

May 5-9, 2025



Contribution ID: 12

Type: **Experimental poster**

Science Communication in a Fragmented Media Landscape

In 2025, the landscape of science communication is shifting dramatically. Once-dominant social media platforms are in decline, fractured by distrust, misinformation, and algorithmic echo chambers. For large-scale scientific collaborations, this creates both challenges and opportunities to take new approaches. Traditional social media outreach is losing effectiveness, requiring new strategies to engage the public, policymakers, and the next generation of scientists. In this divisive media environment, humanising scientists is more critical than ever. To adapt, ATLAS Outreach is exploring new approaches like interactive virtual events, in-person engagement, and decentralised digital platforms to keep its science communication engaging, relevant, and resilient.

Authors: ANTHONY, Katarina (CERN); GOLDFARB, Steven (University of Melbourne (AU))

Presenters: ANTHONY, Katarina (CERN); GOLDFARB, Steven (University of Melbourne (AU))