



TRITON: A SOCIAL MEDIA NETWORK FOR THE OCEAN

Kristen Yarincik, Melissa Brodeur, Amanda Holloway, Sheri Schwartz, Cassandra Wilson

Consortium for Ocean Leadership

*The National
Academies of*

SCIENCES
ENGINEERING
MEDICINE

Why?

How will it
work?

*Interactive! Click to
jump to section*

Human
Stories

*Interactive! Click to
jump to section*

Impact

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ABSTRACT

To meet the ambitious public engagement goals (e.g., ‘generation ocean’) of the U.N. Decade of Ocean Science for Sustainable Development, we need a different — and unified — approach to outreach and communication. We propose to develop **TRITON**, a social media platform dedicated to ocean science, ocean literacy, conservation, sustainable choices, and grassroots organization. The platform will serve as one-stop-shopping for information about the ocean and society, a place where scientists and organizations can share and amplify science-based information and for disseminating original content that connects people to the ocean through the lens of their own community experiences. The platform can both leverage and support existing, robust public engagement (e.g., aquariums, zoos, state Sea Grant programs) and, through original human-centered content development, build partnerships with, for example, storytellers, sociologists, historians, economists, and social justice experts. The platform’s content and user base are not limited to the U.S.; human stories from around the world will build a global community around ocean sustainability as individuals come to understand their personal or national impact on others. By providing people — youth, in particular — with vetted, demystified information about the ocean and a platform by which to self-organize around environmental issues, this Ocean-Shot can build ‘generation ocean.’

WHY DO WE NEED TRITON?

The U.N. Decade of Ocean Science for Sustainable Development aims for an exponential increase in society’s understanding and appreciation of the ocean and in decision making that sustains our ocean resources → they want to create “generation ocean”. This is not possible without new ways to communicate information about the ocean and, above all, full coordination across the ocean sciences and its partner communities in the Decade.

TRITON will provide vetted content that:

- Is centralized and in easily digestible forms
- Amplifies and unites disparate organizations, programs, and projects across the ocean science community
- Brings new partners to the table from outside of ocean science, including historians, economists, social justice experts, cultural practitioners, journalists, etc.
- Effectively connects people to the ocean through human stories from all walks of life
- Builds understanding through people’s own experiences and how the ocean affects those experiences
- Conveys and stimulates action and sustainable decision making



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New partners outside of ocean science to generate
original content connecting humans to the ocean

A way to centralize citizen
science and calls for action

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Partners & Resources

- UN Decade Researchers
- Aquariums, zoos, & museums
- Federal agencies
- State Sea Grants
- Universities
- K-12 education programs
- Community organizations
- Community foundations
- Youth organizations
- Ocean education/literacy programs
- Journalists
- Historians
- Economists
- Social justice organizations
- Technology partner(s)

Content

- Personal storytelling
- Community stories
- UN Decade updates
- Scientific results
- Information for sustainable decisions

Users

- Public looking for a trusted source of information (with a focus on youth)
- Scientific community
- UN Decade community

Future spinoffs

- Career resources
- Games/quizzes
- Advocacy
- Youth organizing
- Conservation

Outcomes

- Increased understanding of the goals of the UN Decade
- Enhanced ocean literacy
- Enhanced awareness, knowledge, or understanding of need for a clean, healthy, resilient, predicted, safe, productive, and accessible ocean
- Change in attitudes/behavior in personal sustainability choices
- Increased engagement or interest in ocean stewardship/conservation
- New personal connections with other ocean enthusiasts
- Partnership building
- Self-organization among users

A place to bring society together
toward the Decade goals

Unlimited potential growth in content,
networking spaces, and associated apps

Trust and exponential increase in
understanding and engagement



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COMMUNICATING OCEAN SCIENCE & SUSTAINABILITY IN A NEW WAY

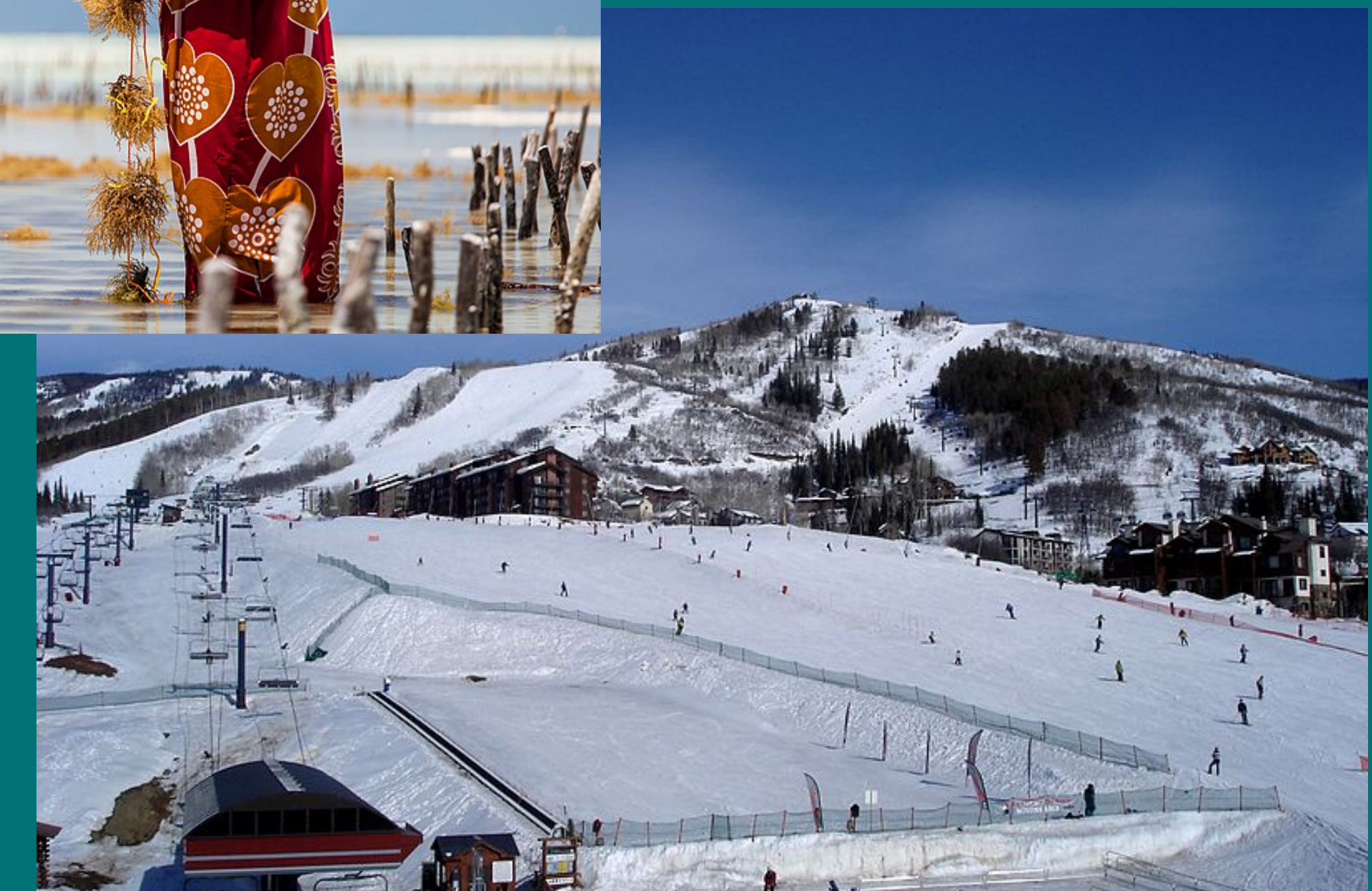
- Publish original content focused on human experiences as impacted by the ocean:
 - Connect people and communities to the ocean
 - Demonstrate the role the ocean plays on communities
- Incorporate multiple disciplines to capture new perspectives and stories
- Foster an inclusive and global community around ocean sustainability
 - Increase individuals' understanding of how personal actions and national policies impact others

Original content will tell stories that start with people, not the science, to demonstrate the role the ocean plays on communities in more personal and compelling ways that meet people where they live.

Human Stories

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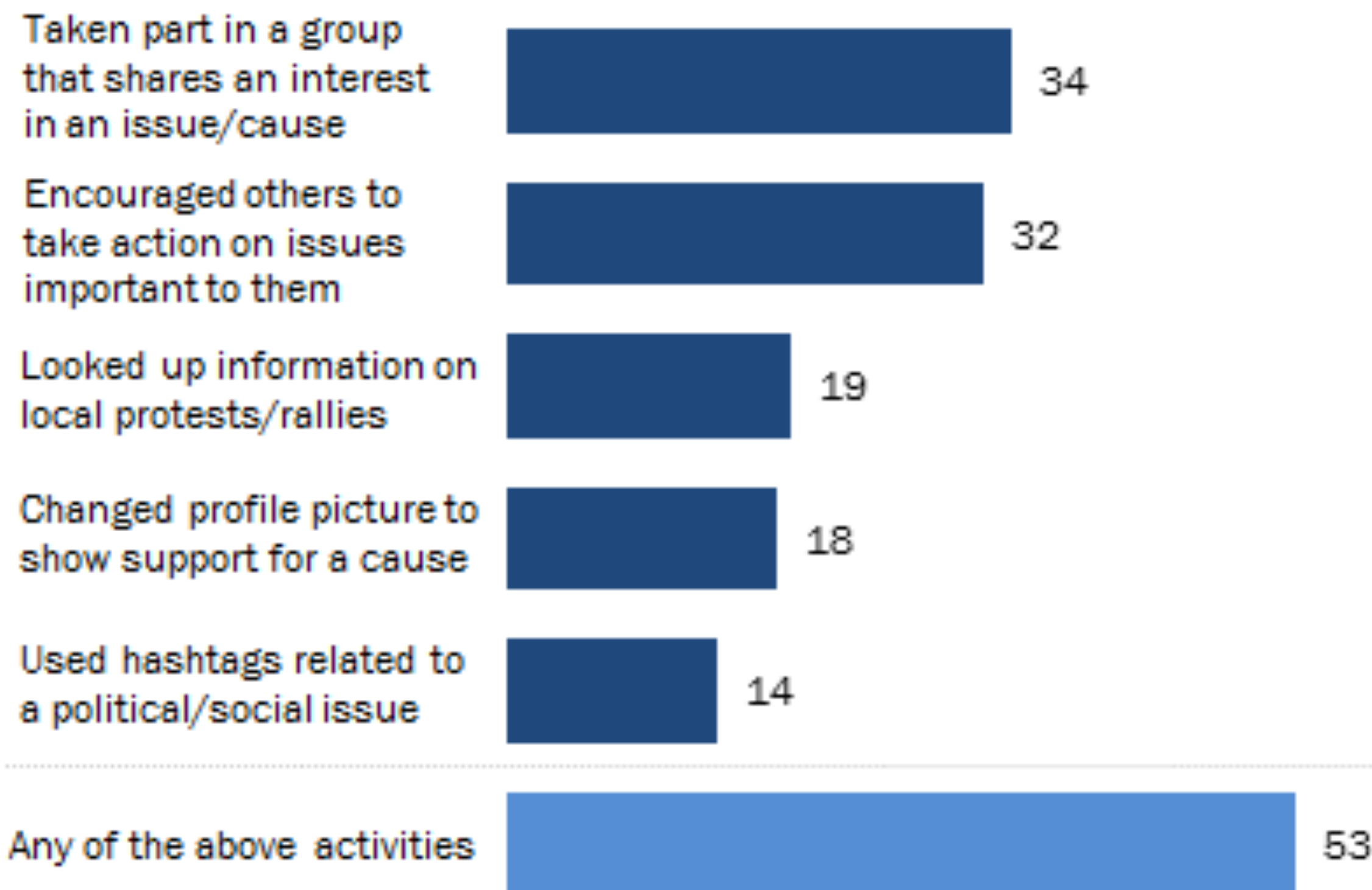
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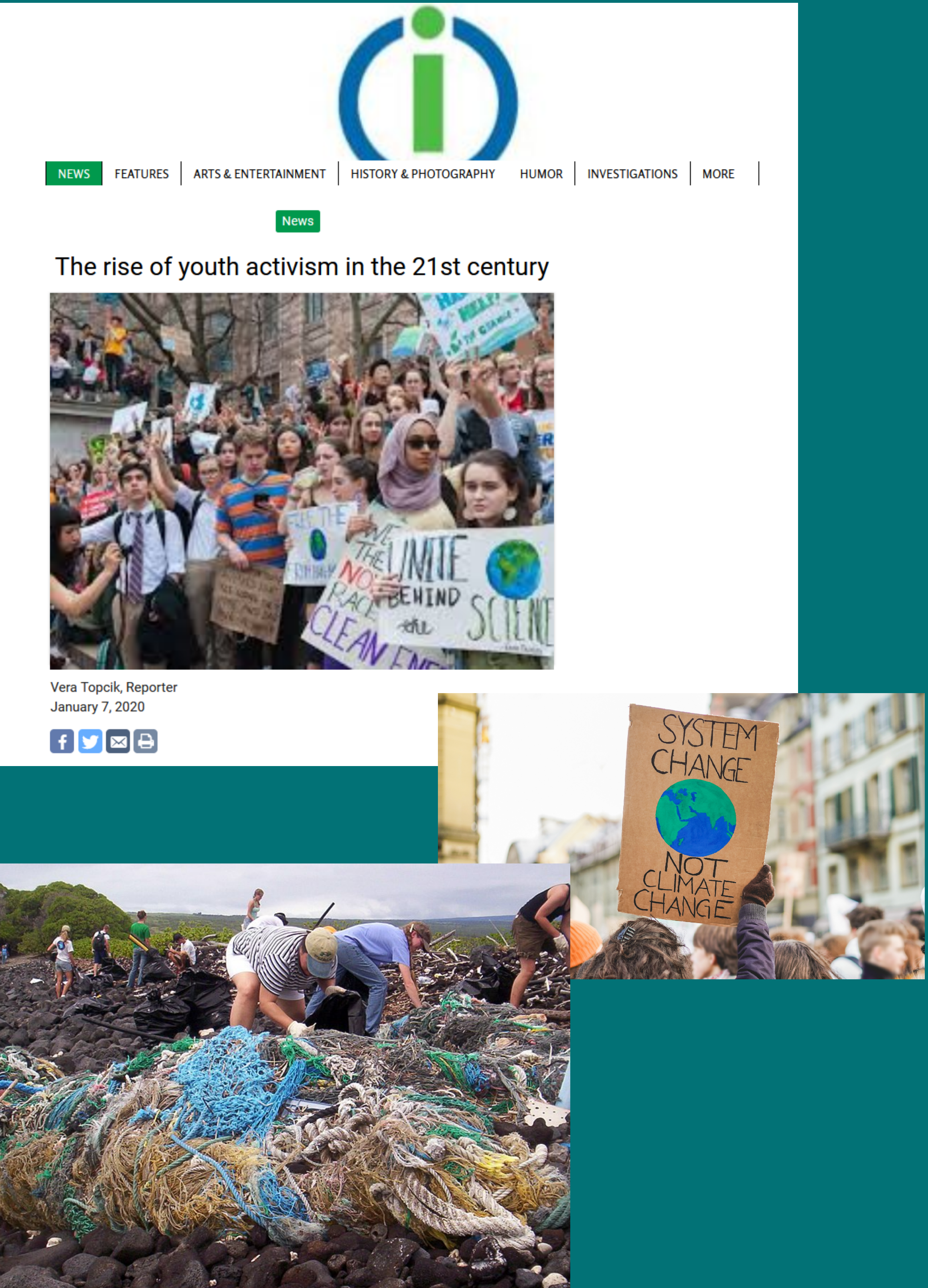
Roughly half of Americans have been civically active on social media in the past year

% of U.S. adults who say they have done the following activities on social media in the past year



Note: Respondents who gave other responses or did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 29-June 11, 2018.
"Activism in the Social Media Age"

PEW RESEARCH CENTER



BUILDING GENERATION OCEAN

- TRITON will reach and engage people globally
- Target audience: All, but especially youth
 - Effective audience for ocean stewardship engagement
- Social media as most effective tool for engagement
 - ~95% of teens have access to a smartphone
 - 45% are online on a near-constant basis (Pew 2018)
 - Smartphone ownership is nearly universal across genders, races, and socioeconomic backgrounds
- TRITON can build 'generation ocean' by:
 - Coordinated and amplified messages
 - Offering youth a platform on which to organize
 - Providing youth with vetted and readily accessible information