



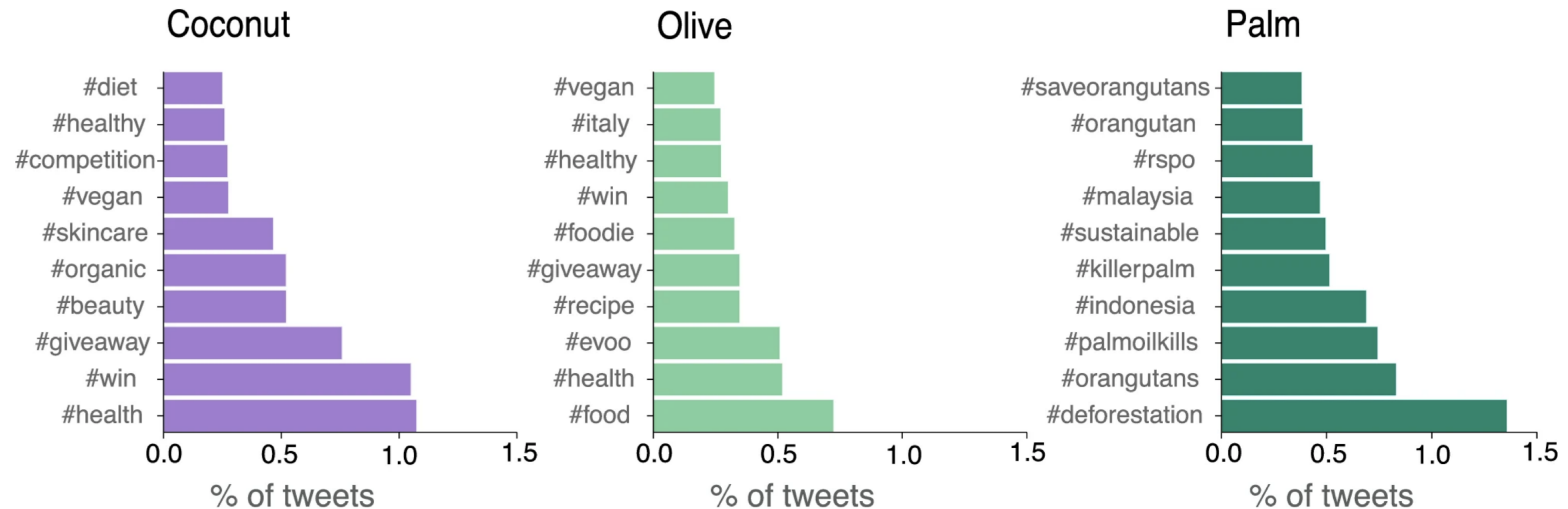
Are we good enough at doing scientific outreach on social media?



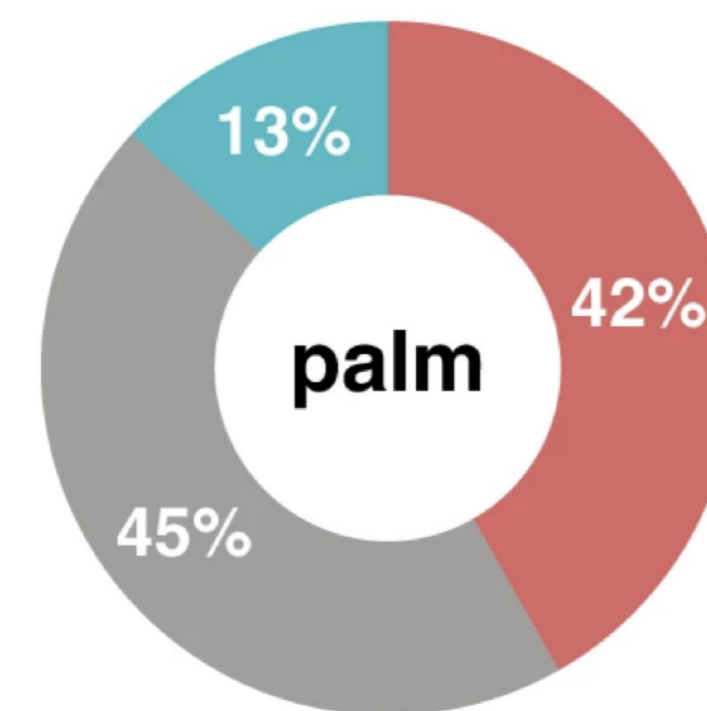
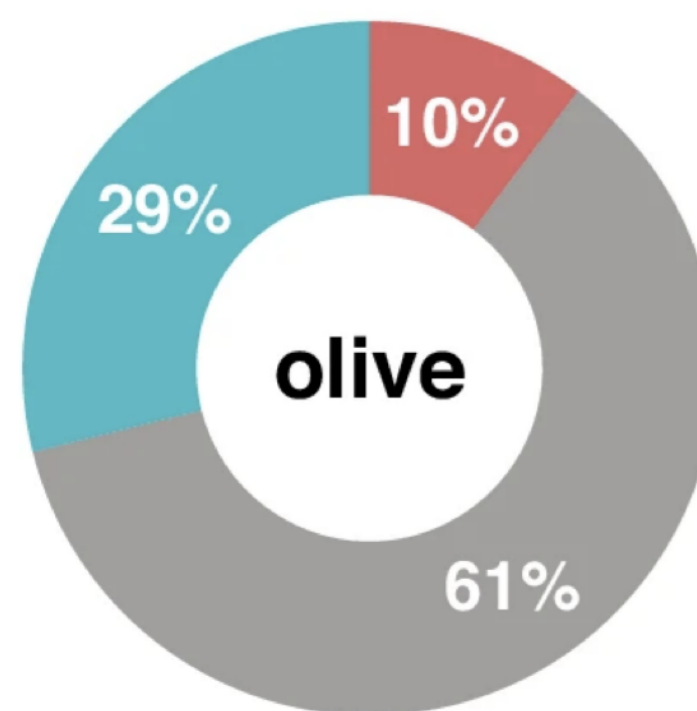
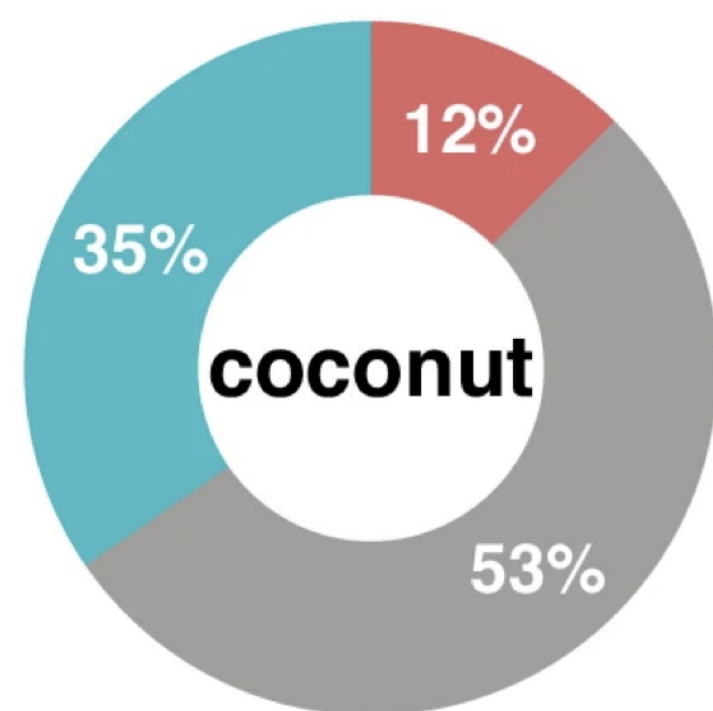
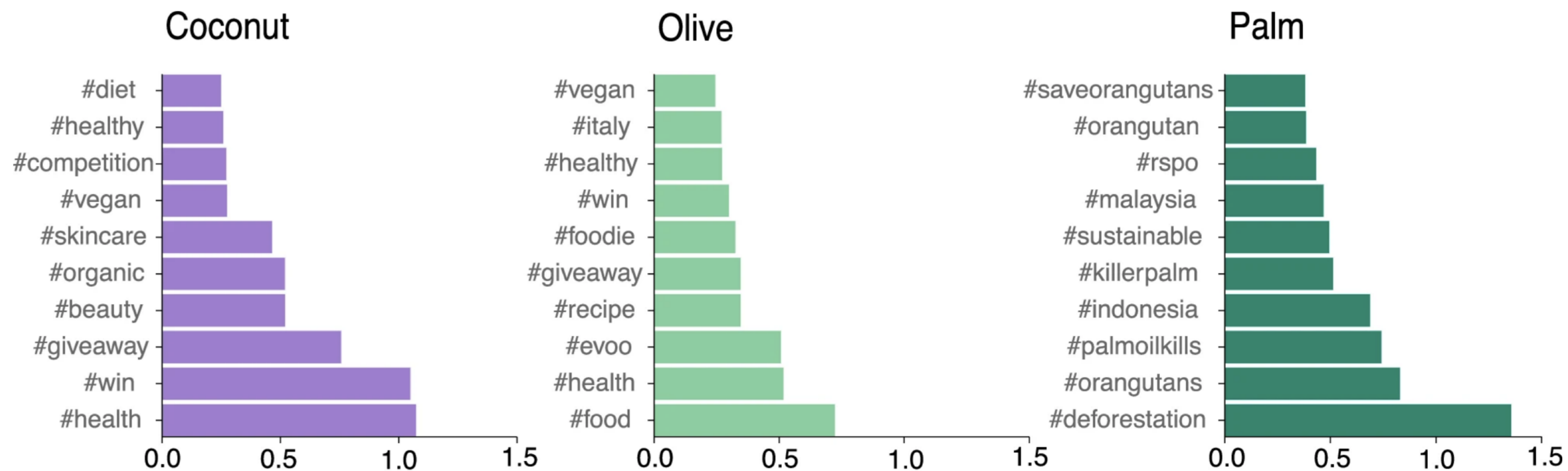
Characteristics of the vegetable oil debate in social-media and its implications for sustainability

[Elena Candellone](#), [Alberto Aleta](#) , [Henrique Ferraz de Arruda](#), [Erik Meijaard](#) & [Yamir Moreno](#)

[Communications Earth & Environment](#) **5**, Article number: 391 (2024) | [Cite this article](#)

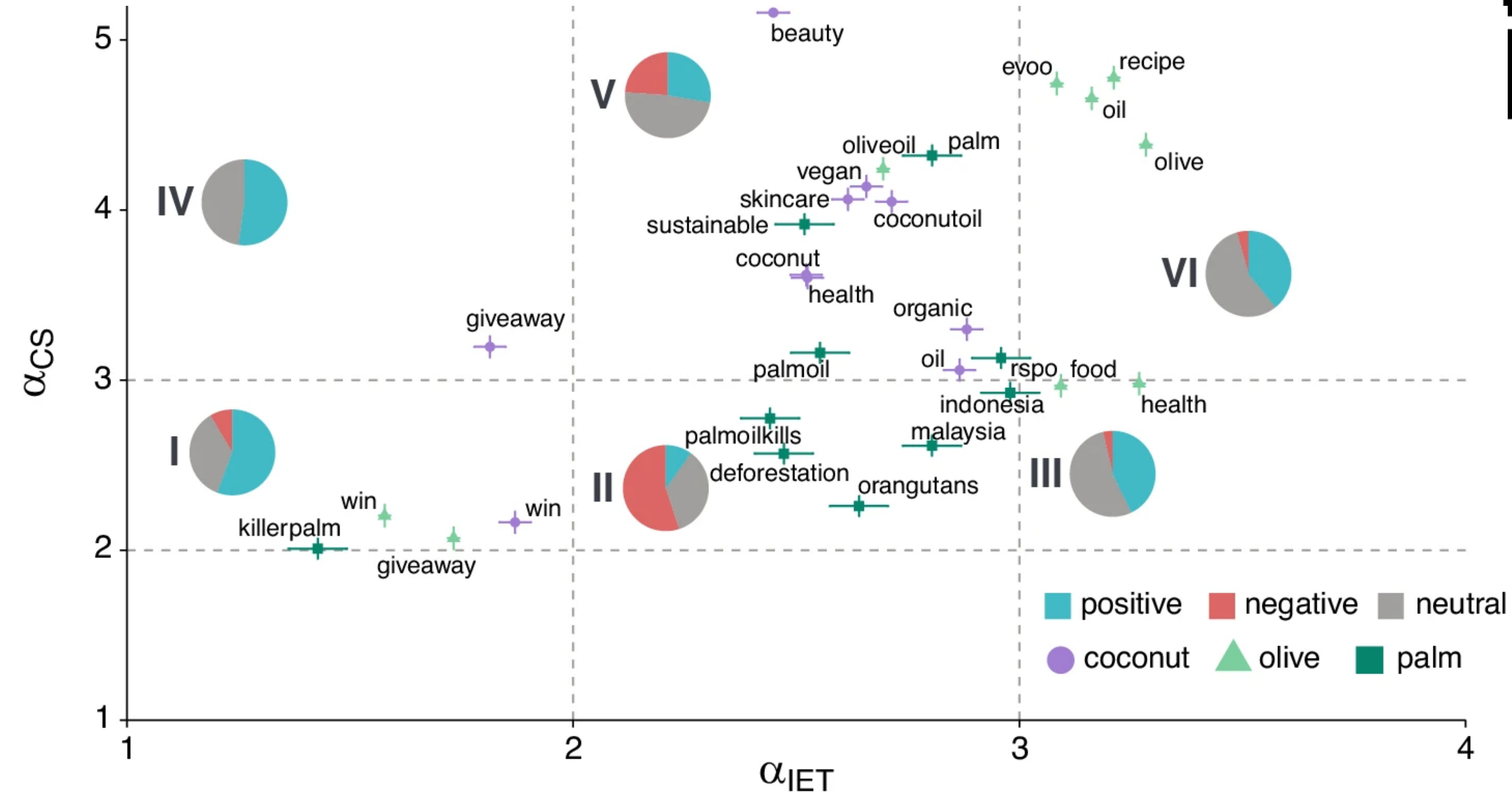


Health and beauty vs deforestation



Neutral vs negative sentiment

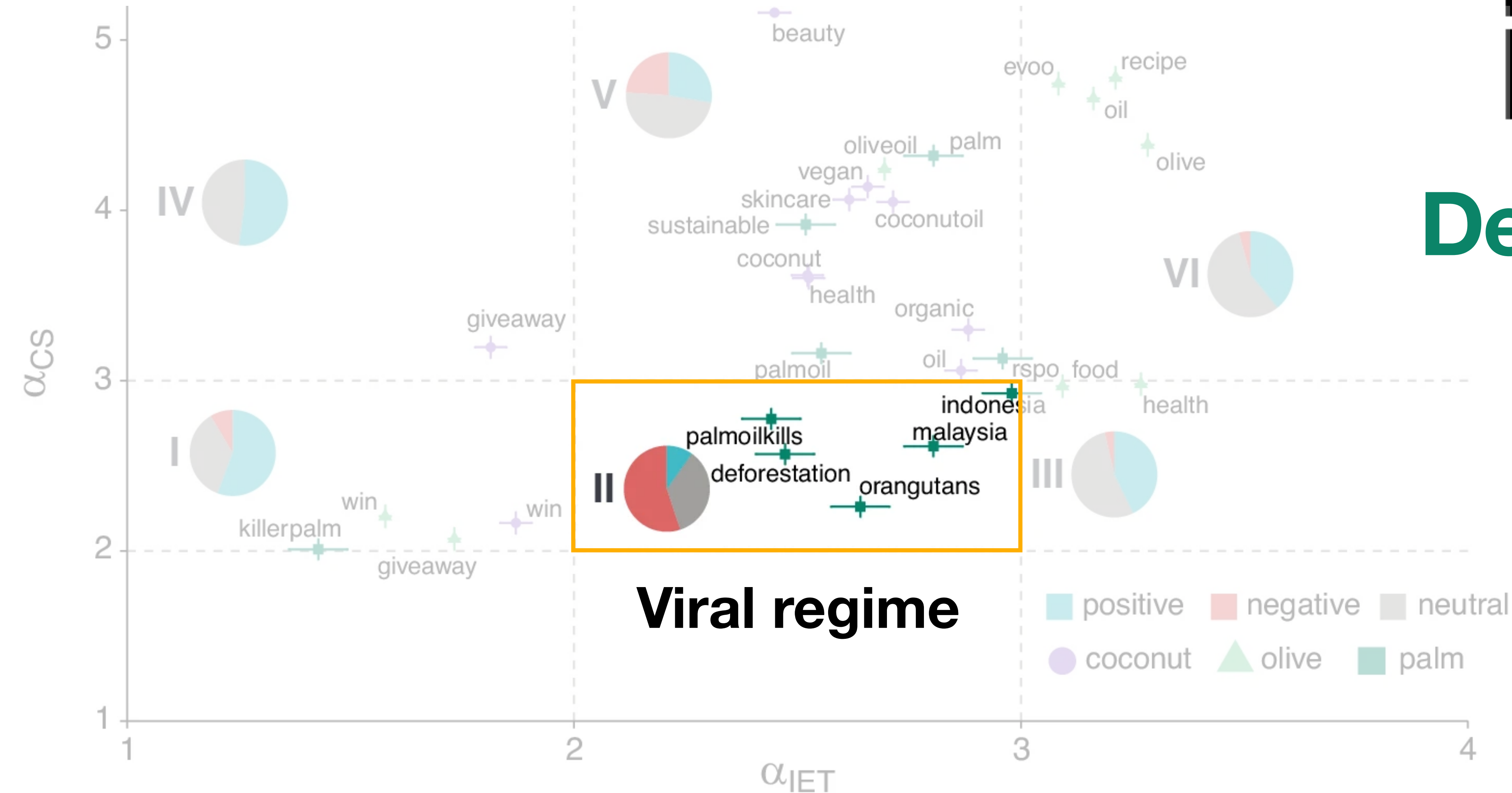
Power-law exponents can measure space-time virality



Power-law exponents can measure space-time virality



Deforestation
went viral



Key findings

- **Disconnection** between **scientific** and **public** discourse
- Scientists need **better communication** strategies
- Viral events **oversimplify** complex sustainability issues



Thanks to my co-authors!



Elena Candellone
Utrecht University
e.candellone@uu.nl
elenacandellone.github.io