

Science Online 2010 Program

Thursday, January 14

Early Bird Dinner with The Monti – hear five storytellers on the theme of inspiration.

Friday, January 15

Food Tours, Workshops and Lab Tours

Gala will be held at the RTP headquarters, 6:30-9:30pm, featuring Michael Specter as our special guest speaker. Food/cocktails will be served.

Saturday, January 16

(Sunday starts on page 9)

8:00 – 9:00am Registration; bagels & coffee; and brief introduction

9:00 – 10:05am (choose one: A – E)

**A. [From Blog to Book: Using Blogs and Social Networks to Develop Your Professional Writing](#)
– Tom Levenson, Brian Switek and Rebecca Skloot**

Description: Many bloggers have the desire to use their blogs as a springboard to larger writing projects, such as a book, but the details of this process are obscure to many aspiring science writers. In this session we will discuss the details of writing a proposal, finding an agent, using blogs as “writing laboratories”, and making the most of the science blogging community in promoting your projects.

B. [Casting a wider net: Promoting gender and ethnic diversity in STEM](#) – D.N.Lee and Anne Jefferson

Description: We will introduce programs that attract wider audiences to science, math, and engineering at various institutions/education levels, programs that mentor students (high school, undergrad & grad students) in research and education excellence. How Social Media tools can be used to raise the profile of and build support networks for under-represented scientists and engineers.

C. Demos

- [Science and the mobile device](#) – Christopher Perrien

Description: A demo of iPhone Science Apps.

- [Trixie Tracker](#) – Ben MacNeill

Description: Data-driven parenting – Trixie Tracker is a data tracking web and phone app that allows parents to tease out patterns in their children’s sleep activity.

- [Text message based angler reporting method: twitter and fishcatch](#) – Scott Baker

Description: In this demo, audience members will use their personal cell phones to text in fisheries effort and catch data to an online database that is updated in real-time. Participants will use wallet sized cheat sheets (included) and the simple syntax “rectext” to help them prepare fishing reports in the proper format. A brief overview of current fisheries projects as well as other potential applications will be discussed.

- [Google Wave for scientists](#) – Cameron Neylon

Description: Google Wave for scientists who are complete n00bs

D. The Importance of Meatspace: Science Motels, science freelancing and science coworking
– Brian Russell and Paweł Szczęśny

Description: Science careers and science workplaces are undergoing dramatic change, driven by internal shifts in the practice of science and external shifts in labor markets and workplace design and management. This session will be split into two sections. The first half will explore the shift from freelance scientists to virtual contract research organization, and explore alternative models for R&D;. The second half will explore possible models for science motels and science coworking, building on the “research cloud” scenario presented in the Institute for the Future’s “Future Knowledge Ecosystems” report, released in 2009 as part of the Research Triangle Park’s 50th anniversary. We will use a group brainstorming process to develop a map of ideas about how freelancer scientists, virtual CROs and flexible lab/workspaces may co-evolve in over the coming decade.

E. Podcasting in science – Deepak Singh and Kirsten ‘Dr.Kiki’ Sanford

Description: What role does podcasting play in science? In fact, it plays many. More than just a way to broadcast ideas, podcasting is the beginning of a conversation, it is the archiving of methodologies, it is news, it is marketing, and much more. We will discuss the many ways that podcasting technology and techniques can be used to help you reach your communication goals.

10:15 – 11:20 am (choose one: A – E)

A. Demos

- [FieldTripEarth](#) – Mark MacAllister and Russ Williams

Description: Field Trip Earth (FTE) is the conservation education website operated by the North Carolina Zoological Society. FTE works closely with field-based wildlife researchers and provides their “raw materials”—field journals, photos, datasets, GIS maps, and so on—to K-12 teachers and students. The website is in use by classrooms in all 50 US states and 140 countries world-wide, and was recently designated as a “Landmark Website” by the American Association of School Librarians.

- [NESCent](#) – Craig McClain and Robin Ann Smith

Description: NESCent, online efforts.

- [Research Triangle Park](#) – Cara Rousseau and Tina Valdecanas

Description: Research Triangle Park – how online and offline work together.

- [PRI's The World Science](#) – Elsa Youngsteadt and Rhitu Chatterjee

Description: The World Science is a science podcast and online discussion forum from PRI's The World, produced in collaboration with the BBC, WGBH, and Sigma Xi. The podcast will be one year old in February, and we'll talk about how we present science stories from around the globe using radio, podcasts, the Web, online discussion, and social media. If there are specific things you'd most like to know about our project, please let us know in the discussion below. If any of you are working on something similar, we'd like to know about your experiences, too.

B. [Science on Radio, TV and video](#) – Darlene Cavalier and Kirsten 'Dr.Kiki' Sanford

Description: How is science portrayed in mass market multi-media? We will examine the ways that the many available audio and video formats present scientific ideas, and the pros, and the cons to what reaches your eyes and ears. We will also embark on a conversation to investigate what can be done by the average scientist to help make science in the media even better.

C. [Science in the cloud](#) – John Hogenesch

Description: A series of parallel revolutions are occurring in science as data, analysis, ideas, and even scientific manuscript authoring are moving away from the desktop and into the cloud. In this session we will focus on science and the cloud starting with the concept of Open Access, moving to cloud-based computation and its use cases, and how new efforts are bringing cloud approaches to the entire authorship and review process.

D. [Rebooting Science Journalism in the Age of the Web](#) – Ed Yong, Carl Zimmer, John Timmer, and David Dobbs

Description: Our panel of journalist-blogger hybrids – Carl Zimmer, John Timmer, Ed Yimmer Yong, and David Dobbs– will discuss and debate the future of science journalism in the online world. Are blogs and mainstream media the bitter rivals that stereotypes would have us believe, or do the two sides have common threads and complementary strengths? How will the tools of the Internet change the art of reporting? How will the ongoing changes strengthen writing about science? How might these changes compromise or threaten writing about science? In a world where it's possible for anyone to write about science, where does that leave professional science journalists? And who actually are these science journalists anyway?

E. [Privacy, ethics, and disasters: how being online as a doctor changes everything](#) – Pal MD and Val Jones.

Description: We all know that there are potential pitfalls to having a prominent online presence, but for physicians, the implications affect more than just themselves. How should doctors and similar professionals manage their online life? What are the ethical and legal implications?

11:30am – 12:35pm (choose one: A – E)

A. [Legal Aspects of publishing, sharing and blogging science](#) – Victoria Stodden

Description: Not giving legal advice, but discussion of CC-licences, copyright, Fair Use, libel laws, etc.

B. [Shakespeare wasn't a semantic web guy](#) – Jonathan Rees

Description: That which we call a rose, by any other name, wouldn't be identified by a computer as a rose. This talk will go through the Shared Name initiative which promotes community-wide use of shared names for records from public databases. The goal is to have a significant effect on the practice of bioinformatics by making it easier to share and link data sets and tools across projects. Selecting and maintaining names is a serious capacity building problem for moving the RDF world from the hacker and hobbyist community to the regular user. And a growing body of experience emphasizes that for any solution to be generally adopted, it must not only be technically sound, but also serve and empower the community of users.

C. [Citizen Science](#) – Darlene Cavalier, Scott Baker and Ben MacNeill

Description: Not so long ago, “citizen scientist” would have seemed to be a contradiction in terms. Science is traditionally something done by people in lab coats who hold PhDs. As with classical music or acting, amateurs might be able to appreciate science, but they could not contribute to it. Today, however, enabled by technology and empowered by social change, science-interested laypeople are transforming the way science gets done. Through a myriad of different projects, citizen scientists are collaborating with professionals, conducting field studies, and adding valuable local detail to research.

D. [Talking Trash: Online Outreach from the Great Pacific Garbage Patch](#) – Miriam Goldstein, Lindsey Hoshaw and Annie Crawley

Description: Debris in the North Pacific Gyre received unprecedented attention in 2009 with voyages from the Algalita Marine Research Foundation, Project Kaisei, and the Scripps Institution of Oceanography. Each voyage integrated online outreach into its mission, but emphasized very different aspects of the problem. What are the challenges of creating a major outreach effort from one of the most isolated places on earth? How can scientists, journalists, and educators balance “exciting findings live from the field!” with “highly preliminary unpublished non-peer-reviewed data that our labwork might contradict”? And why is the public so interested in the issue of trash in the ocean, anyway?

E. [Scientific visualization](#) – Tara Richerson (science_goddess)

Description: A picture is not only worth a thousand words—it is also worth a thousand numbers. This session will focus on ways to move from raw quantitative and qualitative data to a variety of visuals that communicate with all audiences.

12:40 – 2:00pm Lunch

2:00 – 3:05pm (choose one: A – E)

A. Citizen Science and Students – Sandra Porter, Tara Richerson (science_goddess), and Antony Williams

Description: Students are a great resource for projects that require large numbers of volunteers. We will discuss examples of projects that combine student learning with authentic research and the power of blogs to connect students with projects.

B. Medicine 2.0 and Science 2.0 – where do they intersect? – Walter Jessen

Description: Medicine 2.0 applications, services and tools are defined as Web-based services for healthcare consumers/patients, health professionals and biomedical researchers that use Web 2.0 technologies and/or semantic web and virtual reality approaches to enable and facilitate (1) social networking; (2) participation; (3) apomediation (guidance generated and available from peripheral mediators); (4) openness; and (5) collaboration within and between these user groups for the purposes of maintaining and/or restoring human health. How are these themes being applied in scientific research? What are the reasons some themes are better applied than others? How are researchers integrating Science 2.0 tools into their workflows? Do they offer an immediate benefit? Where could there be improvement? What are the social and cultural obstacles to widespread adoption of Medicine 2.0 and Science 2.0?

C. Scientists! What can your librarian do for you? – Stephanie Willen Brown and Dorothea Salo

Description: Find free, scholarly, science stuff on the Internet, via your public or state library, or on the “free Web.” Learn tips & tricks for getting full-text science research at all levels, through resources like DOAJ and NC Live (for those with a North Carolina library card; other states often offer free resources to library card holders). Find out about some options for storing science material at your academic institution’s Institutional Repository. We will also talk about the broader access to material stored in institutional repositories and elsewhere on the Web.

D. Science and Entertainment: Beyond Blogging – Tamara Krinsky and Jennifer Ouellette

Description: Over the past several years, the Internet has tangibly changed the way that movies and TV shows are produced and marketed. Blogs will call out ridiculous scientific errors found in stories and the critique can go viral very quickly; therefore, science advising is on the rise in an attempt to add some semblance of plausibility to your favorite flicks. As tools on the web continue to evolve, filmmakers and television creators are finding new ways to connect with and market to their viewers. For some shows, this has meant tapping into the science featured in their content, ranging from an exploration of the roots of the science that has been fictionalized to the expansion of a scientific topic explored in a documentary. In this session, we’ll look at how online video and social networking tools are playing a part in connecting science, Hollywood and its fans.

E. Demos

- Deutsches Museum and Lampenfieber – Jessica Riccò

Description: Introducing Deutsches Museum and Lampenfieber kids’ science magazine.

- [Science Media Centre and Sciblogs, New Zealand](#) – Fabiana Kubke

Description: As part of the strategy to engage New Zealanders with science and technology the Ministry of Research, Science & Technology (MoRST) announced a three-year pilot Science & Technology Media Centre for New Zealand. The Science Media Centre, conceptualised on the success of the SMC's in the UK and Australia, serves as an independent source of expert comment and information for journalists covering science and technology. Its aim is to promote accurate, bias-free reporting on science and technology by helping the media work more closely with the scientific community. On September 30, 2009, SMC launched a major new science communication effort with Sciblogs, a network of science blogs covering everything from clinical health to climate change with 26 bloggers, including scientists from universities, Crown Research Institutes and private research organisations along the length of the country. It is the largest online hub for science-related content relevant to New Zealand. The Sciblogs platform is the first major implementation of the opensource Wordpress MU (multiple user) blogging system in New Zealand.

- [Doing science in Second Life](#) – Jean-Claude Bradley

Description: Doing science in Second Life – molecule docking.

- [The Open Dinosaur Project](#) – Andy Farke

Description: Open Dinosaur Project (ODP) was created to involve scientists and the public alike in developing a comprehensive database of dinosaur limb bone measurements, in order to investigate questions of dinosaur function and evolution. An untapped wealth of measurements is contained within the scientific literature, but a massive research team is needed to digitize these data into a usable form. With the rise of digital journals (many of which are open access) and internet collaboration tools, it is now feasible to crowd-source this digitization effort. The ODP emphasizes open science (so that all data are available immediately) while engaging the general public in real research. This demo will highlight several aspects of the project, including 1) coordinating efforts by professional paleontologists and interested amateurs; 2) data entry and verification; 3) blogging the research process; and 4) soliciting meaningful involvement in project design from participants of diverse backgrounds.

3:15 – 4:20pm (choose one: A – E)

A. Government 2.0 – Anil Dash

Description: Anil Dash is a pioneer blogger (and of course twitterer) and one of the founders of Six Apart, the company that built blogging platforms including MoveableType (which is used by Scienceblogs.com) and Typepad. Recently he made an official announcement that he will be leading Expert Labs (also on Twitter) which is a new project (largely run/funded by AAAS) to facilitate feedback by the experts (including scientists, of course) to the Obama Administration and other government officials. Read the press release, the early media coverage (this one is much better) , an interview with Anil (pdf) and a video. Interestingly, Anil got this job due to writing a blog post stating that the executive branch of the federal government of the United States was the “Most Interesting New Tech Startup of 2009”.

B. Open Access Publishing and Freeing the Scientific Literature (or Why Freedom is about more than just not paying for things) – Jonathan Eisen

Description: Open Access (OA) publishing in science has and continues to spread. We will discuss a variety of issues relating to OA publishing including different types of OA, why “open” and “free (as in no cost)” mean different things, the latest government and university mandates on OA publishing, financial aspects of OA, and the interdependence of OA and other forms of open science.

C. An Open History of Science – John McKay and Eric Michael Johnson

Description: We will be talking about how the history of science and the history of the open-access movement have intersected. Steven Johnson touches on this theme in his latest book, *The Invention of Air*, in that 18th century British polymath Joseph Priestley was a strong advocate of publishing scientific data widely in order to create a greater dialogue between scientists. While Johnson only mentions this briefly in the case of Priestley, this theme runs strongly through the history of science and is what makes the debate over the patenting of genes or the availability of open-access journals such important topics today.

D. How does a journalist figure out “which scientists to trust”? – Christine Ottery and Connie St Louis

Description: We will talk about how science journalists can know which scientists to trust based on a blogpost by Christine Ottery that made a splash in the world of science communication. As a relative newcomer to science journalism and blogging (Christine) and an award-winning broadcaster, journalist, writer and scientist (Connie), we will be bringing two very different viewpoints to the discussion. We will be touching on peer review, journals, reputation and maverick scientists. We will also examine how journalists and scientists can foster good working relationships with each other, find out what is best practice when it comes to sources for science journalists, and turn the premise of the talk on its head and ask “Which journalists can you trust?” of the scientists.

E. Science Education: Adults – Darlene Cavalier

Description: “Cavalier’s site *Science Cheerleader* aims to increase adult science literacy through a variety of channels including a partnership with GMU’s Prof James Trefil, efforts to involve adults in science policy discussions, and by directing adults to “on ramps” where they can find opportunities to volunteer to “do science” as part of formal or informal science activities.”

4:30 – 5:35pm (choose one: A – E)

A. Online Reference Managers – John Dupuis and Christina Pikas moderating, with Kevin Emamy, Jason Hoyt, Trevor Owens and Michael Habib (Scopus) in the ‘hot seats’.

Description: Reference managers, sometimes called citation managers or bibliography managers, help you keep, organize, and re-use citation information. A few years ago, the options were limited to expensive proprietary desktop clients or BibTeX for people writing in LaTeX. Now we’ve got lots of choices, many that are online, support collaboration and information sharing, and that work with the authoring tools you use to write papers. In this session we’ll hear from representatives of some of these tools and we’ll talk about the features that make them useful. Together we will discuss some tips and tricks, best practices and maybe even get into upcoming features, wish lists and the future of citation management software.

B. Art and Science: Visual Metaphors – Glendon Mellow and Felice Frankel

Description: How has our vocabulary of metaphors changed in the wake of scientific inquiry and visualization? This year, let's take a trip through metaphors in science-based art and discuss how visual representations can enhance understanding, inspire wonder in science and the tension along the Accuracy-Artistic Divide.

C. Trust and Critical Thinking – Stephanie Zvan, PZ Myers, Desiree Schell, Greg Laden, Kirsten Sanford

Description: Lay audiences often lack the resources (access to studies, background knowledge of fields and methods) to evaluate the trustworthiness of scientific information as another scientist or a journalist might. Are there ways to usefully promote critical thinking about sources and presentation as we provide information? Can we teach them to navigate competing claims? And can we do it without promoting a distrust of science itself?

D. Web Science: An examination of the World Wide Web and how it is transforming our society – Arikia Millikan and Nate Silver

Description: Web Science is an emerging field that attempts to study how people use the Web and communicate with each other through what is considered the “largest human information construct in history”. In this session we will discuss what exactly the Web is, how it is evolving based on user behavior, and how things like search engines, blogs, and social networking tools are shaping the society in which we live. We will also explore how to analyze the Web, and what we can do to actively take part in its construction to ensure that it continues to benefit society.

E. Writing for more than glory: Proposals and Pitches that Pay – Rebecca Skloot

Description: What is a sellable idea? How do you develop one? Is your idea enough for a book, is there more you can do to develop it, or should it just be a magazine article or series of blog posts? This will be a hands-on nuts and bolts workshop: Come with ideas to pitch. Better yet, bring a short (1 page or less) written proposal to read and workshop. This workshop will provide handouts on proposal writing as well as sample proposals you can use to help develop your own in the future. Useful for anyone hoping to someday write for print or online publications.

7:00pm Banquet at Radisson

Ignite talks:

“Why Triangle is Better than Silicon Valley” – Wayne Sutton

“My “Little Black Book” of Scientists I Love” – Joanne Manaster

“Crowdsourced Chemistry – Why Online Chemistry Data Needs Your Help” – Antony Williams

“Blogging on the tenure track” – Janet Stemwedel

“Being mentored – not only for grad students” – Pawel Szczesny

“Dive Into Your Imagination” – Annie Crawley

“SARS, Drugs, and Biosensors” – Aaron Rowe

“The Story of NanoBioTechnology” – Mary Spiro

“Data mining the literature with Zotero” – Trevor Owens

“Games in Open Science Education” – Antony Williams and Jean-Claude Bradley

“The Online Community Environmental Action Network: How it can help you and your blog – WhySharksMatter” – David Shiffman

Sunday, January 17

8:30 – 9:00am Bagels & coffee

9:00 – 10:05am (choose one: A – E)

A. [Earth Science, Web 2.0+, and Geospatial Applications](#) – Jacqueline Floyd and Chris Rowan

Description: We will discuss online and mobile applications for earth science research, including solid earth, ocean, and atmosphere subtopics. Current topics planned for discussion are Google Earth for geospatial applications, iPhone and other mobile applications, collaboration tools such as Google Wave, and cloud computing platforms such as Amazon's EC2 for computationally intensive applications such as seismic tomography or climate modeling. Also, we'll discuss web analytics: defining and measuring what makes a science website or online application successful.

B. [Martin Luther King, Jr. Memorial Session: Engaging underrepresented groups in online science media](#) – David Kroll and Damond Nollan

Description: The conference timing may keep some attendees away in their hometowns participating in local MLK activities. Therefore, we are introducing a session to promote the principles of Dr King in the context of online science communication: promoting social justice and eliminating racism in areas ranging from healthcare to scientific career paths. We plan to take a different angle from the blogging about gender/race session: how do we cultivate emerging science writers from underrepresented groups to promote science, for example, in areas of health disparities (i.e., diabetes, substance abuse, prostate cancer) and in providing opportunities to increase the number of underrepresented minorities in science, technology, engineering, and mathematics careers. Locally in Durham, North Carolina, efforts are underway through the non-profit Kramden Institute to start by making newly-refurbished computers available to honors students in underserved school districts as a model for what can be done nationally. We'll also be represented by local IT and social media folks who are setting up the infrastructure to make internet access more affordable and accessible. Any advice, comments or ideas are welcome from attendees, especially if you engage with underrepresented groups in your respective line of online or offline work.

C. [Open Access and Science Career Hurdles in the Developing world](#) – Tatjana Jovanovic-Grove and Jelka Crnobrnja Isailovic

Description: Changes in a country in neverending transition are affecting deeply both PhD students and qualified researchers. To enter or to stay in Serbian scientific community depends only on participation in journals positioned on SCI list. Moreover, ranking system is not stable, it could be changed quickly upon decision of small group of scientists already established as tenured. More than thinking about challenging topics in science that are worthy to work on, scientists in Serbia should calculate what and where to publish with the minimum of costs in order to reach as high score as possible, and ensure payment for the following months. Changing ranking system amongst scientists, as well Bologna accords implementation in practice: what are thoughts amongst students and researchers at two institutions in Serbia: IBISS and Faculty of Natural Sciences University of Nis. What are the guidelines to help overcoming obstacles in this process? Are promotion and approval of the Open Access journals the best helping hands in overcoming obstacles and bringing Serbian science where it belongs? The results of discussed session ScienceOnline in 2009 and points of view of researchers in natural sciences. Importance of the short time in publishing in open science with urgency of protecting endangered species and habitats.

D. [Broader Impact Done Right](#) – Karen James, Kevin Zelnio, Miriam Goldstein, Rick MacPherson, Jeff Ives and Beth Beck

Description: Often, scientists fulfill their “broader impacts” requirements in mediocre ways that appear to reach a broad audience, but in effect have very little impact. Recent expeditions have used a multifaceted approach to cast as wide a net as possible using established online resources like blogs and microblogs, audio and video podcasts, traditional and new media. These resources are easy to share and spread the mission of the expeditions and the excitement of discovery and the science being done in real time. We will take examples and experiences from the recent SEAPLEX and Darwin and the Adventure expeditions as well as the sustained efforts of NASA and NEAQ. We will explore such questions as “What are the elements of successful short- and long-term online science outreach projects and programs?” and “Does the focus on specific (and often peripheral) debates dominating so much of the science blogosphere attract or disenchant potential readers of/participants in online science?”

E. [Science online talks between generations](#) – Beatrice Lugger and Christian Rapp

Description: In huge meetings around the world several organizations try to initiate a dialogue between top scientists and young researchers –the Lindau Meetings of Nobel Laureates are one of them providing numerous opportunities for an exchange of ideas and thoughts between young researchers and Nobel Laureates. The idea is to support this dialogue with a special platform in the web, where current science topics can be discussed and the talks and thoughts can be followed by a broader public. We’d like to discuss how one can initiate a continued communication process even between two meetings. Which internet/social web tools might be useful to bridge the communication habits of a younger generation with that of an older generation?

10:15 – 11:20am (choose one: A – E)

A. [Article-level metrics](#) – Peter Binfield

Description: In an attempt to measure the article, as opposed to the journal it is published in, PLoS has recently implemented a suite of article-level metrics on all PLoS Articles. These metrics include online usage, citations, social bookmarks, comments, notes, ratings, and blog coverage. This presentation will go into the motivation for this program; provide information on how it has been implemented; and cover plans for future enhancements.

B. [Not too easy – how to make science blogging interesting \(and yet stay challenging\) for children under 10](#) – Jessica Riccò

Description: Jessica Riccò edits a science magazine for kids and also does the online science pages for children for the “Deutsches Museum” (= biggest science museum in Germany, located in Munich). She will lead a discussion about how to get children interested in science blogs (and why that’s more effective than ex-cathedra teaching).

C. Demos

- [Characteristics of Science Popularizers](#) – Joanne Manaster

Description: A video compilation of some of the most beloved science popularizers in the media including Mr. Wizard, Carl Sagan, Bill Nye, Neil deGrasse Tyson, Alan Alda and more. What

characteristics do they display that entice viewers into the world of science? Are these the same characteristics required in today's media climate to attract young people to science?

- [Dive Into Your Imagination](#) – Annie Crawley

Description: The future of our Ocean and the marine sciences are in our hands. Annie Crawley, founder of Dive Into Your Imagination, is changing the way a new generation views the Ocean. As a filmmaker, photographer and writer combined with field biologist, boat captain and scuba instructor, she will share stories and videos from around the globe while you learn how you can use multi-media, create a program and reach out to your audience. Annie will share with you expedition footage from the SEAPLEX expedition to the North Pacific Gyre that Project Kaisei hired Dive Into Your Imagination to document, cuttlefish fornicating in Indonesia, Great White Sharks from Mexico and special archival footage that has never been broadcast before from the 1960's. There is a balance that is needed for real science to be documented and shared with the world. This session will be sure to inspire and motivate you!

- [National Geographic JASON project](#) – Marjee Chmiel

Description: Free K-12 Science Games from the National Geographic JASON project.

- [Darwin and the Adventure – The \(i\)Movie](#) – Karen James and Kevin Zelnio

Description: In September, 2009, 20 marine research scientists from around South America, the UK and the USA, representatives from The HMS Beagle Project and NASA, and 60 local schoolchildren gathered in Paraty, Brazil for a three-day science, education and outreach program. This short film will include footage from our celebrations of Darwin's bicentenary, our two sailing excursions aboard the Brazilian tall ship Tocorimé (Spirit of Adventure) and a live Q&A;session between Brazilian public schoolchildren and astronaut Mike Barratt aboard the International Space Station.

D. Getting the Science Right: The importance of fact checking mainstream science publications – an underappreciated and essential art – and the role scientists can and should (but often don't) play in it – Rebecca Skloot

Description: Much of the science that goes out to the general public through books, newspapers, blogs and many other sources is not professionally fact checked. As a result, much of the public's understanding of science is based on factual errors. This discussion will focus on what scientists and journalists can do to fix that problem, and the importance of playing a pro-active role in the process.

E. Connections with mathematics and programming through modeling – Maria Droujkova and Blake Stacey

Description: Computer models and simulations can make abstract mathematics concrete and explore idealizations we make of the real world. We'll discuss how to use widely-available software to visualize mathematics, and how students can do what professional scientists do, like using computers to get numerical solutions when analytic tools are unavailable.

11:30am – 12:35pm (choose one: A – E)

A. Medical journalism – Walter Jessen and Karl Leif Bates

Description: It could be argued that healthcare already has a “killer app” – search. According to research by the Pew Internet & American Life Project, 61% of us look online for medical information. In an age of horizontal information distribution and social networks, what sort of medical information, disinformation and misinformation does one find? How do we fight publishers of medical information that is inaccurate, misleading or wrong? Is a website sponsored by a drug company more reliable than one sponsored by a disease group? Can a University PR site be trusted? How about an M.D or Ph.D. that blogs on medicine or medical research? What about a federal agency such as the FDA or CDC? What difference does a seal of approval from the Health on the Net Foundation (HONcode) make if Google’s algorithms don’t value it?

B. Open Notebook Science – Jean-Claude Bradley, Steven J. Koch and Cameron Neylon

Description: The sharing of experimental data under near real-time conditions has a place in the scientific process. Some recent examples in chemistry will be detailed using social software such as blogs, wikis and public Google Spreadsheets. In one example the utility of sharing solubility measurements not available from the traditional scientific literature will be detailed. In another case work published in the peer-reviewed literature was evaluated extremely quickly by the blogosphere to resolve some controversial claims. The full sharing of experimental details was essential to resolving the issue.

C. Online Civility and Its (Muppethugging) Discontents – Janet Stemwedel, Sheril Kirshenbaum and Dr. Isis

Description: Janet, Sheril, and Isis regularly write about the role of civility in dialog with the public and other scientists. In this session, we will discuss the definition of civility, its importance in the communication of science, and how the call to civility can be used to derail discourse. Additionally, we will discuss the importance of finding the appropriate balance of civility and tolerance for what gets labeled as incivility in reaching and engaging each other. We reserve the right to use the words “balls,” “muppethugger,” and “wackaloon,” to FWDAOTI liberally, and cannot guarantee that at least one of the moderators will not lose her junk.

D. Blogging the Future – The Use of Online Media in the Next Generation of Scientists – Stacy Baker

Description: Ms. Baker has changed schools (moved from Maryland to Staten Island) and the use of the Web in teaching is now an even greater part of her teaching job. She is going to come again with a new set of high school students to discuss how they use the web in the classroom.

E. Demos

- SciVee.tv – Ken Liu

Description: – publishing scientific videos on SciVee.tv

- [Social Networking and performance evaluation in scientific centers](#) – John Hogenesch

Description: Analysis of collaboration between scientists.

- [ScanGrants](#) – Hope Leman

Description: ScanGrants is a free, subscribable (via email or RSS) online listing of grant opportunities, prizes and scholarships in the health and life sciences and community service fields.

- [ChemSpider](#) – Antony Williams

Description: Crowdsourced Curation of Online Chemistry Data – An Introduction to ChemSpider.

12:40 – 2:00pm Lunch and GoodbyesProgram