

Science Communication in the Digital Age: Engaging a Wider Audience



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9th Annual
Meeting
of the
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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

- Transparency
- 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

Misinformation



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?



Automation



Accessibility



Data Analysis



Personalization

Methods of Enhancing Content Discovery and their Providers

Search Engines and Databases



→ Google Scholar

→ PubMed

Open Access Repositories



→ arXiv

→ bioRxiv

Academic Social Networks



→ ResearchGate

→ Academia.edu

Amplifiers



→ Kudos

Methods of Enhancing Content Discovery and their Providers

Reference Managers

zotero



→ Mendeley

→ Zotero

Altmetrics Providers



→ Altmetric

→ Plum Analytics



Collaborative Tools



→ ORCID

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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