

Social media as a source of innovative ideas for education and outreach in geoscience

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Scientists are often expected to contribute to education and outreach in their specialized fields. They can provide scientifically accurate information about their fields based on deep knowledge. However, they may be much affected by the customs and common sense of their fields, and may not be good at attracting attention of people who do not have specialized knowledge in the fields. Social media contribute to the reduction of this problem, through interactions of people with various backgrounds. Scientists of a particular field often interact with those who are interested in the field but have different backgrounds including non-scientists. Such people sometimes provide scientists with novel ideas for effective education and outreach. Subsequent comments from scientists on the ideas may be useful for those who provided the ideas. In this presentation, we discuss such constructive interactions among persons in social media, with reference to geomorphological examples.

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