

[s m k]

International Science Council

Module 1: Navigating the Social Media
Landscape as a Scientist in 2024

4th September 2024

James Fitzgerald, SMK Executive Director of Programming



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[smk] SOCIAL MEDIA KNOWLEDGE

SMK is a global EdTech business specialising in marketing capability transformation.

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ABOUT SMK

SMK is a global EdTech business specialising in marketing capability transformation.


We offer both continuous and one-off, discrete learning experiences for brand, government, not-for-profit and agency clients.


Students can choose from a range of formats to help them best achieve their goals, including guided and self-paced learning solutions online or in-person. We offer programs in Social Media Strategy, Facebook Advertising, Google Analytics, Influencer Marketing, Online Crisis Management, Search Engine Optimisation (SEO) and much more.



SMK: Digital Excellence Membership



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SMK DIGITAL EXCELLENCE MEMBERSHIP

SMK Digital Excellence is SMK's elite digital marketing community, created for individuals, agencies, Not-For-Profits and brands looking to stay at the forefront of digital disruption and marketing innovation.

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The community was developed to provide a more effective way for individuals and organisations to scale their digital intellectual property, whilst ensuring continuous development doesn't break the bank.

SMK: Digital Excellence incorporates Digital Strategy Training Courses, Tech Labs, Member Clinics, hands on support, coaching, consulting and much more.

It's never been easier to be a smarter digital marketer.

SMK: In-house Training



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IN-HOUSE TRAINING

IN-HOUSE TRAINING SERVICES


Arranging a tailored In-house training program is a great way to help your team optimise their digital activity, on your premises, on your terms.

Subject to requirements, In-house programs can be delivered on-site or online. With online programs even broken up into bite-sized chunks and delivered over several days or weeks.

For teams working from home, SMK In-house programs offer a great way to motivate staff, improve collaboration and provide fresh ways of thinking and working during the post-COVID-19 era.


Whether you are looking to: build confidence, bring your team up-to-date or take established digital activity to the highest level, SMK In-house training can be tailored to meet your needs and challenges head-on.

SMK: In-house Advisory



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IN-HOUSE CONSULTING AND ADVISORY



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What are the social media & digital challenges facing your organisation today? **SMK can help.**

Whether it is consulting on developing a digital strategy, optimising an existing one or tuning up client activity, SMK collaborates with clients to ensure digital best practice. With both In-Depth Strategic Reviews and 2-Hour Intensives, SMK offers consulting packages which are actionable and packed with industry leading insight.

SMK acts as an impartial advisor to many of the largest organisations in Australia, New Zealand and across APAC.

Check-out the different consulting options below and speak with an SMK team member today about taking your digital activity to the highest level.

SMK: In-house Coaching



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ONE-TO-ONE COACHING



A PERSONAL COACH ON SPEED-DIAL

SMK One-to-one Coaching was created to provide a support structure for individuals, and organisations, wanting regular ongoing help to optimise and scale their digital activity. SMK's flexible One-to-one Coaching plans provide regular access to SMK's team of industry experts, via monthly calls, planning days, activity reviews and more.

SMK Coaches provide an expert ear to discuss and plan campaigns with, and to troubleshoot challenges. Your Coach's fresh perspective, years of experience and depth of subject knowledge will support you in becoming a more effective digital leader.

There are flexible plans available to suit your needs and budgets, with One-to-one Coaching available on a monthly, bi-monthly or quarterly basis or part of an SMK Digital Excellence Membership plan.

Contact me



James Fitzgerald

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- LinkedIn: <https://www.linkedin.com/in/jamesgefitzgerald/>

A LinkedIn profile card for James Fitzgerald. The header is dark purple with the text 'SMK DIGITAL EXPERIENCE' and 'Access weekly training, hands-on support, monthly platform updates, coaching + more'. There is a circular profile picture of James Fitzgerald, a man in a suit. To the right is an illustration of a woman with glasses holding a smartphone, surrounded by social media icons. Below the header, the name 'James Fitzgerald' is followed by his title 'Executive Director of Programming SMK - Social Media Knowledge | Learning & Development | Digital Strategy | Keynote'. There are two logos: 'SMK - Social Media Knowledge' and 'University of Newcastle-upon-Tyne'. At the bottom, it says 'Melbourne, Victoria, Australia · 500+ connections · Contact info' and has three buttons: 'Open to', 'Add profile section', and 'More...'.

SMK DIGITAL EXPERIENCE
Access weekly training, hands-on support, monthly platform updates, coaching + more

James Fitzgerald
Executive Director of Programming SMK - Social Media Knowledge | Learning & Development | Digital Strategy | Keynote

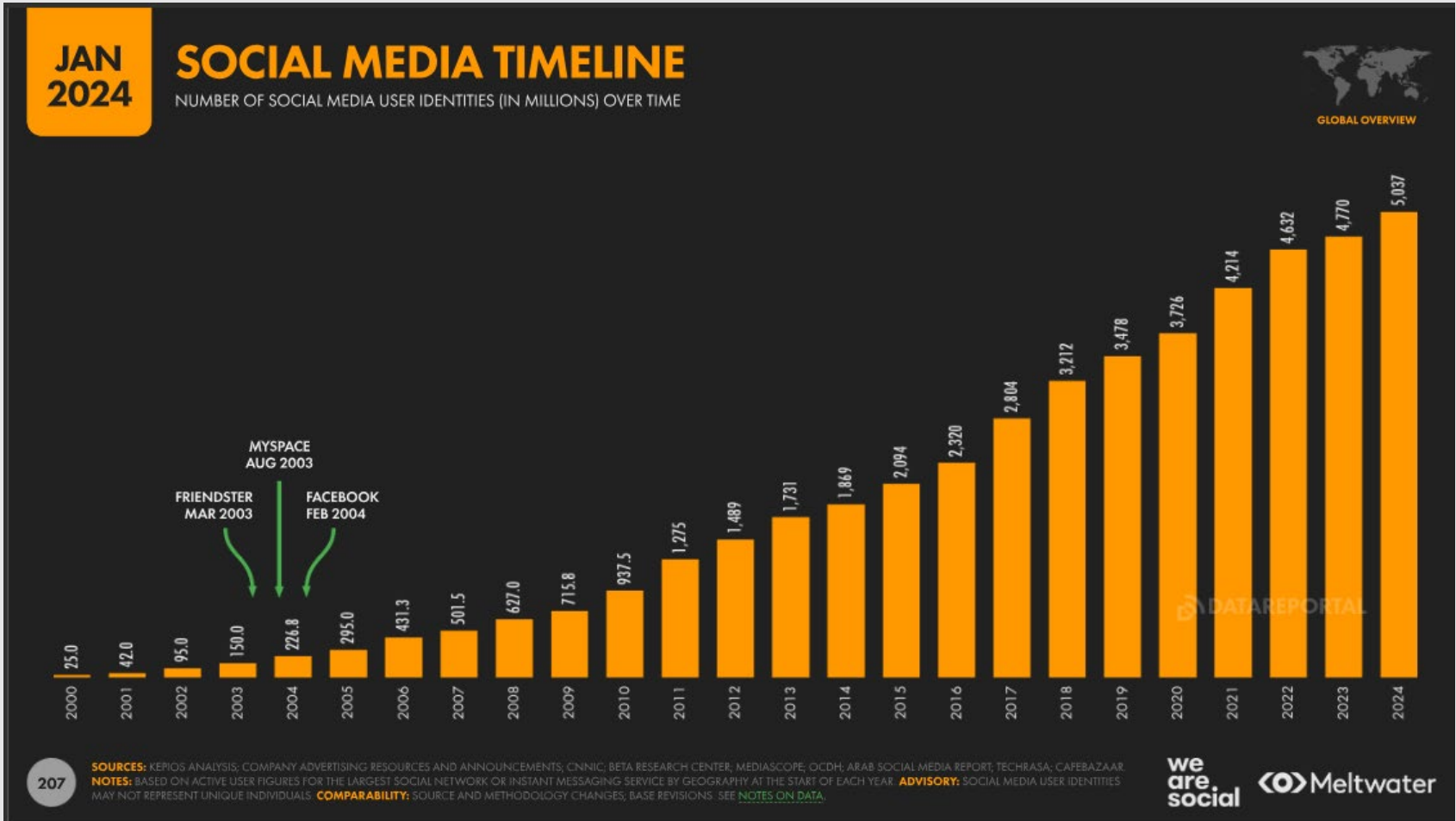
Melbourne, Victoria, Australia · 500+ connections · Contact info

Open to Add profile section More...

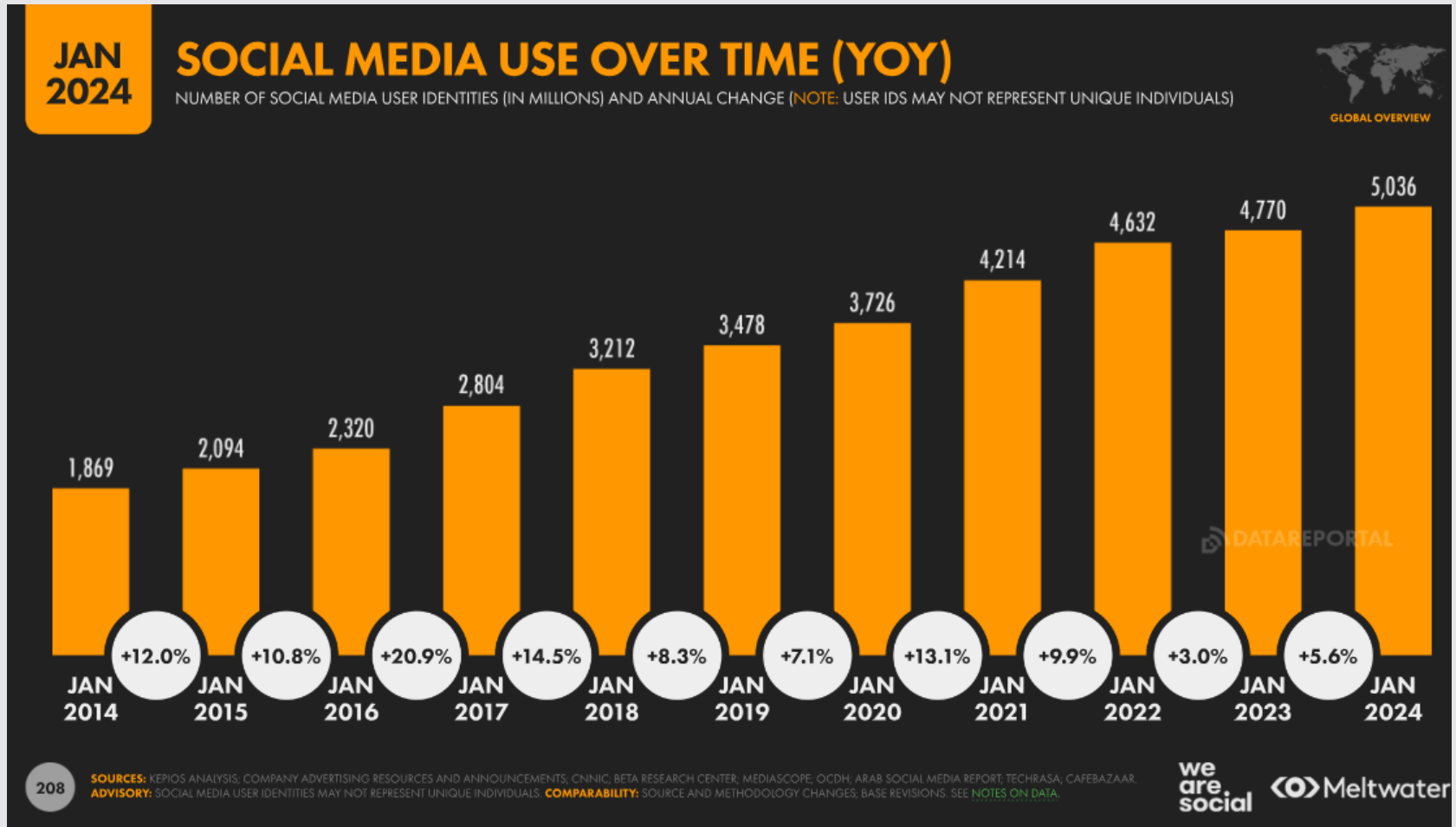
2024 Social media trends



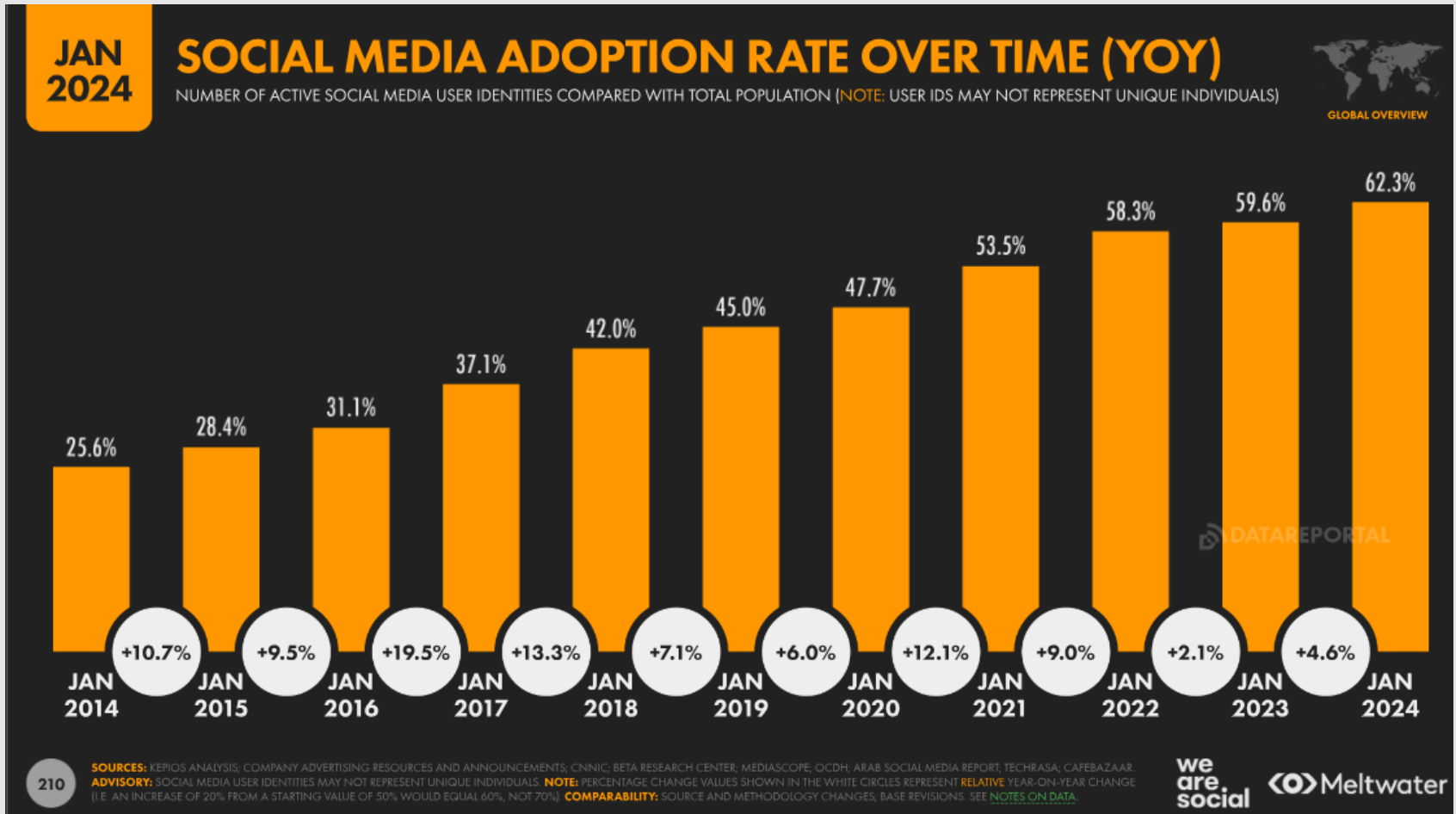
Social media usage has exploded



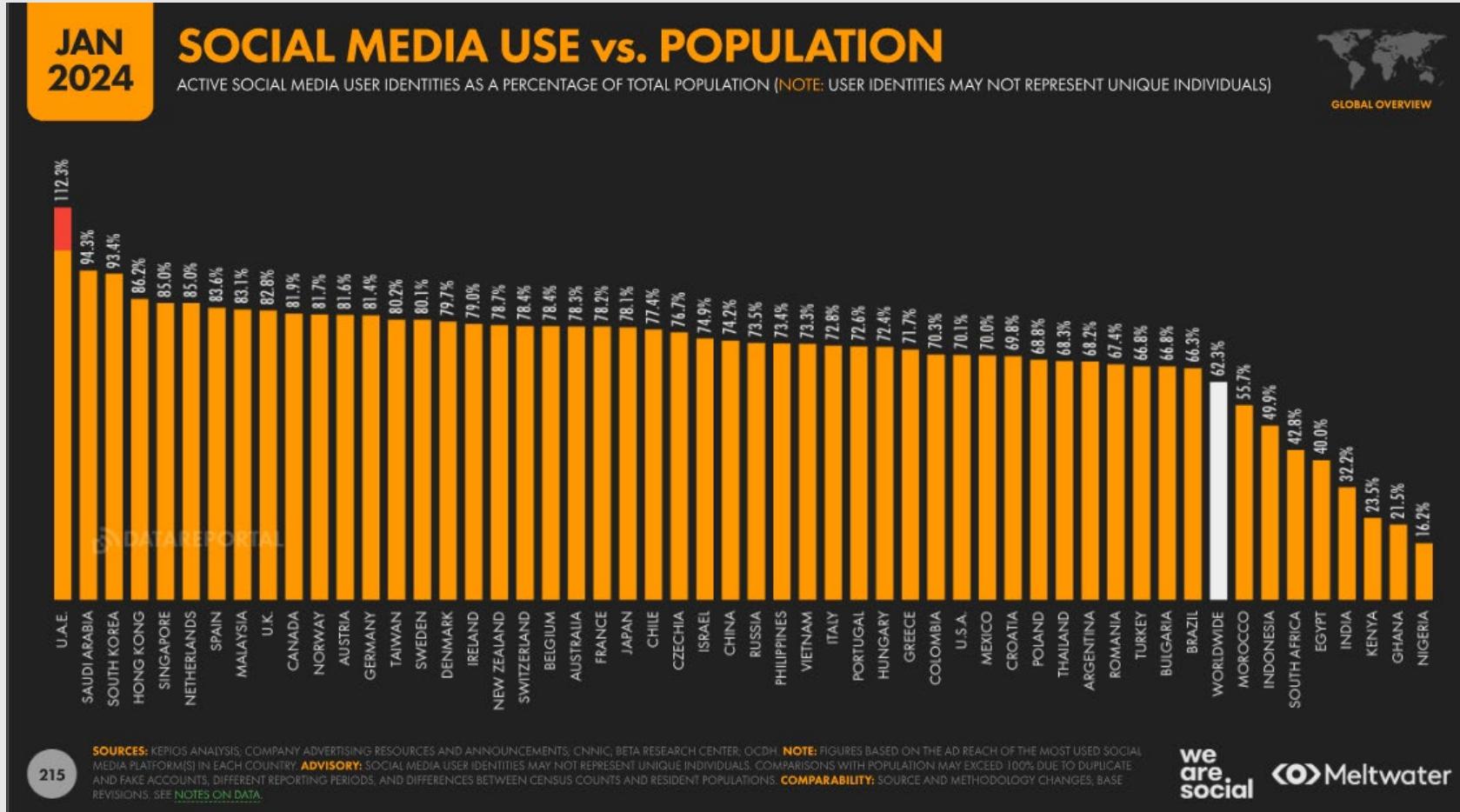
Growth has slowed but remains healthy



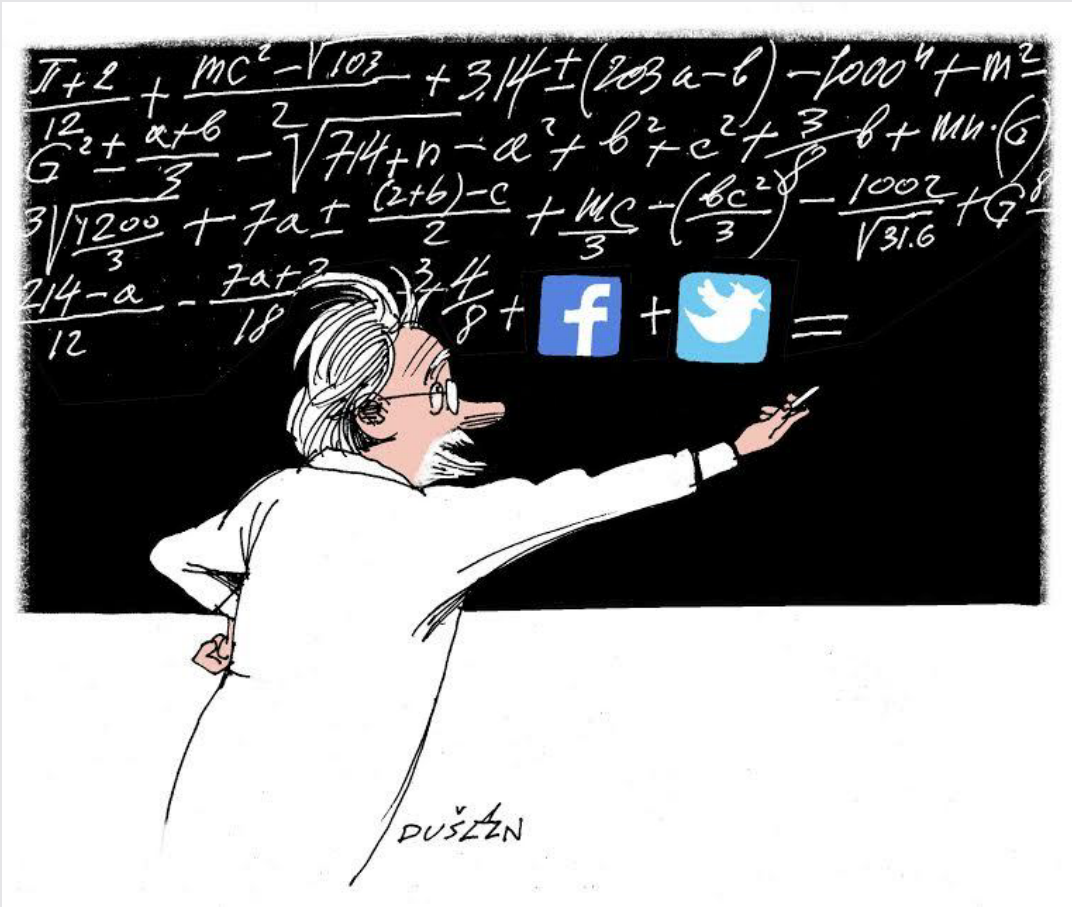
Adoption rates are almost 2/3



Penetration varies between countries



Science and social media



Social media is critical in science comms



- **The importance of using social media in science cannot be overstated, as it plays a critical role in how scientific information is communicated, consumed, and utilised.**
- Social media offers unique opportunities for researchers, institutions, and scientific communities to connect, share knowledge, and engage with the broader public.
- Social media makes scientific research accessible to a wider audience beyond traditional academic circles.
- Platforms like X (Twitter), WeChat, LinkedIn, and Instagram allow scientists to share their findings, insights, and expertise with the public in real-time.
- **This open access helps demystify science, making it more relatable and understandable, which is crucial for fostering public interest and trust in scientific endeavours.**

Combating misinformation



- **Social media serves as a powerful tool for educating the public about scientific concepts and combating misinformation.**
- Scientists can use these platforms to provide accurate information, explain complex topics in lay terms, and engage directly with questions from the public.
- By actively participating in these discussions, scientists can help correct false information and contribute to a more scientifically literate society.



Collaboration and networking opportunities



- **Social media provides a valuable networking platform for scientists, enabling them to connect with peers, potential collaborators, and industry professionals globally.**
- Platforms such as LinkedIn facilitate the sharing of ideas, feedback on research, and opportunities for collaboration that might not be possible through conventional means.
- These connections can lead to innovative projects, partnerships, and funding opportunities.

Raising awareness and funding



- **Scientists and research institutions can leverage social media to raise awareness about their work, highlight its importance, and attract funding.**
- Crowdfunding platforms, often promoted through social media, allow scientists to gather support for niche projects that may not secure traditional funding.
- Additionally, showcasing the impact of research can attract grants, sponsorships, and donations from the public and private sectors.

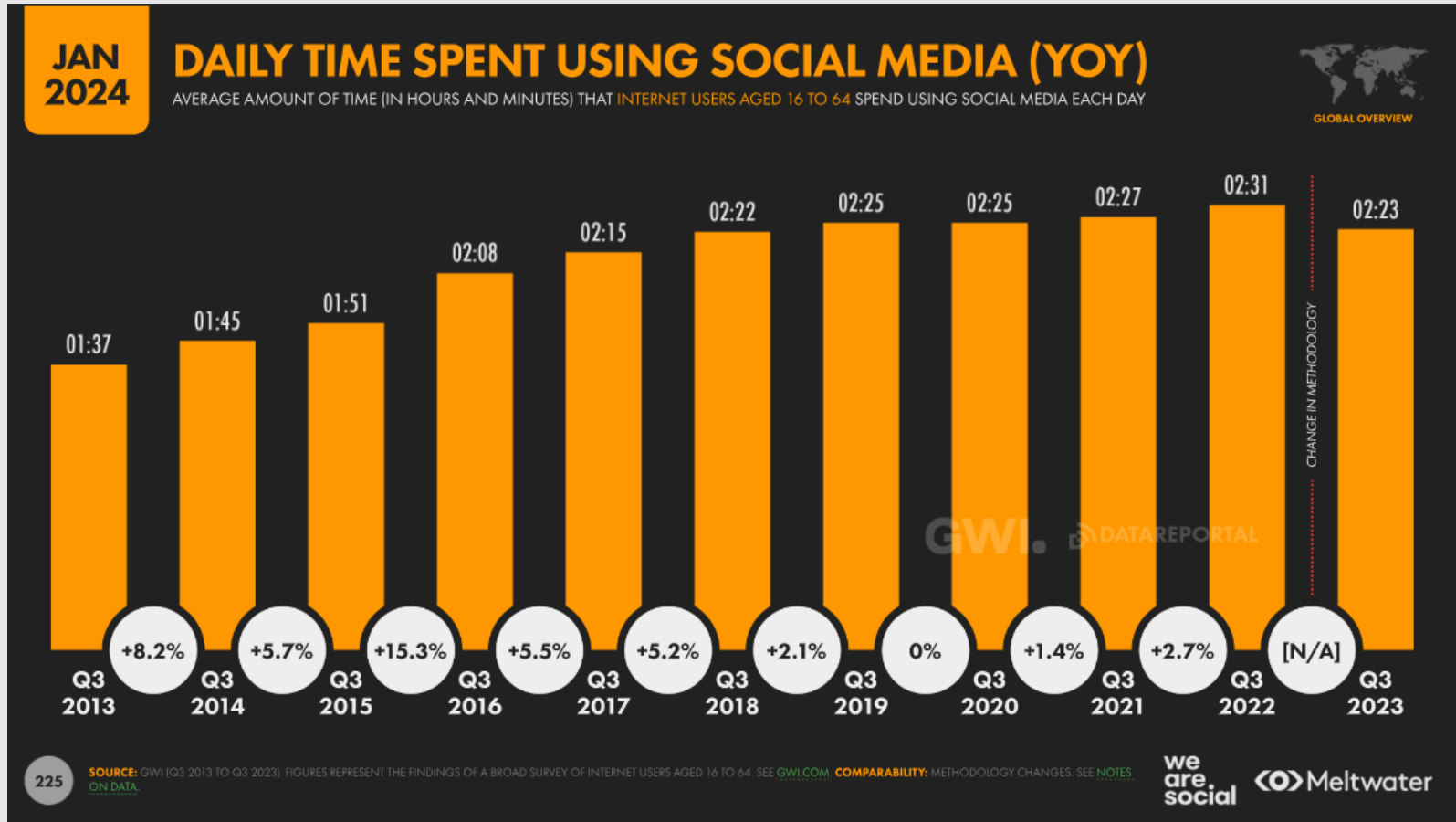


Showcasing diverse voices in science



- **Social media platforms provide a space where diverse voices in science can be amplified, allowing underrepresented groups to share their experiences and contributions.**
- This visibility helps to challenge stereotypes, promote inclusivity in the scientific community, and inspire future generations of scientists from various backgrounds.
- Social media enables the growth of citizen science projects, where members of the public participate in scientific research, data collection, and analysis.
 - These initiatives, promoted through platforms like Facebook, Twitter, and dedicated project websites, engage people directly in the scientific process, fostering a deeper connection and appreciation for the work that scientists do.

Time spent has ballooned in the past decade



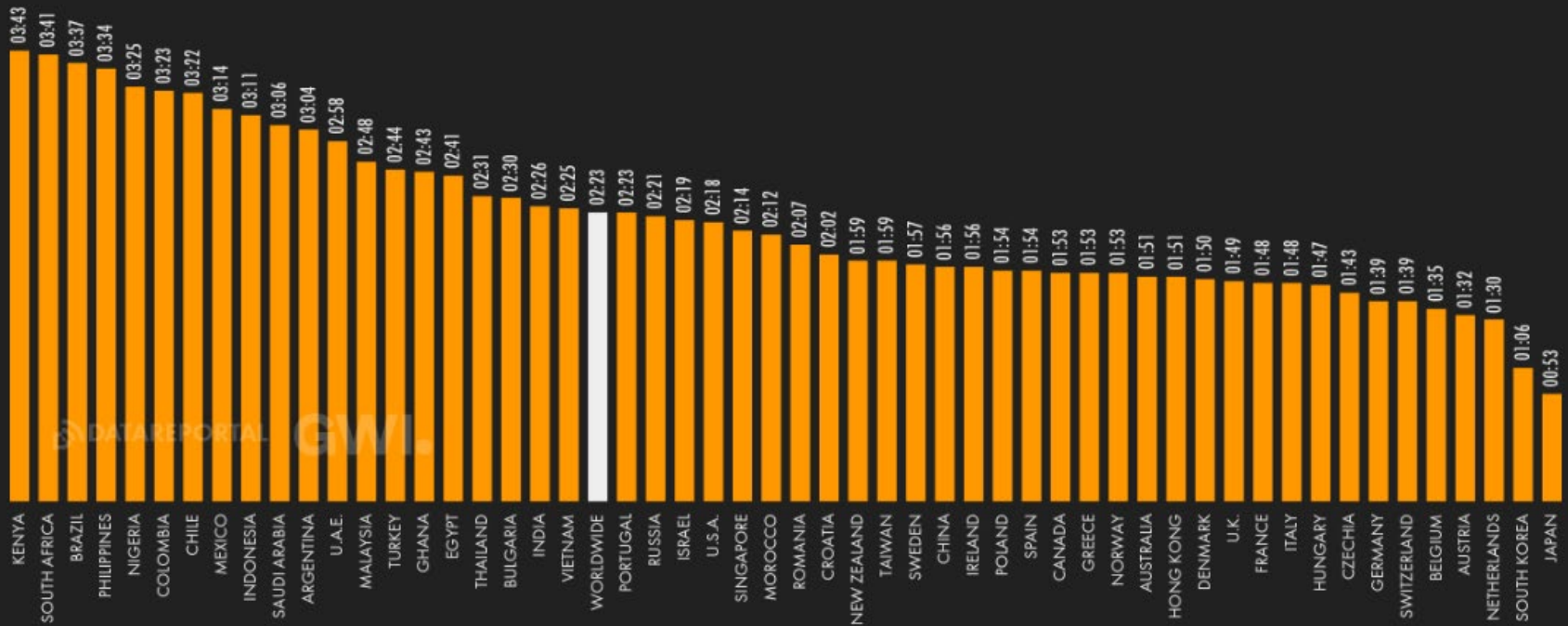
Usage varies considerably between countries



JAN
2024

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY

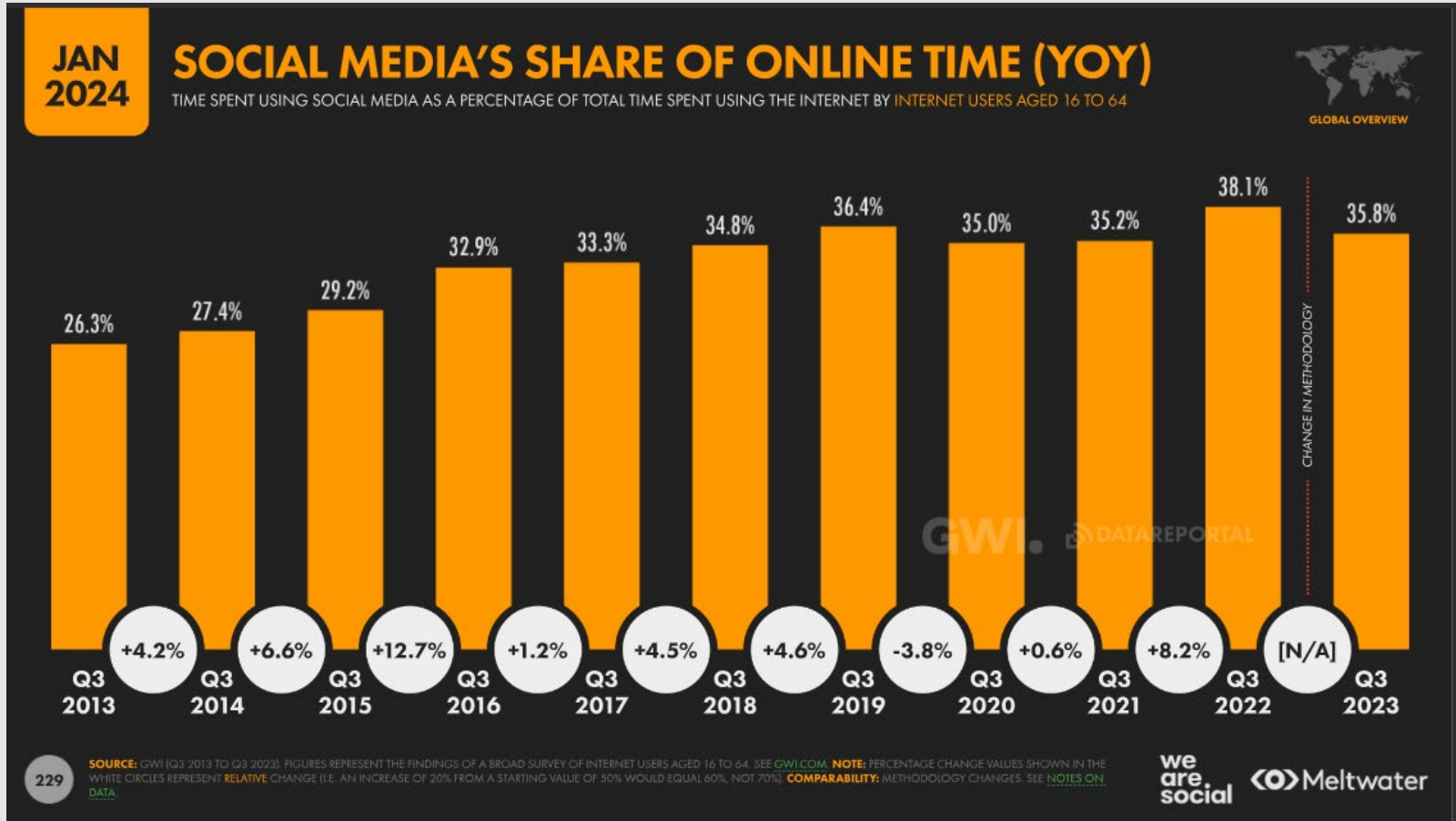


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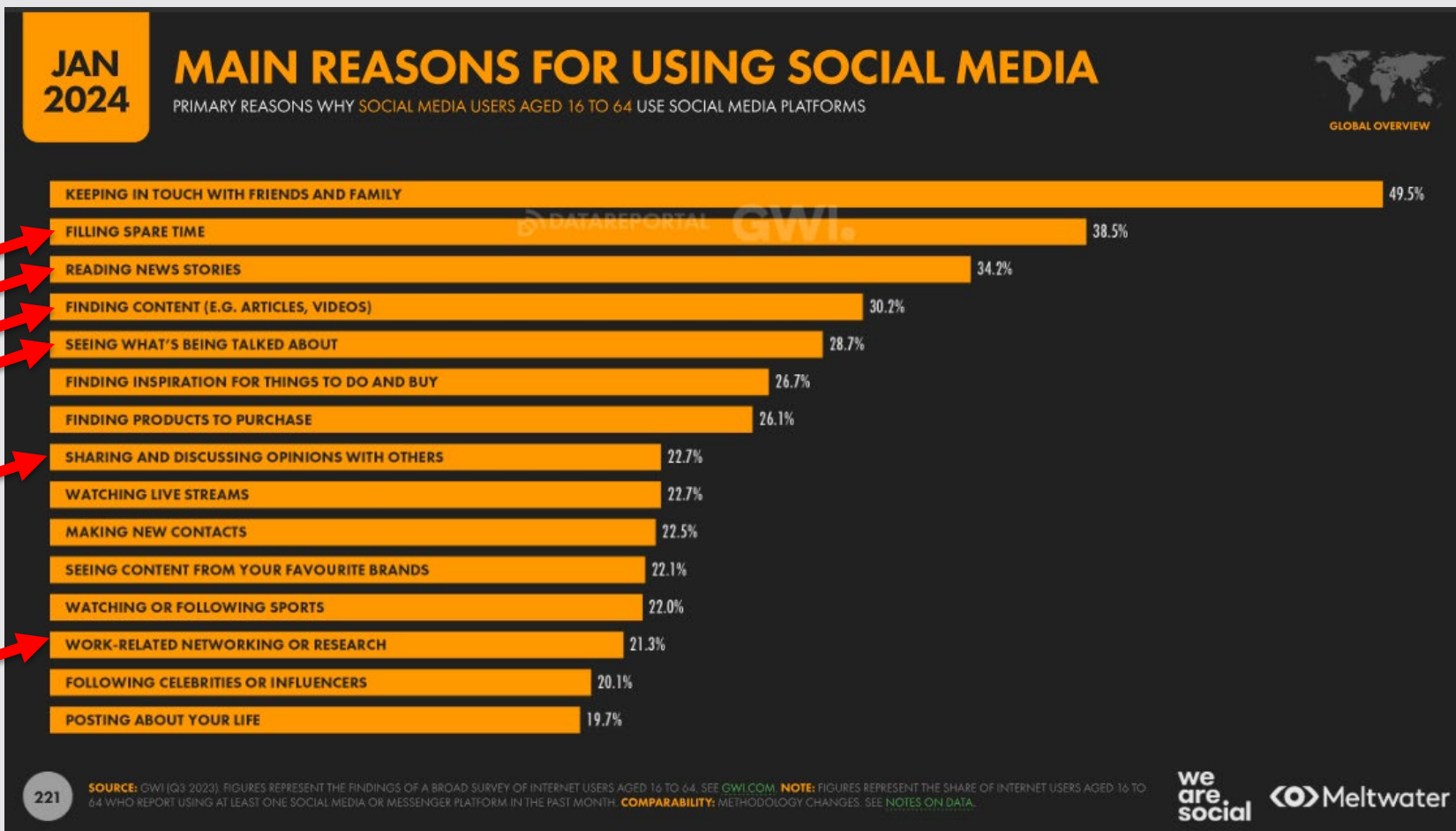
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

we are social
Meltwater

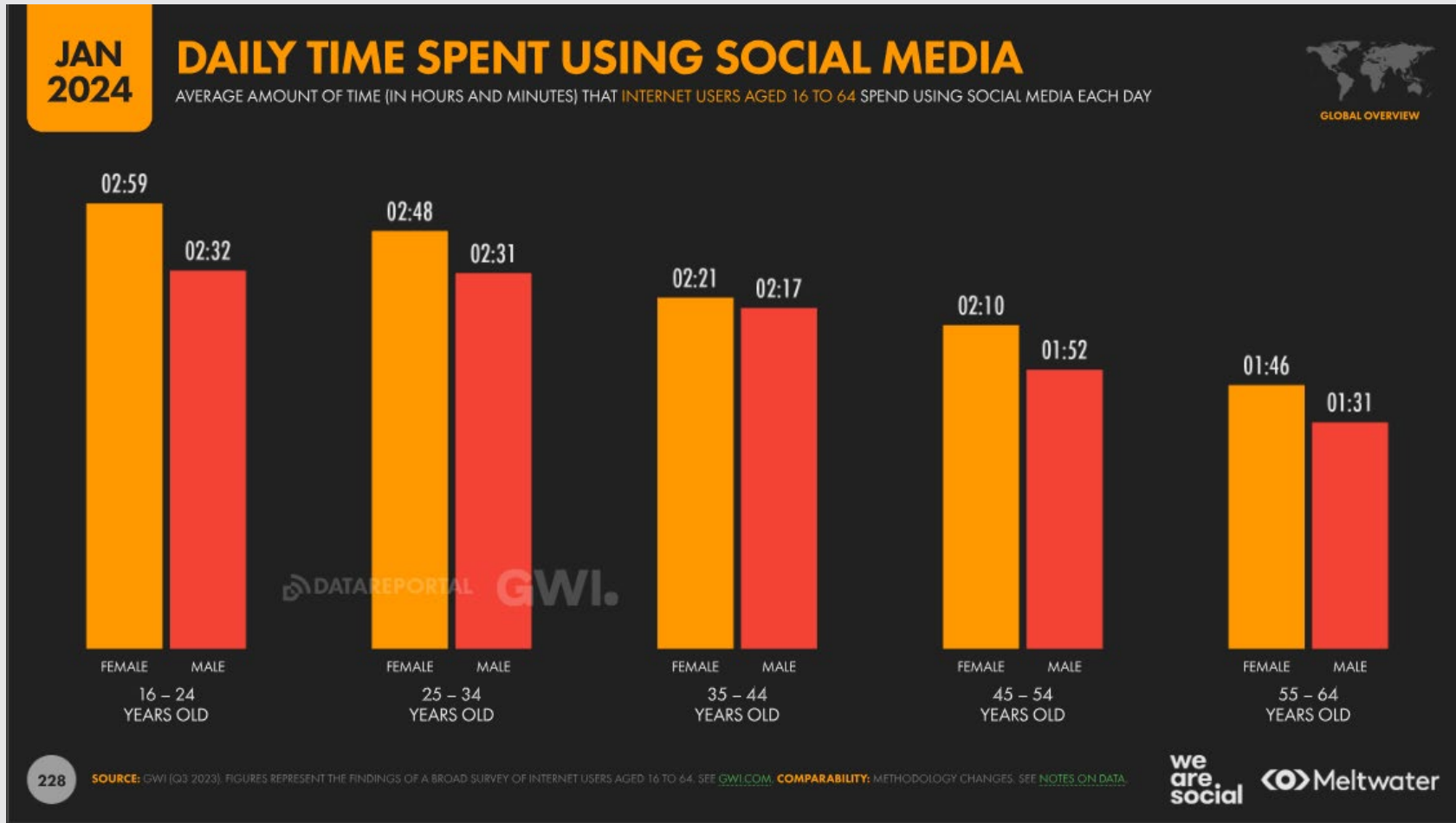
Social media dominates time online



Why do people use social media?



Significant generational variations



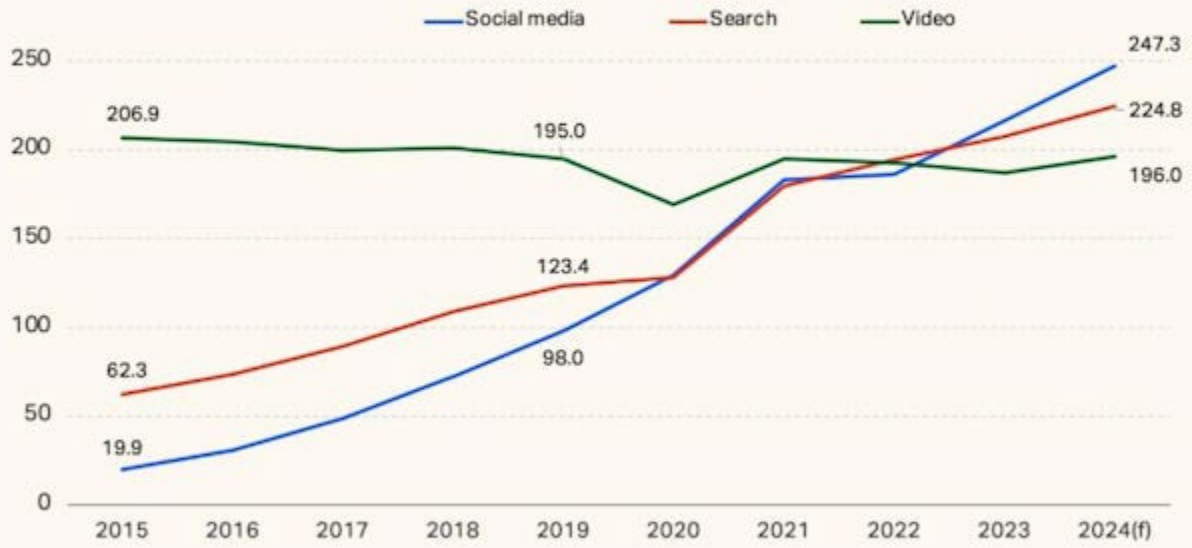
Social media is now #1



Global, Ad spend on social, search, video

WARC | Media

USD, billions, current prices



Note: 2024 data are WARC forecasts. Video includes linear TV and connected TV. Search does not include ad spend on retail media networks.
Source: WARC Media

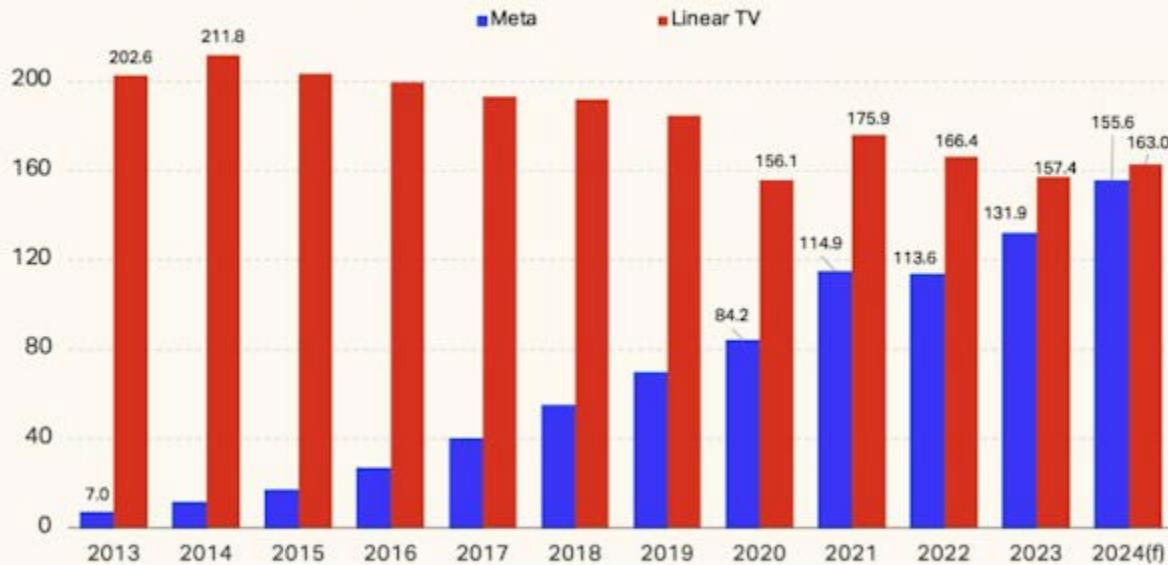
Meta alone will top linear TV investment



Global, Meta and linear TV ad spend

WARC | Media

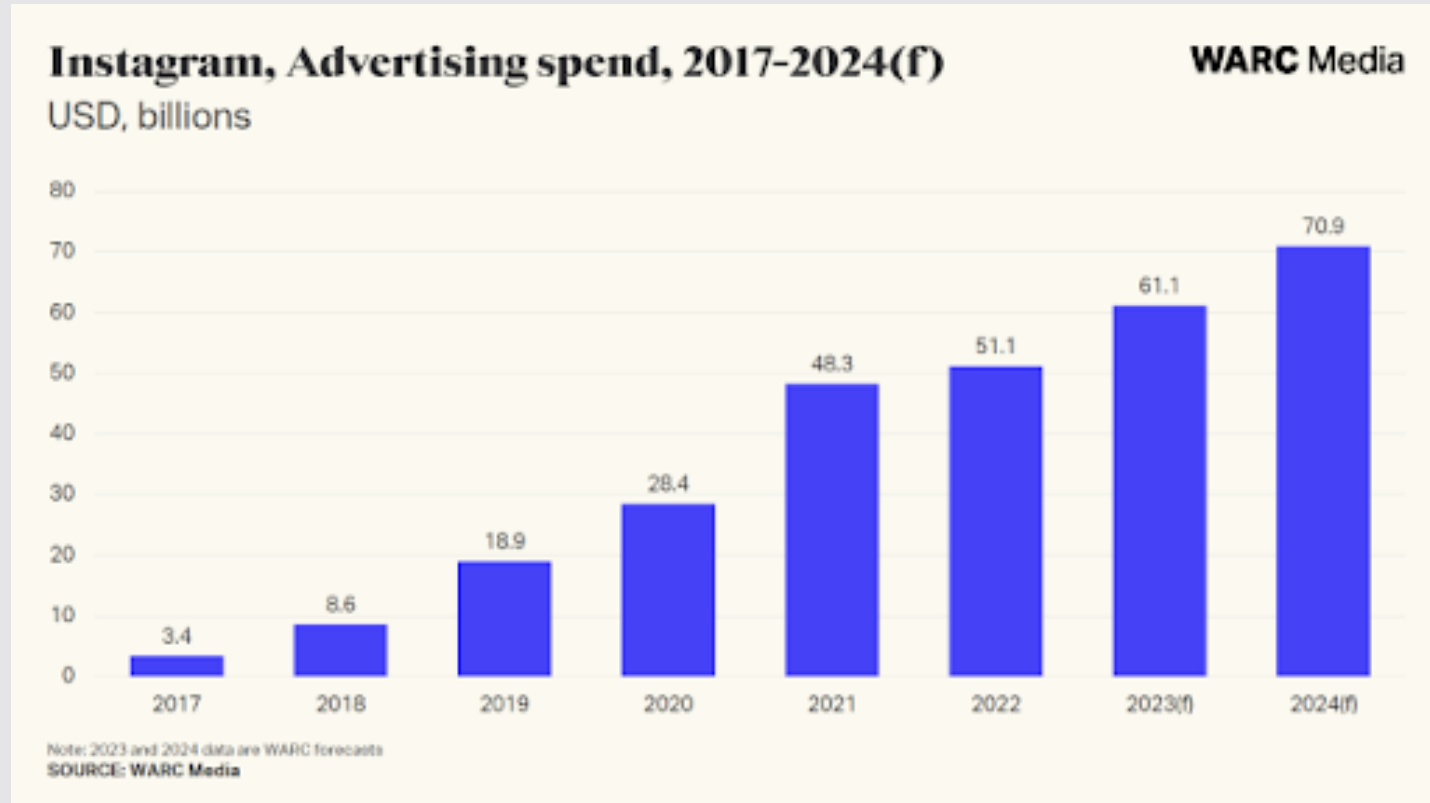
USD, billions, current prices



Note: 2024 data are WARC forecasts. Meta includes ad revenue from Facebook (incl. WhatsApp) and Instagram. Global linear TV: Aggregation of data from 100 markets captured in WARC's global ad spend survey. Data is net of discounts, includes agency commission and excludes production costs.

Source: WARC Media

WARC forecasts Instagram will top \$70bn



Instagram will overtake Facebook



WARC Media, September 2023

“Instagram is set to recover faster than other social media rivals following Apple’s ATT and a wider weakening of the digital ad market to reach \$71bn by 2024, as consumers and brands look to the image-sharing site’s social commerce future.

One of the jewels in Meta’s crown, Instagram has not only remained important but is becoming more influential. Nearly a third (30.4%) of consumers now look to Instagram when searching for brands, according to GWI. As a result, retailers are set to invest \$9.1bn in the platform across 2024 alone.

“Buoyed by innovations in AI targeting helping it to offset the impact of ATT and improved monetisation of Reels, it is only a matter of time before Instagram surpasses its Meta stablemate Facebook to become the world’s largest social media platform by ad revenue,” explains Alex Brownsell, head of content at WARC Media. ”

Gen Z increasingly favour social over search



Platforms/Programs Gen Z vs. Total Internet Users Worldwide Use to Find Information Online, Aug 2023

% of respondents

Manual search engines (e.g., Google, Yahoo)



Social media platforms



Voice search (e.g., Google Voice Search)



Image search (e.g., Google Lens)



AI platforms/chatbots (e.g., ChatGPT, Bard)



■ Gen Z (16-26) ■ Total (16-64)

Note: total n=15,469; Gen Z n=2,072

Source: GWI, "2024 Global Media Landscape Report," March 26, 2024

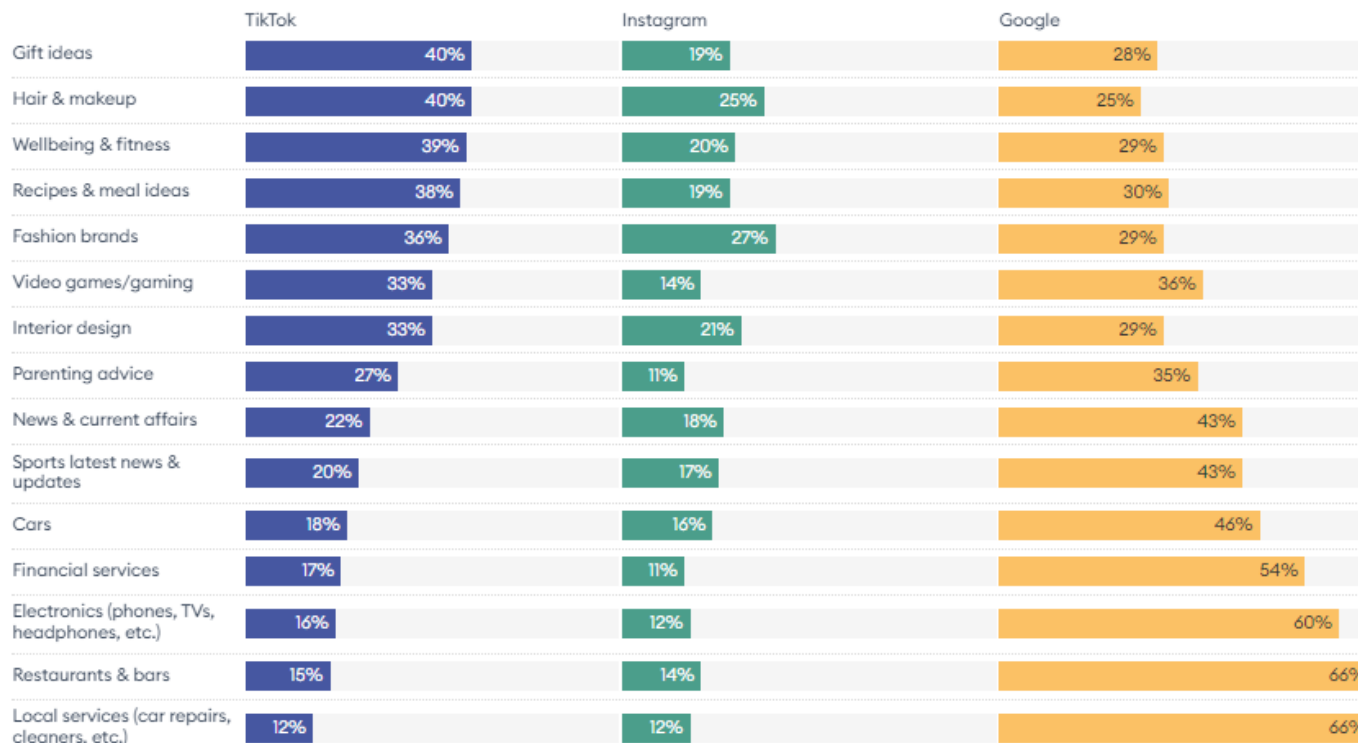
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Preferences vary by vertical and niche



Topics Searched For By Generation Z On TikTok, Instagram and Google



Source: Forbes Advisor • Embed

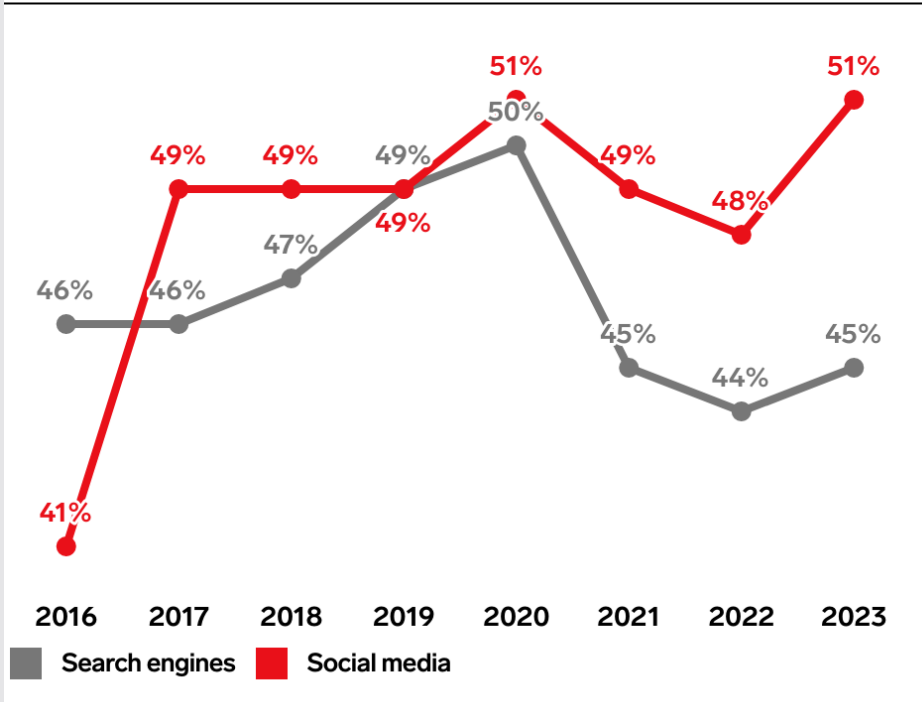
Forbes ADVISOR

Search engines face a generational issue



Gen Z Prefers Social Media Over Search Engines When Looking Up Brands

% of Gen Zers worldwide who use search engines vs. social media, 2016-2023



Note: n=967,381; Gen Z=1998-2008; Q: "Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services?"

Source: GWI Core 2015-2023, Nov 2022

350833

Insider Intelligence | eMarketer

Major players need to innovate to survive



Prabhakar Raghavan Google Senior VP, Fortune's Brainstorm Tech conference, July 2022

“We keep learning, over and over again, that new internet users don't have the expectations and the mindset that we have become accustomed to, the queries they ask are completely different.

These users don't tend to type in keywords but rather look to discover content in new, more immersive ways, he said.

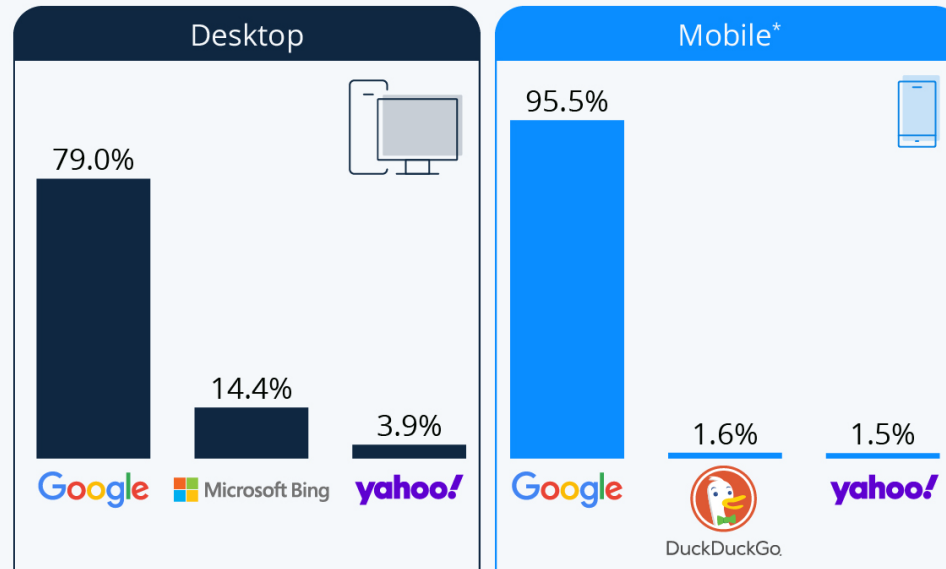
In our studies, something like almost 40% of young people, when they're looking for a place for lunch, they don't go to Google Maps or Search. They go to TikTok or Instagram.”

US judge rules Google violated antitrust laws



Google's Search Dominance

Market share of the three most popular search engines in the United States in August 2023



* Excluding tablets

Source: Statcounter



statista

Google broke law to maintain search monopoly



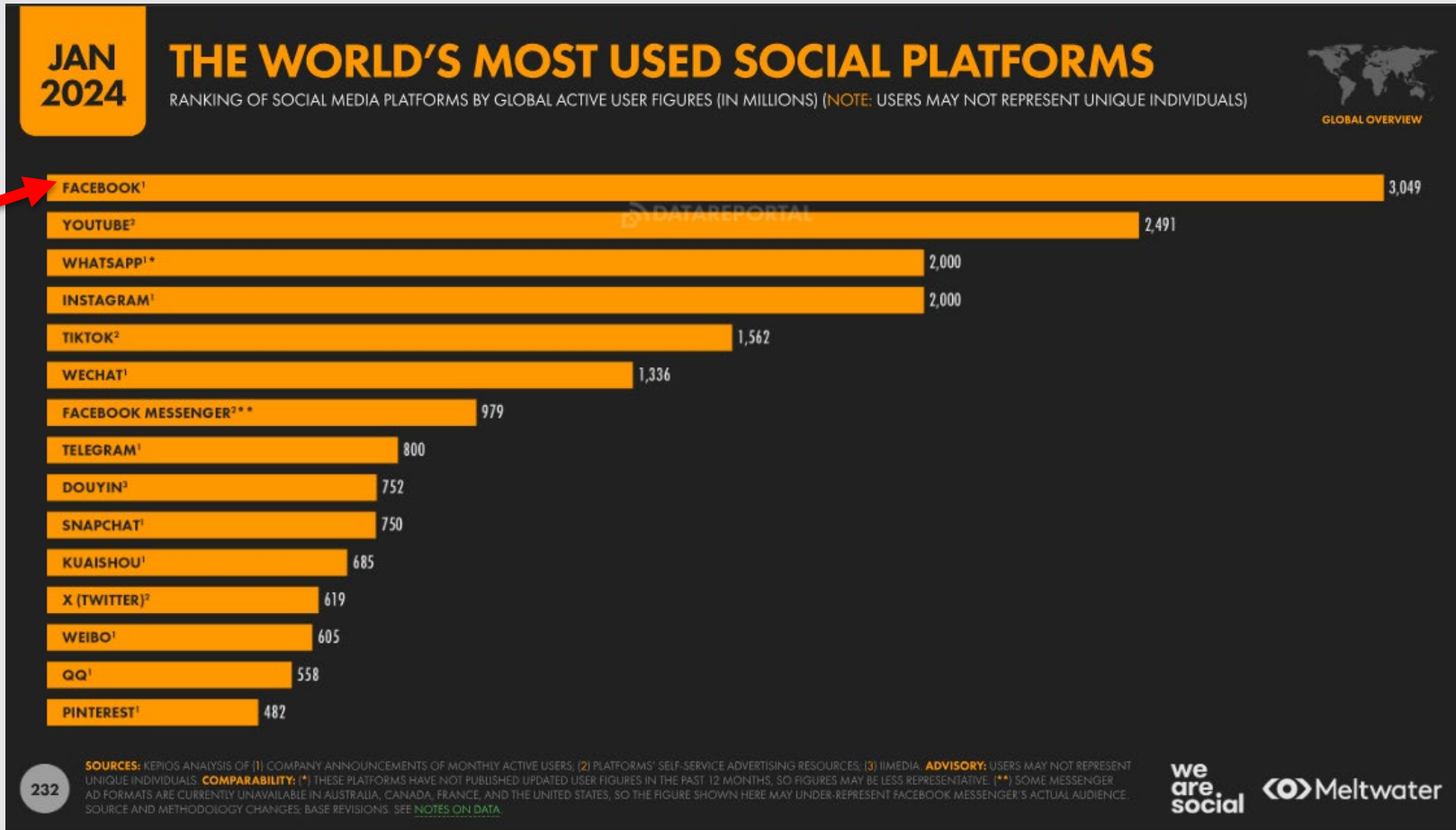
Mi3, August 2024

“The stakes for Alphabet after losing its antitrust case this week are huge. If the judge in the case unplugs the distribution deal between Google and Apple that sees Apple clip the ticket on 10 billion searches a week across Safari - and Chrome searches in iPhones - the search giant's revenues on mobile could be crippled.

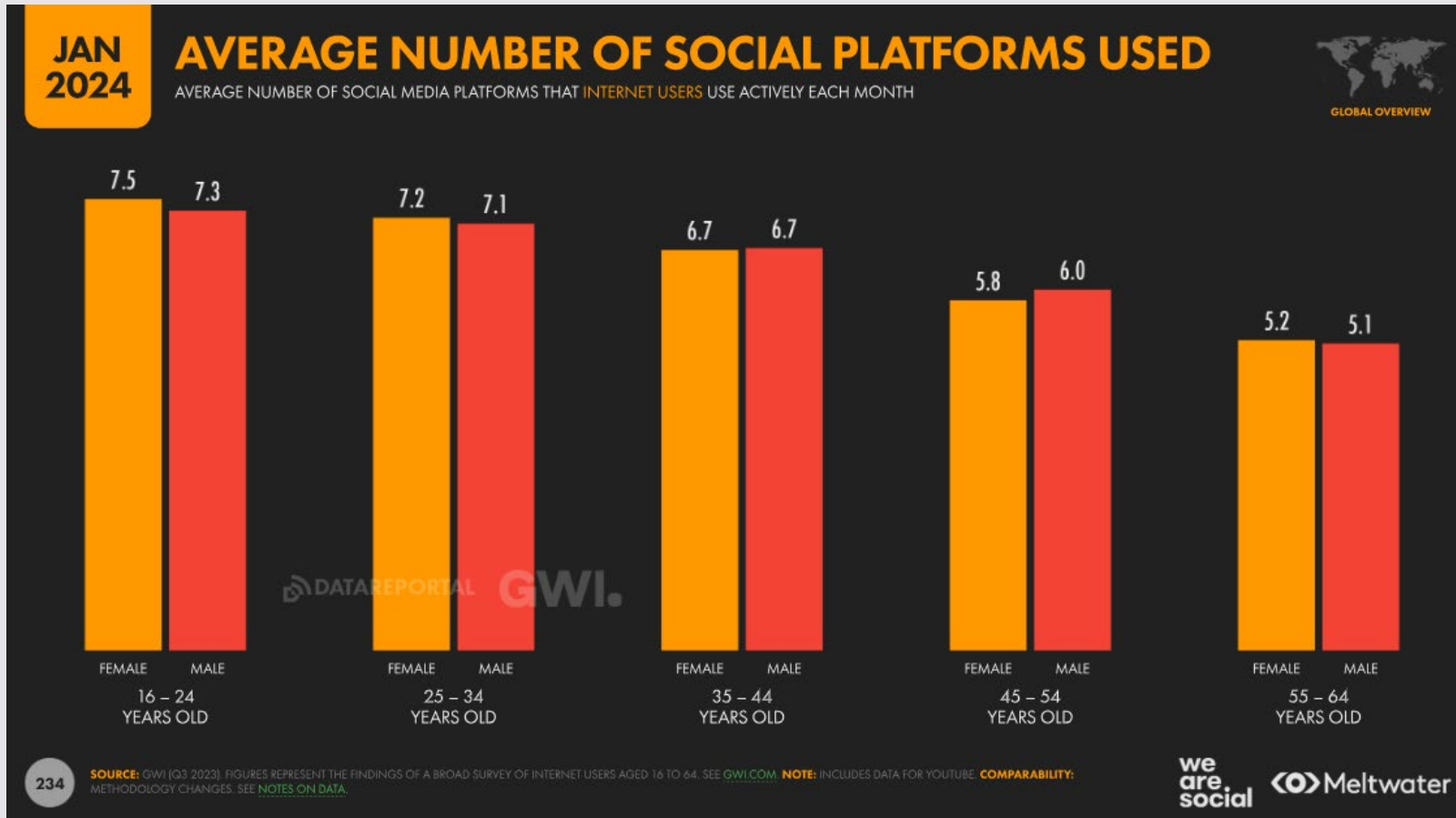
It could also lose access to the very data it needs to train its AI models that will fuel the next generation of search. A Forrester analyst says we could see Google divest its search business. Apple also stands to lose tens of billions in revenues.

According to the US Federal Court ruling in the case brought by the US Department of Justice, at one point the search deal accounted for 17.5 per cent of Apple's operating profits although it can replace the losses by launching its own search business, something it's toyed with in the past.”

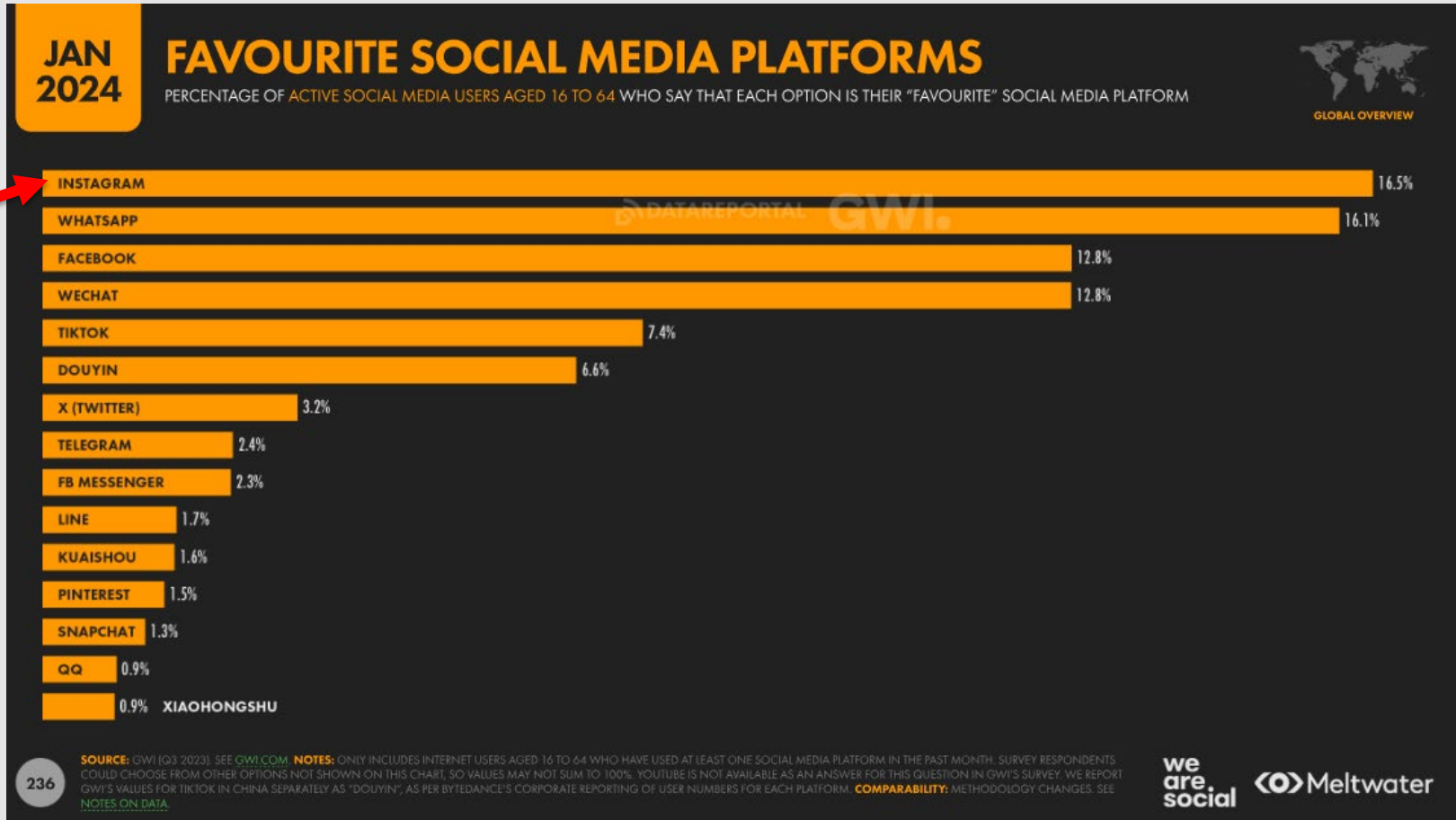
Facebook is the world's biggest social network



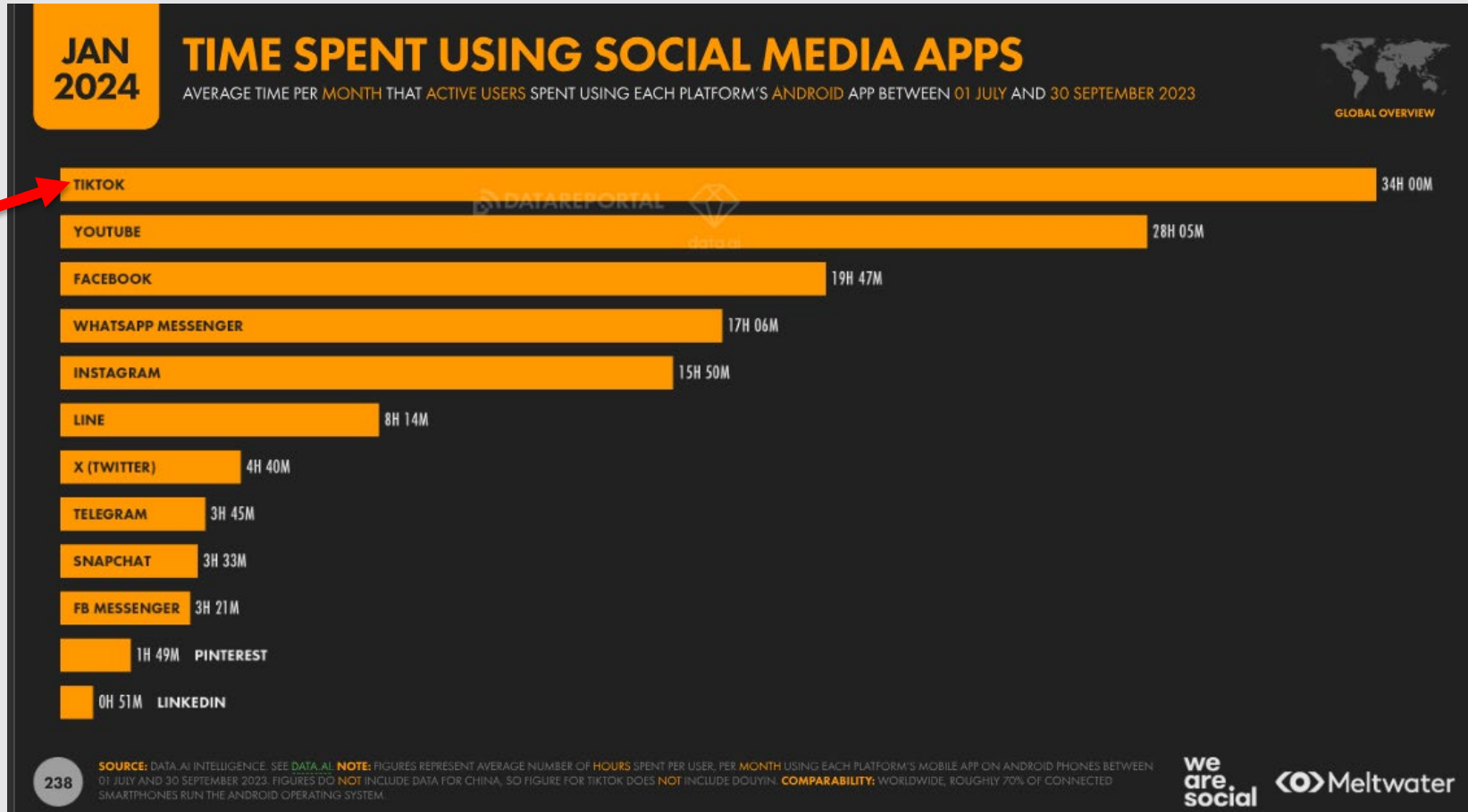
People use, on average, 6.7 social platforms



But Facebook is not their favourite



Or the stickiest



Which channels should scientists use?



- **Scientists can utilise a variety of social media channels for communication, each offering unique features and audience reach that can enhance their ability to share research, engage with the public, and collaborate with peers.**
- The choice of platform depends on the communication goals, target audience, and the type of content being shared.
- Likewise, the same applies for institutions.
- For scientists, at least, it makes sense to focus efforts on channels and platforms which you enjoy and understand to help with consistency.



The past and future of science comms?



- **Twitter**

- **Why Use It:** Twitter was widely regarded as a leading platform for real-time science communication, allowing scientists to share research updates, engage with peers, and participate in scientific discussions. More recently, following a change of ownership, concerns have been raised about its policies and general management.
- **Best For:** Sharing research updates, networking, public engagement, live-tweeting conferences, and combating misinformation.
- **Features:** Use hashtags to reach specific communities, participate in Twitter chats, and connect with journalists who often seek expert opinions on trending topics.

- **LinkedIn**

- **Why Use It:** LinkedIn is ideal for professional networking, connecting with other researchers, and showcasing achievements in a more formal context. Scientists can use LinkedIn to publish articles, share research findings, and engage with industry professionals, policy-makers, and funding bodies.
- **Best For:** Professional networking, sharing publications, highlighting achievements, and engaging with stakeholders in academia, industry, and government.
- **Features:** LinkedIn Articles and Posts offer a platform for in-depth discussions, while groups provide spaces to connect with specialised communities.

Chinese audiences



- **WeChat (微信)**
 - **Why Use It:** WeChat is China's most popular social media platform, combining messaging, social networking, and payment services. It serves as an all-in-one app where scientists can share research updates, engage with followers, and even publish articles.
 - **Best For:** Networking, sharing research findings, public engagement, and hosting live discussions or webinars.
 - **Features:** WeChat Official Accounts allow scientists and research institutions to publish articles, push notifications to followers, and engage with audiences through comments and direct messaging.
- **Douyin (抖音)**
 - **Why Use It:** Douyin, the Chinese version of TikTok, is highly popular for its short, engaging videos. Scientists can use Douyin to reach a broad audience with simplified explanations of complex topics, making science accessible and entertaining.
 - **Best For:** Short-form video content, public engagement, outreach to younger audiences, and breaking down scientific concepts in a fun and interactive way.
 - **Features:** Douyin's powerful algorithm boosts visibility, while features like challenges and interactive stickers can be used to create viral, shareable science content.

Reaching younger demographics



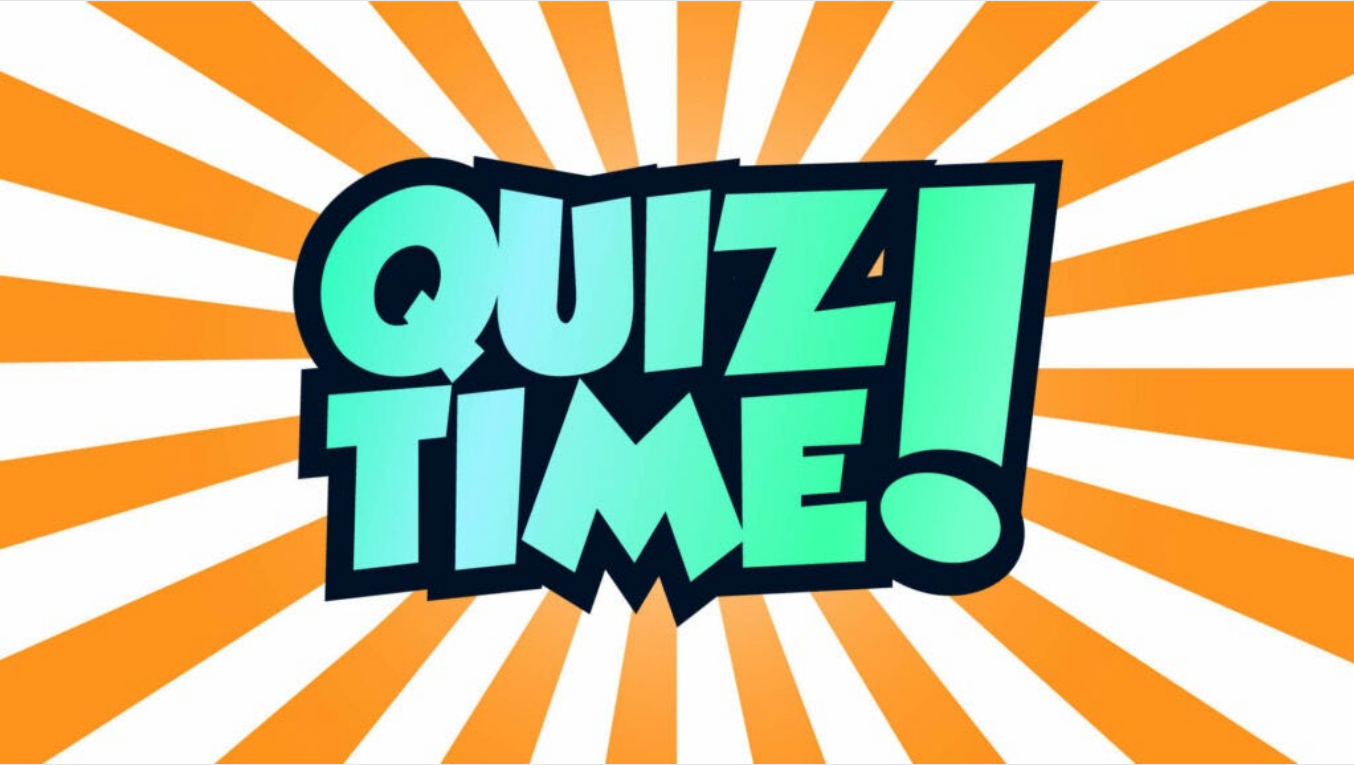
- **Instagram**

- **Why Use It:** Instagram provides a more visual approach to science communication, which is highly effective for engaging younger audiences. Scientists can use Instagram to share behind-the-scenes glimpses of their work, visualise data, and create engaging educational content.
- **Best For:** Visual storytelling, public engagement, science outreach, and breaking down complex ideas through infographics, photos, and short videos.
- **Features:** Stories, Reels, and carousel posts allow for creative content formats that can captivate and educate followers.

- **TikTok**

- **Why Use It:** TikTok is increasingly popular among younger audiences and offers a fun, dynamic way for scientists to communicate through short, engaging videos. The platform's algorithm can boost visibility, allowing science content to reach a wide and diverse audience quickly.
- **Best For:** Bite-sized educational content, public engagement, outreach to Gen Z, and simplifying complex concepts in an engaging format.
- **Features:** Short videos with trending sounds, filters, and interactive elements like Q&A features can make science accessible and entertaining.

Quiz



AI in social media



Facebook makes a new play for Gen Z



Tom Allison, Head of Facebook, May 2024

“Our vision for Facebook is simple: Facebook is for social discovery that opens your world in big and small ways.

We’ve always been social, and we’ve always helped people discover things, but the way that people want to do this is changing, so we’re evolving our product accordingly.

As we think about the next 20 years, we’re focused on two big things: building the next generation of social media for young adults and leaning into new product capabilities enabled by AI.”

Facebook shifts focus to 18 – 29 year olds



Three-year high for young adults on Facebook

Over 40 million young adults (ages 18-29) in the United States and Canada are daily active users, and this number is the highest in three years.



Among surveyed apps, **Facebook is the preferred social media app for communities** among United States adults.



1 in 4

young adult daily active users in the United States and Canada use Marketplace.

+20%



Facebook Dating is continuing to see steady and strong daily active user growth and is up +20% year-over-year with young adults in the United States and Canada.

1.8 BILLION

More than 1.8 billion users engage in Facebook Groups every month.

Gen Z: Search, AI and video



Tom Allison, Head of Facebook, May 2024

“Young Adults are making big transitions – moving, going to college, getting their first job or apartment. **And Facebook can help with all of this, whether it’s finding great deals on furniture on Marketplace, exploring their interests with Reels and in Groups, connecting with their local communities and small businesses, or finding someone they like on Facebook Dating.**

To make these connections even easier, we’ve made changes to our core product. In addition, we’re also building one of the world’s best collections of open models, tools and resources for generative AI with Meta Llama. **Generative AI creates even more opportunities for social discovery on Facebook by helping you go deeper on the things you find. Say you come across a recipe for strawberry cheesecake on Facebook. With the click of a button, you can ask Meta AI how to make a dairy-free version and you’ll get an answer instantly ”**

Meta AI



Meta AI recently piloted in AU/NZ



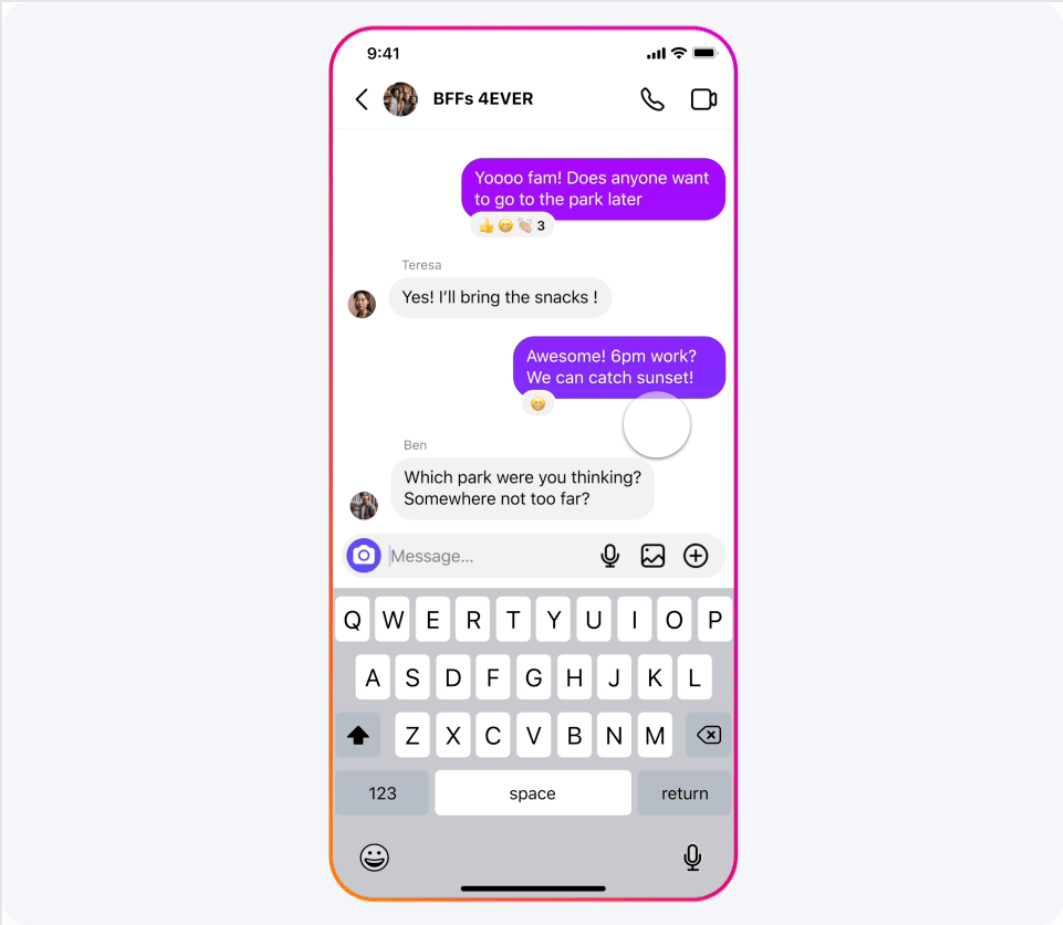
Meta Newsroom, April 2024

“Built with Meta Llama 3, Meta AI is one of the world’s leading AI assistants, already on your phone, in your pocket for free. And it’s starting to go global with more features.

You can use Meta AI on Facebook, Instagram, WhatsApp and Messenger to get things done, learn, create and connect with the things that matter to you.

We first announced Meta AI at last year’s Connect, and now, more people around the world can interact with it in more ways than ever before.”

Meta AI



AI aims to power discovery and engagement



Meta Newsroom, April 2024

“Meta AI is also available in search across Facebook, Instagram, WhatsApp and Messenger. You can access real-time information from across the web without having to bounce between apps.

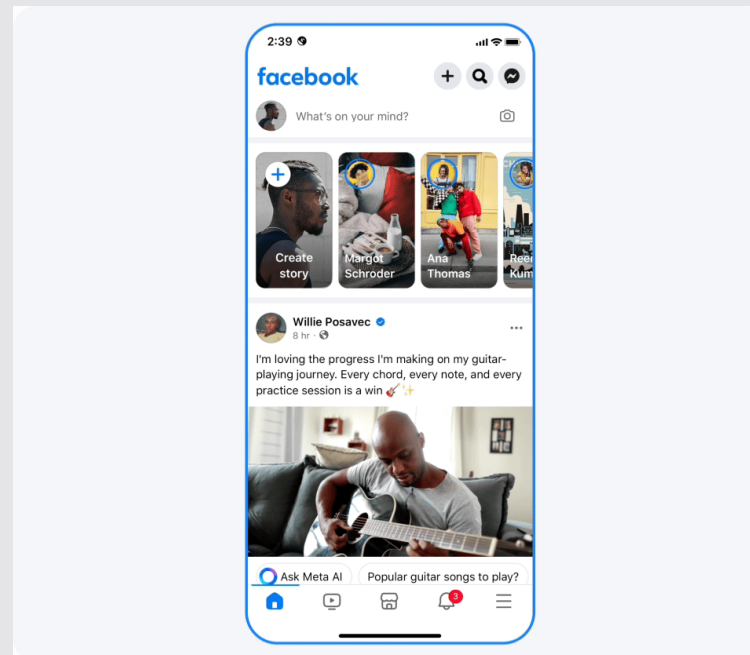
Let’s say you’re planning a ski trip in your Messenger group chat. Using search in Messenger you can ask Meta AI to find flights to Colorado from New York and figure out the least crowded weekends to go – all without leaving the Messenger app.”

Meta AI in Feed



Meta Newsroom, April 2024

“You can also access Meta AI when you’re scrolling through your Facebook Feed. Come across a post you’re interested in? You can ask Meta AI for more info right from the post. So if you see a photo of the northern lights in Iceland, you can ask Meta AI what time of year is best to check out the aurora borealis.”

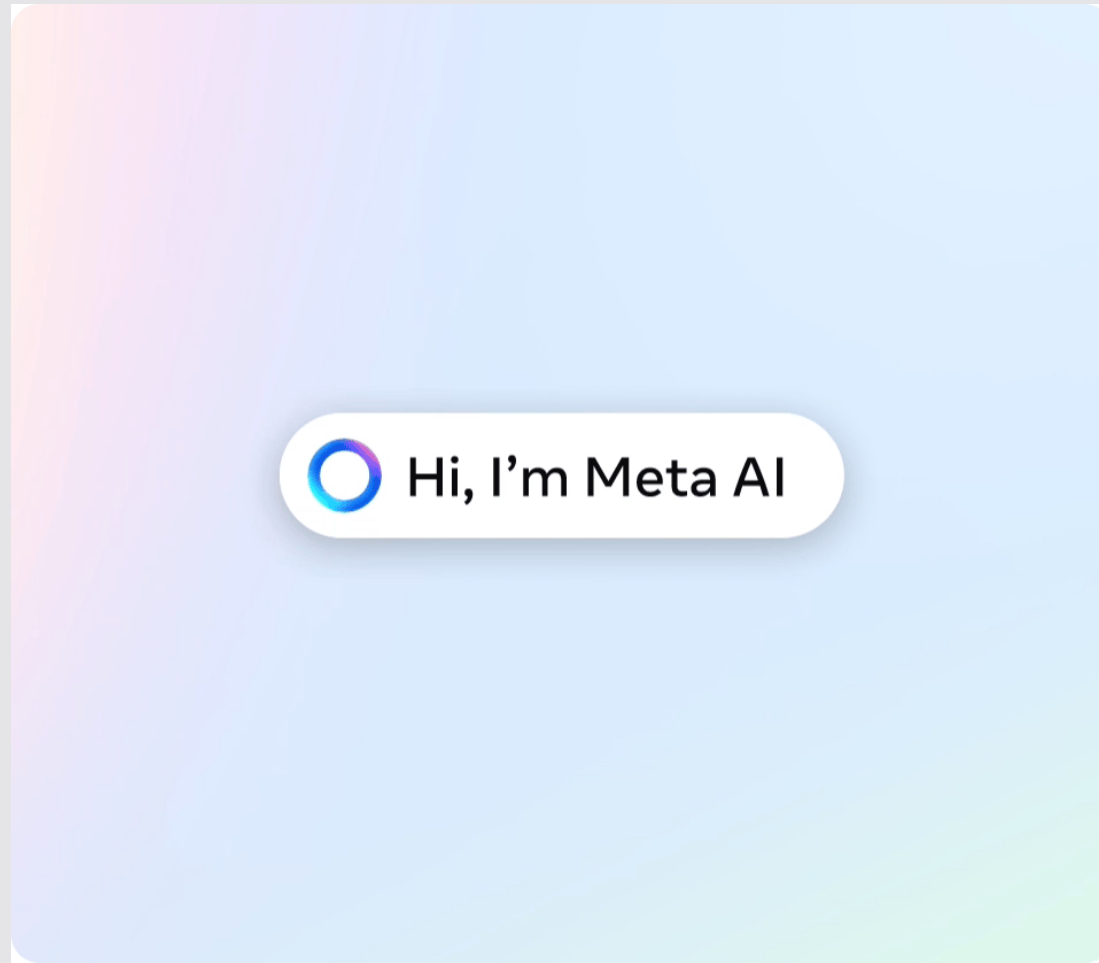


Seamless Search integration

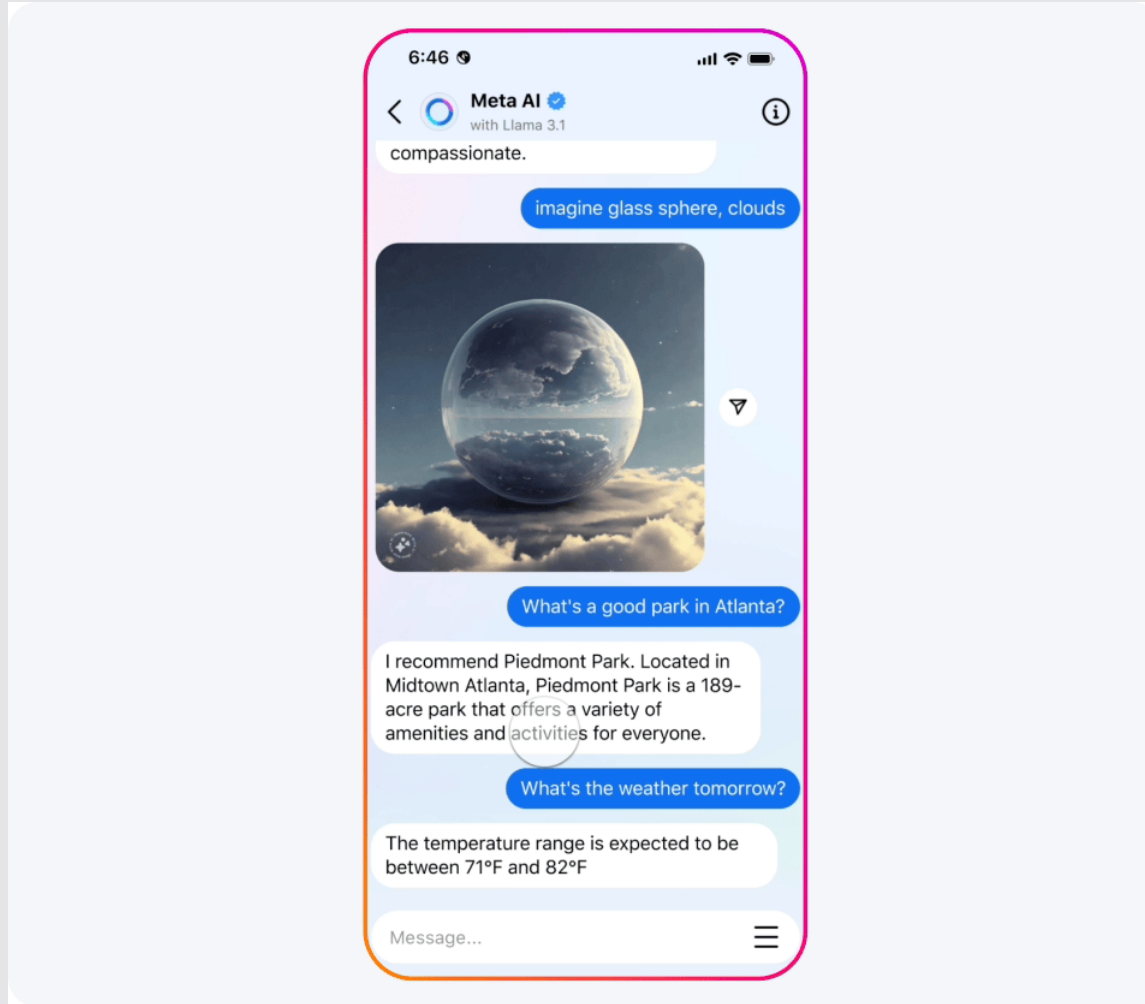


 Ask Meta AI anything

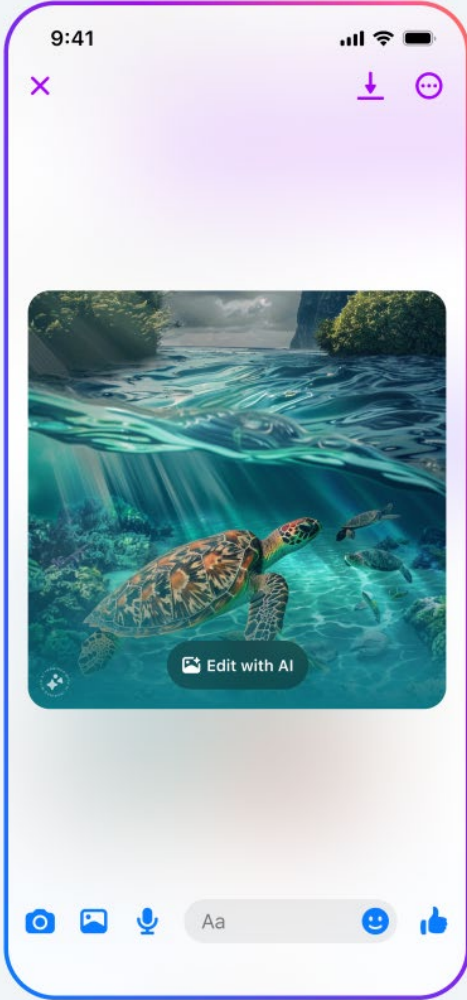
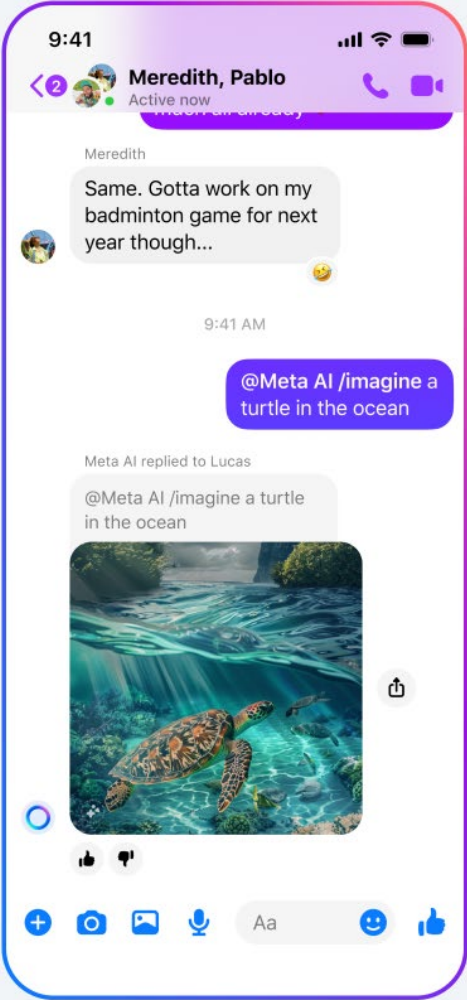
Available now in more regions



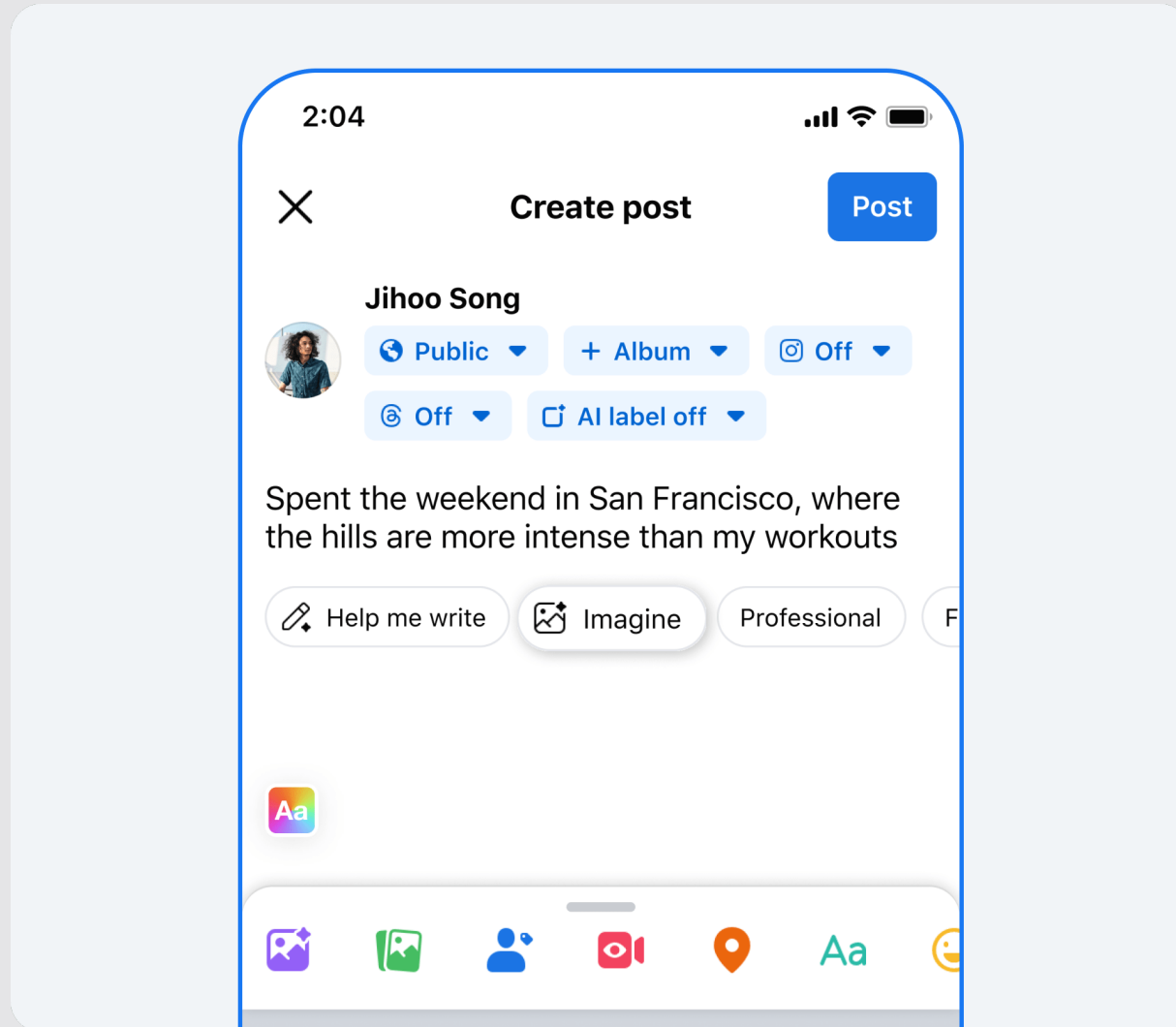
Meta has added new creative tools



Editing capabilities



Syncing with posting



Meta is well placed to win big with Meta AI



Jasmine Enberg, eMarketer, April 2024

“Meta could be the dark horse in the generative AI war.

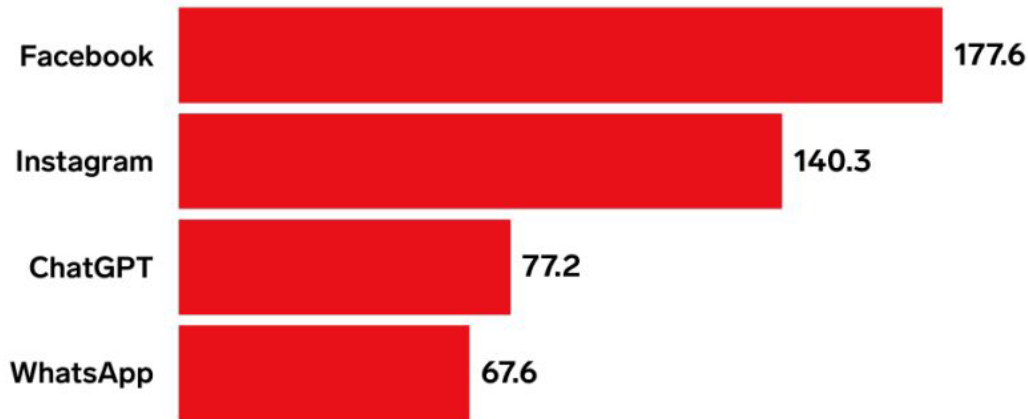
- **Meta AI has a built-in audience.** Fewer than half (43%) of US Facebook users need to use Meta AI at least once per month for it to be as big as market leader ChatGPT, per our estimates. That’s not unthinkable given how prominently Meta AI is now placed in Meta’s apps.
- **Meta already has a robust role in product search.** One-fifth (21%) of US consumers started their online product searches on Facebook in Q3 2023, per Jungle Scout. Some 17% did so on Instagram.
- **Meta AI is free to use, even as a standalone tool.** The most accurate and up-to-date version of ChatGPT, ChatGPT Plus, costs \$20 per month.”

Meta will leapfrog ChatGPT



Meta AI Could Surpass ChatGPT in Monthly Users Thanks to Its Built-In Audience

US users in millions, 2024



Note: Internet users of any age who access their Facebook, Instagram, or WhatsApp account via any device at least once per month; internet users of any age who enter a prompt into ChatGPT on openai.com (browser or app) via any device at least once per month

Source: EMARKETER Forecast, May 2023, June 2023

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Meta is playing to win




Mark Zuckerberg, Meta CEO, April 2024

“I actually think we're in a place where we've shown that we can build leading models and be the leading AI company in the world and that opens up a lot of additional opportunities beyond just ones that are the most obvious ones for us.

And with Meta AI, I think that we are on our path to having Meta AI be the most used and best AI assistant in the world, which I think is going to be enormously valuable.”

Google I/O



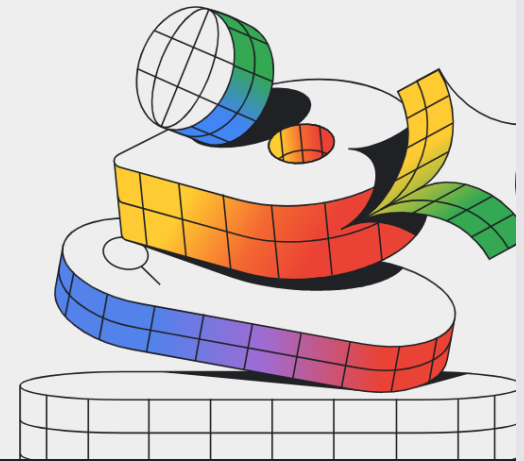
Google  Explore Community About

English

Catch up on Google I/O

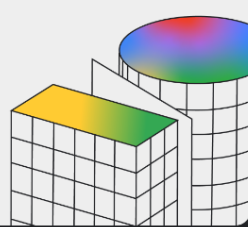
Check out the highlights and anything you might have missed.

Watch now



Google I/O
in under
10 minutes

Google 




2024 Keynote

Google 




Developer
Keynote

Google 



AI Overviews transform Search

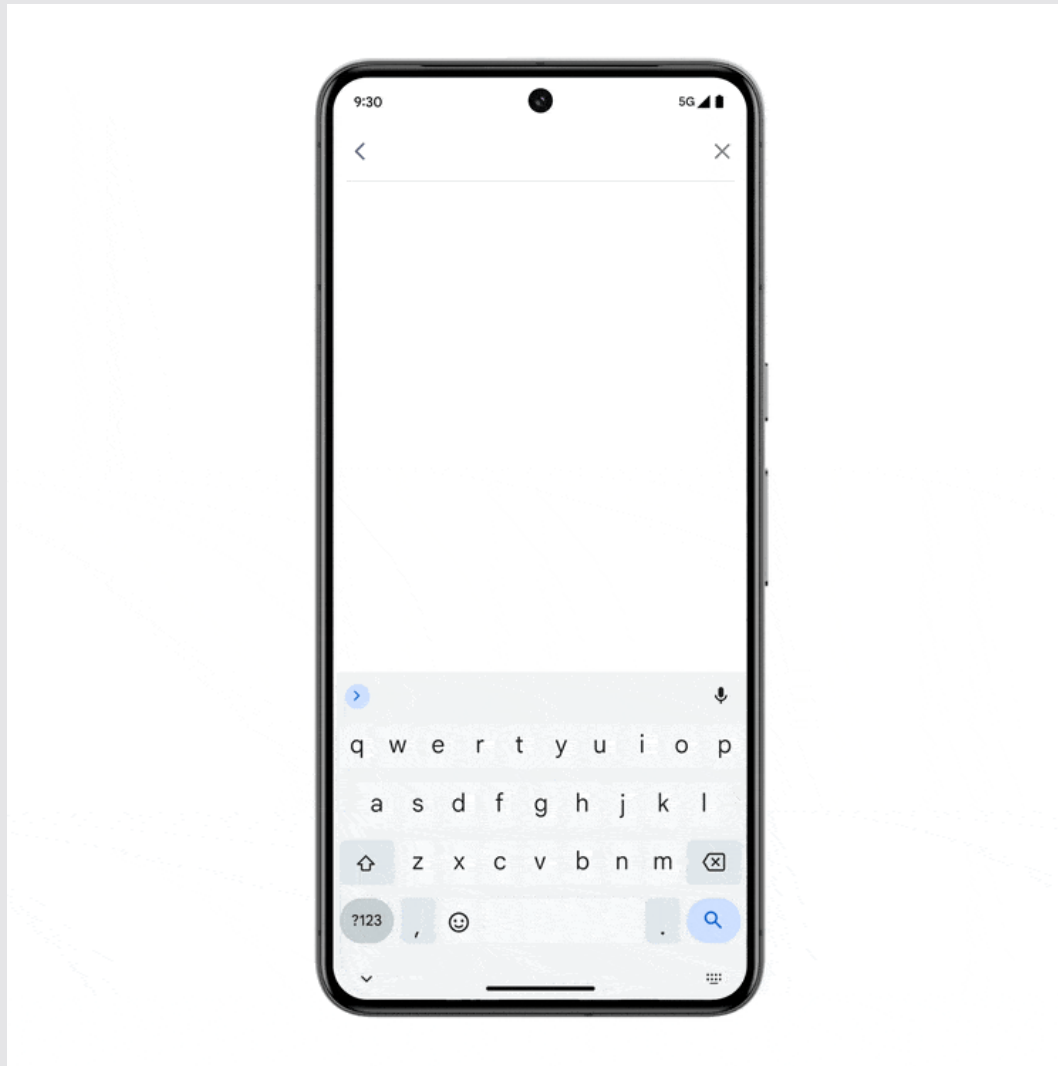


Liz Reid, VP, Head of Google Search, May 2024

“Over the past 25 years, across many technological shifts, we’ve continued to reimagine and expand what Google Search can do. We’ve meticulously honed our core information quality systems to help you find the best of what’s on the web. And we’ve built a knowledge base of billions of facts about people, places and things — all so you can get information you can trust in the blink of an eye.

Now, with generative AI, Search can do more than you ever imagined. So you can ask whatever’s on your mind or whatever you need to get done — from researching to planning to brainstorming — and Google will take care of the legwork.”

AI Overviews in action



AI Overviews are now rolling out



Liz Reid, VP, Head of Google Search, May 2024

“People have already used AI Overviews billions of times through our experiment in Search Labs. They like that they can get both a quick overview of a topic and links to learn more. We’ve found that with AI Overviews, people use Search more, and are more satisfied with their results.

So today, AI Overviews will begin rolling out to everyone in the U.S., with more countries coming soon. That means that this week, hundreds of millions of users will have access to AI Overviews, and we expect to bring them to over a billion people by the end of the year.”

Apple Intelligence



Discover an even more capable,
integrated, personal Siri.



Siri has an all-new design that's even more deeply integrated into the system experience, with an elegant, glowing light that wraps around the edge of your screen.



Siri, set an alarm for — oh wait no, set a timer for 10 minutes. Actually, make that 5.

Richer language understanding and an enhanced voice make communicating with Siri even more natural. And when you refer to something you mentioned in a previous request, like the location of a calendar event you just created, and ask "What will the weather be like there?" Siri knows what you're talking about.

Apple AI is just getting started



Tim Cook, Apple CEO, June 2024

“We’re thrilled to introduce a new chapter in Apple innovation. Apple Intelligence will transform what users can do with our products — and what our products can do for our users.

Our unique approach combines generative AI with a user’s personal context to deliver truly helpful intelligence. And it can access that information in a completely private and secure way to help users do the things that matter most to them. This is AI as only Apple can deliver it, and we can’t wait for users to experience what it can do.”

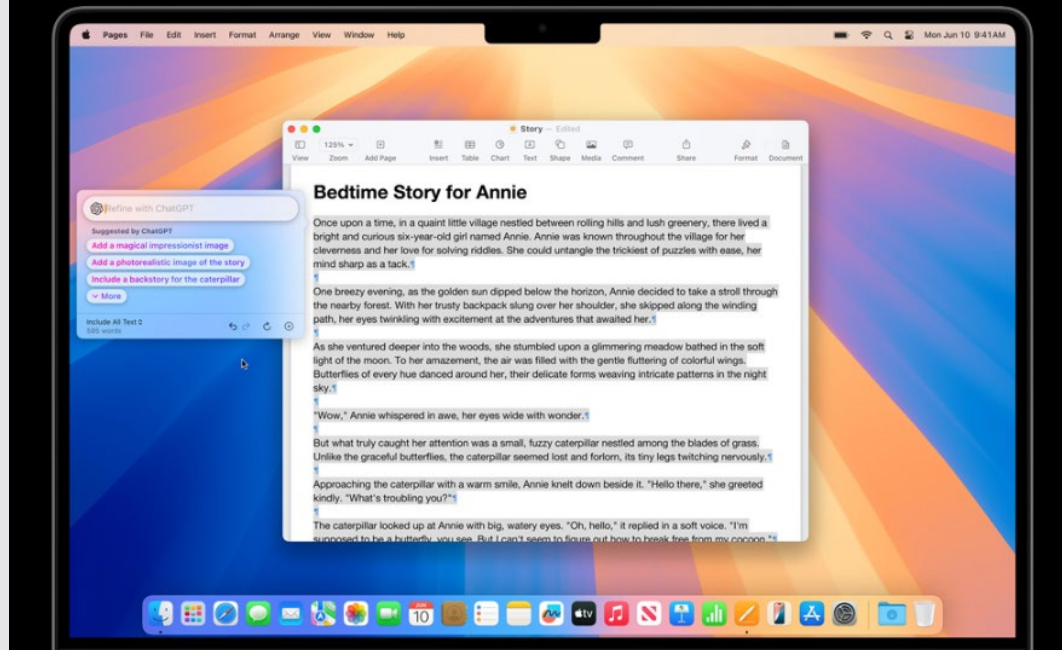
ChatGPT comes to Apple



ChatGPT, seamlessly integrated.

With ChatGPT from OpenAI integrated into Siri and Writing Tools, you get even more expertise when it might be helpful for you — no need to jump between tools. Siri can tap into ChatGPT for certain requests, including questions about photos or documents. And with Compose in Writing Tools, you can create and illustrate original content from scratch.

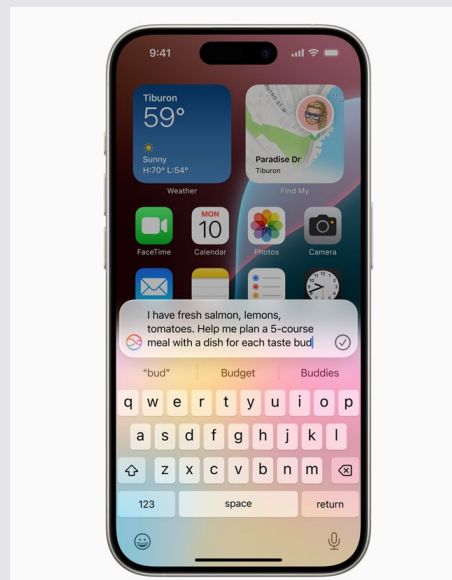
You control when ChatGPT is used and will be asked before any of your information is shared. Anyone can access ChatGPT for free, without creating an account. ChatGPT subscribers can connect accounts to access paid features within these experiences.



ChatGPT plugs an AI gap for Apple



- **Apple is integrating ChatGPT access into experiences within iOS 18 allowing users to access its expertise, as well as its image- and document-understanding capabilities, without needing to jump between tools**
- Siri can tap into ChatGPT's expertise when helpful
- Users are asked before any questions are sent to ChatGPT, along with any documents or photos, and Siri then presents the answer directly



SearchGPT is being prototyped



July 25, 2024

SearchGPT Prototype

We're testing SearchGPT, a temporary prototype of new AI search features that give you fast and timely answers with clear and relevant sources.

[Join waitlist ↗](#)

SearchGPT ●

Q when can I



Source: Apple Insider, May 2024



A new discovery experience?



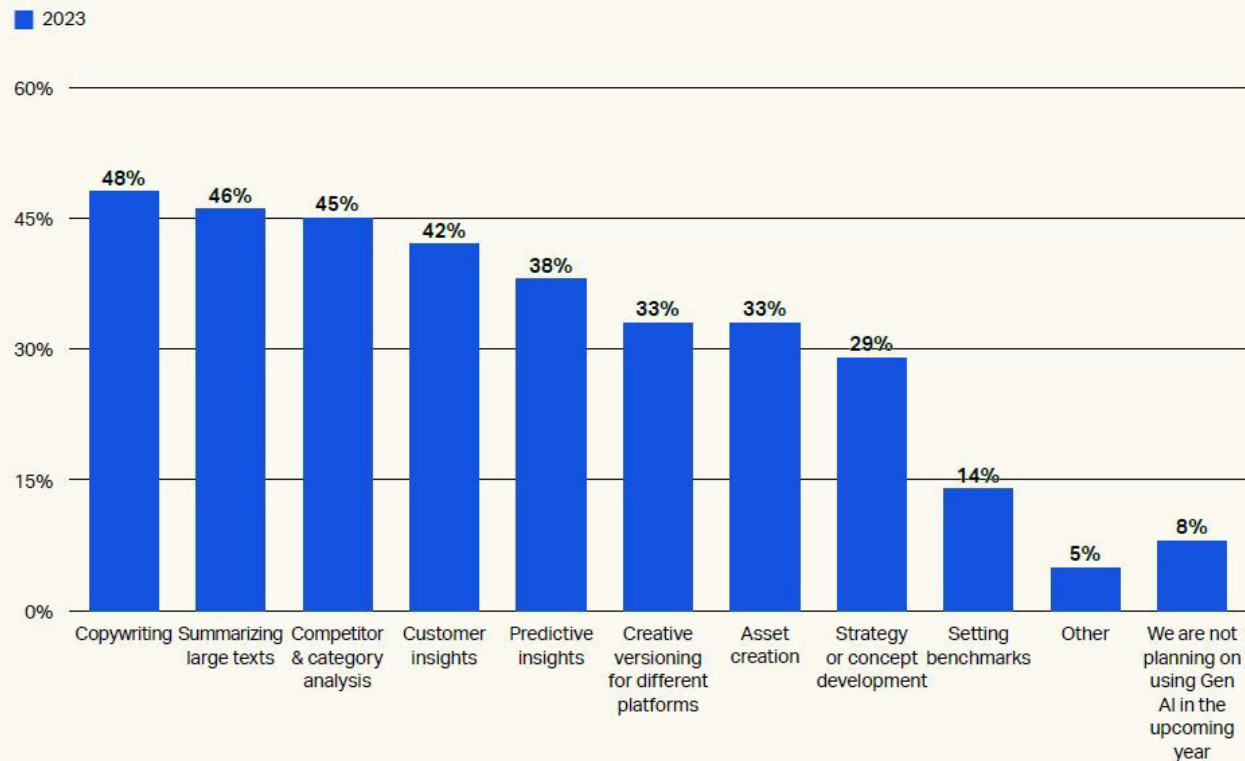
Generative AI will touch various areas



The Marketer's Toolkit 2024

WARC

What functions are you planning to use Generative AI for in the coming year? Please select all that apply.



Navigating the rise of AI in science comms



- **The rise of AI in social media and search engines is revolutionising science communication, offering new opportunities and challenges for researchers, institutions, and the public.**
- AI-driven tools enhance the way scientific information is shared, discovered, and understood, ultimately reshaping the landscape of science communication.
- AI algorithms used by social media platforms and search engines have significantly improved the discoverability of scientific content.
- Personalisation algorithms analyse user behaviour, preferences, and engagement patterns to deliver tailored content to individual users.
- **For science communicators, this means that research, articles, and educational materials are more likely to reach interested audiences who might not actively seek out scientific information.**

Algorithms are now driven by AI



Each part of the Instagram app uses its own algorithm.

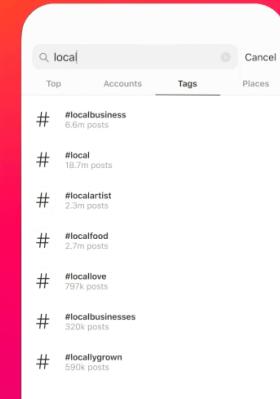
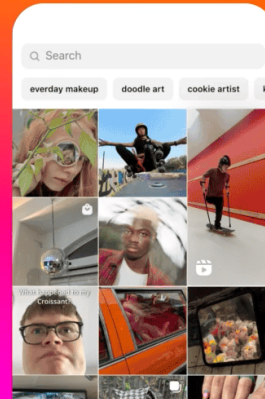
 Feed

 Stories

 Explore

 Reels

 Search



30% of Facebook + 50% Instagram is AI powered



Mark Zuckerberg, Meta CEO, April 2024

“AI is already helping us improve app engagement, which naturally leads to seeing more ads and improving ads directly to deliver more value. So if the technology and products evolve in the way that we hope, each of those will unlock massive amounts of value for people and business for us over time.

We are seeing good progress on some of these efforts already. Right now, about 30% of the posts on Facebook feed are delivered by our AI recommendation system. That's up 2x over the last couple of years and for the first time ever, more than 50% of the content that people see on Instagram is now AI recommended.”

TikTok's impact has been outsized



Everyone is mimicking TikTok



The Economist, 21st March 2023


“TikTok’s success has prompted its rivals to reinvent themselves. Meta, which owns Facebook and Instagram, has turned both apps’ main feeds into algorithmically sorted “discovery engines” and launched Reels, a TikTok clone bolted onto Facebook and Instagram.

Similar lookalike products have been created by Pinterest (Watch), Snapchat (Spotlight), YouTube (Shorts), and even Netflix (Fast Laughs). The latest TikTok-inspired makeover, announced on March 8th, was by Spotify, a music-streaming app whose homepage now features video clips that can be skipped by swiping up.”

AI eases content creation burdens



ChatGPT ▾



Create a Renaissance-style painting

Superhero shark story

What to do with kids' art

Overcome procrastination

Message ChatGPT

ChatGPT can make mistakes. Check important info.

The image shows a screenshot of the ChatGPT interface. At the top left, it says "ChatGPT" with a dropdown arrow. In the center, there is the OpenAI logo. Below the logo, there are four rounded rectangular buttons, each with a small icon and a text prompt: "Create a Renaissance-style painting" (with a paint palette icon), "Superhero shark story" (with a shark fin icon), "What to do with kids' art" (with a lightbulb icon), and "Overcome procrastination" (with a graduation cap icon). At the bottom, there is a text input field containing "Message ChatGPT" and a send button with a paper plane icon. Below the input field, a small disclaimer reads "ChatGPT can make mistakes. Check important info."

AI tools can ease social content creation



- **AI tools like GPT models, DALL-E, and other generative AI platforms are enabling scientists and communicators to create compelling content more efficiently.**
- AI can generate summaries of research papers, create infographics, visualise complex data, and even simulate scientific phenomena, making scientific information more accessible and engaging for non-experts.
 - Example: AI-driven visualisation tools can turn raw data into interactive charts, maps, or 3D models that help the public and policymakers grasp complex scientific concepts.
 - AI-generated videos and infographics shared on social media can make scientific findings more digestible.

Design and multimedia AI tools





Canva Design spotlight Business Education Plans and pricing Learn Log in Sign up

Magic Studio

All the power of Canva's AI, all in one place. Magic Studio™ brings together the best AI-powered tools for you and your team, right inside Canva.

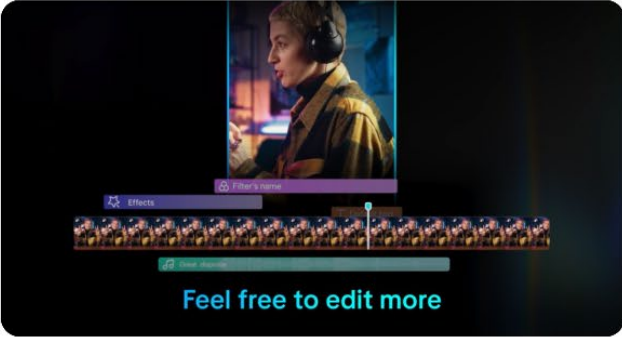
Video AI tools



 |  All tools

1 long, multiple shorts: Viral videos in a snap.




You can convert 60 minutes of long videos to shorts for free every month. [Join Pro](#) to get 240 extra minutes per month.




Feel free to edit more

+

Drag and drop file here

 Google Drive  Dropbox  Space

Time consumed = video duration converted | Time left  60m [Pro](#)

Upload a video under 3 hours and 10 GB.
This feature supports more than 20 languages. [?](#)

Ethical considerations and challenges



- **While AI presents numerous benefits for science communication, ethical challenges must also be considered.**
- The reliance on AI algorithms can lead to the amplification of biased information, misinterpretation of data, or the promotion of less credible sources if not carefully managed.
- Scientists and communicators must be aware of these risks and actively work to ensure the responsible use of AI in disseminating scientific information.
- **Example: The potential for AI-generated misinformation highlights the need for transparency and rigorous fact-checking in AI-driven science communication efforts.**

END



- **For further information on:**
 - SMK In-house Training
 - SMK In-house Ideation/Creative Sessions
 - SMK Strategic Reviews
 - SMK CEO & Executive Briefings
 - Questions regarding the presentation
 - Anything else
- **Please ask your trainer**
- **Email questions@smk.co**

