

THE USE OF TWITTER IN SCIENCE DISSEMINATION: RECONTEXTUALISING KNOWLEDGE

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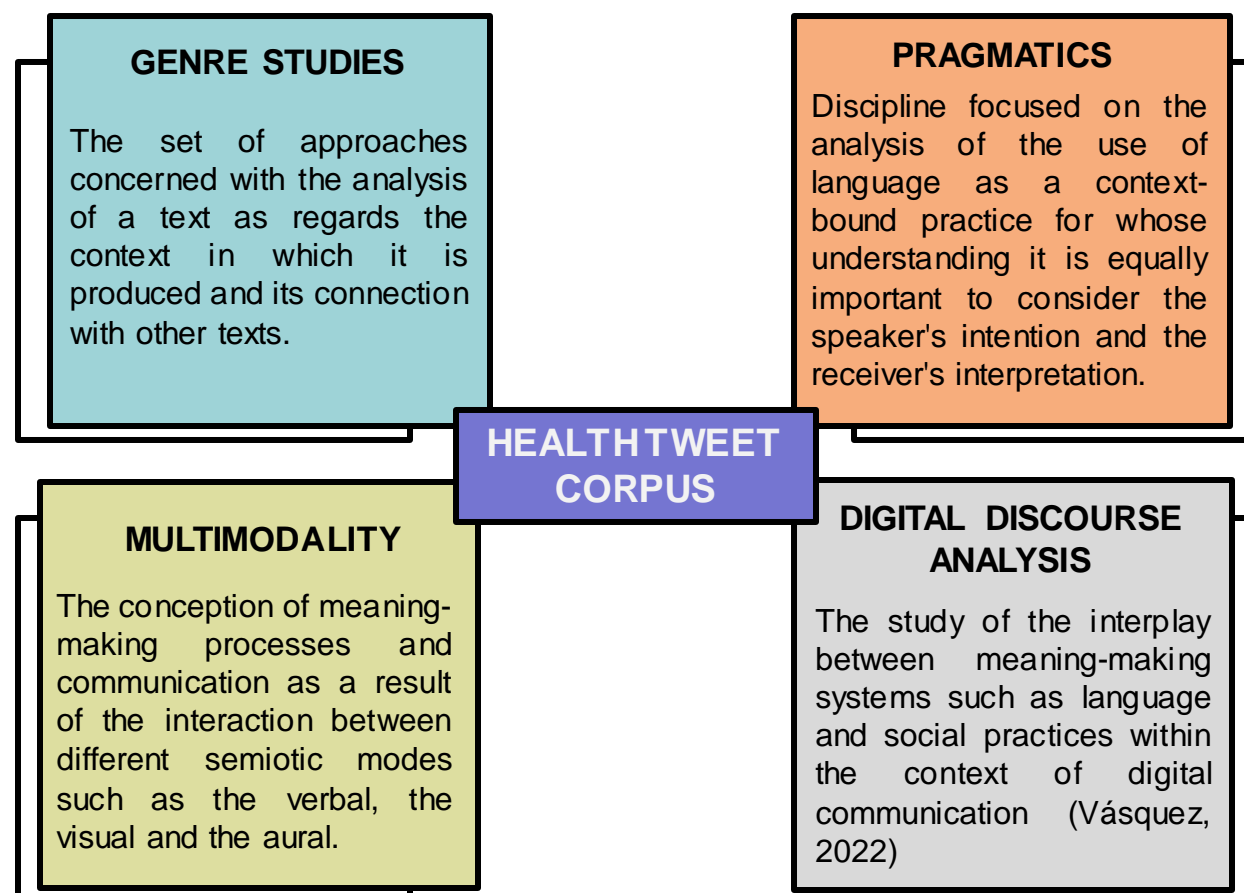
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MOTIVATION

The scientific community has been compelled to adapt their research practices to the requirements of online communication due to the rapid development of digital technology.

In this context, scientists have become interested in how they could exploit digital genres to recontextualise and disseminate specialised knowledge, so it can reach multiple, more diversified audiences.

METHODS



OBJECTIVES

- ❑ Study the recontextualisation processes that take place in the context of scientific dissemination on Twitter within the field of health sciences.
- ❑ Explore the reliance of Twitter users on multimodality, hypertextuality and pragmatic strategies for the dissemination of specialised knowledge in this field of study.



MAIN RESULTS

- ✓ The study shows how Twitter affordances are leveraged by users to share specialised knowledge originally displayed in experts' personal or corporative websites (e.g., blogs).
- ✓ It reveals the recontextualisation processes by means of which Twitter users craft highly multimodal and hypertextual texts aimed at adapting specialised discourse for both expert and non-expert audiences.

MAIN REFERENCES

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