

An experienced engineering communicator explains  
the hows and whys behind new media - and  
its importance for the engineering profession



# Why Engineers Need to Grow a Long Tail

A primer on using new media  
to inform the public and to  
create the next generation  
of innovative engineers

**Bill Hammack**



## **Why Engineers Need to Grow a Long Tail**



## Why Engineers Need to Grow a Long Tail

*A primer on using new media to inform the public  
and to create the next generation of innovative engineers*

---

**Bill Hammack**



Released under the Creative Commons Share-Alike 3.0 License. For details see <http://creativecommons.org/licenses/by-sa/3.0/legalcode>. In simple language this means you are free to do the following: a) to share, e.g., to copy, distribute and transmit the work; and b) to remix, that is to adapt the work under the following conditions:

**Attribution** — You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).

**Share Alike** — If you alter, transform, or build upon this work, you may distribute the resulting work only under the same, similar or a compatible license.

You may download a pdf of the complete book at <http://www.engineerguy.com>

#### Publication Data

Hammack, William S., 1961-

Why Engineers Need to Grow a Long Tail: A primer on using new media to inform the public and to create the next generation of innovative engineers

p. cm.

Includes Further Reading and About the Author

ISBN 978-0-61539-555-5

1. Engineering -- United States. 2. Engineering -- Social Aspects -- United States. 3. Engineers -- Public Opinion -- United States. 4. Technology -- Social Aspects -- United States.



## ***Contents***

Preface	v
Introduction	1
The New Media Landscape & Its Effect on Science Journalism	3
New Media Isn't Just Old Media Delivered in a Different Way	13
How Engineers Should Talk to the Public	21
New Media in Action: Two Hypothetical Case Studies	33
Conclusion: Creating Zing!	45
Further Reading	48
About the Author	51

