Social Media & Citizen Science

Giulia Annovi – SISSA | 20 March 2017
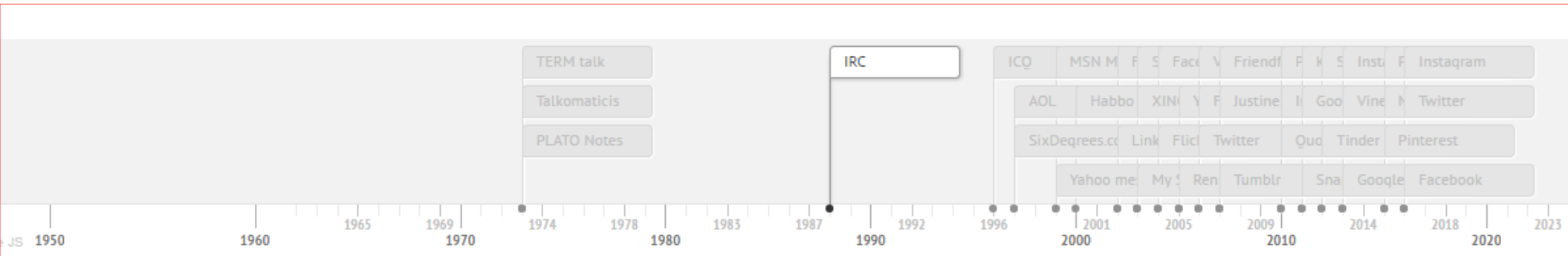
Social Media, in one word

What is a Social Media?

📌 Online services where the user can:
- create a personal profile
- create a peer – to – peer communication
- share contents with different privacy rules
- read in real-time the contents shared by other users
- comments and react to proposed contents
- instantly exchange messages

Link to timeline: https://goo.gl/qmr11o

???

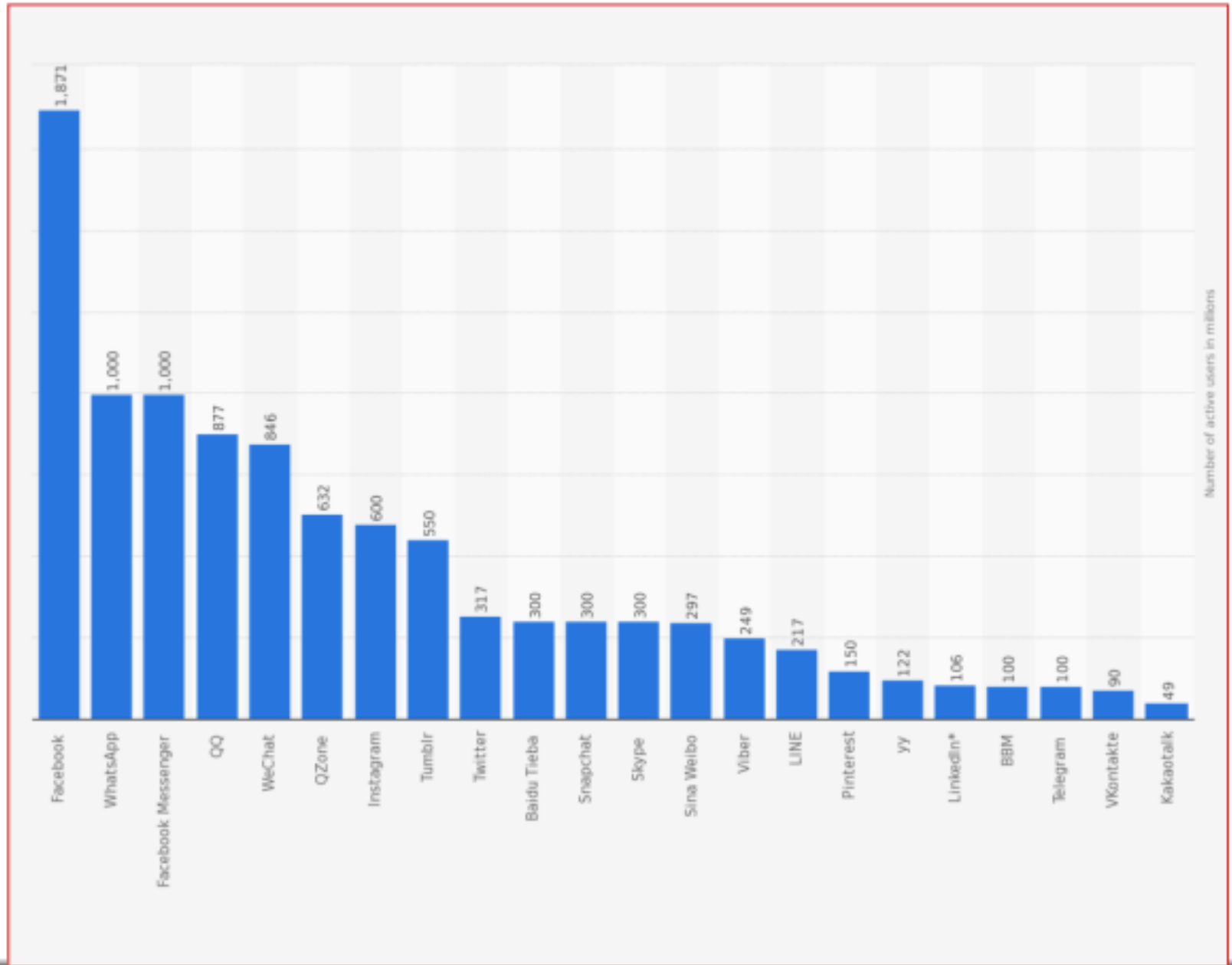How many of you have a specific training in communication skills?

How many of you are involved in public education about science?

Have you got a social media account?
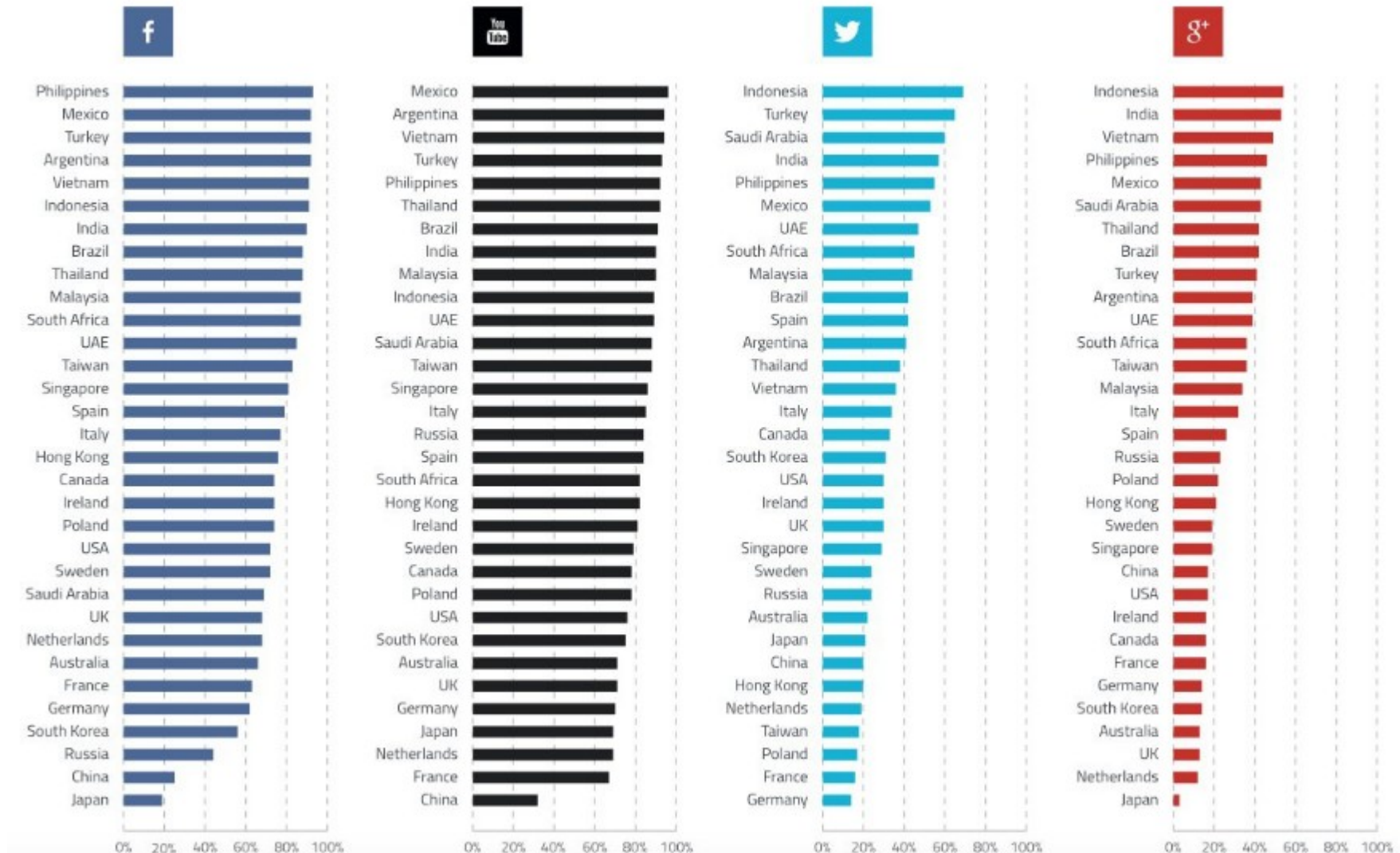For what kind of purpose do you use it?
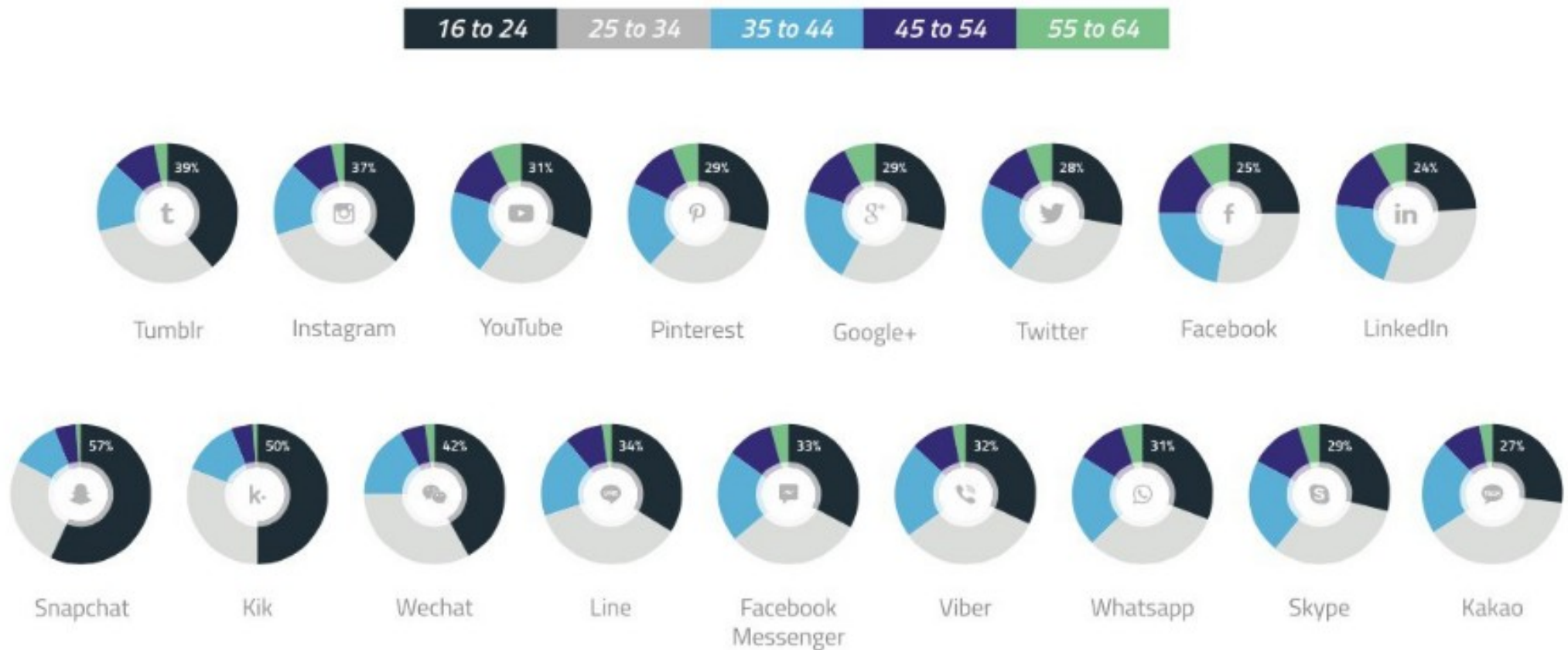
Social Media could be more

2017 SOCIAL MEDIA MAP — A SNAPSHOT OF THE EVOLVING SOCIAL MEDIA LANDSCAPE

Overdrive Interactive
http://www.ovrdrv.com

The top social media

Social Media in the world

The top social media

| 16 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 |

Tumblr 39% · Instagram 37% · YouTube 31% · Pinterest 29% · Google+ 29% · Twitter 28% · Facebook 25% · LinkedIn 24%

Snapchat 57% · Kik 50% · Wechat 42% · Line 34% · Facebook Messenger 33% · Viber 32% · Whatsapp 31% · Skype 29% · Kakao 27%

A Year in review/This happened

facebook

1. US Presidential Election
2. Brazilian Politics
3. Pokemon Go
4. Black Lives Matter
5. Rodrigo Duterte & Philippine Presidential Election
6. Olympics
7. Brexit
8. Super Bowl
9. David Bowie
10. Muhammad Ali

Top 10 Global Trends on Twitter

1 Rio2016   6 Brexit
2 Election2016   7 BlackLivesMatter
3 PokemonGo   8 Trump
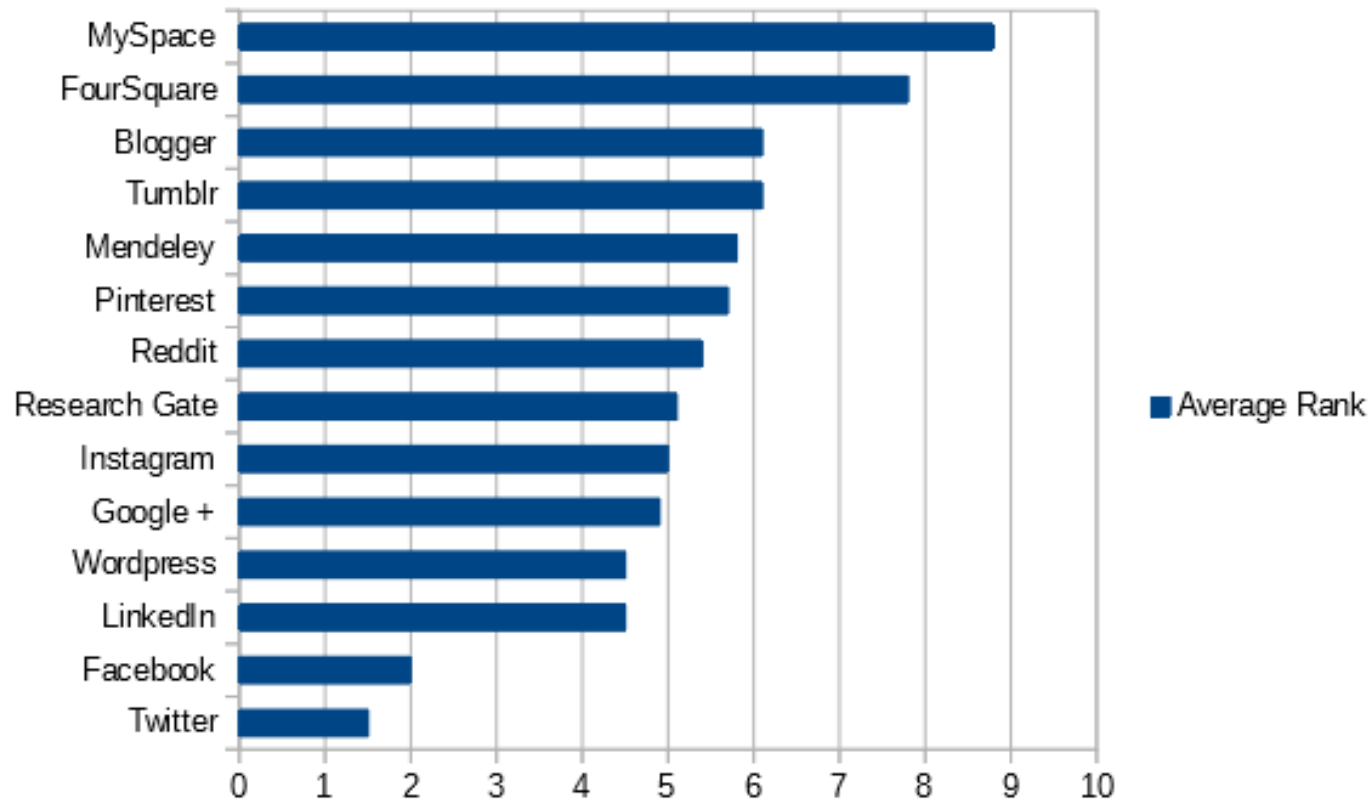4 Euro2016   9 RIP
5 Oscars   10 GameofThrones

Ranking of most popular global hashtags on Twitter, January 1 - Nov 10, 2016 by unique user. Displayed in descending order. Does not include promotional content, generic terms, or tweets that only took place in one country.

#ThisHappened

What about science....

......and citizenship?

Have scientists a social media account?

Collins, Kimberley; Shiffman, David; Rock, Jenny (2016): The social media services used most often by scientists.. figshare.

???

Why use social media?

Why use social media?

To act as a public voice for science

Establish contact with reporter, policy maker, colleagues, people interested in your topic

Open science and collaboration

Educate

Engage public

Ask question

Personalize your news feed

Go live

???

Who do you think will be your primary audience?

How can you find it in your opinion?

LISTEN

LISTEN

✦ The frequency and quantity of comments on a particular topic

✦ The length of a typical post

✦ Who posts and who receives the most responses

✦ The content of the posts and their relevance to your needs

✦ The quality of the posts and the value of the information they provide

✦ The tone of the communication

✦ The ratio of wheat (relevant to you) to chaff (nonrelevant to you)

LISTEN: tools (1/2)

Google Trends: https://trends.google.com
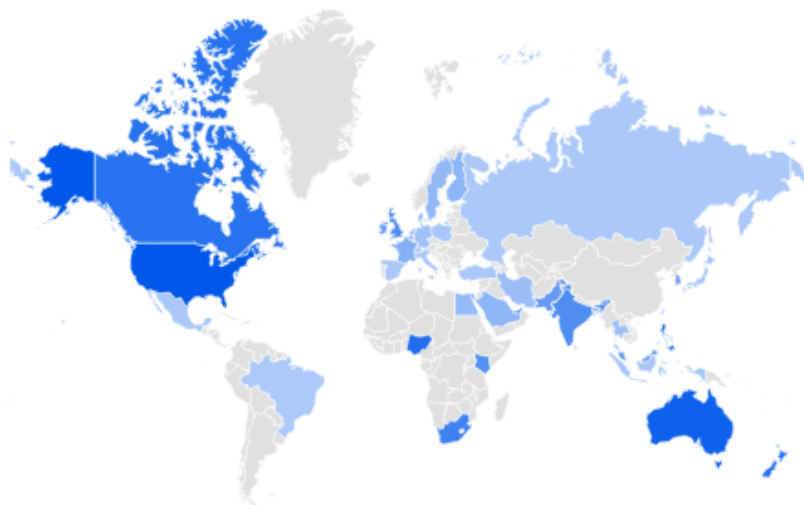
LISTEN: tools (2/2)

100% strength

9:1 sentiment

13% passion

164% reach

5 minutes avg. per mention

last mention 3 minutes ago

82 unique authors

58 retweets

Sentiment

positive		17
neutral		76
negative		2

Top Keywords

citizenscience		94
talk		9
project		7
released		6
featured		6
tickets		6
tuesdays		6
robots		6

Mentions about #citizenscience

Sort By: [Date ▼]   Results: [Anytime ▼]

Results 1 - 15 of 95 mentions.

● ▾ RT @SailorsforSea: Great #Sundaymorningread from @sailmagazine featuring #citizenscience. https://t.co/UKaobXU95z https://t.co/PYYuIYuLtl
twitter.com/Mr_Spock/status/843445621793083392
3 minutes ago - by @Mr_Spock on twitter

● ▾ Great #Sundaymorningread from @sailmagazine featuring #citizenscience. https://t.co/UKaobXU95z https://t.co/PYYuIYuLtl
twitter.com/SailorsforSea/status/843443193328910337
13 minutes ago - by @SailorsforSea on twitter

● ▾ RT @CitSciOZ: More of a #pirate than a #landlubber? Want to know what #citizenscience you can do at sea. Options @saltytimes https://t.co…
twitter.com/MarineSciComm/status/843442198255304704
17 minutes ago - by @MarineSciComm on twitter

● ▾ #citizenscience as a mean of increasing #public #awareness A journal #article by @MarineSciComm… https://t.co/LdAU9ZrTPt
twitter.com/CitSciOZ/status/843436604685398016
39 minutes ago - by @CitSciOZ on twitter

socialmention*

LISTEN and ask 5W

But also….where do they spend their time online?
What are they looking for in my site?
Do they visit other sites?

Find your GOALS

What do you want out of your SM experience?

Increase visibility?

Collaborations?

Collect opinion? Or data?

Translate science for broad audience?

Engage with key audience?

Media coverage?

Recruiting?

Feedback?

Increase your audience?

Increase the importance of a topic online?

Where can I start?

Where can I start?

People you know

People with common interest

Social Media that they link to

Unfollow people with irrelevant information

Start with lurking

Choose the right social media

Produce CONTENTS

Contents: some rules

Not be only self-promotional in your posts

Freely contribute real information.

NO ALL CAPITAL letters:
it's considered "shouting."

Avoid e-mailing individuals directly.

Respect your audience.
"If you can't say something nice, don't say anything at all"

Be short

Be careful with sensitive data

Content types

Be Original

Be Useful: share links, fresh contents, data, resources

Cite and mention: other people covering similar topics

Social Currency – give something to talk about

Give emotional content

Tell a story

Ask question

Be yourself

Don't forget media (images, video, gif, plots, maps)

Content types: tools

Be original/ be useful: but don't forget to give proper attributions.

Social Currency: pay attention to trending topic: http://nuzzel.com/
And use the correct hashtag: http://www.scihashtag.com/

Cite and mention: other people covering similar topics
You can find people similar to you with tools like: https://klout.com,

Give emotional content

Tell a story https://storify.com/

Ask question, use poll sections on Facebook and Twitter

Be yourself

Don't forget media (images, video, gif, plots, maps)
Use free contents: IMAGES https://pixabay.com/ GIF: http://giphy.com/search/giffy
VIDEO: youtube, vimeo Figshare: https://figshare.com/

Twitter

But although this format is a recipe for superficiality, and can be just that , it also can make magic happen.

PROS

Large and diverse potential audience

Easy to communicate

Small time commitment

Accessible (it's open)

Useful for networking and collaboration

Source for topical conversation

CONS

Posts rapidly disappear

You can't search in archive

Difficult to gain followers

Twitter

Links → https://bitly.com/
http://ow.ly/url/shorten-url
https://goo.gl/

Hashtag → http://hashtagify.me/

Mentions → @NameofUser

What's happening?

140   Hootlet   Tweet

Twitter

Twitter → TweetDeck

Facebook

"And you can reach a different public"

PROS

You can join groups with a particular topic

You can create a page, a not personal account

There are available apps and new features

Scheduling tools

CONS

Accounts are closed

Privacy concerns

Contents are selected by unknown algorithms

Facebook

Measure your performance

Take into account:

* click on links

* "like"

* Share

* Number of comments

* Mentions

Measure on Twitter

↻ **Retweets** Your tweets retweeted by other Twitter users

☁ Download & Print

607 retweeted tweets a total of **1,290** times *2.13* ❓ from 14/06/2014 to 19/03/2017² ❓ 📅 Modify range

419 have been favorited *69.03%* ❓

53 are replies *8.73%* ❓

306 include mentions *50.41%* ❓

461 include links *75.95%* ❓

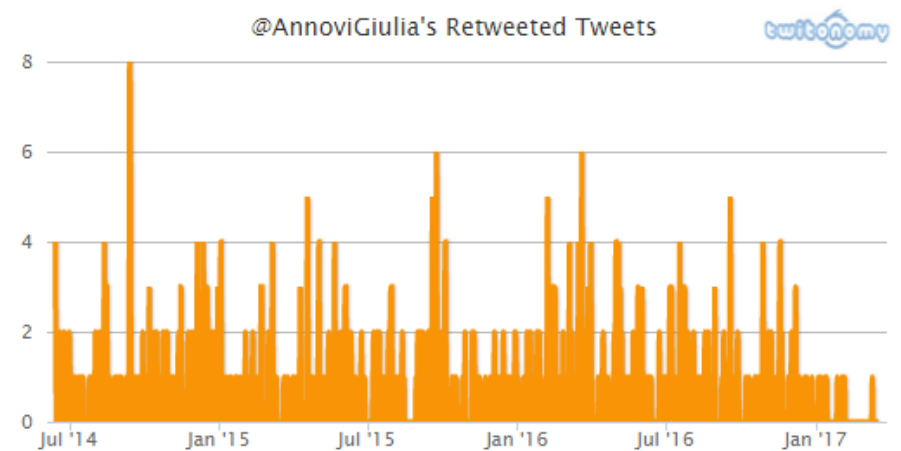**416** include hashtags *68.53%* ❓

Top hashtags: #scienza `31` #oggiscienza `30` #labexpo `22` #ddj `22`
#scuola `16` #festivalfilo14 `11` #fb `10` #opendata `10`
#dati `10` #science `9`

@AnnoviGiulia's Retweeted Tweets — twitonomy

http://www.twitonomy.com

	⭐ Favorites	↻ Retweets	Retweeted by ❓				Potential Reach
11 Mar 2017 - 9:38 PM "Can You Map It? Yes You Can! Enter our Geospatial Viz Contest" https://t.co/I5XTWNyvow #dataj #feedly	0	1	3,801				3,801
5 Feb 2017 - 8:26 AM #SaveAhmad Ricercatore iraniano dell'Università di Novara rischia pena capitale. https://t.co/BzB22Rwasn	1	2	283	425			708
2 Feb 2017 - 11:14 AM Grazie ai ricercatori @OGS_IT! È stato un,vero piacere raccontare la vita e quello che sta dietro alle quinte di un... https://t.co/IGL7Z1Icty	5	2	1,038	677			1,715
27 Jan 2017 - 4:56 PM La genetica dei #socialnetwork https://t.co/QqyApEs4jV via @oggiscienza	2	4	722	1,305	11	64,741	66,779
14 Jan 2017 - 1:15 PM Using #dataviz for the sake of #education by @davidemancino1 https://t.co/Vi6SE00bcQ	1	1	11,157				11,157

Measure different accounts

FREQUENCY AND INTERACTIONS

Total Reactions, Comments, Shares

Feb 19, 2017 — Mar 18, 2017
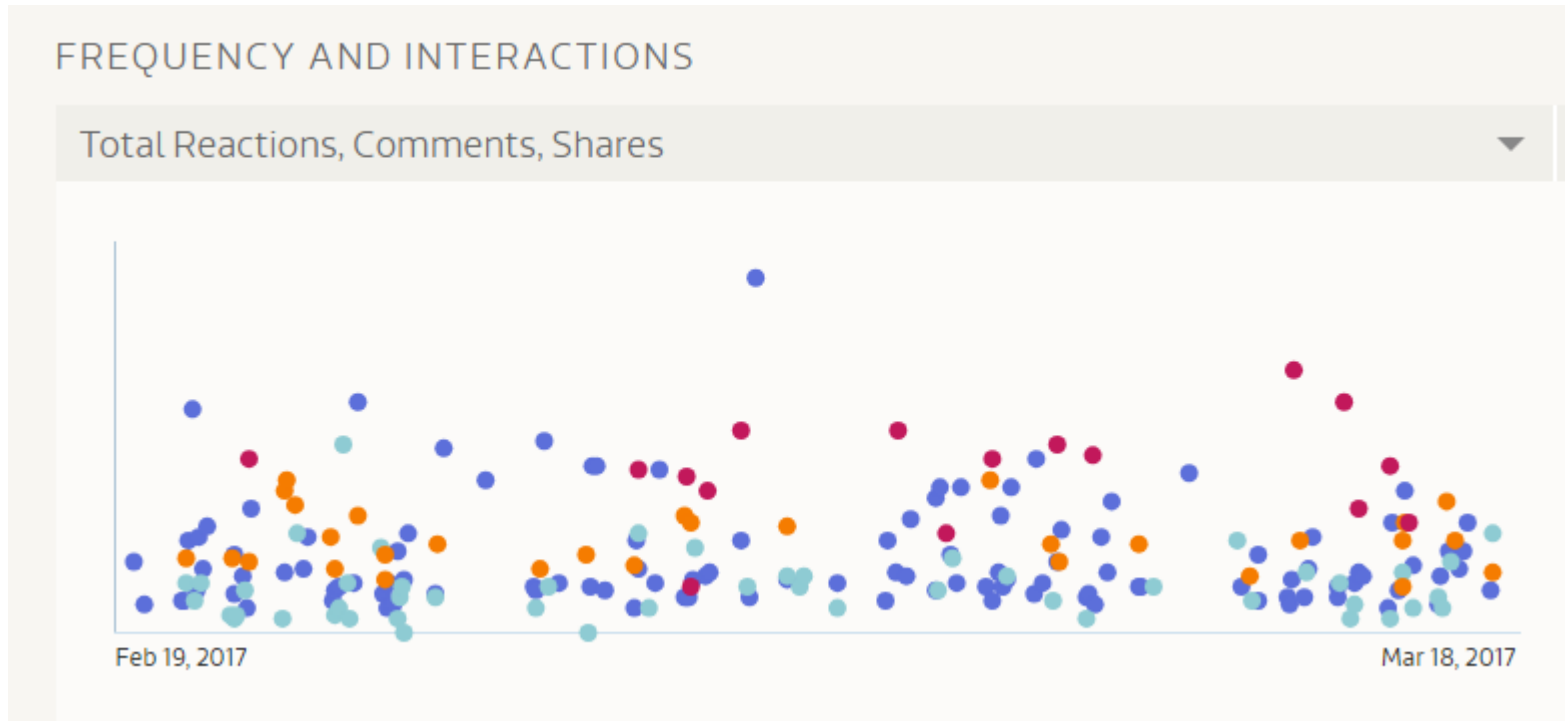
Engagement

To me, isn't about being told by scientists that "this is science" but for people to build an understanding and engagement with science in their own way

@PopSciGuyOz

Engagement

DHH ✔
@dhh

[Follow]

Hello, my name is David. I would fail to write bubble sort on a whiteboard. I look code up on the internet all the time. I don't do riddles.

10:04 PM - 21 Feb 2017

↩ ♺ 6,973   ♥ 13,348

Sadiksha Gautam
@sadikshagautam
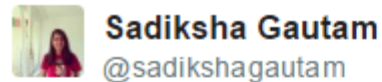
[Follow]

Hello my name is Sadiksha, I am working on rails since 2011. I don't know migrations syntax to add/remove column, I google it everytime. twitter.com/dhh/status/834...

9:38 PM - 26 Feb 2017

↩ ♺ 49   ♥ 147

Tim Dierks
@tdierks

[Follow]

Hello, my name is Tim. I'm a lead at Google with over 30 years coding experience and I need to look up how to get length of a python string. twitter.com/lukas_kollmer/...

7:02 PM - 26 Feb 2017 · Jamaica

↩ ♺ 2,415   ♥ 4,628

Engagement

Create a sort of meme

Don't miss hashtag and important keyword

Start interesting conversation

Respond to question

Ask to your connection to introduce you

Join groups and take part to discussion

Be present

Rapid interactions

???

Do you experience engagement through social media?

Do you participate to citizen science project through social media? What do you think about it?

Engagement turn in citizen science's favour

Importance of enjoyment and enthusiasm

Proactive engagement and rapid feedback

Regular communication and good practice sharing

Rapid collection of data (online)

Create a community

Make a remote experience as personal as possible

Share information as results come in and projects develop

Raise awareness

Social media can be an important way for activists to network and communicate better with one another and to make community activity much more visible

Facebook and citizen science

Posting status update about project/organization

Sharing links

Multimedia

One post per day

Only who knows you…

Maintain a relationship with an existing audience

Twitter and citizen science

Each tweet is public

You can reach new followers
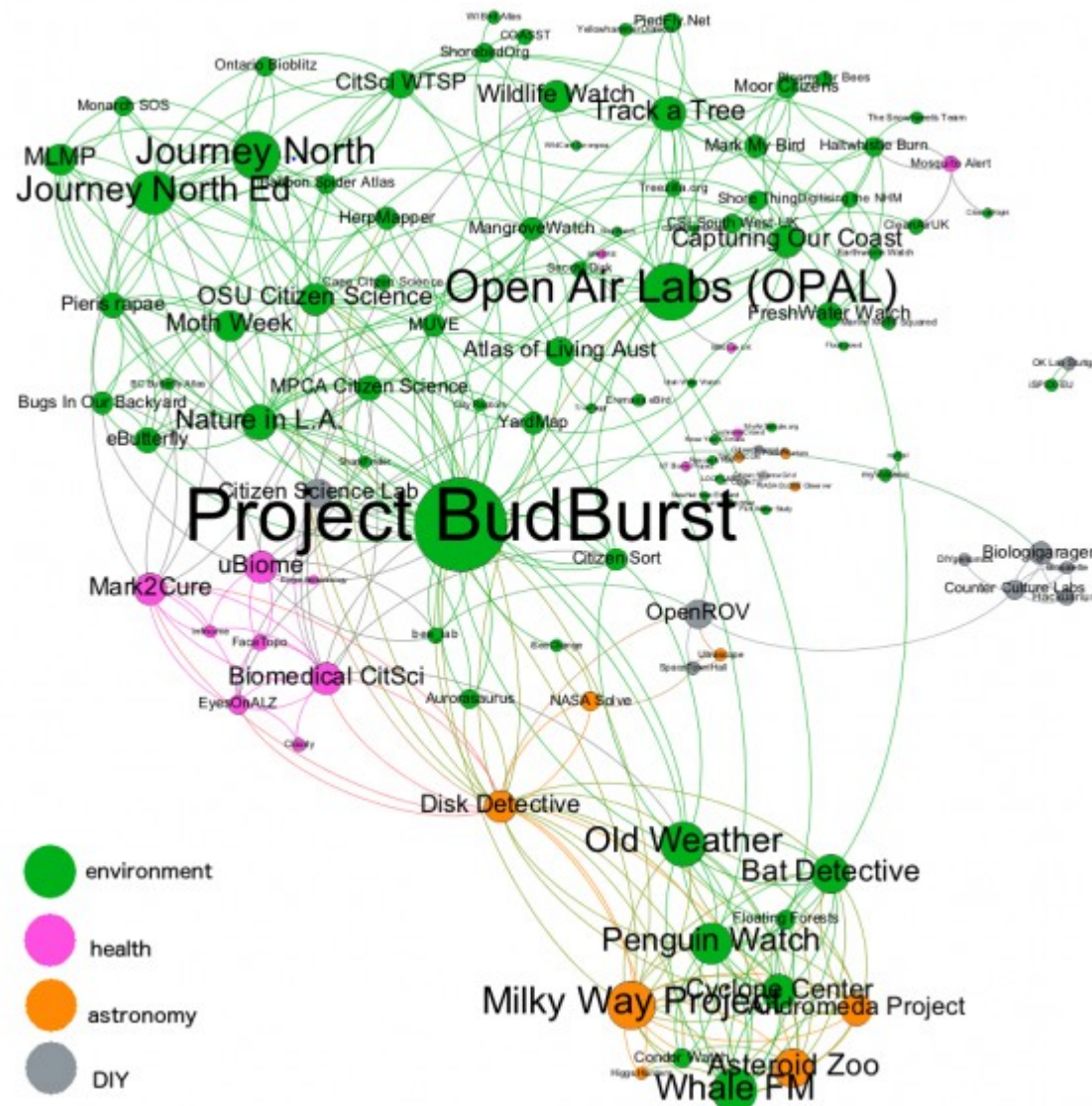
Publishing regular, frequently update

Insert links or contents

Don't forget #

It's a good tool for topic research

Citizen science and social media

Best practices

https://twitter.com/OPALnature?lang=en

https://twitter.com/_BTO?lang=en

Questions???

And now...