

Summer Project Notes

I looked through other blog sites from learned societies and other universities and noted down the different categories found in each one to try and see if any were recurring – then used this information to see which types of categories received the most contributions and also for ideas of categories we could potentially include in our BLS blog.

Notes on other blogs:

- Physiological Soc: outreach and education, policy, researcher spotlight, science history, women in physiology
- British Ecological Soc: events, funding, learning and resources, policy, publications
- Biochem Soc: news, careers, education and training, events, historical, policy, publishing, communications and public engagement
- Royal Soc of Chemistry (Integrative Biology): board news, chemistry world highlights, conferences, cover articles, hot articles, news, poster prizes, research highlights, review articles, themed collections, top ten
- UK Plant Sci Federation: careers, 'areas to do with plants', education, internships
- Microbe Post: events, policy, video, 'areas to do with microbiology', new to science, publishing
- Campaign for Sci and Eng: quote from site... 'brings together topical comment and views from members and collaborators across the science and engineering sector'
- Nature: 'different areas in science', books and arts, lab life, policy, science and communications
- Public Library of Science: contains PLoS staff-written and edited blogs and independent blogs hosted by PLoS
- Southern Fried Science: academic life (publishing), personal stories, education, field notes, popular culture, reviews and interviews, funding
- Scientific American: behind the scenes, anecdotes from archive, science photography, education, science news and views
- Queens Uni Belfast: announcement, book review, comment, conference, experience, media, news, public engagement, research, seminar review, students, workshop
- Leicester: career, city, dissertation/essay, exams, employment, future, graduation, health, holiday, internship, lab, leisure, money, news, research, postgrad study, revision, societies, sport, stress, study abroad, volunteering, work, year in industry
- Cardiff: news, research, publications (key areas researched by the Uni), people (alumni), lab info, vacancies
- Stevenson Uni: experiential learning, alumni, biology, faculty, in the classroom, outreach, career, career success
- Uni of Gloucestershire: teaching, research, other news

From looking through all of these blog sites, I noticed the 'comment' categories tended to receive the most contributions - which I believe we cover in the survey question asking about short articles.

Notes on literature:

- Health blogs focus on bloggers experience with condition/disease.
 - Social networks = increase in health related content on internet
 - Blog = dated entries/posts in reverse chronological order – archives (prev posts), blogroll (list of recent blogs), reader comment section

- Prov interactive support, general discussion about news or policy, extend social and political mobilisation efforts, prov forum
- Blogging used in health education, research collab and dissemination, disaster planning
- Sitemeter (tracks visits), external and internal links, reader commentary, archives, blogroll, video, audio
- Some articles self focused/personal (journal aspect) and some informational/outwardly focused
- Helps students develop scientific reading comprehension, critical thinking and writing skills
 - Extra credit for contributing? – provides valuable, time-saving outlet for deeper exploration and discussion of subject matter
 - ‘Instructor blog message’ (extension of a particular topic covered in lecture) – encourages students to apply knowledge learned in lecture to a variety of contexts (e.g. controversial issues or recent advances)
- Seminar blogs = groups of students engaging in online discussion of cases and news articles – case-based discussion, debates, simulations, cooperative learning and problem-based learning (active learning) – most students found it easier to comment than speak in class
 - Blogs used in education as: individual platforms for sharing professional commentary; course platforms inviting comments on controversial questions from students; collaborative research platforms
 - Can use experience of using the seminar blog in current and future work
 - Act as vehicles for discussion of case analyses and peer feedback and encourages explorations of other topics
 - Positives = exchanges with other students, hear different perspectives, flexibility of participation time, having other students comment on postings and opinions, help stay on top of classwork, prov a way to participate without having to speak in class
 - Negatives = too many assignments and postings, not enough time allotted to comment on postings and other comments, too much time needed to comment on because of too many postings, feeling forced to comment, lack of face-to-face contact
- Why blog? – teacher can provide specific, controlled link and allows pages to be edited by multiple participants sharing content – enables students to contribute and provide feedback on knowledge gained from teachers and fellow students
 - Creation of blog = help education in learning and desire to contribute to similar experiences in future
 - Criticisms = lack of instructions, e.g. how to upload
 - Blog represents incentive to revise and incorporate new information of interest
 - Reinforces knowledge and expand on it in an enjoyable way – preferred over solitary learning
 - Introduce to new technological resources = new skills (demonstrate to employer)
 - Other tools to complement blog = video streaming and videos (YouTube) or social networks in which form discussion groups related to issues suggested by students – opportunity of interacting with students from other universities
 - Greater capacity in choice of topics to be discussed increases interest – selection by staff due to students’ interests being too divergent
 - Blog = students dedicate more time to revision – have to use previously learned concepts to contribute = continual reinforcement of course content
 - Use social media to transmit knowledge – more familiar

- Blog set up for 2 different Universities – course directors as administrators – give posting permission to students and course auditors – can monitor comments as automatically emailed to them
 - Blogging requirement as part of course – put up at least 1 article and comment at least 4 times on other posts – have to be thoughtful to count
 - Guidance on how to post and respond other posts is provided
 - A lot of people may not want to contribute as they ‘feel must wait until know more about a topic’ – ask to paraphrase and reflect upon reports relating to the particular topic collected online from lay press or teachers post interesting papers to allow comments on idea and applications

Summer Project Research Notes (August)

- Games industry:
 - PlayStation – raising awareness about up and coming games, special game editions, new game characters, sales and discounts; the PlayStation weekly wrap-up – biggest gaming news from the last seven days; competitions; VidZone – what’s new on the music streaming service
 - Nintendo - new console designs, game expansion packs/downloadable content/updates, games; current news, e.g. Pokémon GO, trademarks, shares; offers/discounts on Nintendo games
- Health and fitness industry:
 - Blogs focus on bloggers experience with condition/disease.
 - Provides interactive support, general discussion about news or policy, extend social and political mobilisation efforts, provides forum - some articles self focused/personal (journal aspect) and some informational/outwardly focused
 - Blogging used in health education, research collaboration and dissemination, disaster planning
 - Microsoft Health – tips for exercising/training/keeping fit/working out/nutrition; updates on Microsoft Health products/apps/features; guided workouts; social challenges/motivation; inspirational posts/tip and tricks written by health influencers
- Digital arts media:
 - FACT (Foundation for Art and Creative Technology) – ‘Offering a unique programme of exhibitions, film and participant-led art projects, we use the power of creative technology to inspire and enrich lives.’ – blog provides reviews of showcased arts/games/apps; round up of movies (maybe BLS blog monthly round up of scientific advances?); day in the life visiting an exhibition/exhibition reviews, events increasing public engagement/awareness; opinions on controversial topics, e.g. why robots could never replace artists
 - FIDM (Fashion Institute of Design & Merchandising) – ‘The FIDMDigitalArts.com Blog illustrates the range of opportunities within digital media and graphic design fields, and how FIDM’s Digital Media and Graphic Design programs prepare students for

their future careers within these industries.’ – visual inspiration; creative interviews; trends throughout the years; poster/video project overview and inspiration; a section for educators and a section for future students joining the institute

- Business enterprises:
 - Google – ‘Insights from Googlers into our products, technology, and the Google culture’
 - Sony Mobile – Press releases - new, upcoming products; Wearable tech - different ways of utilising Sony products; Developer World – information to do with manufacturing and using Sony Android Apps; Photos; Games, Music & Movies – latest news to do with Sony; GreenHeart – ways in which the company is giving back/charitable
 - Microsoft – introducing new applications/technology/updates; weekly news roundup, ‘Weekend Reading’; summary of Microsoft events
 - LinkedIn – Announcements; Analytics; Best Of; Careers; Company Pages; Consumer; Customer Service; Economic Graph; Employee Stories; Engineering; Events; Featured; Groups; Influencers; Infographic; International; Job Seeker; LinkedIn Developer Network; LinkedIn for Good; LinkedIn for Small Business; LinkedIn for Students; News; Speaker Series; Tips; Member Stories; New Features; Work at LinkedIn – this is a list of the many ‘topics’ on the blog site which have received the most contributions

- Open source science:
 - The OpenScience Project – ‘dedicated to writing and releasing free and Open Source scientific software. We are a group of scientists, mathematicians and engineers who want to encourage a collaborative environment in which science can be pursued by anyone who is inspired to discover something new about the natural world.’
 - The Open Science Collaboration – write about open science topics like reproducibility, transparency in methods and analyses, and changing editorial and publication practices; updates on open science initiatives like the Reproducibility Project and opportunities to get involved in new projects like the Archival Project; interviews and opinions from researchers, developers, publishers, and citizen scientists working to make science more transparent, rigorous, or reproducible
 - DIYBio – events for the week and their descriptions; photos from events
 - PLOS Blogs (Synbio Community) – ‘DIY biology is working on deconvoluting science, destroying the obsolete concept of a scientific elite and making it relevant and accessible for all.’
 - PLOS Blogs (CitizenSci) – ‘examines the emerging phenomena of public participation in science from diverse disciplinary perspectives.’ - stories about innovative projects, methodologies, and histories to help chart the changing landscape of public participation in scientific research
 - Extreme Citizen Science – ‘brings together scholars from diverse fields to develop and contribute to the guiding theories and methodologies that will enable any

community to start a Citizen Science project that will help them deal with issues that concern them.'

- Zooniverse – categories: CitizenScience, education, fun, new features, news, science, statistics, technical, top ten, uncategorized, zoo planning, zoo roundup
- Citizen Science Center – resource for books, papers, discussions related to citizen science and provides a forum to get involved and connect with other people who share your passions
- OpenScientist – 'projects and opinions from the world of Citizen Science'
- Natural History Museum – categories: curators and researchers; conservators; digital collections; earth sciences; library and archives; life sciences; natural history museum; our science; digital museum; science, society and skills; sustainability; shop; take part; citizen science; identify nature; UK wildlife