### SUSTAINABLE GEALS DEVELOPMENT GEALS





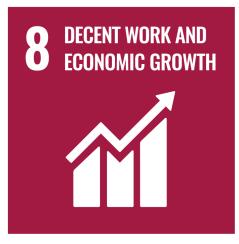
































Are we good enough at doing scientific outreach on social media?



Palm oil plantations are among the biggest driver of deforestation, threatening the orangutan with extinction \*\*

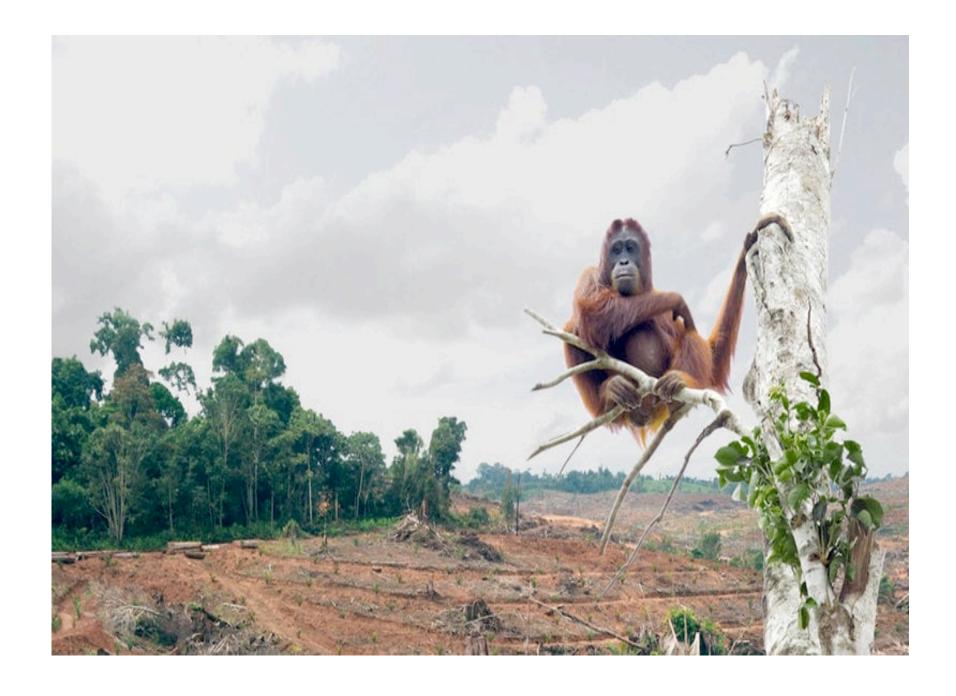
Take a stance and enjoy a Rang-tan friendly Christmas this year.

#### #NoPalmOilChristmas



youtube.com
Iceland's Banned TV Christmas Advert... Say hello to Rang-...
You won't see our Christmas advert on TV this year.But we
want to share our 'No Palm Oil' story with you this Christma...

11:04 AM · Nov 9, 2018 · Twitter Web Client

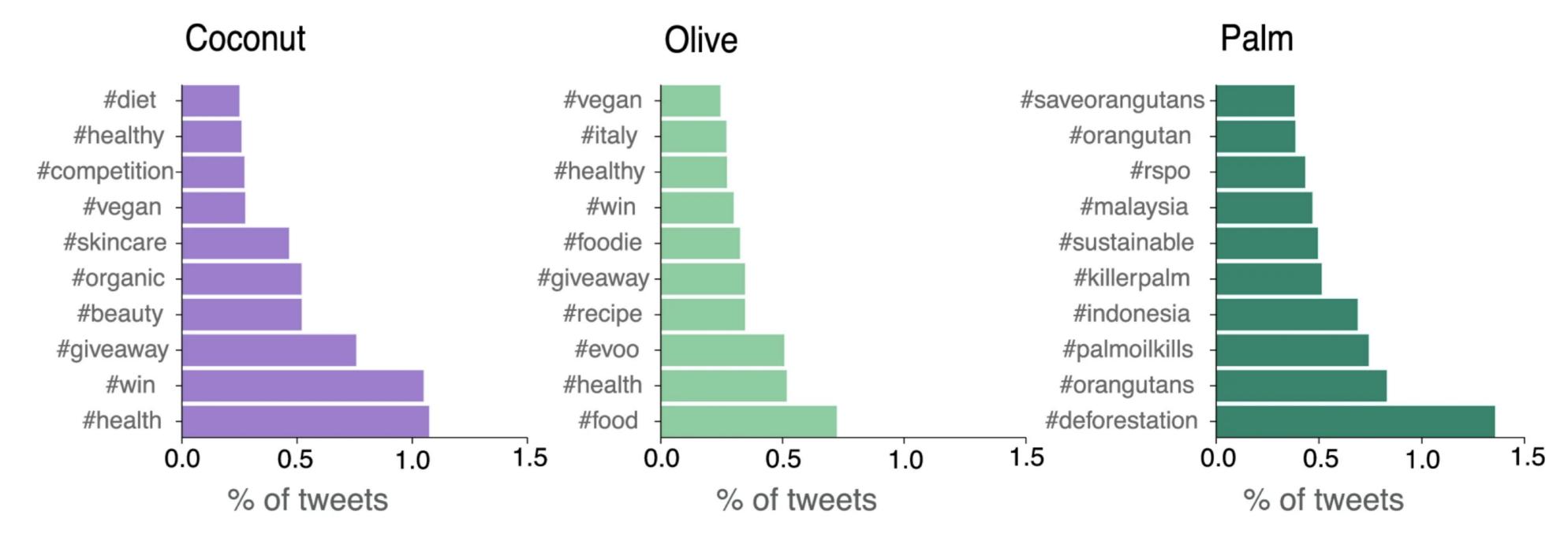


#### Characteristics of the vegetable oil debate in socialmedia and its implications for sustainability

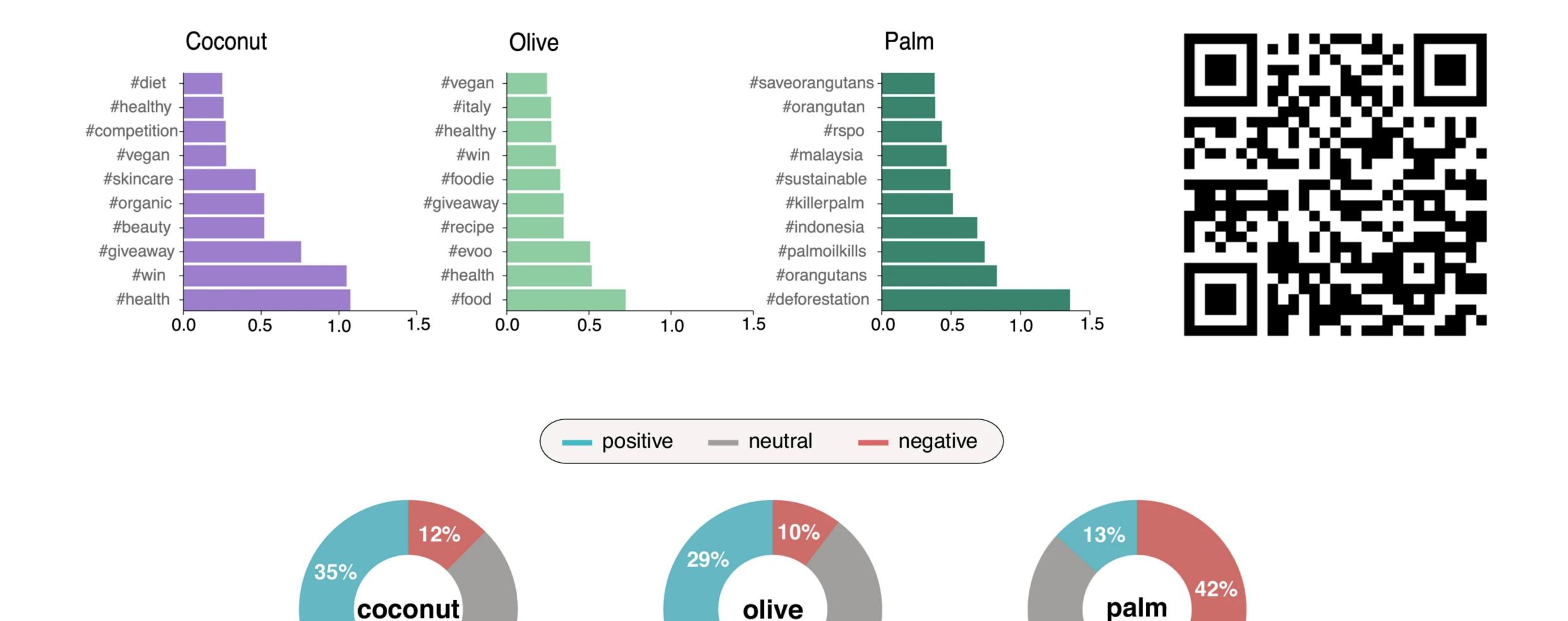
Elena Candellone, Alberto Aleta M, Henrique Ferraz de Arruda, Erik Meijaard & Yamir Moreno

Communications Earth & Environment 5, Article number: 391 (2024) Cite this article





### Health and beauty vs deforestation



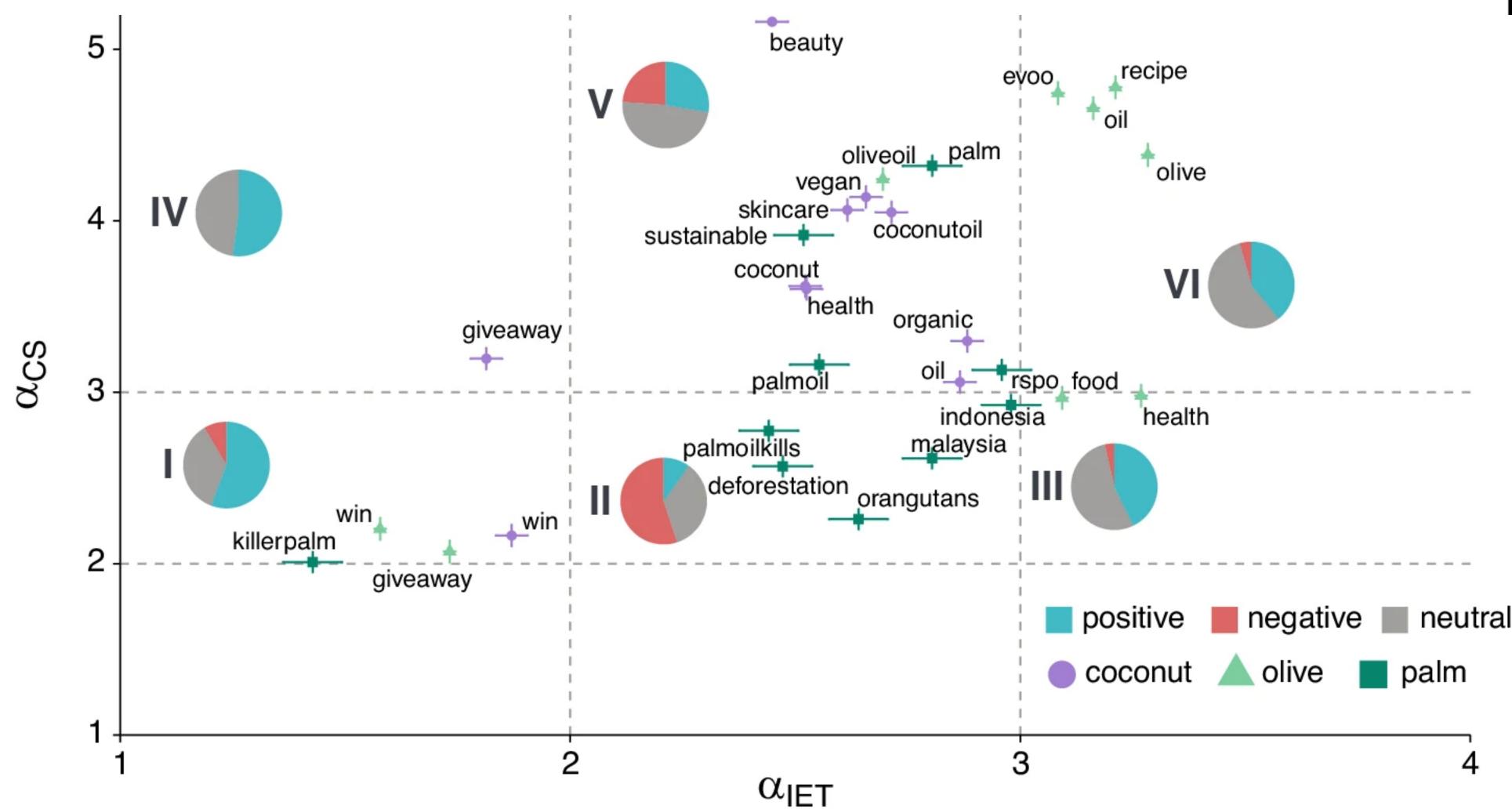


61%

53%

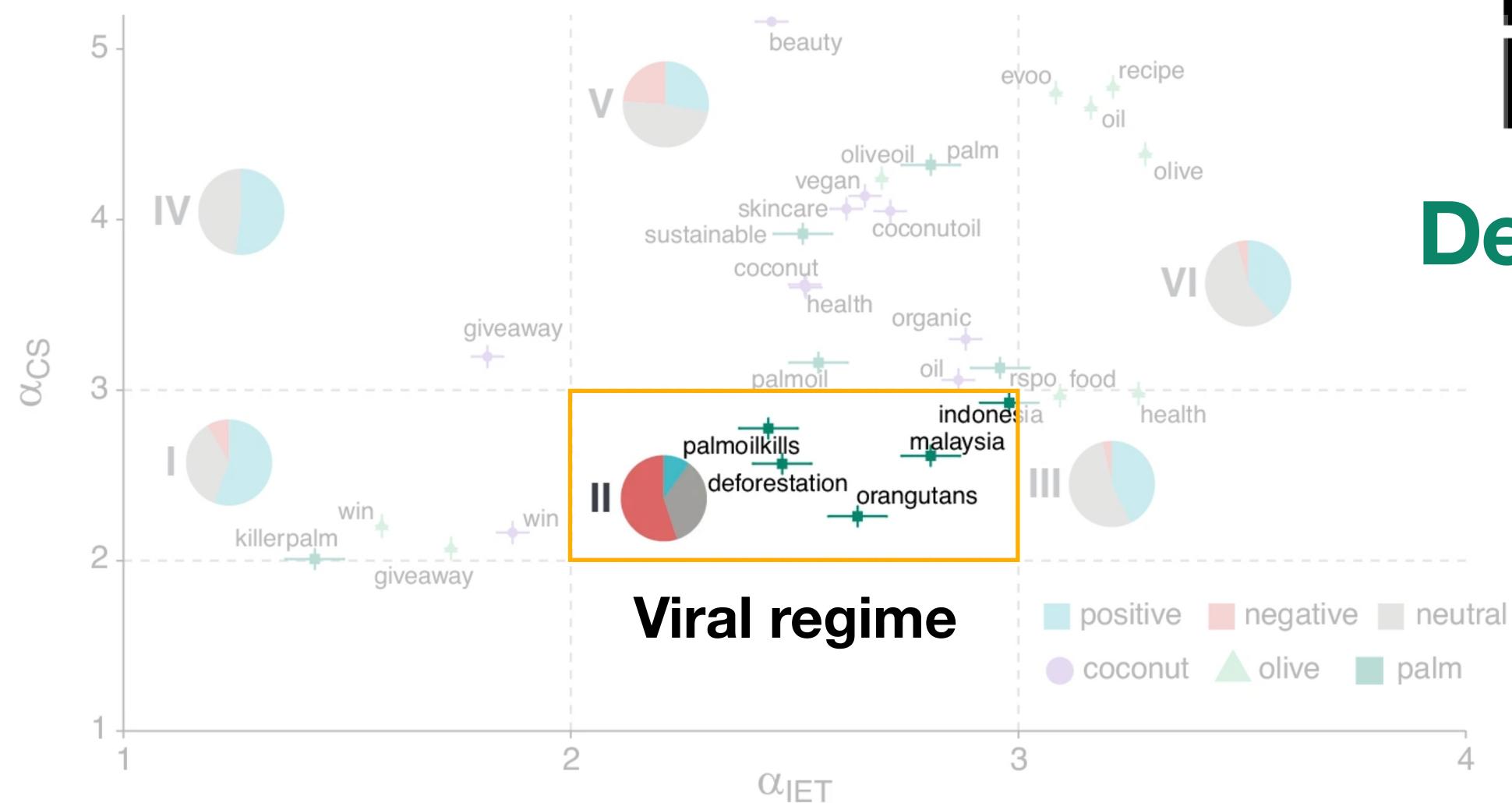
45%

# Power-law exponents can measure space-time virality





# Power-law exponents can measure space-time virality





### Deforestation went viral

### Key findings

- Disconnection between scientific and public discourse
- Scientists need better communication strategies
- Viral events oversimplify complex sustainability issues



#### Thanks to my co-authors!

