Start spreading the news about your research

Andrew Careaga (@andrewcareaga) | Marketing and Communications
Kathleen Sheppard (@k8shep) | Associate Professor, History and Political Science
CAFE presentation, April 4, 2018
Global scientific output doubles every nine years

07 May 2014 | 16:46 GMT | Posted by Richard Van Noorden | Category: Policy, Publishing

It’s a common complaint among academics: today’s researchers are publishing too much, too fast. But just how fast is the mass of scientific output actually growing?

Many would throw up their hands and declare the question impossible. It’s clearly wrong to cite the growth of academic databases, such as Thomson Reuters Web of Science, which has increased its coverage by around 3% per year (barring occasions when the database incorporates a flood of new journals). That dramatically undercounts the true expansion: no database captures everything.

Bibliometric analysts Lutz Bornmann, at the Max Planck Society in Munich, Germany and Ruediger Mutz, at the Swiss Federal Institute of Technology in Zurich, think they have a better answer. It is impossible to know for sure, but the real rate is closer to 8-9% each year, they argue. That equates to a doubling of global scientific output roughly every nine years.
America now has nearly 5 PR people for every reporter, double the rate from a decade ago.
THE SCIENCE NEWS CYCLE

Start Here

Your Research
Conclusion: A is correlated with B (p=0.056), given C, assuming D and under E conditions.

Your Grandma

WHAT YOU DON'T KNOW ABOUT "A"... CAN KILL YOU! MORE AT 11...

4 LOCAL EYEWITNESS NEWS

...and caught on...

CNC Cable NEWS

We saw it on a Blog!
A causes B all the time
What will this mean for Obama?
BREAKING NEWS BREAKING NEWS BREAKING NEWS

THE INTERNETS

...then noticed by...

UNIVERSITY PR OFFICE
(YES, YOU HAVE ONE)
 FOR IMMEDIATE RELEASE: SCIENTISTS FIND POTENTIAL LINK BETWEEN A AND B (UNDER CERTAIN CONDITIONS).

...which is then picked up by...

NEWS WIRE ORGANIZATIONS
A CAUSES B, SAY SCIENTISTS.

Scientists out to kill us again
POSTED BY RANDOM DUDE
Comments (377)
OMG! I keep on it!!!
WTH???????
The problem (continued)

Why fake news on social media travels faster than the truth

Paul Chadwick

As MIT researchers have shown, good journalism is needed more than ever to counter rumours undermining democracy

▲ Computer screens display the fake tweets that online users can generate at a Chinese website in Beijing.
Photograph: Ng Han Guan/AP
Seven criteria for judging news value

- Audience
- Impact
- Proximity
- Timeliness
- Prominence
- Unusualness
- Conflict

Source: *News Reporting and Writing*, The Missouri Group
Impact, timeliness, prominence

John Myers, professor of civil engineering, on CNN Headline News, March 16, 2018
<table>
<thead>
<tr>
<th>Source</th>
<th>Author</th>
<th>Location</th>
<th>Date</th>
<th>Time</th>
<th>Title</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPKC.com</td>
<td>Stephen Loiaconi</td>
<td>USA</td>
<td>Mar 16</td>
<td>8:13 pm</td>
<td>Experts: Miami bridge collapse 'terrifying' but 'incredibly rare'</td>
<td>11k</td>
</tr>
<tr>
<td>WPXL.com</td>
<td>Stephen Loiaconi</td>
<td>USA</td>
<td>Mar 16</td>
<td>5:23 pm</td>
<td>Experts: Miami bridge collapse 'terrifying' but 'incredibly rare'</td>
<td>5k</td>
</tr>
<tr>
<td>KEPR-TV</td>
<td>Stephen Loiaconi</td>
<td>USA</td>
<td>Mar 16</td>
<td>5:20 pm</td>
<td>Experts: Miami bridge collapse 'terrifying' but 'incredibly rare'</td>
<td>16k</td>
</tr>
<tr>
<td>Idaho News</td>
<td>USA</td>
<td>USA</td>
<td>Mar 16</td>
<td>5:20 pm</td>
<td>Experts: Miami bridge collapse 'terrifying' but 'incredibly rare'</td>
<td>45k</td>
</tr>
<tr>
<td>KVAL CBS 13</td>
<td>Stephen Loiaconi</td>
<td>USA</td>
<td>Mar 16</td>
<td>5:19 pm</td>
<td>Experts: Miami bridge collapse 'terrifying' but 'incredibly rare'</td>
<td>51k</td>
</tr>
</tbody>
</table>
New Research Could Detect and Prevent Traumatic Brain Injuries

By: Brea Douglas
Posted: Feb 12, 2018 10:53 PM CST
Updated: Feb 13, 2018 03:56 AM CST

FORT LEONARD WOOD, Mo.—According to the U.S. Centers for Disease Control and prevention, every year 2.2 million people visit the emergency room with a traumatic brain injury.

It’s one of the reasons why Missouri University of Science and Technology is partnering with Phelps County Regional Medical Center and the U.S. Army at Fort Leonard Wood to conduct research on how to prevent and treat TBI's.
Audience, timeliness

Why MBA Applicants Should Research Concentrations

Business schools vary in whether they require MBA students to choose concentrations or specializations.

By Ilana Kawarski, Reporter | March 22, 2018, at 9:00 a.m.

Keng Siau, professor and chair of the business and information technology department at Missouri University of Science & Technology, says it’s a mistake to choose a concentration or specialization that focuses on skills that are easily automated given the increasing importance of artificial intelligence in business. “You need to do something that is not going to be replaced by machines or robots in the next one or two decades, because that’d be a problem in the future,” he says.
Historian still fascinated by D-Day 70 years later

Bob Minzesheimer, USA TODAY  Published 12:37 p.m. ET June 3, 2014 | Updated 11:16 a.m. ET June 6, 2014

Historian John McManus' interest in D-Day began as a seventh-grader in St. Louis when he gave a talk about Pointe du Hoc, the heavily fortified cliff at Normandy, filled with German guns and concrete casemements.

Later, at 21, fresh out of college, he visited Normandy, and saw the graves and "deserted bunkers and what was left of the barbed wire." That, he says, "is when it all came to life for me: thinking about what had happened there and what it meant."

McManus, 48, is now a professor of U.S. military history at Missouri University of Science and Technology. His new book, The Dead and Those About To Die: D-Day: The Big Red One at Omaha Beach (NAL), joins nearly 1,000 other books that have focused on D-Day.
Timeliness, unusualness

S&T College of Arts, Sciences, and B...
@sandtcasb

Congratulations to Kate Sheppard, associate professor of history and political science for the publication of her editing work on "My Dear Miss Ransom," a historical volume of letters between egyptologists Caroline Ransom Williams and James Henry Breasted, 1898-1935.

Kate Sheppard @k8shep
My first volume of edited correspondence is out from @Archaeopress! So excited. Letters tell us so much about lives and careers beyond the publication record. @trowelblazers @orientalinst @HARNgroup @ladyxscience

7:15 AM - 19 Mar 2018
Using social media to share YOUR news

Dr. Kathleen Sheppard, associate professor, history and political science
Using social media to connect

History

Women in STEM

Egyptology

This is where I fit
Using social media to connect

- Why I started using Twitter
  (Image: Mona Sosh, Flickr)

- Why I keep using it
Using social media to connect

- Why I started using Twitter
  (Image: Mona Sosh, Flickr)

- Why I keep using it
Using social media to connect

- Historians
- Archaeologists
- Egyptologists
- UK
Using social media to share news

- Publications
- Other news
Outcomes

- Research connections
- Teaching connections
News media connects academia with the public
Help the public better understand research, scholarship, current affairs, policy issues, etc.
Provide a more balanced, informed view of issues
Fight the fake news
How Marketing and Communications can help

- Write and publicize news releases about your research, scholarship
- Share your expertise with media outlets
- Share your good news internally (Accomplishments e-newsletter)
- Interview prep
- Social media sharing
- More branding and marketing assistance

Visit news.mst.edu for the latest Missouri S&T news
What we ask of you...

If you have a paper accepted for publication, don’t wait until it’s published to tell us. Please let us know in advance. This will give us time to work on a news release or develop a social media sharing plan. (Remember: News is news when it’s *new*.)

If you use social media to share your work, please let us know. Email us at news@mst.edu.

Visit news.mst.edu for the latest Missouri S&T news
Learn more at marketing.mst.edu