

Web 2.0 for Particle Physicists

Tuesday 28 July 2009 14:20 (20 minutes)

Emerging forms of social media such as Facebook, Twitter and YouTube have become primary ways for many members of all generations to stay connected and find out about what is going on in the world around them. Particle physics communicators have begun to exploit social media to connect with their audiences.

Scientists from around the world contribute to Quantum Diaries, a collection of blogs by particle physicists organized by the InterAction collaboration. Fermilab and SLAC use Facebook to communicate with readers of their joint publication, symmetry magazine, and its associated blog. Argonne National Laboratory frequently updates its Twitter feed with press releases and links to related articles. Lawrence Berkeley Laboratory regularly adds to its YouTube channel and has created a video glossary on its Web site.

Social media present many opportunities for effective communication for particle physicists.

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Session Classification: Education and Outreach in HEP

Track Classification: Education and Outreach in HEP