



ANNOUNCEMENT

## Introducing the “JSE Media Specialist”

**James Houran**

editor@scientificexploration.org

The editorial team eagerly welcomes Cindy Little as our dedicated media specialist — a strategic liaison for public relations (PR) and education campaigns about *Journal* content and its implications for model-building or theory formation across the scientific community (contact: [jsemedia@scientificexploration.org](mailto:jsemedia@scientificexploration.org)).

She obtained her Ph.D. in Educational Psychology from Baylor University and has taken parapsychology courses through the Rhine Research Center. Dr. Little is currently a researcher with the Institute for the Study of Religious and Anomalous Experience (I.S.R.A.E.) and teaches parapsychology courses online at Udemy and locally at McLennan Community College. She is also an instructor in Baylor University’s Department of Educational Psychology, where she teaches courses on research methods and human development. Her professional interests include field research on haunt phenomena, citizen science applications to anomalistics, and fostering a strong online presence to help bridge professional scientists and the global community of students and amateur researchers.



The *JSE* Media Specialist role augments the broader efforts of Annalisa Ventola — the Society for Scientific Exploration’s (SSE) “Community Engagement and Social Media Manager” (and *Lead Editor* of *EdgeScience* magazine) — by specifically overseeing interactions with our readership via content strategies across various social media platforms. Note that many academic periodicals actively use social media to help disseminate new research, amplify its impact, and connect with other researchers and lay audiences [e.g., Gorska, A., et al. (2020). The role of social media in scholarly collaboration: An enabler of international research team’s activation? *Journal of Global Information Technology Management*, 23, 273-291. <https://doi.org/10.1080/1097198X.2020.1817684>]. Indeed, some studies have shown a positive correlation between exposure to social media and article citations [e.g., Özkent, Y. (2022). Social media usage to share information in communication journals: An analysis of social media activity and article citations. *PLoS ONE* 17(2), Article e0263725. <https://doi.org/10.1371/journal.pone.0263725>].

Dr. Little’s diverse expertise in website development and maintenance (20 years), community building via social media (15 years), and outreach campaigns devoted to public education in science (five years) should prove invaluable for fostering stronger connections between authors and our readership.

### HOW READERS CAN SUPPORT JSE ONLINE

Everyone can assist with Cindy Little’s PR work for the *Journal* by leveraging SSE’s

<https://doi.org/10.31275/20233161>

PLATINUM OPEN ACCESS



Creative Commons License 4.0.  
CC-BY-NC. Attribution required.  
No commercial use.

social media platforms to highlight and discuss new methodologies, concepts, research, hypotheses, and resources in frontier science. Here are five recommended strategies that anyone with a computer or mobile device can employ:

1. **Engage with our frontier science community:** Follow and interact with professional scientists, amateur researchers, and even sister organizations in our field— and most importantly by participating on SSE’s various social media platforms. “Like, comment, or share” our content to build connections, contribute to scientific conversations, and foster collaborations. *JSE*-related information or content will be posted regularly on:

Facebook([www.facebook.com/scientificexploration/](http://www.facebook.com/scientificexploration/))

Instagram (@scientificexploration)

LinkedIn (<https://shorturl.at/kmjOS>)

Twitter (@SSE\_Tweets)

YouTube (@TheSSEChannel)

2. **Share compelling content:** Regularly share updates about maverick research, including key findings, publications, conference presentations, and collaborations. Of particular interest are news articles about topics relevant to *JSE* papers. Visuals like infographics, images, or videos will make your content more appealing and shareable. We aim to promote productive conversations about the diverse and provocative content in *JSE*, as well as general advancements across all scientific disciplines.
3. **Utilize hashtags and keywords:** Incorporate rele-

vant hashtags and keywords in your posts to increase their visibility and reach. Use hashtags specific to your research field, conferences, or trending scientific topics to attract the attention of fellow frontier scientists and enthusiasts. These could include: #frontier science, #maverick science, #edgescience, #JSE, #discoveries, #anomalistics, and #exploration.

4. **Communicate in a relatable manner:** Make your research or commentary accessible to a broader audience by avoiding jargon and explaining complex concepts in a clear and engaging way. Use storytelling techniques to capture attention and convey the significance of your ideas. You can also encourage conversations and feedback by posing questions, inviting opinions, and seeking input from others. Feel free to submit your social media content ideas to Dr. Little at [jsemedia@scientificexploration.org](mailto:jsemedia@scientificexploration.org).
5. **Be consistently active:** Maintain an active presence on social media by regularly reviewing our content or posting your own, engaging with the *JSE* audience, and staying updated on relevant discussions. Consistency is key for us to build a strong online presence of frontier scientists and advocates.

Our intensified social media and related public outreach campaigns will accentuate and celebrate the many facets and functions of *JSE*’s papers as discussed in this issue’s Editorial—i.e., content that aims to “engage, inform, and inspire.” Your enthusiastic participation and support will help the *Journal* to increase the worldwide visibility and impact of frontier science and anomalistics, and in the process, to facilitate good science, not scientism.