Using data-driven methods to target science communication in developing nations

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The democritization of knowledge and technological globalization has resulted in one of the most dramatic step changes in the availability of scientific information. Never before has more information been at the fingertips of more people on the planet. Nevertheless, educational and economic disparities in the developing world continues to hinder science literacy among the populous and international science engagement among students and professionals.

Social media provides a powerful tool for science communication in developing nations. To fulfill the desires and obligations of science outreach, many scientists use social media as a primary outreach tool. Nevertheless, not all social media platforms are as effective for science outreach. Data collected from various Earth science outreach ventures show proportion of social media platforms primarily used by scientists are anticorrelated to the proportion of platforms used by students in the developing world. This means that current efforts of science outreach are neglecting students from developing nations.

To more effectively perform science outreach in developing countries it is key to focus on the social media platforms used in those countries. Frankly put, no one in the developing world is reading your tweets.