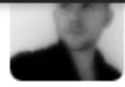
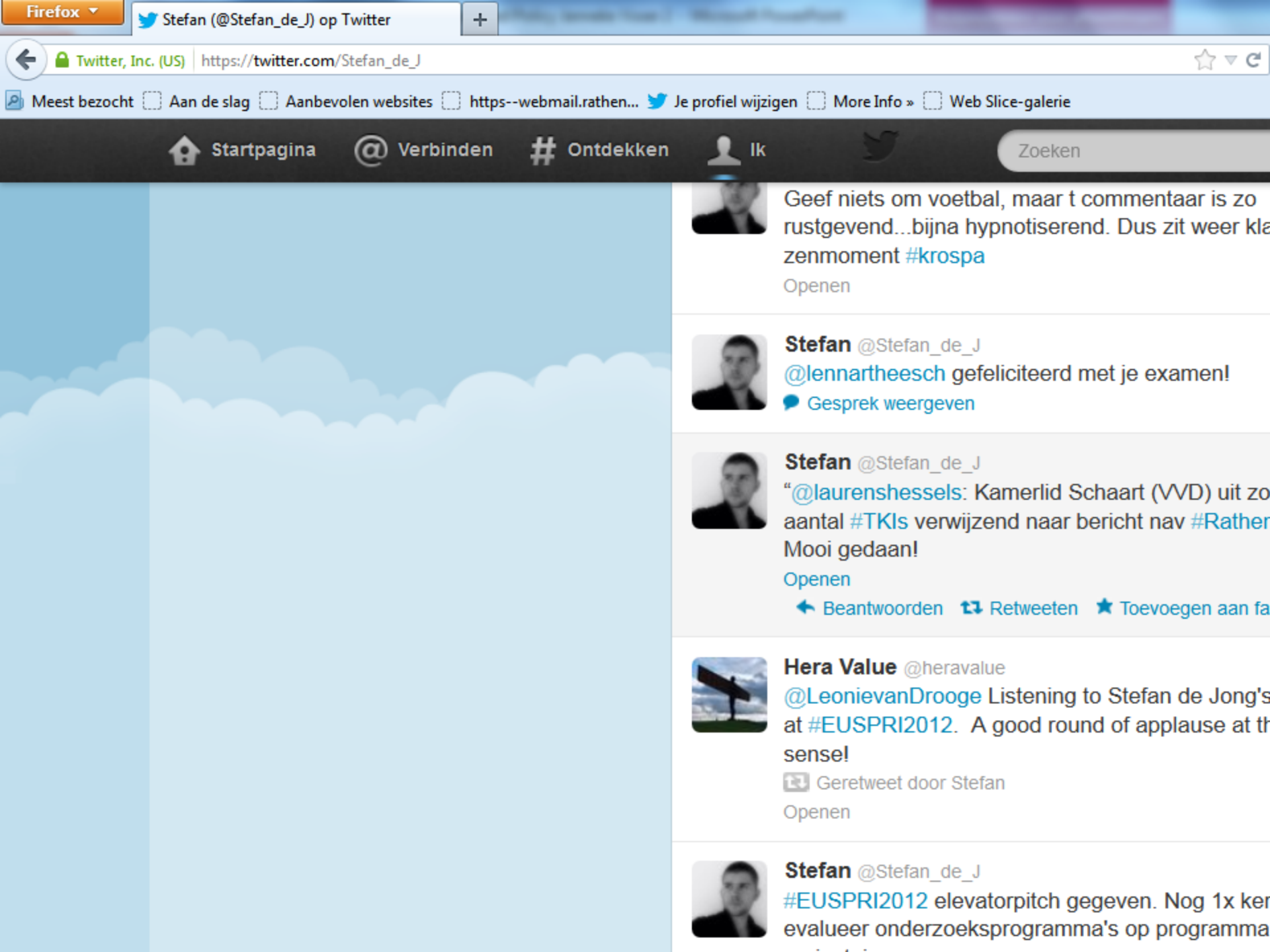


Politics and Science – through Twitter the Twain Shall Meet?

Using Social Media to Provide Input for Evidence Based Policies

Janneke Visser, Prague, March 14, 2013
@jannekevisser #PaciTA13



Geef niets om voetbal, maar t commentaar is zo rustgevend...bijna hypnotiserend. Dus zit weer klazenmoment [#krospa](#)

Openen



Stefan @Stefan_de_J
[@lennartheesch](#) gefeliciteerd met je examen!

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“[@laurens Hessels](#): Kamerlid Schaart (VVD) uit zo aantal [#TKIs](#) verwijzend naar bericht nav [#Rather](#) Mooi gedaan!

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Stefan @Stefan_de_J
[#EUSPRI2012](#) elevatorpitch gegeven. Nog 1x keer evalueer onderzoeksprogramma's op programma

'Stop wildgroei aan nieuwe organisaties binnen topsectoren'

Stef Severt
donderdag 14 juni 2012, 12:57
update: maandag 18 juni 2012, 15:26

Tweet 24 | Share 2 | Like 0



Reuters

Er dreigt een wildgroei aan nieuwe organisaties binnen de negen topsectoren. Veel coördinerende clubs hinderen economische ontwikkeling en innovatie eerder dan dat ze die bevorderen.

Top stories

Eurogroep voorbereid op 'Cyxit'



Brussel bereidt zich voor op v
Cyprus uit eurozone.

CPB: meer verschil in verzekering voor rijk



In plaats van eenzelfde
verzekeringspakket voor ieder
meer variatie mogelijk moeten

Europese vertrouwensindex onderuit



INFOGRAPHIC De activiteit va
Europese inkoopmanagers is o
weer flink teruggevallen. Een t
Europese economie nog steeds
recessie zit.

Werkloosheid vliegt omhoog



INFOGRAPHIC De werkloosh
Nederland is voor de vijfde
achtereenvolgende maand ste
toegenomen.

Meer nieuws



Posted on 13/06/2012 by rathenaunl

← Vorige Vo

Beteugel de organisatorische wildgroei in de topsectoren

De Tweede Kamer vergadert op 14 juni over de 'innovatiecontracten', die wetenschap, bedrijfsleven en overheid in de topsectoren met elkaar verbinden. Deze contracten staan vol mooie plannen, maar dreigen een wildgroei aan nieuwe organisaties teweeg te brengen. Er bestaan al zo veel coördinatieclubs op het gebied van wetenschap en innovatie dat terughoudendheid vereist is. Wij adviseren de Kamer om per sector maar één topconsortium toe te staan.

Aanvankelijk was dat ook de bedoeling. Terecht, want Nederland heeft de afgelopen decennia een overdaad aan organisaties tussen overheid en wetenschap in weten te scheppen. Toch dreigt het aantal voorgenomen TKI's (topconsortium voor kennis en innovatie) een veelvoud te worden van het aantal topsectoren, als de geruchten waar zijn.

Authors and editors

- Important but too limited concept to account for our experiences with the nanodebate in the Netherlands
- Aim of public engagement is *to bring in a public perspective* into S&T development and policymaking, which involves an ensemble of activities:
 - Addressing a variety of regulatory, social and ethical issues
 - Not a one-off event, but developing over time and involving a variety of actors

Why would a researcher use social media?

- For societal impact
- Contribute to public debate with relevant, reliable information
- Feedback from people online
- You can be fast – respond to current affairs
- You're forced to be brief - and will be understood faster
- Low threshold to contact people you haven't met (and vice versa)

Added bonuses

- Extra visibility can lead to career opportunities
- Involve and engage new audiences
- Opportunities for citizen science

Benefits for politicians

- Increased visibility
- Reach journalists fast with instant responses to current affairs – be quoted – specially useful for smaller parties
- Stronger relations with voters
- Personal touch can be combined with official party policy
- Instant feedback from voters

Politicians' presence in social media helps others to reach politicians online

Characteristics of social media

- User generated content
- Interaction with other people
- Use still increasing (smart phones)

Examples:

- Blogs – Wordpress, Blogger
- Video: YouTube (comments, video responses)
- Social networks: Facebook
- Professional social network: LinkedIn
- Pictures: Pinterest, Flickr, Instagram
- Microblog: Twitter

Biggest players in social media

- Facebook (more than 1 billion users)
- Google+ (500 mln, in part because of Android phone lock in)
- Twitter (500 mln)
- Wordpress (40 mln posts/month)
- YouTube (weekly, 100 mln users active socially)
- LinkedIn (200 mln)
- Pinterest (50 mln – not as many, but great for marketing)
- On the rise: Tumblr

Most effective means for scientists

- Typically, blogs and Twitter.
- Why blog? For showing expertise, sharing links, creating your own angle, and proving points more extensively. Reach people interested in the topic.
- Why tweet? It's quick and easy, great for conferences: [#PaciTA13](#), and acquiring new followers is easy. Plus: you can reach different audiences. Politicians and journalists are more likely to notice you there.
- Combinations work best. Use one to draw attention to the other.

Learn from a politician

- Dutch EU Commissioner Neelie Kroes combines several means:

-  **Pim Takkenberg** @Pim_Takkenberg Volgen
-  **Sander 't Sas** @SanderSas Gevolgd door Anne de Blok en and... Volgen

Door categorieën bladeren · Vrienden zoeken

Trends in Nederland · Wijzigen

- #WhyISmile
- Ronald Koeman
- #lente
- #p2000
- #Amsterdam
- #dtv
- Nederland
- Cyprus
- iOS
- NL



Ebru Zeybek @ebrze
 RT"@NeelieKroesEU:Europe needs skilled ICT & our people need jobs. My blog on a new grand coalition:blogs.ec.europa.eu/neelie-kroes/c... #GC_EU
 Gesprek weergeven



Neelie Kroes @NeelieKroesEU
 Europe needs skilled ICT workers & our people need jobs. My blog on a new grand coalition: blogs.ec.europa.eu/neelie-kroes/c... #GC_EU
 Geretweet door Marga van Rijssel 
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54 RETWEETS	11 FAVORIETEN	
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4 maart 13 om 6:59 's middags · Details

@NeelieKroesEU beantwoorden



Ebru Zeybek @ebrze
RT"@NeelieKroesEU:Europe needs skilled ICT workers & our people need jobs. My blog on a new grand coalition: blogs.ec.europa.eu/neelie-kroes/c... #GC_EU

slag Aanbevolen websites https--webmail.rathen... [Je profiel wijzigen](#) More Info » Web Slice-galerie



Today's businesses are all going digital and they all need skilled ICT workers. Yet at the moment there aren't enough workers to meet that huge demand – **we could soon have 900,000 unfilled vacancies**, even at a time of high unemployment.

There are many possible reasons for this. Maybe people aren't aware how attractive and enjoyable ICT careers can be; maybe our education systems aren't giving them the skills businesses actually need; or maybe they don't feel able to apply for jobs in other EU countries.

Fixing this problem isn't something we can do alone as the European Commission – it needs **others to play their full part, including businesses, schools and universities.**

So we've launched a "[Grand Coalition for Digital Jobs](#)". Not just a talking shop – but a way for those who can help to make **firm commitments** for how they will help Europe "[fill the gap](#)". Not just through business as usual: but through new programmes, new platforms, and new partnerships. Whether it's a commitment to design new e-Learning programmes to teach ICT skills; to offer new internships and apprenticeships; or just to visit schools and spread the word.

Already we've had many such detailed pledges. Those in so far include from [SAP](#), [Telefonica](#), Oracle, [European Schoolnet](#), the [European eSkills Association](#), Cisco, [CEPIS](#), HP, the [European Computer Driving Licence Foundation](#), Microsoft, the [Corporate IT Forum](#), and "[Fast track to IT](#)". On top of which, the [European Commission has made some commitments of its own](#). Because we've all realised **the imperative of acting – and the benefits if we get it right.**

If you've got a bright idea for how your organisation can help – alone or in partnership – it's not too late. **You have until 31 May to let us know** – and we'll present and take stock of all pledges together at the Digital Assembly in June.

If we don't meet this opportunity, it will be bad for our businesses, bad for our workforce, and bad for our global digital competitiveness. **So let's all play our part.**

Follow on Twitter: [@eSkillsGrowthEU](#), [#GC_EU](#)

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Tags: [andor](#), [barroso](#), [competitiveness](#), [Digital Agenda](#), [digital jobs](#), [digital skills](#), [GC_EU](#), [grand coalition](#), [industry](#),

[be able to take control of her life](#)

[Blogging from CEBIT \(English / Deutsch\)](#)

[Great to meet my young advisers yesterday!](#)

[Giving Europe the digital skills for tomorrow: our new "Grand Coalition"](#)

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How to stand out

Content:

- Be relevant
- Be reliable: refer to good sources

Reputation management:

- be consistent with your life offline

Tone:

- Be positive, constructive
- Be funny
- Be respectful

Drawbacks and risks

Regarding your behaviour:

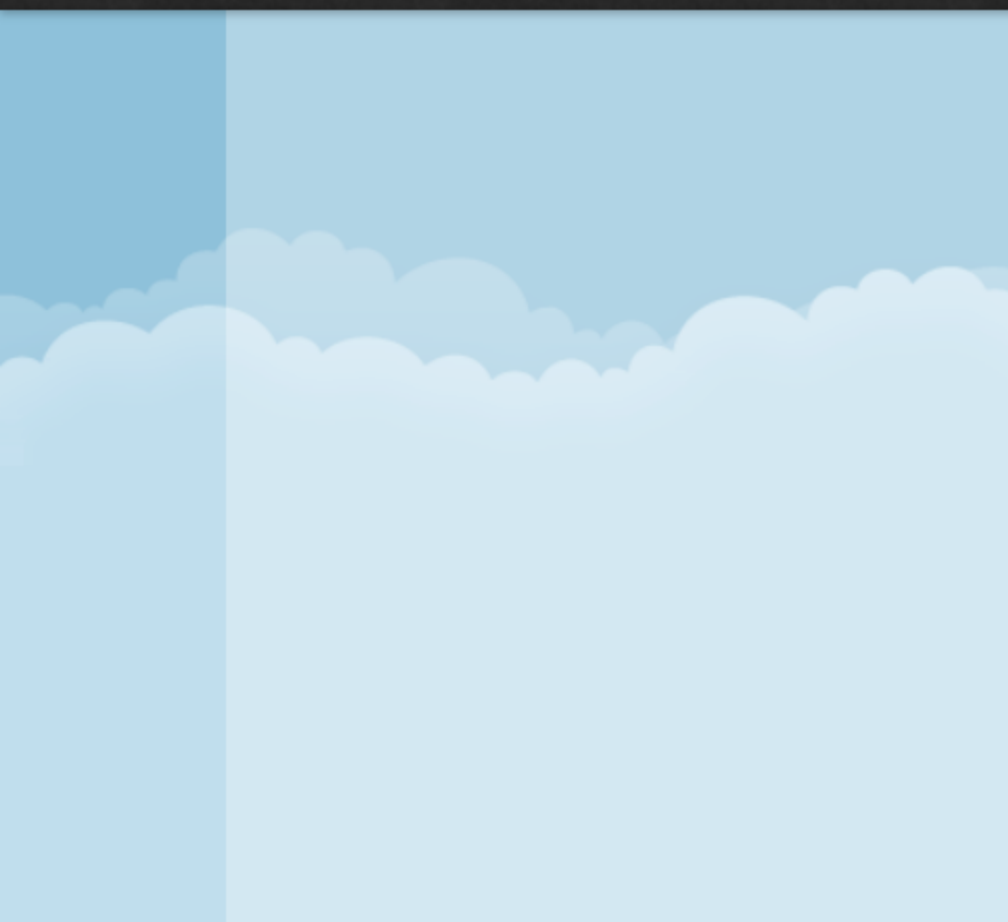
- It's almost impossible to take something back – choose what you say with care
- Interacting implies maintenance: staying in touch requires appearing online regularly
- Privacy – it's hard to interact without revealing things about yourself. In reality, using your real name is the most productive

On Twitter: it's big, but....

- Twitter is an enclosure with a marked audience
- And opinions there are not the measure of public opinion
- Many tweets go lost

Do I have to?

- No, of course not. Especially if it just doesn't suit you
- But: remember you have competitors – think about how you want to keep up with the game
- And remember: you can be heard. And you can make an impact:



 rustgevend... bijna hypnotiserend. Dus zit weer klaar voor het examenmoment [#krospa](#)
Openen

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[@Leonie van Drooge](#) Listening to Stefan de Jong's speech at [#EUSPRI2012](#). A good round of applause at the end!
Geretweet door Stefan

How do I get started?

You want:

- Minimal effort? Twitter
- ...to show and explain more? Blogs.
- Career opportunities? LinkedIn. Use the groups, too. Add a blog if you can.
- Maximum recognition? Get involved with other bloggers and tweeps. Especially influentials.

See you online

- @jannekevisser
- <http://jannekevisser.wordpress.com/>
- <http://tedxbinnenhof.com/author/jannekevisser/>
- http://www.linkedin.com/profile/view?id=31615589&trk=nav_simple_tab_profile