

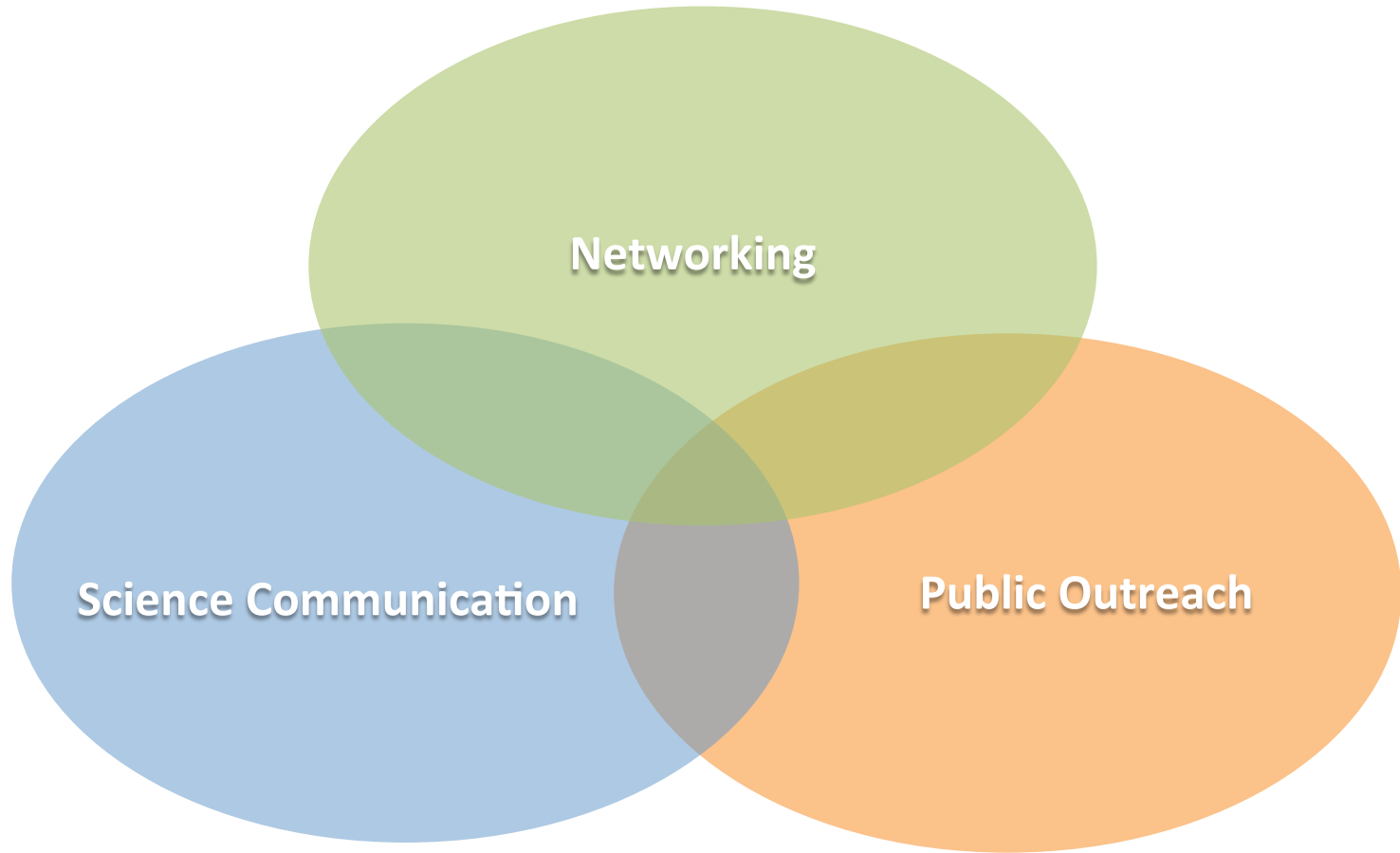
Social media for scientists

What? Why? How?



Sabine Hossenfelder, Nordita

Must



Networking

Science Communication

Public Outreach

Should

Maybe...

It's not about being extroverted.

Humanmetrics Jung Typology Test™

Your Type

INTJ

Introvert(100%) iNtuitive(75%) Thinking(38%) Judging(67%)

- You have *strong* preference of Introversion over Extraversion (100%)
- You have *distinct* preference of Intuition over Sensing (75%)
- You have *moderate* preference of Thinking over Feeling (38%)
- You have *distinct* preference of Judging over Perceiving (67%)

Then what is it about?

It's about science

- Science is a community enterprise
- Science is human
- Science develops

To be a good scientist, you have to take part.

Must

Must Have

- A clean Google footprint
- An institutional website*
- A CV and complete publication list
- An [ORCID](#) id
- If most papers on the arxiv, get an arxiv ID

Why?

- Be available for questions about your research*
- Be accountable for your institution
- Don't miss out on opportunities

* Use separate email accounts for work and private life, or filter your inbox.



Who does Google think you are?

Robert Johnsson

robert johnsson
robert **johnson**
robert **johnson** sweet home chicago
robert **johnson** bet

Remove

Learn more

+Sabine

Showing results for **robert johnson**

Search instead for robert johnsson

Robert Johnson

www.robert-johnson.de/

On the bill: DJ Harvey, Midland, Martyn, Ryan Elliott plus Bicep and Robert Johnson
regulars Oliver Hafenbauer and TCB. Date is Thursday, 18th June 2015.

4.4 ★★★★★ 17 Google reviews · [Write a review](#)

Nordring 131, 63067 Offenbach am Main
069 92020990

Images for robert johnson

[Report images](#)



Robert Johnson

[Directions](#)

4.4 ★★★★★ 17 Google reviews

Night Club

Address: Nordring 131, 63067 Offenbach am Main

Phone: 069 92020990

Reviews

[Write a review](#)

17 Google reviews

People also search for

[View 15+ more](#)

Who does Google think you are?

- Google your name. Do you like what you see?
- You *must* have an institutional website. It should be up to date, contain information about your research, a photo, and accurate contact information*.
- Make sure alumni sites are obviously alumni
- Remove unwanted hits (images and text) if you can

* Use separate email accounts for work and private life, or filter your inbox.



Social Networking. What?

- Have an account for at least one of the following
 - » Google Scholar and Google+
 - » LinkedIn
 - » ResearchGate
 - » Twitter
 - » Facebook

Twitter, fb and G+ are increasingly used to create one-click accounts



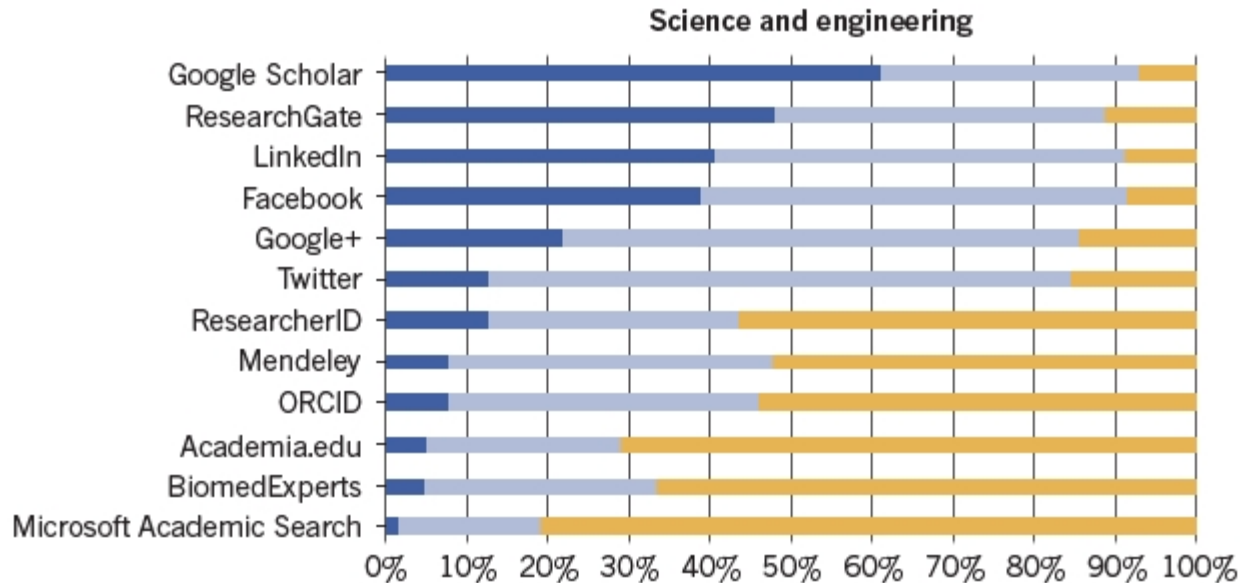
Focus on what matters to you!



REMARKABLE REACH

More than 3,000 scientists and engineers told Nature about their awareness of various giant social networks and research-profiling sites. Just under half said that they visit ResearchGate regularly. Another 480 respondents in the humanities, arts and social sciences were less keen on ResearchGate.

- I am aware of this site and visit regularly
- I am aware of this site but do not visit regularly
- I am not aware of this site



Social Networking. What?

- Maintain contacts
- Make new contacts
- Check out new employers/employees
- Remain up to date
- Remain relevant

You can do it actively
or passively.



Social Networking. Why?

- Don't wait for information to come your way. **Go get it.**
- Don't sit and wait for information to spread. **Go share it.**
- **Keep track** of research and **filter** it to your needs.
- Find **support**.

Good tools help you
work more
efficiently



Turn off constant
notifications,
esp push.



Social Networking. How?



Twitter

- Share notes of 140 characters or less, often links
- Can share images
- Follow people, institutions or magazines
- Organize your feed by using lists
- Reach large audience by using hashtags, eg #scicomm
- Good to draw attention to interesting work and to add short comments
- Not good for in depth discussion
- Short messages are prone to misunderstanding
- Incredibly popular service with very diverse audience

What scientists say about twitter

“It's allowed me to open up new communities for discussions and **increase the interdisciplinarity** of my research.” -- *Cassidy Sugimoto, information scientist*

“These are **candidates** that I wouldn't have otherwise reached.” -- *Matthew MacManes, genomic biologist*

“I **get to know** who many of the candidates are as I have also been following them” --*Iain Couzin, evolutionary biologist*

“I discovered a whole community of astronomers and physicists who use Twitter as a kind of **ongoing virtual conference coffee break**, without the constraints of timing or location.” -- *Katie Mack, astrophysicist*

What scientists say about twitter

“Social media has been a big part of **building my own reputation**... I’m regularly invited to speak at conferences and give departmental seminars... many of these invitations happen because students and other **researchers know about my work through Twitter**. ” – *Holly Bik, biologist*

Facebook

- Most popular social networking site
- Follow people, magazines, institutions, join interest groups
- Make “friends” with new people
- Share and discuss links, updates, images, videos
- Very well integrated with many other apps
- Very useful to remain in contact with people you’ve met
- Good place to also discuss academia and work-life balance
- Organize news feed and targets of your posts by using lists
- *The usefulness of facebook for science depends crucially how well you organize your feeds and friend lists*

Discussing papers on facebook

Sabine Hossenfelder with [redacted] and 4 others
March 29 · Edited · [privacy icon]

They seem to be saying that "for typical values of the parameters" inverse volume corrections to the spectral index "shall be well within the detection of the current or forthcoming experiments". I'm somewhat confused about this because it doesn't seem to agree with what I've previously read, not to mention that I thought LQC has somewhat fallen out of favor recently. Can somebody fill me in what this is about?

Cornell University Library [1503.06761] Detecting quantum gravitational effects of loop quantum cosmology in the early universe
ARXIV.ORG

Like · Comment · Share

👍 D [redacted], S [redacted], T [redacted] and 8 others like this.

➦ 1 share

C [redacted] Thanks for the link. I'll read it opportunistically.
March 29 at 11:42am · Unlike · 👍 1

A [redacted] Thanks Sabine for posting this. have not yet read the article but I definitely disagree with the summary you give (not with the way you summarize, with the content I mean 😊.)
You might have a different conclusion reading here :
<http://arxiv.org/abs/1309.6896>

[redacted] [1309.6896] Observational issues in loop

A [redacted] It is basically clear to me that although some subtle observational effects might show up, for most of the parameter space, for very simple reasons, no big deviation for GR is expected in LQC ...
March 29 at 12:16pm · Unlike · 👍 4

Sabine Hossenfelder A [redacted]: Thanks, yes, that was my understanding too. Is there a discrepancy?

J [redacted] Sabine Hossenfelder. The results seem to be ok, and are very similar to those of [redacted] 211, [redacted] 107, [redacted] included

A [redacted] But [redacted] [redacted] expected.

T [redacted] I am flattered (I think) that anyone would consider me sufficiently informed about loop quantum cosmology to answer this
March 29 at 3:02pm · Unlike · 👍 2

C [redacted] Should I conclude that LQC has been ruled out by experiments?
March 29 at 3:17pm · Like · 👍 2

Sabine Hossenfelder C [redacted]: No, you shouldn't. Nobody has claimed anything like that.
March 30 at 7:36am · Like · 👍 2

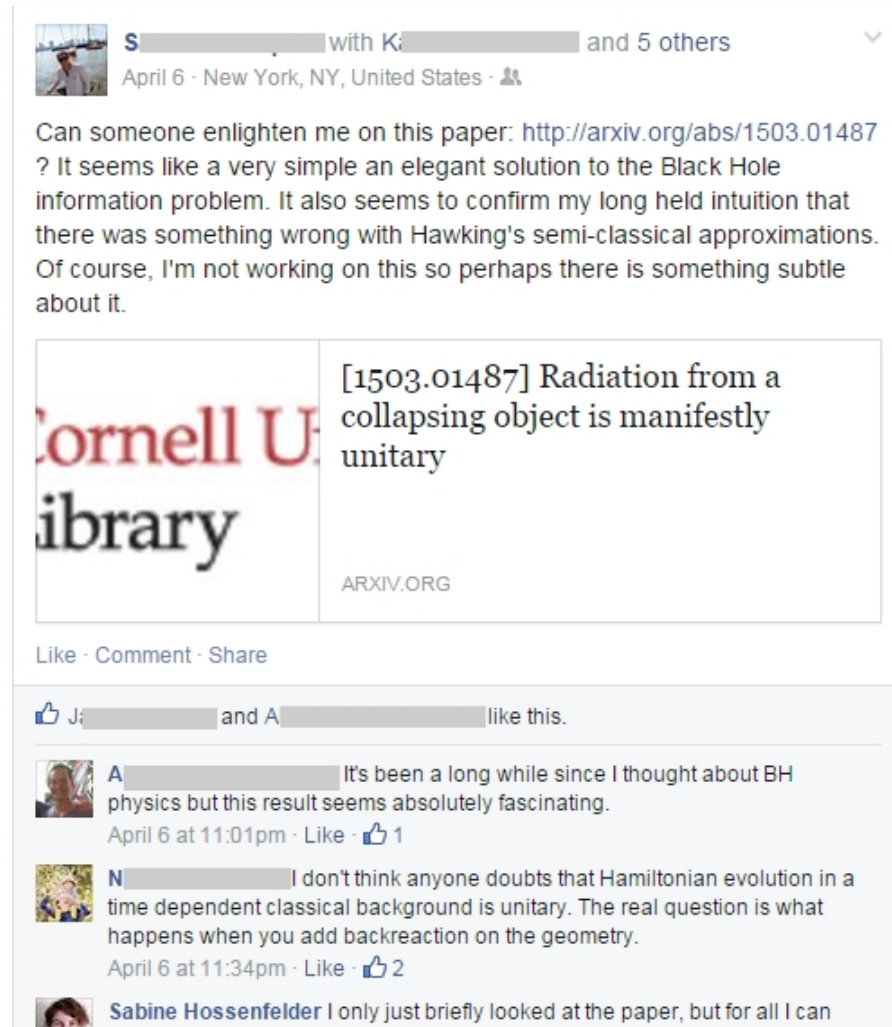
Sabine Hossenfelder J [redacted]: Thanks for the clarification 😊 When you say 'flat' do you mean spatially flat or do you mean Minkowski space? What is the parameter in the paper that fixes the fiducial volume?
March 29 at 7:38pm · Like · 👍 2

Use privacy settings to target desired audience.

"I read this paper and didn't understand this, can somebody explain it?"

Discussing papers on facebook


And just to prove that I'm not the only one using facebook for that purpose...



The screenshot shows a Facebook post from a user named 'S [redacted]' with 'K [redacted]' and 5 others, dated April 6 in New York, NY. The post asks for enlightenment on a paper from arxiv.org (1503.01487) regarding a solution to the Black Hole information problem. Below the text is a link to the paper's abstract, which is partially visible as 'Cornell U library' and '[1503.01487] Radiation from a collapsing object is manifestly unitary'. The post has received two likes from 'J [redacted]' and 'A [redacted]'. Two comments are visible: one from 'A [redacted]' dated April 6 at 11:01pm, and another from 'N [redacted]' dated April 6 at 11:34pm. The name 'Sabine Hossenfelder' is also visible at the bottom of the comments section.


S [redacted] with K [redacted] and 5 others
April 6 · New York, NY, United States · 🧑🏻


Can someone enlighten me on this paper: <http://arxiv.org/abs/1503.01487>? It seems like a very simple and elegant solution to the Black Hole information problem. It also seems to confirm my long held intuition that there was something wrong with Hawking's semi-classical approximations. Of course, I'm not working on this so perhaps there is something subtle about it.


 [1503.01487] Radiation from a collapsing object is manifestly unitary
ARXIV.ORG

Like · Comment · Share

👍 J [redacted] and A [redacted] like this.

 A [redacted] It's been a long while since I thought about BH physics but this result seems absolutely fascinating.
April 6 at 11:01pm · Like · 👍 1

 N [redacted] I don't think anyone doubts that Hamiltonian evolution in a time dependent classical background is unitary. The real question is what happens when you add backreaction on the geometry.
April 6 at 11:34pm · Like · 👍 2

 Sabine Hossenfelder I only just briefly looked at the paper, but for all I can

LinkedIn

- The probably best known professional networking site
- Useful to get introduced to friends of friends
- Lists your work experience
- No feed clutter
- Lists skills by “endorsement” (accuracy depends strongly on how well your contacts know you)
- Features for job search and job offers (not very on target)
- Useful to make contacts outside of academia
- Have not heard of it being of much use in academia

ResearchGate

- Like on LinkedIn you get “endorsed” for skills
- Next to work experience you can also list publications
- You get updates about your contacts’ publications etc
- Q&A feature that allows you to collect reputation points. (Questions are recommended based on listed expertise)
- Some people have complained about un-turn-offable spam notifications (I don’t seem to have this problem)
- Also get job offers (more on target, but very few)
- Less unscientific clutter than facebook, but also less personal background (ie you might still want to use some other networking site for colleagues who are also friends)

Google+

- Same as facebook but with fewer people
- Better integrated with Gmail
- I do not see much scientific discussion on G+

Should

Science Communication. What?

- Discuss: Educate and learn
- Make your and other's research better known
- Engage
- Inspire
- Make new contacts
- Get new inspiration
- ...

Science Communication. Why?

- To demonstrate and practice expertise
- To benefit your colleagues and/or the public
- To draw interest to yourself and your research
- To make new connections and advance your research
- To have fun.

You can produce
or respond



Science Communication. Why?

“[B]eing mentioned on Twitter amplifies the effect of interactions with journalists and other non-scientists on the scholar’s scientific impact... The current study provides the first comprehensive empirical evidence that outreach activities, such as interactions with reporters and being mentioned on Twitter, can assist a scientist’s career by promoting his or her scientific impact.”

Liang *et al*, *Journalism & Mass Communication Quarterly*, September 12, 2014

It’s a correlation!

Science Communication. How?

- Q & A
 - » ResearchGate
 - » [Physics Stack Exchange](#)
 - » [Physics Forums](#)
 - » And previously mentioned networking platforms
- Blog
 - » Wordpress
 - » Blogger
- Visuals
 - » YouTube
 - » Tumblr

Start with one!
Build reputation,
then diversify.



Science Communication. Why?

“In Physics, blogs allow scientists to **keep up to date** with the most important developments taking place in fields of research differing from their specialized background. They also provide an ideal platform for an **informal exchange** of ideas “off the record”. But blogs also provide a significant access point to the global knowledge of the pool of users: writing a blog allows the owner to **get in contact with colleagues and to learn from them.**”

- Tommaso Dorigo, particle physicist

Science Communication. Why?

Blogging Motivations/Goals

Influence

- Help people see importance of science
- Promote trust in science
- Advocate for an issue/cause
- Enact change in academia
- Create appetite for more research
- Get people to talk about an issue

Correct, Inform

- Correct misinformation
- Counter pseudoscience
- Explore shades of grey in issues
- Help people make informed decisions
- Ask hard questions; watchdog

Scholarship

- Contribute to scientific discussion
- Get feedback on my work/research
- Share/promote my work/research
- Test-bed for research/manuscript ideas
- Excuse to explore papers outside of own area
- Keep in touch with scientific community
- Bring together different areas of science

Writing Freedom

- Unlearn academic writing
- Enjoying a more casual writing style
- Share personal experiences
- Explore what I really want to write about
- Disenfranchised with academic life
- Throw out my ideas; Blow off steam

Writing Portfolio

- Creative outlet
- Experiment with storytelling
- 'I wanted MY place'; Writer's home
- To build a readership / name as a writer
- Publish 'Extras' from book writing, etc.
- Control my online presence
- Writing Practice

Outreach

- Make science accessible to public
- Get citizens involved
- Open up science/scientific conversations
- Communicate science to non-specialist audiences
- Get the word out about science
- Science Literacy
 - Improve science education
 - Educational resource
- Sense of duty to share knowledge
- Promote scientific thinking

Popularize

- Inspire others to pursue science
- Bring science into the everyday
- Get people interested in my area of science
- Get people excited about science
- Communicate science thru fun/cool content

For Myself

- Be a part of the conversation; Have a voice
- Get involved in the community
- Self-expression - "come out and be me"
- Share things I find exciting
- Enjoy writing
- To answer my own questions
- To entertain myself
- Keeps me plugged into the news
- Enjoying reader feedback

Add Value

- See existing science news as inadequate
- Highlight stories that wouldn't otherwise be in the media
- Put research into a broader context
- Highlight an area of science generally overlooked
- Fill a topic niche gap (in blogosphere)
- Bring things to light people don't normally talk about

Maybe...

Public Outreach. What?

- Next to communicating science, also tell people about
 - Life in academia
 - Your institution
 - Your opinion on topics of interest
 - Yourself

Public Outreach. Why?

- Increase visibility of yourself/your institution
- Make contacts, open new opportunities
- As creative outlet
- Practice writing, speaking, communicating
- Contribute to public debate
- ...

Public Outreach. Why?

“It is a good way to connect with the general public and communicate an understanding of our work, which I think is a moral obligation particularly when our work is publicly funded.”

-- *Brian Koberlein, astrophysicist*

Public Outreach. How?

Institutional:

- Hire somebody to do it

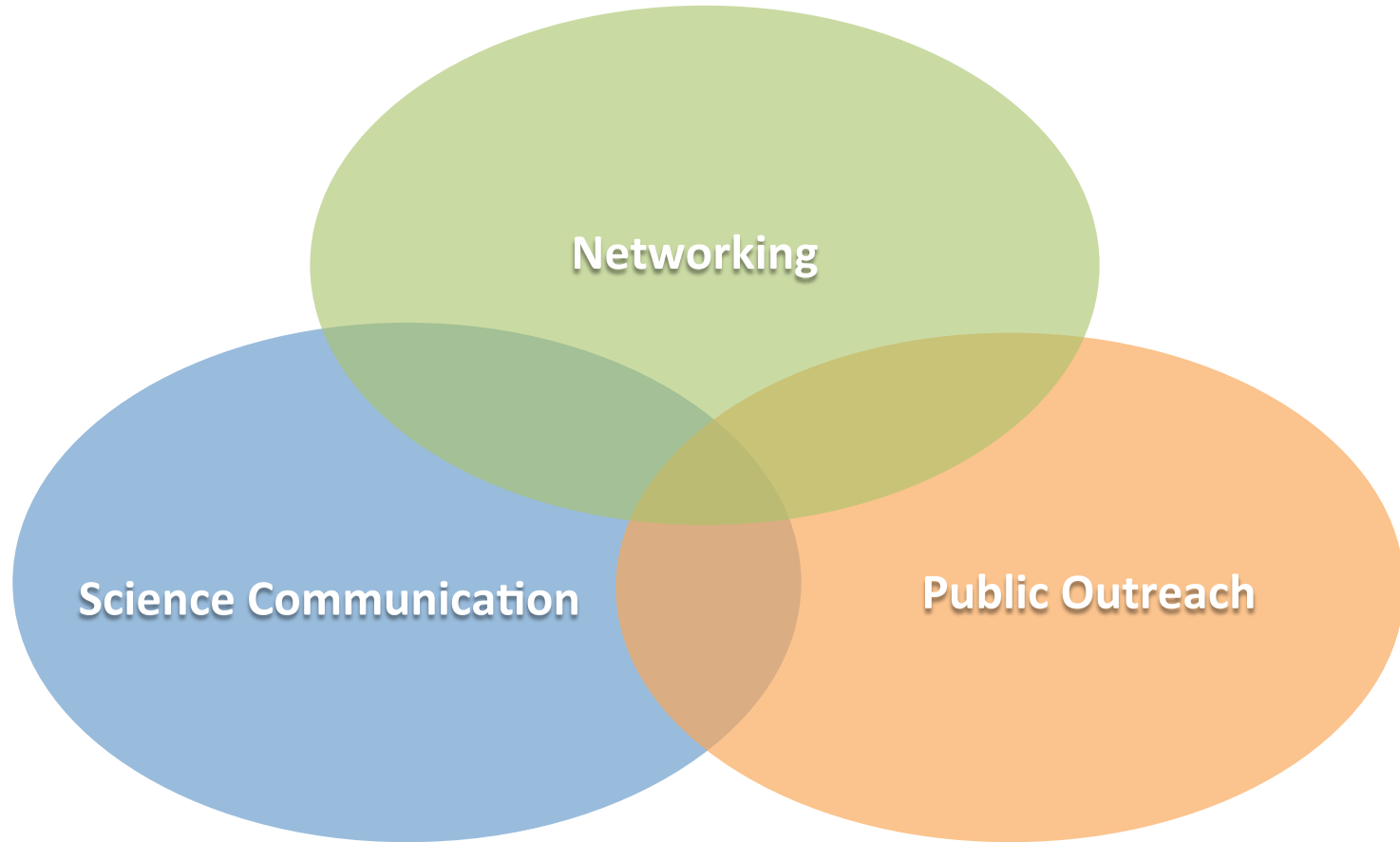
Personal:

- Build a presence on social media
- **Produce content**
- Share wisely
- Be useful
- Be reciprocal

From nothing
comes nothing



Obtain, organize, and share information
about research and job opportunities
Maintain and make new contacts



Networking

Science Communication

Public Outreach

Explain your own and other's research
to colleagues or the public
Discuss, get feedback, broaden

Increase visibility, educate and inspire
Make science cool, fun, and demonstrate
its relevance for our societies