



Science Blogging: The Essential Guide

From Yale University Press



Science Blogging: The Essential Guide From Yale University Press

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.

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Editorial Review

Review

“This collection of essays and tips, wisdom and insight on science blogging should be considered a must-read. From its all-star editors to its remarkable contributors, *Science Blogging: The Essential Guide* offers a range of information suited to everyone from those curious about starting a blog to practitioners looking for ways to improve. The word ‘essential’ is often overused but in this case, it suits perfectly.”—Deborah Blum, Director of Knight Science Journalism Program at MIT and author of the *Poison Pen* blog for the *New York Times*

(Deborah Blum)

“Want to learn how to launch a blog, nurture an audience, and—gasp—get paid for it? Read this book. Everyone, from neophyte to veteran, will learn from the Who’s Who of science blogger contributors.”—Ivan Oransky, cofounder of Retraction Watch

(Ivan Oransky)

“Once upon a time, science blogging was imagined to be a distraction from the serious business of Real Journalism™. Now it *is* journalism, and much more besides. This new collection offers a well written, rigorous, and timely atlas to its diverse approaches and best practices. Aspiring and veteran bloggers alike, take note: good stuff here.”—Thomas Levenson, MIT Graduate Program in Science Writing, and author of *The Hunt for Vulcan*

(Thomas Levenson)

“Like the medium it covers, *Science Blogging* is by turns pragmatic, charming, wide ranging, and sharply argued. This is the guidebook science blogging deserves, and that every science blogger needs to read.”—Thomas Hayden, coeditor of *The Science Writers’ Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age*

(Thomas Hayden)

“[*Science Blogging*] offers practical advice on such matters as ‘blogging about controversial topics’ and ‘persuading the unpersuadable.’ For example: Always link to the relevant research, avoid ‘muppet flailing’ (excessive fervor, I gather) and ‘don’t let the trolls get you down.’ Words not just to blog but to live by.”—James Ryerson, *New York Times Book Review*

(James Ryerson *New York Times Book Review*)

“An important and valuable guide for aspiring science writers of all stripes . . . approachable and insightful.”—Andrew David Thaler, *Science*

(Andrew David Thaler *Science*)

About the Author

Christie Wilcox blogs at *Science Sushi*, hosted by *Discover*. **Bethany Brookshire** writes *Scicurious*, hosted by *Science News*, and *Eureka! Lab*, hosted by *Society for Science & the Public*. **Jason G. Goldman** has written blogs for *Scientific American*, *Conservation Magazine*, *Earth Touch News*, *io9*, and more.

Users Review

From reader reviews:

Jeremy Smith:

This Science Blogging: The Essential Guide book is simply not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is usually information inside this reserve incredible fresh, you will get data which is getting deeper you actually read a lot of information you will get. This kind of Science Blogging: The Essential Guide without we recognize teach the one who reading it become critical in pondering and analyzing. Don't become worry Science Blogging: The Essential Guide can bring if you are and not make your bag space or bookshelves' turn into full because you can have it in your lovely laptop even mobile phone. This Science Blogging: The Essential Guide having fine arrangement in word in addition to layout, so you will not feel uninterested in reading.

William Coker:

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Allison Carson:

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