MEDIA RELATIONS RECAP: OCTOBER 2023

A pair of Jackson School of Global Studies stories related to new research data earned significant media coverage from across the globe, helping the school reach among the top two of its peers in the Global Ranking of Academic Institutions (GAR) in 2023. October saw multiple stories featuring UT researchers published in top-tier outlets, including Science, Nature, and the New York Times.

Animal behavior (Michael Ryan, Cockrell School of Engineering) cited as an expert on sustainable water and energy — 170 million UVPM

Annabel McLaughlin, University of Texas at Austin, and Richard P. Barlow, University of California, San Diego, published a study in Science on the role of birds in seed dispersal, highlighting UT's expertise in evolutionary biology. This research has implications for conservation efforts and agricultural practices.

Physiological responses (Wei-Hsin Lin, College of Natural Sciences) cited as an expert on the psychological impact of social media on children — 140 million UVPM

A study by researchers at UT and the University of California, San Diego, published in the Proceedings of the National Academy of Sciences, found that childhood exposure to social media is linked to adverse mental health outcomes in adolescence. This work highlights UT's leadership in the field of developmental psychology.

Social media reach: The research covering the role of birds in seed dispersal, and the study on childhood exposure to social media, were among the most-discussed topics featuring UT researchers.

SOCIAL MEDIA HIGHLIGHTS

Twitter posts: One tweet about the new Alienware Longhorn Esports Arena (63 million UVPM) and another about the re-opening of Hogg Auditorium (60 million UVPM).

Facebook posts: A post highlighting the work of four UT researchers used an AI algorithm to predict the timing, location, and strength of earthquakes in China during a seven-month trial (131 million UVPM).

LinkedIn posts: A profile update for Lauren Villagran (133 million UVPM).

Higher Education News

UT announced a national search for its next leader after interim president Teresa Woodruff announced prior to the semester that she would not seek a permanent appointment. Woodruff is the fifth person to hold the position since the University of Texas at Austin was founded in 1883.

Amidst the preparations for the search, UT's Board of Regents is working on a new strategic plan that includes a focus on diversity, equity, and inclusion, with a goal of increasing the percentage of faculty and staff who are underrepresented minority groups. The plan also aims to increase funding for research and innovation, and to improve the university's reputation as a leader in the fields of global health, cybersecurity, and energy research.

TOP CAMPUS AND COMMUNITY STORIES

University of Texas at Austin, Air Force collaborate to make space research safer — 59 million UVPM

A pair of Jackson School of Global Studies studies related to new seismic data earned significant media coverage from across the globe, leading the way among UT research in October. One study from

Longhorn band pays tribute to Selena in halftime performance — 159 million UVPM

The Longhorn band paid tribute to Selena during halftime of the football game against Texas Tech on October 28, 2023, playing a medley of her iconic songs and displaying signs and posters throughout the stadium. The performance highlighted UT's commitment to diversity and inclusion and brought together students, alumni, and fans from across the country.