



We will begin momentarily at 2pm ET



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Have Questions?



“Why am I muted?”
Don't worry. Everyone is muted except the presenter and host. Thank you and enjoy the show.

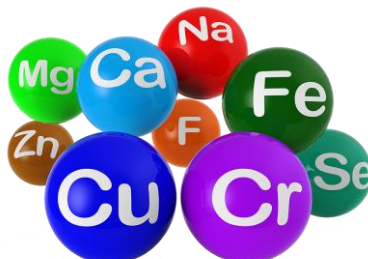
Type them into questions box!

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Upcoming ACS Webinars®

www.acs.org/acswebinars



Thursday, June 18, 2015

“Advanced Pyrotechnics 2: Ignition, Sensitivity, and Analysis of Energetic Materials”

Chris Mocella, Co-author, second addition, *The Chemistry of Pyrotechnics*.
Darren Griffin, Professor of Genetics, The University of Kent, UK



Thursday, June 25, 2015

“Accelerating CNS Positron Emission Tomography (PET) Ligand Discovery”

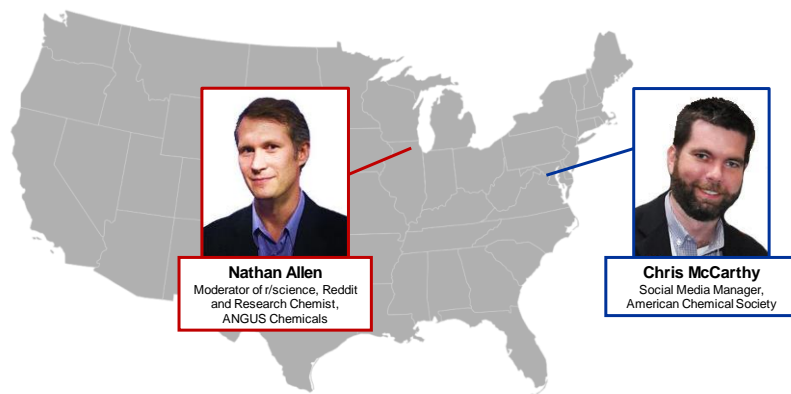
Lei Zhang, Senior Principal Scientist, Pfizer Inc.
David Donnelly, Senior Research Investigator, Bristol-Myers Squibb

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“Science Communication in the Digital Media Age”



Nathan Allen
Moderator of r/science, Reddit
and Research Chemist,
ANGUS Chemicals



Chris McCarthy
Social Media Manager,
American Chemical Society

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Science Communication in the Digital Media Age

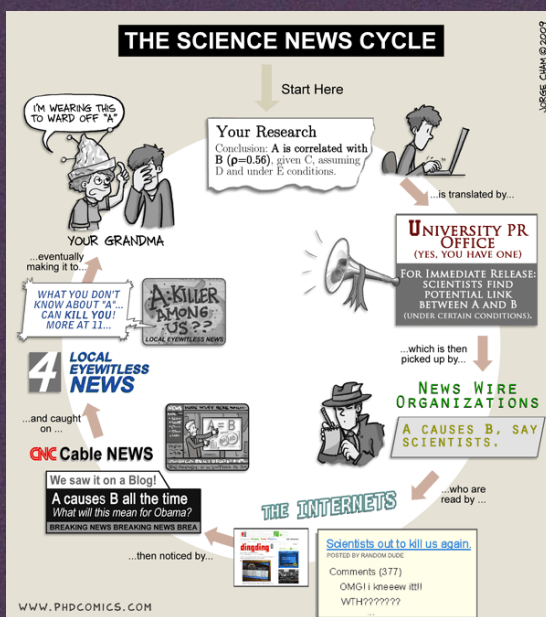


1
1

Nathan T. Allen, PhD



Science Has a Problem



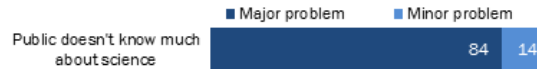
12



Science Has a Problem

Scientists' Perspective: Limited Public Knowledge About Science Is a Major Problem

% of AAAS scientists saying... is a major or minor problem for science in general



AAAS scientists survey Sept 11-Oct 13, 2014. Q5d. Those saying this is not a problem or giving no answer are not shown.

PEW RESEARCH CENTER

13



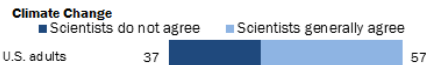
Science Has a Problem

Mixed Perceptions of Scientific Consensus About 'Big Bang,' Climate Change and Evolution

% of U.S. adults saying that scientists generally believe/are divided that the universe was created in a single, violent event often called "the Big Bang"



% of U.S. adults saying that scientists generally agree/do not agree that the earth is getting warmer due to human activity



% of U.S. adults saying that scientists generally agree/do not agree that humans have evolved over time



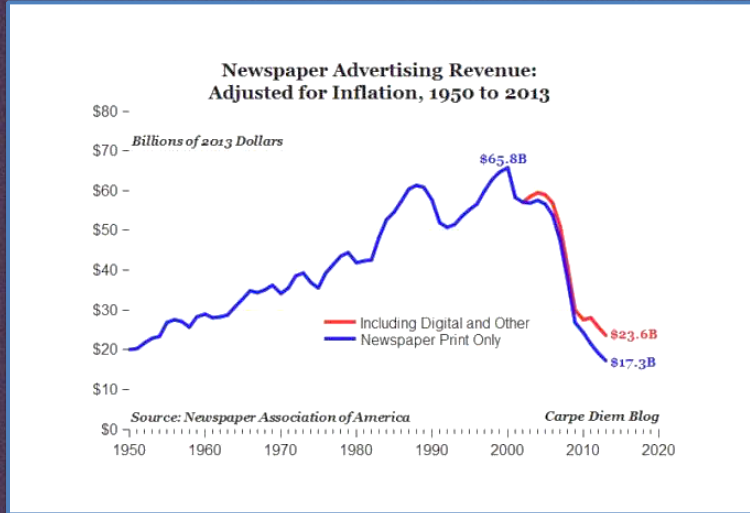
Survey of U.S. adults August 15-25, 2014. Q32, Q23, Q18. Those saying don't know are not shown.

PEW RESEARCH CENTER

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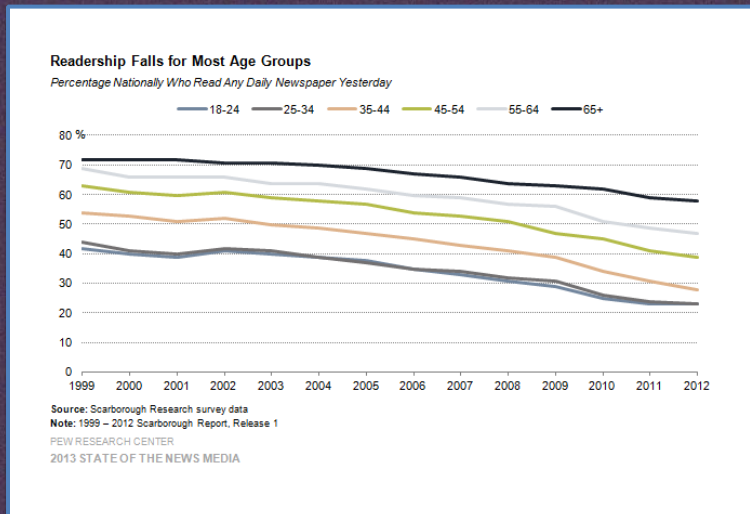
How Did Things Get This Way? Part is the Nature of Journalism...



15



How Did Things Get This Way? Part is the Nature of Journalism...



16



Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



Do you talk about science online?

- No, not really
- I occasionally post things to my personal accounts
- I frequently, write or post about science
- It's part of my job

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...But a Larger Part is the *Culture of Science*

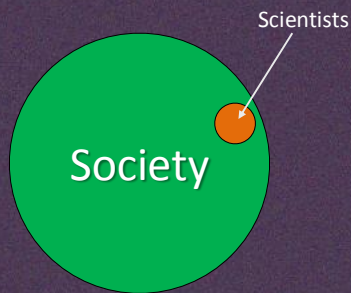


- Scientific fields are dominated by **introverted personalities**
- Substantial language barriers due to **jargon** and **technical terms**
- Economic value creates incentives to **keep knowledge secret**
- **“The Science will speak for itself.”**

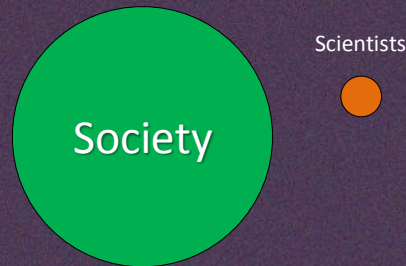
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Scientists and Society



How Scientists See Themselves



How Society Sees Science

People distrust what they see as different.

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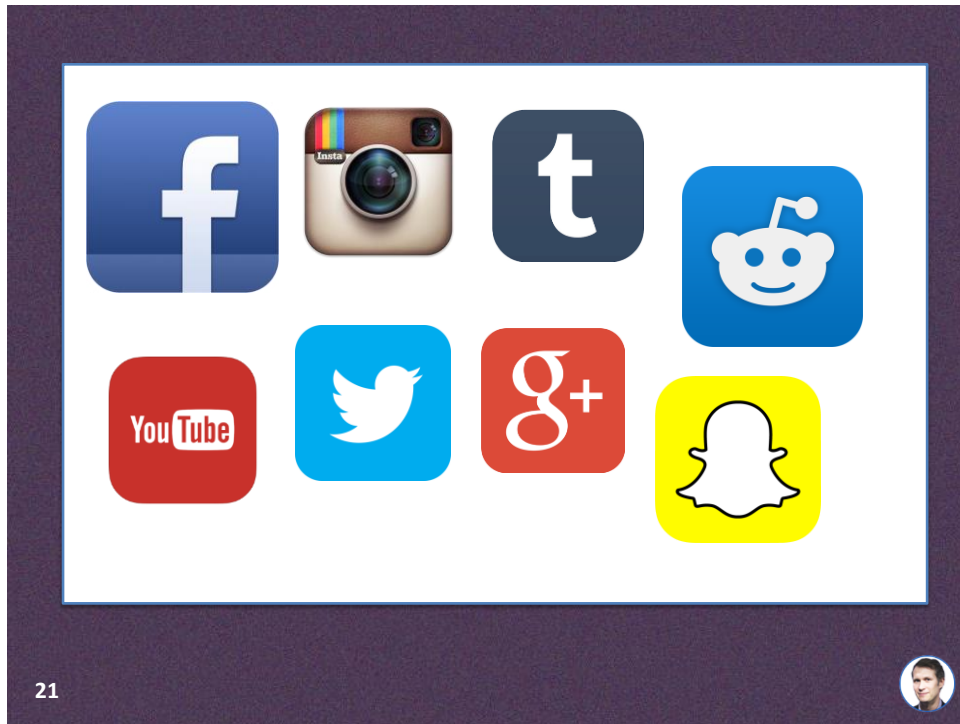
What is to be Done?

- Cultural change is difficult, there is **no magic pill**
- Popular cultural representations (Normalization, **How many of us are compared to characters in the “Big Bang Theory”?**)
- Open discussions between scientists and the general public to **remove sensationalism** (Disintermediation)
- **Communication as a core goal**, not an add on.



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Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



Just how big is reddit...what is the approximate number of pages viewed in one month?

- Over 1 million page views
- Over 7 million page views
- Over 1 billion page views
- Over 7 billion page views

Just How Big is Reddit?



stats at a glance (as of May 20, 2015)

<p>last month, reddit had</p> <p>169,026,326</p> <p>unique visitors</p>	<p>hailing from over</p> <p>209</p> <p>different countries</p>	<p>viewing a total of</p> <p>7,553,570,911</p> <p>pages</p>
<p>yesterday, reddit powered</p> <p>9,408</p> <p>active communities</p>	<p>consisting of over</p> <p>3,523,190</p> <p>logged in redditors</p>	<p>casting over</p> <p>26,062,664</p> <p>votes</p>

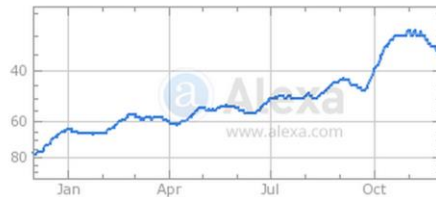
23



Reddit User Demographics

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ?

36 ▼ 14

Rank in United States ?

9

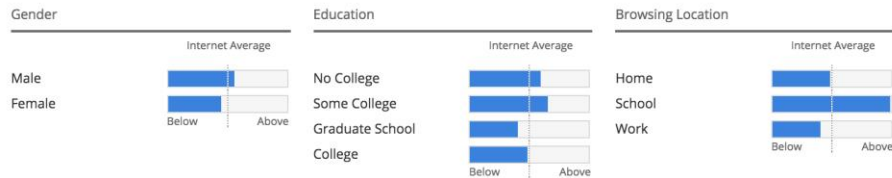
24



Reddit User Demographics

Audience Demographics

How similar is this site's audience to the general internet population?



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Reddit User Demographics

Country	Percent of Visitors	Rank in Country
United States	63.7%	9
India	7.9%	44
Canada	3.7%	13
United Kingdom	3.2%	29
Australia	1.8%	21

26



Reddit User Demographics

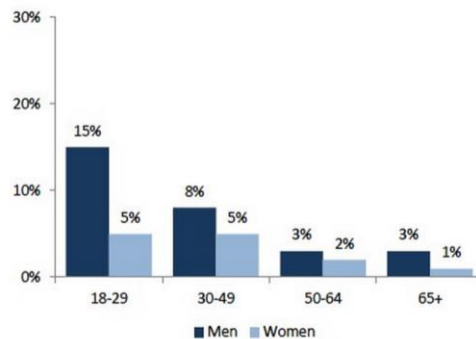
- 1 Google.com
Enables users to
- 2 Facebook.com
A social utility tha
- 3 Amazon.com
Amazon.com see
- 4 Youtube.com
YouTube is a way
- 5 Yahoo.com
A major internet |
- 6 Wikipedia.org
A free encycloped
- 7 Ebay.com
International per:
- 8 Twitter.com
Social networking
- 9 Reddit.com
User-generated r
- 10 LinkedIn.com
A networking too

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Reddit Usage by Age

Young males are especially likely to use reddit
% of internet users in each age/gender grouping who use reddit



Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

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How is Reddit Organized?

- Reddit is sub-divided in to user-created subsections referred to as “**subreddits**”
- Subreddits are often referred to by their shortened url, ie www.reddit.com/r/science is /r/science
- Typical subreddits focus on a **particular interest** or group
- For Example:

Category	Subreddits
Educational	News, Science, Space, TodayILearned (TIL), and WorldNews
Entertainment	Creepy, Documentaries, Gaming, ListenToThis, Movies, Music, NoSleep, Sports, Television, and Videos
Discussion-based	AskReddit, AskScience, Books, ExplainLikeImFive, IAmA, and TwoXChromosomes
Humor/light-hearted	DatalsBeautiful, Funny, InternetIsBeautiful, Jokes, NotTheOnion, ShowerThoughts, StandUpShots, TIFU, and UpliftingNews
Image sharing	Art, Aww, EarthPorn, Gifs, MildlyInteresting, OldSchoolCool, Pics, and PhotoshopBattles
Self-improvement	DIY, Fitness, Food, GetMotivated, LifeProTips, PersonalFinance, Philosophy, and WritingPrompts
Technology	Futurology and Gadgets
Meta	Announcements and Blog

29



Audience Survey Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT

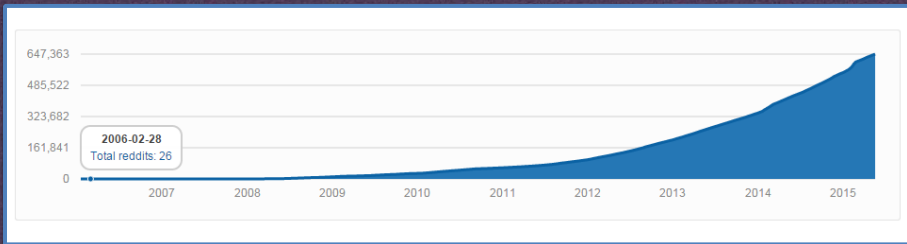
How many subreddits are there as of May 19, 2015?

- Over 100,000 subreddits
- Over 300,000 subreddits
- Over 500,000 subreddits
- Over 600,000 subreddits
- Over 1,000,000 subreddits

| 30

How Many Subreddits are There?

- An almost unbelievable number!
- As of May 19th, 2015 there are **647,363** subreddits



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How Big is /r/science?

science

[Unsubscribe](#) 8,370,263 readers (1,552 here)

TRAFFIC BY MONTH

date	uniques	pageviews
June	408,457	693,944
May	2,877,980	6,125,000
April	2,820,432	6,154,700
March	3,178,651	7,193,187
February	2,613,214	5,955,983
January	2,825,568	6,623,700
December	2,525,682	6,030,571
November	2,422,982	5,611,716
October	2,707,368	6,331,198
September	2,656,257	6,124,241
August	2,180,586	5,259,792
July	2,003,189	5,057,173

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Compare to the Populations of Major Cities

2013 rank ↕	City ↕	State ^[6] ↕	2013 estimate ↕	2010 Census ↕
1	<i>New York</i> ^[6]	New York	8,405,837	8,175,133
2	<i>Los Angeles</i>	California	3,884,307	3,792,621
3	<i>Chicago</i>	Illinois	2,718,782	2,695,598
4	<i>Houston</i> ^[7]	Texas	2,195,914	2,100,263
5	<i>Philadelphia</i> ^[8]	Pennsylvania	1,553,165	1,526,006
6	Phoenix	Arizona	1,513,367	1,445,632
7	San Antonio	Texas	1,409,019	1,327,407
8	San Diego	California	1,355,896	1,307,402
9	Dallas	Texas	1,257,676	1,197,816
10	San Jose	California	998,537	945,942

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What are our Goals?



- **Normalize:** Person to Person interactions with scientists



- **Illuminate:** Realistic descriptions of the process of science, rather than strictly the results.



- **Disintermediation:** Skip the sensationalism and sound bites

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What is our Approach?



Reddit Science

The Community Discussion Platform for Science

- Verified Users
- The Science AMA Series
- Science Discussions

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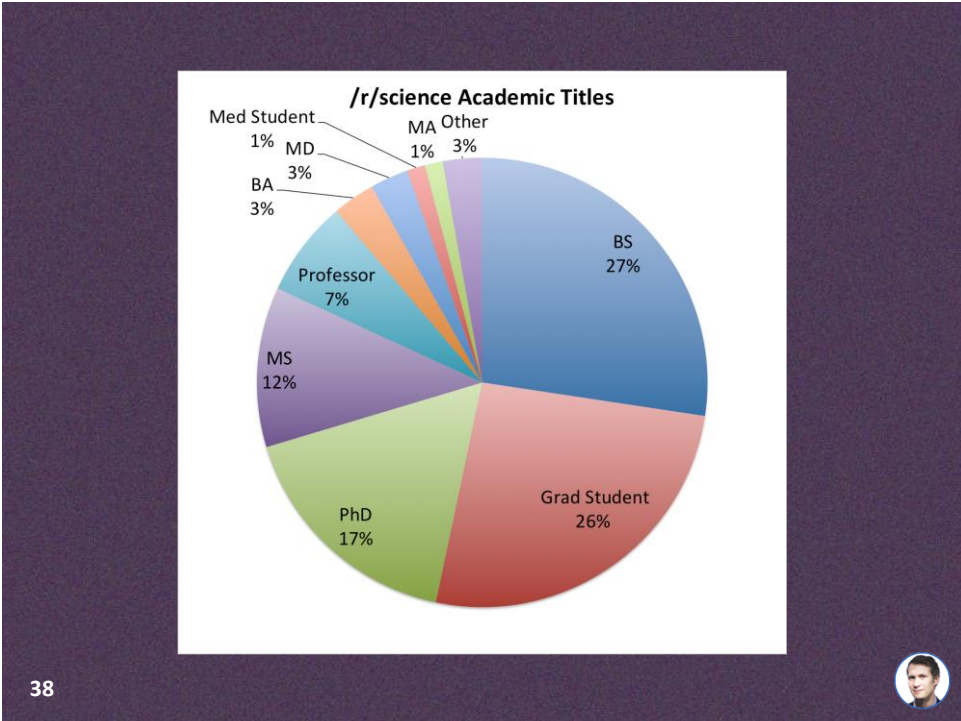
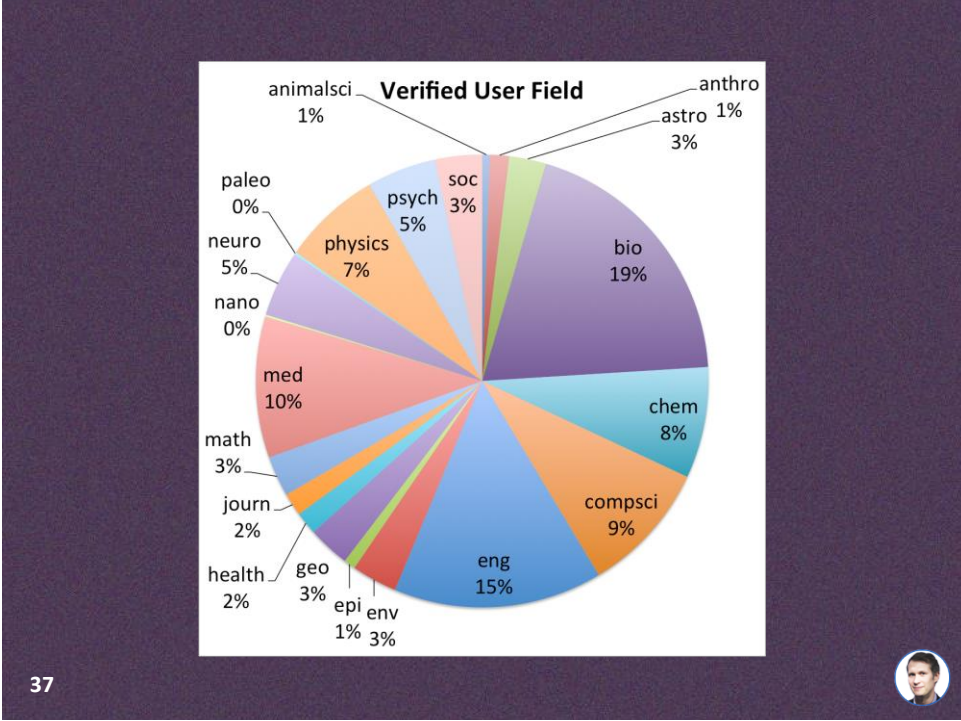
Verified Users

- Reduces the “internet degree” claims
- Provide context for scientific facts
- Explain methodology and statistics, and importance of results
- Enable general users to better gauge competence of comments



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Science AMA Series

- Reddit initialism for “Ask Me Anything”
- It is essentially a crowd-sourced interview.
- Someone of interest submits a text post describing why they are of interest and announces “AMA!”
- Users then **submit comments** to the post asking their questions, which the original poster answers as many as he can (or wants to, these things can get pretty big!)
- **/r/IAmA** is dedicated entirely to AMAs

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What an AMA Looks Like

MY SUBREDDITS DASHBOARD FRONT ALL RANDOM MYRANDOM FRIENDS MOD MODQUEUE EDIT **SCIENCE** ASKSCIENCE SCIENTISTTEST SCIENCENEWS ASKSCIENCEMODS ASKPOLITSMODS EVERYTHINGSCIENCE SCIE

The NEW REDDIT JOURNAL of SCIENCE

comments related other discussions (4) queue tools reddit metrics

Make sure to check out our sister subreddit [/r/EverythingScience](#)

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Science AMA Series **Synthetic Biology AMA** Science AMA Series: We have used synthetic biology to evolve the first artificial enzymes (XNAzymes), Ask Us Anything! self.science [T]
submitted 15 hours ago (last edited 8 hours ago) by [Prof_Phil_Holliger](#) (MRC Laboratory of Molecular Biology/Cambridge) [H] [N]

All life on earth depends on catalysts to bring about chemical reactions which are too sluggish to happen at ambient temperatures and pressures. Nature's catalysts (enzymes) are composed of proteins, RNA (ribozymes) and, at least in the lab, DNA (DNAzymes) - in our new work we demonstrate that these molecules are not the only possibilities - at least four alternative genetic polymers (XNAs), chemically distinct from nature's biomolecules, can also be synthesised & evolved (using 'synthetic genetics' technologies previously developed by our group) to form a range of enzymes (XNAzymes).

As well as potential applications in biotechnology and biomedicine, the possibility that a wide variety of alternative chemistries can form genetic systems capable of catalysis has implications for our understanding of the chemical origins of life on Earth, and elsewhere in the cosmos.

We are:

Dr. Philipp Holliger ([/u/Prof_Phil_Holliger](#) ca [1])
Dr. Alex Taylor ([/u/Alex_Taylor11](#) ca [2])
Dr. Chris Cozens ([/u/chriscozens](#) ca [3])

Paper in Nature: <http://www.nature.com/nature/journal/vaop/ncurrent/full/nature13982.html>^[4]
Readcube version of paper: <http://rdcu.be/bKxN>^[5] (thanks u/dapt)
Summary of the paper from the BBC: <http://www.bbc.com/news/health-30274639>^[6]
Group page: <http://www2.mrc-lmb.cam.ac.uk/groups/ph1/>^[7]

Edit: Thanks for all the questions, everyone - we will try to do some more in the morning (GMT).

357 comments source share save hide give gold spam remove report nsfw Flair has been set, Thank! mod hide all child comments

search

this post was submitted on 02 Dec 2014
2,500 points (89% upvoted)
3,206 votes
shortlink: <http://redd.it/2o1y7>

SUBMIT A NEW LINK

SUBMIT A NEW TEXT POST

science

Use subreddit style
Unsubscribe [shortcut](#) [dashboard](#)

6,933,900 readers (2,706 here)

you are a moderator of this subreddit. [\(change\)](#)

Show my flair on this subreddit. It looks like:
[nallen](#) [\[NS\]](#) [Organic Polymer Chemistry](#) [\(edit\)](#)

NEW TO REDDIT? CLICK HERE!

GET FLAIR IN /r/SCIENCE

PREVIOUS SCIENCE AMAs

REDDIT SCIENCE AMA SUBMISSION GUIDE

Filter by Field (Click to Filter)

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Comments and Questions

[-] Rhetoricism [H] [N] 250 points 15 hours ago
 Okay, let's go with a fairly open question: What's the specific potential application of this that you're most excited about?

Commenting as: nallen
 Before commenting, make sure that your comment adds to the discussion and isn't a meme or joke.

Note: Comments will be removed if they are jokes, memes, or otherwise off-topic.

[-] Alex_Taylor11 [H] [N] 93 points 11 hours ago
 Good question. The appeal of XNAs and XNA-based genetic systems is that they give us access to apply the power of Darwinian evolution to "chemical structure spaces" that life doesn't use. This is exciting because it means we can now evolve XNA ligands (aptamers) - i.e. XNA shapes that recognise targets of our choice with atomic precision - and, now, catalysts (XNAzymes) directly in polymers that inherently have properties we might seek to exploit, such as resistance to degradation in the blood or inside of a cell. I think the most exciting thing will be to try to develop XNAzymes that can survive inside cells, repeatedly cutting disease-related RNA, such as oncogenic mRNA.

[-] UNHDude [H] [N] 16 points 11 hours ago
 Could this technology eventually be used in manufacturing, for example to make very small electrical components?

[-] Alex_Taylor11 [H] [N] 29 points 11 hours ago
 That's a fascinating idea - there are certainly lots of exciting things being done with DNA origami, I'm sure it's only a matter of time before we see something like XNA nanostructures bearing metals

2 Dec 1pm Science AMA TBA
 3 Dec 1pm Los Alamos National Lab Scientists Forecasting Diseases Using Wikipedia
 16 Dec 12:30pm Dr Robert Murr-Wood Tsunami

(All times and dates are East Coast Time in the USA)

Top Submissions to [/r/EverythingScience](#)

- 1 Ravens have social abilities previously only seen in humans
- 2 Hubble Survey Spots Two New Objects Beyond Pluto
- 3 Disgraced dna pioneer James Watson to sell his Nobelprize medal
- 4 Listen to Neil deGrasse Tyson and Bill Nye make fun of anti-science trolls. The "Cosmos" host and the Science Guy slam creationists, climate deniers and everyone else who cherry-picks science
- 5 Ability to consume alcohol may have shaped primate evolution

/r/science is a moderated subreddit, please review the [Rules for Submitters](#) before submitting to */r/science*, and [Rules for Commenters](#) before commenting. Submissions and Comments that violate the rules will be removed, as will all replies to inappropriate comments. Please report violations.

created by [spez](#) a community for 8 years

MODERATION TOOLS

- subreddit settings
- edit stylesheet
- moderator mail

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Barriers to Successful Science AMAs

- [/r/IAmA](#) does host science-based AMAs, however, it hosts a large number of AMAs.
- This makes it difficult for scientists to compete for attention against actors promoting movies, musicians, TV personalities, authors, and others.
- [/r/IAmA](#) does not heavily moderate comments, so many inappropriate questions get through, making for a potentially unpleasant experience for someone new to the nature of the internet.
- Individuals wishing to post an AMA are own their own to learn the rules and standard of reddit, which can be difficult for outsiders.

Date	Time	Person	Description
2 Dec	8am	Mikko Hypponen	Computer Security Expert
2 Dec	10am	Tim Federle	Author
2 Dec	12pm	Sleater-Kinney	Band
2 Dec	2pm	David Foster	Musician, record producer
2 Dec	3pm	Jeff VanderMeer	Author
2 Dec	4pm	Iron Sheik	Retired professional wrestler
2 Dec	7:30pm	Cristela Alonzo	Comedienne, actress
3 Dec	11am	Christian Kane	Actor, Musician
3 Dec	12pm	Michael C. Hall	Actor
3 Dec	1pm	Inbox by Gmail Team	Product manager, designer, and software engineer
3 Dec	1pm	Bart Weetmans	Founder of APOPO
3 Dec	3pm	John Lee and Vernon Chastman	Producers
3 Dec	6pm	Chavo	Wrestler
3 Dec	7pm	Jeff Allen & Maggie Bailey	Stars of <i>The Car Chasers</i>
3 Dec	8pm	Elisabeth Rohm	Actress
4 Dec	10:30am	Mick O'Hare	Editor, Author
4 Dec	2pm	Liz Tuccillo	Writer / Director
4 Dec	3pm	Carl Bass	CEO Autodesk
4 Dec	4pm	Mitchell Kriegman	Writer, Producer
4 Dec	4pm	Pauly Shore	Actor, comedian
4 Dec	5pm	DJ Premier & Royce da 5'9"	Musical Artists

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How Does /r/science Address these Issues?

- /r/science organizes, promotes and polices the AMAs we host to remove these barriers.
- We handle all of the reddit-specific actions. (account creation, posting, internal-promotion)
- We provide for a **civil discussion** by rigorous enforcement of decorum.
- More than **820 moderators** all with a minimum of a BS degree in a science, (300+ are PhDs)
- “Hard questions are ok, **uncivil behavior is not.**”
- We work with scientists via email, and sometimes phone calls to address concerns and refine text.
- We host **one AMA per day maximum, and only scientists.**

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AMA Examples

- All /r/science AMAs are viewable at this link:

http://www.reddit.com/r/science/search?q=flair%3A%27AMA%27&sort=new&restrict_sr=on

4149 ↑ Science AMA Series Science AMA Science AMA Series: I'm Temple Grandin, professor of animal science at Colorado State University and autism advocate. AMA! ✓ self.science [T]
 submitted 15 days ago * (last edited 15 days ago) by Prof_Temple_Grandin <= [Professor|Animal Science|Colorado State University] [H] [N]
 1346 comments share save hide spam remove report nsfw Flair Has Been Set, Thanks! [!]=c

4100 ↑ Science AMA Series Psychology AMA Science AMA Series: I'm David Dunning, a social psychologist whose research focuses on accuracy and illusion in self-judgment (you may have heard of the Dunning-Kruger effect). How good are we at "knowing thyself"? AMA! ✓ self.science [T]
 submitted 19 days ago * (last edited 19 days ago) by Dr_David_Dunning <= [+1] Professor of Psychology|Cornell University [H] [N]
 1371 comments share save hide spam remove report nsfw Flair Has Been Set, Thanks! [!]=c

3628 ↑ Science AMA Series Ebola AMA Science AMA Series: Ask Your Questions About Ebola. ✓ self.science [T]
 submitted 2 months ago * (last edited 2 months ago) by nallen <= [PhD|Organic Polymer Chemistry] [Moderator - speaking officially.] [H] [Is a doody]
 2713 comments share save hide delete spam remove nsfw Flair Has Been Set, Thanks! [!]=c

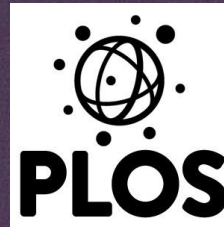
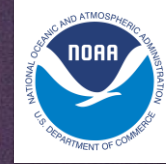
3315 ↑ Science AMA Series GMO AMA Science AMA Series: Ask Me Anything about Transgenic (GMO) Crops! I'm Kevin Folta, Professor and Chairman in the Horticultural Sciences Department at the University of Florida. ✓ self.science [T]
 submitted 3 months ago by Prof_Kevin_Folta <= [Professor|U of Florida|Horticultural Sciences] [H] [N]
 2511 comments share save hide spam remove report nsfw Flair Has Been Set, Thanks! ignore reports [1] [!]=c

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Partner Science Organizations

- American Chemical Society Webinars (More to be announced soon!)
- PLOS Science Wednesday: Collaboration with the PLOS Journals to bring PLOS Authors directly to /r/science
- National Oceanic and Atmospheric Administration
- California Academy of Science
- Public Voices Fellowship
- Columbia University
- Many others



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Science AMA Submission Guide

- Our grand goal is to make Science AMAs on reddit a **culturally expected step** for scientists.
 - Publish an important paper
 - Communicate it directly to the public (“I’m going to do an AMA!”)
- We have a step-by-step guide for scheduling and submitting AMAs: **Reddit Science AMA Submission Guide**
<https://drive.google.com/file/d/0B3fzgHAW-mVZM0NndWNNZHNFQjA/edit>
- Any further questions can be emailed to sciencereddit@gmail.com

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Science Discussion

- **Facts are Plentiful**
 - *Wikipedia*
 - *PubMed*
 - *Google Scholar*
- **Context is not**
 - *Context is learned*
 - *Context takes working in a field*
- Science Discussions are aimed at providing **greater context to our readers**, and allowing our verified scientists the ability to **expose the reddit users to their understanding** of an issue.



Image Credit: <http://sp.reddit.com/propaganda.html>

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Many Thanks

- The **3000+ verified users** of /r/science who lend their expertise to the public
- The **820+ moderators** of /r/science who allow us to reach further and be better than we could imagine
- The **millions of readers** of /r/science who make an effort to read and understand science, even though it's complicated and massive.
- **Our AMA guests**, who take time out of their busy schedules to answer questions from anonymous users on the internet.
- **The ACS Webinars Team** for allowing me a platform to tell you all about this project.

Read it.
reddit.com



your brain
will thank you for it

maybe, we can't
promise that it will

actually,
it probably won't

but if it could,
it might.



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Questions in just a moment...



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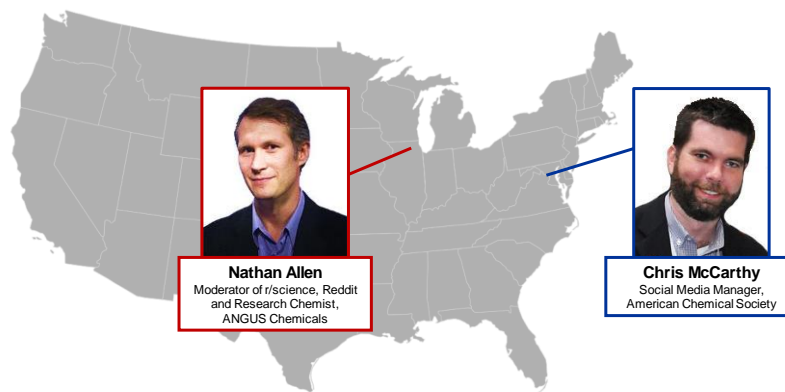
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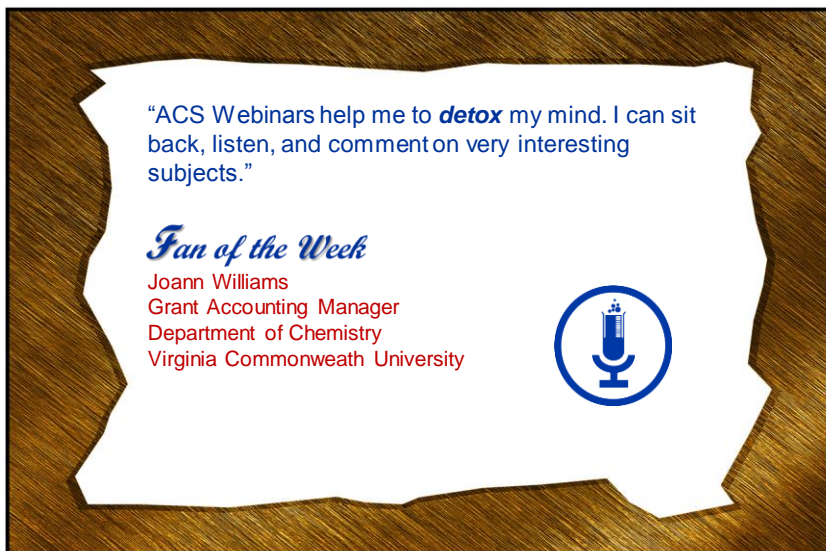
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