

Открытый доступ и социальные медиа: коммуникация науки и общества в эпоху пандемии

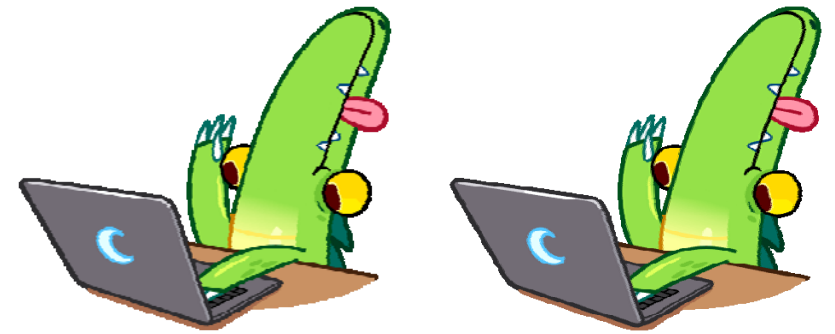


COVID-19.pф:

ИНФОРМАЦИЯ ПРОТИВ ПАНДЕМИИ

Социальные медиа изменили коммуникационную среду

- Каждый стал автором.
- Стало еще очевиднее, что количество редко переходит в качество.





Андрей Мирошниченко, «Личная медиа-осознанность для профессионального успеха и душевного здоровья»

По сути, современный человек фигурирует на рынке труда (да и на любом другом рынке) своим интернет-аватаром, своим «авторством» в Сети.

<https://texterra.ru/blog/lichnaya-media-osoznannost-dlya-professionalnogo-uspekha-i-dushevno-zdorovya.html>



More Than Likes and Tweets: Creating Social Media Portfolios for Academic Promotion and Tenure

In early 2016, the Mayo Clinic Academic Appointments and Promotions Committee began including digital and social media scholarship among the criteria considered in review of proposals for academic advancement. Here, we discuss a framework to incorporate social media scholarship into academic promotion and tenure systems.

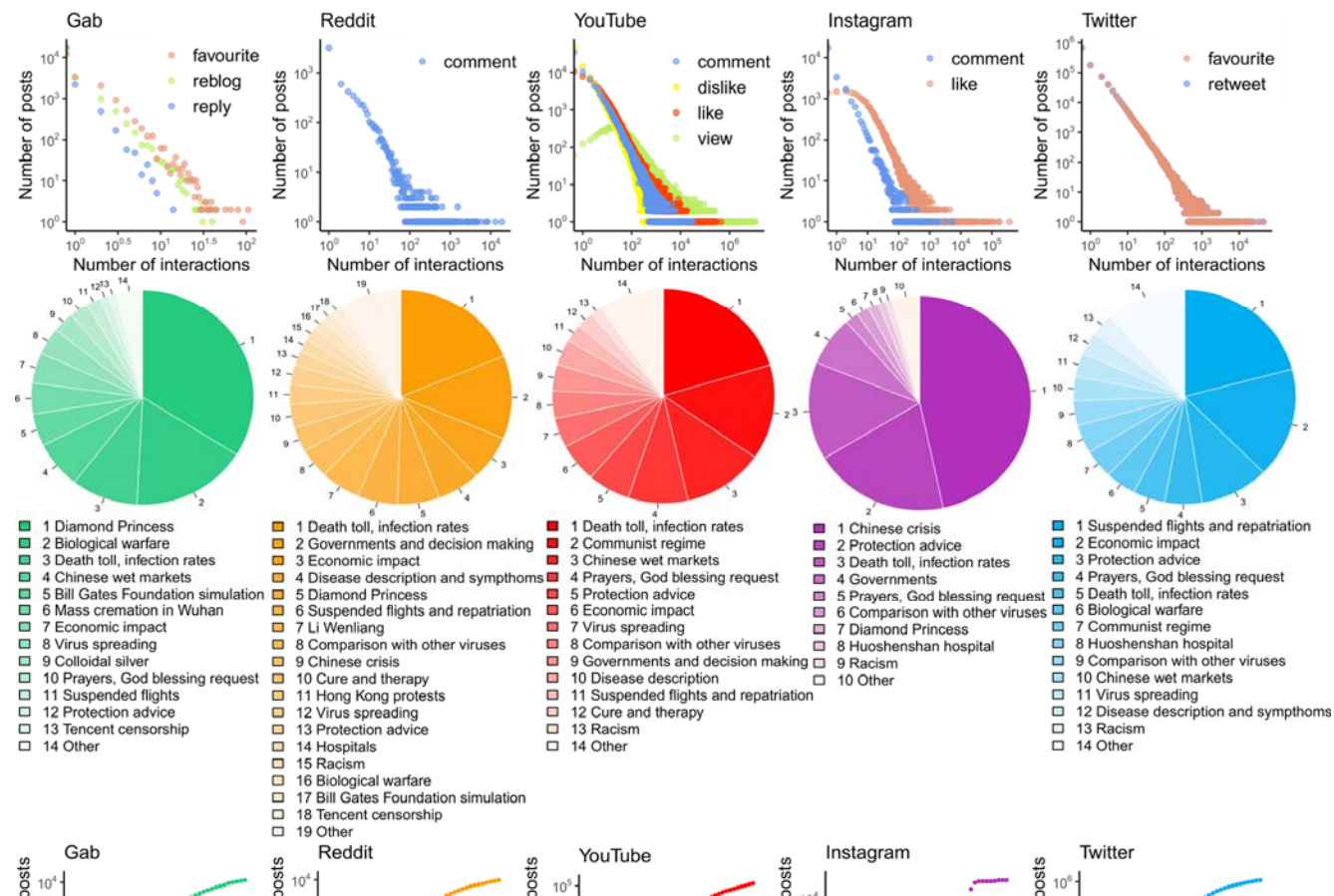
doi: [10.4300/JGME-D-17-00171.1](https://doi.org/10.4300/JGME-D-17-00171.1)

Post-normal science communication: exploring the blurring boundaries of science and journalism

Emerging common patterns of 'post-normal' science communication

<i>Roles</i>	Advocates of common goods (ecology, democracy, scientific/press freedom) Brokers (of consensus, dialogue, ideas, knowledge)
<i>Norms</i>	Advocacy [Wilke and Morton, 2015; Pielke, 2007] Interpretation beyond facts/research results, e.g., weight of evidence reporting [Brüggemann and Engesser, 2017; Dunwoody, 2005] Limited transparency: methods/production process, own values, uncertainties [Hellmueller, Vos and Poepel, 2013; Karlsson, 2010] Limited participation [Allan and Ewart, 2015; Funtowicz and Ravetz, 1993; Hujanen, 2016] Public service formerly primarily a journalistic norm is increasingly also relevant for research Immediacy formerly primarily a journalistic norm, might also become relevant for researchers as they try to feed their knowledge into public discussions and political decision-making
<i>Practices</i>	Pro-Active communication with the public: scientists and journalists interact intensively with actors from other professional spheres (talking about research results before peer review, publishing on blogs, connecting on Twitter); provide context/interpretation beyond facts; stating one's values

doi.org/10.22323/2.19030202



Cinelli, M.,
Quattrociocchi, W.,
Galeazzi, A. *et al.* The COVID-19
social media
infodemic. *Sci
Rep* 10, 16598
(2020).
<https://doi.org/10.1038/s41598-020-73510-5>

Fast news or fake news?

doi.org/10.15252/embr.202050817

BiorXiv глазами СМИ:

- Электронная библиотека;
- Издание;
- Журнал;
- Онлайн-ресурс;
- Сервер препринтов.

bioRxiv
THE PREPRINT SERVER FOR BIOLOGY

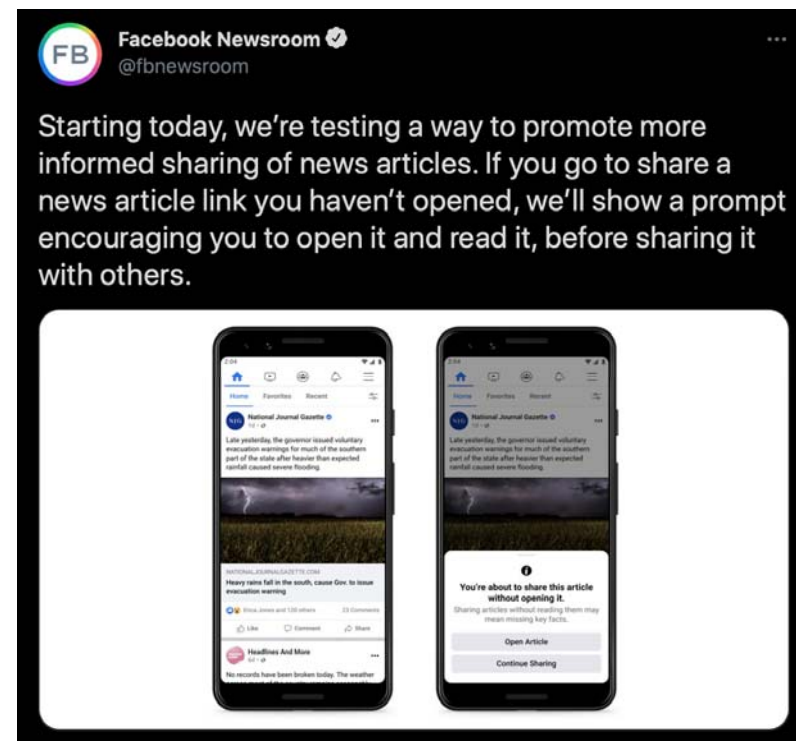
Ответ соцсетей

COVID-19 misleading information policy

Overview

You may not use Twitter's services to share false or misleading information about COVID-19 which may lead to harm.

Even as scientific understanding of the COVID-19 pandemic continues to develop, we've observed the emergence of persistent conspiracy theories, alarmist rhetoric unfounded in research or credible reporting, and a wide range of unsubstantiated rumors, which left uncontextualized can prevent the public from making informed decisions regarding their health, and puts individuals, families and communities at risk.





Social media for rapid knowledge dissemination: early experience from the COVID-19 pandemic

Criteria for the responsible use of social media disseminated information:


- Preferential use of established professional forums, or communication groups to deliver information.
- Clear identification of the information source – allows user to judge the likely veracity and quality of information.
- Declaration of conflicts of interest, when appropriate.
- Identify methods to verify the source when appropriate or necessary – website address if source not readily accessible by simple search strategies, or institutional email address of originator.
- Transparent methods for peer review and feedback, for example, utilising transparent FOAM platforms for post-publication peer review processes, provision of author/institutional contact details so that criticisms can be directed directly to originators.
- Transparently acknowledge and document collaborations with identified professional experts, and when necessary adjust information to meet contextual needs.
- Pursue a traditional peer review process as soon as feasible and, if appropriate, reference peer review results once obtained.

doi.org/10.1111/anae.15057

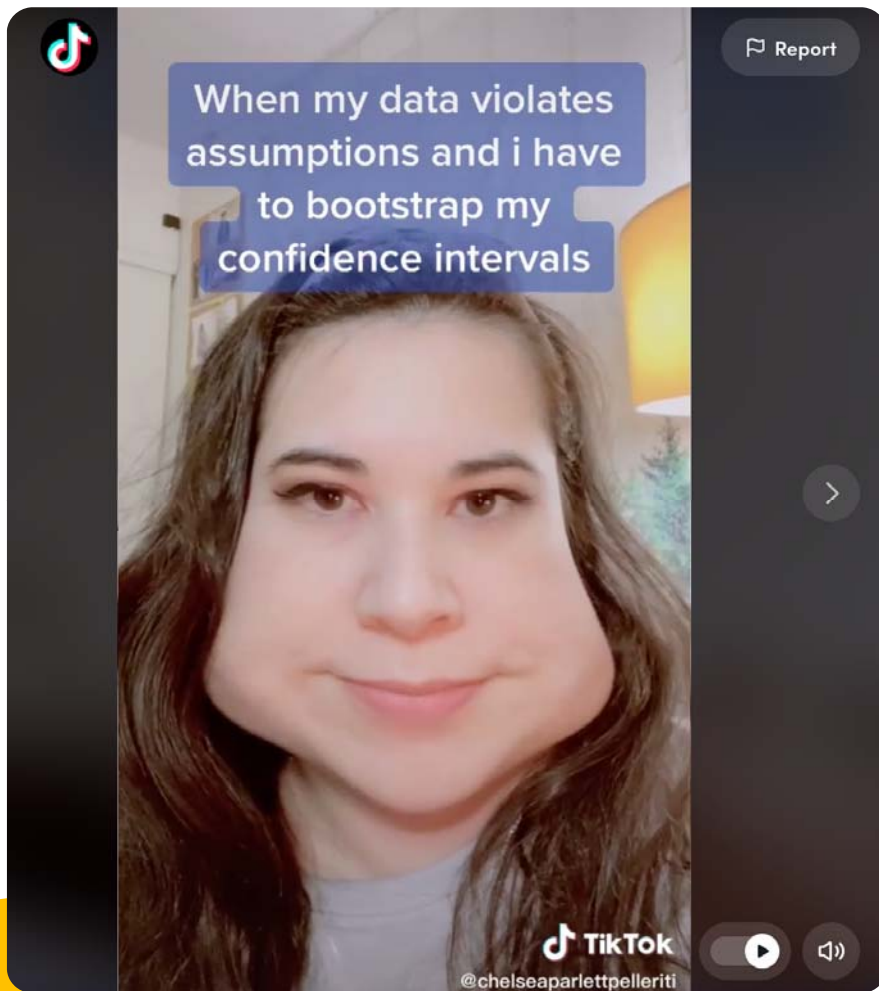
	Abstract views N (95% CI)	Full-text views N (95% CI)	Altmetric score N (95% CI)	NNV
Control	257 (159-354)	73 (38-109)	12 (8-15)	3.5
Infographic	590 (361-819)	65 (33-98)	32 (19-43)	9.0
Podcast	1,795 (1,135-2,455)	431 (0-1,031)	61 (42-80)	4.2

The impact of social media promotion with infographics and podcasts on research dissemination and readership

- <https://www.cambridge.org/core/journals/canadian-journal-of-emergency-medicine/article/impact-of-social-media-promotion-with-infographics-and-podcasts-on-research-dissemination-and-readership/8BB62C39F4957E5E14E2E31E69077756>



Видео – новая
стандартная единица
контента



Ученые осваивают новые платформы

- <https://www.inverse.com/science/science-on-tik-tok>

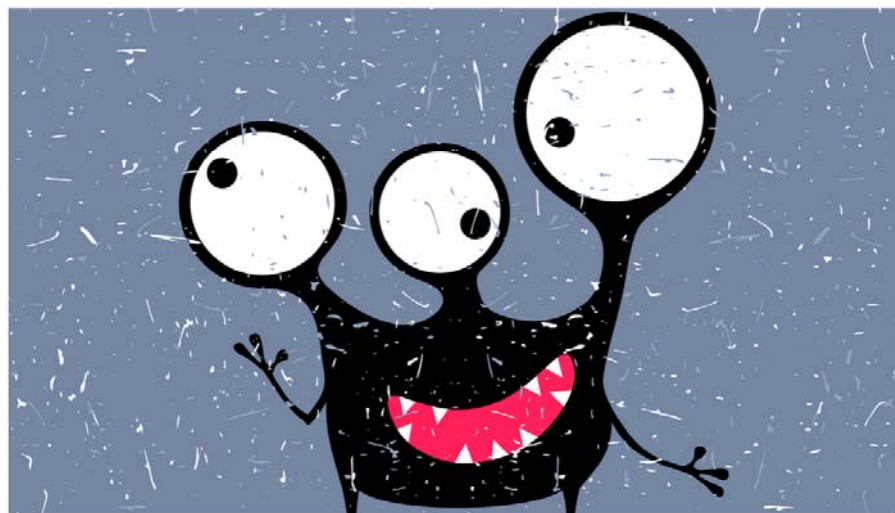
<https://jrn1st.ru/how-write>

Если создать свою экосистему или платформу мы не можем, то должны идти на чужие платформы.

ПРОФЕССИЯ

Как писать для людей, которые всё время отвлекаются

Текст: Всеволод Пуля главный редактор Russia Beyond



У вас есть пара секунд, чтобы заинтересовать аудиторию, и всего один шанс, чтобы её удержать. Что бы вы ни писали — серьёзную аналитику или развлекательные листинги — эти советы помогут вам сократить путь к читателю

Факторы вовлечения

Личное обращение

Вопрос

Призыв к действию

Использование эмоджи (аккуратно)

Хорошая картинка

Юмор

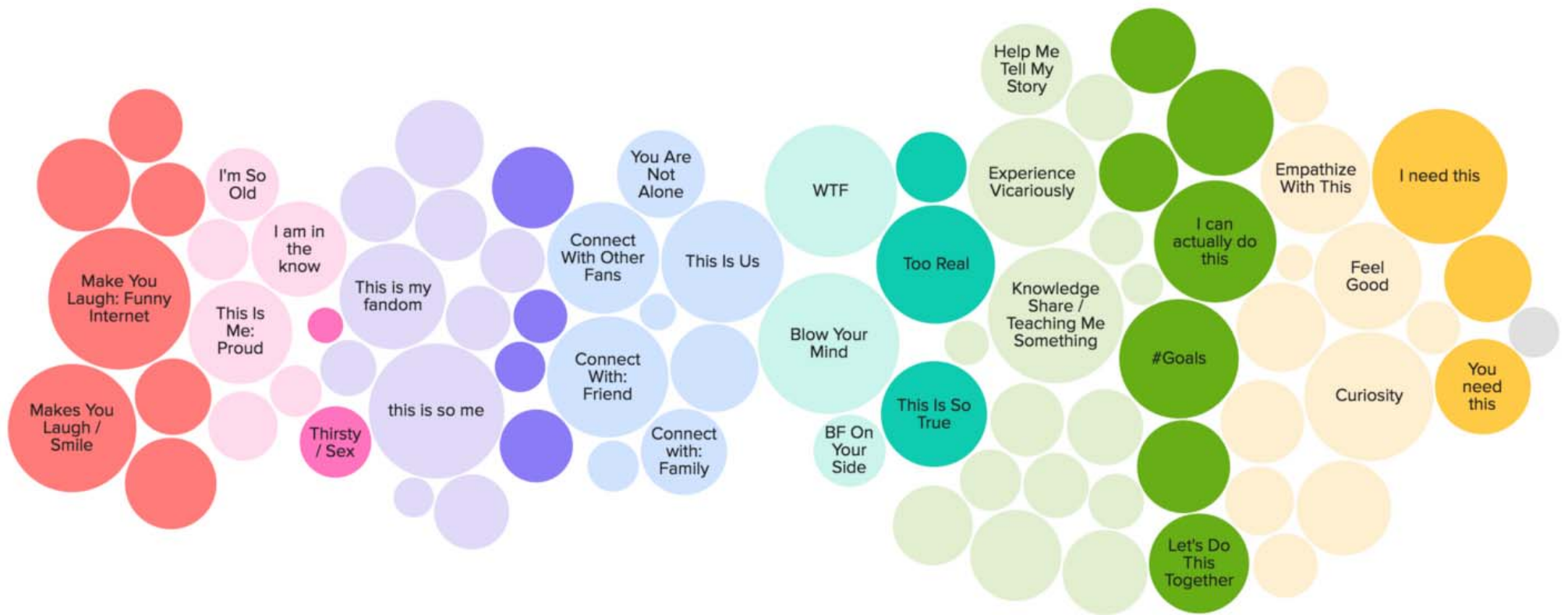
Ностальгия

Любопытство

<https://www.treeshake.com/twig/what-makes-content-go-viral>

The question I get most frequently is:
How do you make something go viral?
The question itself is misplaced; it's not about the something. It's about what the people doing the something - reading or watching - what are *they* thinking?





Tokyo 2020 Olympics president expected to resign over sexist comments

Yoshiro Mori had insisted for days he would not quit but Japanese media say he will step down amid a growing tide of anger over his remarks



▲ Yoshiro Mori, president of the Tokyo 2020 Olympics, has come under mounting pressure since he said women made meetings 'drag on' Photograph: Issei Kato/Reuters

The president of the **Tokyo 2020 Olympics** organising committee, Yoshiro Mori, is expected to resign after derogatory comments he made about women caused an international uproar less than six months before the Games are due to open.

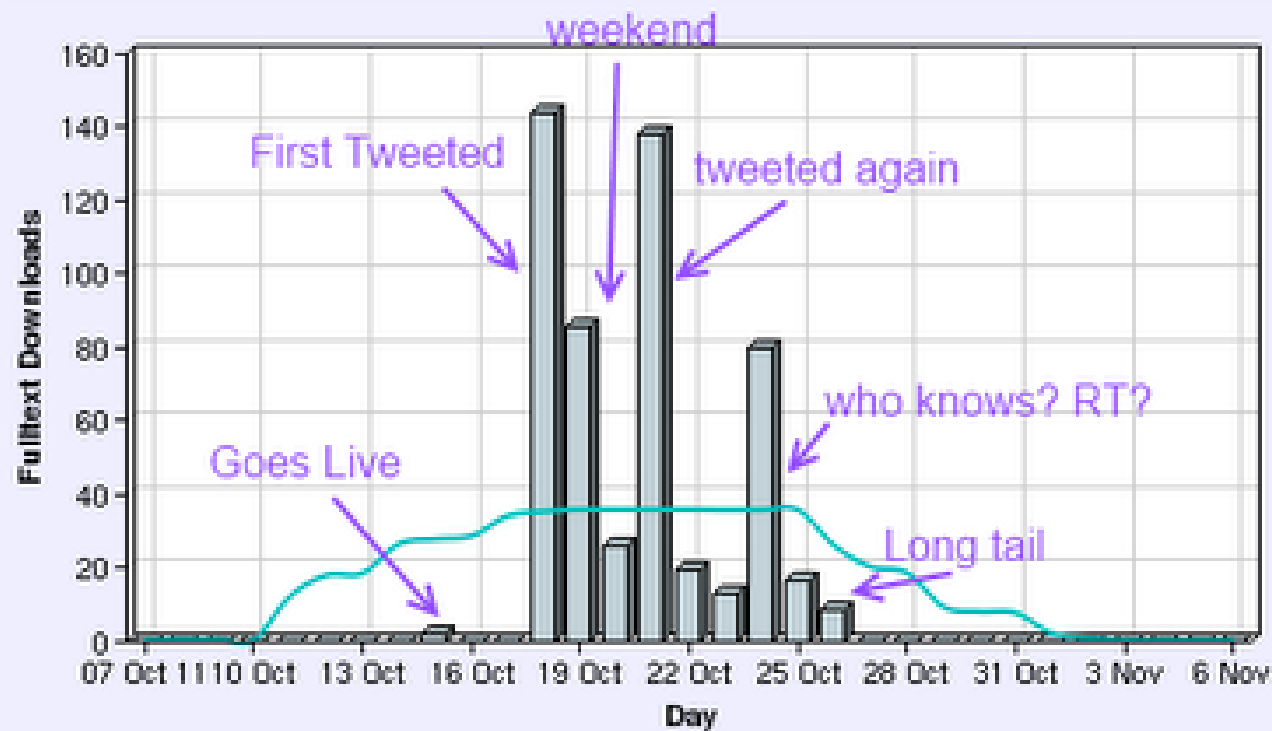
Mori, who has led the organising committee since 2014, will step down after insisting for days that he would not resign, the Fuji News Network reported on Thursday.

...

Referring to his time as chairman of the Japan Rugby Football Union, the 83-year-old said: "Women have a strong sense of rivalry. If one raises her hand to speak, all the others feel the need to speak, too. Everyone ends up saying something."

<https://www.theguardian.com/world/2021/feb/11/tokyo-2020-president-yoshiro-mori-expected-to-resign-comments-about-women>

Activity - last month



ChartDirector (unregistered) from www.advsofteng.com

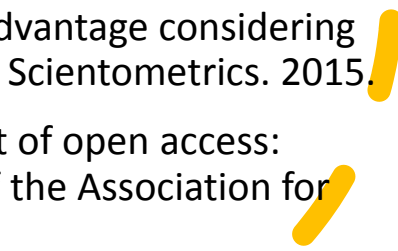
Terras, M. (2012). The impact of social media on the dissemination of research: Results of an experiment. *Journal of digital humanities*, 1(3). <http://journalofdigitalhumanities.org/1-3/the-impact-of-social-media-on-the-dissemination-of-research-by-melissa-terras/>



Помните!

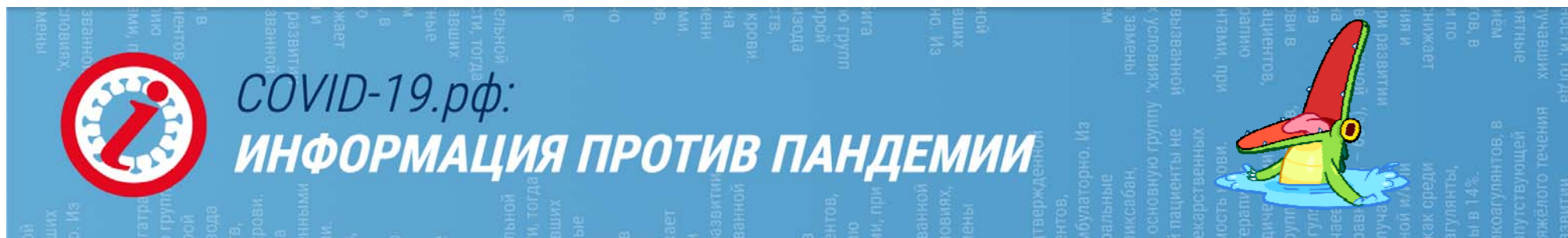
Пример журнала *Nature Communications* свидетельствует, что в среднем количество просмотров статей открытого доступа выше в 3,26 раза, а показатели цитируемости в социальных медиа – в 1,37 раза.

Открытый доступ также на 47% повышает шансы статьи быть процитированной в «Википедии».

- Wang X., Liu C., Mao W., Fang Z. The open access advantage considering citation, article usage and social media attention // *Scientometrics*. 2015.
 - Teplitskiy M., Lu G., Duede E. Amplifying the impact of open access: Wikipedia and the diffusion of science // *Journal of the Association for Information Science and Technology*. 13.10.2016.
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Спасибо за внимание!

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- @natahatri



Источник чудо-крокодильчика - <https://t.me/addstickers/MrCroco>