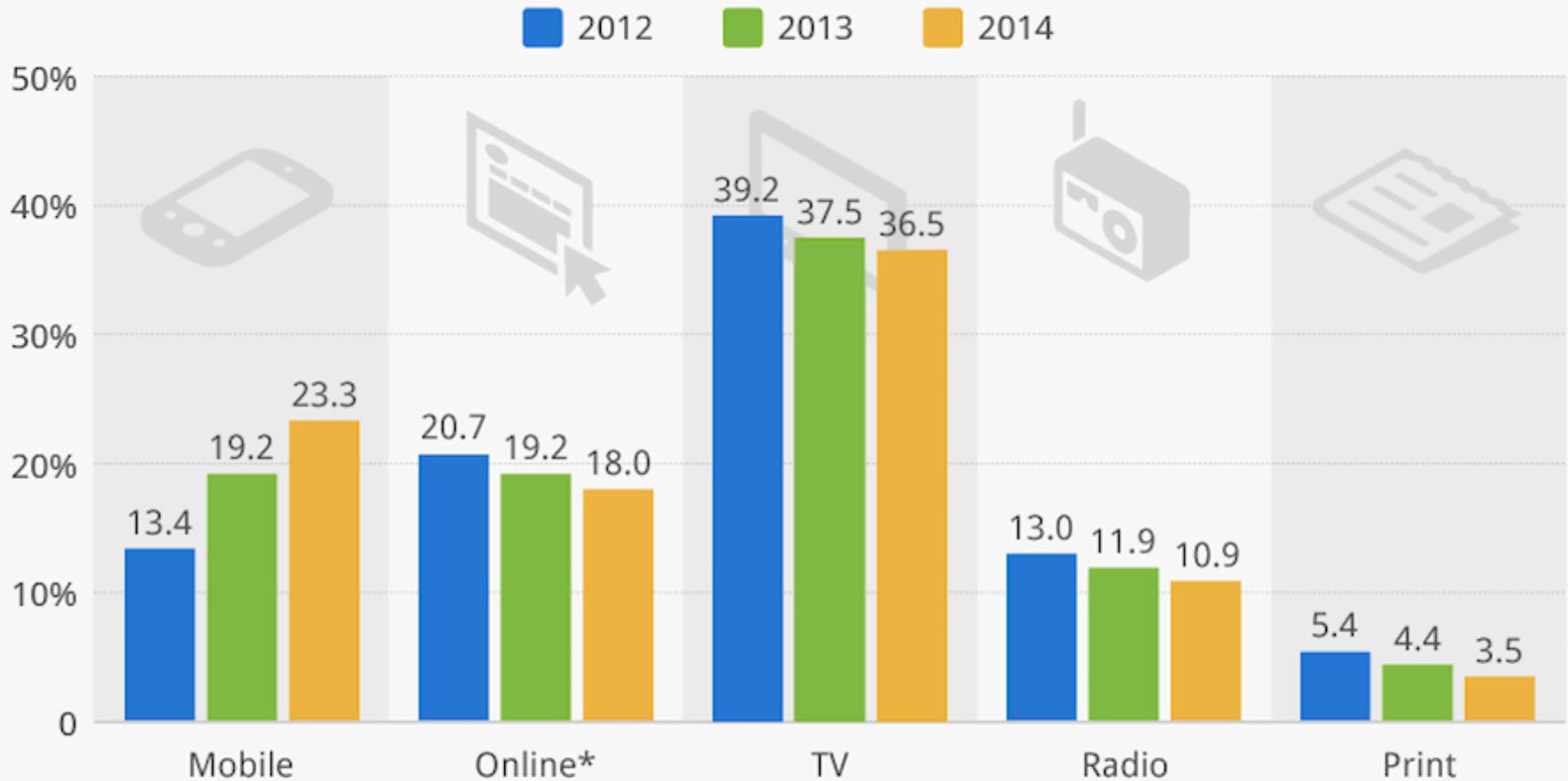


When do you choose to use  
technology?

# MEDIA USE TRENDS

Share of time spent per day with major media by US adults (by %)



\* desktop and laptop computers

Source: eMarketer

# NEW MEDIA GROWTH

## International

- **Internet Users**  
<10% Y/Y growth & slowing    fastest growth in more difficult to monetize developing markets like India / Indonesia / Nigeria
- **Smartphone Subscribers**  
+20% strong growth though slowing    fastest growth in underpenetrated markets like China / India / Brazil / Indonesia
- **Tablets**  
+52% early stage rapid unit growth
- **Mobile Data Traffic**  
+81% accelerating growth...video = strong driver

What strategies do you use to  
assess your reach and  
evaluate your project?

# MEDIA METRICS

Google Analytics

facebook

 Hootsuite™



Simply Measured

sproutsocial

Where do you find out about  
new technologies?

# MEDIA Updates



Ask around.

How do you use social media to engage your audiences and build online communities?



# SOCIAL MEDIA USE TRENDS

## The Landscape of Social Media Users (among adults)

	% of internet users who....	The service is especially appealing to
Use Any Social Networking Site	73%	Adults ages 18-29, women
Use Facebook	71%	Women, adults ages 18-29
Use Google+	31%	Higher educated
LinkedIn	22%	Adults ages 30-64, higher income, higher educated
Use Pinterest	21%	Women, adults under 50, whites, those with some college education
Use Twitter	18%	Adults ages 18-29, African-Americans, urban residents
Use Instagram	17%	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6%	Adults ages 18-29
reddit	6%	Men ages 18-29



center for advancement of  
informal science education

# How is Technology Building New Audiences for ISE?

Thursday, August 21

Geoff Schladow  
University of California, Davis  
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Sue Ellen McCann  
CAISE / KQED  
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The background is a solid orange color with a network of white circles and lines of varying sizes and opacities. The largest circle is in the upper left, with several smaller circles connected to it by thin lines. Other circles are scattered throughout the background, some solid and some hollow. The text is white and centered or left-aligned.

# KQED

## Connecting ISE with America's Largest Classroom

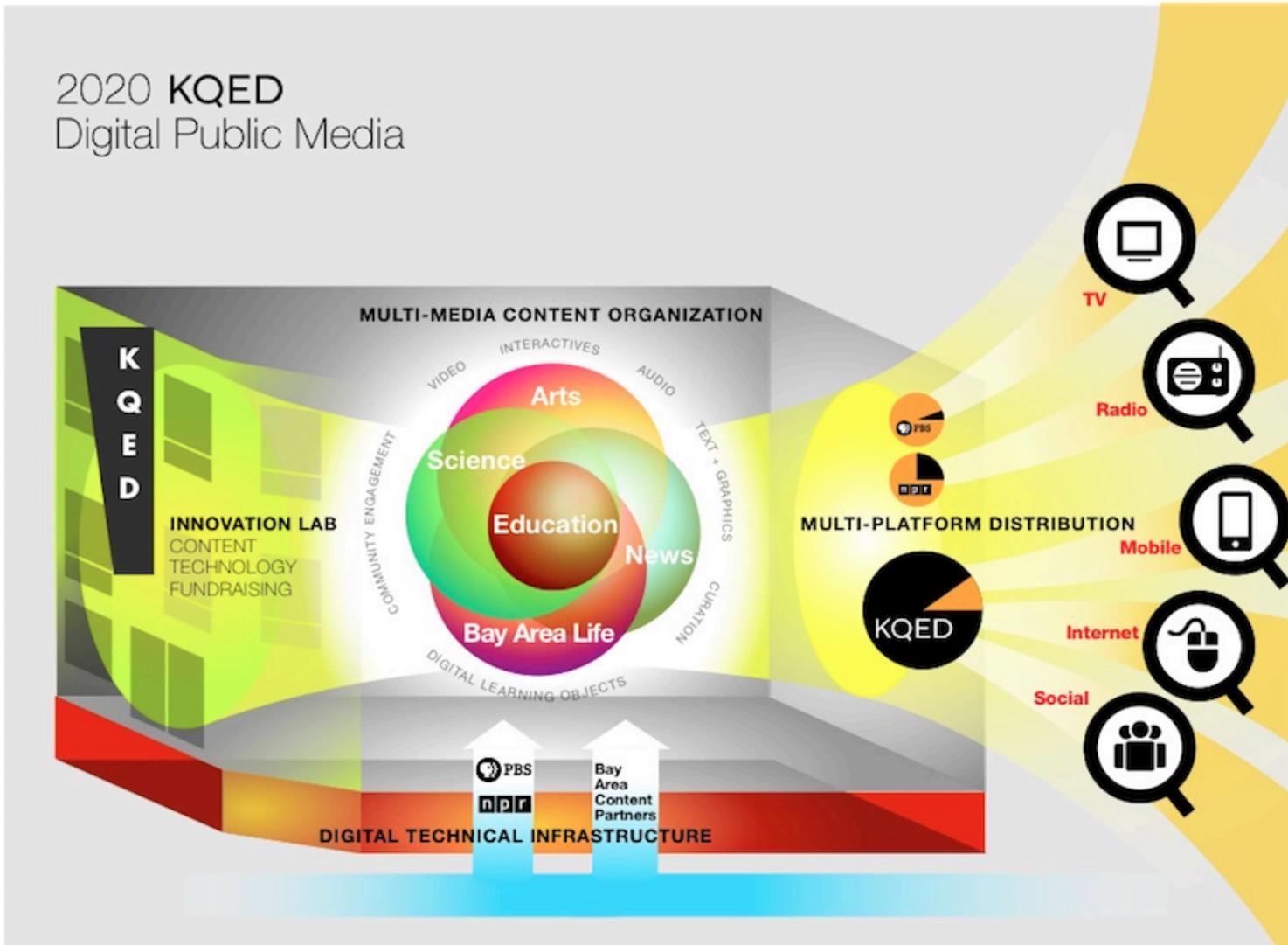
PUBLIC TELEVISION  
PUBLIC RADIO  
INTERACTIVE  
EDUCATION

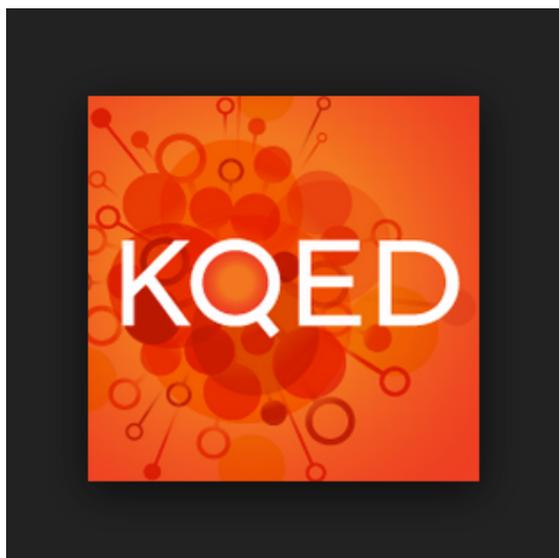
Sue Ellen McCann  
[smccann@kqed.org](mailto:smccann@kqed.org)

## The Public Broadcasting Act of 1967



## 2020 KQED Digital Public Media





## TECHNOLOGY PLATFORMS

Public Television  
Public Radio  
Internet  
Mobile  
Social Media

## Audience Reach

7 million people live in the SF Bay Area.

43% of San Francisco Bay Area residents use one or more forms of KQED media (TV, radio, online) each week.

## TV Programming



## Radio Programming



## kqed.org/science



Lauren Sommer/KQED

KQED SCIENCE

### A Year After Rim Fire, Debate Sparks Over Replanting Trees

Reforestation is common after large fires in the West, but some scientists say it's time to rethink how forests are replanted.



NEWS FIX

Video: The Salmon Cannon—Our Next Brainstorm for Weary Fish



NEWS FIX

The Violent Past of a Space Rock That Fell to Earth in Novato



KQED SCIENCE

Gardening in the Drought: What Makes a Plant 'Drought-Tolerant'

FORUM | August 20, 2014

### Invasive Species on the Rise

California will gain a new invasive species every 60 days. According to the Center for Invasive Species Research at UC Riverside, some of these could lead to economic losses to the state of about \$3 billion each year. We'll discuss the issues surrounding invasive species from Scotch broom to Asian ...[Read More](#)



KQED SCIENCE | August 20, 2014

### Drought-Stricken California Town Struggles to Keep the Water Flowing

From heavy machinery to hand-held flour sifters, this town is pulling out all the stops to save its water.



## Science Partners

Aquarium of the Bay

Bay Area Science Festival (UC San Francisco)

California Academy of Sciences

Chabot Space and Science Center

East Bay Regional Park District

The Exploratorium

Girl Scouts of Northern California

Golden Gate National Parks Conservancy

The J. David Gladstone Institutes

Lawrence Berkeley National Labs

Monterey Bay Aquarium

Monterey Bay Aquarium Research Institute

Oakland Zoo

Stanford University's Precourt Institute for Energy

The Tech Museum of Innovation

UC Berkeley Natural History Museums

United States Geological Survey (USGS)

## MEDIA GROWTH

### International

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## Audience driven Be where the audience is



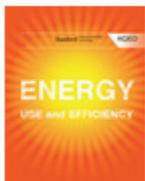
Mobile access is 50% of KQED audience



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Examine the science of energy, from what it is to where it comes from.



Explore how humans use energy — from generating electricity to developing energy-efficient technologies.



Explore the basics of biotechnology, how developments in the field impact our lives and our health, careers within the industry and future innovations.



## Tablets



Dive into the diverse ecosystem of the Sacramento-San Joaquin Delta, its dramatic evolution and the issues around California's water supply.



Explore what earthquakes are, how they move continents, form our landscape and fit into the larger story of plate tectonics.



Stanford | Precourt Institute  
for Energy

KQED

# ENERGY

THE BASICS



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## Partnership with Museum

