

Compendia American Society for Microbiology 2011 Meeting Twitter Analysis (p.2)

Table 3. Most Shared Links

| Links shared most | No. | |
|---|-----|--|
| http://bit.ly/m8xuVT | 27 | ASM Live 2011 |
| http://bit.ly/Yku1V | 25 | Too pretty to be a microbiologist |
| http://t.co/68raskR | 9 | Ten things not to do at a conference |
| http://www.twiv.tv | 7 | Identifying viruses within individual bacteria |
| http://t.co/Zz8sbve | 6 | microBEnet is the online destination for microbiology resources. |
| http://bit.ly/ma7pXc | 5 | Video archive of live interviews at the conference |
| http://t.co/FZzkP8K | 5 | Bacteria maybe what initiate hail stones |
| http://is.ad/CJseWG | 4 | Microbiology as art |
| http://t.co/z1JE185 | 4 | An article in the Scientist asking if rules of evolution should evolve. |
| http://t.co/Na6UbwC | 4 | Link to Nancy Moran's lab. She is referred to as a scientific hero/heroine |
| http://www.microbeworld.org/twim/ | 4 | This Week in Microbiology (TWIM) is a new podcast about unseen life on Earth |
| http://bit.ly/JCCvIT | 4 | Mice study presented by Traci Testerman, providing evidence for a role of H.Pylori and Parkinson's disease |
| http://bit.ly/kci4ws | 4 | Some genes needed by the immune system might have been 'entrusted' to microorganisms. |
| http://twitpic.com/51ywnj | 4 | Cartoon |
| http://tinyurl.com/3cayory | 4 | Genomic and social network analysis team up to solve disease outbreaks |

Table 4. Most Shared Hashtags

| Hashtags shared most | Total | Context of hashtags |
|----------------------|-------|--|
| #rant | 24 | Highly retweeted item 'Too pretty to be a microbiologist' |
| #FF | 18 | Follow Friday |
| #NOLA | 12 | New Orleans |
| #openscience | 10 | Gilbert: calls for everyone to release their Metagenomic data and metadata openly for all to use |
| #MicrobiologyMovies | 10 | Movie title parodies with a microbiology theme |
| #genomics | 9 | |
| #microbiome | 8 | Gut microbiota probably contribute to obesity, |
| #fb | 7 | Share to Facebook |
| #bacteria | 7 | Various posts related to data becoming available about microbes that live in the human body |
| #microbiology | 7 | |
| #XMRV | 6 | Post revealing Lujo virus - which causes hemorrhagic fever |
| #undergraduate | 6 | Joke about life as a scientist |
| #graduate | 6 | Joke about life as a scientist |
| #TWIM | 5 | Today with Microbiology Podcast |

Compendia's Expert Summary

Among the many shared conversations happening on Twitter, the most enticing news are the ones which are initiated by one or two meeting participants, and then re-shared by other conference attendees. This practice is called "re-tweeting", frequency of which we monitored to find the most shared news at the conference. Some of the top news shared and sample posts featuring the news appear below:

1-Sequencing of microbial genomes takes center stage in understanding microbes:

"FDA plan to sequence 400 genomes and metagenomes in 2011" and "How science changes: Miller analyzed 60+ genomes as one chapter in her PhD thesis". The word cloud prepared using the collection of twitter conversations also testifies to the high level of interest in microbial genome sequencing.

2-The scale of microbial life that is yet undiscovered is very large: "Greater than 99% of vertebrate viruses remain to be discovered", and "when we finally understand microbial diversity it will make astronomy look like a pathetic science"

3-Potency of anthrax should a mass contamination occurs: "Worst case scenario for anthrax on attack on DC—300km² covered, 1-3 million deaths", and "In theory .8kg anthrax spores more than enough 2 kill world. In practice, 3.5 kg spores over 1 sq km only infect 1/2 of population"

4-Newly discovered means by which microbes effect our world: "Bacteria creates hail stones: study presented at #asm2011" and "Stomach bug may be linked to Parkinsons"

5-Power of sequencing and social networks for generating results for public health: "Genome sequencing plus social networking could help solve disease outbreaks, says researchers <http://tinyurl.com/3cayory>"

6-Microbes as a complement of human immune system: "Some genes needed by the immune system might have been 'entrusted' to microorganisms."

7-Other popular conversations centered around promoting "open science"

Life science companies present at the meeting also took advantage of Twitter conversations to promote their products and services and to invite attendees to visit their booths for give away, and product demonstrations. Among the most active companies were:

- 1-Thermo Scientific** promoting their microbiology reagents and incubators
- 2-Reinshaw Diagnostics** promoting their RenDx™ RUO System for multiplex analysis of DNA and RNA samples (<http://www.renishawdiagnostics.com/en/renDX-ruo-benefits-and-application-areas--14670>)
- 3-Carestream Molecular** showcased their small animal, as well as gel and blot imaging equipment.
- 4-Sterling Ultracold** featured their Stirling Shuttle portable Ultralow freezer
- 5-idiDNA** showcased their PrimeTime Pre-designed qPCR Assays
- 6-Remel** promoted their culture media and a website dedicated to initiate conversations with microbiologists (www.remel.com/asm)

Additionally, it should be noted that the American Society for Microbiology does much in the way of social media to encourage engagement at the conference and year round, and working with them would be a good way to reach microbiologists. Analysis of the frequency of posts shared by each meeting participant usually offers a good indication of scientists influential in the field. In the case of ASM2011, the winner was clearly Jonathan Eisen (using Twitter handle "phylogenomics"), an Evolutionary biologist, microbiology & genomics researcher at University of Davis. Other indications of Dr. Eisen's influence are the number of his Twitter followers (5890) and his impressive Klout Score (70). Biotech companies looking to find an ally within the microbiology community can greatly benefit from forming positive relationships with influencers like Dr. Eisen. A list of all of the ASM2011 Twitterers, with Klout scores for the top 100, is available from Compendia, visit <http://compendia.com/compass> for more information.