

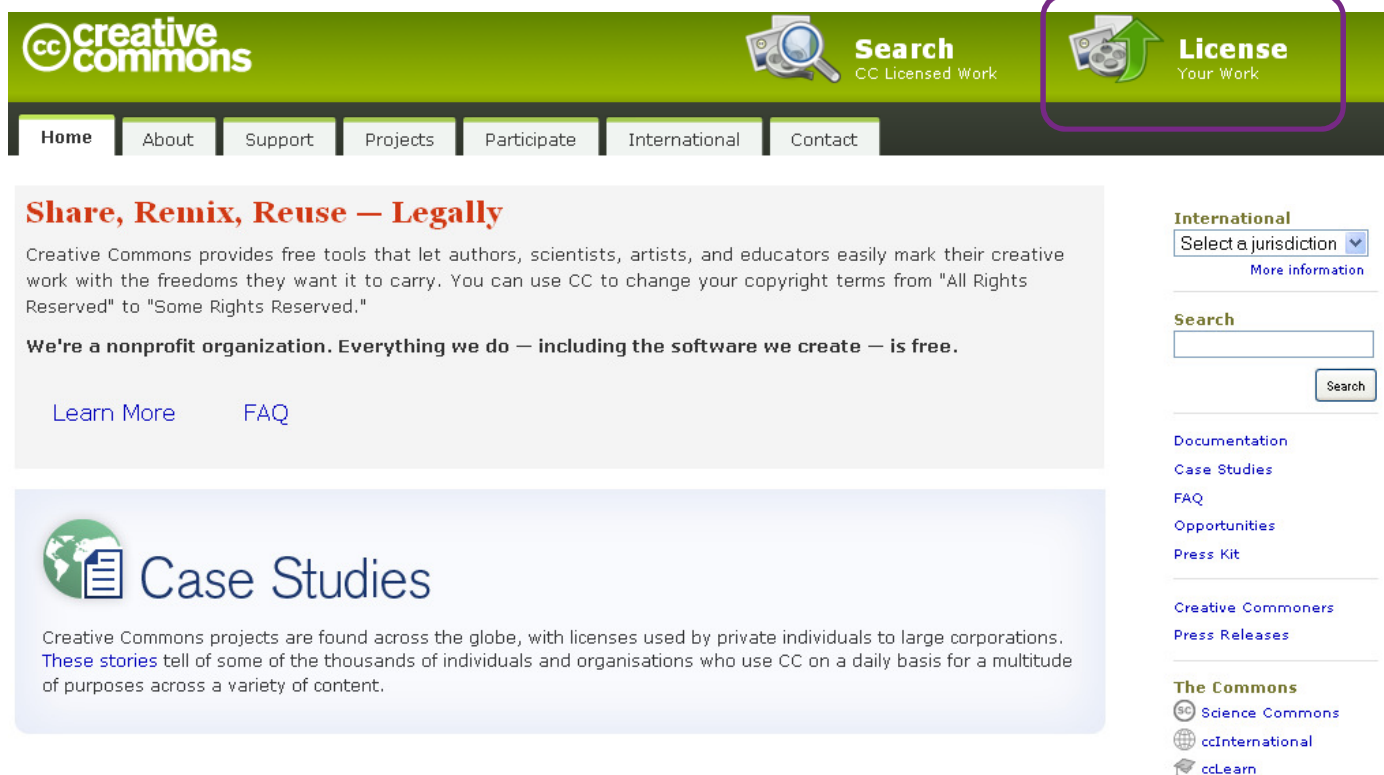
## *8. Some final advice*

### *Use creative commons*

License all your documents with *creative commons*, with a license that gives you **full ownership** and **does not permit changes to your work**, but that allows it **to be distributed**. This will make you better known and your work will be recognized internationally.

# 8. Some final advice

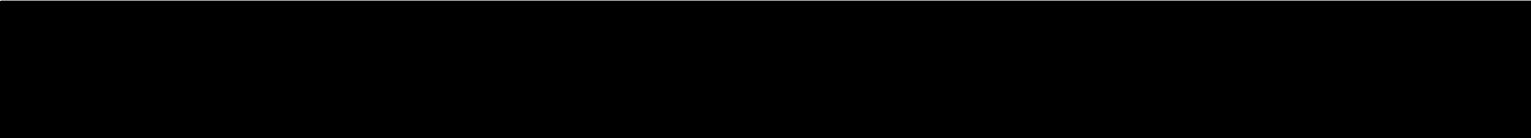
## Use creative commons



The screenshot shows the Creative Commons website homepage. At the top, there is a green navigation bar with the Creative Commons logo on the left, a search bar in the center, and a 'License Your Work' button on the right. The 'License Your Work' button is highlighted with a purple box. Below the navigation bar is a dark grey menu with links for Home, About, Support, Projects, Participate, International, and Contact. The main content area is divided into two columns. The left column features a section titled 'Share, Remix, Reuse — Legally' with a paragraph of text and two links: 'Learn More' and 'FAQ'. The right column features a section titled 'International' with a dropdown menu for 'Select a jurisdiction' and a link for 'More information'. Below this is a search bar with a 'Search' button. Further down, there are links for 'Documentation', 'Case Studies', 'FAQ', 'Opportunities', and 'Press Kit'. At the bottom, there are links for 'Creative Commons' and 'Press Releases'. The footer of the page lists 'The Commons' with icons for Science Commons, ccInternational, and ccLearn.

<http://creativecommons.org/>

## *8. Some final advice*



*“Unfortunately”* for those who do not speak English natively, **English is the language most important on the Web.**

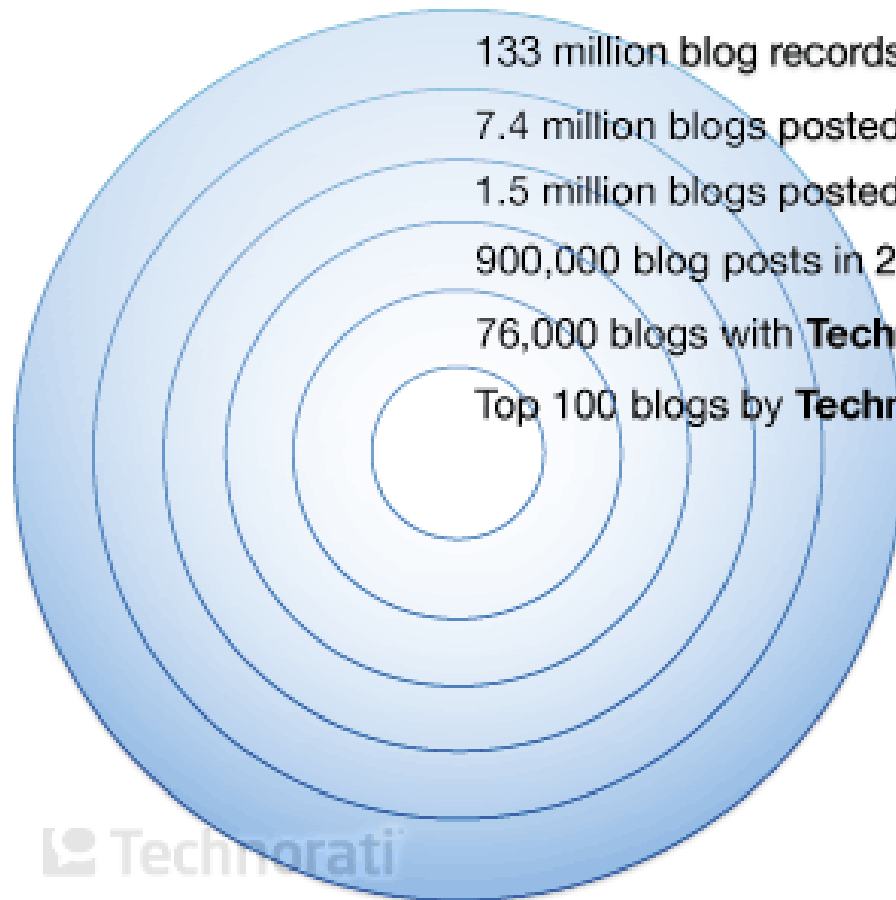
If you write in this language, **the scope of your content can be global.**

# Conclusion

# CONCLUSION

**Importance and relevance of blogs is something indisputable today.**

# CONCLUSION



133 million blog records indexed by Technorati since 2002

7.4 million blogs posted in last 120 days

1.5 million blogs posted in last 7 days

900,000 blog posts in 24 hours

76,000 blogs with **Technorati Authority** of 50+

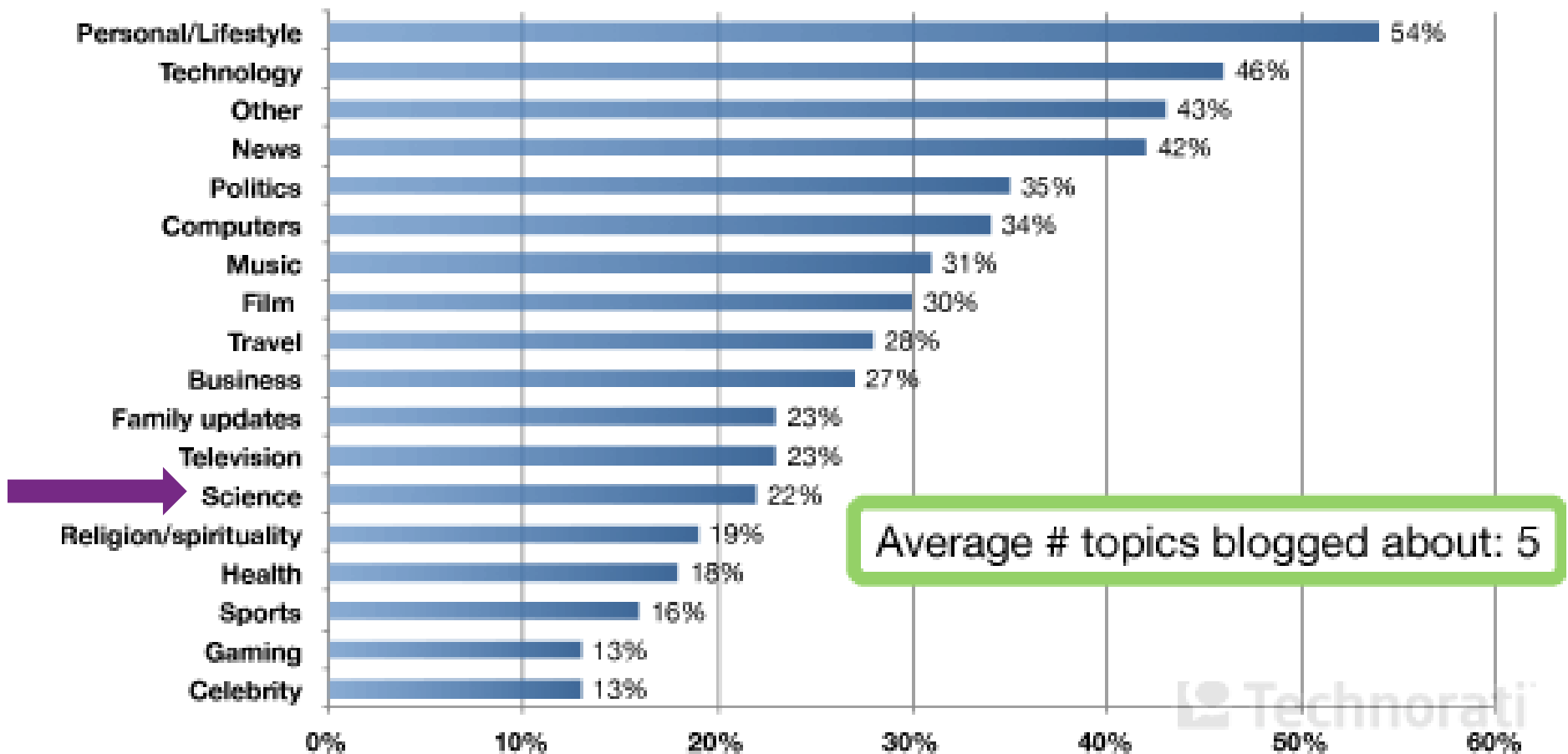
Top 100 blogs by **Technorati Authority**

**Technorati Authority** is the number of blogs linking to a website in the last six months. The higher the number, the more Authority the blog has.

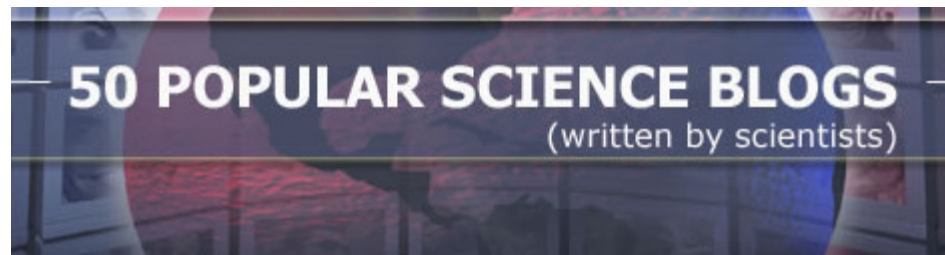
# CONCLUSION

**Science and research are also one of the most prominent topics worldwide.**

# CONCLUSION



# CONCLUSION



The graphic features a background image of a person in a lab coat looking at a computer screen. The text '50 POPULAR SCIENCE BLOGS' is prominently displayed in white, with '(written by scientists)' in a smaller font below it.

BLOG	TECHNORATI RANK
<a href="#">Pharyngula</a>	179
<a href="#">The Panda's thumb</a>	1647
<a href="#">RealClimate</a>	1884
<a href="#">Cosmic Variance</a>	2174
<a href="#">The Scientific Activist</a>	3429
<a href="#">Respectful Insolence</a>	3639
<a href="#">Aetiology</a>	4989

[http://www.nature.com/news/2006/060703/multimedia/50\\_science\\_blogs.html](http://www.nature.com/news/2006/060703/multimedia/50_science_blogs.html)

# CONCLUSION

**A good blog can bring fame and notoriety to its author, its department and its university.**

# CONCLUSION

## 10 Popular Science Blogs

 **60 Second Science**

  **Share It**

Recent Posts from this Blog

- The LHC isn't running, but scientists are throwing a party anyway
- New RPI center features marriage of arts and sciences
- Biden and Palin talk energy and environment

 **Aetiology**

  **Share It**

Recent Posts from this Blog

- Jenny McCarthy strikes again
- Obama: end malaria deaths by 2015
- I can haz BSL3?

 **All the Best Bits**

  **Share It**

Recent Posts from this Blog

- Fighting Foreign Energy Dependence
- Structured-Illumination Microscopy
- Science Meets Art in Paper Horse Kit

 **Bad Astronomy**

  **Share It**

Recent Posts from this Blog

- MESSENGER flies by Mercury tonight!
- TV show on National Geographic tonight!
- Australia's new chief scientist

 **Everyday Scientist**

  **Share It**

Recent Posts from this Blog

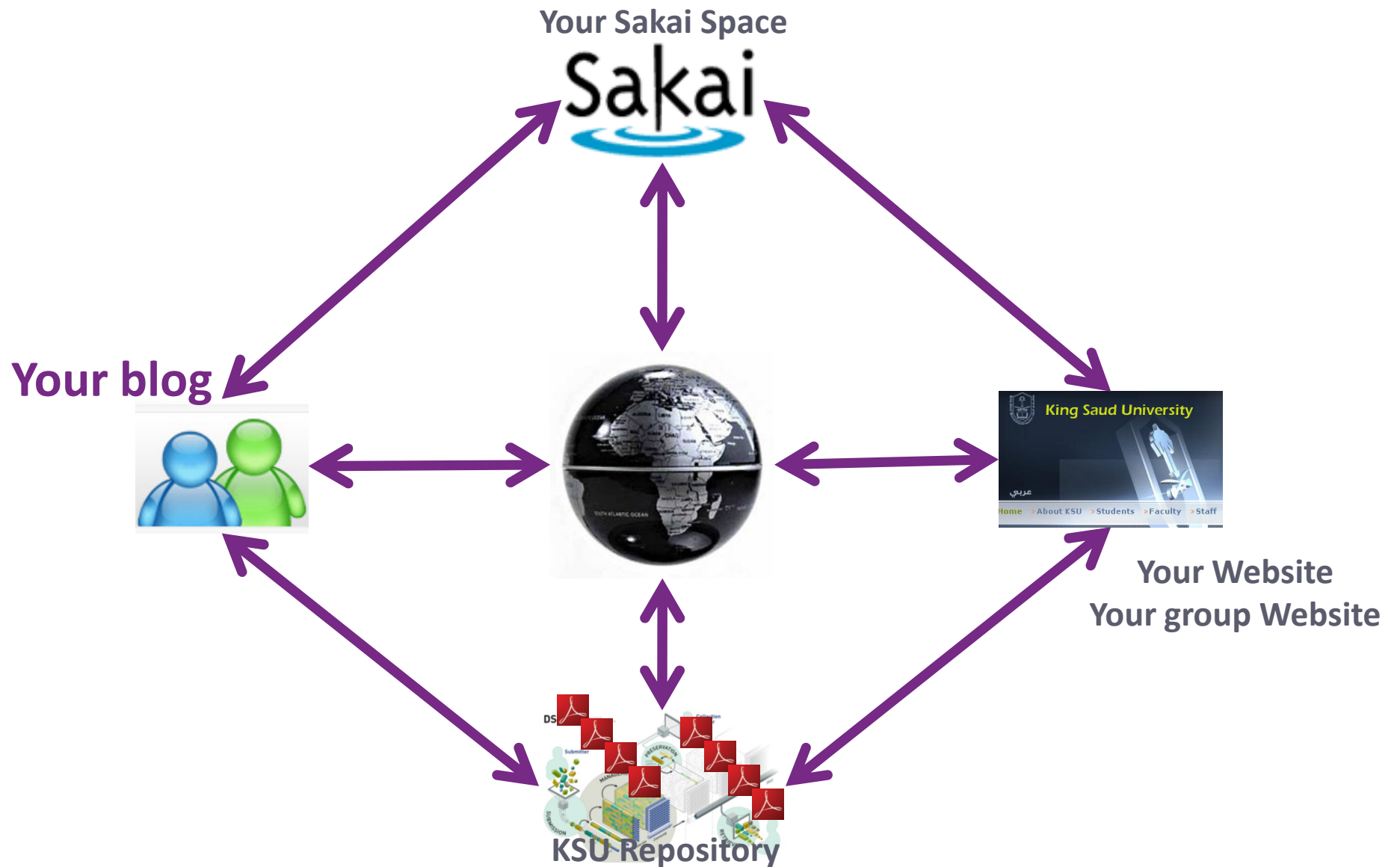
- 2008 EDSEL Nobel in Chemistry
- i guess this is how you comment on a JACS comm
- how do i comment on a JACS comm?

<http://www.blogs.com/topten/10-popular-science-blogs/>

# CONCLUSION

**And it allows you to  
communicate with the rest of  
the world and to be read from  
anywhere on the planet.**

# CONCLUSION



# CONCLUSION

**But, most important: to create a blog will bring you great benefits, creating a new way of communication for you and a “real digital” presence on the Internet.**

**Thank you very much for  
your attention**

**Daniel Robles - drobles@crealis.es**

**Jorge Serrano - js@crealis.es**



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