

On the verge of a SIAM community blog

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Why should mathematicians and scientists blog?

Newspaper science sections have shrunk by two-thirds in the last several decades

For every 5 hours of cable news just 1 minute is devoted to science and technology

Just 13% of Americans follow science and technology news

44% of Americans can't name a scientific role model & 46% deny evolution

Facts from Chris Mooney's *Unscientific America: How Scientific Illiteracy Threatens our Future*



Why should mathematicians and scientists blog?

Right the wrongs of mainstream media

Sensationalism, newsiness, newness

Provide a counter to unsound science & opinion

Defy stereotypes of science research

- Be it robotic squirrels or monkeys on meth

Point out errors in scientific reporting

- *Washington Post* columnist's climate claims

Shed much-needed light on breaking news

- Bloggers covered science of the Gulf Oil Spill

Why should mathematicians and scientists blog?

Take science directly to the people

Help the public think about the world scientifically

Explain the scientific method & share imaginative science in action

Inspire the next generation of scientists & engineers

Increase diversity in science-new media (more democratic) provides more visibility to women and minorities

Why should mathematicians and scientists blog?

What's in it for the individual scientist?

Make research findings broadly accessible in a timely manner

Find potential collaborators and grad students

Highlight neglected areas in traditional information sources

Get noticed by the private sector, NGOs & policy makers

Make funding easier for you and your funding agency



Why should mathematicians and scientists blog?

What's in it for the individual scientist?

Blogs are a natural medium to discuss preliminary science

- Communication leads to cohesion
- Take your ideas for a test drive
- Hyperlinks for synthesis of past data
- No restrictions on length

Helps reconciliation of literature in multidisciplinary fields

Offer a compelling, clear narrative



The Web is changing science communication

Science bloggers as major sources of science news

Amateur or individual bloggers as part of news & science publications:

- Professional, curated, organized
- Informal, unstructured, unrestricted

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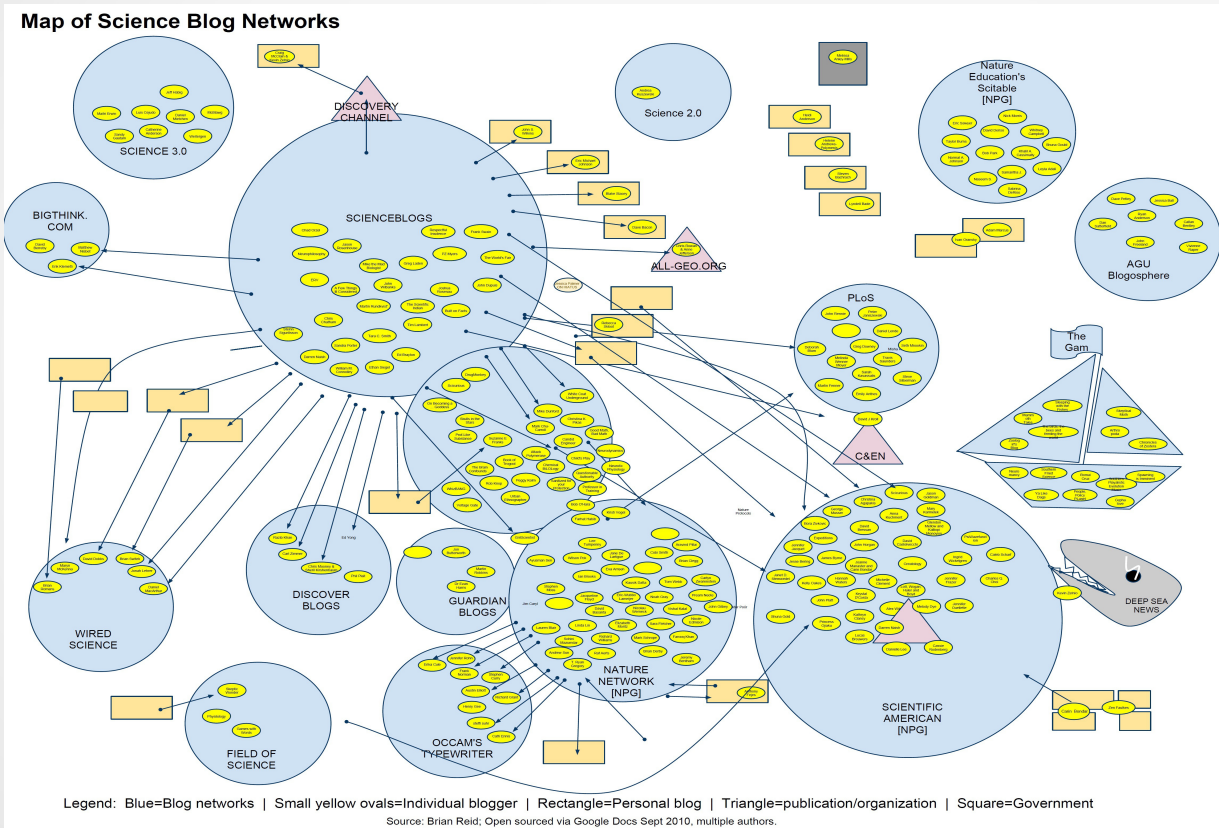
WIRED

SCIENCE BLOGS



The Web is changing science communication

The rise of the science blog network



The Web is changing science communication

Advantages of blog networks over individual blogs

In other words: Why you should be blogging for us, not yourself!

Discovery of likeminded thought leaders: build relationships, enhance reputation & credibility

Content curation & publishing by editorial team: powerful distribution across web & get beyond the echo chamber

Part of a larger network means pressure to update often is less

The reach of the network gives multiple points of exposure that standalone blogs don't get – greater reach & audience



Why a SIAM community blog?

Great way to fulfill the goals of SIAM

Spread the word about the value of applied math & computational science

Bring great applied mathematicians together (we do that at conferences anyway)

Make a concerted effort to help policy-makers understand the need to fund research & implement useful science policy

With less money available, the community should make a case directly to the people (short of powerful lobbyists!)



Why a SIAM community blog?

You said so! In surveys & focus groups

Provide news via blogs

Discussion forums on the website for

1. Conferences
2. Professional development opportunities
3. Research questions

Provide aggregated list of funding opportunities

Provide a place for people to post interesting events such as tutorials, workshops, summer schools, etc.



We considered an online community, BUT...

Due to:

Potentially significant demands on SIAM staff time

And possibly low uptake by community members

We've decided to do what we do best: offer good content of, by, and for our community.

WE HOPE YOU WILL PARTICIPATE!



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Tweet-up

Come to the tweet-up!

**At True Food Kitchen in the Fashion
Valley Mall**

Contact information

**Interested in blogging for SIAM's
community blog?**

**E-mail: karthika@siam.org
Or tweet [@SIAMConnect](https://twitter.com/SIAMConnect)**