

Library Research Week 11-15 May 2015

'Building your online identity'

An introduction

Wiida Fourie-Basson

Media officer & science writer

Faculty of Science, Stellenbosch University

13 May 2015



@scienceSUN

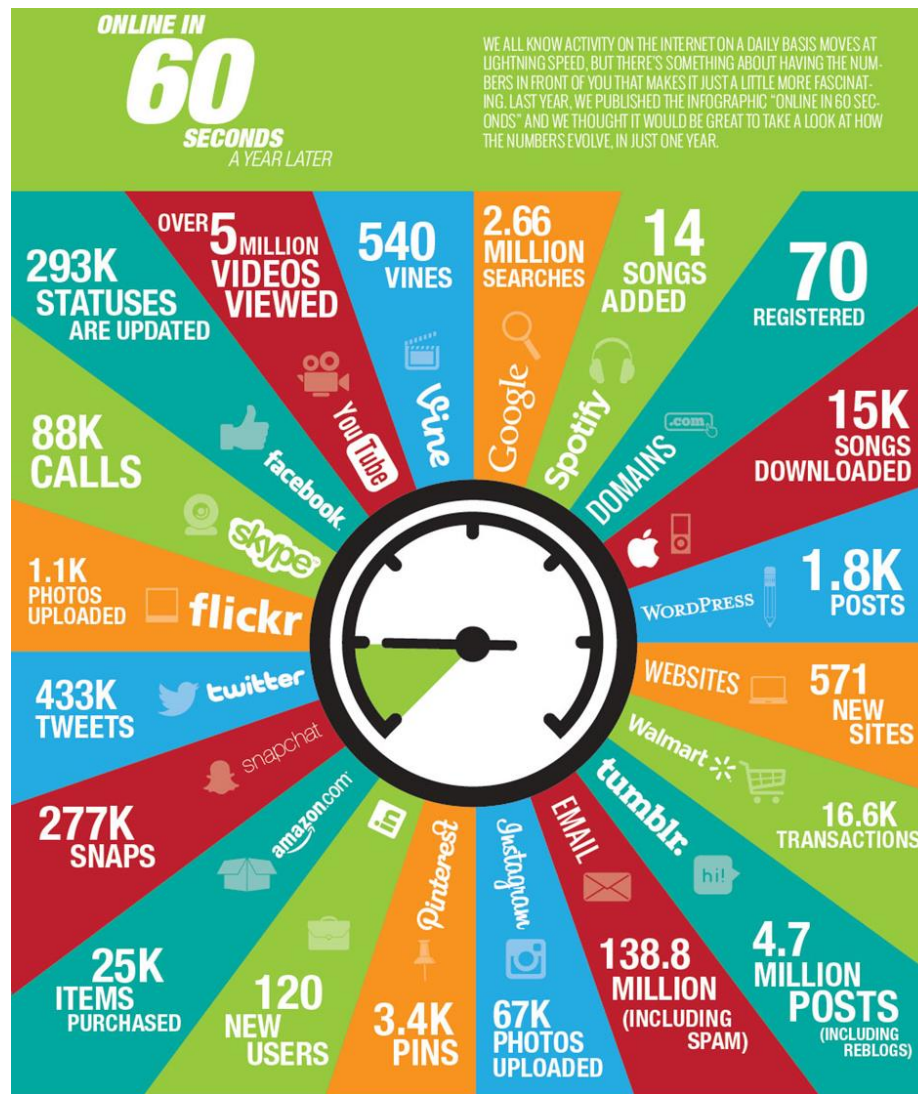


<https://www.facebook.com/StellenboschUniversityScience>



UNIVERSITEIT
STELLENBOSCH
UNIVERSITY

<http://whathappensontheinternetin60seconds.com/>



<http://blog.qmee.com/online-in-60-seconds-infographic-a-year-later/>

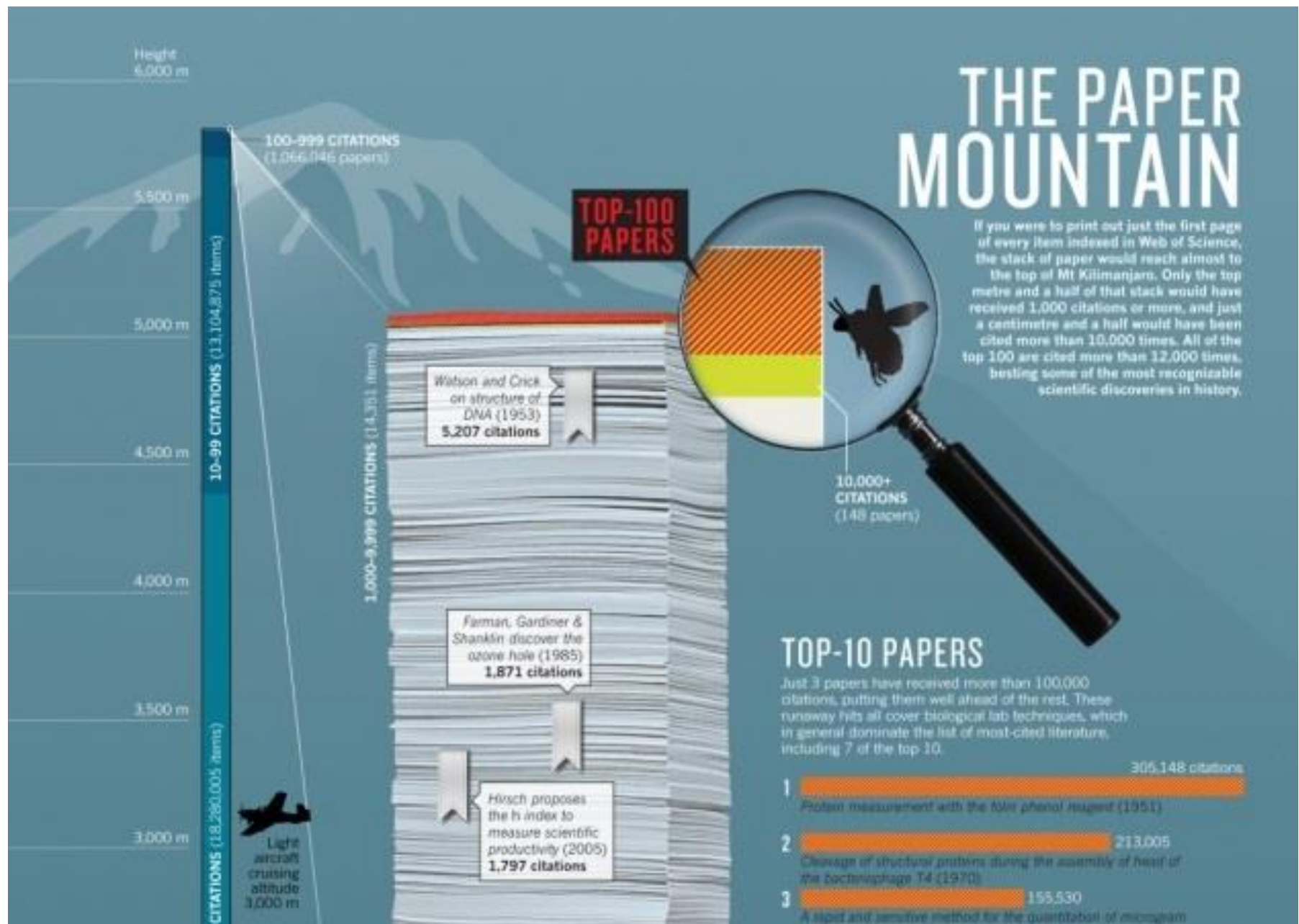
qmee

DATA
www.internetlivestats.com
www.thesocialskinny.com
www.econsultancy.com
www.cnn.com
www.wikipedia.org
www.flickr.com
www.weidert.com
www.linkedin.com
www.tumblr.com
www.guon.com
www.amazon.com
www.scoop.intelmedia.org
www.flickr.com
www.mashable.com

DESIGN BY **NoLimitAgency**



UNIVERSITEIT
STELLENBOSCH
UNIVERSITY



Public health: The toxic truth about sugar

Overview of attention for article published in Nature, February 2012



About this score

In the top 5% of all articles scored by Altmetric

[MORE...](#)

Mentioned by

- 9 news outlets
- 24 blogs
- 615 tweeters
- 23 Facebook pages
- 16 Google+ users
- 1 video uploader

SUMMARY

News

Blogs

Twitter

Facebook

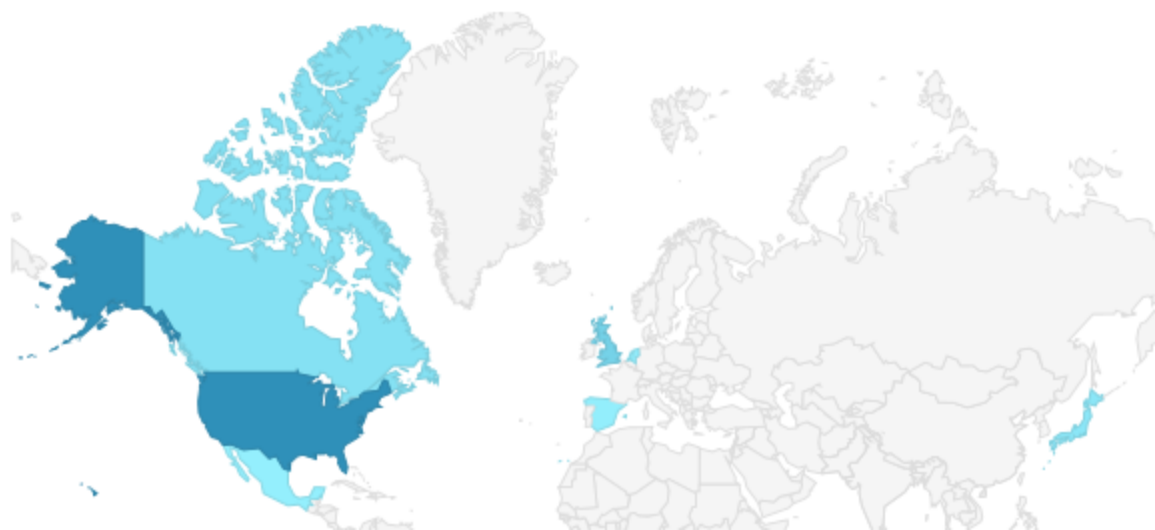
Google+

Video

Article title	Public health: The toxic truth about sugar
Published in	Nature, February 2012
DOI	10.1038/482027a ↗
Pubmed ID	22297952 ↗
Authors	Robert H. Lustig, Laura A. Schmidt, Claire D. Brindis

TWITTER DEMOGRAPHICS

The data shown below were collected from the profiles of **615** tweeters who shared this article. [Click here to find](#)



A 2011 Pew study revealed that seven out of ten people who use the internet have searched for information about other people⁴. Being aware of what is out there about you lets you know what they might find. The functional building blocks of a networked scholar are shown here to the right.

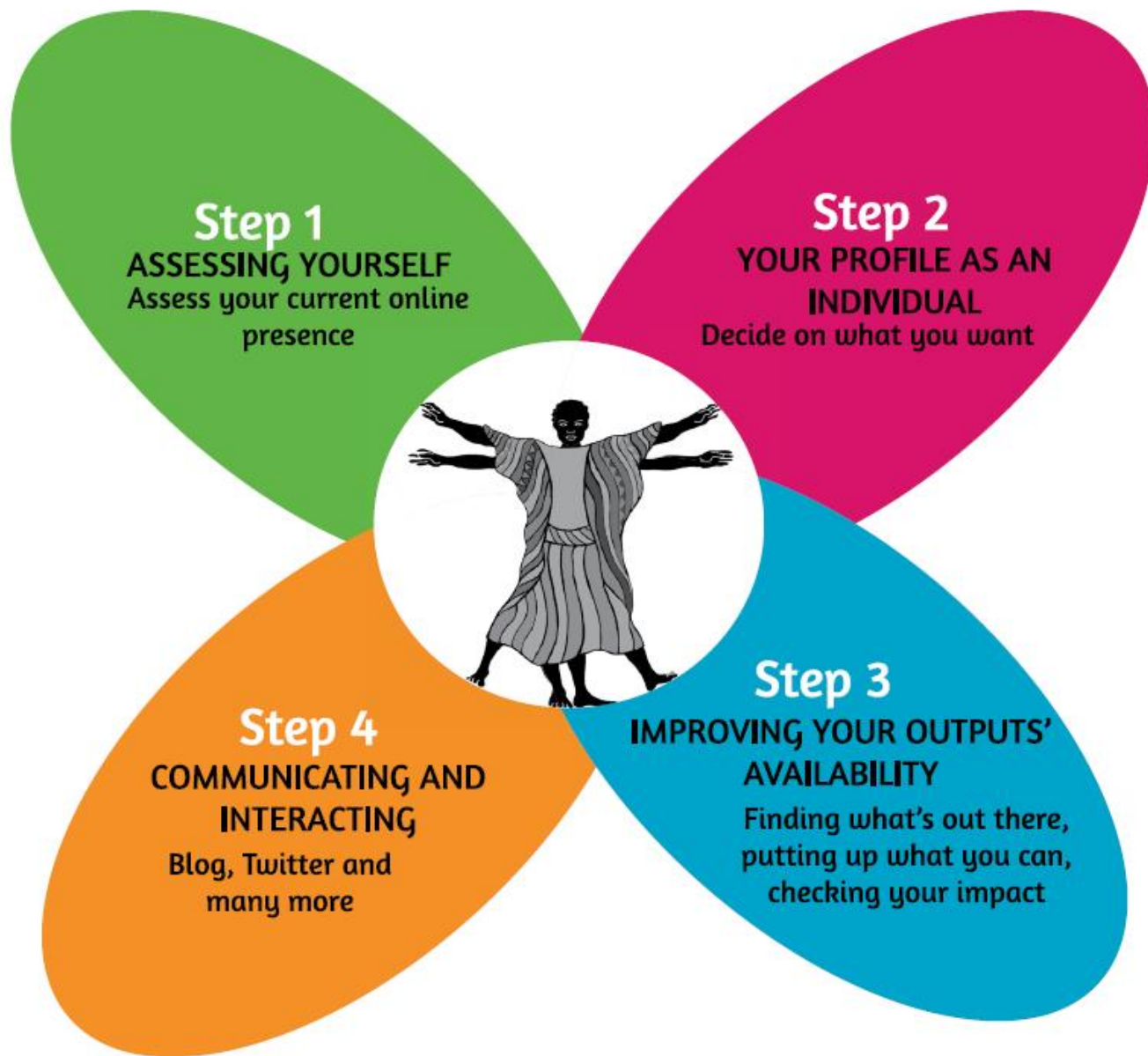
Your digital identity online, defined as 'the extent to which others can identify you online as a scholar', is central. This is why it is critical to become aware of your online presence and to shape and maintain this presence.



Figure 3. Building blocks of the networked scholar⁵

⁴ Pew study results available at: <http://pewinternet.org/>

⁵ Figure adapted from: 'Social media? Get serious! Understanding the functional building blocks of social media', Jan H. Kietzmann, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre. *Business Horizons* (2011) 54, 241—251





About Us ▾

Programmes ▾

Departments & Centres ▾

Research ▾

Community Interaction

Alumni

For Staff

For Students ▾

Contact ▾

All female cast for top awards in chemistry & polymer science

[Read more >](#)



Faculty identity and emblem

The Faculty of Science wants to establish a unique identity by means of a faculty emblem which can be...

[Read more >](#)



Do your homework and network, network,...

Dale Holroyd completed an MSc in Biochemistry (cum laude) in April 2002. Today he is the founder and...

[Read more >](#)



Tribute to SU alumnus Simon Marais

It was with shock that we learned about the passing recently of Dr Simon Marais (50), founder and...

[Read more >](#)



Events

Notices

22 May 2015 Dave Pepler's Science communication...

28 Jun 2015 Maties Science Winter Week

29 Jun 2015 Great War in Africa Conference



Stellenbosch University, F...

Upgrade

Or unlock features for free

For home-grown South African science news, follow me for updates on what researchers what researchers in the Faculty of Science at Stellenbosch University are working on, as well as other interesting science news from Africa.



More

521
views

+0
today



My Stats

My Community



My Curated Topics

My Curated Scoops

My Followed Topics

My Followed Scoops

My Community (32)



Create a Topic

Science 100+

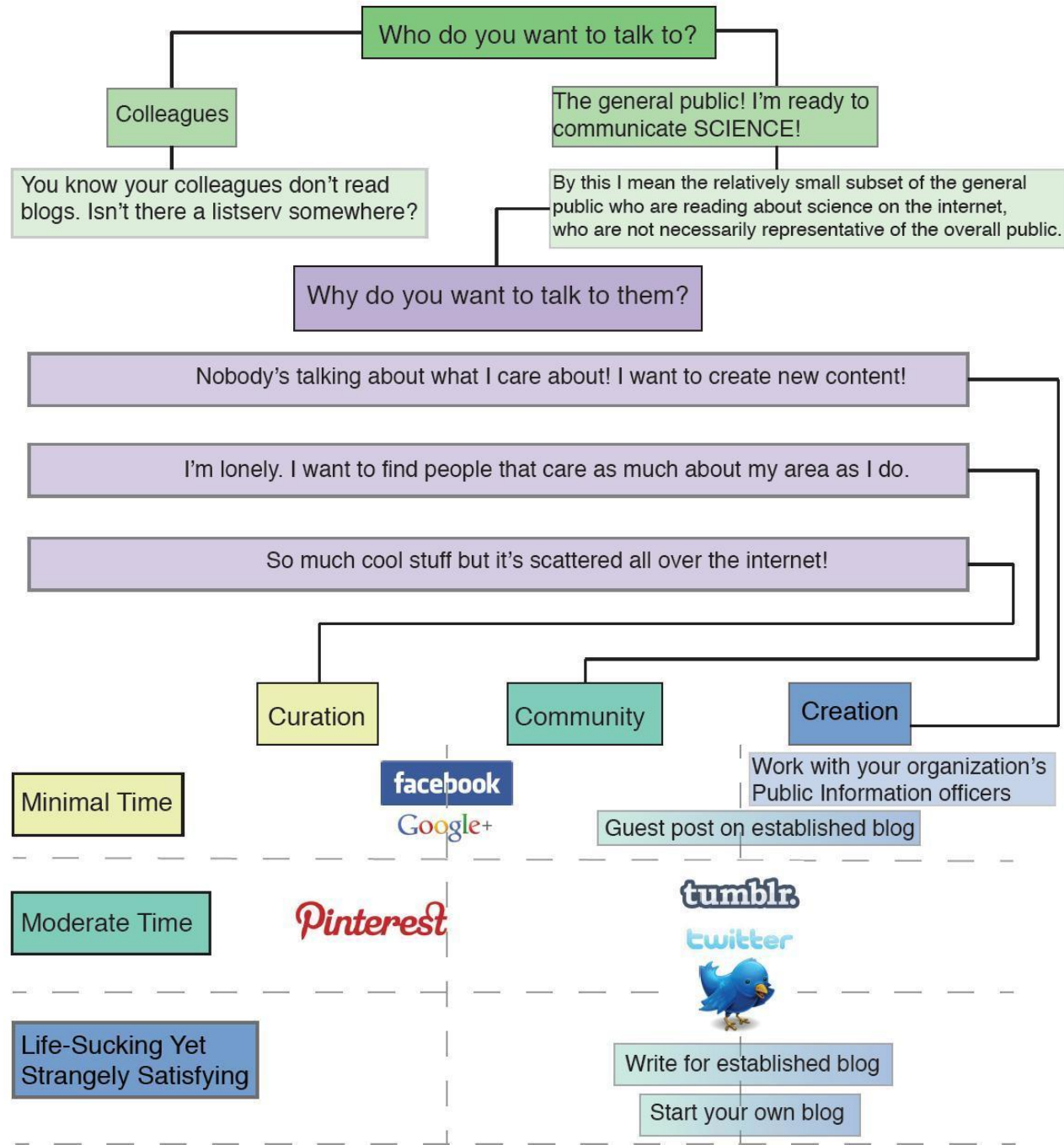
The Faculty of Science at Stellenbosch Universit...

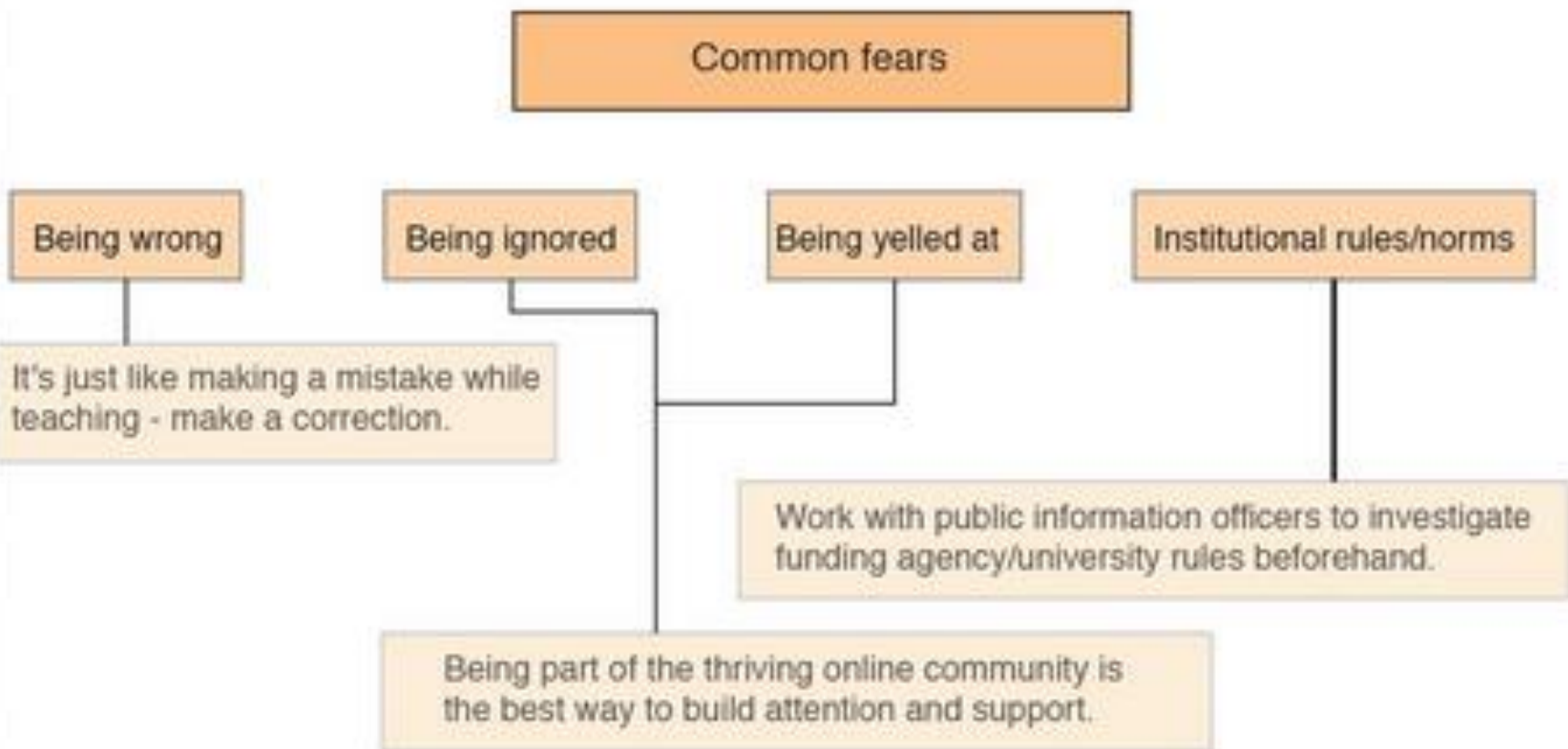


Global change 100+

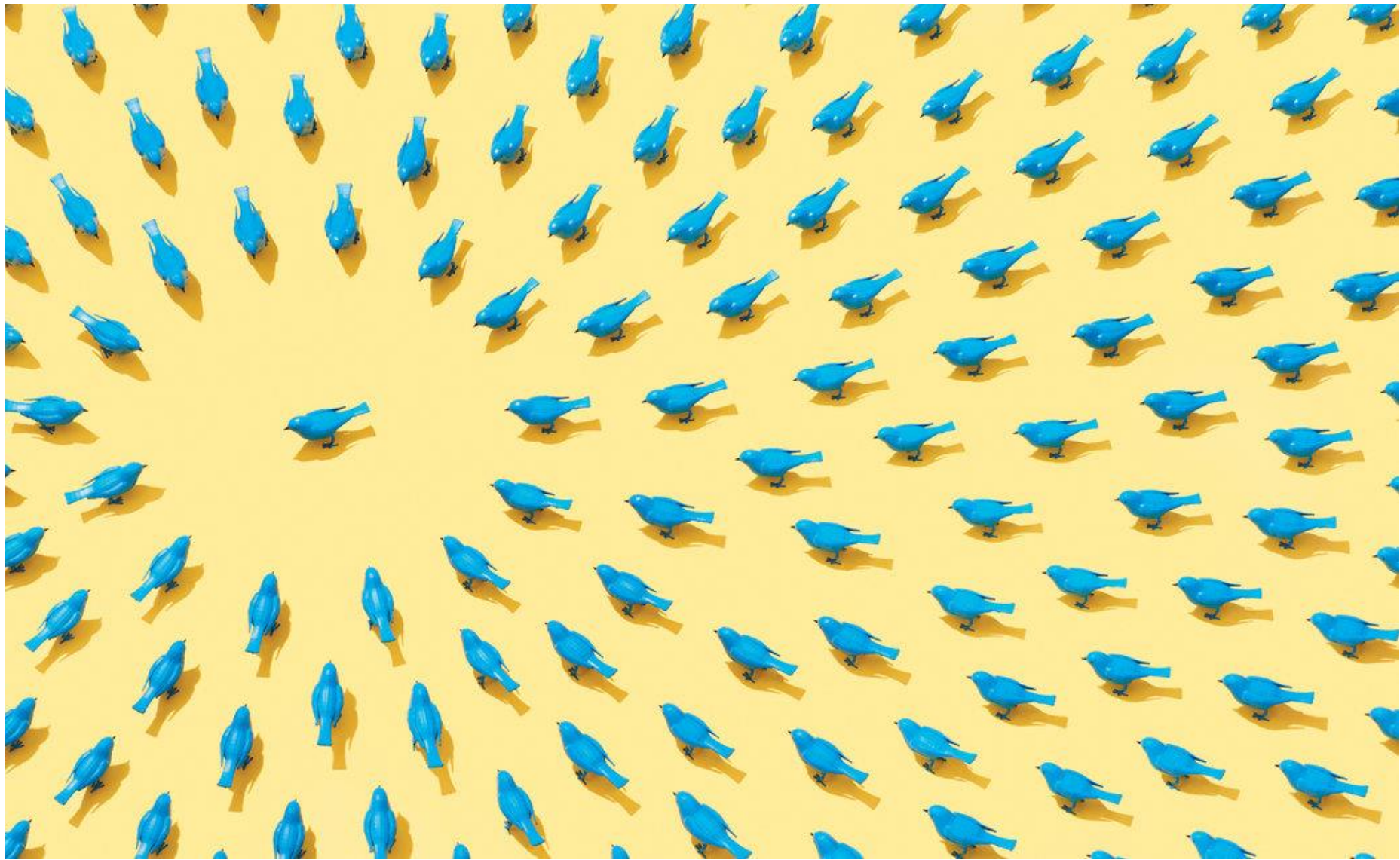


So You Want To Communicate Science Online





Join the Conversation. Have Fun!



http://www.nytimes.com/2015/02/15/magazine/how-one-stupid-tweet-ruined-justine-saccos-life.html?_r=0



UNIVERSITEIT
STELLENBOSCH
UNIVERSITY

7. Justine Sacco

This tweet...



Justine Sacco

@JustineSacco



Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

← Reply ↻ Retweet ★ Favorite ... More

1,834

RETWEETS

797

FAVORITES



9:19 AM - 20 Dec 13 📍 from Hillingdon, London

Screengrab: news24.com

http://www.nytimes.com/2015/02/15/magazine/how-one-stupid-tweet-ruined-justine-saccos-life.html?_r=0



UNIVERSITEIT
STELLENBOSCH
UNIVERSITY



Neil deGrasse Tyson ✓

@neiltyson



Following

On this day long ago, a child was born who, by age 30, would transform the world. Happy Birthday Isaac Newton b. Dec 25, 1642



RETWEETS

79,266

FAVORITES

81,772




5:38 PM - 25 Dec 2014



UNIVERSITEIT
STELLENBOSCH
UNIVERSITY



Neil deGrasse Tyson 

@neiltyson



Follow

Merry Christmas to all. A Pagan holiday (BC) becomes a Religious holiday (AD). Which then becomes a Shopping holiday (USA).



RETWEETS

19,876

FAVORITES

24,613



The top 50 science stars of Twitter

[Read the full story on this list.](#)



1. Neil deGrasse Tyson, *Astrophysicist*

2,400,000 followers [@neiltyson](#)

Citations: 151 K-index: 11129

Total number of tweets: 3,962

Hayden Planetarium, United States



2. Brian Cox, *Physicist*

1,440,000 followers [@ProfBrianCox](#)

Citations: 33,301 K-index: 1188

Total number of tweets: 10,300

University of Manchester, United Kingdom



3. Richard Dawkins, *Biologist*

1,020,000 followers [@RichardDawkins](#)

Citations: 49,631 K-index: 740

Total number of tweets: 19,000

University of Oxford, United Kingdom

Ben Goldacre

4. Ben Goldacre, *Physician*

341,000 followers [@bengoldacre](#)

Citations: 1,086 K-index: 841

Total number of tweets: 47,300

London School of Hygiene & Tropical Medicine, United Kingdom

Phil Plait

5. Phil Plait, *Astronomer*

320,000 followers [@BadAstronomer](#)



| **Paige Brown Jarreau**

| About the blog

| Blog homepage



Updated 9/19/2014 - 110 Awesome Women Scientist Tweeters

[@drkiki](#) - PhD scientist in neurophysiology (171K followers)

[@AstroKarenN](#) - NASA Astronaut (102K followers)

[@DrAliceRoberts](#) - Professor of Public Engagement, Physical anthropologist (67.7K followers)

[@sciencegoddess](#) - Biology Lecturer, Read Science! host (52.7K followers)

[@elakdawalla](#) - Planetary scientist, writer (44.1K followers) **Personal favorite, so well spoken, multimedia tweets*

[@scicurious](#) - PhD in Physiology, now science blogger at Science News (32K followers) **Personal favorite, inspire-er of science*

[@SylviaEarle](#) - Oceanographer (34.2K followers)

[@DrMelanieG](#) - Psychologist (37.2K followers)

[@carolynporco](#) - Planetary scientist (26.4K followers)

[@GrrlScientist](#) - Evolutionary biologist, ornithologist (15.8K followers)

[@AstroKatie](#) - Astrophysicist (14.2K followers) **Personal favorite, always responds to your tweets about astrophysics & more*

[@AmyMainzer](#) - Scientist, Jet Propulsion Laboratory (13.9K followers)

[@arielwaldman](#) - [@NASciences](#) Human Spaceflight Committee, citizen science (23K followers)

<http://news.sciencemag.org/scientific-community/2014/10/twitters-science-stars-sequel>

http://www.scilogsg.com/from_the_lab_bench/in-response-to-the-top-50-science-list/

Print	Publication	Headline	Date	A.V.E.	Page
33033863	MERCURY (First Edition)	Lecturer suspended over his 'racist' SMS	05 May 2015	R7495	p.4
33033941	PRETORIA NEWS	Maties lecturer suspended over race slur SMSed to student	05 May 2015	R4036	p.3
33033954	CAPE TIMES (First Edition)	Alleged racist SMS by Stellenbosch lecturer to student a disgrace that defies belief	05 May 2015	R7659	p.10
33034015	CAPE ARGUS (AM Edition)	Maties lecturer suspended	05 May 2015	R59379	p.8
33035034	CITIZEN (First Edition)	Stellies suspends 'racist' lecturer	05 May 2015	R6043	p.6
33034298	CAPE TIMES (First Edition)	'Swart moer, van die wit boer'	05 May 2015	R21778	p.1
33035950	DAILY VOICE	'Racist' lecturer off duty	05 May 2015	R3641	p.8
33015460	CITY PRESS	Lecturer faces racism charge	03 May 2015	R98836	p.5
33021374	DAILY VOICE	'Suspend the racist lecturer'	04 May 2015	R3342	p.7
Broadcast	Station	Headline	Date	A.V.E.	Audience
33033513	RSG	US lecturer suspended following racism allegations	04 May 2015 23:00	R697	1,905,000
33033514	Kyknet	Racism incident at SU	04 May 2015 21:30	R10400	0
33033918	Kyknet	Racism incident at SU - Repeat	05 May 2015 06:01	R2400	23,529
33033928	RSG	US lecturer suspended following racism allegations	05 May 2015 05:01	R4902	1,905,000

Broadcast	Station	Headline	Date	A.V.E.	Audien
33033513	RSG	US lecturer suspended following racism allegations	04 May 2015 23:00	R697	1,905,0
33033514	Kyknet	Racism incident at SU	04 May 2015 21:30	R10400	0
33033918	Kyknet	Racism incident at SU - Repeat	05 May 2015 06:01	R2400	23,529
33033928	RSG	US lecturer suspended following racism allegations	05 May 2015 05:01	R4902	1,905,0
33034020	RSG	US lecturer suspended following racism allegations - Repeat	05 May 2015 06:03	R13968	1,905,0
33034491	PE FM	Maties lecturer suspended following racist message	04 May 2015 16:00	R642	18,000
33034612	Talk Radio 702/Cape Talk Simulcast	Stellenbosch University lecturer suspended	05 May 2015 05:10	R4165	925,00
33035221	Kfm	Higher Education Transformation Network	05 May 2015 07:01	R23900	975,00
33035337	Good Hope FM	University of Stellenbosch lecturer suspended	05 May 2015 07:01	R3267	650,00
33035338	Cape Talk	University of Stellenbosch racist incident condemned	05 May 2015 07:01	R6606	102,00
33035353	Radio Tygerberg	US lecturer suspended following racism allegations	05 May 2015 07:00	R2208	244,00
33035630	SAFM	Stellenbosch University lecturer suspended	04 May 2015 22:00	R528	532,00
33036059	Cape Talk	Newspaper Headlines	05 May 2015 06:15	R46891	102,00
33036155	PUK FM 93.6	University of Stellenbosch lecturer suspended	05 May 2015 07:00	R254	1,000
33036437	UCT Radio	Stellenbosch University lecturer suspended	05 May 2015 08:00	R440	17,000

TOP SORTBIN

Racism - Topic

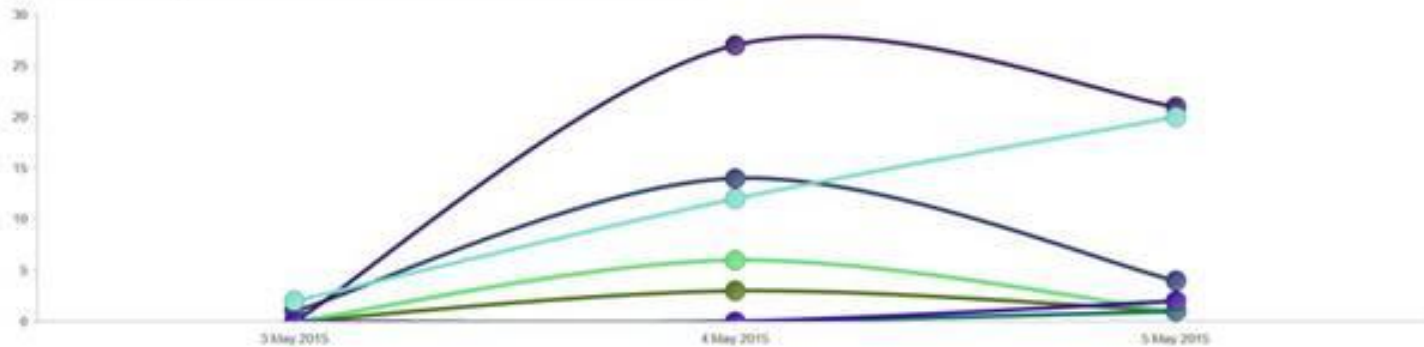
LATEST CLIP

University of Stellenbosch ...



Search Term

Search...



Service

Media Group

Media Type

Media

Media Tree

Region

Favourability

Solicitation

Liked



Search...

Sort

Name

Clip Count

	Western Cape	48
	South Africa	34
	Gauteng	19
	Eastern Cape	7
	KwaZulu-Natal	4
	Limpopo	2
	North-West	1
	Free State	1



Faculty of Science

@scienceSUN

For home-grown South African science news, follow me for updates on what our researchers in the Faculty of Science at Stellenbosch University are working on.

📍 Stellenbosch University

🔗 sun.ac.za/science

🕒 Joined October 2011

📷 45 Photos and videos



TWEETS
979

FOLLOWING
1,323

FOLLOWERS
1,039

FAVORITES
126

LISTS
2

Edit profile

Tweets Tweets & replies Photos & videos



Faculty of Science @scienceSUN · May 11

Weaver ants lift cashew nut yields in Benin trial | @scoopit sco.it/9JBc5x



[View summary](#)



Faculty of Science retweeted



Science Librarian @sienolibSUN · May 8

Distribution and impact of the #alien #anemone #Sagartia #ornata in the West Coast National Park koedoe.co.za/index.php/koedoe...
@scienceSUN #Cape



Faculty of Science retweeted



The Habitable Planet @ACCESS_HP · Apr 20

#HPW18 has been announced!! Want to come join #ACCESS in

Who to follow · Refresh · View all



Magic Bullet @themagicbul... X



Follow Promoted



The SALT Report @SALT_K... X

Followed by SAYAS and oth...



Follow



DotMall.co.za @DotMallDeals X





Follow

[Find friends](#)

South Africa Trends · Change

#studentspend15

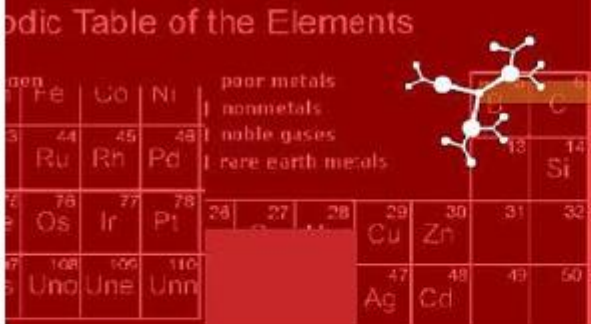

#P1555

SCIENCE CAFE

STELLENBOSCH

DISCUSSION WITHOUT BORDERS

www.sun.ac.za/science



<https://www.facebook.com/ScienceCafeStellenbosch>



https://twitter.com/scicafes_U




WELCOME TO
Stellenbosch University

UNIVERSITEIT
STELLENBOSCH
UNIVERSITY



AFRIKAANS

Search... 

Top Searches 



About us ▾

Faculties ▾

Students ▾

Management ▾

Alumni

Donors

For staff ▾

Dates ▾

Contact us ▾

A-Z

Discourse on science a new addition to Woordfees 2015



Author: Wiida Fourie-Basson

Published: 04/03/2015





WELCOME TO
Stellenbosch University



AFRIKAANS

Search... 

Top Searches 

UNIVERSITEIT
STELLENBOSCH
UNIVERSITY



About us ▾

Faculties ▾

Students ▾

Management ▾

Alumni

Donors

For staff ▾

Dates ▾

Contact us ▾

A-Z

Discourse on science
a new addition to
Woordfees 2015



Author: Wiida Fourie-Basson

Published: 23/02/2015





Stellenbosch University, Faculty of Science added 3

new photos.

March 9 · Edited · 🌐

Aardverwarming is die eerste onderwerp van bespreking by die eerste Science Café Stellenbosch US Woordfees . Gryp iets om te eet by die Khaya Kafee en 'n lekker wyntjie by Jakkalsvlei en kom gesels saam onder die bome. Ons begin 19:30 en toegang is gratis Stellenbosch University Department of Botany & Zoology - Stellenbosch University Monitor en Spektrum Straatlig



64 people reached

Boost Post



Stellenbosch University, Faculty of Science added 3 new photos.

March 11 · 🌐

Great turnout and vibe at last nights Science Café Stellenbosch Stellenbosch University @Woordfees2015 with though provoking comments on climate change and us humans by @Dave Pepler, Guy Midgley, Oonsie Biggs and Jurie van den Heever



228 people reached

Boost Post

Like · Comment · Share





<https://www.facebook.com/ScienceCafeStellenbosch>



https://twitter.com/scicafe_su

https://twitter.com/scicafe_SU

https://www.facebook.com/ScienceCafeStellenbosch?fref=ts&ref=br_tf



Stellenbosch University, Faculty of Science shared
Science Café Stellenbosch's post.

May 7 at 8:34am · 🌐

Will keep you posted on the next Science Café Stellenbosch on 17 June -
Battle of the GMO's coming up!



Science Café Stellenbosch added 8 new photos — with Jeroen Van Der Merwe and 2 others.

Great crowd at last night's #Science #Café & especially welcome to Prof George Claassen's BPhil #Journalism students - interesting comments about how ...

[See More](#)

Twitter handles & hash tags

@StellenboschUni	@maties
@Matiesstudents	@noxthelion
@Matieslaw	@KristianPhys
@NSC_stellies	@MatiesCompSci
@scienceSUN	@Skroon
@scicafe_SU	@magsblackie
@alchemus	@CSIROnews
@Invasionscience	@CSIR
@SasjaSA	@dstgovza
@scibraai	@UCT
@sugeography	@AIMSacza
@MG_science	
@scientist_kenni	
@Afriscience	
@scienceLibSUN	
@marinajoubert	

- #Tips4newmaties
- #Likeamatie
- #science
- #climate
- #chemistry
- #research
- #health
- #globalwarming
- #DevResearch
- #scicomm
- #RealTimeChem
- #DayInTheLifeofAScienceJourno
- #scicomAfrica
- #maths
- #microbiology
- #physics



Thank you!
Questions?