

Masthead Logo

Latham Science Communication Project

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Latham Course Blog

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Latham Course Blog

By: Sarah Gardner

The Lab Notebook was created as a platform to advertise the Latham Scientific Engagements class projects, events, and interests. The Lab Notebook was to provide a space for the class and viewers to see photos and events by the fellows and read about their opinions on pop science stories. These readers of this website are college age students that are interested in science, science communication, and popular science.

The process of creating the Lab Notebook was through SiteNow. Developing the website from a "class blog" idea was long process. We decided to go with SiteNow as our platform because of its association with the University of Iowa and its available ITS services, even if it was more unfamiliar to us as users. However, this platform is more website-like than blog, so our goal changed to running a class website that can encompasses more of the work being done by the class.

It took a while to become familiar with the ways of editing and developing this SiteNow website to express the new goals of our project. But, with a lot of trial, error, and help of more tech savvy classmates, the Lab Notebook was shaped to hold our desired content in a logical and visually appealing way.

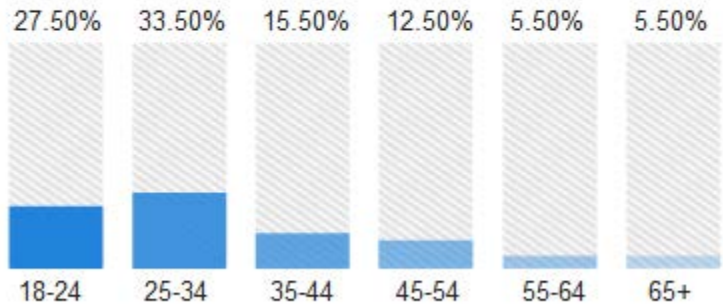


Image: the site header

Over the course of the semester, numerous blog posts were written by our fellows about different aspects of pop science that interest them and posted on the Lab Notebook for consumption by readers (listen to an example reading in the audio section). Pages were, also, developed to hold the written series created by Latham fellows. And since social media plays a large role in the interests and lives of our audience, class social media pages were incorporated into the site. And, this advertising noticeably affected the viewership of The Lab Notebook.

Using social media advertng, we were reached young scientists aged 18-35. See image from our site's Google analytics here:

Age 100% of total sessions



Hopefully, the Lab Notebook is maintained and expanded in the future years of the class. One major focus for the next manager of the Lab Notebook will be expanding the advertising and promotion of the page to grow the reader base.