

Using Web 2.0 Technologies in Scientific and Research Communities

A moderated panel discussion



Thursday, December 11, 2008 4:00pm – 4:30pm

Moderator: Mark Gust

Panelists: Dr. Mary Greene, Diane Rickman, Christy Cunningham

Agenda

- ▶ 4:00 – 4:05: Introduction to Social Media in Science and Research
- ▶ 4:05 – 4:30 Panel Discussion and Audience Questions

Social Media refers to tools that enable communication, collaboration and innovation

- ▶ Increased collaboration with colleagues (weak ties) that crosses physical, social, cultural, and political boundaries
- ▶ Improved communication at all levels of the organization
- ▶ Additional feedback channels
- ▶ Increased interactivity and input into organizational strategy
- ▶ Improved efficiency
- ▶ Increased flexibility and adaptability

Social Media Tools

- ▶ **Blog:** A user-generated website where entries are made in journal style and displayed in reverse chronological order
- ▶ **Wiki:** A collaboration tool that allows anyone to edit content
- ▶ **RSS:** The latest method of delivering content from the Internet for personal viewing
- ▶ **Social Networking:** A method by which users share text, audio, and/or video content through people-to-people connections via web-based tools
- ▶ **Widgets:** A graphical user interface that allows users to pull in information and display data from other sources
- ▶ **Virtual Worlds:** A computer-based simulated environment created for users to inhabit and interact with each other via avatars
- ▶ **Podcasts/Vodcast:** An audio file available for use on computers or portable media devices
- ▶ **Social Bookmarking:** A method in which users can store, classify, share, and search each other's bookmarks, via user-generated content tags

Social media appeals to scientists and researchers because it supports behaviors they already exhibit

- ▶ Network and personal profiling
- ▶ Narratives, discussions and exchanging expertise
- ▶ Life-long learning, latest knowledge, global network
- ▶ Informal learning and personal content production
- ▶ Most of it is web-based, accessible around the world



Fostering a culture of collaboration via social media tools requires a readiness for organization and/or community change

- ▶ Trust
- ▶ Sharing
- ▶ Goals
- ▶ Community
- ▶ Innovation
- ▶ Environment
- ▶ Collaborative Chaos
- ▶ Constructive Confrontation
- ▶ Communication
- ▶ Value



Points for discussion

- ▶ The 1.0, 2.0, 3.0 differences ...
- ▶ What are challenges to providing accurate and authoritative information
- ▶ When you have a culture conducive to collaboration, you have social media tools in place, do you just step back and let it happen?