

ESO/ESA/IAU/Excellence Cluster 'Universe'

Astronomy Communication Seminars

— Monthly half-hour seminars about contemporary issues in astronomy communication

Wednesday, 14 July 2010 - 14:00-14:30

ESO Auditorium



Taking astronomy beyond the doorstep of Social Media

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Abstract: Facebook, Twitter, YouTube and other social media platforms have rapidly evolved from simple entertainment to one of the most popular ways of sharing information, interacting and communicating. Faster and more engaging than traditional media, social media gives control to individuals, who can turn into highly trusted and almost real time sources of information and opinions. With every individual both a journalist and opinion maker, how can EPO (Education and Public Outreach) departments *bring information* to the *public*? The best solution seems to be taking astronomy to “every man’s land” and making its voice heard. *How can science become social media friendly* is a question this talk tries to answer.

More information @oanasandu or #AstroComm



