

# *Research Disclosures in Social Media*

*Keynote*  
*Emerging Technologies In Academic Libraries*  
*Emtacl10*

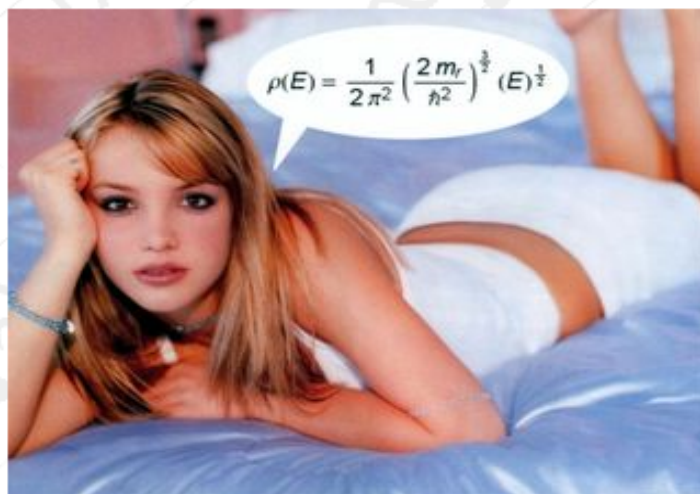
Trondheim, 26.04.2010

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# Britney Spears' Guide to Semiconductor Physics

Transcend RAM

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It is a little known fact, that Ms Spears is an expert in semiconductor physics. Not content with just singing and acting, in the following pages, she will guide you in the fundamentals of the vital semiconductor laser components that have made it possible to hear her super music in a digital format.

☒ Web ☐ [britneyspears.ac](http://britneyspears.ac)

[Scientific Calculator](#)

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Vertical Cavity Surface Emitting

"One of the stranger approaches to teaching science that we've seen " (The journal Scientific American)

# disclosure?

“The act or process of revealing or uncovering” (The free dictionary) science

This is about *democratization of science*, that should fully incorporate principles of *accessibility*

# why should we increase access?

- It's greater competition than ever in science
- The society is dependent up on systematic knowledge from research
- People are paying for most of it.....and the research needs to be disseminated and to be accessible
- Citizens do want to play a role in science – they want to know what's going on

# only 1%

of the Norwegian citizens are **not** interested in research (which is similar to other western countries)

# 90%

thinks research is of great importance for the society

And....new research shows that



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**Britannica**  
eb.com

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Speaking of smart  
phones. Check out  
LQ mobile access.

LAC  
IND

*Science & Public Policy (SPP), August 2008*

*by Pablo Jensen, Pablo Kreimer, Yves Croissant, Jean-Baptiste Rouquier*

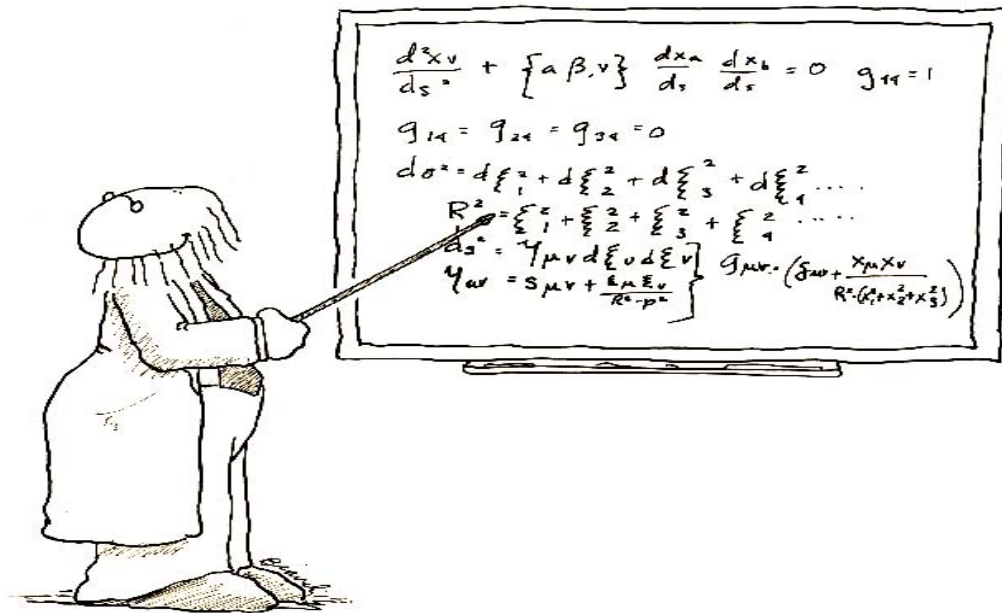
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### Summary:

Most scientific institutions acknowledge the importance of opening the so-called 'ivory tower' of academic research through popularization, industrial collaboration or teaching. However, little is known about the actual openness of scientific institutions and how their proclaimed priorities translate into concrete measures. This paper gives an idea of some actual practices by studying three key points: the proportion of researchers who are active in wider dissemination, the academic productivity of these scientists, and the institutional recognition of their wider dissemination activities in terms of their careers. We analyze extensive data about the academic production, career recognition and teaching or public/industrial outreach of several thousand of scientists, from many disciplines, from France's Centre National de la Recherche Scientifique. We find that, contrary to what is often suggested, scientists active in wider dissemination are also more active academically. However, their dissemination activities have almost no impact (positive or negative) on their careers. ABSTRACT FROM AUTHOR Copyright of Science & Public Policy (SPP) is the property of Beech Tree Publishing and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use. This abstract may be abridged. No warranty is given about the accuracy of the copy. Users should refer to the original published



# "ivory tower of science"



Credits: <http://sciencegeekgirl.com/files/2008/07/professor.png?w=300>

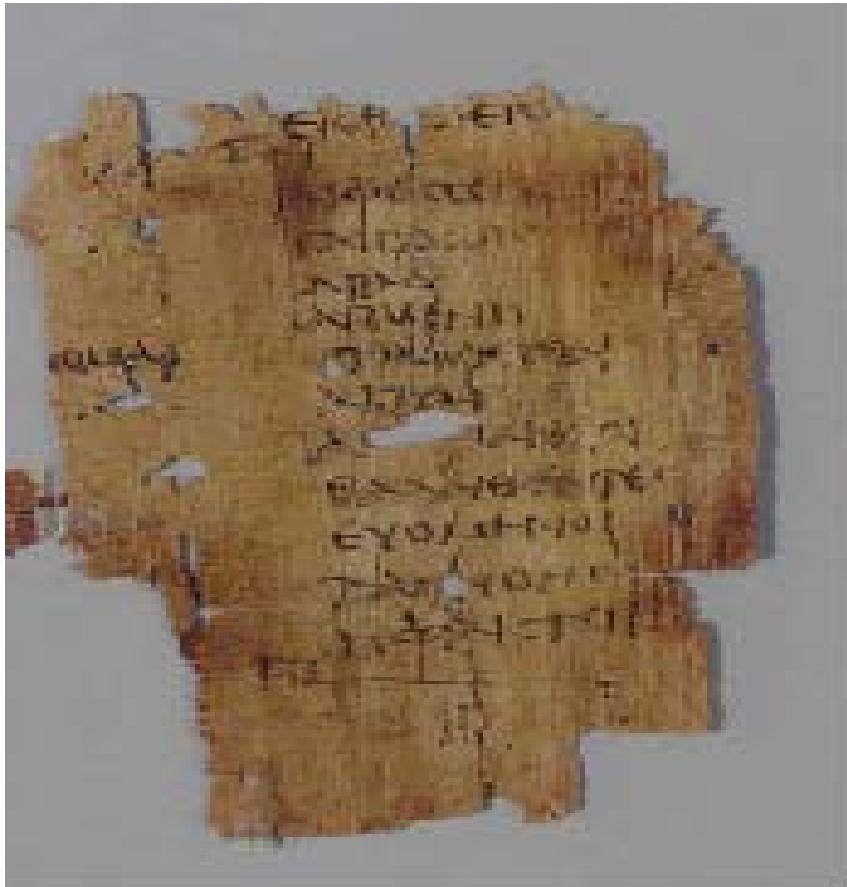
So how can researchers disclose their science?



What about scientists in old Greek - how did they communicate their research?



# large sheets of papyrus



# and researchers in 2010?



Photo: Flickr: CitizenMedia

Traditional dissemination is important,  
but *not* very accessible, transparent or  
visible

Journal papers in traditional journals (low  
accessibility)

Conference participation (low accessibility)

a coordinated, branded media event?

### MISSING LINK FOUND - New Fossil Links Humans, Lemurs

wilsonmix

639 videos

Subscribe



<http://www.youtube.com/watch?v=xLilqm6GxrA>



# THE LINK

WHO IS IDA? IDA'S WORLD THE DISCOVERY THE IMPLICATIONS MORE ABOUT IDA

“ THIS FOSSIL  
WILL PROBABLY  
**BE PICTURED**  
IN ALL THE TEXT BOOKS  
FOR THE **NEXT 100**  
**YEARS.** ”

**Dr Jørn Hurum.**  
Natural History Museum,  
University of Oslo





## THE LINK

WHO IS IDA? IDA'S WORLD THE DISCOVERY THE IMPLICATIONS MORE ABOUT IDA

**“THIS IS A  
DISCOVERY OF  
GREAT  
SIGNIFICANCE,,**

**Sir David Attenborough**  
Broadcaster & Naturalist

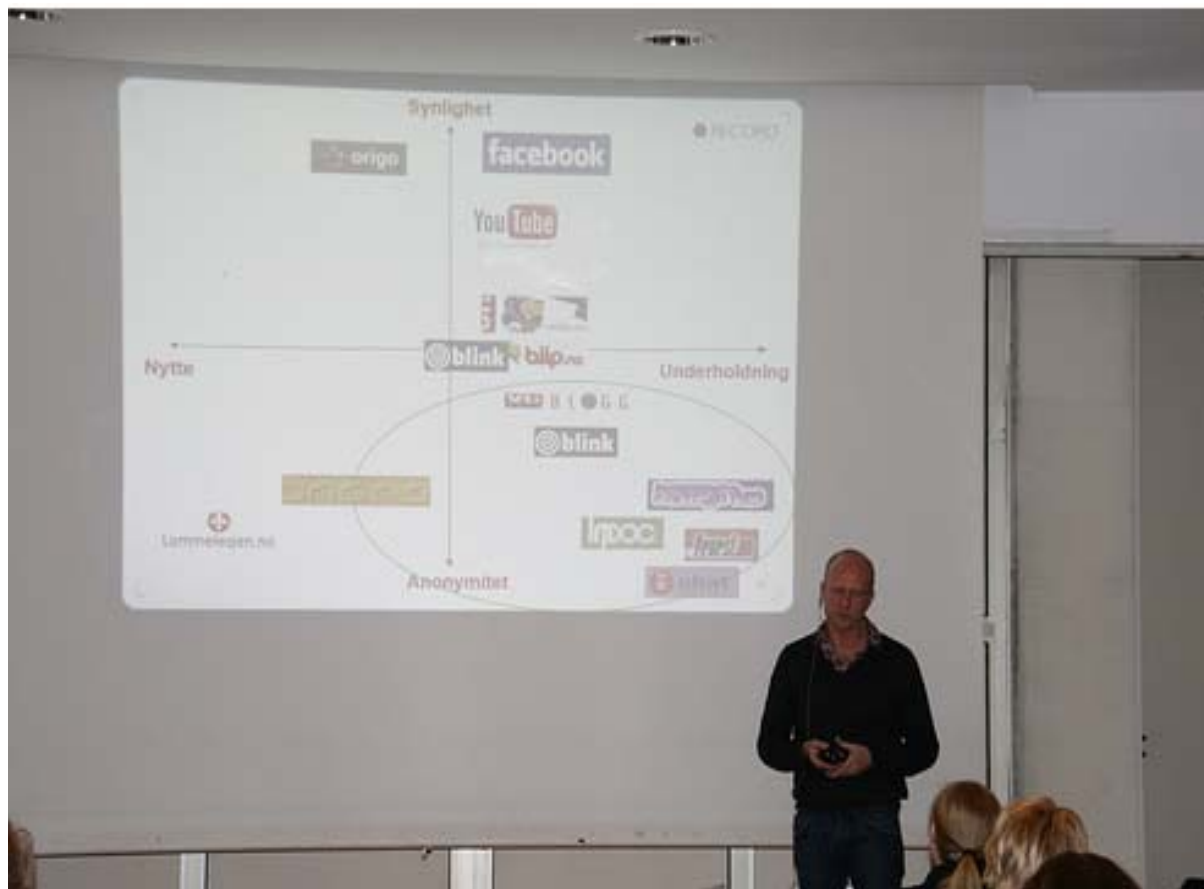


seeking a missing link and a mass audience

"Any pop band is doing the same thing. Any athlete is doing the same thing. We have to start thinking the same way in science."

Jørn H. Hurum to New York Times, May 18. 2009

not everyone of us is Hurum...





but, we can use social media



“

Social media is like teen sex.  
Everyone wants to do it. Nobody knows how.  
When it's finally done there is surprise it's not better.”

Avinash Kaushik, Analytics Evangelist, Google



Source: Taken from Espresso – [brandinfiltration.com](http://brandinfiltration.com) and the presentation "What the fuck is social media"

photo by [vickelaby on flickr.com](http://vickelaby.on.flickr.com)

# Why should we use social media?

## Why should we use Internet?

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### Ask an Expert: Should you have a website? You bet

Updated 2/11/2008 1:00 AM | Comments 3 | Recommend 7

E-mail | Save | Print | **RSS**



**Ask an Expert**  
Steve Strauss

**Q:** Steve — I know, I know, I am supposed to have a website. That said, as I have no plans to sell online, I just don't see the need for a site. My business has been around forever and we have done just fine without one. Am I wrong? — Phil

**A:** I think you are, for reasons both large and small. Let me give you but one example:

Share

Yahoo! Buzz

Add to Mbox

Facebook

Twitter

More

this is great, but isn't time consuming and distracting?



but isn't causing a lot of challenges?

privacy

copyright

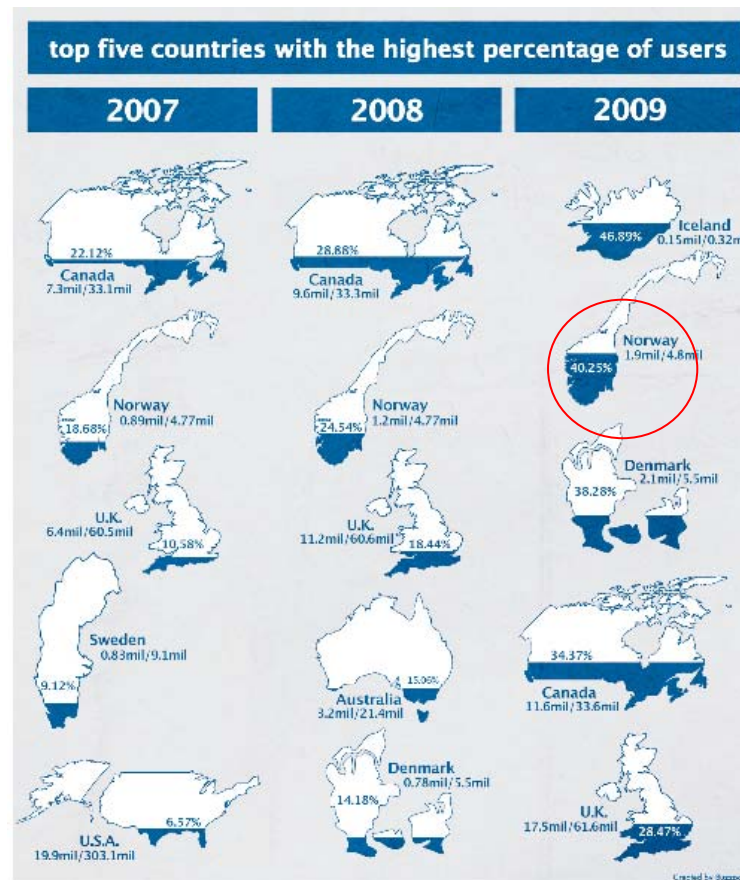


Reason #1:

70%

Social media reach nearly **70 percent** of the total global online audience, ranking as one of the most popular categories on the Web (Abraham, ComScore, 2009).

# facebook 400 million users



Source: Facebook statistics

# twitter 75 million users

The screenshot shows the Twitter homepage with a blue header. The Twitter logo is on the left, followed by a search bar with the placeholder text "Search for a keyword or phrase...". To the right of the search bar is a "Search" button. Further right, there are links for "Have an account?" and "Sign in". Below the header, a banner reads "Discover what's happening right now, anywhere in the world". A row of trending topics includes "#JustinBieber", "Justin Bieber", "#JonasBrothers", "Lakers", "We♥Cyrus", "TRENDING TOPICS", "LeBron", "OKC", "SNL", and "Kobe".

On the left side, there is a yellow box with a mosquito icon and the text "Help fight malaria today with a tweet. Learn how". Below this is a section titled "See who's here" featuring a grid of logos for various entities like MSNBC, CAA, and Zappos. Text below the grid says: "Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter."

The main content area is titled "Top tweets" with a "View all" link. It displays three tweets:

- alyygator**: No offence, but I think I liked it better when only a few people knew about Justin.. It seemed much easier to get his attention. (:  
about 1 hour ago
- DABieberVille**: ♥ if you can read this  
40 minutes ago
- TheKillerTruth**: Lisa "Lefteye" Lopes 05-27-71 - 04-25-02 Eight Years Later #RIPLefteye  
6 hours ago

At the bottom of the tweet list, there is a tweet from **OfficialThrice**: "A message from Dustin and his father. Please keep the Kensuue family in your thoughts and prayers. http://www.thrice.net/3"

On the right side, there is a "New to Twitter?" section with a Twitter bird icon. It says: "Twitter is a rich source of instant information. Stay updated. Keep others updated. It's a whole thing." Below this is a yellow "Join Today" button. Further down, it says: "Customize Twitter by choosing who to follow. Then see tweets from those folks as soon as they're posted." At the bottom right, there is a box titled "Using Twitter for a business?" with the text "Check out [Twitter 101](#)".

Source: RJ Metrics

## Reason #2:

# social media is going serious

### People

Teenagers

All ages

### Policies/ norms

Anonymous

Real identity

### Purpose

Entertainment

Education,  
business,  
politics,  
research

### Technology

Text based  
communities

3D, mobile,  
rich media.

### Examples

facebook

You Tube  
Broadcast Yourself™

myspace.com  
a place for friends

Underskog

twitter  
A WHOLE WORLD IN YOUR HANDS

## Reason #3:

the researchers controlling the message



## Reason #4:

sharing is easier than ever



WWW.PHDCOMICS.COM

*\*\*footnote: Thanks to the grads I had lunch with at UC Irvine for this comic idea!*

## Reason #5:

## the open access movement!

A service by Informatics dedicated to the promotion of  
the Open Access movement for scholarly journals



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## One way media

Difficult to be cited



## Social media

Yes, we can



Difficult to be cited



Yes, we can





The CITIZEN MEDIA project ended in May 2009. Check out our findings and lessons learned with our [interactive video tool](#) or click on the picture below.



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[EmoFlowers](#)

### Videos

[Kick-off meeting Antwerp](#)  
[PITCH tool](#)  
[Personal Content Search](#)  
[Content-Selection based on Communication](#)  
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### Tools

# CitizenMedia kick off meeting 2006

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37 videos

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0:25 / 7:48

CIM07 — January 15, 2008 — ie9320jadf



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<a href="#">Anthropology 114, 001</a>	History of Anthropological Thought	TTh 2-3:30	0004 LECONTE	 
<a href="#">Astronomy 7B, 001</a>	Introduction to Astrophysics	TTh 11-12:30	0241 CORY	
<a href="#">Biology 1A, 001</a>	General Biology Lecture	MWF 8-9	0001 PIMENTEL	 
<a href="#">Biology 1AL, 001</a>	General Biology Laboratory	M 5-6:30	0001 PIMENTEL	 
<a href="#">Biology 1B, 001</a>	General Biology	MWF 8-9	2050 VALLEY_LSB	 
<a href="#">Chemistry 1A, 002</a>	General Chemistry	MWF 1-2	0001 PIMENTEL	 
<a href="#">Computer Science 162, 001</a>	Operating Systems and System Programming	TTh 3:30-5	0277 CORY	 
<a href="#">Computer Science 61A, 001</a>	The Structure and Interpretation of Computer Programs	MWF 2-3	0001 PIMENTEL	 
<a href="#">Computer Science 61C, 001</a>	Machine Structures	MWF 4-5	0155 DWINELLE	

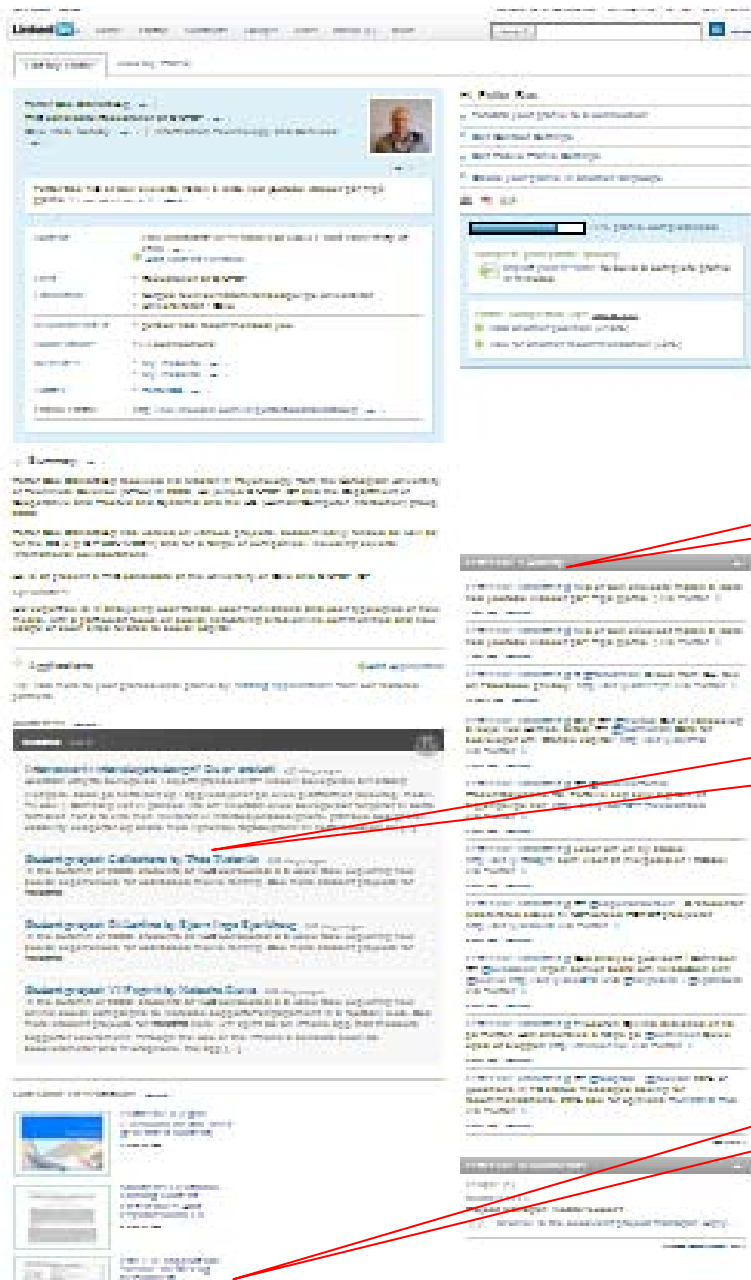
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my talk at HCI'09 attracted 30 people





**Petter Bae Brandtzæg**, 8 months ago

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## Childrens Electronic Gaming Content Preferences And Psychosocial Factors [Edit document](#)

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*Nordicom Review 30 (2009) 2, pp. 69-86*

### Children's Electronic Gaming Content Preferences and Psychosocial Factors

*Is there a Connection?*

Petter Bae Brandtzæg & Jan Heim

**Abstract**  
The gaming industry has dramatically increased the range of choices for different game genres and content. Despite this, research on psychosocial factors in children and electronic gaming has primarily focused on time spent on games rather than on content preferences. The present study goes beyond the traditional focus on electronic game frequency by investigating whether children's personal gaming content preferences are associated with psychosocial factors (self-concept, social competence and parental monitoring). This is accomplished by surveying 825 schoolchildren between ten and twelve years of age (5<sup>th</sup>,





 **Petter Bae Brandtzæg**, 4 months ago

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## Benefits using social media in research

- **Visibility:** More people can see and get access to my work
- **Sharing:** When you share your research other people will share with you as well
- **New contacts:** You get in touch with a lot of researchers and other persons and institutions interested in your field
- **Discussion:** You can discuss and get new insights in your field
- **Feedback:** It's motivating – "wow, nearly 400 people have seen my paper, and over 3000 have seen my presentation. In addition several people have favourited and downloaded it"

It's not only about one way communication

## it's about communication



**Petter Bae Brandtzæg** 6 months ago

Det var gøy å høre at det var en kvinne bak Flickr.

Er enig i at mange av temaene du nevner er i åpne bloggfora. Jeg tror likevel at disse bloggene oppleves mer intime og privat fordi de ikke har samme potensiale for 'broadcast' som Wikipedia og Youtube. Min erfaring med bloggkulturen er at de ofte er knyttet til ganske små communities, hvor det er faste kommentatorer og kikkere, til tross for at bloggene i prinsippet er åpne fora og søkbare fra google. Men jeg antar at du vet mer om dette enn meg. Det hadde i alle fall vært interessant å studere denne bruken og disse opplevelsene mer, samt kjønnsforskjeller knyttet til disse. Takk selv for nyttige perspektiver :)



**Jill Walker Rettberg** 6 months ago

Som du så har jeg lagt ut på bloggen min, med litt kommentarer videre til din presentasjon - takk for nyttige tall og idéer!

Ser du på strikkeblogging, interiørblogging, barneoppdragelsediskusjoner, svangerskapsdiskusjoner så er det tradisjonelle kvinnetemaer men ikke lukkede sosiale nettverk - tvert om er det fullstendig åpent, og dukker raskt opp på google når man søker på riktige termer. Blogging er generelt svært likelig fordelt på kjønn (se f.eks. <http://www.ssb.no/emner/10/03/ikthus/arkivtab-2008-09-18-08.html>). Så jeg er ikke helt enig i at det er det sosiale og private som er i fokus - det kommer kanskje an på hvordan man definerer privat? Eller sosialt, for den saks skyld. Strikketeknikker og deling av selvmagede strikkeoppskrifter - eller diskusjoner om atopisk eksem hos spedbarn for den saks skyld - er kanskje ikke primært sosialt og privat?

# It's about listening

about 2 hours ago from Mobile Web



hnam: **#CHI2010** human-machine reconfigurations. by Lucy Suchman (Agency is not an attribute, but the ongoing reconfigurings of the world, -B.Karan)

about 2 hours ago from web



nancyf: Anthro-design breakfast critiqued **#chi2010** loose or absent research design and analysis methods under **#ethnographic** name

about 2 hours ago from Echofon



scarlettherring: RT @eegilbert I heard Lucy Suchman's talk was great. And @dabbish saw someone filming it. Anyone know if it'll be available? **#chi2010**

about 2 hours ago from Social Beat



HClforPeace: Plz RT & tell yr friends: our official **#HClforPeace** gathering is tmrw, Thurs 11-11:30am in the Pool Deck Area <http://bit.ly/dumeFa> **#CHI2010**

about 2 hours ago from web



zhiquanyeo: Come see Disney Research Pittsburgh's new sensor system and haptic interface work at WIP poster session **#chi2010**

about 2 hours ago from Twitterrific



edchi: @landay Partly that's because it's hard to come up with 5-10year-out research & reviewers are not all trained to look for it. **#chi2010**

about 2 hours ago from TweetDeck

But are researchers using social media?

# SCIENCE POND

Scientists on Twitter

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Alan Marnett  
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Alex Palazzo  
Andy Lloyd  
Angela Alexander  
Anne Simonson  
Beck Smith  
Beth Schachter  
Bill Graziadei  
Bora Zivkovic  
Bret Weinstein  
Brian Krueger  
Cameron Neylon  
Catherine Anderson  
Cesar Sanchez  
Chris Condayan  
Chris Gunter  
Chris Patil  
Chris Upton  
Christina Stephens  
Daniel MacArthur  
Daniel Mitchen  
more biology...

## Biotechnology

Andy Lloyd  
Attila Csordás  
Ian Hallett  
Justin H. Johnson  
Merold Mueller

## Chemistry

Alan Marnett  
Anthony Williams  
Cassie Rodenberg  
Derek Lowe  
Egon Willighagen  
Enrico Uva  
Graham McCann  
Jes Sherman  
Jonathan Klar  
Kristen Kulinowski  
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Markus Hammonds  
Michael Woods  
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MIT Postdoc  
Phillip Cook



**eclecticechoes** RT @annamunoz RT @TreeHugger : Top Nature Photos of All Time Unveiled for Earth Day <http://bit.ly/cy2HvI>

Wednesday, April 21st by [Eric Heupel](#), Marine Science Graduate Student, University of Connecticut, [Biology](#)



**hrana** News: Volcanic ash poses little health threat so far: WHO <http://bit.ly/akRopN> - #health

Wednesday, April 21st by [Dr. Hisham Rana](#), Medical Doctor, [Health Science](#)



**cosmos4u** Post-collision dust streak quasi-comet P/2010 A2 (LINEAR) is still around - and in the line of sight to a star cluster: <http://is.gd/bBh2C>.

Wednesday, April 21st by [Daniel Fischer](#), Astronomy and Space Blogger, [Space](#)



**cosmos4u** NASA is re-evaluating the launch dates for the final two shuttle missions because the big AMS won't be ready in time: <http://is.gd/bBgPh>.

Wednesday, April 21st by [Daniel Fischer](#), Astronomy and Space Blogger, [Space](#)



**alexismadrigal** Anyone know someone at @Adobe Corporate? We have some hardworking volunteers who need better tools for @HaitiRewired .

Wednesday, April 21st by [Alexis Madrigal](#), Energy and Science Staff Writer for [Wired.com](#)



**jsnsndr** Yo mamma's a neanderthal who looks she belongs in the Dark Crystal. RT @NatureNews : Neanderthals may have interbred with <http://ff.im/-jdjI9>

Wednesday, April 21st by [Jason Snyder](#), Postdoc Neuroscientist, National Institutes of Health, [Neuroscience](#)



**hrana** Study: Scientists discover secret behind health benefits of Mediterranean-style #diet <http://bit.ly/cTpMqW> - #health

Wednesday, April 21st by [Dr. Hisham Rana](#), Medical Doctor, [Health Science](#)



**Bill\_Romanos** Neanderthals may have interbred with humans <http://ff.im/-jdjI9> /via @NatureNews

Wednesday, April 21st by [Bill Romanos](#), Astronomy Blogger, [Space](#)



**JFDerry** I haz Amazon Author Page <http://bit.ly/b1xJof>

Wednesday, April 21st by [J.F. Derry](#), Book Author, Darwin in Scotland, [Biology](#)



**bobfinn** Important article on why medical evidence doesn't change minds married to a... [http://bit.ly/b1xJof](#)

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Works

## Featured



**Adam Savage**  
MythBusters  
Co-Host

204098 followers  
follow



**Neil deGrasse Tyson**

Astrophysicist, Author, and Director of the Hayden Planetarium  
[Space](#)  
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**Betsy Mason**  
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Research area: Adenoviral Vector Design  
Current advisor(s): Rajiv Gupta, MD, PhD  
Past advisor(s): Prof. Albert Heim  
Science disciplines: Radiology


**Contact connection**  
Your connection to Ijad Madisch:


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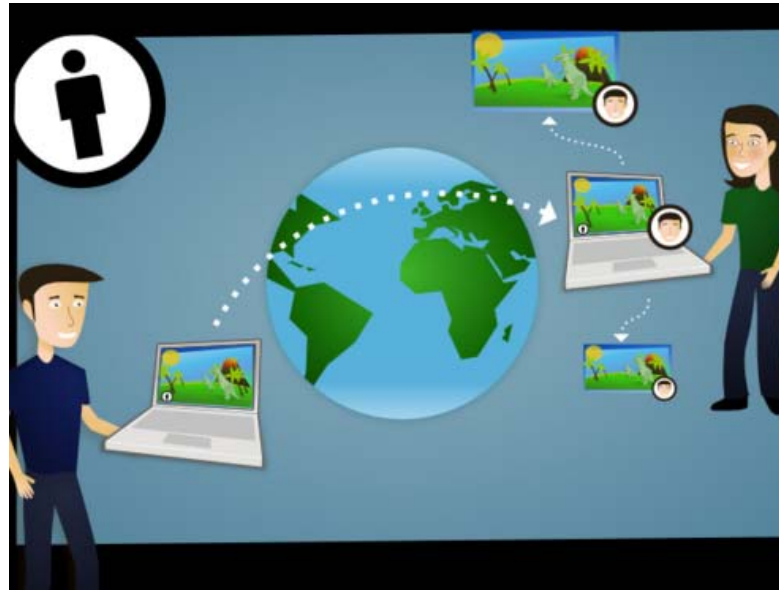
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# science 2.0



Science 2.0 generally refers to new practices of scientists who post raw experimental results, claims of discovery and draft papers on the Web for others to see and comment on (scientificamerican).

## Mass Collaboration Wisdom of Crowds

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# THE WISDOM OF CROWDS

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WITH A NEW AFTERWORD BY THE AUTHOR



# WIKINOMICS

*How Mass Collaboration  
Changes Everything*

Don Tapscott

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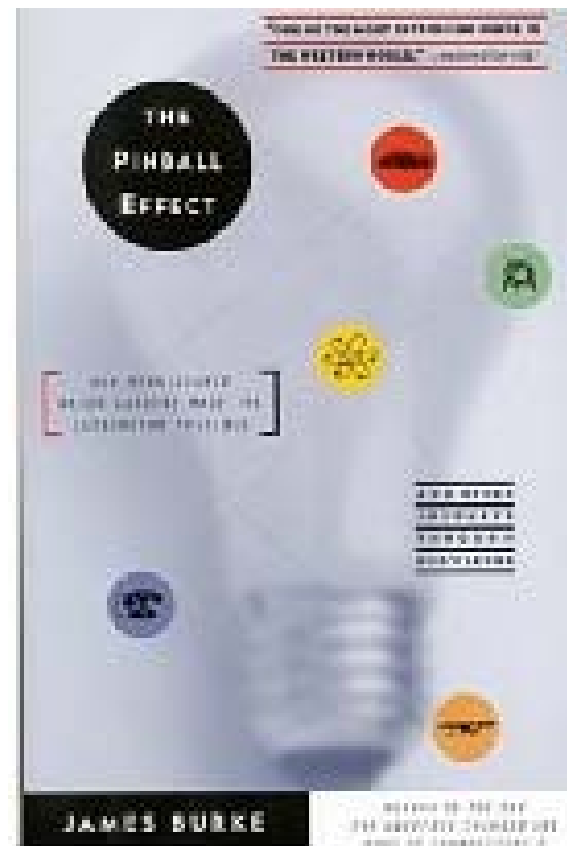
and Anthony D. Williams

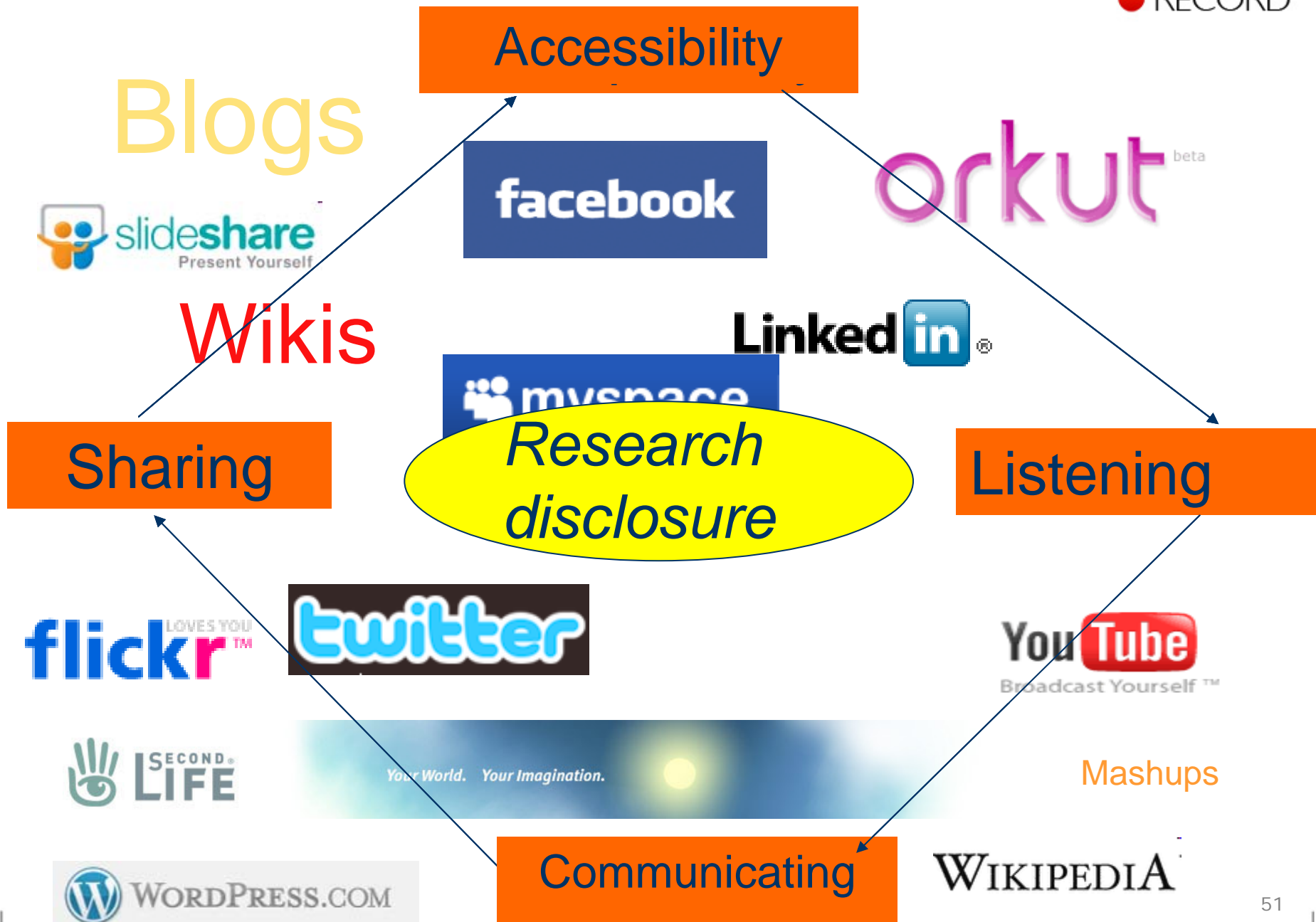
## Accessibility, transparency & sharing = innovations

### Interaction between ideas, humans and content

"...it is the interaction between data that causes change. The fundamental mechanism of innovation is the way things come together and connect."

James Burke, The Pinball Effect





An academic library should be able to help researchers to use these emerging technologies – social media to gain more visibility and accessibility – making research interactive - to get impact

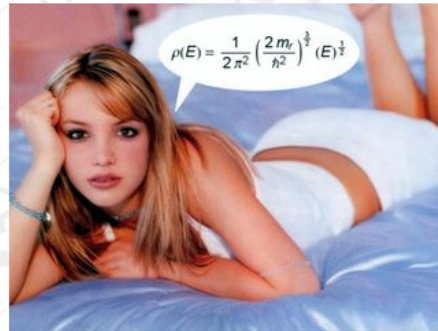


so...don't *only* make use of Britney

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It is a little known fact, that Ms Spears is an expert in semiconductor physics. Not content with just singing and acting, in the following pages, she will guide you in the fundamentals of the vital semiconductor laser components that have made it possible to hear her super music in a digital format.



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