

SciComm: A New Frontier for Earth Data Scientists?

Emil A. Cherrington, Ph.D.^{1,2}

¹ SERVIR Science Coordination Office / NASA MSFC, ² University of Alabama in Huntsville



Dec. 2020
Ignite

Earth Data scientists: Earth Observation + Data Science

Hypothesis: We scientists need to
communicate more.

Why?

1. People want to hear about what we do.
2. We owe it to the taxpayers funding our work.

"Nothing in science has any value to society *if it is not communicated.*"

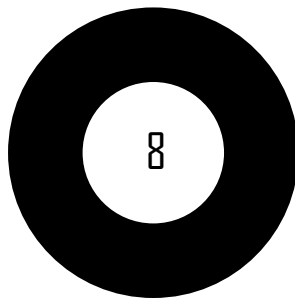
- Anne Roe / The Making of a Scientist (1953)

Why?

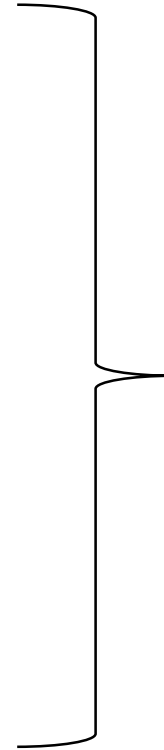
1. People want to hear about what we do.
2. We owe it to the taxpayers funding our work.

SciComm isn't a chore.

SciComm is like writing a lab report.



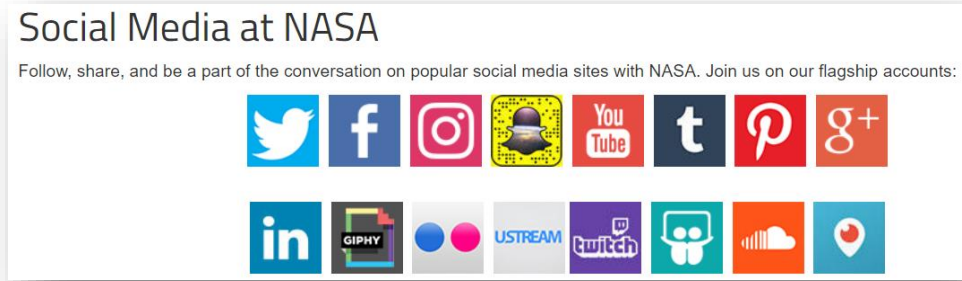
Journal articles
Posters
Conference presentations
Elevator pitches



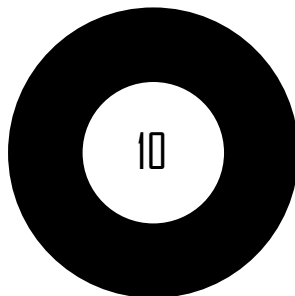
SciComm

Convinced? How about some SciComm tips?

Tip 1: Choose a platform.



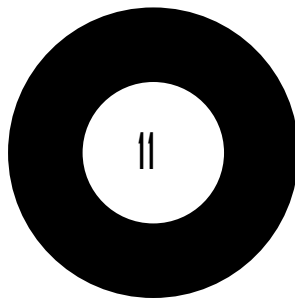
source: <https://www.nasa.gov/socialmedia>



Account / Platform	Facebook	Twitter
All users	2.6 billion	330 million
NASA (@NASA)	25 million	41.8 million
NASA Earth Science Division (@NASAEarth)	10.7 million	1.8 million
NASA ARSET (@NASAARSET)	-	8,071
NASA DEVELOP (@NASA_DEVELOP)	3,133	2,277
NASA SERVIR (@SERVIRglobal)	1,653	4,250
ADPC (@ADPCnet)	6,630	3,712
AGRHYMET (@AGRHYMETinfos)	10,161	2,362
CIAT (@BiovIntCIAT_eng)	27,618	46,600
ICIMOD (@ICIMOD)	26,106	10,100
RCMRD (@RCMRD_)	4,224	4,143

*SERVIR hubs
(NASA partners)*

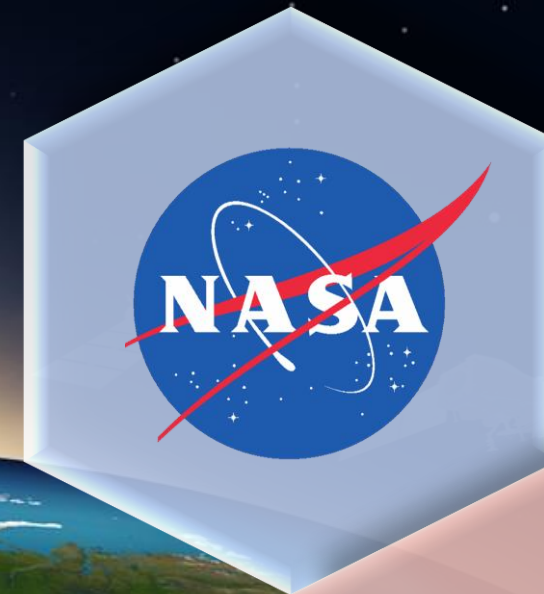
sources: Facebook, Twitter



Tip 2: Contribute what you are confident communicating about.

SERVIR connects space to village by helping developing countries use satellite data to address critical challenges in **food security**, **water resources** and **disasters**, **weather and climate**, and **land use**.

A partnership of **NASA**, **USAID**, and **leading technical organizations**, SERVIR develops innovative solutions to improve livelihoods and foster self-reliance in Asia, Africa, and the Americas.



ICIMOD

adpc

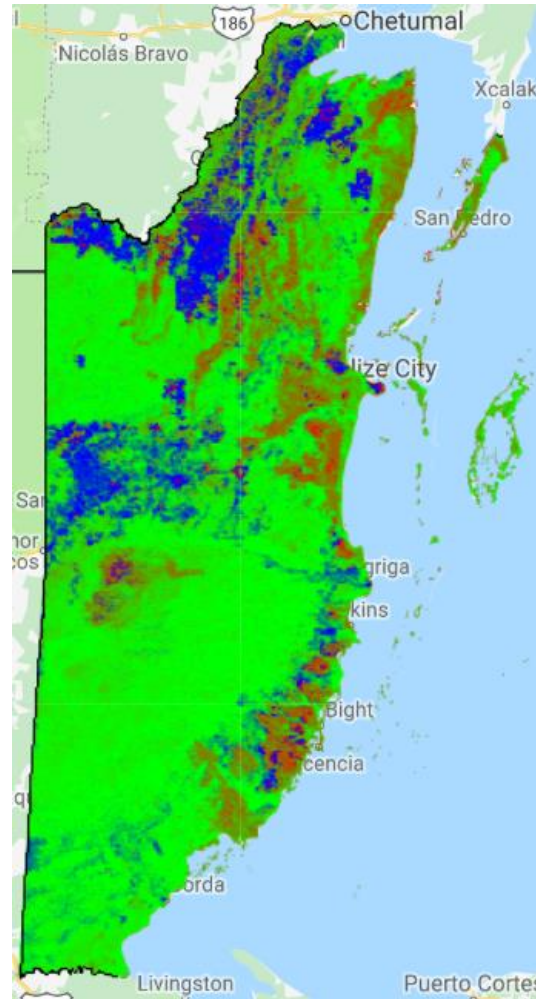
CIAT



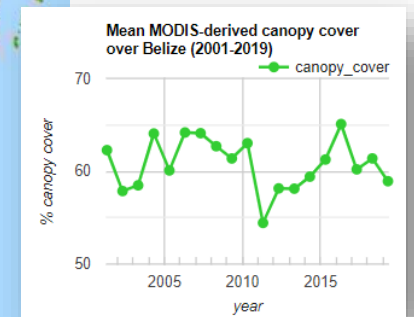
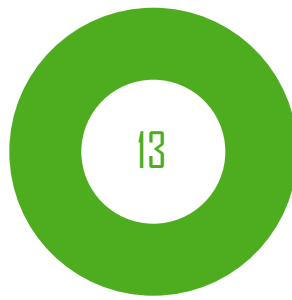
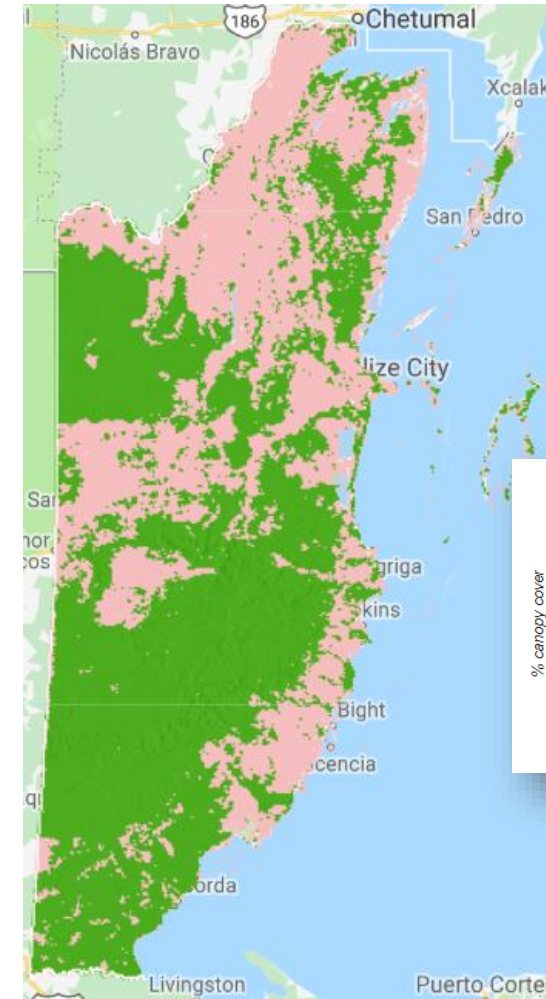
Reflectance imagery



Spectrally unmixed data



Forest cover



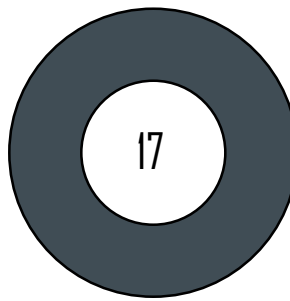
est. 2019 forest area:
12905.06455070221
sq. km

est. 2019 forest cover:
58.315395707068575
percent

Tip 3: Use SciComm to engage other scientists, and the public.

The world needs more scientists, more research.

Tip 4: Use SciComm to stay current in your field.



Tip 5: Use SciComm to *amplify* the messages of others.

Hypothesis reframed: If scientists
communicated more, we could have...
[fill in the blank].



Take a chance.
Engage.

