

1. Record Nr.	UNINA9910424580303321
Autore	Dei Luigi
Titolo	Diario social di un rettore : la chimica nel paese di Facebook / / Luigi Dei; prefazione di Pietro Greco
Pubbl/distr/stampa	Firenze : , : Firenze University Press, , 2016
Descrizione fisica	1 online resource (87 pages) : illustrations; digital, PDF file(s)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Is it possible to disseminate science through social networks? Facebook was created to share thoughts, ideas, sensations and anything mild and fleeting; certainly not for the dissemination of scientific and academic knowledge. On the contrary... by combining the obligatory conciseness of a post, the taste for fantasy at the service of the dissemination of scientific knowledge, and the socialization of such a widespread means of communication, there is a metamorphosis turning the irreversible, ineffable volatility of a social network into the lapidary and realistic fixity of this book of digital cameos, dedicated to many aspects of chemistry, a science which is so inextricably enveloped in our daily life. A "chemical" Rector disguises himself as Alice and ventures into a land, the Facebook land, where the wonders coming from imaginative journeys in matter, in its laws and in its imponderable enigmatic nature, take shape.</p>