

Martin Luther King, Jr. Memorial Session: Engaging Underrepresented Groups in Online Science Media, David Kroll (Abelpharmboy) and Damond Nollan (Social Media expert in Research triangle)

Scienceblogs.com/terrasig

Damondnollan.com

Issue of conference conflicting with MLK day. Kroll decided to have this session every year.

Historic Durham Home to North Carolina Central University (NCCU): North Carolina College for Negroes (NCC), 105 Historically Black Colleges and Universities (HBCU), one of five in UNC system. #1 among public HBCUs.

James Shepard Quote, "There is no economy in ignorance. Education is a vastly expensive resource, but ignorance is incomparably..."

Pharmacists used to have a chemistry laboratory.

Dr. Marjorie Lee Brown (1914-1979): got the first mainframe computer at an HBCU. \$60,000 IBM Grant. Mathematician.

Durham: Black Wall Street

Durham & Greensboro Counter Sit-ins.

Durham: issue of urban blight, loss of historic buildings lost to urban renewal

"Science investigates, religion interprets. Science gives man knowledge which is power; religion gives man wisdom which is control. Science deals mainly with facts; religion deals mainly with values

The two are not rivals. They are complementary.

Science keeps religion from sinking into the valley of crippling irrationalism and paralyzing obscurantism. Religion prevents science from falling into the marsh of obsolete materialisms and moral nihilism." MLK (see pharboy blog for source) Rabbi Hillel Silver 1930

What if Mr. King had twitter? – I don't know about this.

Data on groups with Social Media. Pew Internet Survey on Mobile Devices: blacks and latinos are ahead of whites.

The Kramden Institute: bridging the digital divide, brings refurbished, software-outfitted computers to NC honors students, Geek-A-Thon volunteer days (recipients return to refurbish computers for others),

Whites will be a minority by 2050, if current minorities are underrepresented in science, then in the future America will be underrepresented. (LA Times)

SciCurious: see blog for NYTs level writing

How to Engage Students? Diversity in Science Carnival, Pull social media expertise from community, First Year Blogs

Facebook: going there because students are already there. Students don't check e-mail. Retweeting helps consolidate mediums.

NCCU Social Media Club edu

Northeastern Something University:

Find people who are enthusiastic and are already leaders in the community.

How do we apply a metric in determining our effectiveness? How do you measure how far your tweets reach? Collect blog stats. How do you know you are reaching the right people?

From "Toy to Tool" book Liz Colt, also a blog. Using cellphones.

Issue of social media connections being searchable through Google. Twitter was only added to google recently, but Facebook doesn't show up so much.

Resource: Pharmboy's slides about representing yourself online.

Could Cellphones serve as the way for kids to get online? It has all the applications, but is it more expensive?