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Dr. LAUREN ROBINSON
HOW TO BE A SOCIABLE SCIENTIST BY USING SOCIAL MEDIA

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DR. LAUREN ROBINSON,
HOW TO BE A SOCIABLE SCIENTIST BY USING SOCIAL MEDIA

Social media, whether you use it (and you mostly like do) or not, has become part of our daily lives. Whether it is a force for good or not so good is debatable but regardless, it's here to stay. As scientists, we can either hide from it or embrace it for the science communication tool that it has the potential to be. In this talk I will discuss a few social media platforms, primarily Twitter, and my own experience with them and how I've used them, not only to promote my research, but to grow as a person and to create friendships that have crossed continents.

Dr Lauren Robinson is a postdoc at the University of Veterinary Medicine Vienna's Wolf Science Center. She specialises in animal personality, cognition, and welfare, has done postdoc work for Disney's Animal Kingdom, UCLA, and the Vetmed, and holds degrees in psychology and applied animal behaviour and welfare.