



## **A decade of “Geomorphology Rules” for science outreach: Persisting through the Trumpocene**

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Given the rapid influence and power of social media in communication and politics, assessing impact of science news is important. Over many years, I have curated a Facebook platform called “Geomorphology Rules” to extend my reach beyond the traditional classroom. When I first started this public page to complement my lectures with regular posts about landscapes and links to research articles, related news and educational content, I underestimated the enthusiasm of participants from around the globe (followers >117 k, posts reaching 2-6 million people). Reflecting on our posted content and the various interactions over the years yields insights about what will “go viral” and the topics that promote public commentary and dialogue. Due to the recent escalation of pseudoscience, “fake news” and widespread rollbacks of environmental policies during the Trump administration, I have shifted some of my programmed content to actively promote geoscience knowledge and foster engagement in discussions. I also directly address ethics in context of the current politics, despite criticisms that scientists should be apolitical. Some unexpected topics that have drawn together a wide range of commenters include: my educational philosophy and ethical pledge (the “pinned” post on the page); rock stacking; water privatization; hurricane emergency response in Puerto Rico; apple core and waste disposal in the great outdoors; selling off public lands; the value of parks, wilderness and dark skies; maps and geopolitical boundaries (e.g., Pakistan v. India); and women and minorities in STEM. Topics related to anthropogenic global warming and disasters remain of broad interest, and attract the attention (and disagreement) of “internet trolls” and harassers who otherwise do not follow the page. This presentation will include some surprising examples of how moderated threads and humor can help address stereotypes, promote best practices, diffuse knowledge, enable direct dialogues among experts and citizens, and spark philosophical introspection and activism. Because social media platforms reach so many people, it is perhaps a strategy for the ultimate democratization of education and communication. But it remains an open question whether outreach practices are valued by the science community, the professoriate and administrators.