

Dissemination 2.0 - the role of social media in research dissemination

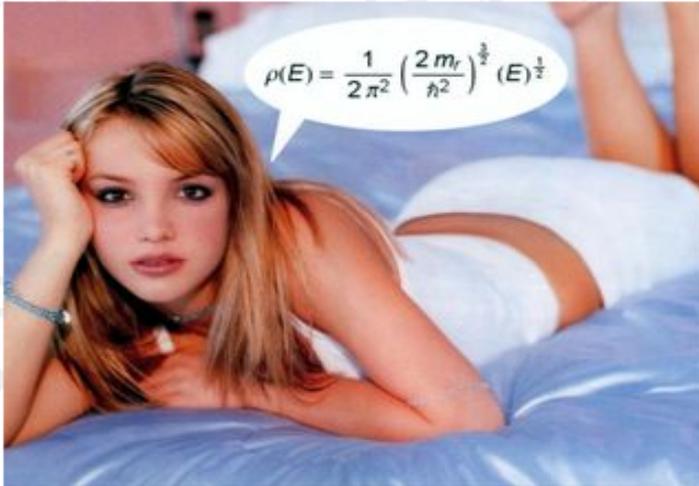
Petter Bae Brandtzæg, Tromsø, 23.11.2011

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# Britney Spears' Guide to Semiconductor Physics

Transcend RAM

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It is a little known fact, that Ms Spears is an expert in semiconductor physics. Not content with just singing and acting, in the following pages, she will guide you in the fundamentals of the vital semiconductor laser components that have made it possible to hear her super music in a digital format.

Web  britneyspears.ac

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A website using Britney Spears to spice up semiconductor physics

"I used Britney Spears to demonstrate that physics can have a fun side to it as well"

Carl Hepburn, a postgraduate at the University of Essex

”One of the stranger approaches to  
teaching science that we've seen ”  
(The journal Scientific American)

# Dissimination?

"the act of diffusing knowledge"

Its about *democratization of knowledge*, that should fully incorporate principles of *accessibility*

# why should we increase access?

- It's greater competition than ever in science
- The society is dependent up on systematic knowledge from research
- Citizens pays for most of it....thus the science needs to be disseminated back to citizens

# only 1%

of the Norwegian population are **not** interested in research (which is similar to other western countries)

# 90%

thinks research is **of great importance** for the  
society

Citizens do want to play a role in science – they want to know  
what's going on

# And...new research shows that

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**Scientists who engage with society perform better academically.**

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LAC  
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*Science & Public Policy (SPP), August 2008*

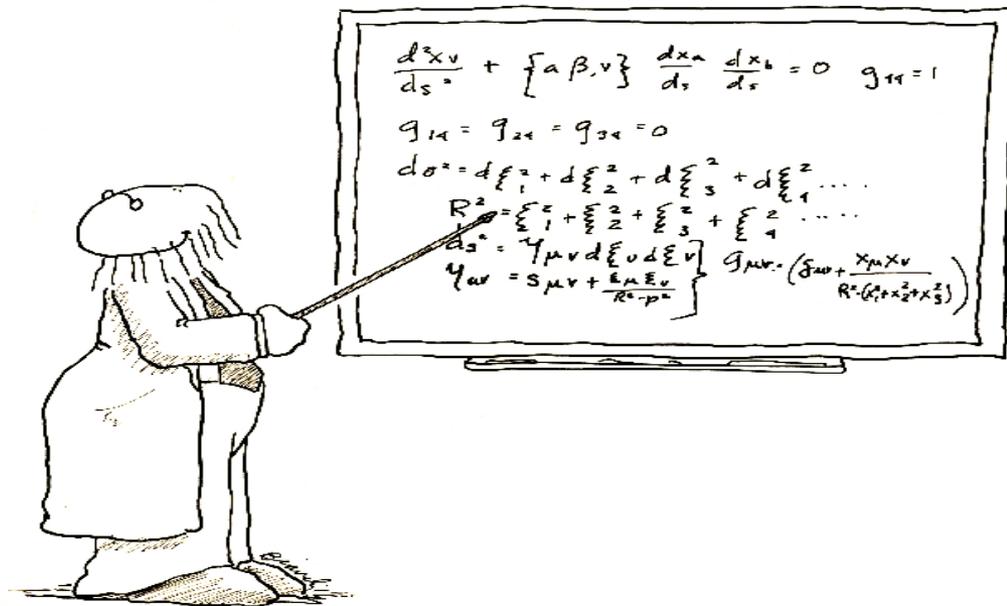
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*by Pablo Jensen, Pablo Kreimer, Yves Croissant, Jean-Baptiste Rouquier*

*Summary:*

Most scientific institutions acknowledge the importance of opening the so-called 'ivory tower' of academic research through popularization, industrial collaboration or teaching. However, little is known about the actual openness of scientific institutions and how their proclaimed priorities translate into concrete measures. This paper gives an idea of some actual practices by studying three key points: the proportion of researchers who are active in wider dissemination, the academic productivity of these scientists, and the institutional recognition of their wider dissemination activities in terms of their careers. We analyze extensive data about the academic production, career recognition and teaching or public/industrial outreach of several thousand of scientists, from many disciplines, from France's Centre National de la Recherche Scientifique. We find that, contrary to what is often suggested, scientists active in wider dissemination are also more active academically. However, their dissemination activities have almost no impact (positive or negative) on their careers. ABSTRACT FROM AUTHOR Copyright of Science & Public Policy (SPP) is the property of Beech Tree Publishing and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use. This abstract may be abridged. No warranty is given about the accuracy of the copy. Users should refer to the original published

# The problem is..."the ivory tower of science"



Credits: <http://sciencegeekgirl.com/files/2008/07/professor.png?w=300>

Only 6% of the Norwegian researchers participate actively in popular dissemination

**GEMINI** FORSKNINGSNYTT

ENGLISH **NTNU** SINTEF

SISTE NUMMER <-- Til hovedsiden NYHETER

Side 1 av 2

## Forskeren i tårnet

Seks prosent av norske forskere står bak halvparten av all populærvitenskapelig formidling i Norge. Fire prosent bidrar til allmenn samfunnsdebatt.

Bør en forsker primært formidle i fagtidsskrift eller delta i samfunnsdebatten og spre informasjon til mange? En ny utredning fra Universitets- og høyskolerådet om forskningsformidling synes å styre publiseringen i retning av internasjonalt anerkjente tidsskrift.  
Illustrasjon: Ole Øye

**GEMINI**  
Yann til verden  
RIFSE NANOEN  
ELDREI FARE  
INN UNDER SINGAPORE

Tidligere utgaver av GEMINI

Om GEMINI

Gemini vant pris igjen!  
Les mer i Universitetsavisa

# Not communicated research has less value

# GEMINI

FORSKNINGSNYTT FRA NTNU OG SINTEF

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SISTE NUMMER [← Til hovedsiden](#) KOMMENTAR SØK



**Har vi bruk for forskning som ikke kommuniserer?**



**Forskning som ikke kommuniseres, har liten verdi. Kan det være en sammenheng mellom Djupedals «hvileskjær» og for lite forskningsformidling, spør informasjonssjef Asle Haukaas ved Norges Handelshøyskole (NHH). Haukaas var med i Formidlingsutvalget som nylig foreslo indikatorer for formidling av forskning.**

universitetene og høyskolene sitter på store mengder kunnskap som kan og bør tas i bruk utenfor lærestedene. Mange potensielle brukere har dårlig kjennskap til eller opplever denne kunnskapen som vanskelig å nå. Det er min oppfatning at forskning som ikke kommuniseres, har liten verdi og bidrar til at det er relativt lett å kutte i sektoren.

Årets forslag til statsbudsjett kutter 274 millioner fra høyere utdanning, – av statsråd Djupedal omtalt som et «hvileskjær». Andre samfunnssektorer vokser, og den samlede økningen i statsutgiftene er betydelig. «Hvileskjæret» demonstrerer høyere utdannings lave gjennomslagskraft. Få skriker opp for universitetene og høyskolene, som Høyre-leder Erna Solberg har påpekt.

**Synliggjøring** • Jeg synes ikke universitetene og høyskolene er flinke nok til å legitimere sin virksomhet. Dette har flere årsaker, men vilje og evne til å synliggjøre akademias bidrag til verdiskaping og samfunnsutvikling har betydning. Lærestedene må bevise merverdien de skaper for samfunnsinvesteringene, og det må gjentas og gjentas så lenge en ønsker å fortsette. Enkelt sagt må vi innen høyere utdanning gjøre to ting samtidig: Vi må gjøre en god jobb, og vi må synliggjøre resultatene av jobben vi gjør.

Ser vi på forskeres egenrapportering i databaser som Forskdok og Frida, finner vi urovekkende mye forskning presentert på konferanser og seminarer, som aldri er blitt publisert. Likeledes vet vi at mye forskningsinnsats ligger i skuffer og skap uten å komme videre. Innføring av resultatbudsjettering for utdanning og forskning har sine svakheter, men selv vi med radikalt sinnelag ser positivt på å en viss markedsstyring som kan spore til bedre og mer konsentrert innsats. Det vektlegger tilbudenes relevans og gir mer på trykk til kvalitetsheving.

**Indikatorer** • Under rektor Torunn Klemp har Formidlingsutvalg I og II, oppnevnt av Universitets- og høyskolerådet på oppdrag fra Kunnskapsdepartementet, vurdert og foreslått indikatorer for

Fritekstøk i arkivet

Søk i Gemini

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**FASTE SPALTER:**

**Kortnytt**

**Pusterommet:**  
Hjelvets

**Tema:** Forskeren i tårnet av Åse Dragland

**Kommentar** av Asle Haukaas

**Forskerintervjuet**



**Steinar Krogstad** (48) samler inn helsedata fra 90 000 trøndere.  
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**Kikkhullet:** Kjemiske budbringere finner lekasjene.  
[Nytt om nytt](#)  
Nye produkter

**Frihet til å velge**  
av Knut Nærum



**SINTEF**

Tlf. 73 59 24 76  
Redaktør Åse Dragland  
E-post: [ase.dragland@sintef.no](mailto:ase.dragland@sintef.no)  
Postadresse: Gemini SINTEF,  
7465 Trondheim

**NTNU**

So how can scientists  
disseminate their science?



Traditional dissemination is important, but ***not***  
very accessible, transparent or visible

Journal papers in traditional journals (low accessibility)

Conference participation (low accessibility)

a coordinated, branded media event?

**MISSING LINK FOUND - New Fossil Links Humans, Lemurs**

wilsonmix 639 videos



<http://www.youtube.com/watch?v=xLilqm6GxrA>

“ THIS FOSSIL  
WILL PROBABLY  
BE **PICTURED**  
IN ALL THE TEXT BOOKS  
FOR THE **NEXT 100**  
**YEARS.** ”

**Dr Jørn Hurum.**  
Natural History Museum,  
University of Oslo



**“ THIS IS A  
DISCOVERY OF  
GREAT  
SIGNIFICANCE „**

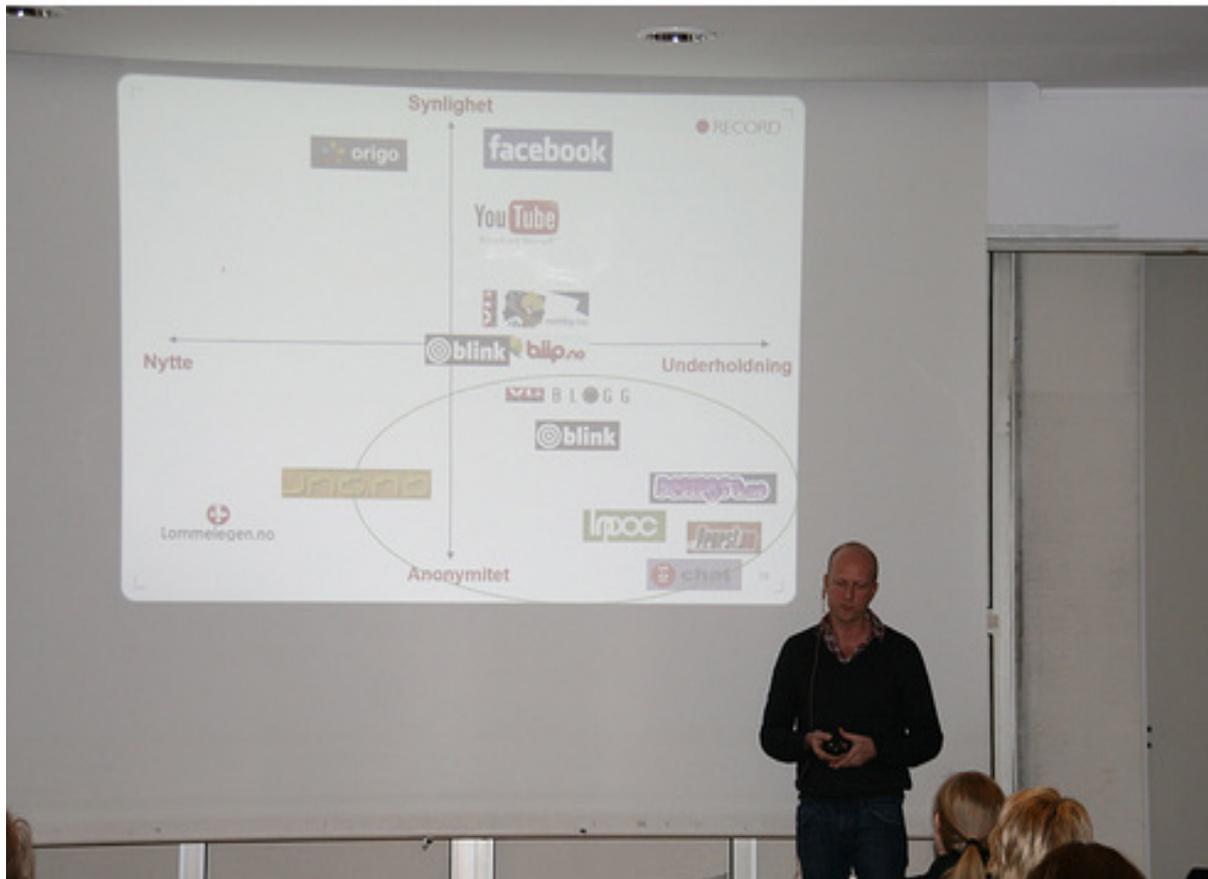
**Sir David Attenborough**  
Broadcaster & Naturalist



“Any pop band is doing the same thing.  
Any athlete is doing the same thing. We  
have to start thinking the same way in  
science.”

Jørn H. Hurum to New York Times, May 18. 2009

# Yes...but, not everyone of us is Hurum...





However, the principles and possibilities of disseminating research have changed with the introduction of social media – dissemination 2.0.

# Skeptical

## - Why should we use social media?

### Why should we use Internet? (15 years ago)

The screenshot shows a USA Today website page. At the top, there is a navigation bar with links for Home, News, Travel, Money, Sports, Life, Tech, and Weather. Below this is a sub-navigation bar for the Money section, with links for Small Business, Ask an Expert, Entrepreneurial Tightrope, Strategies, and Franchises. A quote box contains the text "GET A QUOTE: Enter symbol(s) or Keywords" and shows stock market data for DJIA (11,204.28, +69.99) and NASDAQ (2,530.15, +11.15). The main article title is "Ask an Expert: Should you have a website? You bet". The article is dated 2/11/2008 1:00 AM and has 3 comments and 7 recommendations. The author is Steve Strauss. The article text includes a question from Phil: "Q: Steve — I know, I know, I am supposed to have a website. That said, as I have no plans to sell online, I just don't see the need for a site. My business has been around forever and we have done just fine without one. Am I wrong? — Phil" and a partial answer from Steve: "A: I think you are, for reasons both large and small. Let me give you but one example:". On the right side of the article, there are social sharing options for Share, Yahoo! Buzz, Add to Mbox, Facebook, Twitter, and More.

isn't time consuming and distracting?



but isn't causing a lot of challenges?

privacy

copyright

## Reason #1:

Social media is the most popular activity on the Web (ComScore, 2011).

facebook 850 million active users



Source: Facebook statistics

# twitter: 300 million users

twitter  Search Home Profile Messages Who To Follow   PetterBB

 **Stanford University**   
**@Stanford** Stanford, CA  
*Stanford University is one of the world's leading research & teaching institutions. Official twitter feed by <http://digitalinterns.stanford.edu> <http://www.stanford.edu>*

You might also want to follow: 

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 **AstonUniversity** Aston University · Follow  
*A world-class campus university based in the centre of Birmingham*

  130

 **Stanford University**   
**@Stanford** [view full profile →](#)  
Stanford, CA

*Stanford University is one of the world's leading research & teaching institutions. Official twitter feed by <http://digitalinterns.stanford.edu> <http://www.stanford.edu>*

**3,990** **1,739** **54,668** **2,508**  
Tweets Following Followers Listed

Recent images · [view all](#)



Recent Tweets

## Reason #2:

# social media is going serious

### Trends

### Examples

**People**

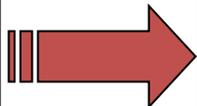
Teenagers



All ages

**Policies/  
norms**

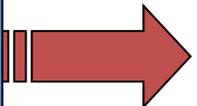
Anonymous



Real identity

**Purpose**

Entertainment



Education,  
business,  
politics,  
research

**Technology**

Text based  
communities



3D, mobile,  
rich media.



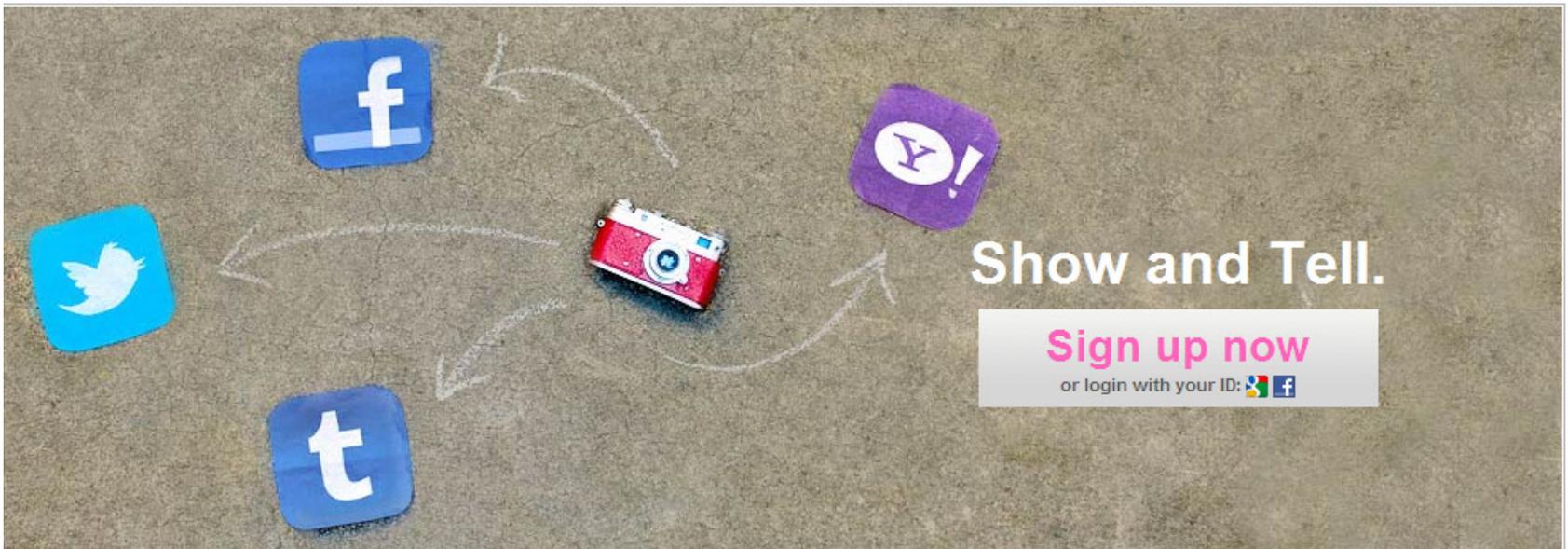
## Reason #3:

the scientists is controlling the message



## Reason #4:

sharing is easier than ever



Flickr

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<a href="#">Computer Science 61C.001</a>	Machine Structures	MWF 4-5	0155 DWINELLE	

## Reason #5:

# the open aCCess movement!

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# Disseminating 2.0 = "yes, we can"

*One way media*

Difficult



*Social media*

Yes, we can

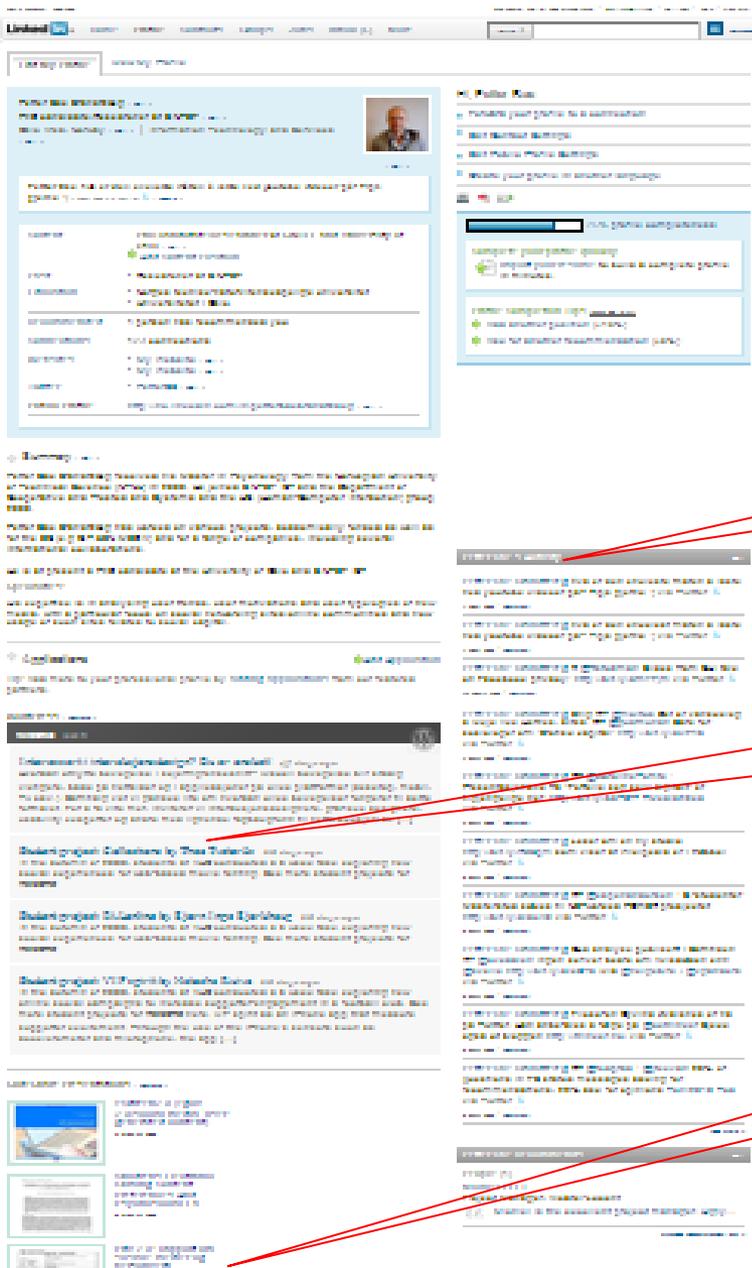


Difficult



Yes, we can





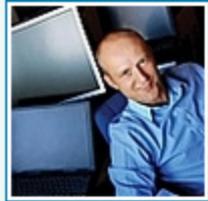
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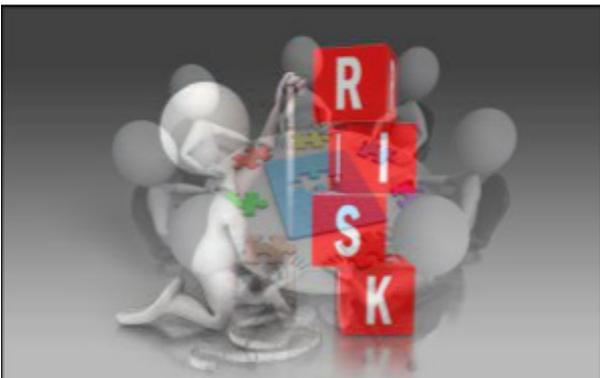
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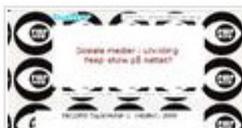
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one talk at a conference attracted 30  
people





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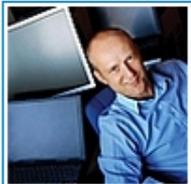
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# Benefits using social media in research

- **Visibility:** More people can see and get access to my work
- **Sharing:** When you share your research other people will share with you as well
- **New contacts:** You get in touch with a lot of researchers and other persons and institutions interested in your field
- **Discussion:** You can discuss and get new insights in your field
- **Feedback:** It's motivating – "wow, nearly 400 people have seen my paper, and over 3000 have seen my presentation. In addition several people have favourited and downloaded it"



Photo Flickr Creative commons dfoobarmatt

# it's about communication



**Petter Bae Brandtzæg** 6 months ago

Det var gøy å høre at det var en kvinne bak Flickr.

Er enig i at mange av temaene du nevner er i åpne bloggfora. Jeg tror likevel at disse bloggene oppleves mer intime og privat fordi de ikke har samme potensiale for 'broadcast' som Wikipedia og Youtube. Min erfaring med bloggkulturen er at de ofte er knyttet til ganske små communities, hvor det er faste kommentatorer og kikkere, til tross for at bloggene i prinsippet er åpne fora og søkbare fra google. Men jeg antar at du vet mer om dette enn meg. Det hadde i alle fall vært interessant å studere denne bruken og disse opplevelsene mer, samt kjønnsforskjeller knyttet til disse. Takk selv for nyttige perspektiver :)



**Jill Walker Rettberg** 6 months ago

Som du så har jeg lagt ut på bloggen min, med litt kommentarer videre til din presentasjon - takk for nyttige tall og idéer!

Ser du på strikkeblogging, interiørblogging, barneoppdragelsesdiskusjoner, svangerskapsdiskusjoner så er det tradisjonelle kvinnetemaer men ikke lukkede sosiale nettverk - tvert om er det fullstendig åpent, og dukker raskt opp på google når man søker på riktige termer. Blogging er generelt svært likelig fordelt på kjønn (se f.eks. <http://www.ssb.no/emner/10/03/ikthus/arkivtab-2008-09-18-08.html>). Så jeg er ikke helt enig i at det er det sosiale og private som er i fokus - det kommer kanskje an på hvordan man definerer privat? Eller sosialt, for den saks skyld. Strikketeknikker og deling av selvlagede strikkeoppskrifter - eller diskusjoner om atopisk eksem hos spedbarn for den saks skyld - er kanskje ikke primært sosialt og privat?

# It's about listening

about 2 hours ago from Mobile Web



**hnam:** **#CHI2010** human-machine reconfigurations. by Lucy Suchman (Agency is not an attribute, but the ongoing reconfigurings of the world, -B.Karan)

about 2 hours ago from web



**nancyf:** Anthro-design breakfast critiqued **#chi2010** loose or absent research design and analysis methods under **#ethnographic** name

about 2 hours ago from Echofon



**scarlettherring:** RT **@eegilbert** I heard Lucy Suchman's talk was great. And **@dabbish** saw someone filming it. Anyone know if it's available? **#chi2010**

about 2 hours ago from Social Beat



**HCIforPeace:** Plz RT & tell yr friends: our official **#HCIforPeace** gathering is tmrw, Thurs 11-11:30am in the Pool Deck Area <http://bit.ly/dumeFa> **#CHI2010**

about 2 hours ago from web



**zhiquanyeo:** Come see Disney Research Pittsburgh's new sensor system and haptic interface work at WIP poster session **#chi2010**

about 2 hours ago from Twittrific



**edchi:** **@landay** Partly that's because it's hard to come up with 5-10year-out research & reviewers are not all trained to look for it. **#chi2010**

about 2 hours ago from TweetDeck

But are researchers using  
social media?

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 Alan Marnett  
 Alberto  
 Alejandro Montenegro-Montero  
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 Alex Palazzo  
 Andy Lloyd  
 Angela Alexander  
 Anne Simonson  
 Beck Smith  
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 Bill Graziadei  
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 Cameron Neylon  
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 Daniel MacArthur  
 Daniel Mitchen  
 more biology...

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 Attila Csordás  
 Ian Hallett  
 Justin H. Johnson  
 Merold Mueller

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 Antony Williams  
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 Egon Willighagen  
 Enrico Uva  
 Graham McCann  
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 Jonathan Klar  
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 MIT Postdoc  
 Phillip Cook



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**hrana News**: Volcanic ash poses little health threat so far: WHO <http://bit.ly/akR0N> - #health

Wednesday, April 21st by [Dr. Hisham Rana](#), Medical Doctor, [Health Science](#)



**cosmos4u** Post-collision dust streak quasi-comet P/2010 A2 (LINEAR) is still around - and in the line of sight to a star cluster: <http://is.gd/bBh2C>.

Wednesday, April 21st by [Daniel Fischer](#), Astronomy and Space Blogger, [Space](#)



**cosmos4u** NASA is re-evaluating the launch dates for the final two shuttle missions because the big AMS won't be ready in time: <http://is.gd/bBgPh>.

Wednesday, April 21st by [Daniel Fischer](#), Astronomy and Space Blogger, [Space](#)



**alexismadrigal** Anyone know someone at @Adobe Corporate? We have some hardworking volunteers who need better tools for @HaitiRewired .

Wednesday, April 21st by [Alexis Madrigal](#), Energy and Science Staff Writer for [Wired.com](#)



**jsnsndr** Yo mamma's a neanderthal who looks she belongs in the Dark Crystal. RT @NatureNews : Neanderthals may have interbred with <http://ff.im/-jdiI9>

Wednesday, April 21st by [Jason Snyder](#), Postdoc Neuroscientist, National Institutes of Health, [Neuroscience](#)



**hrana** Study: Scientists discover secret behind health benefits of Mediterranean-style #diet <http://bit.ly/cTpMqW> - #health

Wednesday, April 21st by [Dr. Hisham Rana](#), Medical Doctor, [Health Science](#)



**Bill\_Romanos** Neanderthals may have interbred with humans <http://ff.im/-jdiI9> /via @NatureNews

Wednesday, April 21st by [Bill Romanos](#), Astronomy Blogger, [Space](#)



**JFDerry** I haz Amazon Author Page <http://bit.ly/b1xJof>

Wednesday, April 21st by [J.F. Derry](#), Book Author, Darwin in Scotland, [Biology](#)



**bobfinn** Important article on why medical evidence doesn't change minds marred

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# Petter Bae Brandtzæg

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University:  
**SINTEF ICT**

Department:  
**Networked systems and services**

Position:  
Department Member

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**Petter Bae** added websites. 25 days ago

Websites

<http://deltaprojektet.origo.no/>

<http://petterbaebrandtzaeg.wordpress.com/>



**Petter Bae** started following the work of Jessica Vitak, Michigan State University, Telecommunication, Information Studies, and Media. about 1 month ago

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Marika Lüdgers

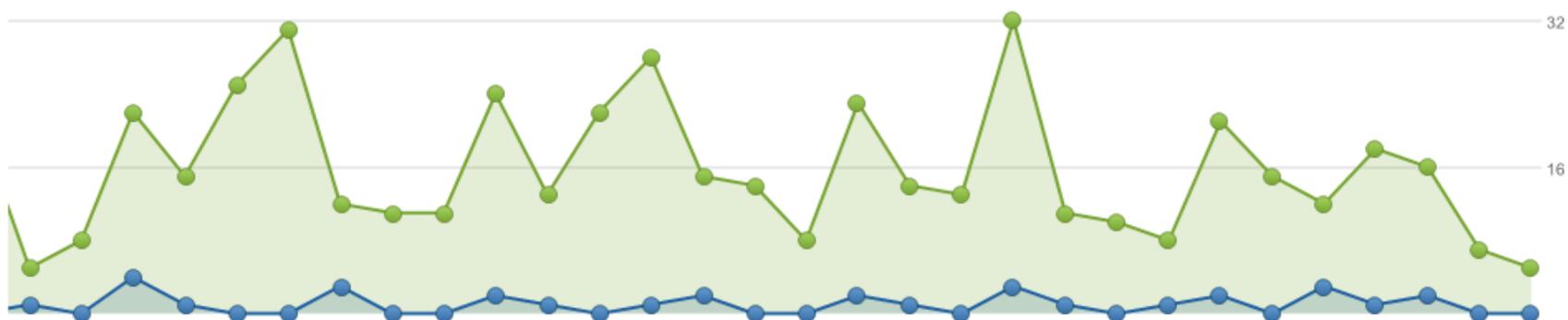


Asbjørn Egeblad

# Stats Dashboard

Overview Documents Keywords Countries

You've had **31** profile views and **490** document views in the last 30 days



## Recent Views

Time / Date	Page	Referring Site	Keyword	Country
11:48 13 Nov	Media User Types among Young Children and Social Displacement	Google	social displacement	USA
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10:00 13 Nov	User loyalty and online communities: why members of online communities are not...	academia.edu		
03:13 13 Nov	Capturing User Requirements and Feedback for Web 2.0 Applications by a...	google.com.my	user requirement of web 2.0	MYA
01:43 13 Nov	Too Many Facebook" Friends"? Content Sharing and Sociability Versus the Need...			

# By scientists for scientist - *find the right people with the right expertise at the right time* (Cambridge)



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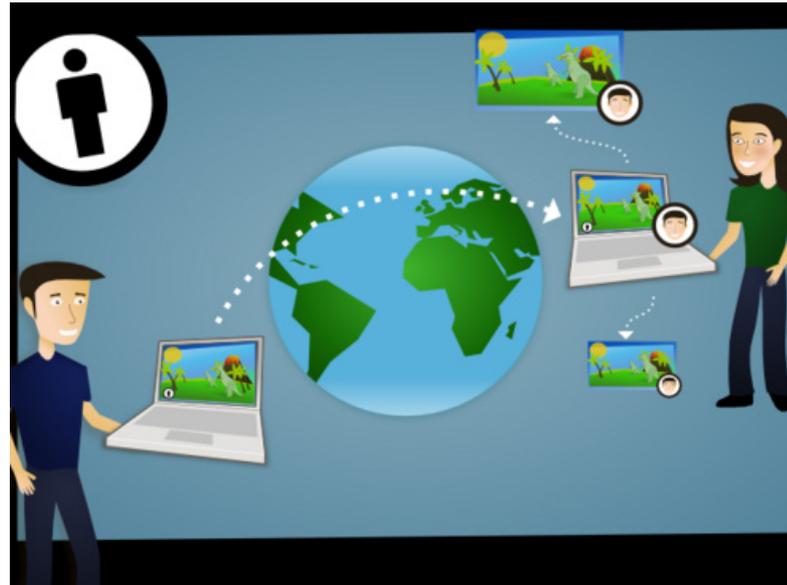
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# science 2.0



Science 2.0 generally refers to new practices of scientists that make their research or data transparent for others to see, comment or analyze

Mass Collaboration  
Wisdom of Crowds

A NEW YORK TIMES

"As entertaining and thought-provoking as Malcolm Gladwell. . . The

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# THE WISDOM OF CROWDS

## JAMES SUROWIECKI

WITH A NEW AFTERWORD BY THE AUTHOR



# WIKINOMICS

*How Mass Collaboration  
Changes Everything*

Don Tapscott  
Bestselling Author of *The Digital Economy*  
and Anthony D. Williams

Classify galaxies according to their shapes:  
More than **250,000 people** have taken part in Galaxy Zoo so far, producing a wealth of valuable data

EN · Galaxy Zoo is a ZOO NIVERSE project ...just like MOON ZOO

# GALAXY ZOO

## HUBBLE

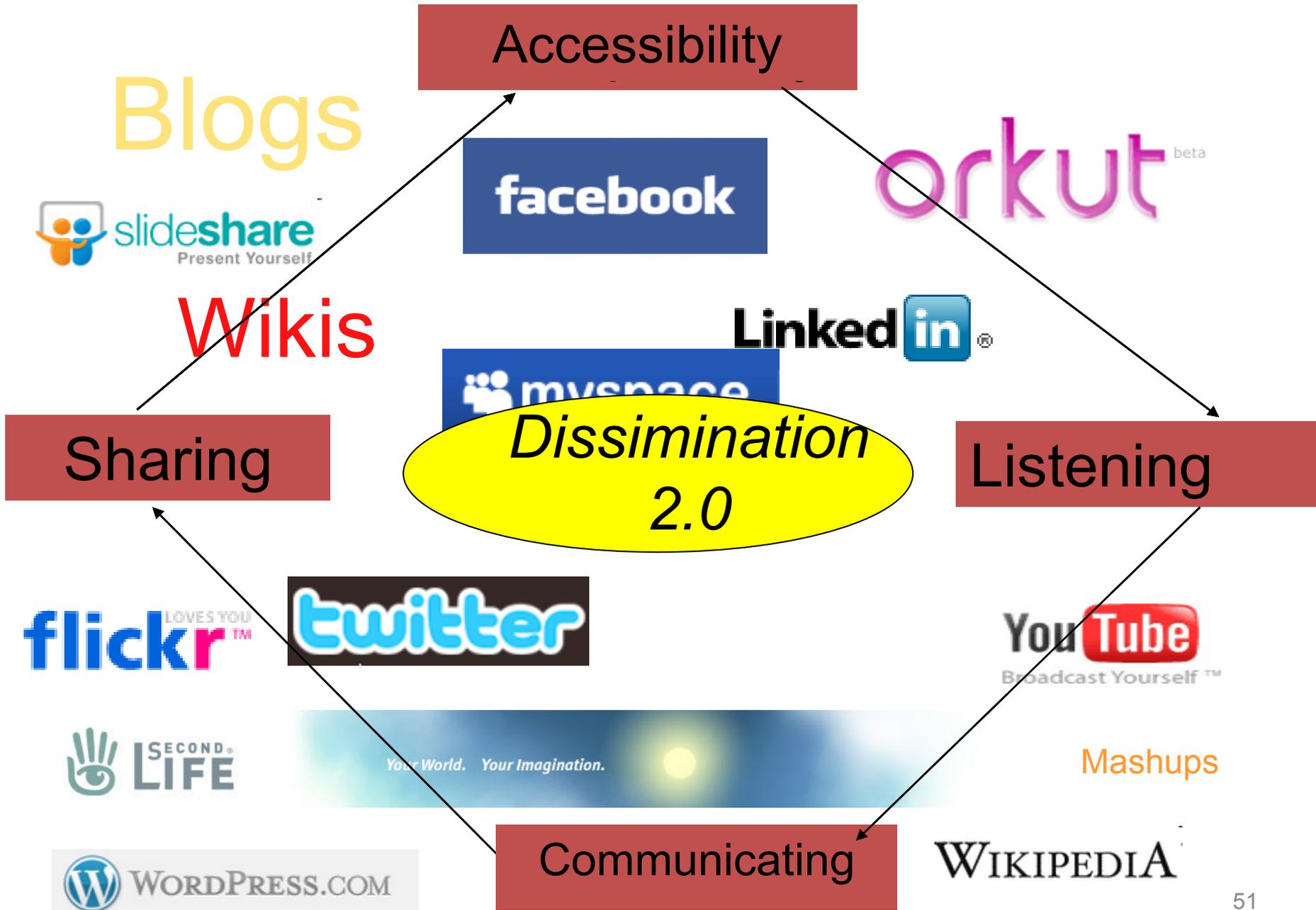
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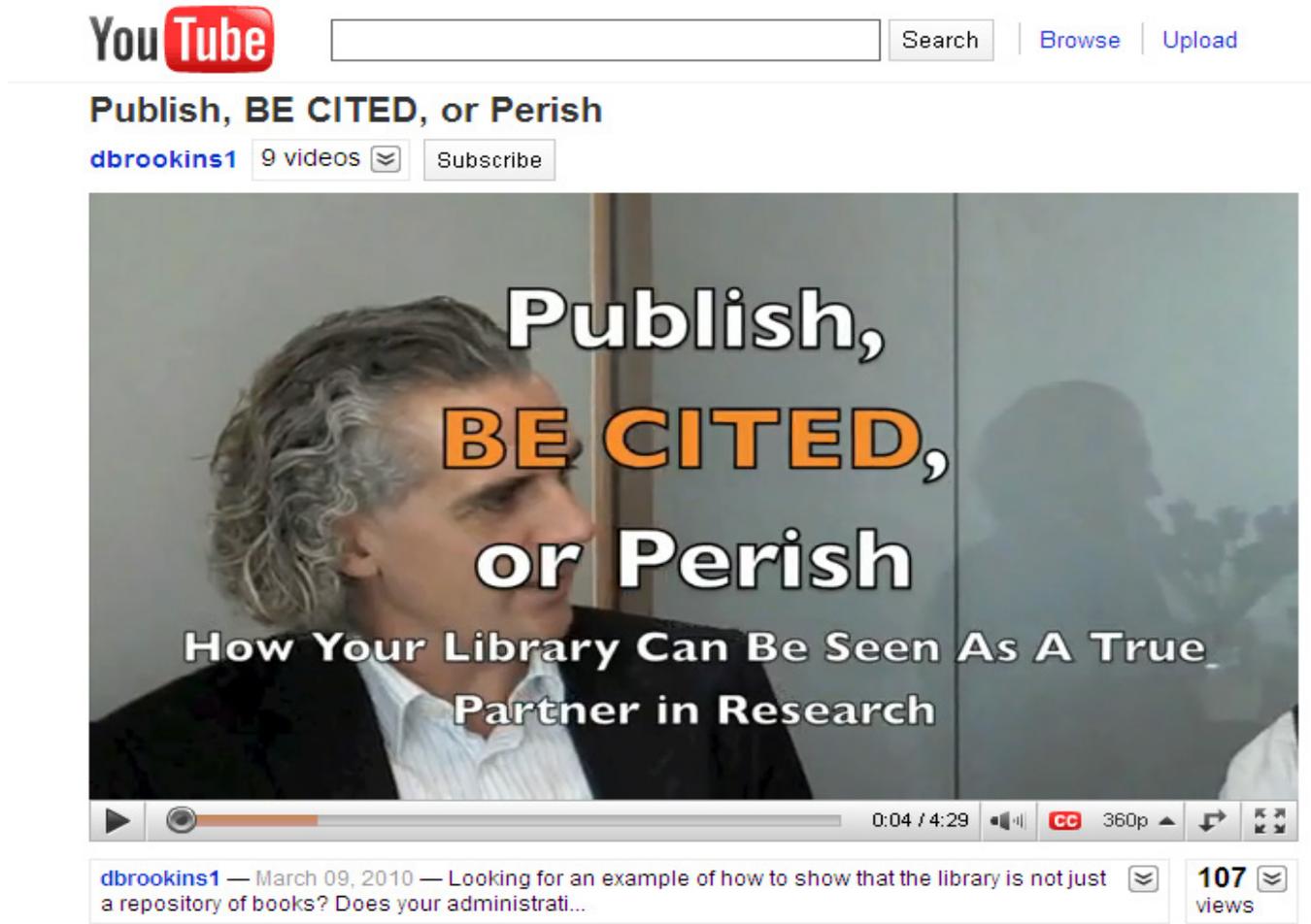
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In sum:

social media can help scientist to gain more visibility and accessibility –  
making research interactive - to get impact



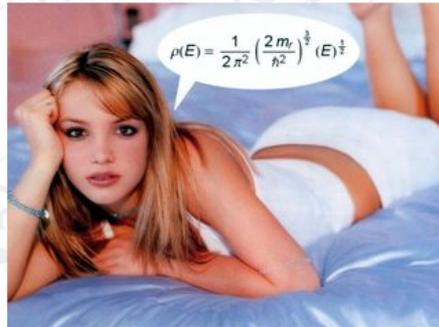
The image shows a screenshot of a YouTube video player. At the top left is the YouTube logo. To its right is a search bar with the text "Search" and two links: "Browse" and "Upload". Below the search bar is the video title "Publish, BE CITED, or Perish" in bold black text. Under the title is the channel name "dbrookins1" in blue, followed by "9 videos" and a dropdown arrow, and a "Subscribe" button. The video player itself shows a man with grey hair speaking. Overlaid on the video is the text "Publish, BE CITED, or Perish" in large white and orange letters, and "How Your Library Can Be Seen As A True Partner in Research" in white text below it. The video player controls at the bottom show a progress bar at 0:04 / 4:29, a volume icon, a Creative Commons license icon, and a resolution of 360p. Below the video player is the video description: "dbrookins1 — March 09, 2010 — Looking for an example of how to show that the library is not just a repository of books? Does your administrati..." and a view count of "107 views".

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It is a little known fact, that Ms Spears is an expert in semiconductor physics. Not content with just singing and acting, in the following pages, she will guide you in the fundamentals of the vital semiconductor laser components that have made it possible to hear her super music in a digital format.



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