Social Media Reach Out - Connect - Learn Build Your Own Reputation

Ralf Reski

Plant Biotechnology, University of Freiburg





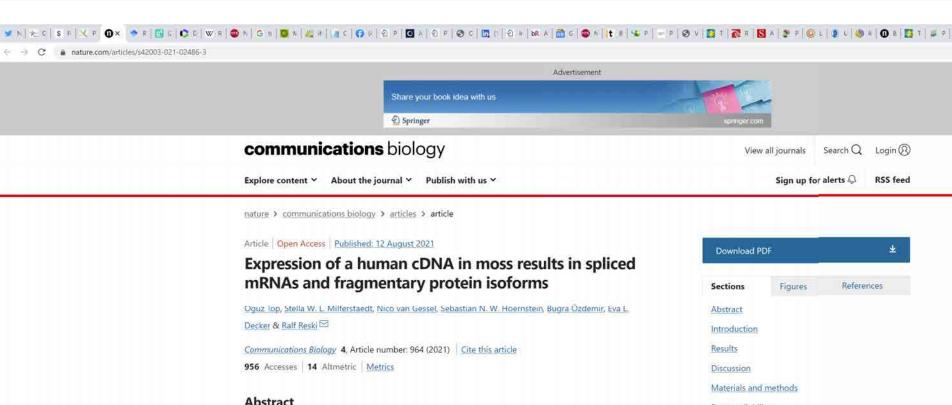


Why Science Communication (Outreach)?

- Tax payers work hard to fund Universities we have a social responsibility.
- Political discourse determines frame of our work we should take part in that discourse.
- Learn to describe your thoughts in a widely understandable way.
- Gather new information quickly.
- Build networks, learn and discuss.
- Make your science widely accessible.
- Monitor your feed-back (in form of citations).

Scientific Publications

- It is not enough to have results in your lab book or thesis.
- Writing manuscripts helps you to structure your research.
- Learn from anonymous reviewers (not all are evil).
- Spread your ideas in the scientific community.
- Publications are the basis of every scientific career.
- Citations of your publications provide a firm measure for the importance of your research (well, mostly).



Abstract

Production of biopharmaceuticals relies on the expression of mammalian cDNAs in host organisms. Here we show that the expression of a human cDNA in the moss Physcomitrium patens generates the expected full-length and four additional transcripts due to unexpected splicing. This mRNA splicing results in non-functional protein isoforms, cellular misallocation of the proteins and low product yields. We integrated these results together with the results of our analysis of all 32,926 protein-encoding Physcomitrella genes and their 87,533 annotated transcripts in a web application, physCO, for automatized optimization. A thus optimized cDNA results in about twelve times more protein, which correctly localizes to the ER. An analysis of codon preferences of different production hosts suggests that similar effects occur also in non-plant hosts. We anticipate that the use of our methodology will prevent so far undetected mRNA heterosplicing resulting in maximized functional protein amounts for basic biology and biotechnology.

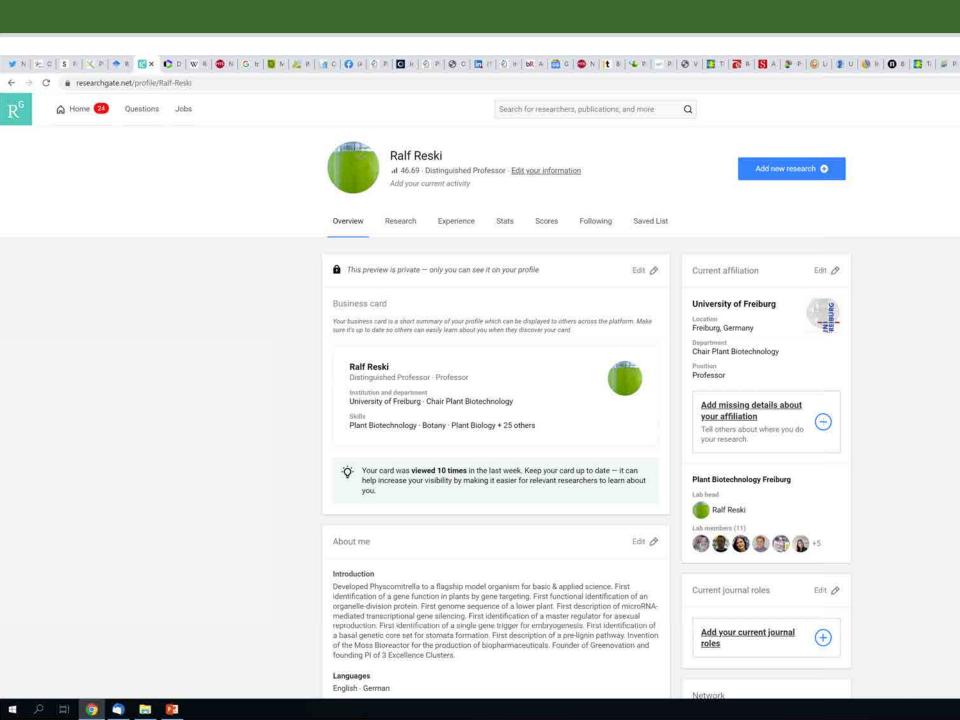


Introduction

Advertisement

Research Gate

- Create your profile, upload your articles.
- Not all publications are open access.
- Research Gate makes them a bit more accessible.
- Accessible articles will be read more often, and hopefully cited more often.
- You can follow the work of other scientists.
- Provides scores and statistics (not very relevant).



Google Scholar

- Automatically monitors the citations of your publications.
- Create your own profile to become visible.
- Provides a ranking of your publications.
- Calculates your h-value as a measure of the importance of your research.
- h-value X = X articles cited at least X times.
- Good h-value = your age 30.



Ralf Reski 🖍 FOLGEN AKTIV Distinguished Professor (Ordinarius) Plant Biotechnology, Faculty of Biology, University of Freiburg Bestätigte E-Mail-Adresse bei biologie.uni-freiburg.de - Startseite Plant Biotechnology Synthetic Biology Evolution Development Biopharmaceuticals

TITEL []		ZITIERT VON	JAHR
The Physcomitrella genome reveals evolutionary insights into the conquest of land by plants SA Rensing, D Lang, AD Zimmer, A Terry, A Salamov, H Shapiro, Science 319, 64-69			2008
	ol of gene expression by microRNAs detrmel, S Ossowski, D Weigel, R Reski,	537	2010
Plant nuclear gene knockout reveals a role in plastid division for the homolog of the bacterial cell division protein FtsZ, an ancestral tubulin R Strepp, S Scholz, S Kruse, V Speth, R Reskt Proceedings of the National Academy of Sciences USA 95, 4368-4373			1998
Identification of a nov Physcomitrella patens T Girke, H Schmidt, U Zah Plant Journal 15, 39-48		313	1998
Development, genetic R Reski Botanica Acta 111, 1-15	es and molecular biology of mosses	311	1998
Induction of budding of patens, using isopente R Reskl, WO Abel Planta 165, 354-358	on chloronemata and caulonemata of the moss, Physcomitrella enyladenine	262	1985
	f Physcomitrella lacking plant-specific immunogenic N-glycans F Altmann, A Hoffmann, S Kopriva, G Gorr, at 2, 517-529	239	2004
and evolution	atens chromosome-scale assembly reveals moss genome structur at J Fuchs, J Jenkins, FB Haas, M Piednoel.	e 218	2018
Physcomitrella patens W Frank, D Ratnadewi, R Ptanta 220, 384-394	s is highly tolerant against drought, salt and osmotic stress	198	2005
moss Physcomitrella	I, D Lang, A Zimmer, Y Van de Peer, R Reski	197	2007
Cloning and functions	I characterization of an anarma involved in the alapastics of A6	102	2000

Zitiert	von	AL	ALLE ANZEIGEN		
		Alle	Seit 2017		
Zitate		16565	5785		
h-inde:	×	71	39		
110-ind	lex	205	142		
	_	_ 1	1300		
		11	975		
ш	ш	ш	650		
ш	ш	ш	325		
2015 2	916 2017 2918	2019 2020 20	021 2022 0		
Öffen	tlicher Zugrif	f AL	LE ANZEIGEN		
0 Artik	el		82 Artikel		
mielet o	erfügbar		verfügbar		
Basier	end auf Förde	rmandaten.			
Koaut	toren		BEARBEITEN		
0	Eva Decker University of Freiburg, Plant Biot.				
•	Daniel Lang Plant Genome and Systems Biol				
	Stefan A Rensing Professor of Plant Cell Biology, >				
0	Wolfgang Frank Professor für Molekulare Zellbiol.				
1	Juliana Pars Faculty of Bi	sity of >			
8	Andreas Zimmer University Medical Center Freibu				
D	che U >				
-					







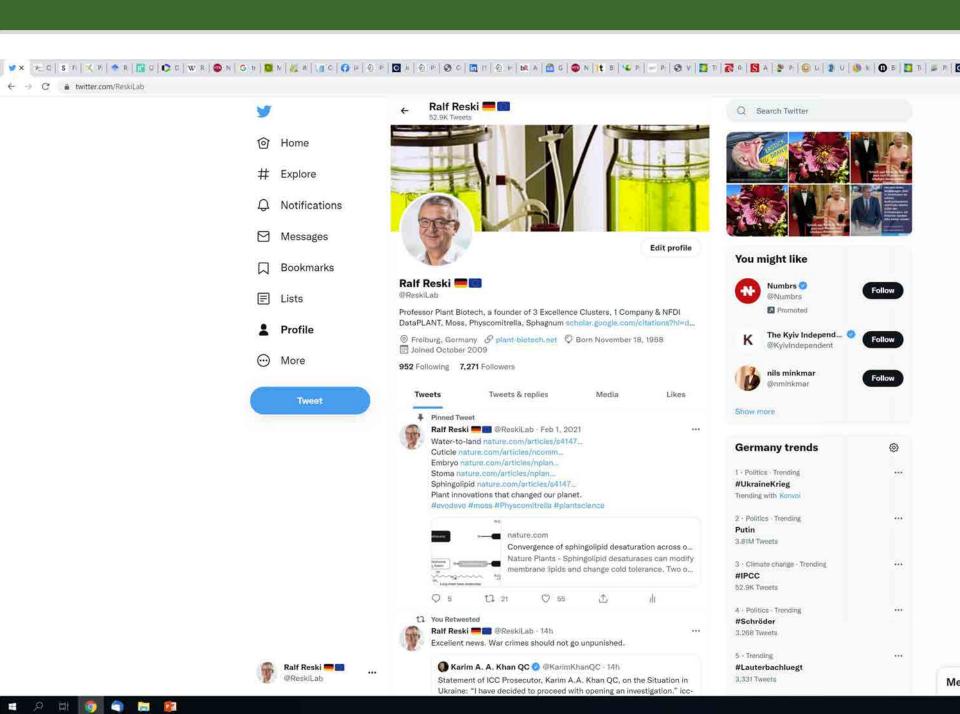






Twitter

- Everybody can follow, you can build your own timeline.
- 280 characters per tweet, but links and pictures possible.
- Very fast and direct you read it on Twitter before it is in the news.
- Hashtags can be used to collect all tweets about one event (conference for example).
- Number of followers provides indication of your influence.



Instagram

- Mainly for pictures.
- But texts and hashtags are possible and more and more often used.
- Basically as open as Twitter is everyone can follow.
- I use it for private pictures and for science communications.

15:37 4 15:37 ₽ .ul 🗢 🔳 ull 🗢 🔳

reskilab ~







296 169 Follower Gefolgt

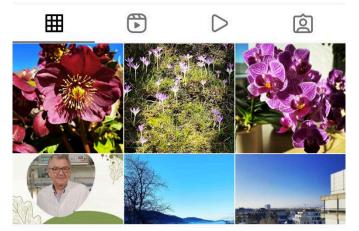
Ralf Reski

Person des öffentlichen Lebens #Flowers #Cakes #Science #Physcomitrella #Sphagnum #moss #Plant #Biotechnology, a founder of 3 excellence clusters & 1 company. Twitter @ReskiLab www.plant-biotech.net/ Übersetzung anzeigen

Werbetools Profil bearbeiten Insights Kontakt Shop hinzufügen

Story-Highlights

6



ල

8









symbiose2022germany We're excited to announce our first keynote lecturer Prof. Dr. Ralf Reski! Interested about his research? Read about it here:

Insights ansehen

Beitrag bewerben









 \square



Sefällt oguztop und 16 weiteren Personen











Start Your Science Communication Today!

- It is easier than you might think.
- It can be fun.
- It is helpful.
- It is necessary.
- Help non-scientists to understand how scientists think and work.
- Thank you for your attention. Do you have questions?





