I'm Amy Adams, director of Science Communication at Stanford University, and today we're going to talk about social media for science communication.,And in this presentation, I'm talking specifically about trying to use social media to talk about,science to a general public audience.,So many, many scientists might also use social media to talk amongst themselves, which is also a very effective use of some forms of social media.,But that is not what I'm going to be talking about today.,Um. I'll be thinking specifically about how would a person who maybe is a scientist or is engaged in science, would use social media to talk about that science with a general audience.,And the the big picture of why you would want to use social media to communicate your sciences.,That's really where people are. And if you're going to talk about something and you want people to hear it, you'd better be in the room with most people.,So, um, I think of social media as a bit of a fruit salad.,There are many different kinds of social media, UM, and they all contribute in different ways to the great fruit salad of communications.,But they are not all the same.,UM. So you have something like Twitter.,Um. Twitter has an enormous following.,You can reach a huge amount of people with Twitter.,But Twitter is like the little blueberries in your fruit salad.,Um, tasty. Um. But really small bites, you've got stuff like Facebook and Instagram, um, where you will get, uh,, a more moderate numbers of people seeing what you've done, but you can also convey more information.,UM, you're not limited to 140 characters.,UM. And then a blog, or there's a new blogging platform many people will have heard of called medium um, ,and those are places where you could talk at length about science, explain anything you want.,Um. But you're gonna have a much smaller readership, so you can give a lot more information to a much smaller number of people.,And navigating which of these is best depends on what you're trying to achieve.,So it really depends on the kind of fruit salad you want. Um, and understanding these different tools can help you figure out what it is that you want to use to achieve whatever your goal may be.,Okay, so the 1st question you want to ask yourself before diving into social media is is, why are you engaged in there?,What is your point? So back to the fruit salad analogy.,How are you going to try to figure out which fruit you want in your salad, if you haven't thought 1st about what kind of salad you're trying to make?,So what are you trying to convey to people?,UM So there's a number of different reasons why people within science engage in social media.,So at an academic level, you know, were at Stanford, UM, people would engage in social media to um help promote Stanford and the research that goes on here, or promote a particular cause.,If UM, someone is very interested in environmental issues, or energy issues, or the arts, um, they would want to to promote that worldview or that cause.,UM show thought leadership, kind of be someone who's worth following.,UM, engage with people. So talk about these issues in a way that other people might want to comment on or engage with you on.,You might want to be driving traffic to, uh, to a website or a blog um, or promote a personal brand.,Maybe you want to be the person who who is the the go to on some particular issue.,Um or just connect with like minded people.,You want to think through this before you engage in social media, in part because social media takes time.,And why spend that time if you're not pretty sure you know what you are going to achieve?,So I mentioned at the beginning that, um, if you have something to say, you want to be in the room where most of the people are.,UM, and that room is social media these days.,UM, there was a the Pure Research Center has done some really good polls on how people are using social media, and so I just wanted to provide some numbers.,One of the questions was, what percentage of social media users get their news from those channels?,And this shows for both Twitter and Facebook. Between 2013 and 2015, numbers have gone up considerably for people who get news and information from social media.,UM. And then the next. The next graph shows what percentage of people,who get their news from those channels try to keep,up in a pretty current way from those channels.,And you'll see that Twitter, 59% of people who get news from Twitter are really trying to keep up in a in a very current way.,So, um, it's definitely an engaged,audience. And then in terms of the number of people using Twitter or Facebook, um, who follow news outlets?,Uh, you see, twitter users are much more likely to follow news outlets than Facebook.,Issue base group. Roughly similar. Political party, definitely Twitter Twitter.,People on Twitter are often there to follow specific topics of information,, whereas Facebook can be used to follow your mother and your aunts and uncles and your friends from high school, ,and also maybe a news organization, so it's a little less focused, OK, since Twitter might be new for some people, ,I'm going to go over what a tweet looks like, so that we are all talking the same language.,So this is a tweet from the Woods Institute, which is environmental institute here on campus, that I happen to like.,And, um, this tweet has all the relevant elements, so I'm using this.,So here we see, there's an image after the side, that's the profile image, so whatever image you upload into your Twitter profile is going to show right there.,And if it's a busy picture of you in your entire lab, what it's going to look like in a Twitter feed is a tiny little blob.,So you want an image there that that people can actually see, and will remind them of of who that tweet is from.,OK, you're handle, so at the top, it'll be your name and your handle.,You want to pick a handle that is indicative of who you are, so that when people see the handle, they know they are who they've seen it from.,All right, so within a tweet, you can use hashtags, and these indicate topics people might want to follow. So you don't want to hashtag every word in a tweet, because that's annoying, uh, ,and it wastes characters, because you're using the hashtag all the time, um, but the hash taken indicates so A-A topic person, a person might want to follow.,So in this case, the Woods Institute is assuming that there might be people out there on Twitter who were following the hashtag climate.,Those people might not know about the Woods Institute.,Might not be following the Woods Institute, but by putting the the hashtag climate in their tweet, this tweet will show up for someone who's following a climate conversation.,So hashtags are a great way of getting your tweet in front of people who are following a topic or a conversation but might not know about you.,Okay, so in this case, UM, in their tweet, they refer to Stanford, and they to do that, they use the hashtag or that they handle for Stanford.,So what that means is that, um, stanford will see that tweet, and people following the handle Stanford will see that tweet.,So it's another way of getting your tweet in front of people, UM who might be following a particular handle.,Here is a url um so that people who think this tweet is interesting can clip the url and learn more.,So this is a way to get more bang out of your tweet.,So you only have 140 characters, including spaces in your tweet.,Um, so you cannot say a lot, but if you are sufficiently compelling in your tweet, you can drive people to a url that has quite a bit more information.,And then an image. Um, tweets with images, you're gonna get more engagement, more retweets, um, more people clicking the urls.,That's just the world we live in these days.,People like good images. Okay? And there's A-A bunch of different ways of following tweets.,So I would encourage people to go into Twitter.,You don't have to have an account, um, to to look at tweets.,Um. So people who are maybe not ready to jump in can still get a sense of what's out there.,But you can look at tweets in a bunch of different ways.,So one is, if you do have an account, you can go find a whole bunch of people to follow. So I follow several different science journalists.,I follow a bunch of scientists who are really interested on Twitter, um,, and I follow a couple of science organizations because I think those are the people who are tweeting about things I care about.,And this is an actual snapshot of, um, my feed.,Um. So what you'll see is a mix of tweets from a number of different, um, kinds of people, all about fascinating science.,So that's one way of doing it.,You can only look,at tweets this way, if you, um, if you have,an account, and you go in and specifically decide to follow people, ok uh?,In this que in this case,,we're looking at tweets by a specific um Twitter handle.,So this is Stanford,Bioex, which is a great life sciences um institute on campus, on Stanford campus.,And so if I were to follow um bioacs on Twitter, this is what I might see.,A bunch of interesting tweets about the research that going on in the institute.,You'll see images. You see a quote from a new story, UM.,You see something from Stanford Medicine that they retweeted.,So you can look at tweets this way.,Without an account, you can go to any um, any handle within Twitter, and you can look at everything they've posted, um, and it'll just update automatically as as those people post.,So this is one way of looking at tweets.,And finally, these are my tweets and retweets, so, um, you can follow a individual person, um, so you can see the kinds of things that I've tweeted myself or retweeted.,My favorite way of doing all these different things is tweetec.,So, um, you can go to twitter dot com, and you can look up tweets in many different ways.,I guess I didn't show here.,You could. One of the ways of looking at tweets could have been to look at a particular hashtag.,I didn't show you guys that.,UM, within tweetec, you can have, um, several columns, and each one could be looking at a different set of tweets.,So at any one time, UM, I show three columns here, I-I generally have four or five open.,Um I'm following bioex I'm following what appears to be the middle column. Um, people who who I follow, and it looks like I'm following immunotherapy.,On that other side, the ha, the hashtagammunotherapy.,Um. So there's a great quote.,I-I try to look this up, and I don't know who it's by Keep your friends close and your enemies in a tweet dot column, ,kind of the the point here I keep your enemies into Treat you Dot column.,People don't need to know that you're following them, so if you specifically go in and click, I Amy Adams want to follow you.,Stanford Bioax um, they can see that I'm following them.,But if I'm just following a hashtag, um, none of these people, um, know that I'm following them.,Their their tweet appeared in my tweet dot column just because I was following that hashtag.,So you can follow a wide variety of, um, conversations and hashtags and different handles, um, ,and you're kind of invisible, which is, I point out, um, not to encourage spine, but to say that when you are tweeting, you don't necessarily know how many people are seen your content.,It can spread far and wide.,Okay, so I want to show a case story of um, of a series of tweets.,So this is the headline of a story I wrote.,Stanford chemists develop a new method of cancer immunotherapy.,Next, straightforward headline. Stanford University, on their channel, tweeted this.,A team led by Caroline Bertosse has developed a new approach to cancer immunotherapy.,A nice, straightforward tweet with a link and a nice image of Caroline and uh her students.,Okay. Stanford bioex tweeted Carol Lumbertose created a chemical lawn mower as a novel method for cancer immunotherapy.,UM So this is a little spunkier, um, but still a pretty straightforward description of what they did.,In this case, we inserted the hashtag cancer and hashtag immunotherapy, with the idea that there might be people out there following the words cancer and imunotherapy,, because those are hot topics, and Stanford University did not do that.,UM So I myself tweeted. UM I always enjoy working with Carol Lbert Tosey.,This time she created a novel method for cancer immunotherapy. So this is an important transition.,UM When tweeting as myself, I try to make it personal.,I'm tweening as me. If people are going to follow me, it should be because they are learning something about me, what I'm doing, what I'm interested in.,It should be personal and real.,Um scientists who tweet very impersonally, who tweet more like a Stanford University or Stanford bioex it is going to be harder to reach a large number of people because you,sound aloof and remote, uh, and not real.,I think Twitter is a place where people,can get an insight into what it's like to be,a scientist and be doing scientist, and sort of,show, um, what's real and interesting and exciting and science.,So when you start thinking about tweeting, um, think about how you can be, you a real person tweeting.,This is the headline for a blog that then also got written another nice, straightforward, um headline.,And then Stanford Medicine tweeted that blog to say, stanford Research develop a new target for a munotherapy sugars, with a link to the blog entry.,So back to a more Stanford University style.,So before I move on to Facebook, I want to give um a summary of Twitter, and that is, it's incredibly powerful.,You can reach an incredible number of people.,UM, You can also spend an extraordinary amount of time following people and seeing what people are saying and, UM, and trying to get a sense of what's out there.,It's both powerful and time consuming, um, so it is worth thinking about what you were going to achieve before you dive in.,It's also worth following a number of other scientists for a while, maybe a good couple of weeks,, to see what other people are saying, what kinds of success they're having, what kind of Twitter style, um, seems natural.,Um. And people are having success with before you jump in, uh, before you'd make that time commitment.,because I think it's a less effective way of reaching a general audience, and that's because people will follow organizations to learn what's going on within organizations. UM Facebook is incredibly image and video driven.,UM If you don't have good images or videos, your Facebook post will not go far.,UM It is a hard way to really spread much information, because you're restricted by who, who you are friends with.,UM So if you are something like Science Friday, call Academy UM, some other people, they can get pretty pretty widespread UM viewership.,But even they have to work very hard to have great images on great video in order for their posts to spread.,Far As an individual, you are better off thinking about how you can use Facebook to educate existing friends.,So if you have a friend base within Facebook, think about this.,Some of those are people who don't really know science.,Uh, they don't know what it's like to do science.,And you can, in how you post about your work, talk about things that make science more accessible and interesting.,So it is a way of existing, educating existing friends.,Okay, and so another quick comment on blogs, um and medium is wrapped up in this.,So who's going to blog about science?,And where is that going to get you?,So there are individual scientists who write about their their work on blogs.,There's lab pages or lab websites that have blogs, and these can be pretty effective, um, certainly, with talking within the science community.,And some of these got some wider pickup.,Um Specifically, if you then use social media to try to drive traffic to your blog, UM So if you have a blog, you would need a good Twitter account to help drive traffic to it.,Science organizations will often blog about the work they fun News outlets will sometimes have a blog to UM to cover other topics, like Nature jobs a blog, that's a good example.,UM. But blogs also take a lot of time, and they are very hard to to get a following for.,So on the one hand, it's a great way to convey a large chunk of information to people.,On the other hand, you really need to think hard about how you're going to drive people to that blog, because just putting it up and writing great stuff isn't going to get you far. Um. So here's your roundup. Think about what you're trying to achieve before you dive in.,When you do dive in, it's your chance to be real, show the public what real scientists are thinking about and doing and what their lives are like.,And to pull,that off, you need to know who you're talking to and why those people would follow you.,And then the biggie is engaged.,And don't teach if you're doing nothing but tweeting,educational little nuggets. Um, you need to think,about who's actually going to follow you.,If someone wants,to be taught about your field, they are probably right now majoring in your field and already getting the education um.,Whereas you could use social media to engage people and get them thinking about something that is is not what they're already doing.

我是斯坦福大学科学传播主任艾米·亚当斯。今天我们将讨论科学传播的社交媒体。而且，在本次演讲中，我特别谈论的是尝试使用社交媒体向公众谈论科学。许多科学家可能还会使用社交媒体进行相互交谈。这也是对某些形式的社交媒体的非常有效的利用。但这不是我今天要说的。我将特别考虑一个可能是一名科学家或从事科学工作的人会怎么样。会使用社交媒体与普通观众谈论这门科学。而你为什么要使用社交媒体来传播你的科学的大局是，这才是人们所处的位置。如果你要谈论某件事并且想让人们听见，那么你最好和最多的人待在房间里。所以我认为社交媒体有点像水果沙拉。有许多不同的社交媒体。他们都以不同的方式为沟通的美味沙拉做出了贡献。但它们并不完全相同。所以你有像Twitter这样的东西，Twitter有大量的追随者。你可以通过Twitter接触到大量的人。但是Twitter就像你水果沙拉中的小蓝莓一样，很好吃但非常小。你有像Facebook和Instagram这样的东西，你可以让更少的人看到你的所作所为。但是你也可以传达更多信息，不限于140个字符。然后是一个博客或者一个很多人都会听说过的新博客平台，叫做Medium。在这些地方，你可以详细谈论科学，解释任何你想要的东西。但是你的读者群会少得多。因此，你可以向更少的人提供更多的信息。而且，浏览其中哪一个最好，取决于你想要实现的目标。因此，这实际上取决于你想要的水果沙拉的种类。而且，了解这些不同的工具可以帮助你弄清楚要用什么来实现任何目标。好吧，所以在涉足社交媒体之前，你要问自己的第一个问题是，你为什么要参与其中？你的意思是什么？那么回到水果沙拉的比喻，你将如何尝试弄清楚沙拉里想要哪种水果呢？如果你还没有先考虑要做什么样的沙拉。那么你想向人们传达什么？因此，科学界人士参与社交媒体的原因有很多。因此，在学术层面上，我们在斯坦福大学，人们会参与社交媒体来帮助宣传斯坦福大学。还有这里正在进行的研究。或者，如果有人对环境问题、能源问题或艺术非常感兴趣，可以宣传某项特定事业。他们会想宣传这种世界观或那个事业。表现出思想领导力，有点像个值得关注的人。与人互动。因此，以其他人可能想评论或与你互动的方式来谈论这些问题。你可能想吸引网站或博客的流量。或者推广个人品牌。也许你想成为某个特定问题的首选人选。或者只是与志同道合的人交流。在参与社交媒体之前，你需要仔细考虑一下。部分原因是社交媒体需要时间。而且，如果你不太确定自己是否知道自己将要取得什么成就，为什么还要花这段时间呢？所以，我一开始就提到，如果你有话要说，你想待在大多数人所在的房间里。如今，那个房间是社交媒体。皮尤研究中心（PewResearchCenter）对人们如何使用社交媒体进行了一些非常好的民意调查。所以，我只想提供一些数字。问题之一是，有多少比例的社交媒体用户从这些渠道获得新闻？Twitter和Facebook都显示了这一点。在2013年至2015年之间，从社交媒体获取新闻和信息的人数已大幅增加。然后下一张图表显示了从这些频道获得新闻的人中有多少百分比试图以相当最新的方式从这些频道获得新闻。你会看到，在从Twitter获取新闻的人中，有59％的人确实在努力以最新的方式跟上步伐。因此，这绝对是观众的参与度。然后是使用Twitter或Facebook关注新闻媒体的人数。你会看到，与Facebook相比，Twitter用户关注新闻媒体的可能性要大得多。基于问题的团体大致相似，政党肯定是Twitter。Twitter上的人经常在那里关注特定的信息话题。而Facebook可以用来关注你的母亲、你的阿姨和叔叔以及你高中的朋友。也许还有一个新闻机构。因此，它的注意力不那么集中。好的，既然Twitter对某些人来说可能是新的，所以我要来看看一条推文是什么样子。所以我们都在说同样的语言。因此，这是伍兹研究所的一条推文。这是校园里的一所环境研究所，我碰巧很喜欢。而且这条推文包含所有相关元素，所以我正在使用这个。所以旁边有一张图片，那就是个人资料图片。因此，无论你上传到Twitter个人资料中的任何图片，都会显示在那里。而且，如果这是一张你和你的整个实验室的忙碌照片，那么它在Twitter提要中的样子就是一个小斑点。因此，你想要一张人们可以真正看到的图片，让他们想起那条推文来自谁。好吧，你的手柄，所以在顶部，是你的名字和你的账号。你想选择一个能表明你是谁的手柄。这样，当人们看到手柄时，他们就会知道他们是从谁那里看到的。好吧，所以在推文中，你可以使用主题标签。这些表明了人们可能想要关注的话题。因此，你不想在推文中的每个单词上加主题标签，因为这很烦人。而且它会浪费角色，因为你一直在使用主题标签。但是主题标签可以表示一个人可能想关注的话题。因此，在这种情况下，伍兹研究所假设Twitter上可能有人在关注主题标签#climate。那些人可能对伍兹研究所一无所知，可能正在关注伍兹研究所。但是，通过在他们的推文中加入主题标签“气候”，这条推文将出现在关注气候对话的人面前。因此，主题标签是让你的推文在关注话题或对话的人面前发布的好方法。但可能对你一无所知。好的，所以在这种情况下，他们在推文中提到了斯坦福大学，为此，他们使用了斯坦福的账号。因此，这意味着斯坦福大学会看到那条推文，关注斯坦福账号的人会看到那条推文。因此，这是在可能关注特定账号的人面前发布你的推文的另一种方式。这里有一个网址，以便认为这条推文有趣的人可以点击该网址并了解更多信息。因此，这是一种从你的推文中获得更多好评的方法。因此，你的推文中只有140个字符，包括空格，所以你不能说太多，但是如果你在推文中足够引人注目，你可以吸引人们访问一个包含更多信息的网址，然后是图片。带有图片的推文，你将获得更多的参与度，更多的转推，更多的人点击网址。这正是我们当今生活的世界，人们喜欢好照片。好的，还有很多不同的关注推文的方式。所以，我鼓励人们进入Twitter，你不必有账户就能看推文。因此，可能还没准备好跳进去的人仍然可以了解那里有什么。但是你可以用很多不同的方式看待推文。所以一是，如果你有账户，你可以去找一大群人关注。所以我关注了几位不同的科学记者。我在Twitter上关注了一群非常感兴趣的科学家，我关注了几个科学组织，因为我认为这些人是在推特上发布关于我关心的事情的推文，这是我Feed的真实快照。因此，你会看到来自不同类型的人的推文，都是关于引人入胜的科学的。所以这是做到这一点的一种方法。只有当你有一个账户并且你进入并特别决定关注别人时，你才能以这种方式查看推文。好的，在本例中，我们查看的是特定Twitter账号的推文。所以这是StanfordBio-X，这是一所很棒的生命科学研究所，位于斯坦福校园里，所以如果我在推特上关注Bio-X，我可能会看到一堆关于该研究所正在进行的研究的有趣推文。你会看到图片。你会看到一个新故事中的一句话。你会看到他们转推的斯坦福医学院的一些内容。因此，你可以在没有账号的情况下用这种方式查看推文。你可以访问Twitter中的任何账号，你可以查看他们发布的所有内容，当这些人发帖时，它只会自动更新。所以这是看推文的一种方式，最后，这些是我的推文和转推，所以你可以关注一个人。所以你可以看到我自己发过推文或转推过的那些东西。好吧，我最喜欢做所有这些不同事情的方式是在Tweetdeck中。因此，你可以前往twitter.com，你可以用许多不同的方式查找推文。我想我没能在这里展示你可以，看推文的方法之一可能是看特定的主题标签。我没给你们看。在Tweetdeck中，你可以有几列，每栏可能都在看一组不同的推文。因此，在任何时候，我都会在这里显示三列，我通常会打开四五列。我在关注Bio-X，我关注的是看似中间的专栏，我关注的人，看来我在关注另一边的免疫疗法，即免疫疗法的主题标签。所以有一句很棒的名言。我试着查这个，但我不知道是谁写的。与朋友保持亲密关系，在Tweetdeck专栏中与敌人保持亲密关系。这里有点重要，让你的敌人[笑]在Tweetdeck专栏里，人们不必知道你在关注他们。因此，如果你特别进去点击，我，艾米·亚当斯，想关注你，StanfordBio-X，他们可以看到我在关注他们。但是，如果我只是在关注主题标签，那么这些人都不知道我在关注他们。他们的推文出现在我的Tweetdeck专栏中只是因为我在关注那个主题标签。因此，你可以关注各种各样的对话、主题标签和不同的用户名，而且你有点隐身，我指出，这不是为了鼓励间谍活动，而是说当你发推文时，你不一定知道有多少人看到了你的内容。它可以传播得很远。好的，所以我想展示一系列推文的案例故事。所以，这是我写的一个故事的标题，斯坦福大学的化学家们正在开发新的癌症免疫疗法，标题不错，直截了当。斯坦福大学在其频道上发布了这篇推文，由卡罗琳·贝尔托齐领导的一个团队开发了一种新的癌症免疫疗法方法。这是一条漂亮、直截了当的推文，里面有链接，还有一张漂亮的Carolyn和她的学生的照片。好的，StanfordBio-X在推特上说，卡罗琳·贝尔托齐创造了一种化学割草机，作为治疗癌症的新方法，即免疫疗法。所以这有点夸张，但仍然是对他们的所作所为的非常直截了当的描述。在本例中，我们插入#cancer和#immunotherapy的想法是，可能有人在关注癌症和免疫疗法这两个词，因为这些都是热门话题，而斯坦福大学却没有这样做。所以我自己在推特上说，我一直很喜欢和CarolynBertozzi一起工作。这次，她创造了一种新的癌症免疫治疗方法。因此，这是一个重要的过渡。当我以自己的身份发推文时，我会尽量让它变得个性化。我以我的身份发推文。如果人们要关注我，那应该是因为他们正在学习一些关于我的知识，我在做什么，我感兴趣的东西。它应该是个人的和真实的。那些发推文非常非个人化的科学家，他们发推文更像斯坦福大学或斯坦福Bio-X，他们很难接触到大量的人，因为你听起来冷漠、遥不可及，而且不真实。我认为Twitter是一个人们可以深入了解成为一名科学家、做科学家的感觉，在某种程度上展示科学界的真实、有趣和令人兴奋的地方。所以，当你开始考虑发推文时，想一想你怎么能成为自己。一个真实的人在发推文。这是博客的标题，后来也写好了。另一个不错的直截了当的标题，然后斯坦福医学院在推特上发布了该博客说，斯坦福大学的研究人员开发了一种新的免疫疗法靶标，即糖，并附有博客文章的链接。所以回到更像斯坦福大学的风格。因此，在我转到Facebook之前，我想总结一下Twitter。也就是说，它的功能非常强大，你可以接触到数量惊人的人。你也可以花大量时间关注别人，看看人们在说什么。然后想了解那里有什么。它既强大又耗时，因此在深入研究之前，值得考虑一下你将要实现的目标。还值得关注其他一些科学家一会儿，也许是好几个星期。看看其他人在说什么，他们取得了什么样的成功，什么样的Twitter风格看起来很自然，人们正在取得成功？在你加入之前，在你做出时间承诺之前。因此，我想更快地谈谈Facebook，因为我认为，Facebook是吸引普通受众的一种不太有效的方式。那是因为人们会关注组织来了解组织内部的情况。Facebook的图像和视频驱动力令人难以置信。如果你没有好的图像或视频，那么你的Facebook帖子就不会走得太远。要真正传播很多信息，这是一种很难的方法，因为你受到与谁交朋友的限制。因此，如果你像ScienceFriday、Calacademy、其他一些人，他们的收视率就会相当高、相当广泛。但是，即使他们也必须非常努力地获得出色的图像和出色的视频，才能使他们的帖子传播得更远。作为一个个人，你最好考虑如何使用Facebook来教育现有的朋友。因此，如果你在Facebook上有朋友群，那就考虑一下吧。其中一些人并不真正了解科学。他们不知道做科学是什么感觉，你可以，也不知道如何发布自己的作品，谈论让科学更容易理解和有趣的事情。因此，这是一种教育现有朋友的方式。好的，那么关于博客和媒体的另一条简短评论就结束了。那么，谁会写关于科学的博客，这会给你带来什么好处？因此，有些科学家在博客上写下他们的工作。有实验室页面，或者有博客的实验室网站。当然，通过在科学界进行交谈，这些可能会非常有效。其中一些会得到更广泛的关注，特别是如果你随后使用社交媒体来尝试为博客吸引流量。因此，如果您有博客，则需要一个好的Twitter帐户来帮助吸引流量。科学组织经常会在博客中介绍他们资助的工作。新闻媒体有时会有一个博客来报道其他话题，比如NatureJobs是一个博客，这是一个很好的例子。但是博客也需要很多时间，而且很难获得关注者。因此，一方面，这是向人们传达大量信息的好方法。另一方面，你真的需要认真考虑如何吸引人们访问那个博客。因为仅仅把它写出来写好东西并不能让你走得更远。因此，这是你的总结，在潜入之前想一想你想要实现的目标。当你潜入水中时，这是你成为真实的机会。向公众展示真正的科学家在思考和做什么，以及他们的生活是什么样子。要做到这一点，你需要知道你在和谁说话，以及为什么那些人会关注你。然后最重要的是参与而不教书。如果你除了在推特上发布具有教育意义的小金块之外什么也没做，你需要考虑谁会真正关注你。如果有人想学习你的领域，他们现在可能正在主修你的领域，并且已经接受了教育。然而，你可以使用社交媒体来吸引人们，让他们思考一些不是他们已经在做的事情。这对于社交媒体来说是一个很好的用途。