

Stories from the Arctic field

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I will discuss my experience co-ordinating a range of communication activities for a multi-university research programme called Methane in the Arctic: Measurements and Modelling. The project included ground- and aircraft-based fieldwork in the European Arctic, as well as computer modelling. Our communication activities included: our own field blog (www.arcticmethane.wordpress.com), which was syndicated to the Scientific American Expeditions blog; writing articles for other blogs with a wider audience than our own; use of twitter; and podcasting our field work. The grand finale to our communications work was a live event at a science festival, in which we took the audience along with us on a recreated research flight, complete with a life-size mock up of a section of our research aircraft. I will discuss my experiences of these forms of communication, and give an evaluation of their successes and failures.