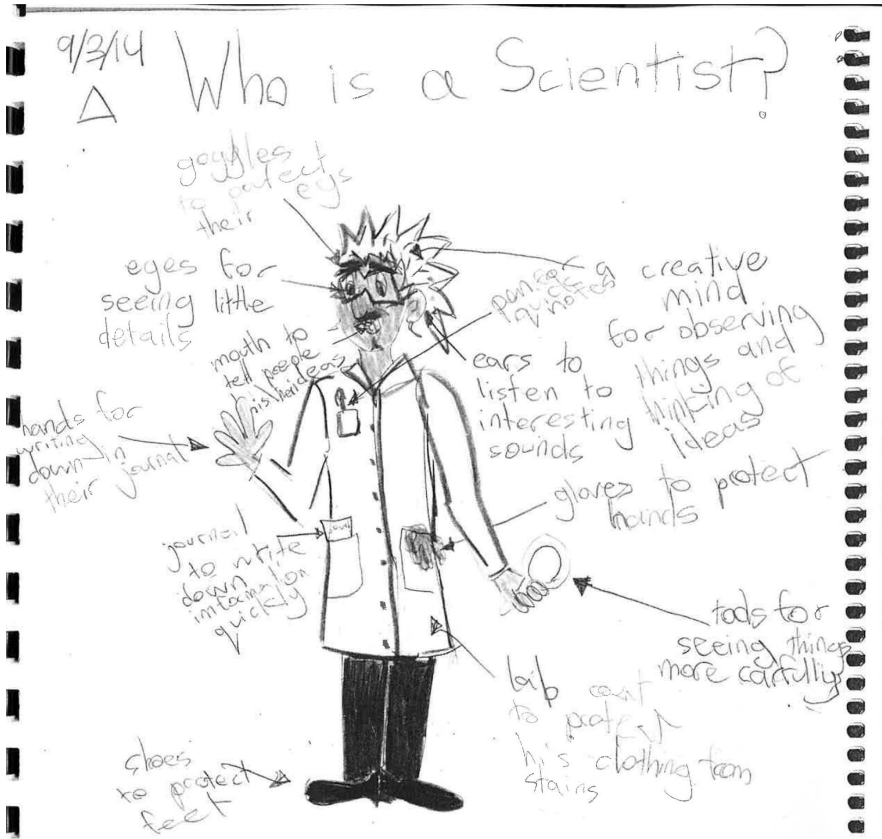
- be a **role model** for others who might identify with you, inspire them
- improve **trust** and belief in Science, **fight misinformation**, open debates
- support **evidence-based policy-making**
- address the democratic **right of people** to know where their money goes

even if you don't feel that
responsibility, your
funding institution might

DFG



What is Science Communication and why should you care?

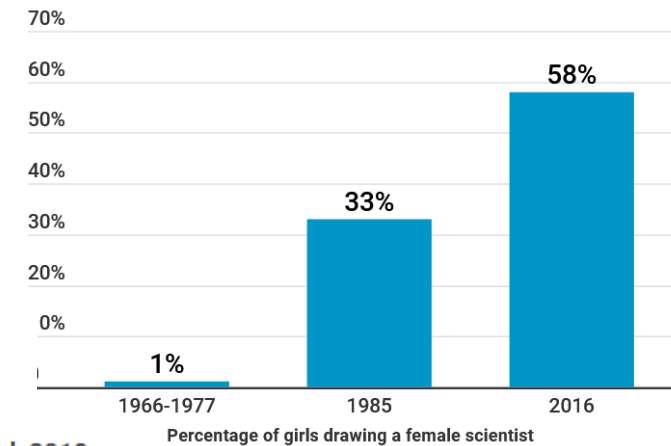


That
ROLE MODEL
Thing...



50 Years of "Draw-A-Scientist" Studies

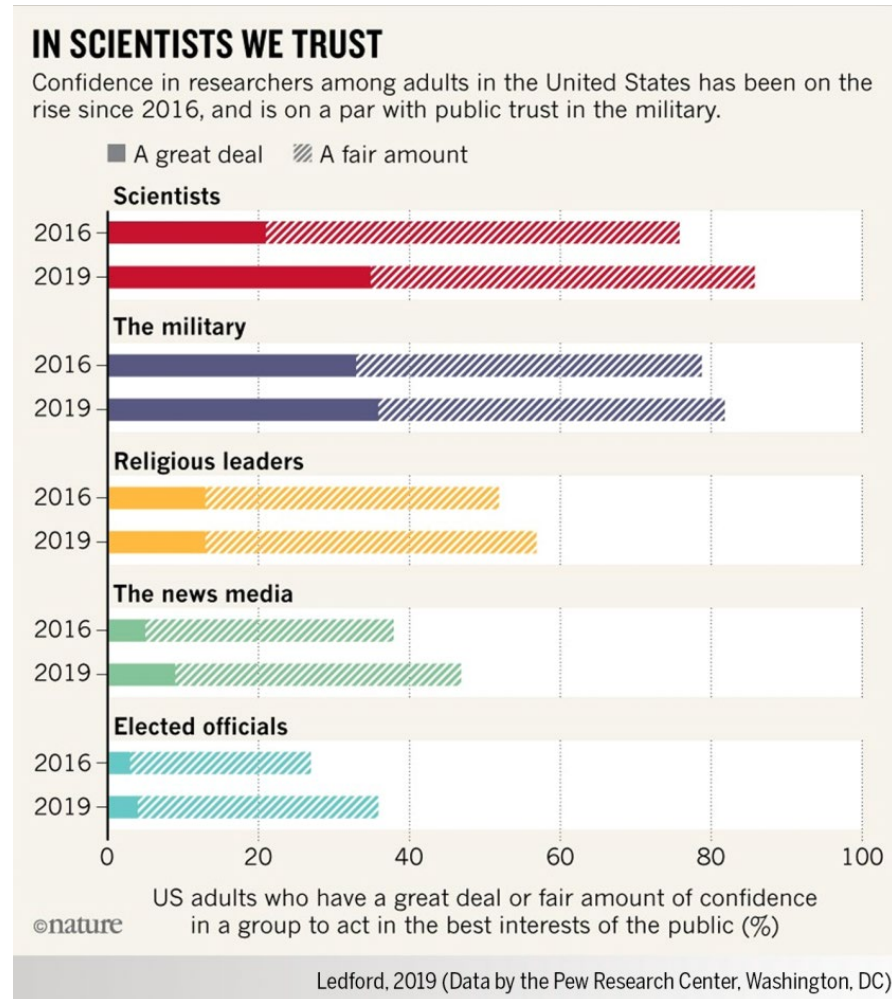
Today, more than half of girls draw a woman when asked to draw a scientist, a number that's risen steadily since the 1960s.



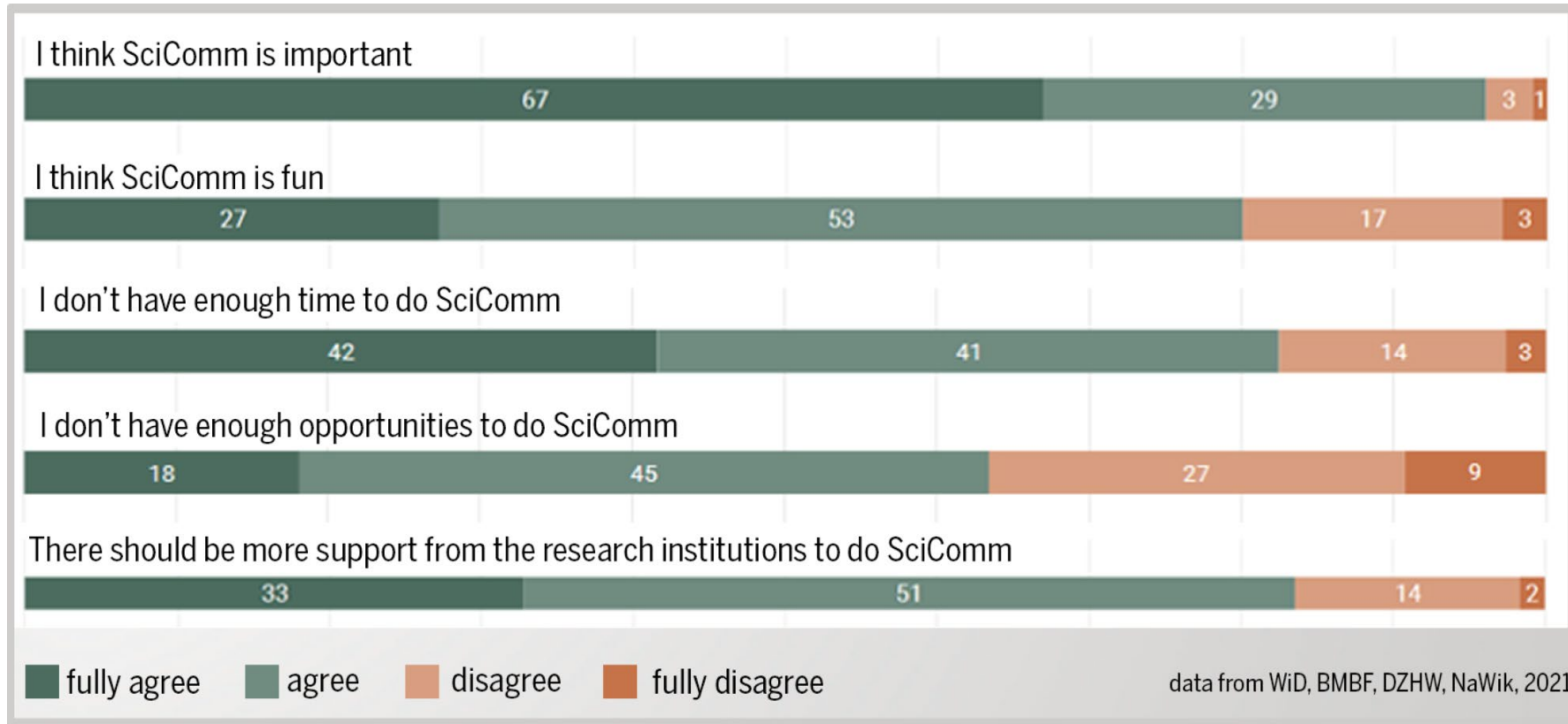
Miller, Nolla, Eagly, & Uttal, 2018

What is Science Communication and why should you care?

That
TRUST
Thing...



What is Science Communication and why should you care?



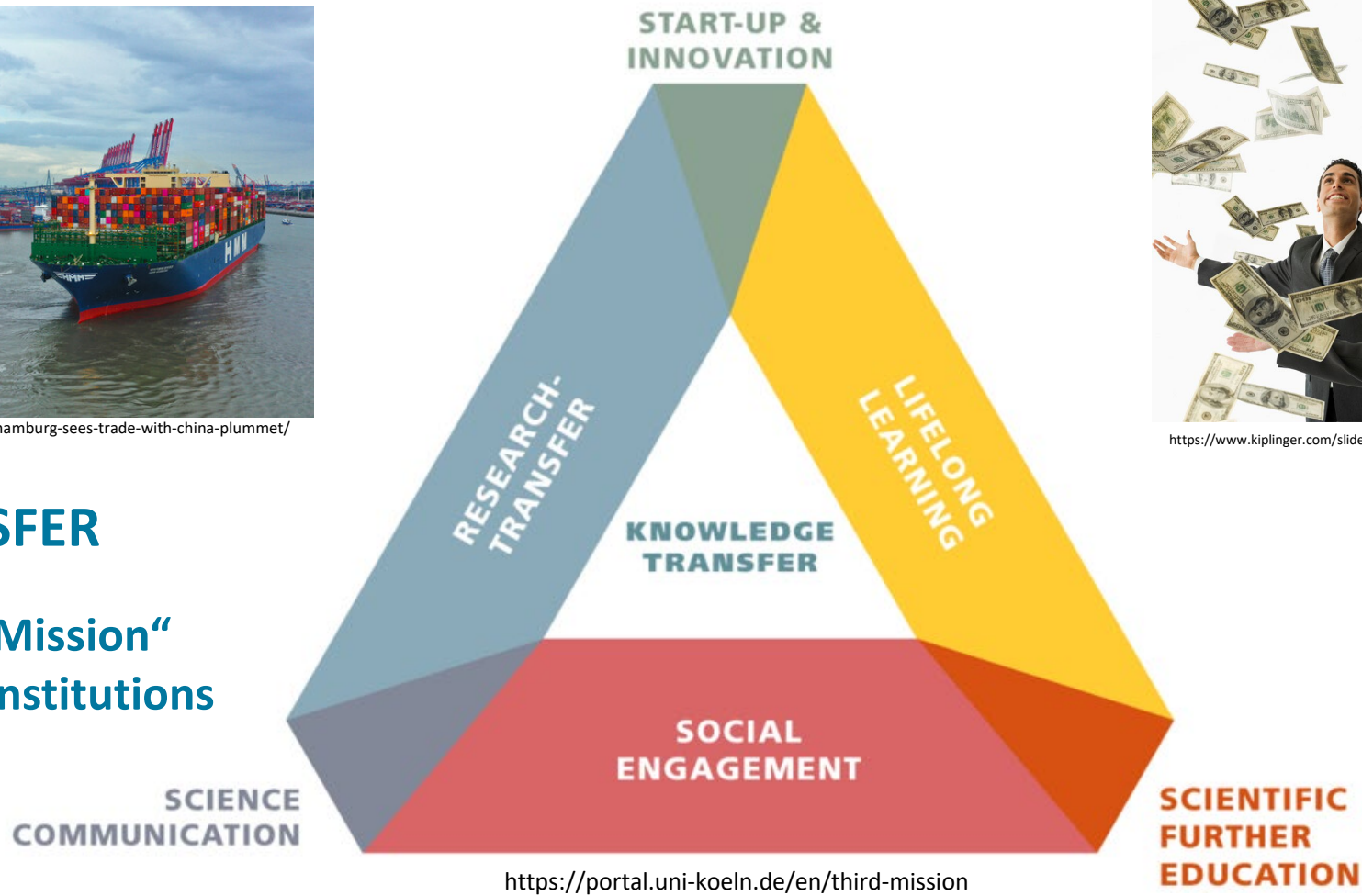
What is Science Communication and why should you care?



<https://www.porttechnology.org/news/hamburg-sees-trade-with-china-plummet/>

TRANSFER

the „Third Mission“
of Research Institutions



<https://www.kiplinger.com/slideshow/business/t012-s001-15-best-jobs-with-the-biggest-paychecks/index.html>



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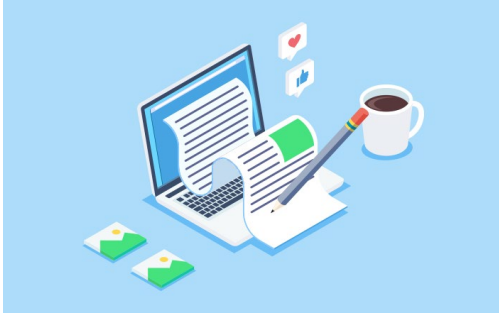
**Formats of
(online) #SciComm
and Social Media**

Part III

**Now,
should you
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Formats of (online) #SciComm and Social Media



Text / Blog



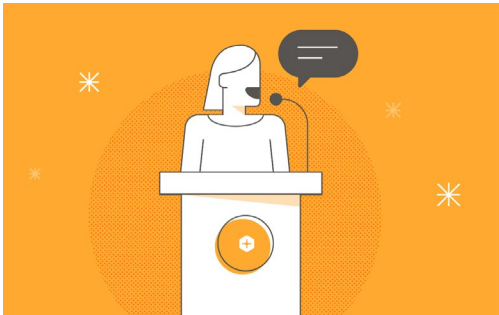
Audio / Podcast



Illustration / Comics



Clips / Videos



„In real life“:

- Public Talks
- Science Slams
- Science in Pubs
- [...]

- 1. Choose a format which you (would most likely) also consume**
- 2. In most cases you don't need to set up your own website / channel but you can join existing projects**



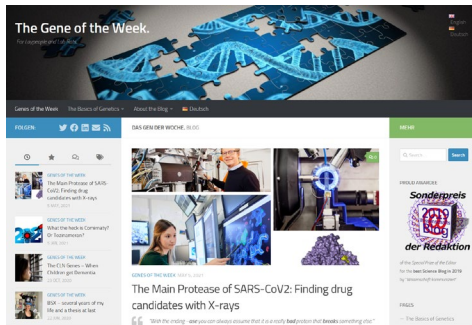
Formats of (online) #SciComm and Social Media



Text / Blog

- **100% control** of WHAT you write, HOW you write it and WHEN/HOW it's published ;-)
(=when you set up your **own blog**; still high level when writing for platform)
- good **reference** (eg for CV) that might be seen by others (across generations)
- can easily be **edited**, expanded or updated later on

Can be self-administered and hosted...



<https://genderwoche.de/en>

...or hosted by an umbrella platform...



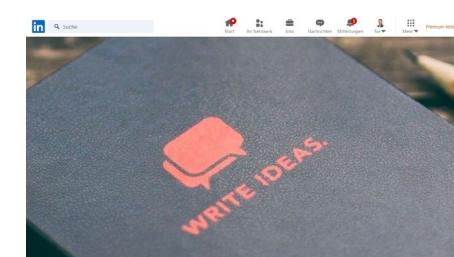
<https://scilogs.spektrum.de/>

...or be posts on a global blog...



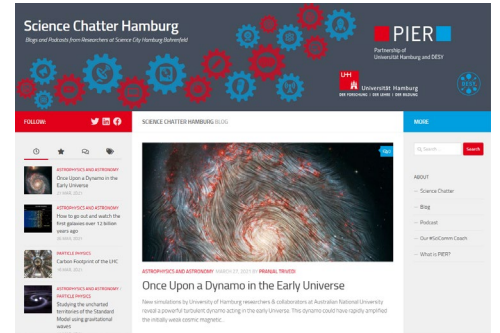
<https://medium.com/>

...or be embedded into a social network...



<https://www.linkedin.com/>

...or be a blog project by a community:



<https://science-chatter.blogs.uni-hamburg.de/>

Formats of (online) #SciComm and Social Media

Science Chatter Hamburg
Blogs and Podcasts from Researchers at Science City Hamburg Bahrenfeld

PIER
Partnership of
Universität Hamburg and DESY

U+H
Universität Hamburg
DER FORSCHUNG | DER LEHRE | DER BILDUNG

DES

FOLLOW: [Twitter] [LinkedIn] [Facebook]

SCIENCE CHATTER HAMBURG BLOG

MORE

ASTROPHYSICS AND ASTRONOMY
Once Upon a Dynamo in the Early Universe
27 MAR, 2021

ASTROPHYSICS AND ASTRONOMY
How to go out and watch the first galaxies over 12 billion years ago
26 MAR, 2021

PARTICLE PHYSICS
Carbon Footprint of the LHC
16 MAR, 2021

ASTROPHYSICS AND ASTRONOMY / PARTICLE PHYSICS
Studying the uncharted territories of the Standard Model using gravitational waves
15 MAR, 2021

ASTROPHYSICS AND ASTRONOMY MARCH 27, 2021 BY PRANJAL TRIVEDI

Once Upon a Dynamo in the Early Universe

New simulations by University of Hamburg researchers & collaborators at Australian National University reveal a powerful turbulent dynamo acting in the early Universe. This dynamo could have rapidly amplified the initially weak cosmic magnetic...

ABOUT

- Science Chatter
- Blog
- Podcast
- Our #SciComm Coach
- What is PIER?



<https://science-chatter.blogs.uni-hamburg.de/>



Du hast retweetet

Pranjal Trivedi @Pranjal_Astro · 13. Apr.

check out my blog article [#ScienceChatter](#) on a turbulent dynamo operating in the early Universe that could have boosted tiny seed magnetic fields up to those inferred from [@NASAFermi](#) observations [#turbulence](#) [#universe](#) [#magnetism](#) [@ac_radhika](#) [@HambObs](#), thanks to [@genderwoche](#) [@emtiu](#)

PIER @PIERCampus · 13. Apr.

Want to learn how simulations from researchers @unihh and @ourANU suggest a turbulent dynamo in the early universe boosted cosmic magnetic fields? Read this article by @Pranjal_Astro, Postdoc at @quinihh and @HambObs on #ScienceChatter science-chatter.blogs.uni-hamburg.de/?p=340 #scicomm

Diesen Thread anzeigen

2 9 18



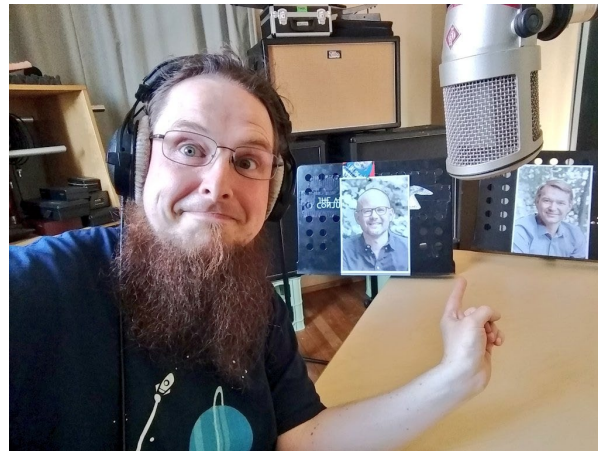
Formats of (online) #SciComm and Social Media



<https://www.theguardian.com/tv-and-radio/2011/apr/23/radiolab-podcast-abumrad-krulwich>



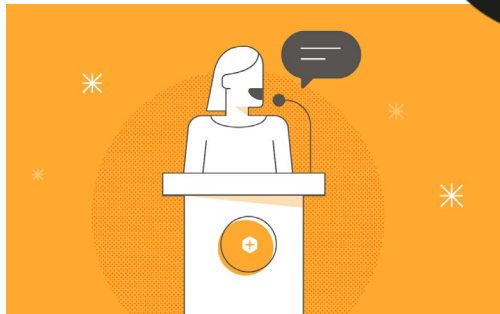
Audio / Podcast



https://twitter.com/du_als_physiker/status/1253716506044743680

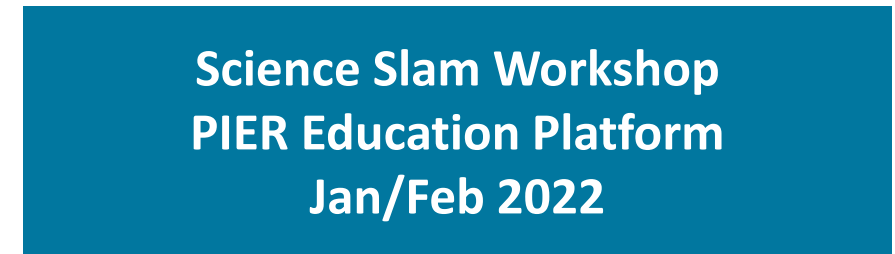


Formats of (online) #SciComm and Social Media



DESY-Teilchenphysikerin Doris Eckstein bei 'Wissen vom Fass' 2018. Bild: DESY, Bente Stachowske

https://www.desy.de/aktuelles/news_suche/index_ges.html?openDirectAnchor=1468



Save the Date

22 / 2 / 22



Formats of (online) #SciComm and Social Media



PICTURES!

ResearchGate

RESEARCH!



VIDEOS!

facebook

GROUPS!

LinkedIn

CAREERS!



ANYTHING!

twitter

OPINIONS!



MOMENTS!



WhatsApp



Telegram

CHATS!



Formats of (online) #SciComm and Social Media



Populated by

- Persons
- Institutions
(= Persons)
- Bots!

- can be a great **customizable curator** for **scientific** articles / research **news**
- easy way to gain visibility and get into a dialogue, **discuss** and/or develop your **personal profile**
- great for **inreach**
(AND outreach)
- #hashtags
- political power



<https://www.sbs.com.au/topics/voices/culture/article/2021/01/19/why-i-had-stop-doomscrolling>

Aufschrei des wissenschaftlichen Nachwuchses

11.06.2021, 17:12 Uhr

#IchbinHanna trendet auf Twitter

Unter #IchbinHanna schildern Nachwuchswissenschaftler:innen auf Twitter ihre oft prekäre Lage.
Was steht hinter der Empörungswelle? VON EVA MURASOV



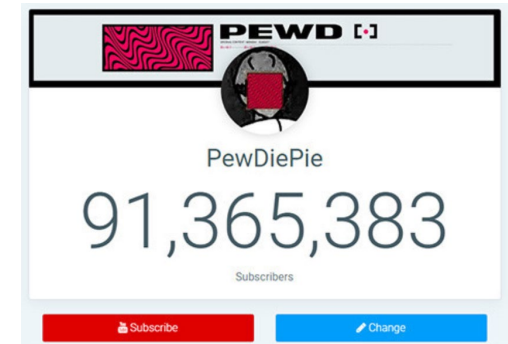
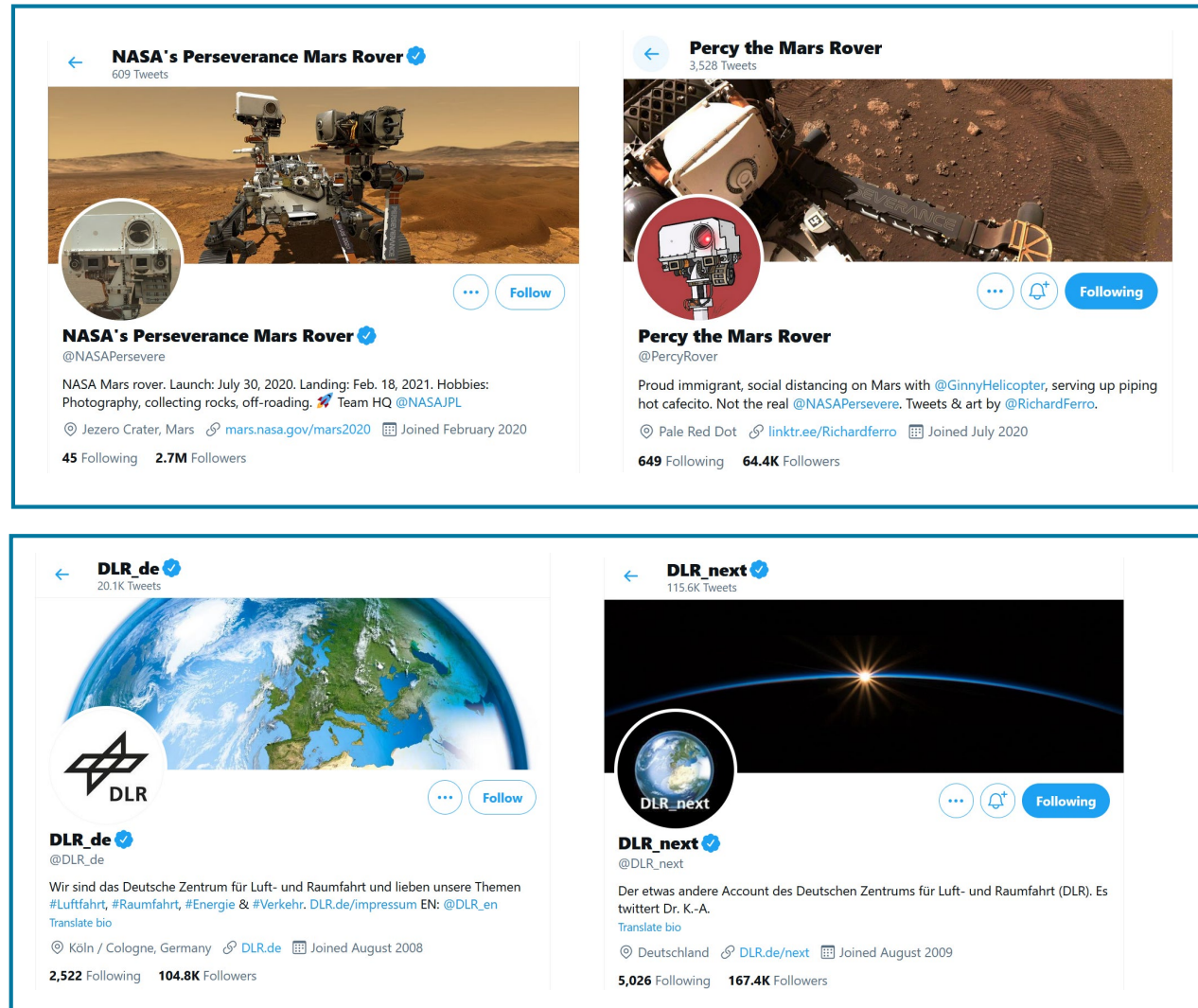
Lohnender Weg? Nur den wenigsten Nachwuchsforschenden bieten sich dauerhafte Perspektiven in der Wissenschaft. FOTO: IMAGO/PHOTOTHEK



Formats of (online) #SciComm and Social Media



Official and not so
Official Accounts
from Research
Institutions/Projects



Formats of (online) #SciComm and Social Media

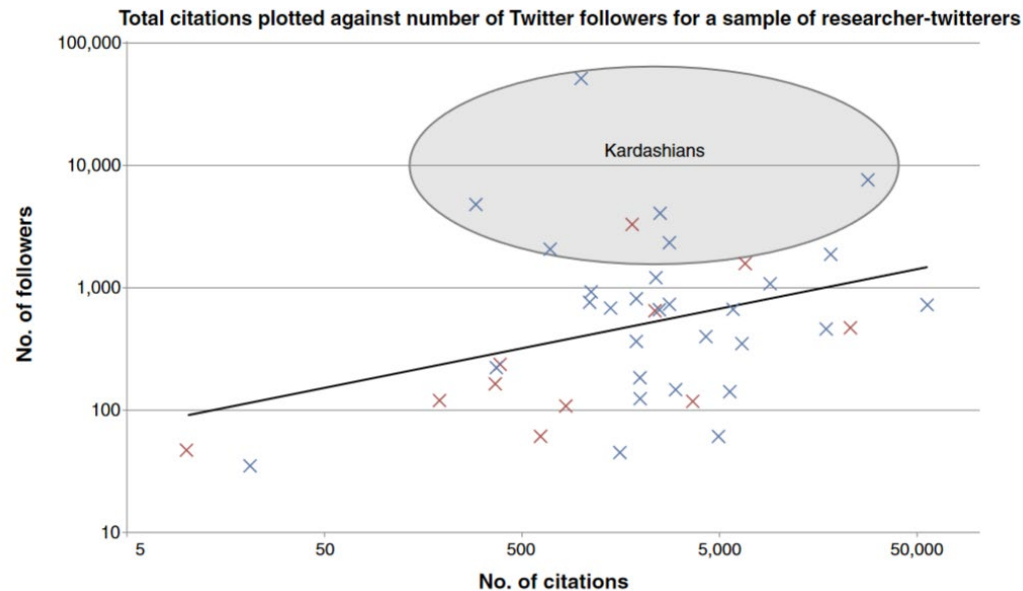
Hall *Genome Biology* 2014, **15**:424
<http://genomebiology.com/2014/15/1/424>



COMMENT

The Kardashian index: a measure of discrepant social media profile for scientists

Neil Hall



As a typical number of followers can now be calculated using this formula, I propose that the Kardashian Index (K-index) can be calculated as follows in Equation 2:

$$K\text{-index} = \frac{F_{(a)}}{F_{(c)}}$$

Where $F_{(a)}$ is the actual number of twitter followers of researcher X and $F_{(c)}$ is the number researcher X should have given their citations. Hence a high K-index is a warning to the community that researcher X may have built their public profile on shaky foundations, while a very low K-index suggests that a scientist is being undervalued. Here, I propose that those people whose K-index is greater than 5 can be considered 'Science Kardashians'; these individuals are highlighted in Figure 1.

Finally on a serious note

My introduction highlights the fact that women have a history of being ignored by the scientific community. Interestingly, in my analysis, very few women (only one in fact) had a highly inflated Twitter following, while most (11/14) had fewer followers than would be expected. Hence, most Kardashians are men! This 'study' does not prove that we, as a community, are continuing to ignore women, or if women are less likely to engage in self-promotion, but it is consistent with either or both of these scenarios.

Formats of (online) #SciComm and Social Media



k-index: > 1.000



k-index: > 10.000

Côté and Darling, 2018, found that usually scientist twitter accounts with

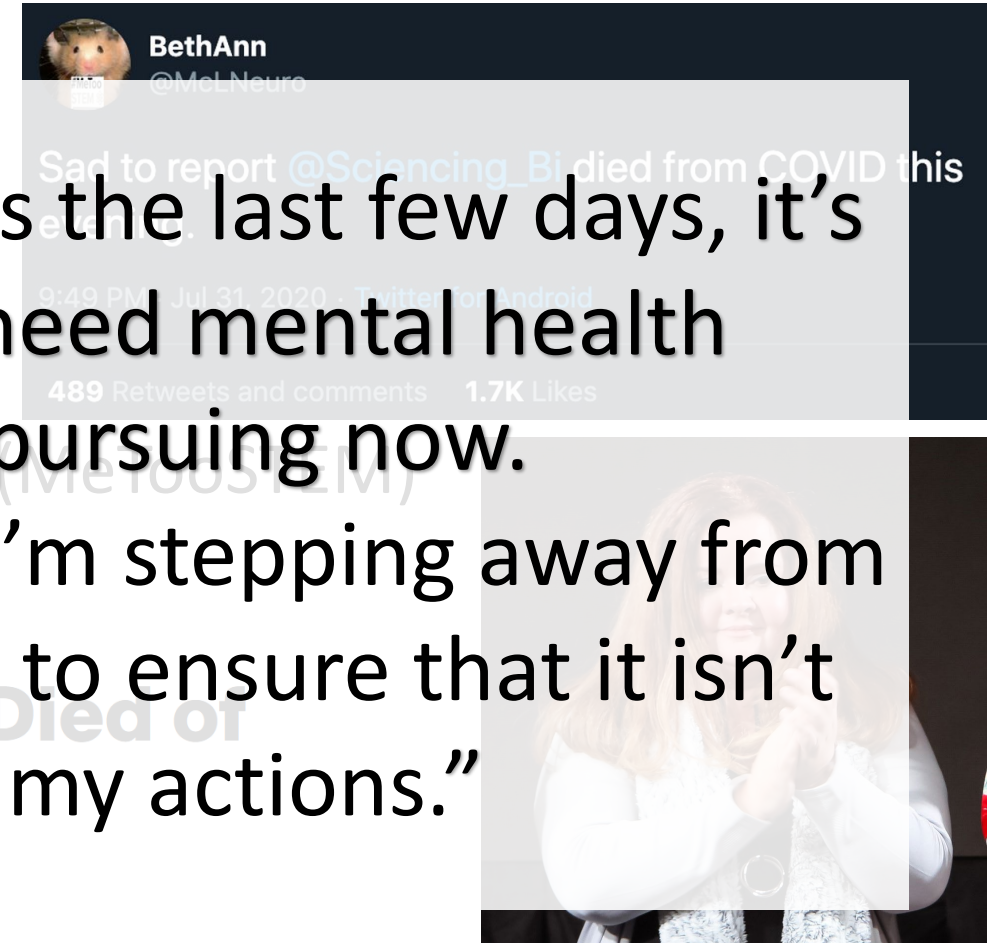
- **few** followers (<1.000) are mostly achieving **INREACH** while accounts with
- **many** followers (>1.000) reach a more diverse follower audience - **OUTREACH**



Formats of (online) #SciComm and Social Media

The @sciencing_bi case

- anthropology professor @ ASU
- „As I’ve reflected on my actions the last few days, it’s
- identified as indigenous (Hopi), bisexual
- become clear to me that I need mental health
- 2,400 followers, many top scientists
- treatment, which I’m pursuing now.
- fierce supporter of BethAnn McLaughlin (virologist EM)
- My failures are mine alone, so I’m stepping away from
- all activities with MeTooSTEM to ensure that it isn’t
- unfairly criticized for my actions.”



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Which Type of Career are you aiming for?



INTEREST
and/or
FUN in
#SciComm?



Academic Career



#SciComm YAY



Get me out of here!



#SciComm YAY



POLL: <https://app.sli.do/event/qaswtj8p/live/polls>

Academic Career



#SciComm MEH



Get me out of here!



#SciComm MEH





Which Type of Career are you aiming for?



**INTEREST
and/or
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#SciComm?**

Academic Career



#SciComm YAY



Go for it!!! but...

- do it **time-effectively**...
- keep **scientific articles + grants** prio 1
- focus on your **visibility** as a researcher
- find your peers on **Twitter** (persons / groups / institutions) and follow them
- find **existing platforms** (blog, podcast, video) on which you can contribute
[ask Theresa or your PR person]





Which Type of Career are you aiming for?



Academic Career



#SciComm MEH



You prob don't really „need“ it, but...

- be aware that it **might help**,
at least when you start your own group...
- consider **finding / keeping someone**
who enjoys it and give them time and trust
to do outreach for the group



Which Type of Career are you aiming for?



Get me out of here!



#SciComm YAY



Go for it!!! and...

- **take time** to try out and **explore** things
- create your **own platform / channel**
- if you enjoy it, consider
 - Science Journalism
 - PR @ research institution
 - self-employed communicator
 - ... as **career options**



**INTEREST
and/or
FUN in
#SciComm?**



Which Type of Career are you aiming for?



**INTEREST
and/or
FUN in
#SciComm?**



Get me out of here!



#SciComm MEH



Thank You.

Questions?



All References are available upon request

