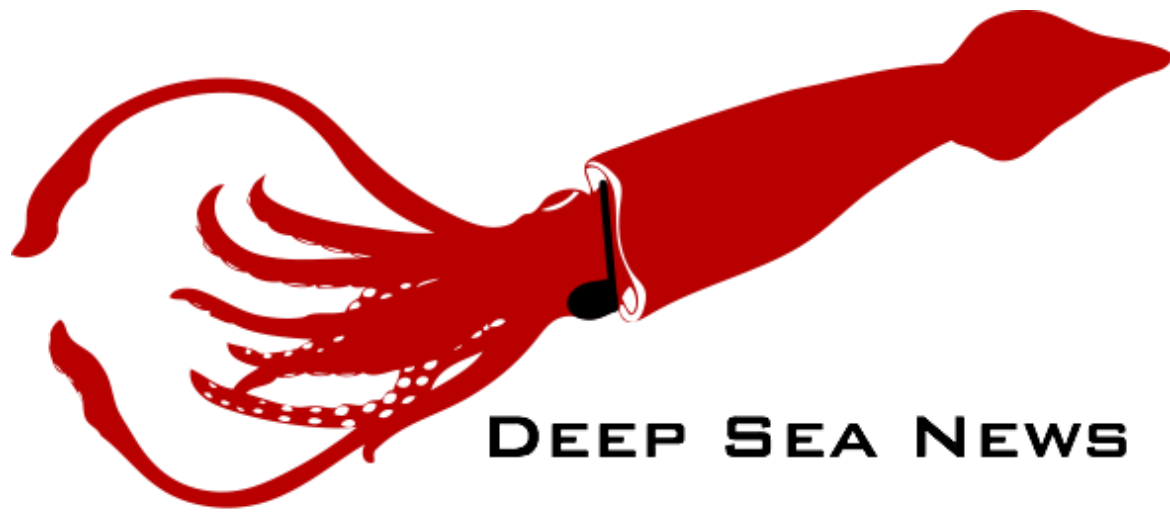




23 Lessons From Creating An Online Outreach Empire

Craig R. McClain
Louisiana Universities Marine Consortium





DEEP SEA NEWS

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Chief Editor DSN

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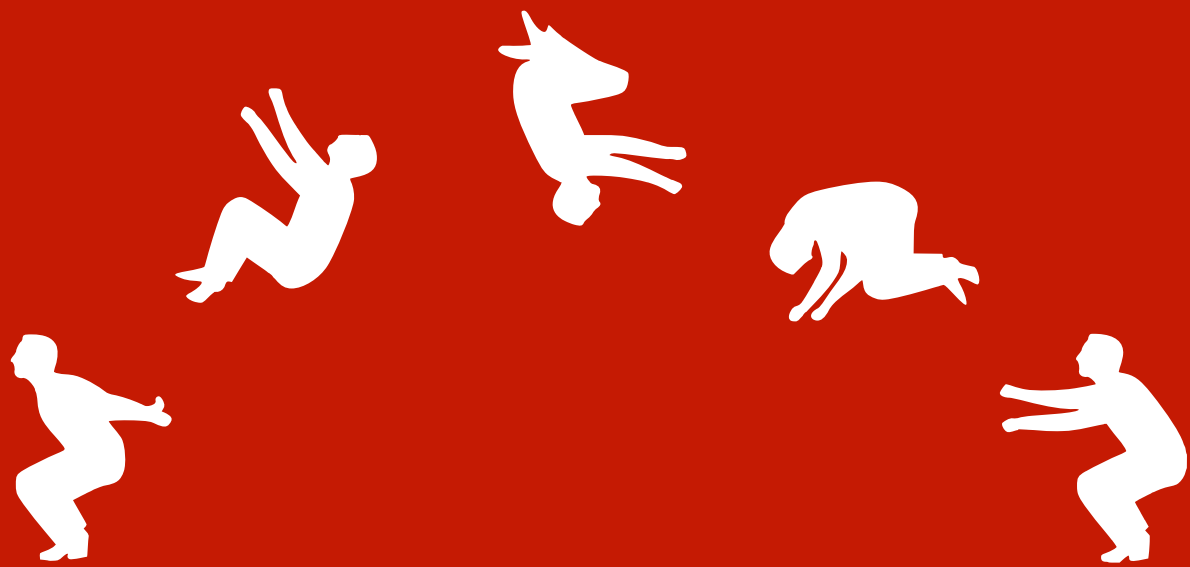
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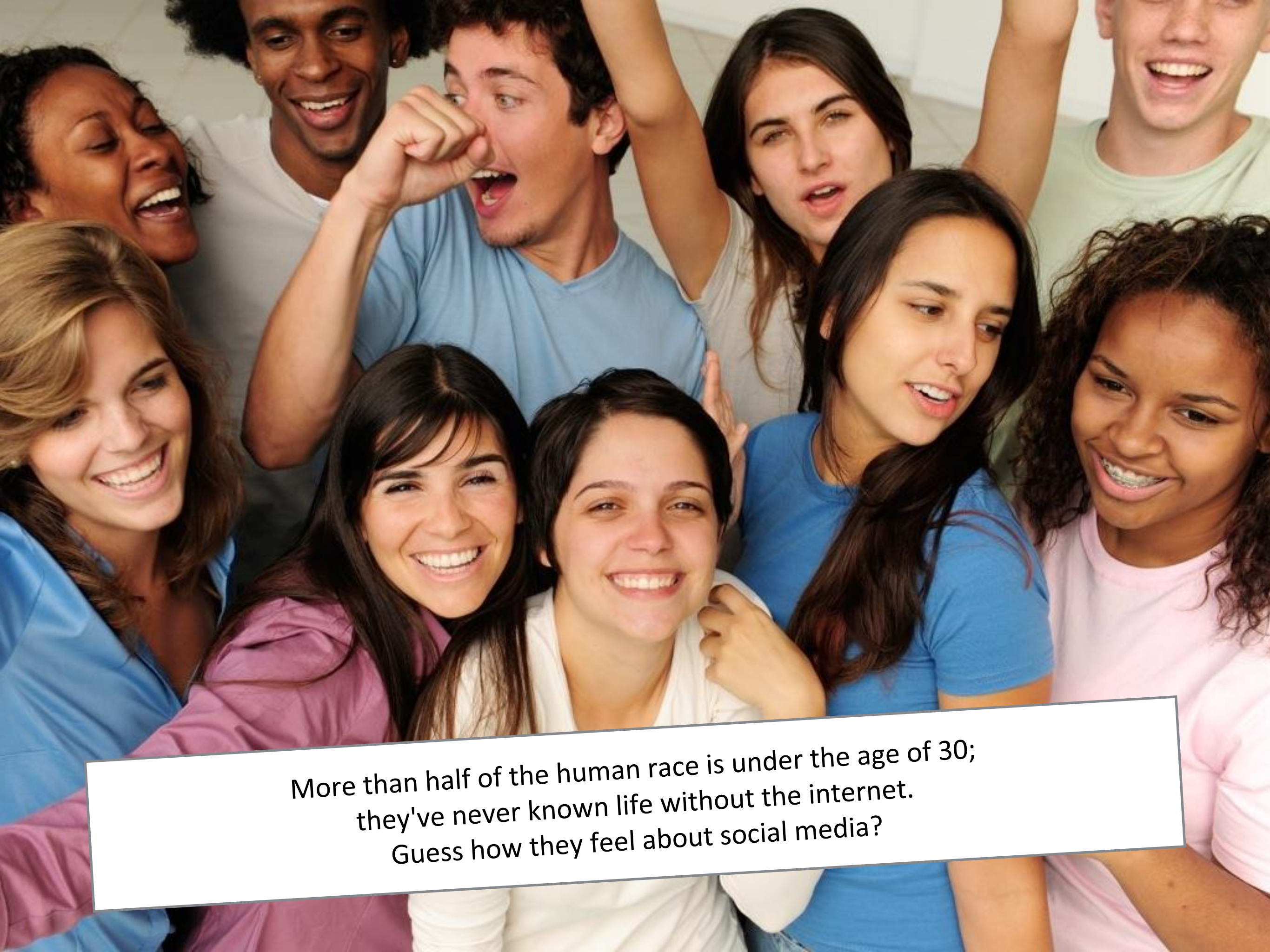
Craig R. McClain @DrCraigMc #scicomm





**Why Should
I Even Give
A Flying Flip?**

1. **Stop Thinking** Social Media Isn't
Important




More than half of the human race is under the age of 30;
they've never known life without the internet.
Guess how they feel about social media?

3 out of 4 Americans use social technology

-Forrester, The Growth of Social Technology Adoption, 2008



All media is now social media



Technology is shifting the power away from editors,
the publishers, the establishment, the media elite.
Now it's the people who are in control.
-Rupert Murdoch



If Facebook were a country it would be the most populated in the world

In Billions

Facebook	1.49
China	1.36
India	1.25
U.S.	0.32

<http://news.yahoo.com/number-active-users-facebook-over-230449748.html>

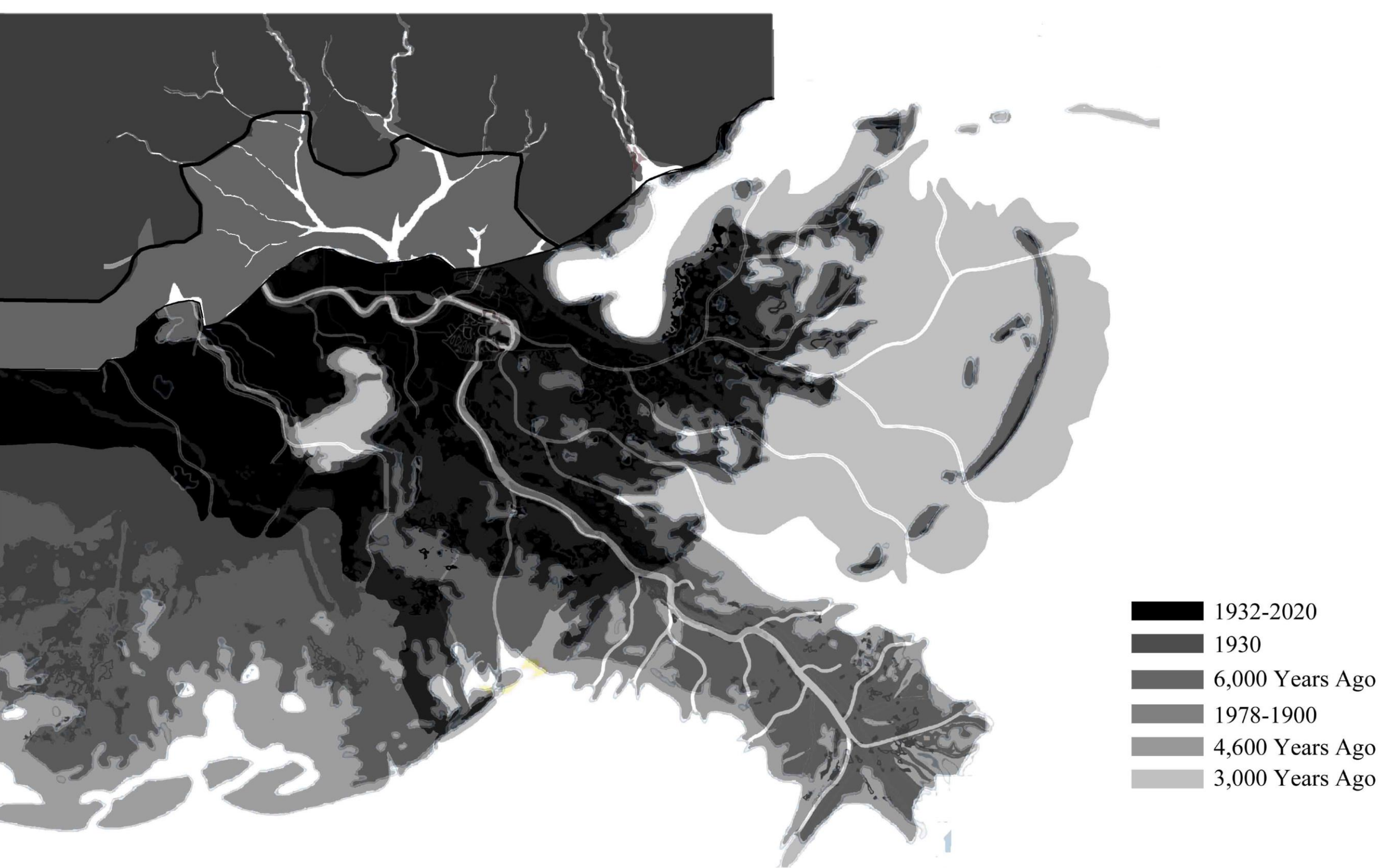
Every minute:
Facebook users share nearly 2.5 million pieces of content.
Twitter users tweet nearly 300,000 times.
Instagram users post nearly 220,000 new photos.
YouTube users upload 72 hours of new video content





1/3 of women aged 18-34 check Facebook
when they first wake up

...even before going to the bathroom



2. Social media is **changing** the landscape of science

Sports Now

SPORTS NEWS FROM LOS ANGELES AND BEYOND

Jose Canseco explains gravity via Twitter



baseball legend and noted non-paleontologist **Jose Canseco** recently tweeted that Earth may have had a low gravity in the old days, and that could explain the big animals our planet used to boast.

**Jose Canseco** ✓
@JoseCanseco

I bow down to Brian Switek @laelaps only scientist to tackle Ancient Gravity geekosystem.com/how-dinosaurs-... I support his new theory. hug for u bri

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45

RETWEETS

21

FAVORITES



1:06 PM - 28 Feb 13

LAELAPS: February 25, 2013

Dinosaur Reproduction, Not Ancient Gravity, Allowed Super-Sized Sauropods to Evolve

by Brian Switek

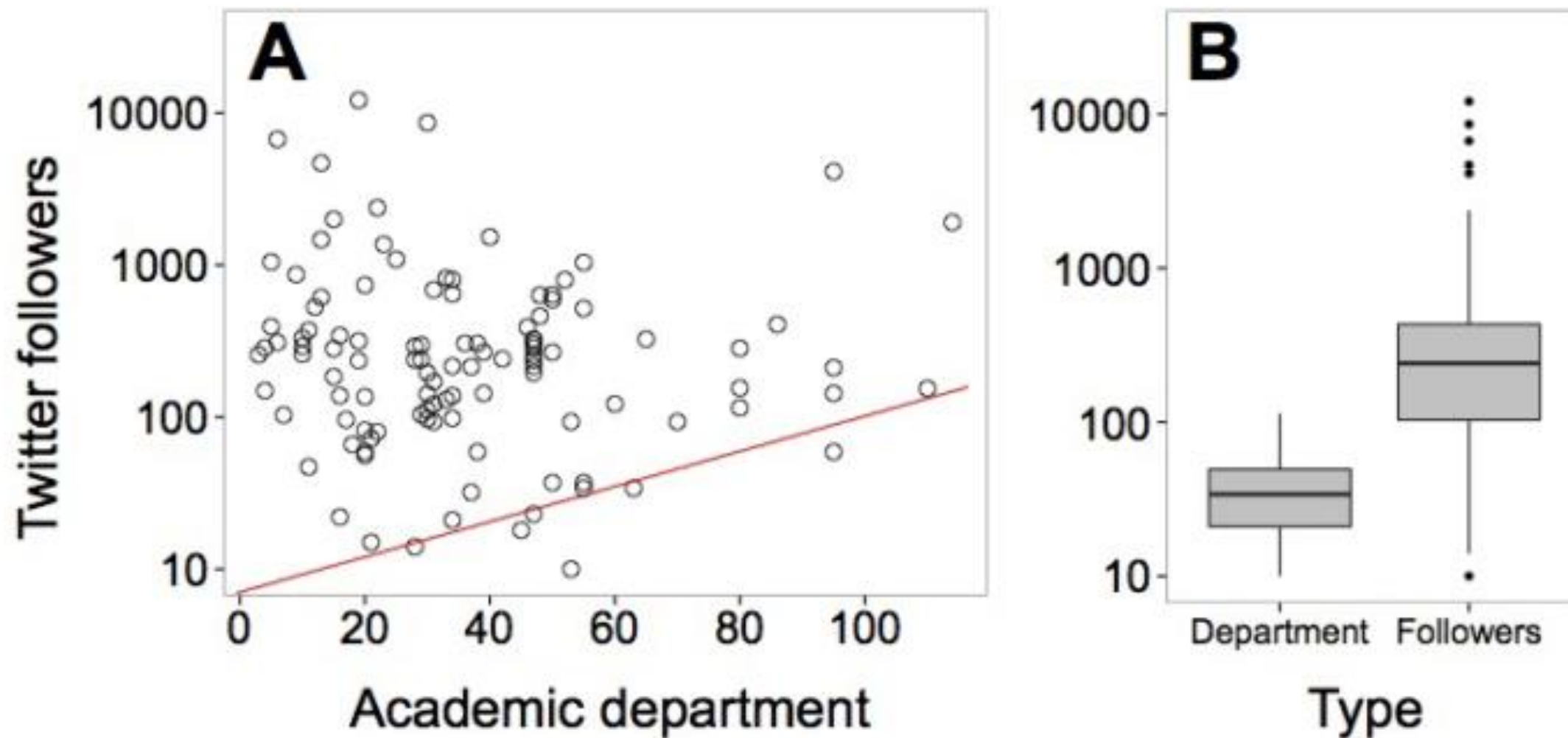
Why was *Supersaurus* so big? This impressive, 100-foot-plus sauropod was one of the largest creatures to ever walk the Earth – far larger than any terrestrial animal alive today. What could account for such superlative size? Baseball player Jose Canseco offered his own hypothesis on Twitter a few days ago.

After promising to share some of his thoughts on gravity, Canseco

ABOUT LAELAPS



Brian Switek is a freelance science writer and author of the critically acclaimed books *Written in Stone* (2010) and *My Beloved Brontosaurus* (2013). He has published in *Slate*, *Nature*, the *Wall Street Journal*, *Smithsonian*, *Scientific American*, and more. Laelaps is his writing laboratory,



IDEAS IN ECOLOGY AND EVOLUTION 6: 32–43, 2013

doi:10.4033/iee.2013.6.6.f

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Received 19 April 2013; Accepted 26 June 2013

Future of Publishing

The role of Twitter in the life cycle of a scientific publication

Emily S. Darling¹, David Shiffman, Isabelle M. Côté, and Joshua A. Drew

Blogs for Scientists by Scientists

Dynamic Ecology

Multa novit vulpes

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Posted on [January 13, 2014](#) by [Jeremy Fox](#)

[← Previous](#) [Next →](#)

What's the greatest ecology experiment in history?

A while back, Rich Lenski did a [nice post](#) summarizing and commenting on a classic evolutionary experiment: Luria and Delbrück 1943. This is the famous "fluctuation test" experiment showing that mutations in *E. coli* occur at random with respect to their fitness effects, rather than being caused by selection pressures. The experiment was based on simple but subtle reasoning, was very elegant, and the results were both clear and profound. It provided the basis for a massive body of research, including the cracking of the genetic code. It was also ahead of its time, in that evolutionary biologists at the time were mostly uninterested in microbes, so that the paper's immediate influence was much greater in

Twitter at Conferences



NRC Research Press @cdnsiencepub

Jan 22

Salamander jumping ability has a surprising twist: unique 'flat catapult' mechanism fw.to/IV8uwNN via @CBCTechSci @NAU #sicb2014

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Zen Faulkes @DoctorZen

Jan 17

Can't read sciencemag.org/content/343/61... on #SICB2014 symposium I did with @fuschmu: #paywall! I logged that with openaccessbutton.org @OA_Button

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Jonathan B. Losos @JLosos

Jan 17

The role of testosterone in producing sexual dimorphism #sicb2014 anoleannals.org/2014/01/17/sic...

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Zen Faulkes @DoctorZen

Jan 17

#SICB2014 parasite symposium @FuSchmu and I organized is in Science! bit.ly/1hy0k0V #hooray @ZombieAntGuy @CharissaB @AmSocParasit

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Zen Faulkes @DoctorZen

Jan 17

Singling out @fossilosophy for #FollowFriday, for I met them at #SICB2014 and they are most excellent!

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Robin Verble-Pearson @TTU_FireLab

Jan 15

New blog post: fireecologylab.blogspot.com/2014/01/societ... #sicb2014

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Twitter as Source of Knowledge and Assistance

 **Lincoln Mullen** @lincolnmullen 1d
For future use, a timeline package built on top of ggplot2 for #rstats. [cran.r-project.org/web/packages/t...](http://cran.r-project.org/web/packages/timeline)
Details

 **Laura Dee** @LauraEllenDee 1h
@exconomist Thanks! You just saved me many hours of tedious formatting. "Use xtable package in #Rstats to export stats results to LaTeX."
View

 **Laura Dee** @LauraEllenDee 1h
Does anyone have advice for exporting stats results from #Rstats into pretty LaTeX tables? @katejhelms @rOpenSci @exconomist @DKOkamoto
Details

 **rOpenSci** @rOpenSci 1h
Demo of a new fxn in taxize to make a tree from taxonomy alone
gist.github.com/sckott/8603217 #rstats / thx to vegan
Details

 **Clementinsle Pine** @arRMorgan 1h
I'm pretty sure that #SPLUS is a myth. #rstats
Details

 **Johan Ugander** @jugander 13m
@seanjtaylor In ordinary #Rstats this is controlled by `par(mar=x,oma=y,mgp=z)`. research.stowers-institute.org/efg/R/Graphics... Not sure how to fine-tune in #ggplot
View

Adam Greenberg retweeted

 **Daniel Gerlanc** @dgerlanc 3h
Good #ggplot usage by the Facebook data science team in response to the Princeton study! bit.ly/KQF9LN #rstats
Details

 **Simon Goring** @sjGoring 19m
Okay, I want the strips on my facet_wrap plot to be n different colors, grouped by some factor. Ideas? #ggplot2 #rstats
Details

Kylla Benes retweeted

 **Luca Borger** @lucaborger 2d
Really, look at this stats/math methods supplement (by Ben Bolker et al) - sets an entirely different level bit.ly/1kXxdsO #rstats
Details

James Owers retweeted

 **David Smith** @revodavid 1h
Want to create and share R analyses with a drag-and-drop workflow? @alteryx/@RevolutionR online demo Weds: bit.ly/1eYstf3 #rstats
Details

Crowdsourcing science



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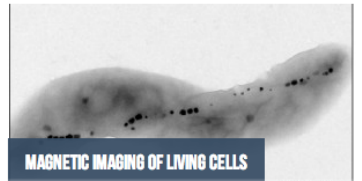
SEARCH

FACEBOOK FRIENDS HELP SCIENTISTS QUICKLY IDENTIFY NEARLY 5,000 FISH SPECIMENS COLLECTED IN GUYANA

IN ZOOLOGY / 24 MARCH 2011 / 13 COMMENTS

Last month, a team of ichthyologists sponsored by the Smithsonian's National Museum of Natural History performed the first survey of the fish diversity in the Cuyuni River of Guyana. Upon their return, they needed to identify the more than 5,000 specimens they had collected in less than a week's time in order to obtain an export permit. Faced with insufficient time and inadequate library resources to tackle the problem on their own, they instead posted a catalog of specimen images to

SCIENCE SPOTLIGHT



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Fish crowdsourcing on Facebook

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Devin Bloom discusses how to use Facebook to crowdsource science.

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Dispersal, environmental niches and oceanic-scale turnover in deep-sea bivalves

Craig R. McClain^{1,*}, James C. Stegen^{2,3} and Allen H. Hurlbert²

+ Author Affiliations
* Author for correspondence (cmcclain@nescent.org).

Published online before print 21 December 2011
doi: 10.1098/rspb.2011.2166
Proc. R. Soc. B
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JANUARY 24, 2014
...ance decay at oceanic scales are completely
...when appropriate data exist,
...the relative roles of

DEEP SEA NEWS

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POSTED ON DECEMBER 21, 2011 BY DR. M

Let It Snow, Let It Snow, Let It Snow

Oh the dark deep sea is frightful,
But the food not so delightful,
But since we've got no place to go,
Let It Marine Snow! Let It Marine Snow! Let It Marine Snow!

In the late 1960's, two marine biologists, Howard Sanders and Robert Hessler, made a shocking find—the biodiversity of the deep-sea floor is astoundingly high. In an area the size of a coffee table over 300 species can coexist, a number that rivals tropical rainforests and coral reefs. Yet these findings also raised a paradox. High diversity is typically associated with physically complex habitats, like forests and reefs, plentiful with food that allow for a variety of niches. In the food poor, homogenous mud flats of the

D	A	C	A	A	E
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A	C	F	B	E	A

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ROBERT T. GONZALEZ on io9 - ECOLOGY - 1/10/12 8:00am

21,913 30

WIRED GEAR SCIENCE ENTERTAINMENT BUSINESS SECURITY DESIGN OPINION VIDEO

seafloor_core_macro_vert

SCIENCE | animals | biology

Photo: The Bounty of Species in a Single Scoop of Seafloor Mud

BY BRANDON KEIM 01.06.12 4:07 PM
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Video: Found: The BIGGEST Volcano Out There!

New Japanese Island Forming In Pacific Ocean: Photos

Top 5 Reasons Sharks Are In Trouble

Big Pic: A Penny for Your Bivalves?

JAN 12, 2012 03:00 AM ET // BY CHRISTINA REED

SEA FLOOR CORE

Jan. 27, 2012 -- Living 1,000 meters under water in Monterey Canyon, off the coast of California, are tiny critters that burrow in the sediments of the seafloor with their feeding appendages poking out into the water column, their entire life cycle dependent on the quantity of marine detritus or "snow" that

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Home > Science Magazine > 3 June 2011 > Wolfe-Simon *et al.*, 332 (6034): 1163–1166

Published Online December 2 2010
 Science 3 June 2011:
 Vol. 332 no. 6034 pp. 1163–1166
 DOI: 10.1126/science.1197258

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 332/6034/1163 (most recent)
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RESEARCH ARTICLE

A Bacterium That Can Grow by Using Arsenic Instead of Phosphorus

Felisa Wolfe-Simon^{1,2,*}, Jodi Switzer Blum², Thomas R. Kulp², Gwyneth W. Gordon³, Shelley E. Hoefft², Jennifer Pett-Ridge⁴, John F. Stolz⁵, Samuel M. Webb⁶, Peter K. Weber⁴, Paul C. W. Davies^{1,7}, Ariel D. Anbar^{1,3,8}, Ronald S. Oremland²

Author Affiliations
 *To whom correspondence should be addressed

< Prev | Table of Contents | Next >

Retraction Watch

Despite refutation, Science arsenic life paper deserves retraction, scientist argues

with 39 comments

Yesterday, *Science* published two papers which undercut an earlier paper in the journal claiming to show evidence for an *arsenic-based strain of bacteria*. Guest poster *David Sanders*, a structural biologist at Purdue University who was involved in a *Retraction Watch* story in May, argues that the journal could have avoided publishing the rebuttals—a swift retraction of the original was (and still is) the better move.

Allow me to apologize from the start. This narrative is not a typical Retraction Watch post, because it contains a number of personal elements. However, it would be hard to separate my perspective from my experience.

I will begin by asserting that, despite Rosie Redfield's many valuable contributions to refuting the Wolfe-Simon paper that have culminated with the *publication of data* she and *other investigators* have obtained, there was no need for *Science* to publish additional articles. The Wolfe-Simon paper never should have been published. The only responsible action on the part of *Science* would be to retract the original article.

On December 3, 2010, I was listening to Morning Edition on National Public Radio and heard a story about a bacterium that used arsenic instead of ~~phosphorous~~ phosphorus to live on and that the arsenic had replaced some of the ~~phosphorous~~ phosphorus in the organism's DNA. Having worked on enzymatic phosphoryl transfer for much of my career (in case you are interested, my collaborators and I discovered that the two-component regulatory system response regulators were phosphorylated on an *aspartate residue*), I knew that the instability of arsenate esters made the claimed results impossible. Biology may teach us about novel chemistry, but it doesn't violate the laws of chemistry.



David Sanders

Tracking retractions as

RRResearch

Not your typical science blog, but an 'open science' research blog. Watch me fumbling my way towards understanding how and why bacteria take up DNA, and getting distracted by other cool questions.

Our lab home page

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who we are

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View my complete profile

Arsenic-associated bacteria (NASA's claims)

By Rosie Redfield on Saturday, December 04, 2010

Recommend this on Google



Wolfe-Simon F, Blum JS, Kulp TR, Gordon GW, Hoefft SE, Pett-Ridge J, Stolz JF, Webb SM, Weber PK, Davies PC, Anbar AD, & Oremland RS (2010). A Bacterium That Can Grow by Using Arsenic Instead of Phosphorus. *Science* (New York, N.Y.) PMID: 21127214

Note to visitors in 2012: We've just submitted a manuscript to *Science* reporting the results of...

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Arsenic-Life Discovery Debunked—But "Alien" Organism Still Odd

By Richard A. Lovett, for National Geographic News
 PUBLISHED JULY 10, 2012



California's Mono Lake harbors strange limestone formations and even stranger bacteria. PHOTOGRAPH BY PHIL SCHERMEISTER, NATIONAL GEOGRAPHIC

It was hailed in 2010 as the most "alien" life-form yet: bacteria that reportedly, and unprecedentedly, had rewritten the recipe for DNA.

Changing Scientific Debate

So What Do I Do Online?



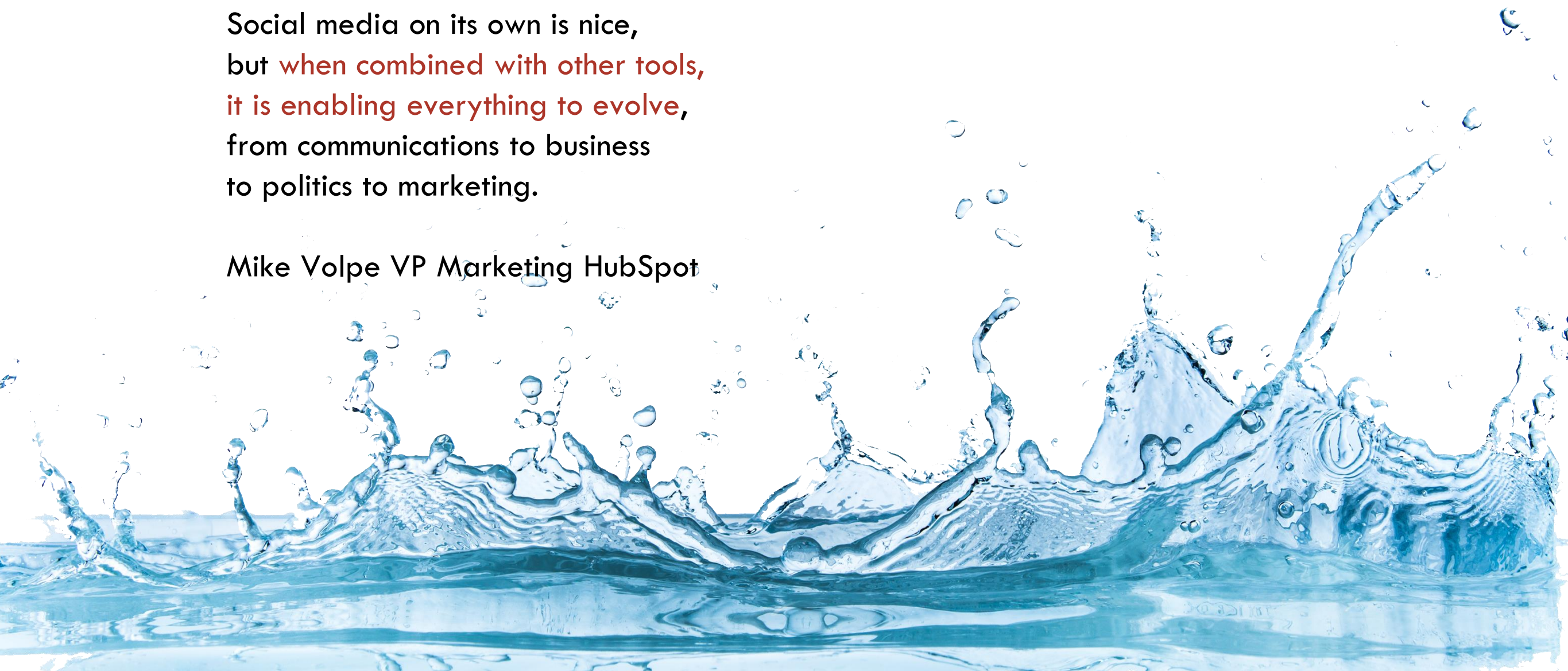
3. Remember Social Media **Is Just A Tool**

Social media is like water.

On its own, water does some cool things,
but when combined with other compounds
it enabled the evolution of all forms of life.

Social media on its own is nice,
but **when combined with other tools,**
it is enabling everything to evolve,
from communications to business
to politics to marketing.

Mike Volpe VP Marketing HubSpot



Inreach versus Outreach

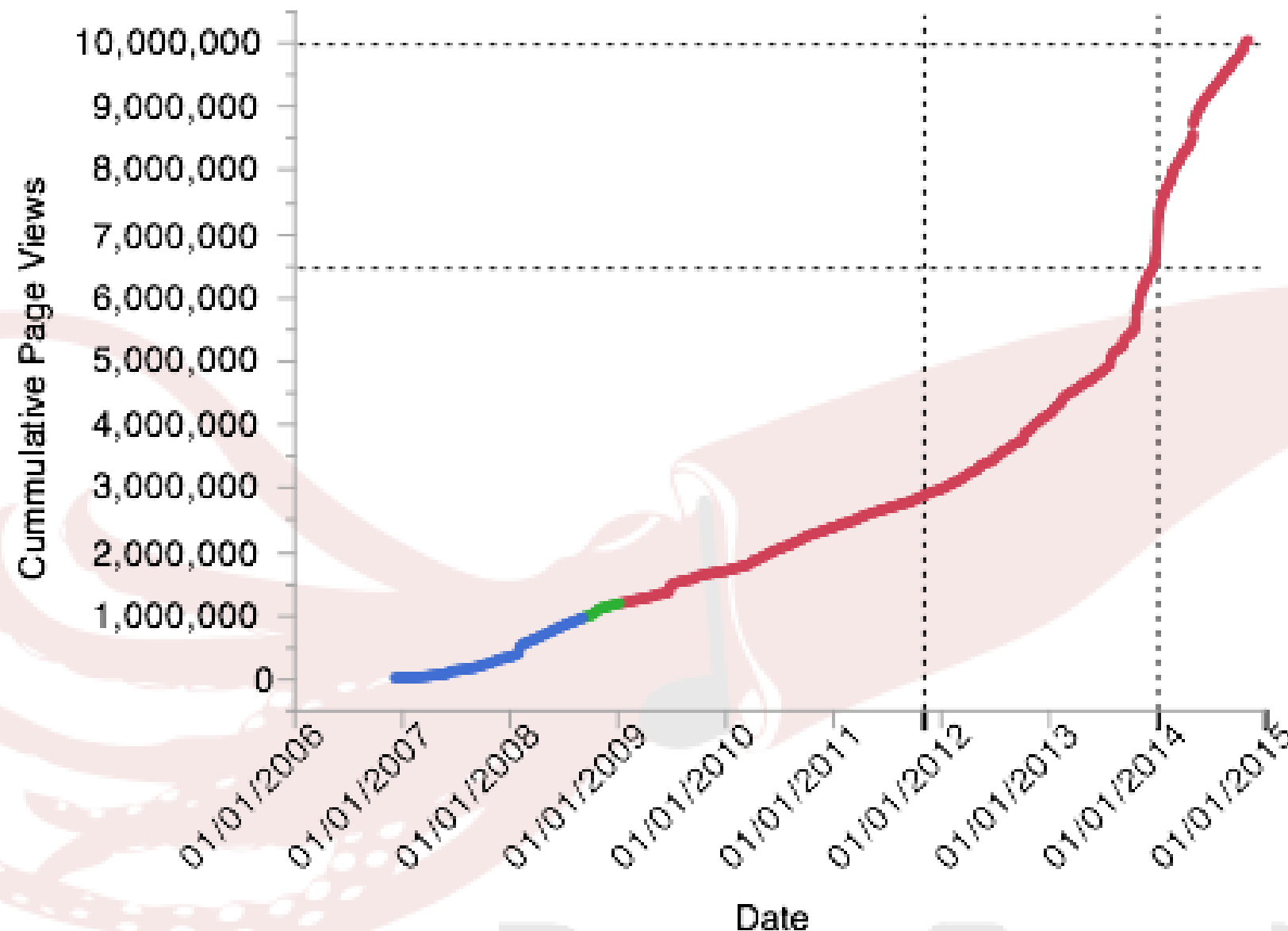


*James Brown has nothing to do with this. I simply have always wanted to put a photo of James Brown dancing in a presentation.

4. Be Strategic. Be Deliberate.



Scientists put considerable thought and time into developing research programs and projects. This is to ensure success and time is not wasted.
Why would you do any less with social media or outreach online?



DEEP SEA NEWS

This blog is salt of the earth, or in this case, salt of the sea. It casts back to the best traditions of popular science, sparking curiosity and bewonderment, explaining the phenomena in comprehensible language. It's all about communication between the expert and an interested reader, a transfer of knowledge and ideas, sharing the passion.

-Blog Critics Magazine

What is your online mission?

Eavesdropping: follow informative people to get information and learn

Dialogue: exchange, discuss, and debate information (Asking specific questions?)

Broadcast: used by news organizations and businesses to inform audience about news or products/services, outreach

Data collection: e.g. fishermen using Twitter to monitor fish populations.

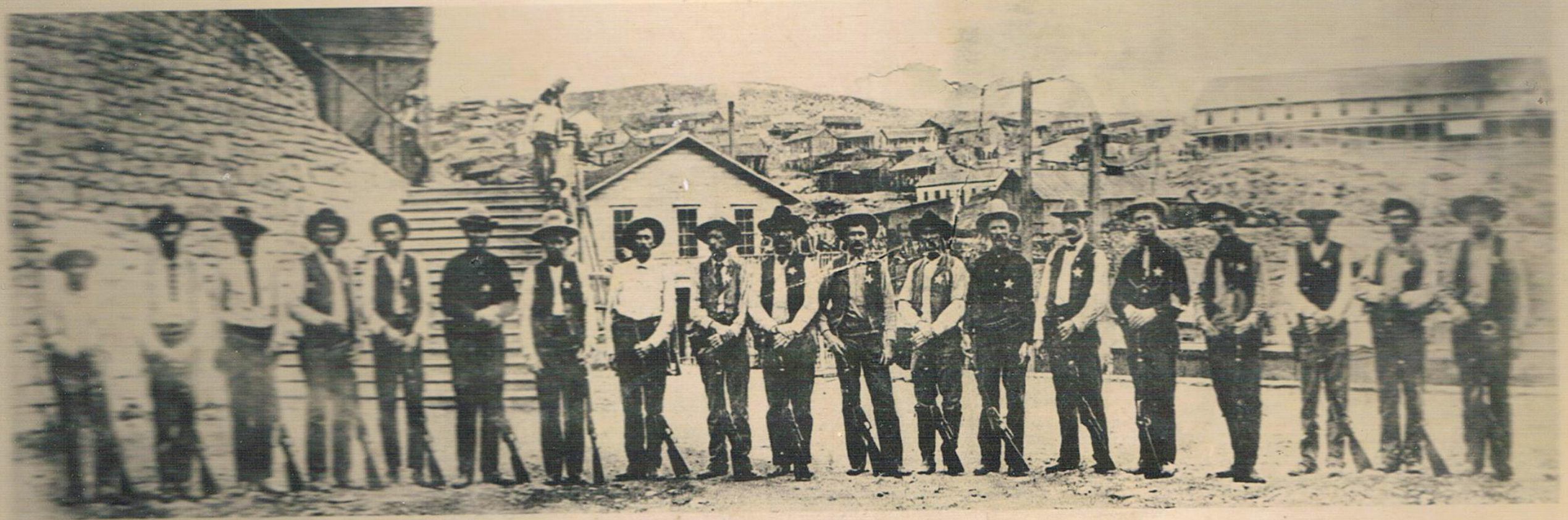
Impromptu journalism: e.g. landing on Hudson river, Mumbai attacks, Iran post-election protests

Mindcasting: following a single story or topic, with links, for a period of time

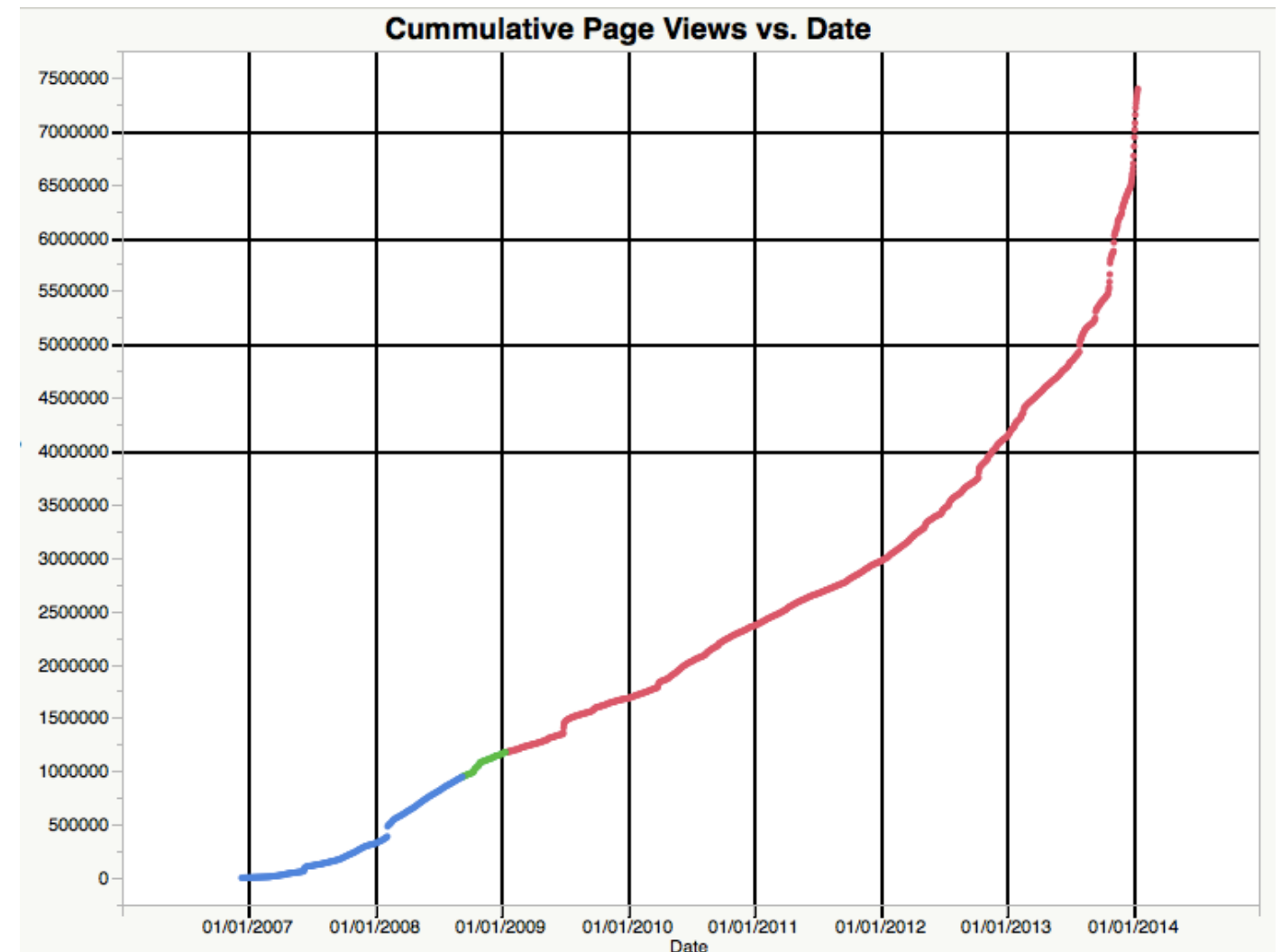
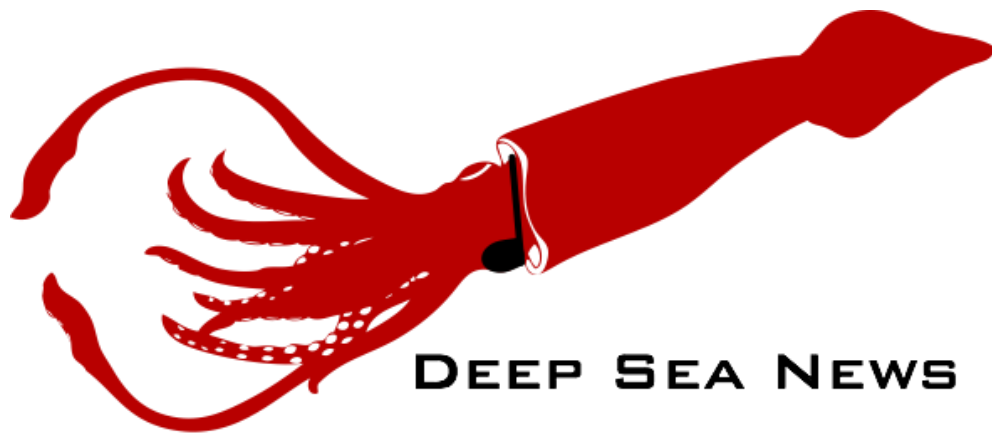
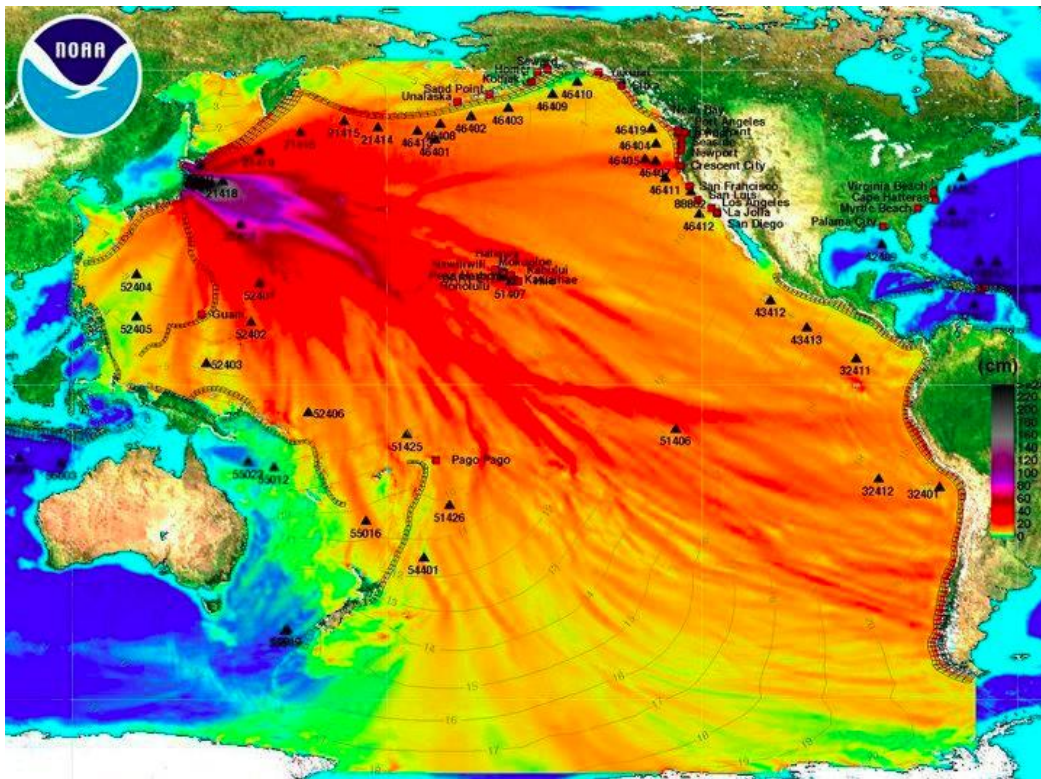


The Online Environment





5. The Internet is the **Wild Wild West**



Is Engagement Always Positive?

"Your article are such crap and very unscientific. The 3 explanations in your blog, on echinoderms wasting away had no real basis. The claim the because it happened on the East Coast, also happening a decade ago, but you left out that there are plenty of leaks on the East too (Love Canal). Then to make a claim that no other life in the pacific has been showing odd symptoms is an opinion, please be more clear in your work, all you are doing is feeding into misinfo and **likely are involved with Koch or some other pro industry.** Like reading all the Forbes, op eds. Next you will be citing them about how radiation is just like a banana."

"I've been seeing your LYING disinformation news on Fukushima on MY Facebook page. My writers and I tell the truth about Fukushima radiation and **we will not allow you to lie and therefore be guilty of crimes against humanity. You'll be exposed on my website as I'll have one of my writers investigate this disinfo source** and then do a write up. My website gets over a million views/month and FB pagecurrently hosts over 231,000 subscribers. You can either tell the truth, and we won't tell the truth about your lies, or continue lying and read what I said would be done above."

"The JEWS did Fukushima Sabotage and False Flag with HAARP. The JEWS did 9-11 Sabotage and False Flag with HAARP. JAPAN TSUNAMI QUAKE CAUSED PURPOSELY WITH HAARP. Fukushima Sabotage was done with HAARP. The Stuxnet Computer Virus was made in Dimona Israel. HAARP, Fukushima, Sabotage, Benjamin Fulford, Stuxnet Computer Virus, Dimona Israel, Siemens Computers, False Flag," The Stuxnet computer worm is perhaps the most complicated piece of malicious software ever built; **DESIGNED BY JEWS TO SABOTAGE NUCLEAR POWER STATIONS.** When are they going to PROSECUTE the JEW OWNERS of HAARP?"

"This article is ridiculous. You are no better than all the fear mongers out there, only instead of actually being concerned about this environmental crisis, you're completely trying to deter everyone from the reality that fukushima is serious and something that needs to be watched closely, as it WILL have dire effects on the entire planet. If you honestly think that fukushima is nothing to be concerned about, **you should just @\$%^\$* kill yourself, you're doing this world absolutely no good.**"



DEEP SEA NEWS

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POSTED ON [FEBRUARY 20, 2014](#) BY [RR HELM](#)

The most beautiful animal you've never seen

When I first saw a sea sapphire I thought I was hallucinating. The day had been anything but normal, but this part will always stand out. I'd spent the afternoon on a small dingy off the coast of Durban, South Africa. It was muggy, and I'd been working for hours--throwing a small net out, and pulling in tiny hauls of plankton that I'd then collect in jars. As I looked through one jar, the boat rocking up and down, I saw for an instant a bright blue flash. Gone. Then again in a different place. An incredible shade of blue. Maybe I'd been in the sun too long? Maybe I was seeing things? It wasn't until I got back to the lab that I discovered the true beauty and mystery of these radiant flashes.

I'd like you to meet one of the most beautiful animals I've ever seen:

io9 WE COME FROM
THE FUTURE

Log

This stunning animal looks like a glitch in reality's programming

Deep Sea News' Rebecca Helm calls it "the most beautiful animal you've never seen." The tiny marine crustaceans have shimmering, crystalline skin that derives its iridescence from a single layer of microscopic, hexagonal plates that reflect only certain wavelengths of light. Helm – who's been been lucky enough to encounter one in its natural environment – has more details on the animal she calls a "sea sapphire":

In the case of blue sea sapphires, these crystal layers are separated by only about four ten thousandths of a millimeter; about the same distance as a wavelength of blue light. When blue light bounces off these crystal layers, it is perfectly preserved and reflected. But for other colors of light, these small differences in distance interfere, causing the colors to cancel out. So while white light is composed of all colors, only blue light is reflected back. This type of coloration is known as structural coloration, and though resembling a gem in hue, a sea sapphire's color has more in common with an oil sheen than a pigmented jewel. Combine this nifty trick with the sea sapphire's impressively transparent body, and you have an animal as radiant as a star in one moment, and invisible in the next.

Read more about these incredible creatures over at [Deep Sea News](#).

Content Theft vs. **Increasing Exposure**



DEEP SEA NEWS

HOME ABOUT OUR WRITERS RESOURCES

POSTED ON [AUGUST 1, 2013](#) BY [RR HELM](#)

The 60 foot long jet powered animal you've probably never heard of



Screen cap from one of the only pyrosome videos out there (see the end of this post).

I was living in Africa the first time I saw a pyrosome, and I nearly cried. I was doing research on plankton, which meant long days staring down a microscope plucking through tiny dead things. And then there it was. I actually gasped in recognition. My first real life pyrosome. Among many marine-inclined folks such as me, pyrosomes are like unicorns. Completely



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PYROSOMES ARE THE BORG OF THE OCEANS



POSTED BY [AMY SHIRA TEITEL](#) ON SEPTEMBER 17, 2014

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SCIENCE

Deep in the oceans of the southern hemisphere exist 60-foot long tubular creatures that undulate through the water. They're called pyrosomes, and they're basically the ocean's Borg.

A pyrosome is actually a colony of zooids, a kind of marine invertebrates only about half an inch long. It's how these individual organisms Voltron into a giant pyrosome that is **both fascinating and creepy**.

Think of the Borg, an alien race of cyborg drones bent on assimilating other species into its hive-mind with the goal "achieving perfection." A pyrosome is like the Borg if you took out the malicious intent and added cloning. One pyrosome isn't made of hundreds of thousands of individual organisms latching onto or binding together. One pyrosome is actually a long collection of clones, and each clone is capable of cloning itself again to add more mass to the colony. And while the Borg connects through a hive-mind, the clones that make up the pyrosome colony actually share body tissues.

This means the colony doesn't live in a menacing spaceship, it is the ship.

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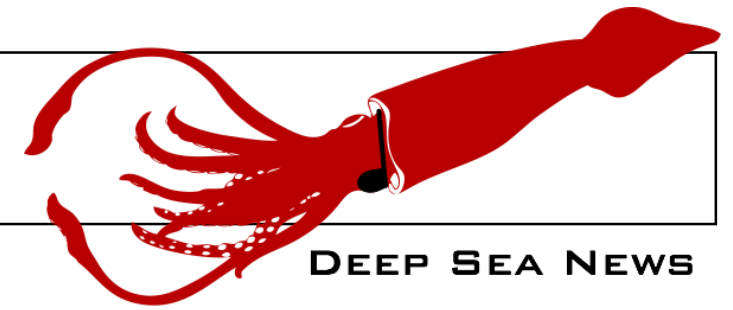
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11-30 seconds	1,297
31-60 seconds	1,343
61-180 seconds	2,472
181-600 seconds	2,588
601-1800 seconds	1,349
1801+ seconds	157

7. Most Readers **Never Engage**



A majority of readers never comment (57.3% for SFS, 54.2% for DSN).

Those that do comment have **only left one or two** (25.3% for SFS, 23.4% for DSN).

DSN asked readers why they don't comment and most responses fell into one of three categories: 1) the reader **did not feel qualified** (28.6%), 2) the reader had **nothing to add** (25.7%), or 3) the reader **did not generally comment** on blogs (17.1%).

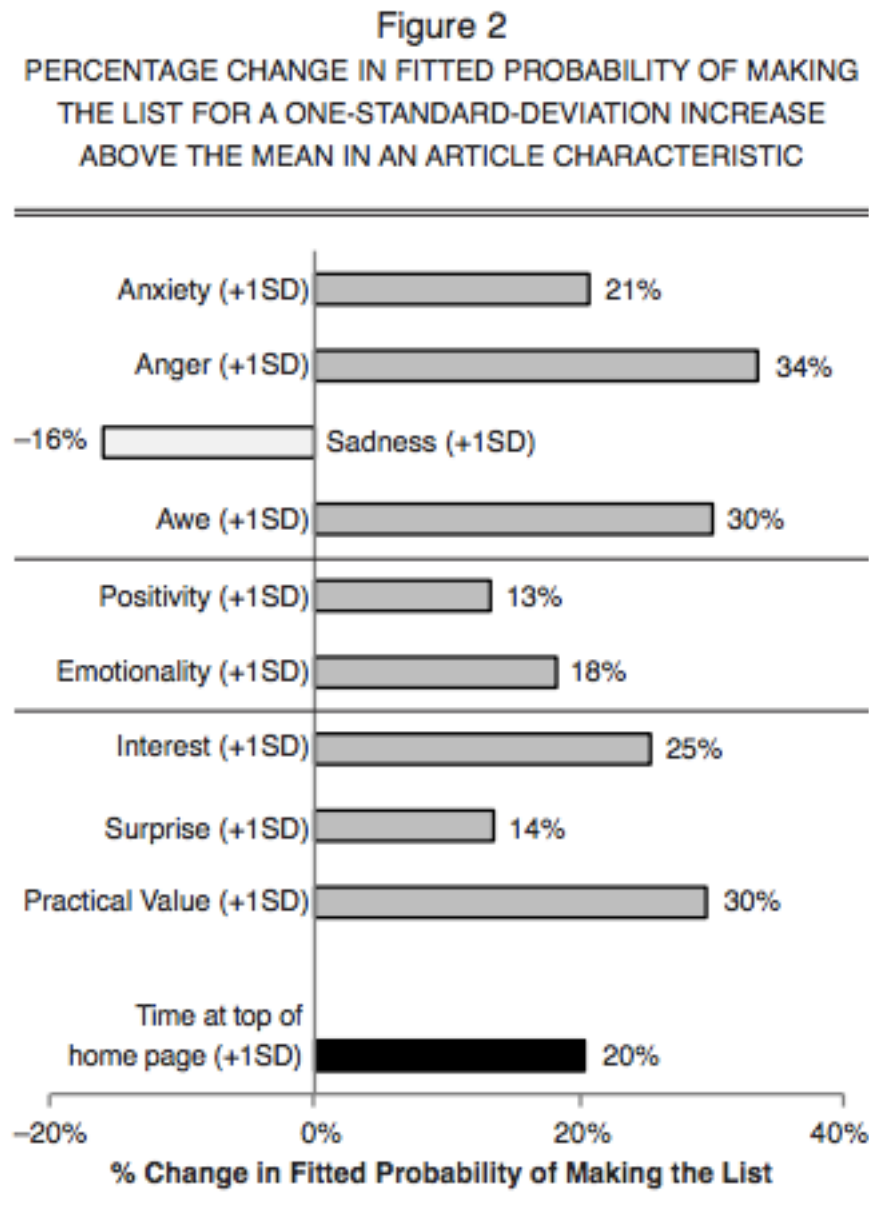
8. Most people receive information through traditional media and friends/family.

You will not have direct contact with most of the public via social media

Traditional media is still the gateway for information

“The majority of our questionnaire respondents indicated that they sought information using...”
mobile phones to contact friends or family (54%);
through information portals and websites advertised in traditional media (76%);
by accessing alternative news sources and individual blogs (38%);
through discussions on various web forums (15%)

9. Whether things go viral is related to physiological arousal.



The results indicate that **positive content is more viral** than negative content

Virality is partially driven by **physiological arousal**.

Content that evokes high-arousal positive (awe) or negative (anger or anxiety) emotions is more viral.

10. Be conscious that you may not be Reaching everyone.

Global Environmental Change 32 (2015) 126–138



Contents lists available at ScienceDirect

Global Environmental Change

journal homepage: www.elsevier.com/locate/gloenvcha



Network analysis reveals open forums and echo chambers in social media discussions of climate change



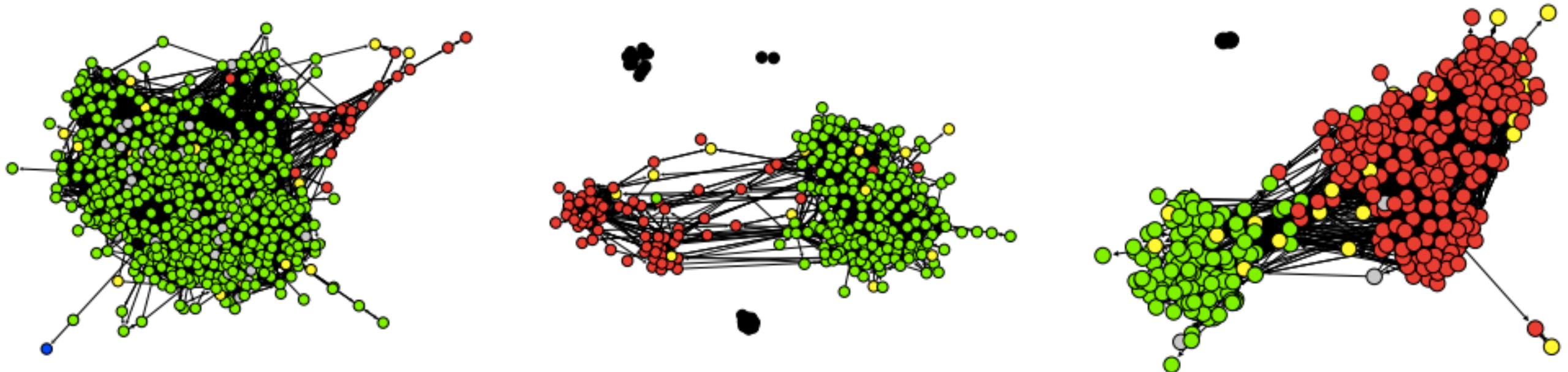
Hywel T.P. Williams^{a,*}, James R. McMurray^b, Tim Kurz^c, F. Hugo Lambert^d

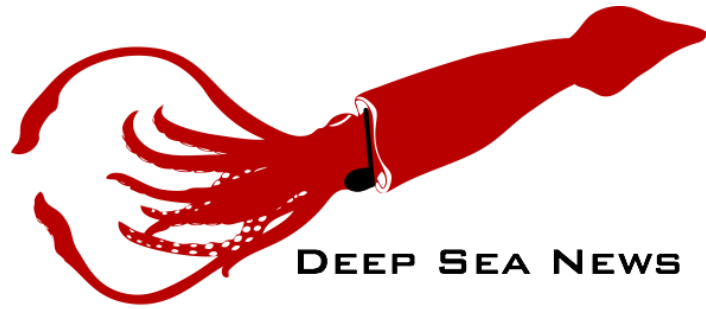
^a College of Life and Environmental Sciences, University of Exeter, Laver Building, North Park Road, Exeter EX4 4QE, UK

^b Department of Empirical Inference, Max Planck Institute for Intelligent Systems, Tuebingen, Germany

^c School of Psychology, University of Exeter, Washington Singer Laboratories, Exeter EX4 4QG, UK

^d College of Engineering, Mathematics & Physical Sciences, University of Exeter, Harrison Building, North Park Road, Exeter EX4 4QF, UK





Echo Chamber of Deep Sea News

The average reader was a well-educated American young adult (25 – 34 years old; 41.5%)

A high percentage of readers having or pursuing a graduate or professional degree (34.6%).

11. Do not be too popular if you want to be seen as credible.

Computers in Human Behavior 28 (2012) 199–206



Contents lists available at [SciVerse ScienceDirect](#)

Computers in Human Behavior

journal homepage: www.elsevier.com/locate/comphumbeh



A social network as information: The effect of system generated reports of connectedness on credibility on Twitter

David Westerman^{a,*}, Patric R. Spence^b, Brandon Van Der Heide^c

^a West Virginia University, Department of Communication Studies, 108 Armstrong Hall, PO Box 6293, Morgantown, WV 26506, United States

^b Western Michigan University, School of Communication, 220 Sprau Tower, Kalamazoo, MI 49008, United States

^c The Ohio State University, School of Communication, 3016 Derby Hall, 154 North Oval Mall, Columbus, OH 43210, United States

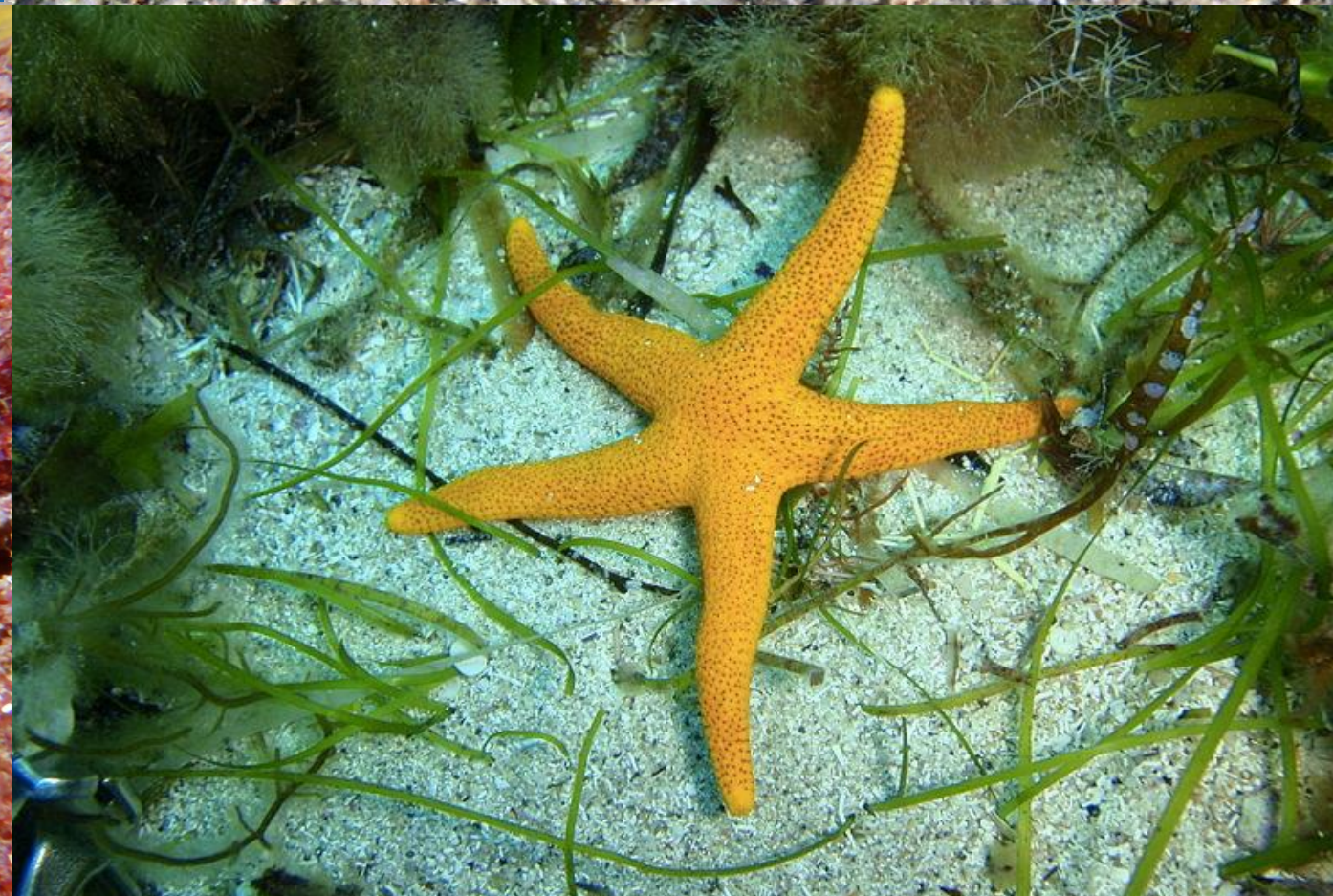
Table 1

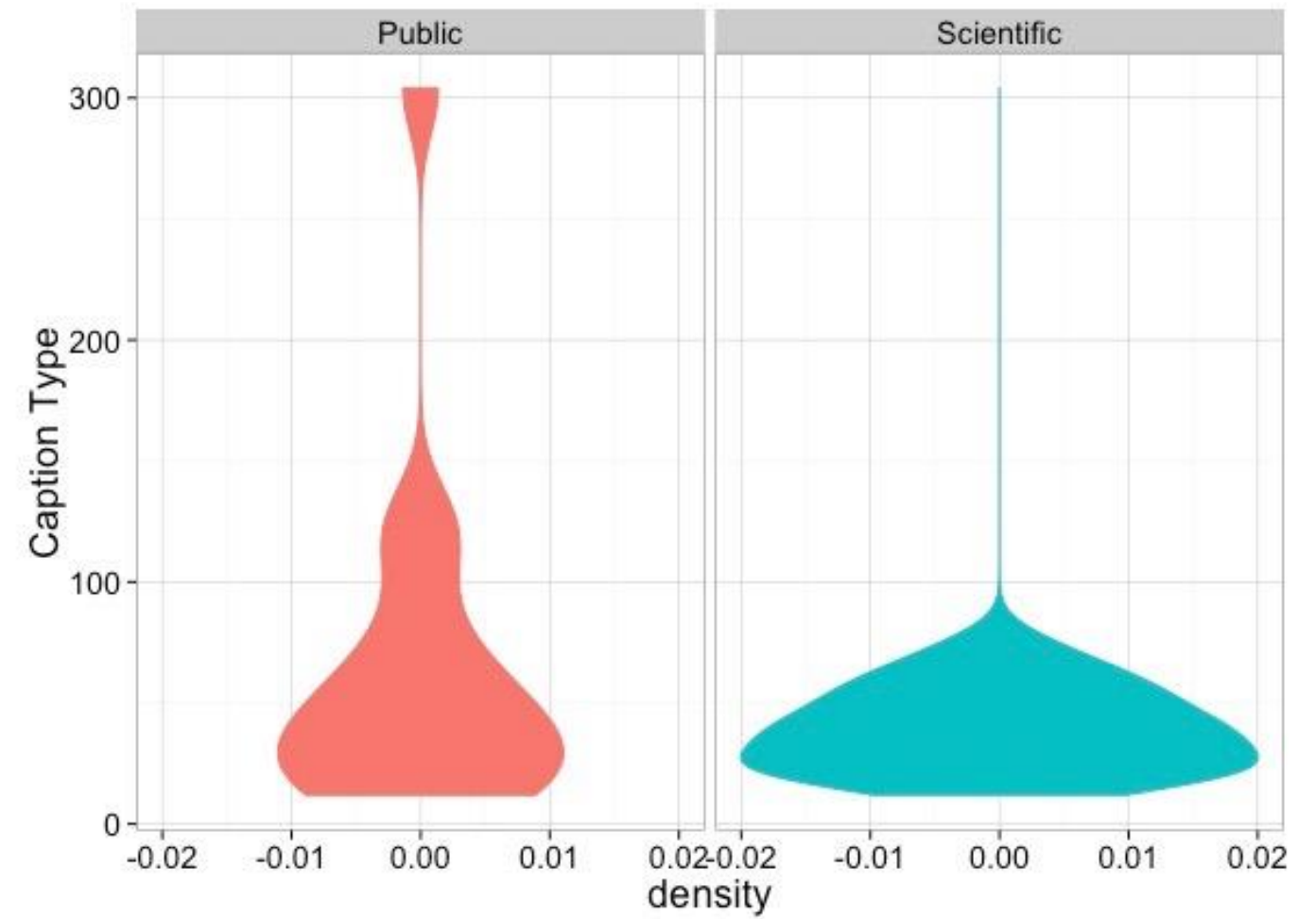
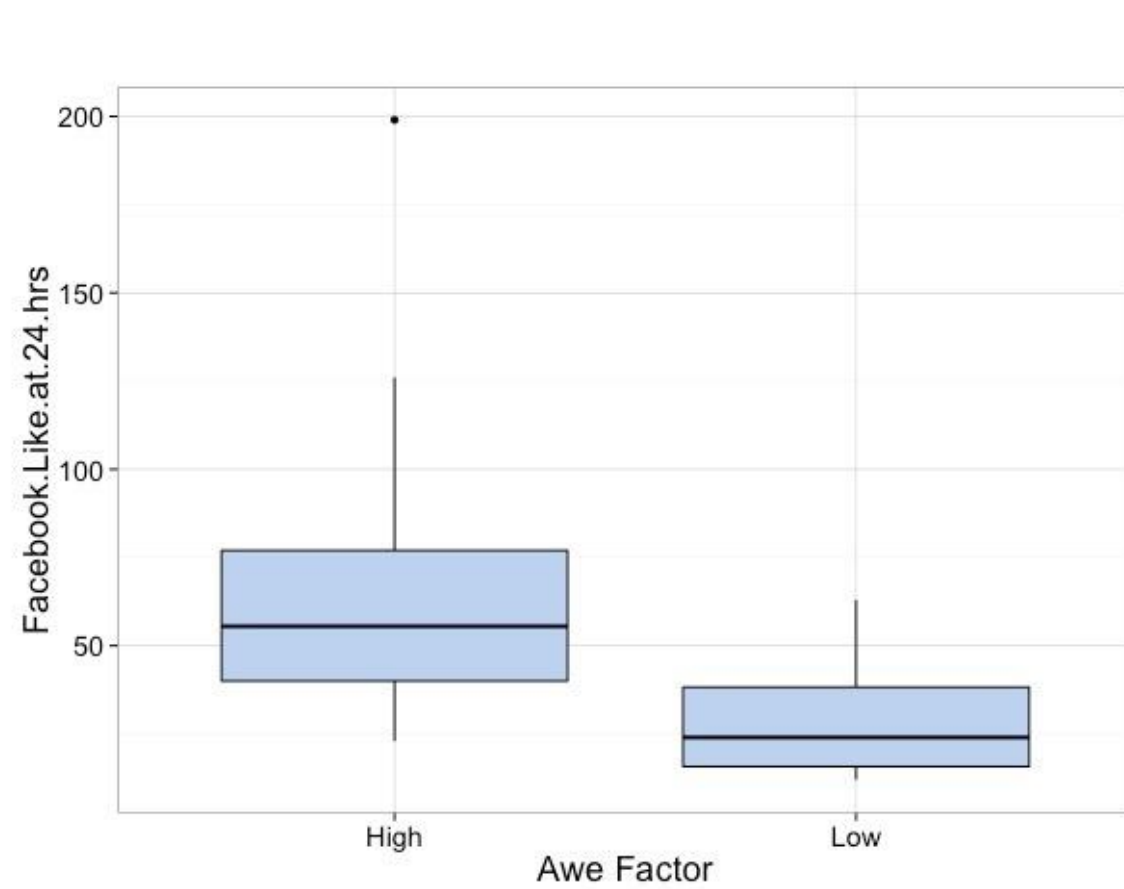
Means (and standard deviations) for credibility dependent variables by number of followers.

Number of followers	Credibility dimension		
	Trustworthiness	Competence	Goodwill
≈70 Followers	4.55 (1.01)	4.59 (1.06)	4.52 (1.01)
≈7000 Followers	4.84 (1.05)	4.85 (1.11)	4.64 (0.98)
≈70,000 Followers	4.53 (0.99)	4.62 (1.21)	4.39 (1.01)

12. People **Want Quality and Awe**







Analysis of Variance Table

Response: Facebook.Like.at.24.hrs

	Df	Sum Sq	Mean Sq	F value	Pr(>F)	
Caption.Type	1	5486	5486.3	6.0296	0.027747	*
Taxa	11	59481	5407.4	5.9429	0.001301	**
Photo.Type	2	1367	683.3	0.7510	0.489983	
Awe.Factor..High.Low.	1	4445	4444.8	4.8849	0.044247	*
Date	1	3439	3438.5	3.7791	0.072275	.
Caption.Word.Count	1	2936	2936.0	3.2268	0.094048	.
Residuals	14	12738	909.9			

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

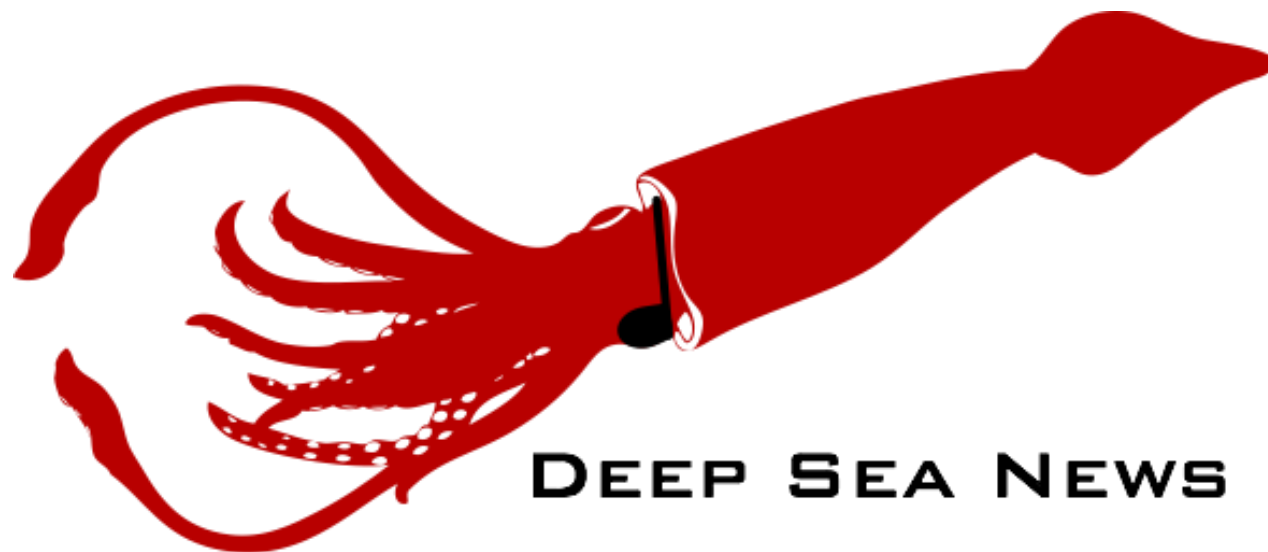
13. Social Media Is Not A Field of Dreams. If You Build They May Not Actually Come



All information is not consumed on the internet



In a given month, one billion people visit YouTube to watch 6 billion of hours of video. Yet, many videos receive few views and less than 10% account for the majority of views (Cheng et al. 2008).



Posts published at Deep-Sea News for 2013 (N=299), garnered 1,666,119 page views. Of these views, 82.6% were received on the top 20 posts. The lowest ranking 200 posts accounted for just 5% of total 2013 views.

14. Internet capitol doesn't translate to offline capital

In a study with 49 participants, 588 requests to help with a class project of labeling photos online, nearly 80% of the requests were unanswered (Stefanone et al. 2012).

Thaler et al (2012) suggest that social media may be creating a public only superficially involved with the environmental movement, i.e. slacktivism

“Facebook allows people to “like” a topic without requiring any additional commitment. While that person may feel they are lending support to the topic, this can artificially increase the number of people who appear to be involved in an issue.”

Tips and Tricks



15. Branding...Branding...Branding...



Ángel Guerraa, Ángel F. González, Santiago Pascuala, and Earl G. Daweb (2011). The giant squid *Architeuthis*: An emblematic invertebrate that can represent concern for the conservation of marine biodiversity *Biological*

Conservation, 144 (7), 1989-1998 :[10.1016/j.biocon.2011.04.021](https://doi.org/10.1016/j.biocon.2011.04.021)

16. Find **Your** Niche & Story



Reverently irreverent. We will be true to who we are in real life, **leveraging humor** to keep the science dialogue **informal and accessible**.

“This **“oh-so-hip”** presentation of a very interesting phenomenon is regrettable. I stopped reading halfway [sic] through it as I couldn't take any more. Just present the science. **Tarting it up** for people to read is pointless. **Such readers have no value**. Too bad, I would have liked to learn the real science [sic] presented here.”

17. **Stop** Taking Refuge In Our Irrelevance

The Echinoblog

588,737

Current Population of D.C.: 561,702

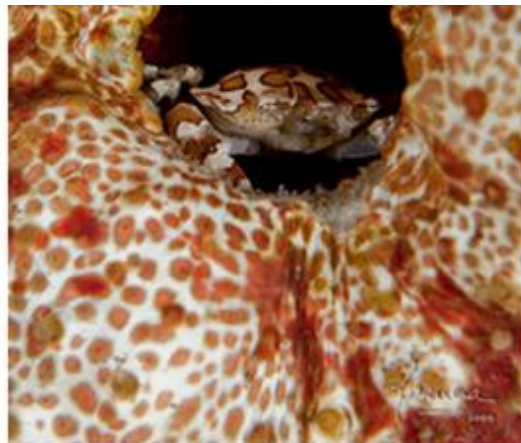


Image by Yellowbeetlebug



Image by Jasdivr

One of the things I find fascinating about sea cucumbers is that they're basically a section of intestine, including the mouth and the anus which has evolved to live on its own. We sometimes think of animals by their most prominent features.. jaws in sharks, eyes in insects...

hire an invertebrate zoologist/marine biologist? Please contact me!
[View my complete profile](#)

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 **Christopher Mah**
@echinoblog
Octopus Sex at Hydrothermal Vents
deepseanews.com/2013/10/octopu...
#DeepSN via @deepseanews

Expand

18. Write and Communicate About **Want You Want** To Write and Communicate About

Producing something popular on the internet is as much about passion as it is about good content.

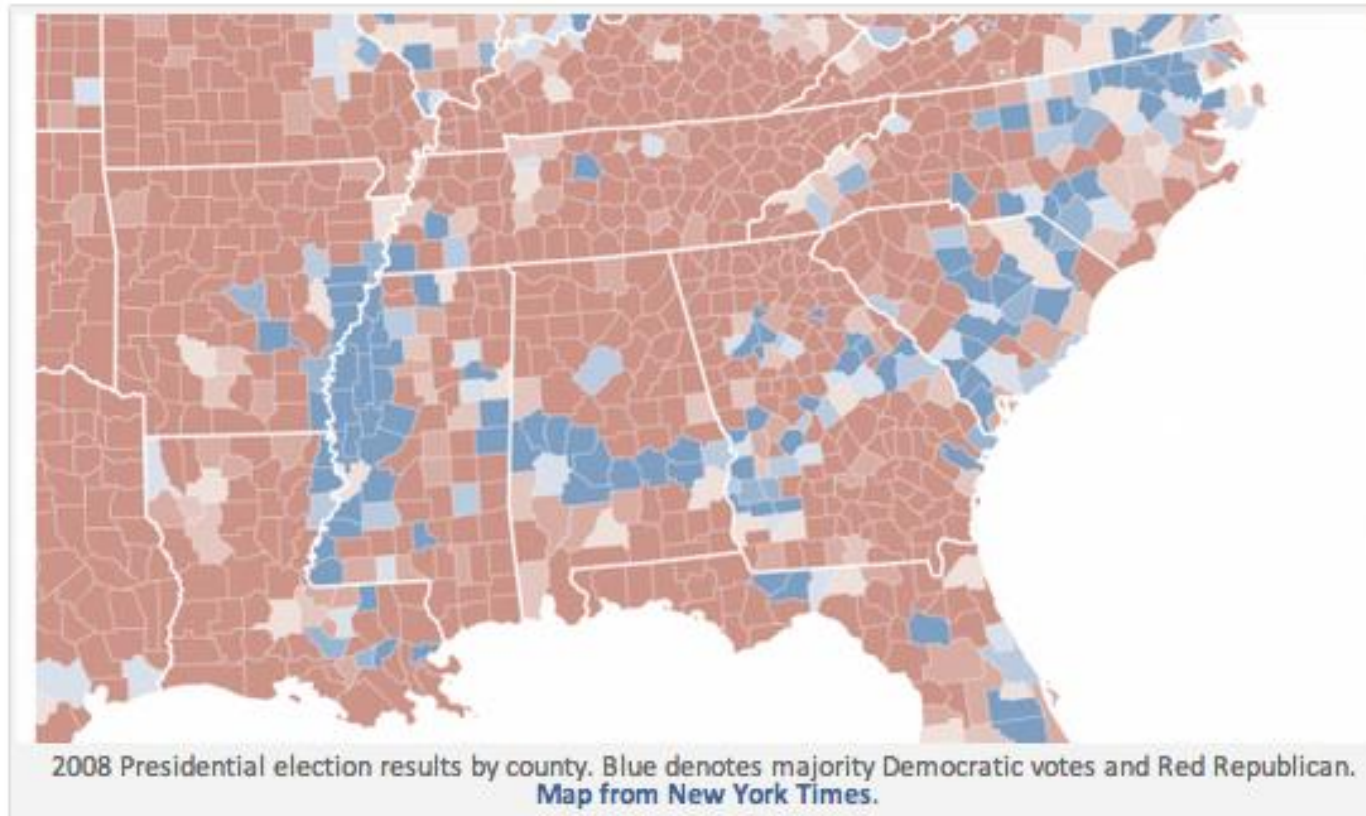
With passion and the right writing style, you can make any type of science cool.

19. Embrace the World Around You



How presidential elections are impacted by a 100 million year old coastline

BY DR. M, ON JUNE 27TH, 2012 76 COMMENTS SOCIAL SCIENCES



+1 222 Like 4.5k Tweet 481

UC Santa Barbara Department of Geography

about academics people computing services earth gate news & events giving to geog search

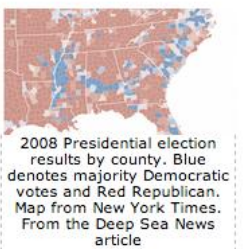


UC Santa Barbara Geography / News & Events / Department News

October 15, 2012 - How Presidential Elections Are Impacted by a 100 Million Year Old Coastline

The following [article](#) with the above title was written by Dr. Craig McClain, Chief Editor for Deep Sea News, and first posted on June 27, 2012:

Hale County in west central Alabama and Bamberg County in southern South Carolina are 450 miles apart. Both counties have a population of 16,000, of which around 60% are African American. The median households and per capita incomes are well below their respective state's median, in Hale nearly \$10,000 less. Both were named after confederate officers—Stephen Fowler Hale and Francis Pickens.



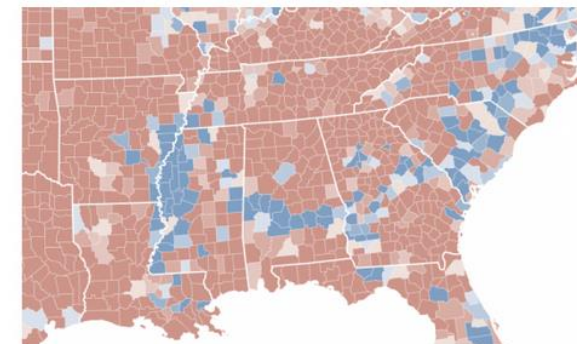
2008 Presidential election results by county. Blue denotes majority Democratic votes and Red Republican. Map from New York Times. From the Deep Sea News article



How 100-million year old geology affects modern presidential elections

Maggie Koerth-Baker at 12:08 pm Thu, Jun 28, 2012

202 Like 85 Tweet 99 64 +1



The image above shows the outcome of the 2008 presidential

— FEATURED



THE LATEST
Guatemala: st declared as A down after prc Canadian-own



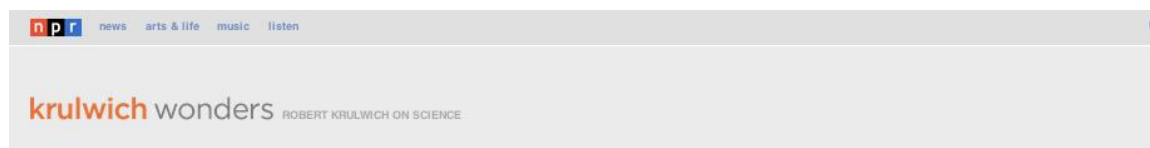
REVIEW
Jello Biafra an Guantanamo & Medicine's 'V the Damage D



REVIEW
You're All Just Jetpack: a col Gauld's brillia



BOOK REVIEW
Gooseberry Bl College of Ma Kindle Serial

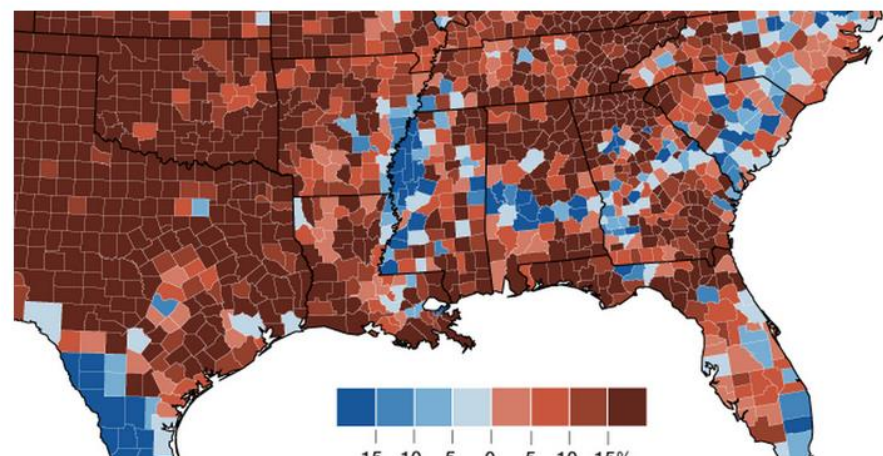


Obama's Secret Weapon In The South: Small, Dead, But Still Kickin'

by ROBERT KRULWICH

October 10, 2012 12:49 PM

Look at this map, and notice that deep, deep in the Republican South, there's a thin blue band stretching from the Carolinas through Georgia, Alabama and Mississippi. These are the counties that went for Obama in the last election. A blue crescent in a sea of red.



20. Network + Good Story = Viral

Invertebrate Biology

Original Article

The anus as a second mouth: anal suspension feeding by an oral deposit-feeding sea cucumber

William B. Jaeckle¹, Richard R. Strathmann^{2,*}

Article first published online: 29 JAN 2013
DOI: 10.1111/ivb.12009

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Issue



Invertebrate Biology
Volume 132, Issue 1, pages
62–68, March 2013

SEARCH

In this issue

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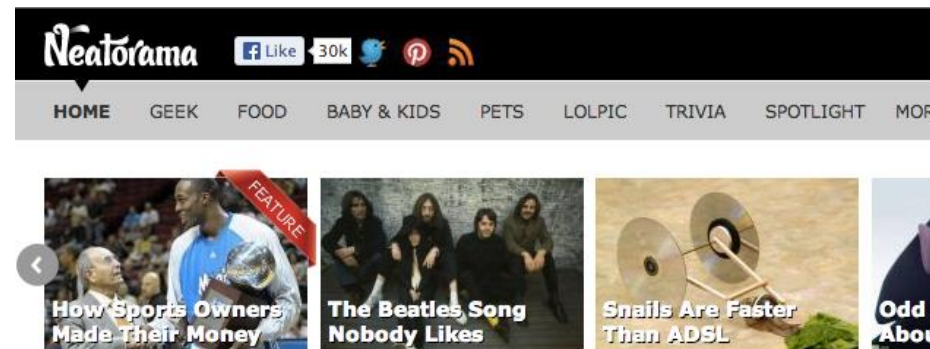
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Butt munchers

BY DR. M, ON MARCH 6TH, 2013 8 COMMENTS ADAPTATIONS, ORGANISMS ANUS, CLOACA, ECHINODERM, FEEDING, HOLOTHURIAN, RESPIRATORY TREE, SEA CUCUMBER



Main Blog > Sea Cucumber Eats Through Its Anus

Sea Cucumber Eats Through Its Anus

Alex Santoso • Sunday, March 17, 2013 at 11:00 AM • 2 ♥



Score in context

Puts article in the top 5% of all articles ranked by attention

Very good compared to articles of the same age (98th percentile)

21. BE CREATIVE



Curiosity Rover ✓

@MarsCuriosity

NASA's latest mission to Mars. I arrived at the Red Planet, Aug. 5, 2012 PDT (Aug. 6 UTC).

Gale Crater, Mars · <http://mars.jpl.nasa.gov/msl/>

2,002
TWEETS

155
FOLLOWING

1,338,747
FOLLOWERS



Follow

Tweets All / No replies



Curiosity Rover @MarsCuriosity

18h

I'm healthy & almost ready to resume science ops. With solar conjunction nearly over, my team plans to send new commands May 1

Expand



Curiosity Rover @MarsCuriosity

19h

Thanks to your support, I won both #Webbys (juried & People's Voice) for overall social presence bit.ly/12RhHT3

Expand



Where's Domino?

@Wheres_Domino FOLLOWS YOU

I'm a whale shark tagged by my friends @para_sight & @GeorgiaAquarium. Follow along as I teach them more about the wonders of the ocean!

Cruising an ocean near you · <http://bit.ly/cDHINP>



Where's Domino? @Wheres_Domino

19 Mar

Did you know we whale #sharks can retract our eyes completely inside our heads? Who needs eyelids?

Expand



Where's Domino? @Wheres_Domino

17 Mar

In celebration of #StPattysDay I have moved from blue water to the soupy GREEN coast of Isla Holbox ow.ly/j5GOP #DeepSN #SPD

Expand



Where's Domino? @Wheres_Domino

26 Feb

Apparently a bunch of scientists are going to get together to talk about me. Understandable really. :() iwsc3.info

Expand

22. **Stop** Treating Social Media as Something Extra.



What if we started **to create differently?**

New graduate training, courses, lab cultures, and departments

THE STORY OF SIZE

Life: From the Smallest to the Largest

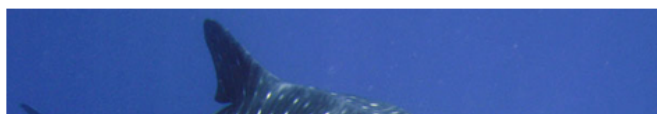
[about me](#) / [sizing ocean giants](#) ▾

- PORIFERA (SPONGES)
- CNIDARIA (CORALS, ANEMONES, JELLYFISH)
- CTENOPHORA (COMB JELLIES)
- ACANTHOCEPHALA (SPINY-HEADED WORMS)
- GNATHOSTOMULIDA (JAW WORMS)
- GASTROTRICHA (HAIRY BELLIES)
- LORICIFERA (BRUSH HEADS)

Home / Sizing Ocean Giants

SIZING OCEAN GIANTS

1 part undergraduate research,
1 part social media outreach,
and 4 parts massive ocean animals.



RECENT COMMENTS

- Daniel Lukas on My New Year's Resolution? Join a Shiver of Basking Sharks
- Project to size ocean giants melds marine science with social media on Sizing Ocean Giants
- Iance sjogren on Why Great White Sharks Getting Smaller Should Scare You
- Great White Sharks Are Being Killed Before They Can Become Truly Gigantic | Smart News on Why Great White Sharks Getting Smaller Should Scare You

SIZING SEA TURTLES

December 2, 2013 · by Caroline Schanche · in Largest, Marine, Reptile, Sizing Ocean Giants

For the past three months I have been doing everything in my power to get a hold of leatherback sea turtle size measurements. Some might think that this is a trivial task (why bother?), and others might think that this is easy enough, but if there is one thing I have learned, is that I will never ever take data for granted ever again. Because as it turns out, when it comes to size data, a lot of people are a little like this:



WHY YOU SHOULD GIVE A DAMN ABOUT A GIANT CLAM

November 5, 2013 · by Frank Lee · in Marine, Mollusks, Sizing Ocean Giants

For the past two months, I've been trying to answer one question:

Why am I trying to learn more about the *Tridacna*?

And then I figured it out.



Tuesday, February 11, 2014
9:22 AM EST



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News / World

Project to size ocean giants melds marine science with social media

Craig McClain, Deep Sea News blogger and marine biologist, asked his students to collect size data on ocean giants and tweet at the same time. Here's why.

Text size: + - Reset



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+ save to mystar



VIEW 3 PHOTOS



Southern Fried Science



Andrew David Thaler
Deep-sea biologist,
population/conservation

275 words • 2~2 min read

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Sizing ocean giants: patterns of intraspecific size variation in marine megafauna

Meghan A. Balk³, Catherine Chen², Lindsay C. Gaskins², Rebecca R. Helm⁸, Frank B. Lee², Steven E. McMurray¹¹, Caroline Schanche², Shane N. Stone², Andrew D. Thaler¹²

Published January 13, 2015
PubMed 25649000

Author and article information

Abstract

What are the greatest sizes that the largest marine megafauna obtain? This is a simple question with a difficult and complex answer. Many of the largest-sized species occur in the world's oceans. For many of these, rarity, remoteness, and quite simply the logistics of measuring these giants has made obtaining accurate size measurements difficult. Inaccurate reports of maximum sizes run rampant through the scientific literature and popular media. Moreover, how intraspecific variation in the body sizes of these animals relates to sex, population structure, the environment, and interactions with humans remains underappreciated. Here, we review and analyze body size for 25 ocean giants ranging across the animal kingdom. For each taxon we document body size for the largest known marine species of several clades. We also analyze intraspecific variation and identify the largest known individuals for each species. Where data allows, we analyze spatial and temporal intraspecific size variation. We also provide allometric scaling equations between different size measurements as resources to other researchers. In some cases, the lack of data prevents us from fully examining these topics and instead we specifically highlight these deficiencies and the barriers that exist for data collection. Overall, we found considerable variability in intraspecific size distributions from strongly left- to strongly right-skewed. We provide several allometric equations that allow for estimation of total lengths and weights from more easily obtained measurements. In several cases, we also quantify considerable geographic variation and decreases in size likely attributed to humans.



Frank Lee
@ccfranke



Following

Quantity over quality is the name of the game. #sizingoceangiants #DeepSN
pic.twitter.com/mxrbruPMWF

Reply Retweeted Favorited More



CONFIDENCE

Tridacna gigas can release more than 500 million eggs at once. At least one of them's gotta survive, right?



David Manly @davidmanly · 21 Oct 2013

My twin brother (@DanielManly) and I are both 5'11" - if we were end to end, how do we stack up against the giants of the deep? #sizeme

Reply Retweeted Favorited More



David Manly @davidmanly · 21 Oct 2013

.@DrCraigMc 5'11" (and a bit). How do I stack up? #sizeme #sizingoceangiants #deepsn

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View conversation



Kristopher Hite PhD @thorsonofodin · 21 Oct 2013

.@DrCraigMc 6'4" 240lbs #sizeme #sizingoceangiants #deepsn

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Sarah Keartes favored



Andrew David Thaler @SFriedScientist · 21 Oct 2013

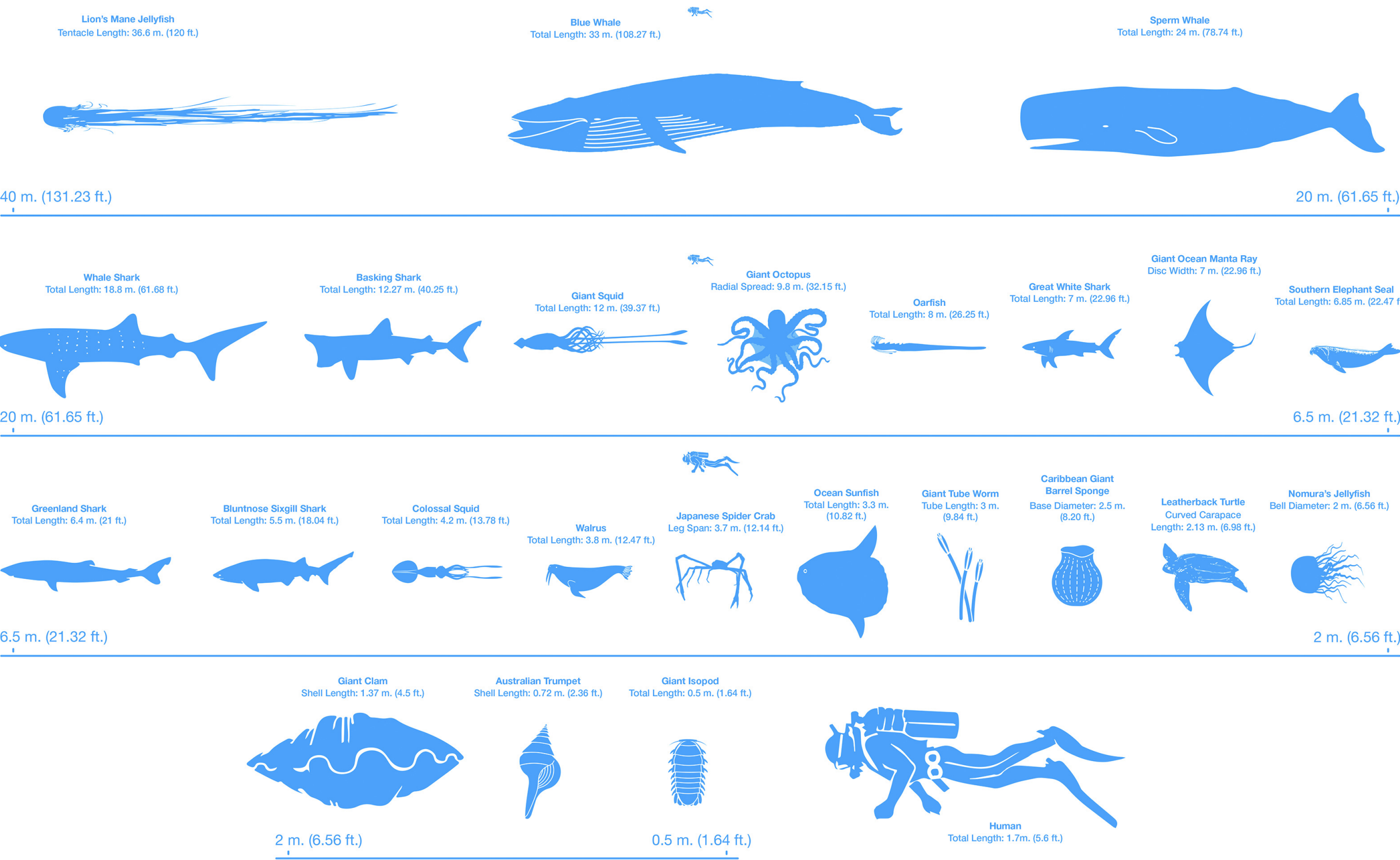
Hey #sizeme, my ring size is 9 3/4, how do I stack up against ocean giants?

Reply Retweeted Favorited 1 More



Andrew David Thaler retweeted

What are the largest sizes of ocean giants?



TECH & SCIENCE

Accurate Size of Largest Sea Creatures Revealed

BY DOUGLAS MAIN 1/13/15 AT 5:21 PM



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Giant Squid and Whale Sharks Not as Big as People Think

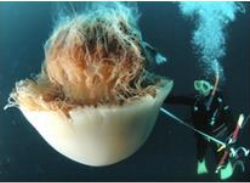
A study reveals that people's "fish stories" are usually exaggerated when compared with scientific reports of body sizes for marine creatures

January 14, 2015 | By Tanya Lewis and LiveScience

When it comes to determining the size of giant squid and other large sea animals, humans have a tendency to exaggerate, a new study suggests.

A team of researchers compared scientific and popular media reports of body sizes for 25 species of marine creatures, including whales, sharks, squids, and other giant ocean dwellers, and found that most of the animals were smaller than what was reported.

"It's human nature to tell a 'fishing story,'" said Craig McClain, a marine biologist at the National Evolutionary Synthesis Center in Durham, North Carolina. In reality, "we're horrible at saying what the size of something is, without actually taking a measurement." [Whale Album: Giants of the Deep]



A diver is dwarfed by a giant jellyfish. Credit: Yomiuri Shinbun

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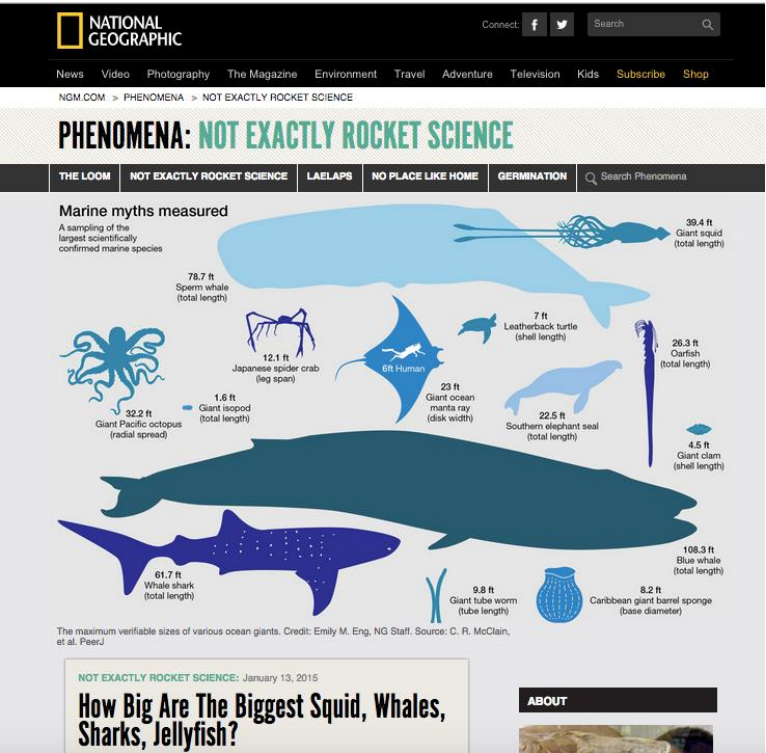
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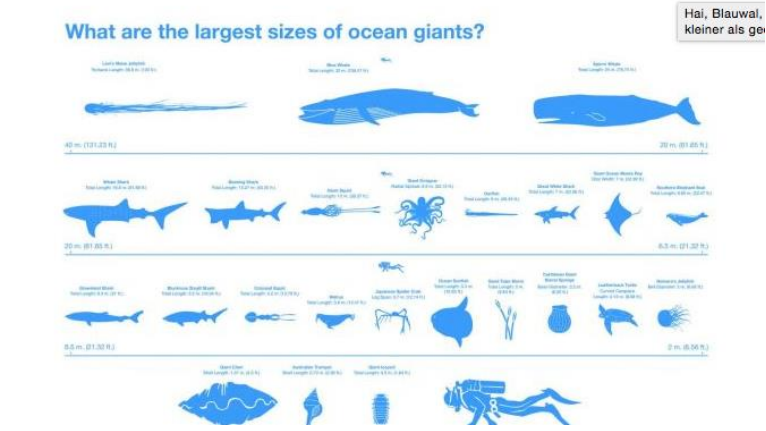
[How The Deadly Nepal Earthquake Happened \[Infographic\]](#)



io9 WE COME FROM THE FUTURE

This Is How Big The Ocean's Most Gigantic Creatures Can Really Get

Ria Misra Filed to: ANIMALS 1/13/15 10:25am



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Vermessung großer Tiere: Forscher schrumpfen Meeresgiganten

Fotos

Weiße Haie, Riesenkalmar, Walhaie: Manche Meeresbewohner besitzen beeindruckende Ausmaße. Jetzt haben Forscher die Größenangaben für 25 Tiere kontrolliert. Am Ende waren einige Giganten deutlich kleiner als zuvor.

Dienstag, 13.01.2015 ~ 17:48 Uhr

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Teilen Empfehlen 59

Twittern 20

8+1

Durham - Die Größenangaben vieler Meeresgiganten sind offenbar nicht selten übertrieben. Zu diesem Ergebnis kommt eine internationale Gemeinschaftsstudie, die im Fachblatt "PeerJ" erschienen ist. Die

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Y la criatura más grande de los océanos es...

J. DE J. / MADRID | Día 13/01/2015 - 23:20h

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Sizing ocean giants: patterns of intraspecific size variation in marine megafauna

Published in **PeerJ** — January 2015 — **Open Access**







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AUTHORS Craig R. McClain, Meghan A. Balk, Mark C. Benfield, Trevor A. Branch... [more]**INSTITUTIONS** Blackbeard Biologic, Brown University, Duke University, Georgia Aquarium... [more]**COUNTRIES** Canada, United States**SUBJECT AREA** Biological Sciences[View article](#)[Full Altmetric report](#)

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Should I Blog?

starting a blog is easy...



...keeping it updated is not

How much time has Craig invested in blogging?

1.5 hours per day x 356 days per year x 10 years =

5,475 hours

685 work days

137 work weeks

~2.6 years worth of work

At \$15/hr that is \$82,125,
or starting faculty salary \$187,200

23. Start by becoming a Nerd of Trust

Easy way to do outreach?

1. You probably already do it
2. You can easily push and generate science content
3. You already have an audience
4. That audience is invested in you professionally and personally



facebook®



Courtney

April 19

shared Wired's photo.

gah....giant land snails

Giant animal invaders are coming your way. <http://o>

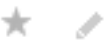


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Craig R. McClain shared a link via dlvr.it.

April 25



Wranglin' the Mighty Mesograzer
deepseanews.com

Underwater Rolly Polly also known as Elasmopus levis. Source: Matt Whalen Amphipods and I, well, we have a love/hate relationship. I love them because, for all intents and purposes,

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Lisa

likes this.

Practices and promises of Facebook for science outreach: Becoming a “Nerd of Trust”

Craig R. McClain

Published: June 27, 2017 • <https://doi.org/10.1371/journal.pbio.2002020>

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Abstract

Science outreach via social media

The potential and reach of Facebook

The Facebook network of scientists

Becoming a Nerd of trust

Facebook for science outreach: The way

Abstract

Arguably, the dissemination of science communication has recently entered a new age in which science must compete for public attention with fake news, alternate facts, and pseudoscience. This clash is particularly evident on social media. Facebook has taken a prime role in disseminating fake news, alternate facts, and pseudoscience, but is often ignored in the context of science outreach, especially among individual scientists. Based on new survey data, scientists appear in large Facebook networks but seldom post information about general science, their own scientific research, or culturally controversial topics in science. The typical individual scientist's audience is large and personally connected, potentially leading to both a broad and deep engagement in science. Moreover, this media values individual expertise.

Subject Areas

Facebook

Scientists

Social media



Check for updates

OPINION ARTICLE

REVISED A critical evaluation of science outreach via social media: its role and impact on scientists [version 2; referees: 2 approved, 1 approved with reservations]

[Craig McClain](#)¹, [Liz Neeley](#)²

[Author details](#)

[Grant information](#)

Abstract

The role of scientists in social media and its impact on their careers are not fully explored. While policies and best practices are still fluid, it is concerning that discourse is often based on little to no data, and some arguments directly contradict the available data. Here, we consider the relevant but subjective questions about science outreach via social media (SOSM), specifically: (1) Does a public relations nightmare exist for science?; (2) Why (or why aren't) scientists engaging in social media?; (3) Are scientists using social media well?; and (4) Will social media benefit a scientist's career? We call for the scientific community to create tangible plans that value, measure, and help manage scientists' social media engagement.

Corresponding author: [Craig McClain](#)

How to cite: McClain C and Neeley L. A critical evaluation of science outreach via social media: its role and impact on scientists [version 2; referees: 2 approved, 1 approved with reservations]. *F1000Research* 2015, 3:300 (doi: [10.12688/f1000research.5918.2](#))



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