

Information exchange among researchers of various fields using Twitter

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Although the JpGU has significantly enhanced mutual interactions and understanding among geologists, mineralogists, geographers and geophysicists in Japan, interactions between geoscientists and researchers of other disciplines such as physics, chemistry, biology, and engineering are still relatively limited. Social media contribute to this kind of broader scientific exchange. This paper introduces a case of discussion using Twitter, concerning how to write units and numbers in scientific publications. The discussion began with a tweet of a geoscientist, followed by numerous comments from researchers with various backgrounds. The discussion revealed differences in common sense among disciplines. Use of social media enables fast discussion without depending on conventional academic societies and conducting workshops or alike. Particularly the retweet function of Twitter is effective. It is necessary for geoscientists to facilitate the use of social media for broad scientific exchange.

Keywords: social media, Twitter, interaction among different disciplines, mutual understanding

Utilizing of geomedia in geopark

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1. North Ibaraki Geopark and Geomedia

North Ibaraki Geopark, which was authorized as "Japanese Geopark" in 2011, is trying to build a best model of communication with its customer through using social media, including geomedia. Geomedia is a service to use the GPS information. In North Ibaraki Geopark, we have been trying to utilize a geomedia called "foursquare", that makes a social network with geological information.

2. Utilizing a geomedia "foursquare"

How to use "foursquare" is checking in to the place where user is. They can share their geological information on the social network such as twitter or facebook, through checking in with foursquare. And more, they can add photos and some kind of valuable information such as discount sale of the store. We can get the information that the number of visitor, who checked in, which is the most popular point. At first, we have put records of 36 tourism area in geopark, "geopoint" on foursquare. Then we announced and promoted the new service with our website, twitter and facebook page.

3. Checking in to North Ibaraki Geopark and the effect of foursquare

We have calculated the number of people who checked in to the geopoints with foursquare. Fukurodanotaki-fall:85, Ryujinohtsurihashi-bridge:8, Takimachinotaki-fall:18, Kaimonnyou-bridge:12, and so on. Though we should improve promotion, we have had information of movement of visitors in each geopoint. In general, geosites are simply natural environment and it's hard to grasp how many people visit the place and how popular there is. Using foursquare, it would be possible to comprehend the movement of visitors in North Ibaraki Geopark.

4. Apply "Product Portfolio Management" to Geopark

We have tried to estimate the value of geopoint, using "Product Portfolio Management", known as a management technique. We made a portfolio chart, the vertical axis is the increasing rate of visitors in the area, and the horizontal axis is the number of checked in. Following this chart, we can classify the geopoints into 4 categories, 1)high increasing rate and frequently checked in; 2)low increasing rate and frequently checked in; 3)high increasing rate and infrequently checked in; 4)low increasing rate and infrequently checked in. We can make No.3 geopoints grow to No.1 combining these categories suitably. It would be possible to raise in the number of visitors of geopark.

5. In future

For the development of North Ibaraki Geopark, we are required to utilize the geosites which have not been popular. In future, we are going to validate this trial combining the geopoints from a viewpoint of PPM and hold a geotour, advertise the sightseeing plan with medias including social media.

Keywords: social media, geomedia, geopark, foursquare, product portfolio management

Utilization of image medium for geopark

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We have utilized the image medium like Ustream and YouTube of SNS for the North Ibaraki geopark. Virtual geotours using Ustream and YouTube were worked out for the five geo-sites in the northern Ibaraki prefecture. The valuable method for the utilization of the image medium to heighten public concerns about geoparks can be discussed.

Keywords: geopark, social media, image medium, Ustream, YouTube

Supports for the Correct Understandings of Natural Disasters through Leaflets Provided in the Geoparks

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The Earth Communication Group, which has been organized by the Japanese Geoparks Network after the large earthquake and tsunami that occurred on March 11, 2011, makes leaflets in order to voice concerns regarding natural disasters and to convey correct information about the movement of the earth. We have already made two leaflets, namely, "tsunami" and "the mechanism of earthquakes".

First, three individuals started discussing the issue "tsunami" on March 12, 2011, through e-mail and Twitter. At present, ECG has 14 members who reside in various regions in Japan. They work as volunteers for ECG. Our personnel comprise geopark staffs, researchers, curators, office workers and administrative officers. We communicate with each other through a mailing list. The process of making a leaflet involves four steps, namely, deciding the issue, selecting the components of the leaflets, writing the text and drawing illustrations, and translating from Japanese to English.

Our leaflets have the following five characteristics:

1. They are written in simple language for the sixth-grade pupils of elementary schools.
2. A4 sized papers, with both side printed on, are used A4 is the popular page size in Japan.
3. A blank column is provided to enter the name of the geopark tour guide or facility.
4. You can freely download these files from the website of Japanese Geoparks Network (JGN website <http://www.geopark.jp/>).
5. These leaflets have been made in English for the benefit of not only the Japanese but also for people who cannot read Japanese.

Keywords: geopark, natural disaster, communication, twitter, mailing list

Consideration of Effective Transmission of Information Using Twitter in Geoscience

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Twitter is one of the very important tools of gathering and transmission of information. Institutions for academic research can use this for effective way of publication. And it is no exception in geoscience. Therefore, it is important to operate twitter account which can get many retweet and favorite and communicate with follower.

We counted the number of retweet and reply, favorite, non-official retweet.

We researched effective operation of Twitter account in geological science and report the researched results.

Keywords: Twitter, Social Media, Geoscience