



UK Ocean Acidification

Athena Drakou



Knowledge Exchange and Communication

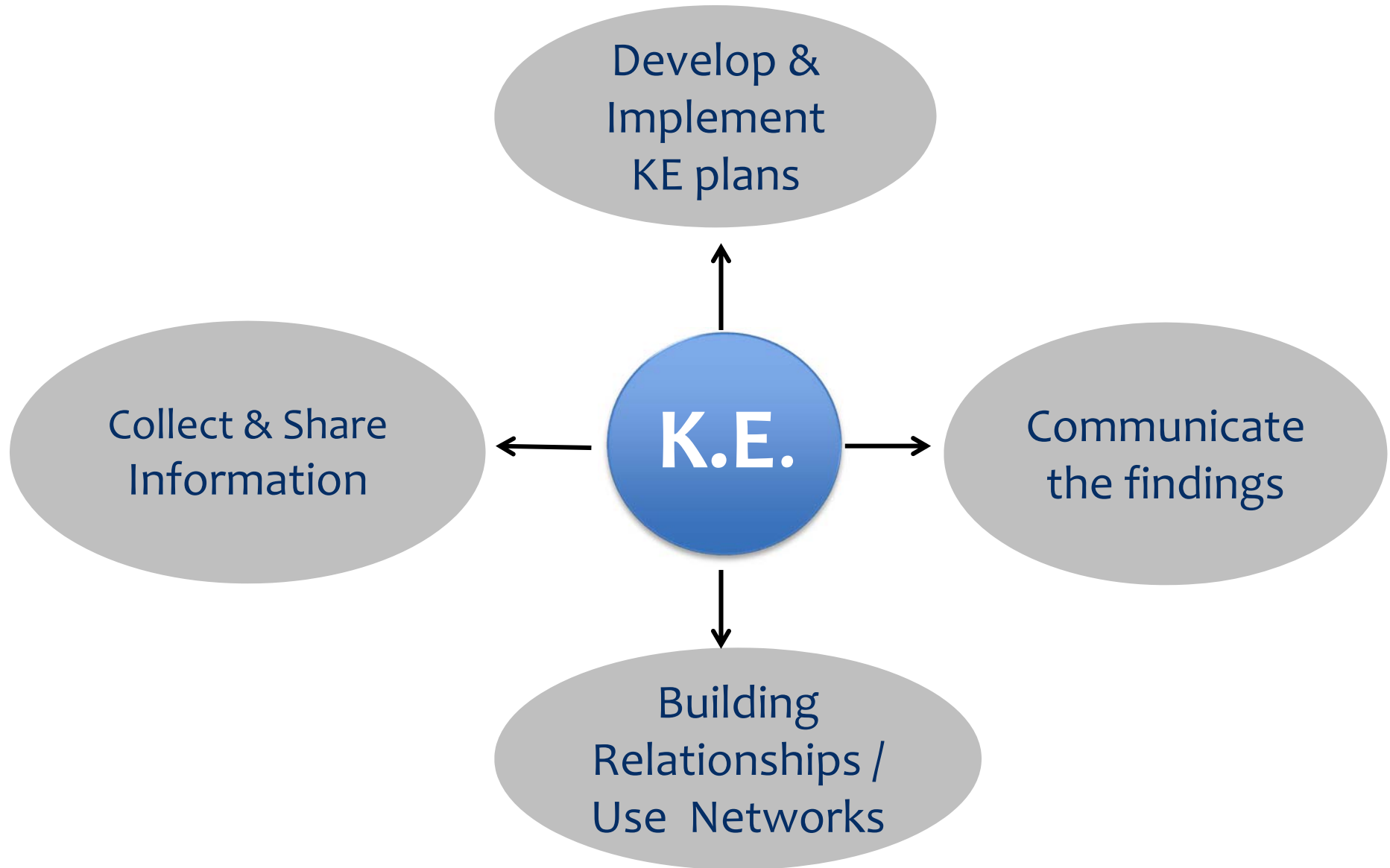
3rd Annual Science Meeting - UKOA
July 2013, St. Andrews

Athena Drakou

@surfaceoa

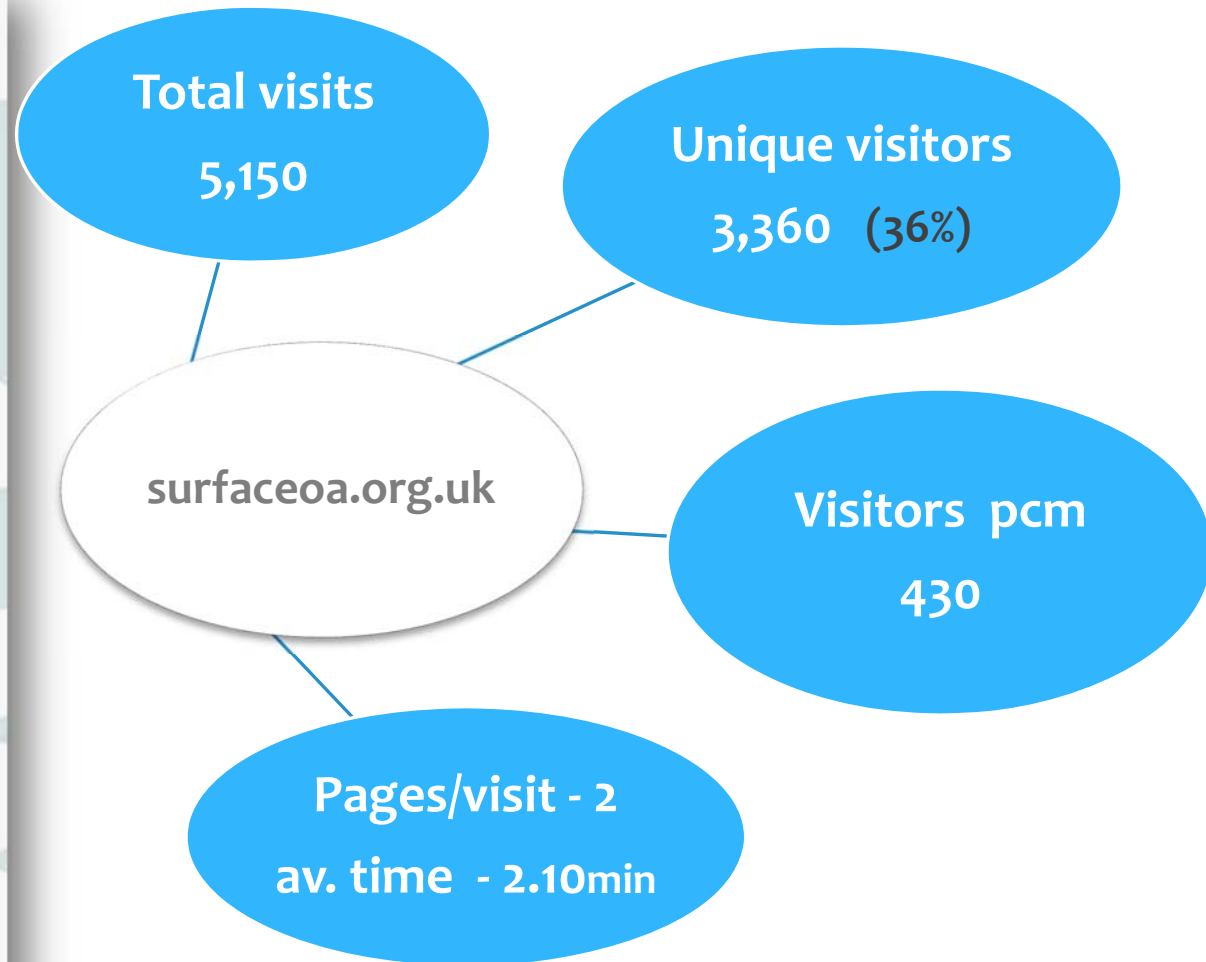
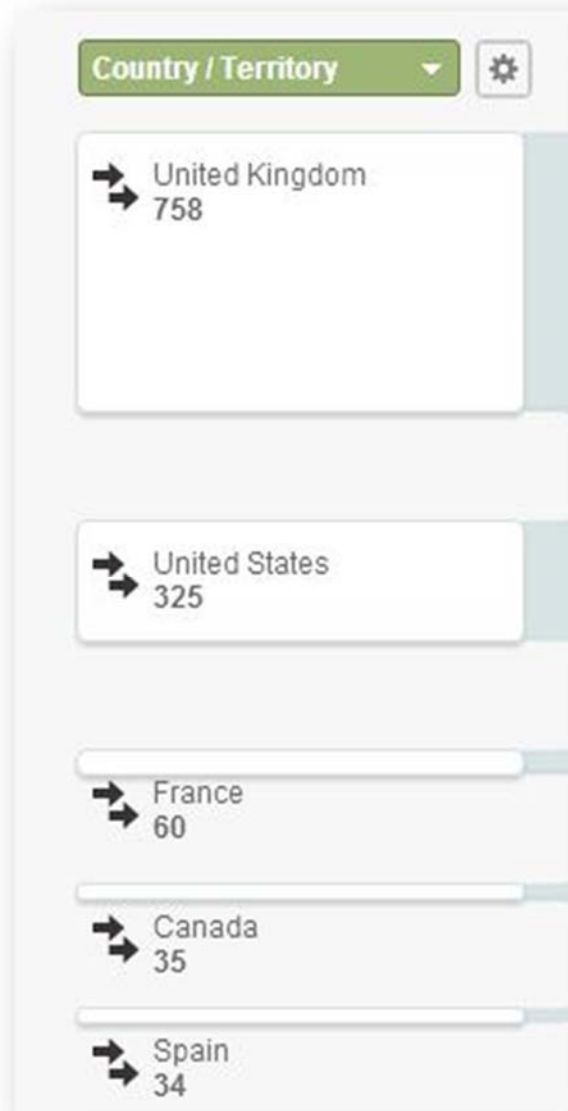
a.drakou@soton.ac.uk

A & O



.....since the last time

Website - Primary mechanism for information dissemination & communication



Source: Google Analytics

From Arctic to Antarctic

www.arcticoacruise.org

www.antarcticoacruise.org.uk

Two Cruises

Two Websites



Photo: Jeremy Young

The Cruises



More than...

- ✓ 50 posts
- ✓ 120 images
- ✓ videos

- Content covered included
- ✓ the range of science being undertaken,
 - ✓ logistic aspects,
 - ✓ places visited and wildlife encountered,
 - ✓ aspects of the social life on the ship.

Cruises Numbers



Visits: 4279
~ 130 daily

Visits: 5298
~ 135 daily

Unique Visitors
1286

Unique visitors
1965

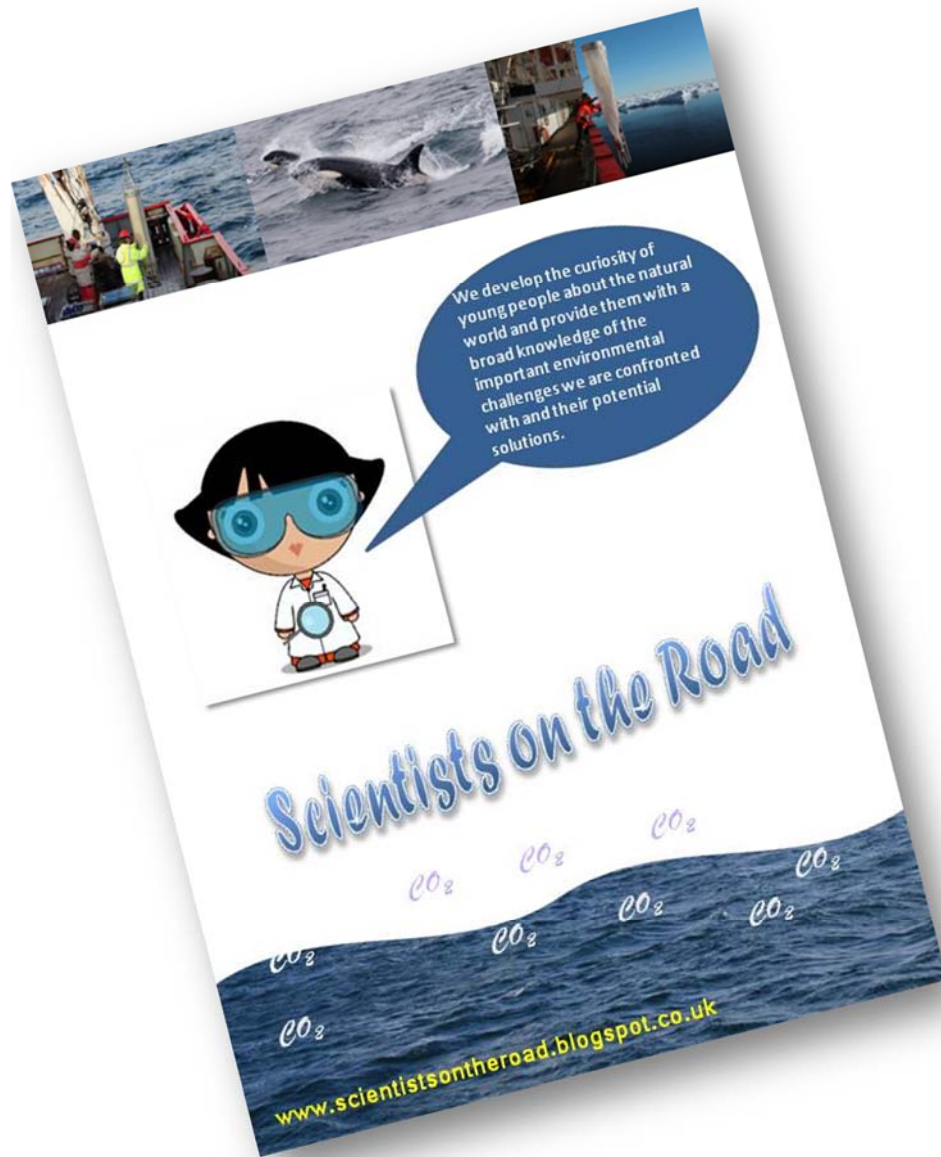
Pages/visit
2.85

Pages/visit
4.23

Facebook 36
Twitter 24

Facebook 85
Twitter 82

Scientists on the Road



- Engaging with Students
- Providing workshops at schools
- Hands-on activities at science events and festivals

www.scientistsontheroad.blogspot.co.uk

Public Engagement

our little.....



Experiment.

- ✓ Ocean and Earth Day – NOC, 23 March 2013
- ✓ The Big Bang Near Me @Bournemouth and Poole, 5 July 2013
- ✓ Winchester Science Festival, 20 July 2013



<http://youtu.be/7OZBLoVk3vA>



Photos : Barry Marsh & Athena Drakou

Future Plans

- ✓ Disseminate scientific findings to stakeholders
- ✓ Workshops at schools
- ✓ Participation in science events





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Thank you !


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