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Tales from the Twittersverse

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The public's access to science has historically occurred through traditional conduits of communication such as television documentaries, and media reports. But in the past five years social media has arisen as a means of attracting people who would have never imagined they had an interest in the universe, or in science at all. The results are stunning and unexpected, with millions of people responding to various offerings of the universe made in these media. Twitter and Facebook lead the way, but other internet social media have proven potent as well, including YouTube, Reddit, Google+, and more broadly, the blogosphere. We give first-hand stories and accounts of forays on this landscape and offer suggestions on how such efforts may benefit the long-term health of science in America, by cultivating public support at its deepest levels.

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