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# Science Blogging: The Essential Guide



## Synopsis

Here is the essential how-to guide for communicating scientific research and discoveries online, ideal for journalists, researchers, and public information officers looking to reach a wide lay audience. Drawing on the cumulative experience of twenty-seven of the greatest minds in scientific communication, this invaluable handbook targets the specific questions and concerns of the scientific community, offering help in a wide range of digital areas, including blogging, creating podcasts, tweeting, and more. With step-by-step guidance and one-stop expertise, this is the book every scientist, science writer, and practitioner needs to approach the Wild West of the Web with knowledge and confidence.

## Book Information

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## Customer Reviews

Something for everyone indeed, butâ [There is a little something for everyone in this book. On the other hand, as the editors themselves clearly state in the introduction, each chapter will likely be useful to only a subset of its targeted readership (therefore the description of this book as â œessentialâ • is a tad of a stretch in my opinionâ ).That being said, the editors did a particularly good job in their introduction, explicitly stating the topics of each chapter.I must say that I enjoyed reading the whole book though. As expected from all the authors, the book is very well written, no question about it. However, the editors deserve all the recognition they can get for integrating the different styles of so many talented writers into a coherent whole. This is the best feature of the book. I also loved that almost every chapter included quite a few notes with very useful references

and suggestions for further reading. As usually happens in an anthology-type book, the various writing styles resonate with various types of readership. Here we have everything from systematic explorations of the topic at hand to essentially "œpep-talks" to motivate the reader to blog. All of these approaches have their usefulness. As you may expect, my review is largely based on the chapters that I liked the most or that were the most useful to me. In no way I am implying that the chapters I do not mention are bad. | That being said, here are my "œgems": Using science art and imagery in a blog (G. Mellow)\*\*\* As a non-artistic person, I learned quite a bit from this chapter. Ethical consideration for science bloggers (J.D. Stemwedel):\*\*\* Now this chapter should be labelled "œhyperessential"! Indie blogging: On being a "œRonin" (Z.

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