

ESO/ESA/IAU/Excellence Cluster 'Universe'

Astronomy Communication Seminars

— Monthly half-hour seminars about contemporary issues in astronomy communication

8 April 2008

14:00-14:30

ESO Auditorium



The New Media Tsunami: Managing the Content Flood

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Abstract: Thanks to the Internet, the number of content providers has exploded, and it sometimes feels like the number of ways we can find out about science, news, and even silly celebrity gossip has reached a point where any of us could spend all day — everyday — just trying to keep up with what is new online and relevant to our profession.

To try and get this digital content storm under control, we need to adopt strategies to handle content that save us time, and don't alter our workflows. It is a war — us versus the content — and to win we must arm ourselves with aggregators and a battle plan. In this talk a technique for preventing New Media and email from consuming your life will be presented.

