

Project Summary
Rocky Mountains Cooperative Ecosystem Studies Unit

Project Title: United States Geological Survey Strategic On-Line Communication Plan

Discipline: Interdisciplinary

Type of Project: Technical Assistance

Funding Agency: USGS

Other Partners/Cooperators: Colorado State University

Student Participation:

Effective Dates: 07/15/2016 - 07/14/2020

Funding Amount: \$75,000.00

Investigators and Agency Representative:

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Project Abstract: The goal of this research is to develop a replicable strategy for identifying and mapping information-based science narratives important for the USGS mission. Based upon contemporary communication theory and practice literature, will analyze the extent to which these accounts are being framed in agency communications, and identify effective ecosystems science messaging strategies. In addition to distinguishing successful science communication efforts, will offer suggestions for improving message framing deemed less effective. Ultimately, this work will inform the design of a USGS administered web platform which will serve as a gathering/dissemination point for science-based communication.

Keywords: On-line communication, science-based, mapping, USGS, Colorado State University