

# Public Engagement in Nanotechnology

Lessons & Experiences from Sri Lanka

By  
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# Presentation Outline

- Presentation Objective
- A brief on Nanotechnology project
- Using Social Media for public engagement
- Key lessons
- Potential for **e-public engagement**

# Presentation Objective

- The project used “a variety of social media tools” to generate a public dialogue on Nanotechnology other than the conventional methods (workshops, media...etc)
- This presentation highlights the key lessons of applying social media for public engagement

# Project in Brief

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|                           |  |
|---------------------------|--|
| <b>Project Name</b>       | <b>Developing a Regulatory Framework for Nanotechnology Related Activities in Sri Lanka</b>  |
| Project Duration          | 24 months  |
| Project Partners          | National Science Foundation (NSF), Institute of Policy Studies (IPS), Sri Lanka Institute of Nanotechnology (SLINTEC), National Institute of Occupational Safety & Health (NIOSH), Sri Lanka Standards Institute (SLSI), Prof. Anoja Fernando & Team |
| Project Overall Objective | To Propose a Framework for Nanotechnology  |
| Practical Action Role     | Experience Sharing & Public Engagement   |
| Project Donor             | IDRC   |

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# Using Social Media

- Setting-up
  - Facebook <http://www.facebook.com/nanotechlk>
  - Twitter <https://twitter.com/nanotechlk>
  - Linked in Groups
- Liking the social media tools on web-portal [www.nanotech.lk](http://www.nanotech.lk)
- Promoting social media account through personal networks
- Provided constant updates in the accounts

# What Happened?

- News & Events are updated frequently
- A sharing platform for other Nano related information
- Went up to **3001** members on FB
- There are **230** followers on Twitter
- Increasing number of enquiries on Nano (Especially through FB)
- How public enquires generate ...



S  
W Rituraj Ramteke

 Rituraj Ramteke

April 3

ok  
is there a  
in sri lank



**Prem Bhat**

may i know what the recent things that u r doing?  
i have a keen intrest in nanitechnology  
😊 bg??

March 9

 NanoTec  
Not that I

 Rituraj f  
can u plz



**NanoTechnology Sri La**

That is good. Actually we a  
for Nanotechnology in Sri L

 NanoTec  
We are cu  
The fertili  
It is a fert  
nutrients  
away



**Prem Bhat**

so what short of experimer

 Rituraj f  
is there a  
in it  
?



**NanoTechnology Sri La**

We have done research on  
rubber

 NanoTec  
Well, vec



**Prem Bhat**

and what are the results?



**NanoTechnology Sri La**

Results on the fertilizer is p  
Sri Lanka Institute of Nano  
Are you a student? Workin

← Me  
**Avani Jagat**

 Avani Jagat

could u pls tell me whose student read nanotechnology  
actually i did masters in industrial chemistry i want to apply in this field  
for further studies



**NanoTechnology Sri Lanka**

Are you from India?



**Avani Jagat**

yes and u



**NanoTechnology Sri Lanka**

Acutally, I could help you if you were in Sri Lanka



**Avani Jagat**

from srilanka  
but u can tell me what should i do  
after completed masters

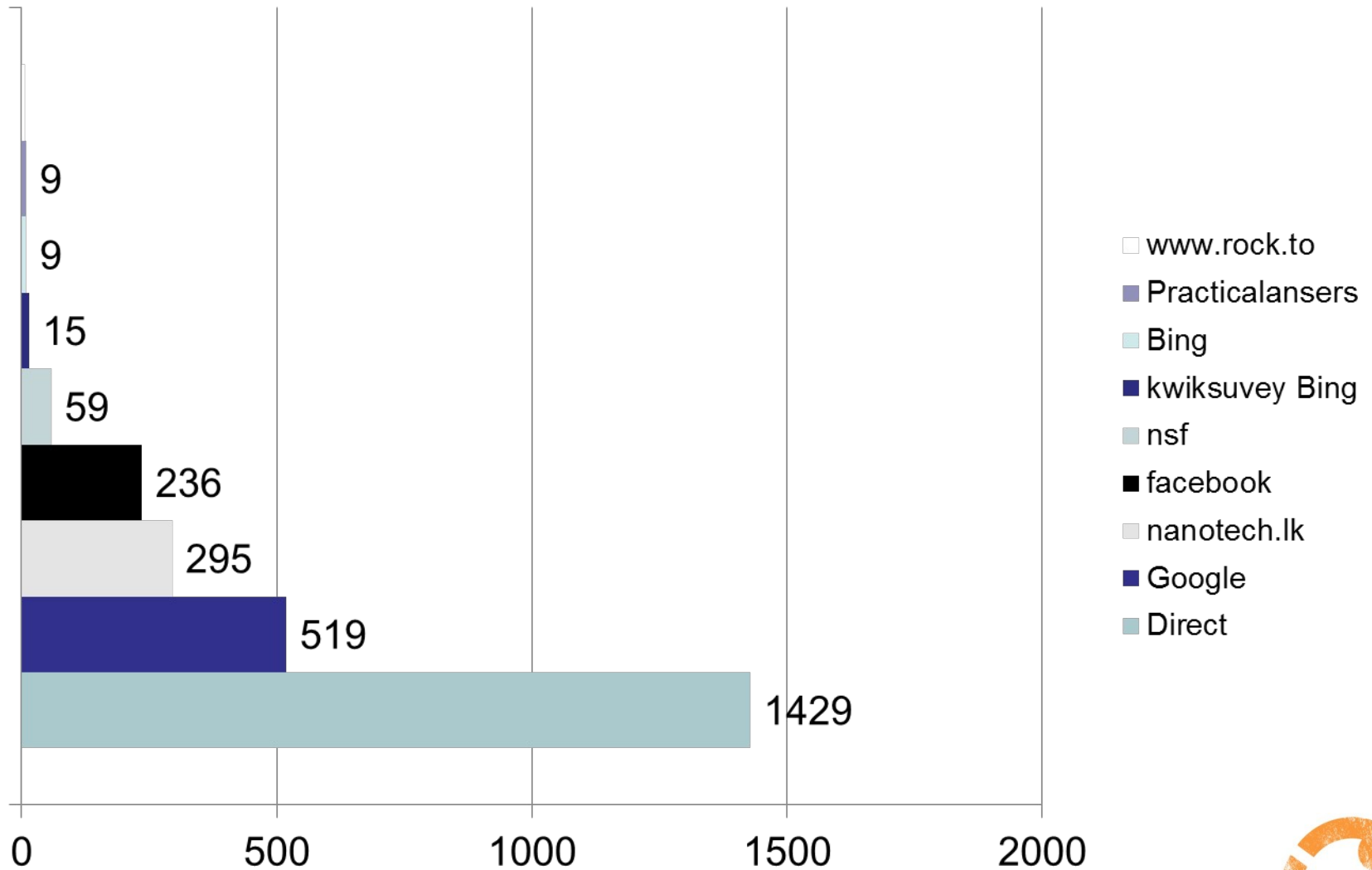


**NanoTechnology Sri Lanka**

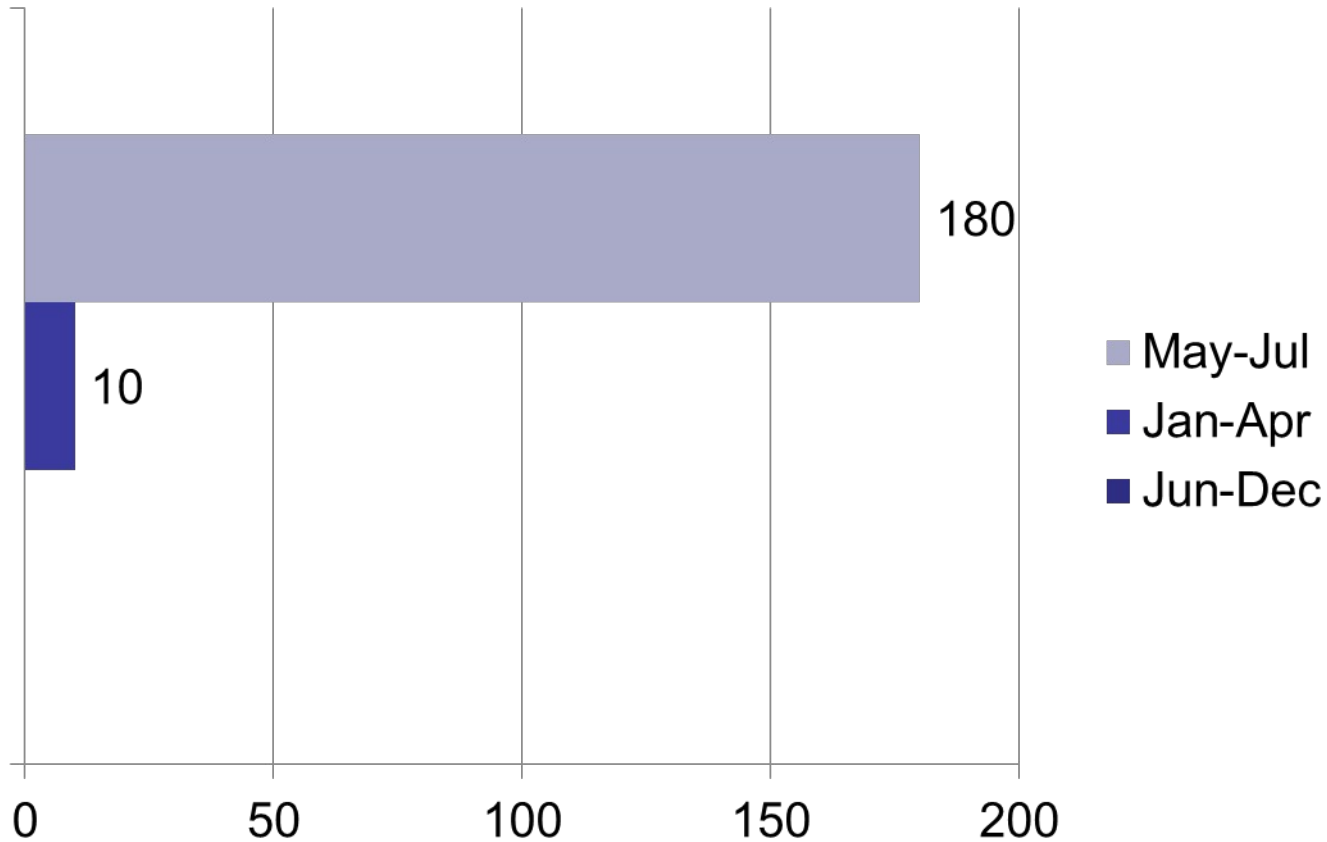
Ok, so far we do not have any University that is specifically that teaches  
Nanotechnology. But there are institutes that offer you some  
Shall I give a contact detail of a Professor that will help you?



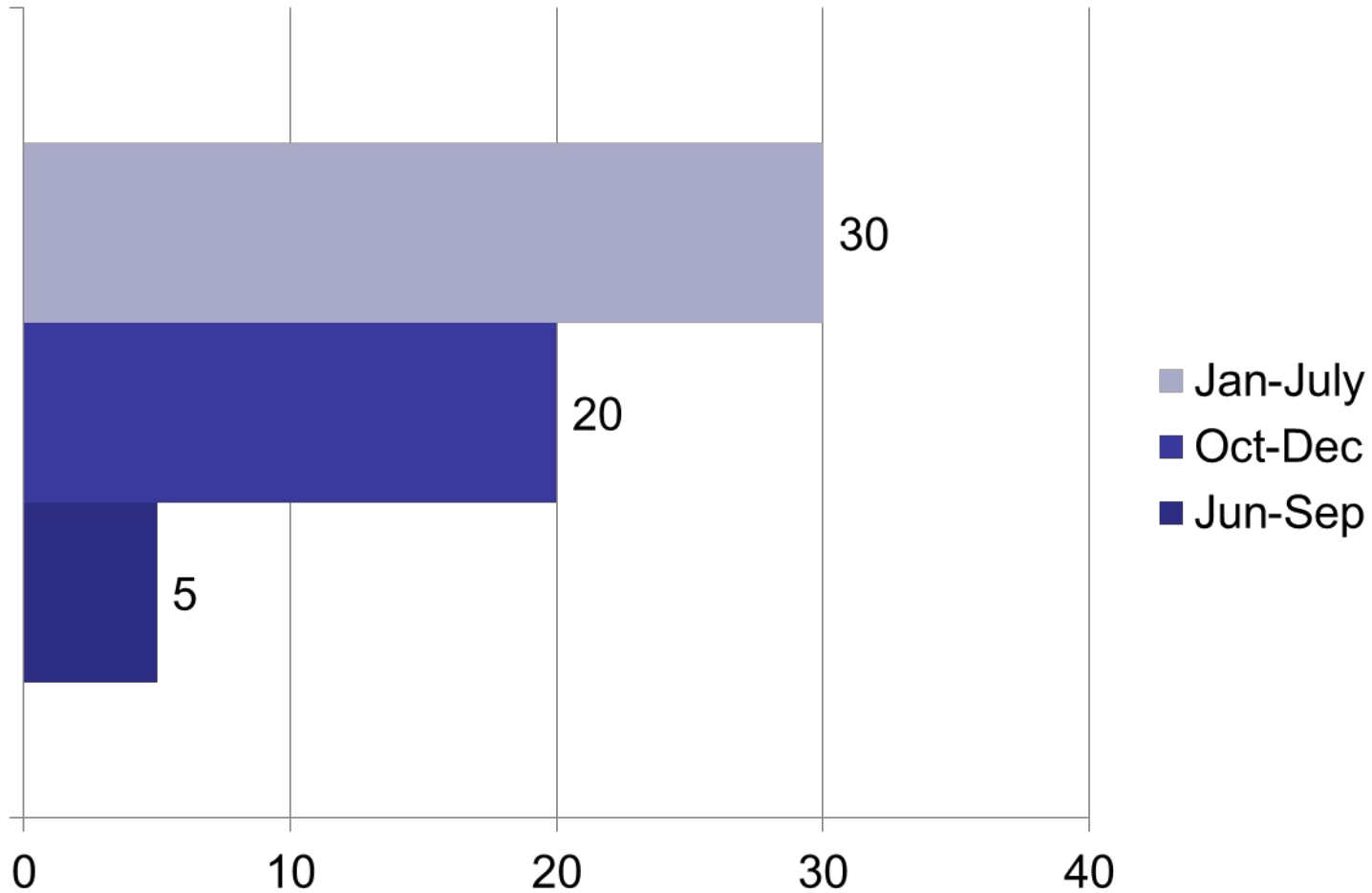
# PAGE VIEWS!



# Friend Requests per Quarter



# Public Enquiries per Quarter



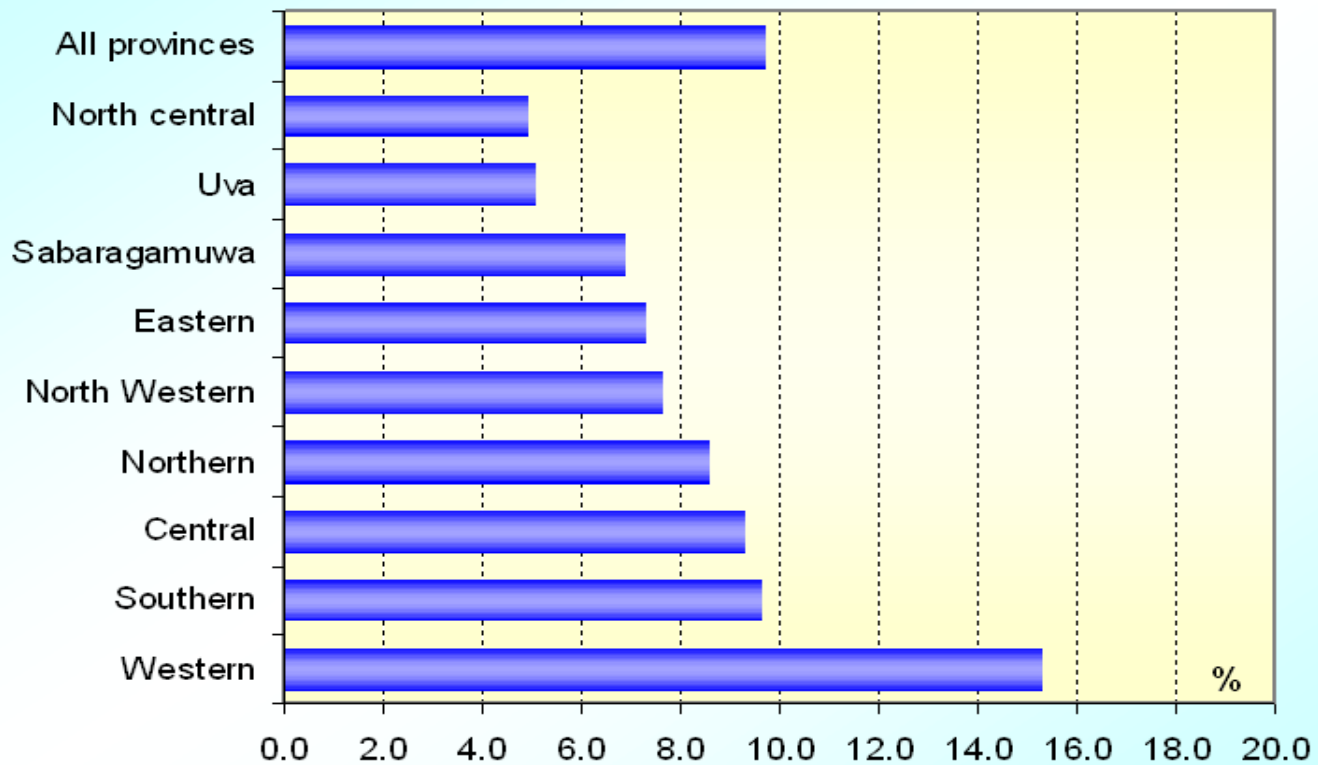
# Key Lessons

- Promoting Nanotechnology to a wider audience in a short time (both National & International)
- Messages can be delivered quickly – communication is fast
- Quick response and follow up is easy – public enquires
- Active participation & facilitating live dialogues among members
- Public enquiries answered and getting the feedback within a short period of time
- Enquirers can raise questions for further clarifications
- Most of the answers can be linked to the website. That will make the website hits & page views to go up.
- Managing the accounts are easy and efficient
- Promotes and facilitate creativity among different groups
- FB group & LinkedIn was not successful, the subject; NANO was not an interesting topic for a Facebook group
- Smart phone users have quick access to social media
- Survey run through web-portal was not successful

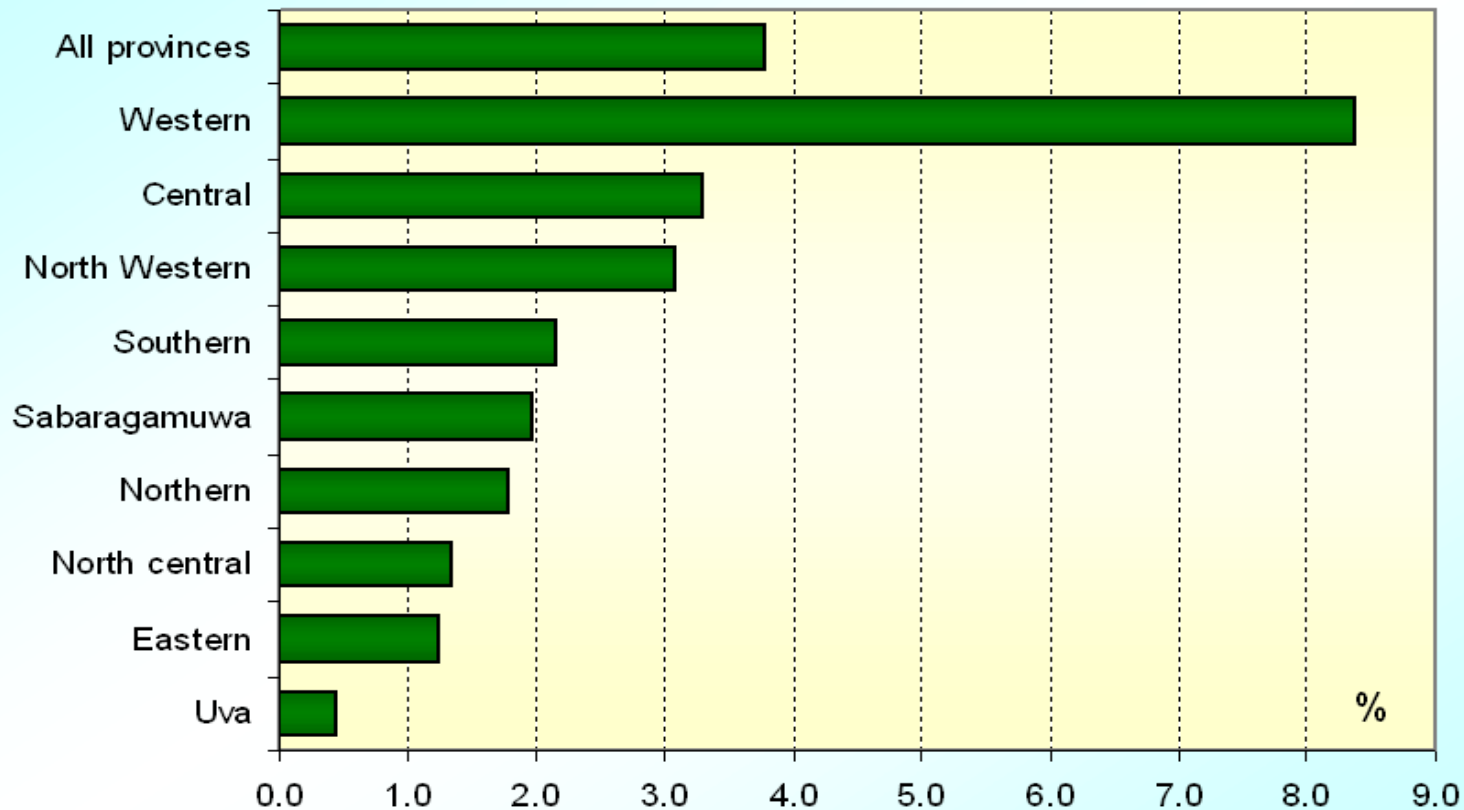
# Potential for E-public Engagement

A Snap Shot

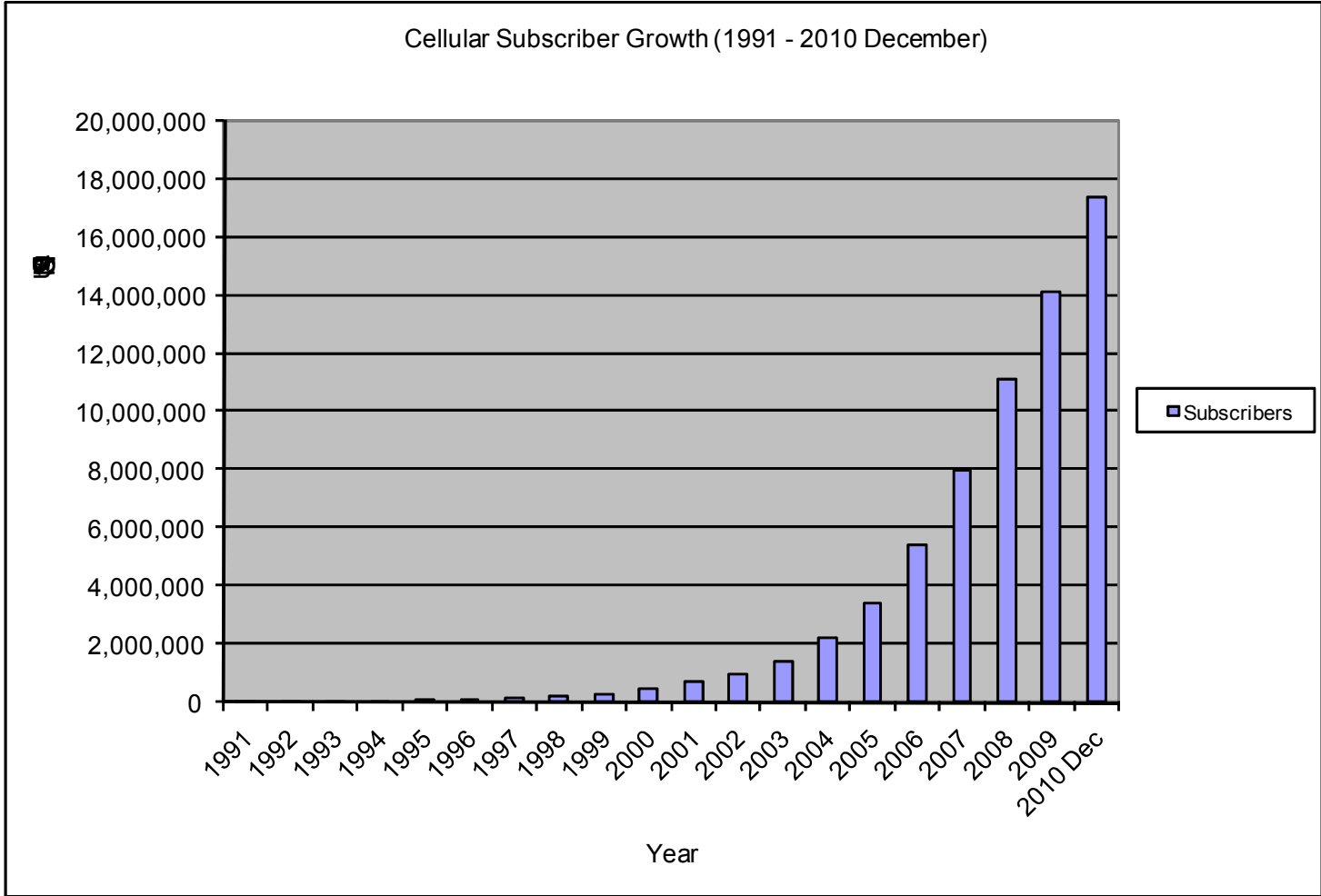
### Computer literacy of household population (5 - 69 years) by province



## Percentage of households with computers by province



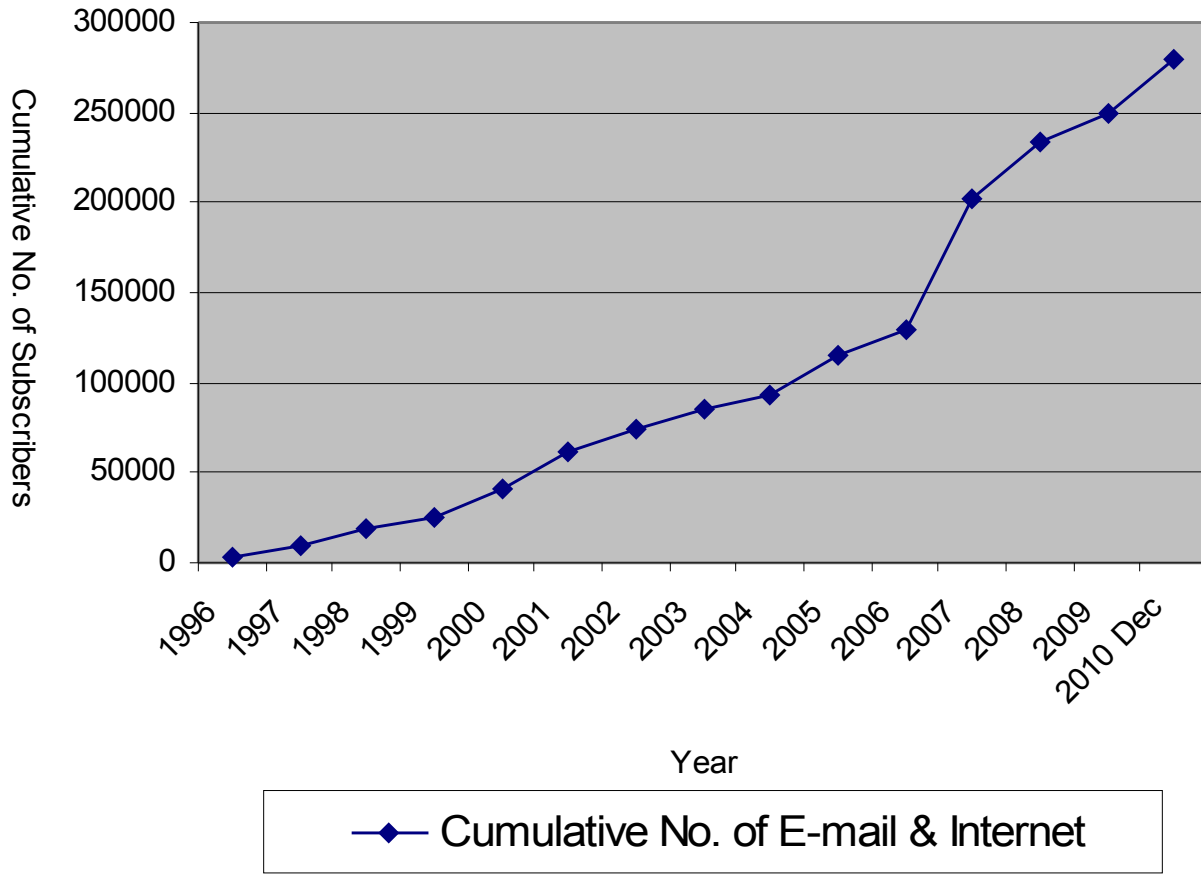
Computer literacy of Sri Lanka 2004 – Department of  
Census & Statistics, Sri Lanka



Telecommunication Regulatory Commission of Sri Lanka (TRCSL) December 2010



E-mail & Internet Growth (1996 - 2010 December)



**How**  
SOCIAL MEDIA MARKETING  
**is dealing in** **SRI LANKA**  
**BUSINESS**



- Social media marketing is relatively new in Sri Lanka
- Sri Lanka is gaining power everyday through social media
- Ex: Elephant House

<http://www.looops.com/blog/2012/02/social-me>



Thank You

