

Scitable: A Social Network for Science Education

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Today

- Motivations for Scitable
- History and Lessons Learned
- Thoughts on Social Networks for Serious Endeavors

About Nature Publishing Group

- *Nature* founded in 1869
- *Scientific American* founded in 1845
- 70+ journals in the life, physical, and clinical sciences, all leaders in their field
- Recent expansions into scientific communication, digital science tools, and education



Why NPG and Science Education?

1. Crucial to solving key 21st century global challenges
2. Underserved space worldwide
3. Must be aligned with the goals of scientific research

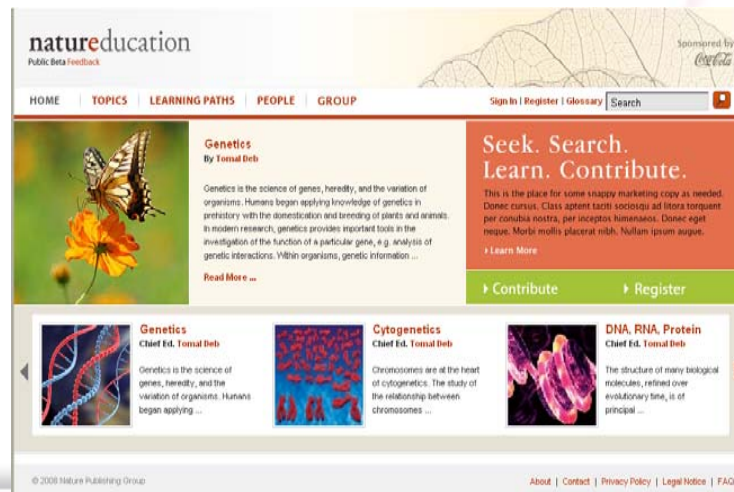


Key Enablers

1. High quality content / curriculum
 2. Technology-based teaching/learning tools
 3. People
- Safety
 - Equity
 - Infrastructure
 - Career Opportunities

Scitable: A Collaborative Learning Space for Science

- Continually growing library of scientist-authored, peer-reviewed learning content
- Suite of classroom and personal learning tools
- Network of committed mentors, teachers, students, and lifelong learners



History

- Launched in 2009
- Steady growth, currently more than 300,000 active users
- First corporate sponsors 2009
- Went fully mobile in 2010
- Next step: controlled crowdsourcing

Lessons Learned

- Social networks can create a global classroom but not without moderators
- Scale is a challenge for serious activities
- High quality information is valued

Thoughts: Leveraging Social Networks for Science

Participation Return on invested effort

- Time is capital
- The more serious the better

Productivity People vs. structure

- Tools rather than controls

Impact Collaboration not communication

- From letters to open innovation to folding to ?
- Non-experts, non-traditional labs, combined creativity