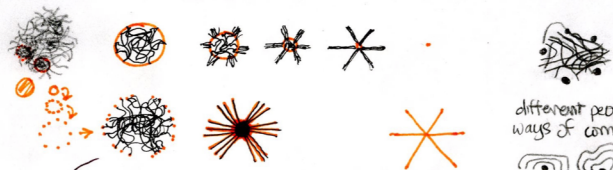
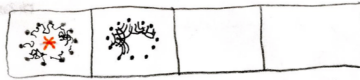


**CONVERSATION**

Science and the web intersect in all kinds of ways.



different people have different ways of communicating

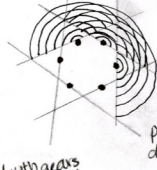
and over the web, different kinds of communication can end up a bit tangled.

Science has the same meaning to everyone, gives everyone the same understanding of the world.

coming from same place

coming from the same place - the shared experience of conducting, sharing, and consuming meeting in person

and even though only some of the participants are at the conference (talking face-to-face), all of the participants are coming from the same place - the common experience of conducting, sharing, and consuming science online. → **EQUALITY**



when this kind of thing happens with communication about science, the content created doesn't always present the most accurate depiction of the world.

so when this content is communicated to us, it doesn't always give us the best understanding of how the world looks.

end with gears turning around zooming out to illuminate world

world doesn't always look the way it's supposed to look



relationships are built through conversation

as we zoom out to see more people (dots) and the fractal circles grow bigger, more dots included in circles → understanding of the world that's able to be understood by more people → **everyone's voice**

dots are evenly spaced, so when zoom is complete, circle will be uniformly black → **'people-based communication'**

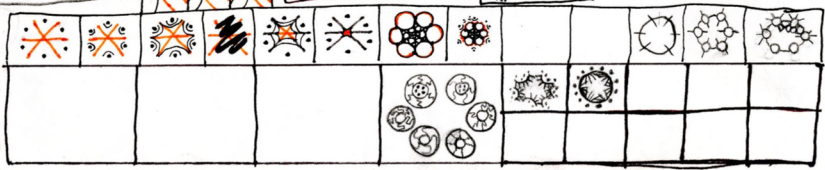
conference - build ways science can be understood by as many people as possible

directly connect vs directly communicate

turn the mind understand each other - fit together work together - gears



as the community continues their conversations online throughout the year, the relationships between them grow into collaborations that would not have been previously possible. The collaborations facilitated by SciOnline develop into projects designed to make better communication abt. good science accessible to everyone online.



- web
- threads
- tangled
- weave/woven
- net
- networks
- tie
- hole
- fabric
- saw (saw the seeds)
- cultivate

connections → conversation

→ build community better communication

connect world → understand world, but connection doesn't necessarily mean understanding



CONVERSATION (in person) COMMUNITY (online) COLLABORATION (communication)

relationships built through structure

collaboration is a meaningful structure that can communicate well with each other on structure or trust

creates a whole that is meaningful

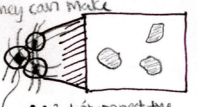
intersection of science and the web

get tangled



hard to see what's good science + hard to find good communication

at many intersections, science and the web don't make the best whole they can make



don't connect the dots into best whole

SciOnline knows best communication comes from people

steps in all different directions

identify what's most important to community

structure it into most meaningful way → when people connect in person, best whole is built

threads are woven → threads are woven into networks

create webs

that way, when people connect face-to-face, the relationships are built around relevant issues structured to be as productive as possible

but the conversation isn't just about the people in the room (inner circle)

450 people at conference, 4500 people participating by using conference meetings

the goal of the conferences is to amplify the community by adding people to the conversations about building better communication

the more people participate the better communicators can understand how to communicate with more people!

writing the whole community

what web looked like before SciOnline

how the communication looks/is structured w/o SciOnline

how communication looks/is better structured w/ SciOnline

show results of that communication

how web looks like with SciOnline

SPIN UPWARD

zoom in all the way

zoom out

END WITH WORD

learn rules and dynamics major understanding of network

COMMUNICATION

find the best understanding

bring benefits of those relationships to greater community

leave conversation meaningful

fundamental energy of community

by enabling relationships to flow into collaborations and projects that would not have been previously possible

the collaborations made possible by SciOnline produce projects that enable better online communication about good science

that way, the greater community benefits from innovative new ways to learn about our world that are available to anyone on the web.

