

Sharing Climate Change Studies through Social Media: Sensitizing Public and Policy Makers

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With the emergence of various social media platforms, it became relatively easy, simple, and economical to share scientific results and thoughts. With increasing curiosity and awareness among the general public and governments in climate and environment, the role of social media has become an important medium for sharing science directly from the laboratory. During my participation in the International Ocean Discovery Program (IODP) Expedition 382 the Onboard Outreach Officers shared ongoing experiments and science to public. IODP Expedition 382 publicised numerous onboard lab activities and the expedition objectives through blogging, Vlogging, and other social platforms (such as Twitter and Facebook). A large number of students from elementary school through university level from different nations were engaged by scientific activities during the expedition. Blogs written by several scientists during Expedition 382 on the *JOIDES Resolution* website received significant attention from the public. We put complex information in the simplest possible form so it could be understood by elementary school students and laypersons. The science team learned about outreach activities and efficient and responsible use of social media during the IODP Expedition 382. Based on my experiences and learning, here we discuss a new model of outreach education involving debates, creative videos, infographics, and animations, which are more engaging to the general public as well as relevant for policymakers.