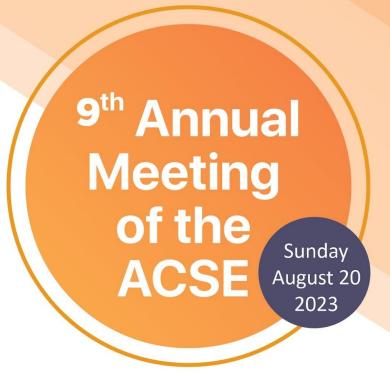


Science Communication in the Digital Age: Engaging a Wider Audience



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TREND MD



A Snapshot of Audience Engagement in the Past Decade

Open Access Movement PLOS ONE, BioMed Central, Directory of Open Access Journals (DOAJ) **Collaboration Tools** ResearchGate, Google Scholar Profiles, OSF (Open Science Framework) **Public Engagement** Blog Posts, Podcasts, Social Media **Research Metrics & Altmetrics** Blogs, tweets, social media, news articles, downloads, online engagement **Aggregators and Recommenders** TrendMD, ResearchGate **Online Journals and Platforms** Online formats for manuscripts, articles, and peer-reviewing



What are Today's Readers Looking For?

Interdisciplinary Approach



Accessibility



Relevance and Impact



Open Science and Reproducibility



Collaboration and Networking



Long-Term Mindset



What are Today's Readers Looking For?

Interactivity and Multimedia



Personalization



Rapid Publication and Updates



Community Engagement



Clarity



Altmetrics



Shifts in Scientific Engagement



Increased Accessibility

- → Open access
- → Global reach



Faster Dissemination

- → Preprint servers
- → Instant publishing



Dynamic Collaboration and Content

- → Enablement tools and platforms
- → Social networks for scientists
- → Interactive Figures and Visualizations
- → Live Data and Real-time Updates



Broader Audience Engagement

- → Science communication
- → Social media



Shifts in Scientific Engagement



Open Peer and Post-Publication Review



→ Post-publication commentary



Reproducibility and Data Sharing

→ Data repositories



Publication Metrics and Impact

→ Public engagement, societal impact, and data sharing



Role of Digitization in Engaging a Wider Audience

Quality Assessment



Content Generation



Translation



Text Mining



Licensing Analysis



Policy Decisions



Challenges of Digital Engagement in Scientific Communication





Digital Divide



Privacy and Data Security



Erosion of Peer Review



Information Overload



Burnout





Public Engagement Model: Comparing the Past to the Present



Conversion of passive audiences into engaged participants



Diverse online content



Science-public relationship through participation

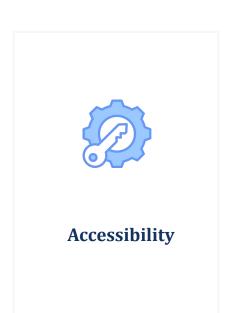


Scientists as presenters

Public online engagement with science information: on the road to a theoretical framework and a future research agenda Taddicken, Krämer (2021)

How has Digitization Changed the Way We Consume Content?









Methods of Enhancing Content Discovery and their Providers

PublMed Google Scholar **Search Engines and Databases** Google Scholar PubMed arχίν bioRχίν arXiv **Open Access Repositories** bioRxiv ResearchGate ResearchGate **Academic Social Networks** Academia.edu **ACADEMIA** *Kudos **Amplifiers** Kudos



Methods of Enhancing Content Discovery and their Providers

zotero Mendeley **Reference Managers** Zotero **Altmetric** Altmetric **Altmetrics Providers** Plum Analytics **ÖPLUMX** ORCID **Collaborative Tools** ORCID TREND MD **Personalized Recommendations** TrendMD



Summary



Dynamic expectations of scientific readers are influenced by technology and academic shifts.



Online platforms, open-access models, and altmetrics redefine research engagement.



Easy discoverability of scholarly content, trust-building, and quality assurance in digital era.



Thank you for listening!

For more info, please contact

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