

Research Triangle, NC

January 13-16

<http://scienceonline2011.com>



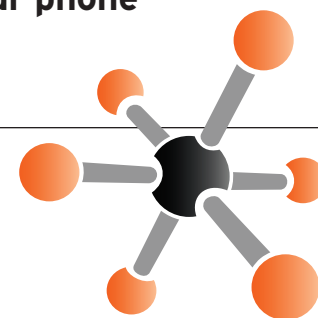
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- 11:30am - 12:30pm**
- A** Communicating Science. Have You Ever Wondered, “What the Hell’s the Point?” • *Darlene Cavalier*
  - B** Perils of Blogging as a Woman under a Real Name • *Sheril Kirshenbaum, Anne Jefferson, Joanne Manaster, Maryn McKenna and Kathryn Clancy*
  - C** Web 2.0, Public and Private Spaces in the Scientific Community, and Generational Divides in the Practice of Science • *Janet Stemwedel and Helene Andrews-Polymeris*
  - D** eBooks and the Science Community • *Carl Zimmer, Tom Levenson, David Dobbs and John Dupuis*
  - E Demos:**
    - Encyclopedia of Life • *Jeff Holmes*
    - Dryad Data Repository • *Heather Piwowar*
    - Communication Methods during the Renovation of an Academic Library • *Joe Kraus*

**12:30 - 2:00pm** Lunch

- 2:00 - 3:00pm**
- A** Defending Science Online: Tactics and Conflicts in Science Communication • *Chris Mooney, Josh Rosenau, Val Jones and Eric Michael Johnson*
  - B** MLK Jr. Memorial Session • *David Kroll*
  - C** Standing Out: Marketing Yourself in Science • *Walter Jessen, Pascale Lane and Kiyomi Deards*
  - D** Blogging Networks and the Emerging Science Communications Ecosystem • *Ariki Millikan (Wired), Brian Mossop (PLoS), Bora Zivkovic (Scientific American and Science in the Triangle), SciCurious (Scientopia), Amos Zeeberg (Discover), Lou Woodley (Nature Network), Martin Robbins (Guardian and Lay Scientist), Andrew Thaler (the Gam), Mark Hahnel (science3point0), Craig McClain (Deep Sea News), Brian Krueger (LabSpaces), Rachel Pepling (CENTral Science), Alok Jha (the Guardian), Leslie Taylor (Talking Science), Richard Grant (Occam’s Typewriter), Maria Jose Vinas (AGU network, via Skype), Eva Amsen (the Node, via Skype)*
  - E** Not All Marketing is Evil: Getting Life Science Companies to Support Science Online • *Mary Canady, Kristy Meyer, Tricia Kenny and Brian Krueger*

**3:00pm** End and Goodbyes



## SUNDAY, JANUARY 16

9:00 - 10:00am



**A** Science Online Project Showcase • *Karen James, Sophia Collins, Kristi Holmes, Adrian Ebsary and . . . YOU!*

**Projects:**

Galapagos Live

NASA STS-133 Launch Tweetup

I'm a Scientist

VIVO

Peer Review Radio

Science Cabaret on Air

**B** Blogging on the Career Path: Opportunities Emerging out of the Blogosphere • *Sheril Kirshenbaum, Janet D. Stemwedel, Greg Gbur and John Hawks*

**C** How Can We Maintain High Journalism Standards on the Web? • *Paul Raeburn and Deborah Blum*

**D** Alternative Careers for Scientists: From Grad School to Writing for Main Stream Media • *Brian Mossop, John Timmer, Misha Angrist, Jenny Rohn, Kerstin Hoppenhaus and Karyn Hede*

**E** Talking Mathematics on Blogs and Wikis! • *Blake Stacey and Maria Droujkova*

10:00 - 10:15am Break

10:15 - 11:15am

**A** Engaging Undergraduates in Science Communication • *Andrew Thaler, Jason Goldman and David Shiffman*

**B** Blogging in the Academy • *Tom Levenson and Dr. Isis*

**C** It's All Geek to Me • *Stephanie Zvan, Desiree Schell and Maria Walters*

**D** Keepers of the Bullshit Filter: How to Crowdfund Accountability and Accuracy in the New Media World • *David Dobbs, Steve Silberman, Ivan Oransky, Paul Raeburn and Maia Szalavitz*

**E Demos:**

Your Favorite Gene Powered by Ingenuity • *Kristy Meyer*

Your Favorite Gene Facebook app • *Kristy Meyer*

Dexy • *Ana Nelson*

OpenHelix • *Jennifer Williams*

11:15am - 11:30pm Break

## Program



### THURSDAY, JANUARY 13

6:00 - 9:00pm Kick-off reception at Research Triangle Foundation with keynote speaker Robert Krulwich

10:00pm Open mic (Marriott meeting rooms)

### FRIDAY, JANUARY 14

9:00am - 12:00 Science lab and museum tours (refer to wiki). Lunch on your own or in groups

2:00 - 4:00pm Workshops (Marriott meeting rooms)

6:00 - 8:00pm Happy hour at Casbah Durham featuring science books and local beer (buses leave Marriott RTP at 5:30pm)

8:00 - 10:00pm Group dinners in Durham's Brightleaf Square District (buses depart for Marriott at 10 and 10:30pm)

### SATURDAY, JANUARY 15

8:00 - 9:00am Registration, breakfast and introductions

9:00 - 10:00am **A** Developing an Aggregator for All Science Blogs • *Dave Munger, Anton Zuiker, and Mark Hahnel*

**B** Making the History of Science Work for You • *Michael Barton, Greg Gbur, Eric Michael Johnson, Randi Hutter Epstein and Holly Tucker*

**C** The Digital Toolbox: What's Needed? • *Kaitlin Thaney*

**D** Blog as a (Book-)writing Tool • *Brian Switek, Sheril Kirshenbaum, Maryn McKenna and Seth Mnookin*

**E Demos:**

Earth Science Map App • *Jacqueline Floyd*

fluorXchange: A Web 2.0 Application Based on Fluorescence Researcher Needs • *Mary Canady*

MemexPlex • *Ryan Somma*

10:00 - 10:15am Break

10:15 - 11:15am



- A** Technology and the Wilderness • *Miriam Goldstein, Jason Robertshaw, Danielle Lee and Karen James*
- B** Experiments with the Imagination: Science and Scientists through the Medium of Fiction • *Jennifer Rohn and Blake Stacey*
- C** Data Discoverability: Institutional Support Strategies • *Kiyomi Deards, Molly Keener and Steve Koch*
- D** Science Journalism Online: Better, or Merely Different? • *Ed Yong, Virginia Hughes, Deborah Blum, John Rennie and Steve Silberman*
- E** Outreach for Scientific Micro-Societies • *Julie Meachen-Samuels, John Logsdon and Psi Wavefunction*

11:15 - 11:30am Break

11:30am - 12:30pm

- A** The First Line of Response — The BP Oil Spill: Science, Outrage, Spin, and Dead Pelicans • *Miriam Goldstein, Kevin Zelnio, Holly Bik, Craig McClain and Andrew Thaler. John Amos of SkyTruth will participate via Skype*
- B** The Entertainment Factor — Communicating Science with Humor • *Brian Malow and Joanne Manaster*
- C** What's Keeping Us from Open Science? Is It the Powers that Be, or Is It ... Us? • *David Dobbs, Melody Dye, Jan Reichelt, Kristi Holmes, John Timmer, and Sara Wood*
- D** Still Waiting for a Superhero — Science Education Needs YOU! • *Stacy Baker, Marie-Claire Shanahan, Sophia Collins and 9 students*
- E** Web 2.0wned: Harnessing New Media to Enhance Your Science Communication Power • *Arikiya Millikan, Dave Mosher, Taylor Dobbs*

12:30 - 2:00pm Lunch

2:00 - 3:00pm

- A** Parenting with Science Online • - *Kevin Zelnio, Eric Michael Johnson and Carin Bondar*
- B** Visual Storytelling through Science/Nature Photography • *Melody Dye and Allie Wilkinson*
- C** Open Notebook Science: Pushing Data from Bench to Web Service • *Jean-Claude Bradley, Carl Boettiger and Antony Williams*
- D** Blogs, Bloggers and Boundaries? • *Marie-Claire Shanahan, Alice Bell, Ed Yong, Martin Robbins and Vivienne Raper*
- E** Patient Blogging as Therapy • *Pascale Lane, Dave deBronkart (by Skype), David Seidman and Nancy Shute*

3:00 - 3:15pm Break

3:15 - 4:15pm

- A** Institutional Blogging: Online Outreach for Science, Conservation, Education and Government Organizations • *Jeff Ives, Jason Robertshaw, Allie Wilkinson and Stephanie Levi*
- B** Science-Art: The Burgeoning Fields of Niche Artwork Aimed at Scientific Disciplines • *Glendon Mellow, David Orr and John Hawks*
- C** How is the Web Changing the Way We Identify Scientific Impact? • *Jason Priem, Paul Groth, Martin Fenner, and Jason Hoyt*
- D** How to Explain Science in Blog Posts • *Scicurious, Joanne Manaster, Maryn McKenna, Vivienne Raper, Eric Michael Johnson, Brian Mossop, Carin Bondar, Melody Dye, Christie Wilcox and the engaged audience*
- E** Industry and Academia • *Kristy Meyer, Dr. Isis, and Brian Krueger*

4:15 - 4:45pm Tea and Cookies

4:45 - 5:45pm

- A** Lessons from Climategate • *James Hrynyshyn, Chris Mooney and Josh Rosenau*
- B** Video: From YouTube to TV to Hollywood and Back: Mini Science Film Festival • *Joanne Manaster and Carin Bondar*
- C** Having Fun with Citations • *Martin Fenner, Melody Dye and Jason Hoyt*
- D** "But It's Just a Blog!" • *Hannah Waters, Psi Wavefunction, Eric Michael Johnson, Jason Goldman, Mike Lisieski and Lucas Brouwers*
- E** Demos:  
I'm a Scientist, Get Me Out of Here! • *Sophia Collins*  
Blogging with the Invisible Community and Why It Might Matter: Project Exploration • *Gabrielle Lyon*  
N.C. Zoo • *Russ Williams and Mark MacAllister*

7:00 - 9:00pm



Banquet at Marriott RTP

Including:

Out on a Limb: Challenges of Training Scientists to Communicate • *Meg Lowman, aka Canopy Meg, Director, Nature Research Center, NC Museum of Natural Sciences and professor, NC State University*  
Filmfest awards • *Joanne Manaster and Carin Bondar*  
Science comedy performance • *Brian Malow*