

## Effectively communicating science from the deep

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Deep-ocean exploration and science are being communicated more than they ever have, and yet, for most of humankind, the deep ocean is still majorly seen as “deep, cold and dark”. This perspective is driven by the type of and way information about the deep ocean is communicated to the general public, and often causes fear and lack of interest. With threats to the deep ocean increasing rapidly, more needs to be done to not only engage a larger portion of society, but also to ensure that they care. Although books and television have traditionally been the workhorses of science communication, an estimated 40-70% of people globally are getting their news from social media, indicating a science-communication renaissance is upon us. Twitter allows the quick digestion of information through 280 characters with videos or photos. Instagram is a more visual medium, allowing the sharing of photos or videos with 1-2 paragraphs, whereas TikTok is the latest cool kid on the social block with video stories. Science can also be shared with the public through art, public talks, and podcasts. Through a round-table format, invited speakers, who contribute greatly to deep-ocean science communication, will share their experiences and engage with the audience through Q&A. We hope to address questions such as: Should deep-ocean scientists be dedicating more time to communication? What can we do to change how the deep ocean is perceived by the general public? Which platform is best for communicating deep-ocean science?