II Seminar on Indicators of Scientific and Technological Culture
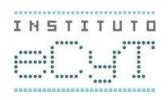
Science and Technology in Social Networks: Twitter

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New sources for scientific information

- 60.9% of the Spanish population uses the Internet as a primary source of scientific information, being the preferred source among those under 35 years (Survey of Public Perceptions of Science and Technology, 2012)

- A change of habit that is reinforced by the strong presence of social networks, as evidenced by the fact that 8 out of 10 Spanish Internet users between 18 and 55 have at least a social networking profile (comScore, 2012)

New situation and new methodological standards

This new situation requires the definition and testing of new methodological standards, due to the special nature of the content produced or distributed in the digital context and more specifically on Social Networks.

Going further, future work. But now it is the present

✓ This research has been present, FECYT (Spanish Foundation for Science and Technology) has given us a project to start this work.

✓ Our new study will use as feedstock tweets generated by a series of profiles (related to Spanish people and institutions) whose main theme focuses on the dissemination of scientific content.

The parameters that we analyze (i)

- ✓ Number of tweets with scientific content.

- ✓ Major thematic areas based on "topics" identified.

- ✓ Timing of tweets. These data can then be related to the curve of current information. Has certain news related to the scientific current importance major or minor presence in the social network that the one that they obtain in the written or digital press?
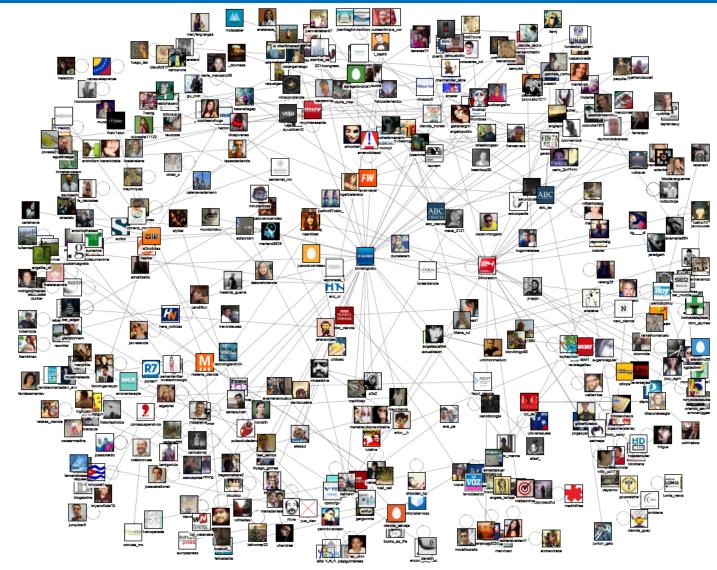
The parameters that we analyze (ii)

✓ Scope of content through flow analysis we are trying to estimate how many personal and institutional users such content coming.

✓ We will analyze the presence of links in the content of the tweets. This last element analysis provide key information about others focused on the dissemination of scientific culture contents through Internet agents, such as blogs science or the scientific sections of the media.
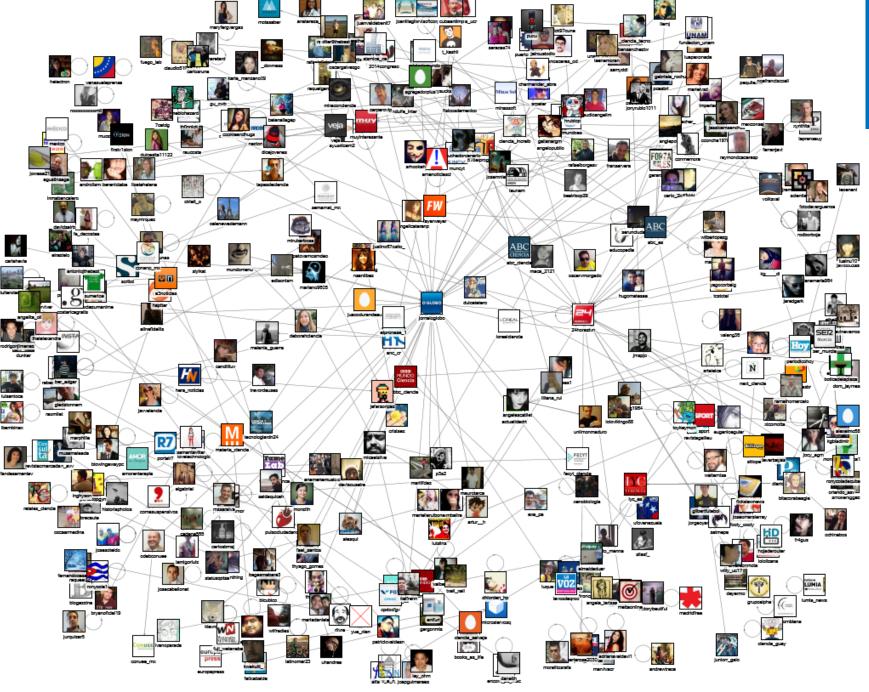
Conclusions and some examples

The proposed analysis involves incorporating methodological innovations that we believe will be a new line of work in the study of science and technology.
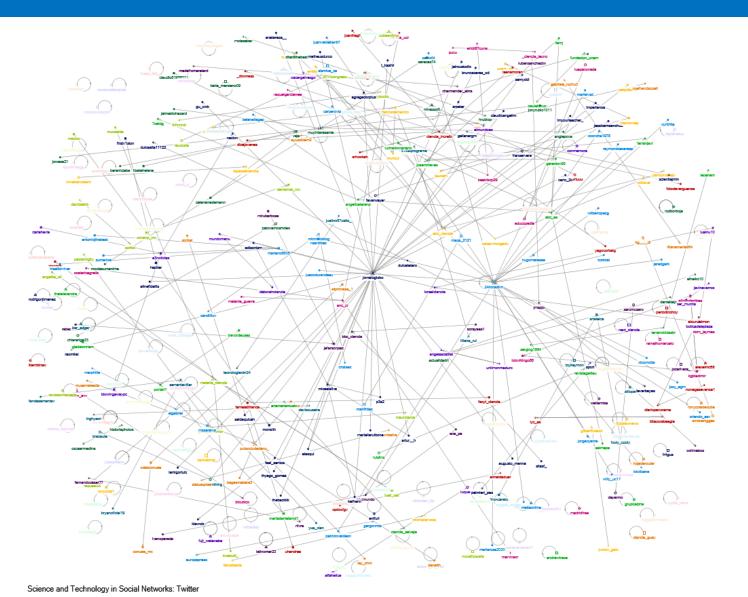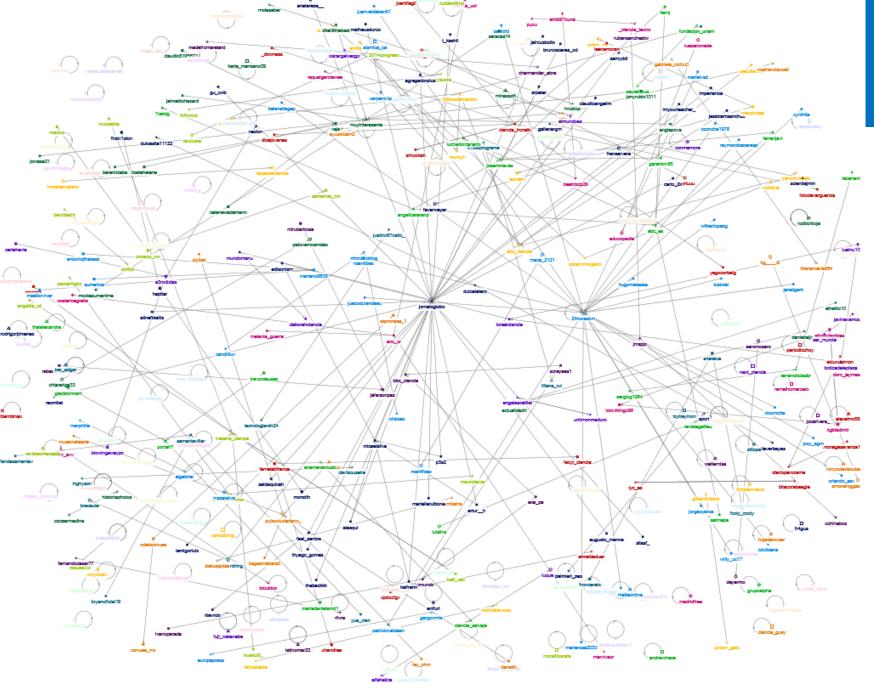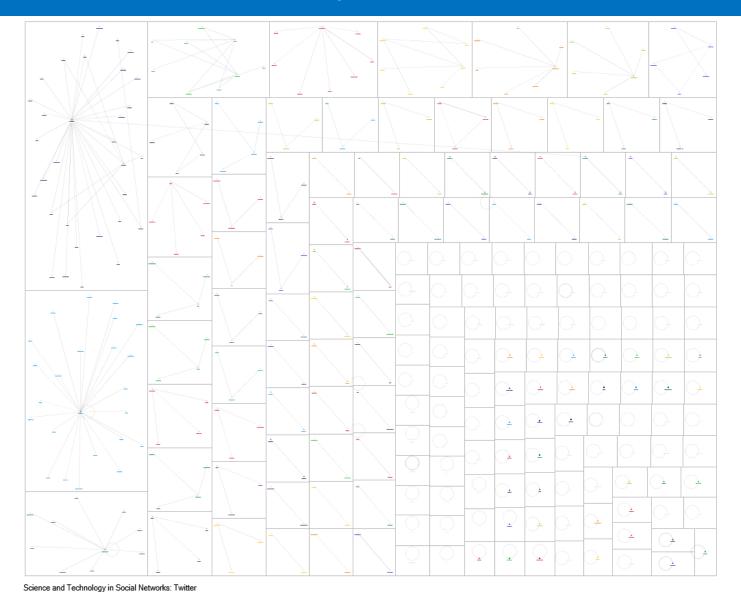
Example. Profiles about science OR technology

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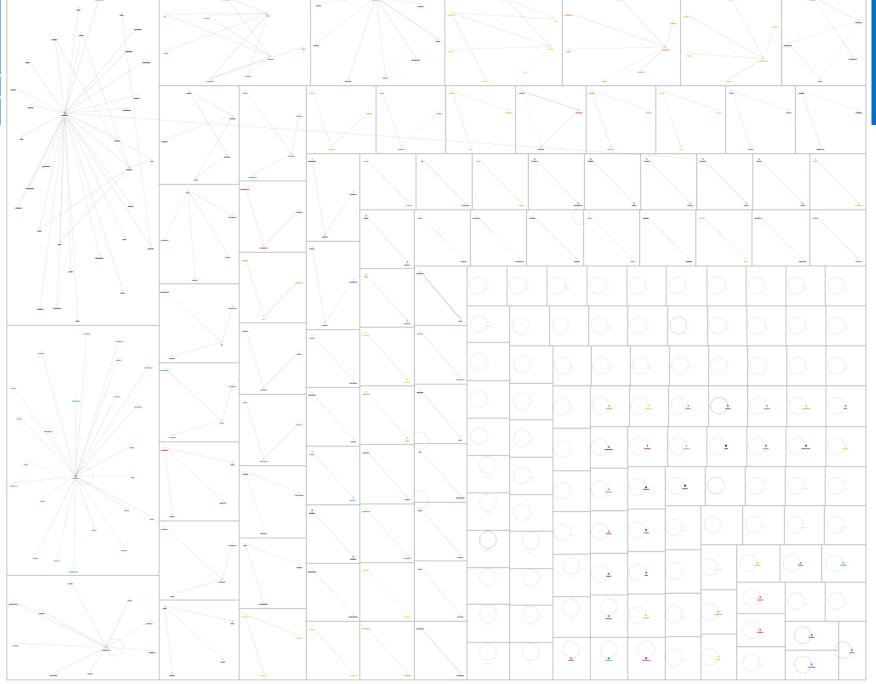
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Example. Clusters.

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