

Smart(er) Social-Media Tools for Science

workshop at [Spot On London 2013](#)

9 November, British Library, London

Tim McCormick - Conversary, Palo Alto. [@tmccormick](#)

Marie Boran - INSIGHT / Univ. Galway. [@pixievondust](#)

Maria Delaney - ScienceCalling, Dublin. [@mhdelaney](#)
(not here in person due to illness).

Hashtag: [#solo13smart](#)

Presentation materials will be online at: bit.ly/solo13smart
(points to this page).

THANK YOU FOR COMING. STAY IN TOUCH! ...
p.s. I have read your tweets.

[Video of session.](#)

1) Introduction: 3 perspectives - scientists, communicators, publishers. (McCormick).

2) How and why do scientists use social media? (Boran).

PPT

3) How might publishers and organizations support and scale such activities? (McCormick).

4) Open discussion and questions.

5) Wrapup: invitation to help write a collaborative document about social-media for science.

Publisher / Organization / Robot Perspective

How might publishers and organizations support and scale science communication efforts?

example of **SocialScholar** project (in development by Tim):

robot intelligence for social media.

Tweets of paper synopses and highlights might be generated by

- Coordinating & incenting '*upstream*' authorship of ShortTitles / tweets by authors.
- Crowdsourcing (perhaps like ScienceGist model)
- Algorithmic approaches - e.g. extracting key points and semantic terms.