

Ch/ChE/E 107 Social Media for Scientists. 9 units (3-0-6); third term

This course is an introduction to the various ways that social media and science are intersecting in new, compelling ways. Social media technologies and online communities are powerful tools that are changing the ways that scientists are engaging one another (inreach) and general audiences (outreach). Through a series of case studies, students examine issue-based examples that address the complexities surrounding ethics, privacy, reputation management, ownership, and the law. Assignments, including weekly discussion board posts, focus on the development and understanding of appropriate usage of social media for personal and professional development. Distinguished guest lecturers provide additional insights from their experiences as practitioners of the topics presented. Guest speakers for the course include Megan Frisk, PhD of *Science Translational Medicine*, John Murphy, JD PhD of BakerHostetler, Veronica McGregor of NASA/JPL, and keynote speaker Sandra Tsing Loh of NPR's Loh Down on Science.