

Outreach of geological and geographical sciences using social media in combination with TV programs

*Takashi Oguchi¹

1.Center for Spatial Information Science, The University of Tokyo

Social media can be used together with classic media such as TV, radio, and newspapers. Such an approach may be effective for outreach of geological and geographical sciences. This paper introduces tweets related to a geographical TV program and indicates advantages of social media combined with classic media.

Keywords: Social media, TV program, outreach