GOOS

MEDIA AND DIGITAL INSIGHTS REPORT

Jan 2024 – Jan 2025

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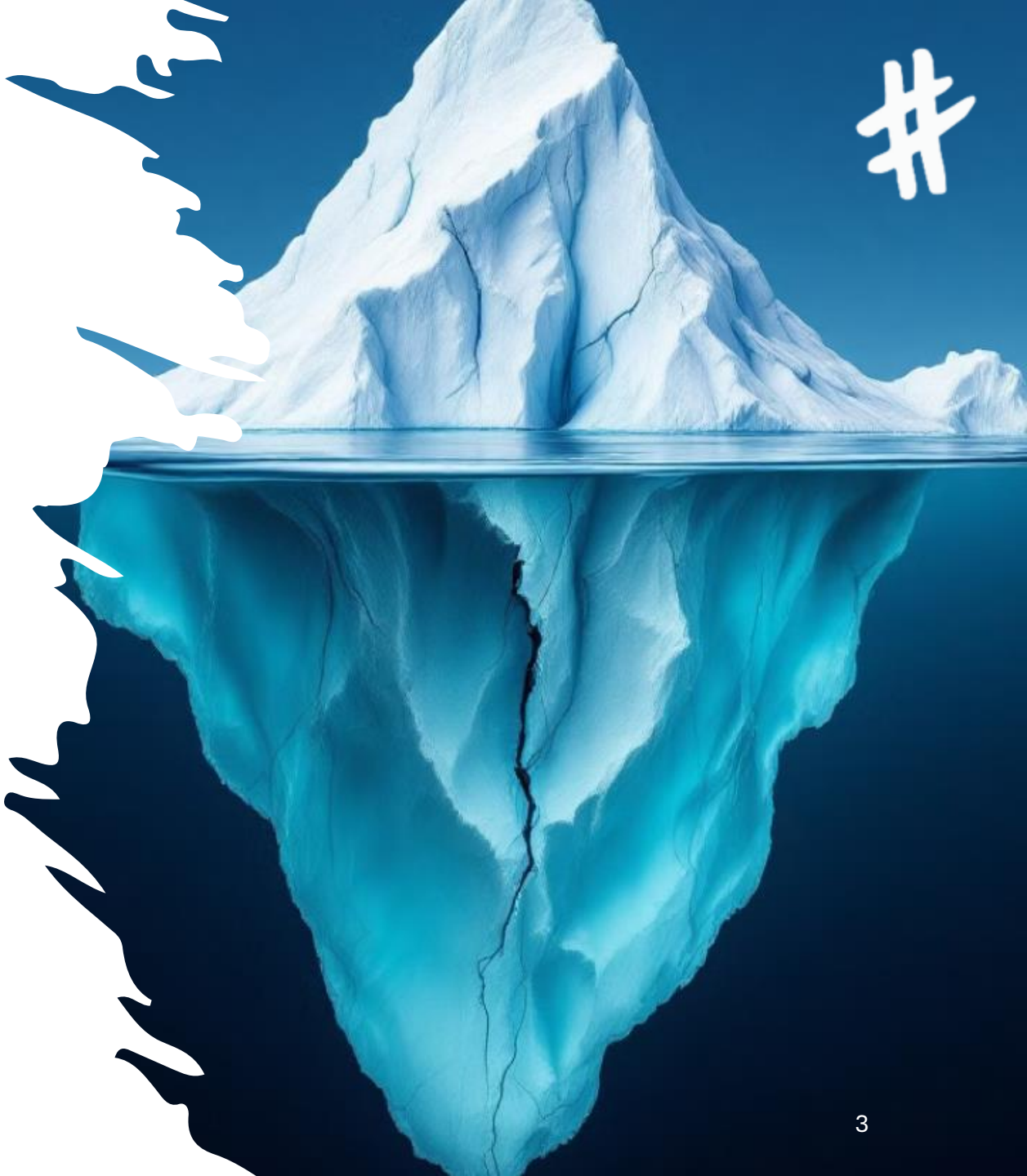
RESEARCH FOR PURPOSE

Introduction



About this report

This comprehensive media and digital insights report analyses the global ocean observation ecosystem and GOOS's position within it. Our analysis encompasses:

Data Collection & Analysis

We have gathered and analysed international articles, social media content, and digital data focusing on ocean observation topics from January 2024 to January 2025. The dataset includes over 119K mentions across news media (67%) and social networks (33%), in English, French, and Spanish. This provides a robust foundation for understanding the current discourse.

Scope & Coverage

The report examines conversations spanning climate-driven crises, technological breakthroughs, energy transitions, and public engagement, offering insights into how ocean science and policy are perceived globally. We analyze content performance through metrics including volume, engagement, and potential reach.

Strategic Value

The ultimate goal is to inform stakeholders on how to communicate and thrive in ocean science, observation, and policy-making.

Our Approach

DATA COLLECTION

We collect international articles, publicly available social media posts (mainly Twitter, YouTube and public Facebook and Instagram posts) and Google data.

The dataset includes content mentioning specific keywords associated with the Treaty.

Content performance variables such as volume, engagement and reach are also available.

ANALYSES & INSIGHT CREATION

Our linguistic and text analytics capabilities allow us to uncover the language commonly used by a specific audience or organization.

Topic analyses enable us to understand what themes are driving a specific conversation.

Performance metrics are used to inform our evaluation. That includes the share of voice, engagement generated by specific channels and potential reach.

ACTIONABLE RECOMMENDATIONS

Our evidence-driven approach informs organizations on how to:

1. Formulate tailored responses to populations' needs and concerns
2. Adopt a differentiated and credible position on relevant themes or campaigns.
3. Learn from best practices and well performing content

Executive Summary Part 1

This **Social Listening Research Report** provides a comprehensive analysis of GOOS's positioning in media and social media, evaluates which messages resonate most in ocean observation discourse, and identifies key influencers—including both organizations and individuals—who shape the narrative. The insights will help refine GOOS's strategic communication approach, ensuring greater visibility, engagement, and impact in the global ocean observation ecosystem.

1. GOOS Media and Social Media Visibility: A Comparative Analysis

- **GOOS's coverage** in the media and on social media remains limited in global ocean observation discussions, with only 0.6% of total mentions, while NOAA leads with 57%.
- The **United States** dominates GOOS-related discussions (62% of mentions), followed by India (8%), which is emerging as a key player in climate resilience. Spain (6%), France (6%), and the UK (5%) contribute significantly to ocean discussions but are less active in GOOS-related content. Growing contributors include Puerto Rico (4%), Australia (3%), Bahrain, New Zealand, and Turkey. Engagement in French and Spanish-language media remains low, highlighting a need for regional outreach.
- **Traditional media** (67%) drives ocean observation discourse, while **social media** (33%) is growing but remains underutilized by GOOS. Though GOOS content has higher exposure on social media than some peers, engagement remains low. Coverage is mostly scientific, with little focus on storytelling.

GOOS can aim to expand media presence beyond the U.S., strengthening outreach in Europe, Latin America, and Asia-Pacific. Diversifying content by integrating storytelling with policy-oriented scientific reporting can improve engagement. Additionally, localized campaigns in French and Spanish would help reach non-English-speaking audiences.

Executive Summary Part 2

2. What Messages Resonate in Media & Social Media?

- **GOOS** mentions primarily focus on **Climate & Weather (55%) and Observation & Monitoring (53%),** emphasizing its role in global ocean-atmosphere monitoring. While it also covers Ocean Processes & Observation (32%) and Marine Environmental Health (28%), broader ocean discussions prioritize Research, Survey & Exploration (51%), where GOOS has limited representation in online coverage.
- **Technological advancements** generate strong engagement, particularly in AI-driven ocean observation, autonomous underwater vehicles (REMUS 620 & 130), and NASA's PACE mission. Novel technologies, like cyborg jellyfish for deep-sea exploration, spark public curiosity and discussions on the future of ocean observation.
- **Scientific discoveries and public fascination** fuel viral engagement. Stories such as the discovery of a 40-million-year-old river system beneath Antarctica and deep-sea robots uncovering new species captivate audiences, while TikTok trends in marine biology and YouTube content on Point Nemo's mysteries show a growing interest in ocean science through storytelling.
- Public engagement and conservation narratives are amplified through social media campaigns on ocean color shifts, marine conservation, and water sustainability. Interactive content, hashtags, and visual storytelling outperform traditional news articles, emphasizing the power of digital engagement.
- **Traditional media** still favors research-heavy content, though it struggles to reach broad audiences. In contrast, short-form, visually engaging content—such as Instagram reels, TikTok videos, and YouTube explainers—performs well on social media. Emotional and human-interest stories, such as the return of the world's oldest recorded animal (born in 1505), generate significant engagement across platforms.

GOOS can try to focus more on emotionally compelling and curiosity-driven storytelling, particularly around ocean mysteries and deep-sea discoveries, to engage a wider audience. A balanced approach that blends data-heavy scientific reporting with engaging visuals and narratives will enhance impact. Prioritizing short-form, high-traction platforms like TikTok, Instagram, and YouTube will help reach younger and more diverse audiences.

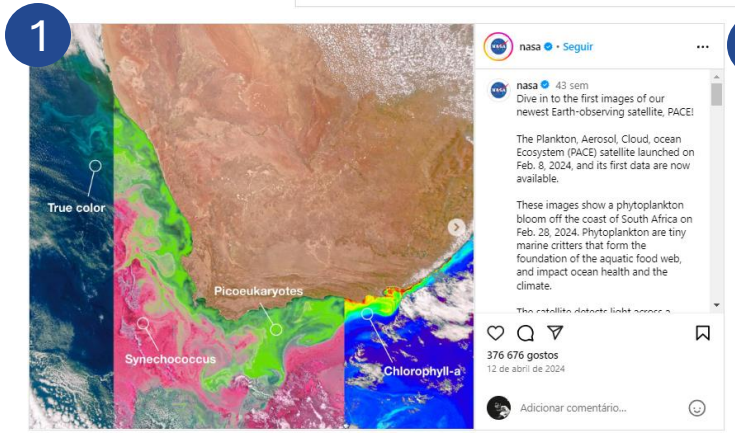
Executive Summary Part 3

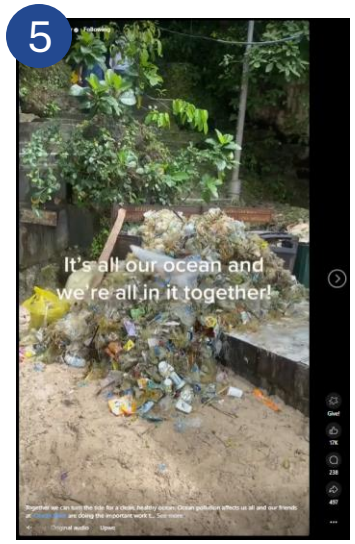
3. Influencers in Media and Social Media

- **NOAA** leads ocean observation discussions with 57% of organization-related mentions, far surpassing INCOIS (7%) and other key players. UN Ocean Decade stands out for its high-engagement social media storytelling, while **Mercator Ocean International** maintains strong credibility in expert-driven discussions. Organizations such as **GEBCO and POGO** effectively use targeted social media engagement, achieving high interaction rates despite fewer overall mentions.
- GOOS can consider partnering with **independent researchers, science communicators, and ocean explorers** that are becoming key voices in ocean-related discussions. **YouTube, TikTok, and Instagram influencers specializing in marine biology, deep-sea exploration, and ocean conservation** are shaping public interest and driving engagement. Scientists featured in **NASA's PACE project** and deep-sea research initiatives attract significant attention, demonstrating a growing demand for accessible, expert-led ocean science content.
- To expand its reach, GOOS could also consider collaborating with **marine science YouTubers and TikTok educators** who simplify ocean science for public audiences. **Explorers and documentary filmmakers** who tell compelling stories about deep-sea and conservation efforts can further amplify GOOS's messaging. Additionally, engaging with **citizen scientists and divers** who contribute real-time observational data can foster grassroots participation in ocean observation.
- More generally-speaking, GOOS can broaden its partnerships beyond institutions to include **scientists, ocean storytellers, and digital influencers** who engage directly with the public. For example, establishing a **GOOS Ambassador Program** featuring marine biologists, ocean photographers, and explorers could enhance its visibility while building a small community and network. Additionally, supporting **citizen science initiatives** would create opportunities for hands-on public participation in ocean monitoring, increasing both awareness and engagement.

Inspiration From Social Media

1. Dive in to the first images of our newest Earth-observing satellite, PACE! https://www.instagram.com/p/C5oyWhIpe0Y/
2. Biologists have confirmed the reappearance of the world's oldest animal, born in 1505, a year before the death of Spanish colonizer Christopher Columbus. https://www.instagram.com/p/C6MxiaGM230/
3. Water touches everything. 🌎 https://www.instagram.com/p/C5_T1gDvsGJ/
4. Let’s take a journey behind the scenes into a day in the life of Dr. Ri Chang https://www.instagram.com/p/C8NEgJlPUAA/
5. Together we can turn the tide for a clean, healthy ocean. https://www.facebook.com/reel/1455828302487544





Inspiration From News Media

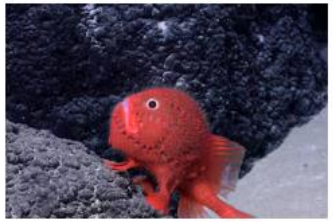
1. German research takes to the seas around the world https://www.deutschland.de/en/topic/knowledge/protecting-the-oceans-german-research
2. Giant river system that existed 40 million years ago discovered deep below Antarctic ice https://www.livescience.com/planet-earth/antarctica/giant-river-system-that-existed-40-million-years-ago-discovered-deep-below-antarctic-ice
3. Cyborg jellyfish to revolutionize ocean depth exploration https://sciencepost.fr/meduses-cyborgs-pour-revolutionner-exploration-fonds-marins/
4. Increasingly Frequent Ocean Heat Waves Trigger Mass Die-Offs of Sealife, and Grief in Marine Scientists https://insideclimatenews.org/news/01052024/ocean-heat-waves-killing-sealife/
5. See the dozens of new species this deep-sea robot just discovered https://www.washingtonpost.com/climate-environment/2024/02/24/new-species-deep-sea/

5

See the dozens of new species this deep-sea robot just discovered

Alien-looking lobsters, sponges, urchins, sea stars and sea lilies are among the creatures deep-sea explorers found off the coast of Chile.

24 de fevereiro de 2024



1

German research takes to the seas around the world

Germany supports marine research worldwide – with research vessels, scientific cooperation and funding for individual projects.

13.03.2024

2

Giant river system that existed 40 million years ago discovered deep below Antarctic ice

3

Cyborg jellyfish to revolutionize ocean depth exploration

4

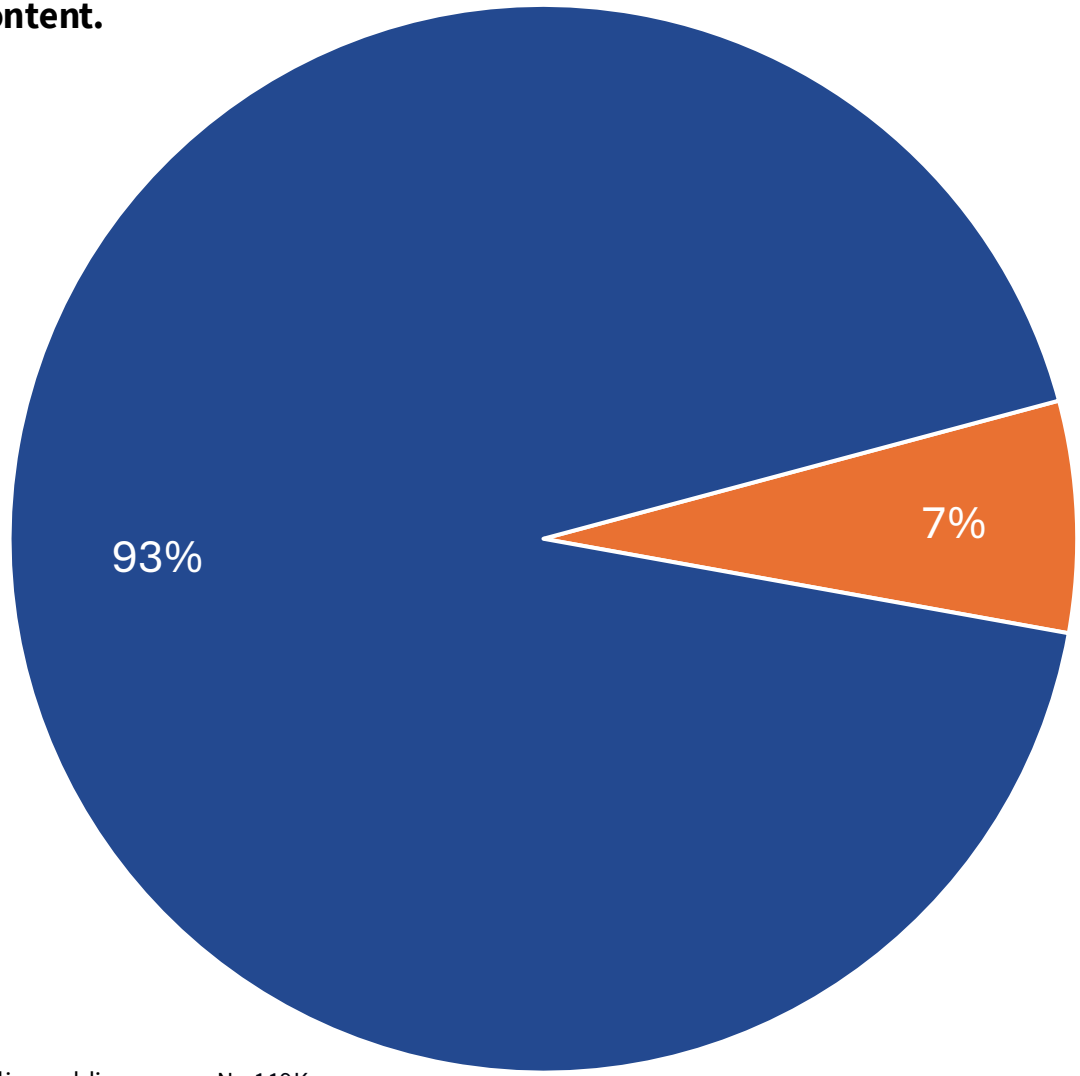
Increasingly Frequent Ocean Heat Waves Trigger Mass Die-Offs of Sealife, and Grief in Marine Scientists

GOOS

& its Peers

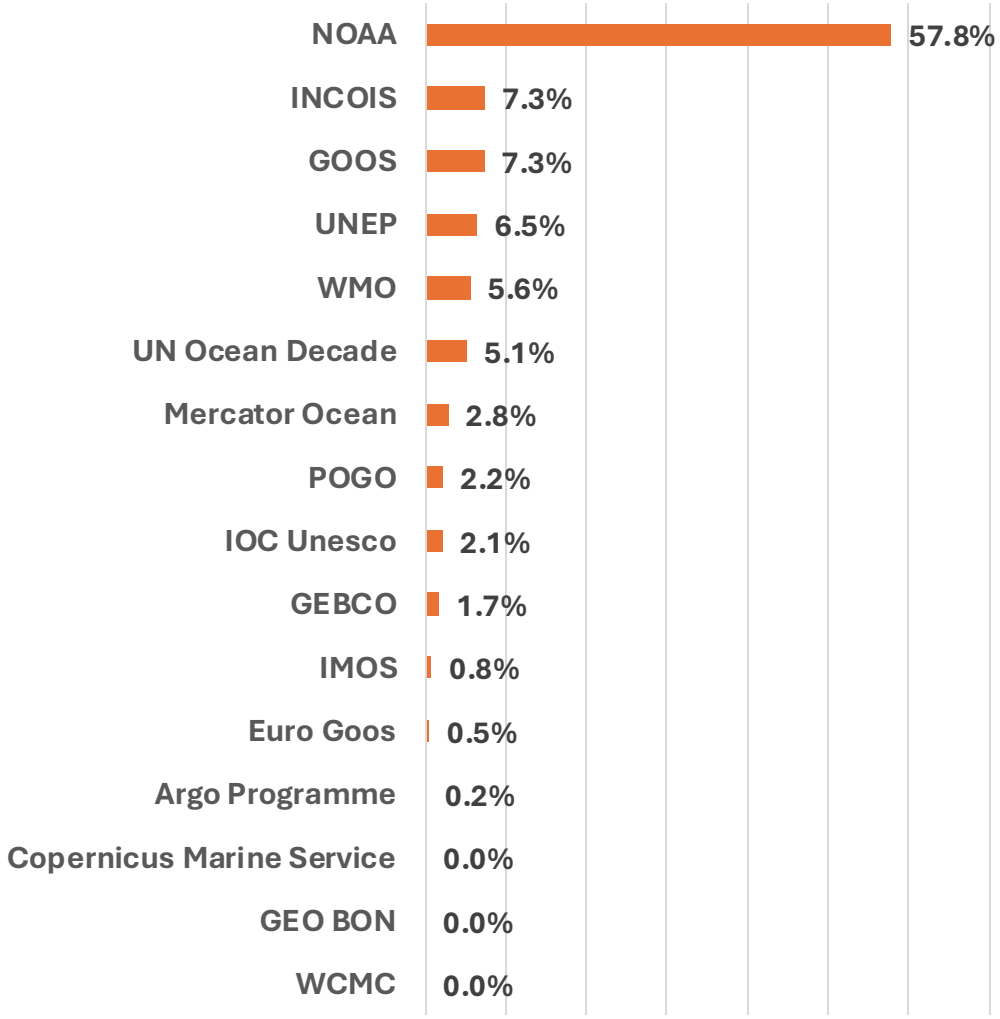
Ocean Observation vs. Organizations

93% of ocean observing content do not mention any of the selected organizations. GOOS is mentioned in 0.6% of Ocean observing content.



Source: Online public sources, N= 119K

From the 7% of ocean observing content, close to 60% is driven by NOAA and only 7% by GOOS.



Source: Online public sources, N= 9.6K

Ocean Observation Organizations

Of the **10K mentions** referencing an organization or peer, **7.5K** originate from entities within the **GOOS 'family'**, with **NOAA leading at 57%**, followed by **INCOIS at 7%** and **GOOS itself directly mentioned 749 times (7%)**.
Beyond the GOOS network, mentions were distributed as follows: **delivery-oriented organizations** accounted for **392 mentions**, **UN/global organizations** for **2K mentions**, and **program-oriented organizations** contributed **357 mentions**.

Regional & National Observing Systems

- **NOAA** (6K mentions, 131K engagements) leads across both news and social platforms, with 85% of its coverage from mass media, yet retaining strong engagement (22 per mention). **GOOS** (749 mentions) sees higher social media exposure (33%) than **INCOIS** (747 mentions, 20%), but engagement remains modest (15 vs. 9 per mention). **IMOS** (92 mentions) and **EuroGOOS** (57 mentions) operate at a smaller scale, limiting their visibility in global ocean discussions.

Delivery-Oriented Organizations

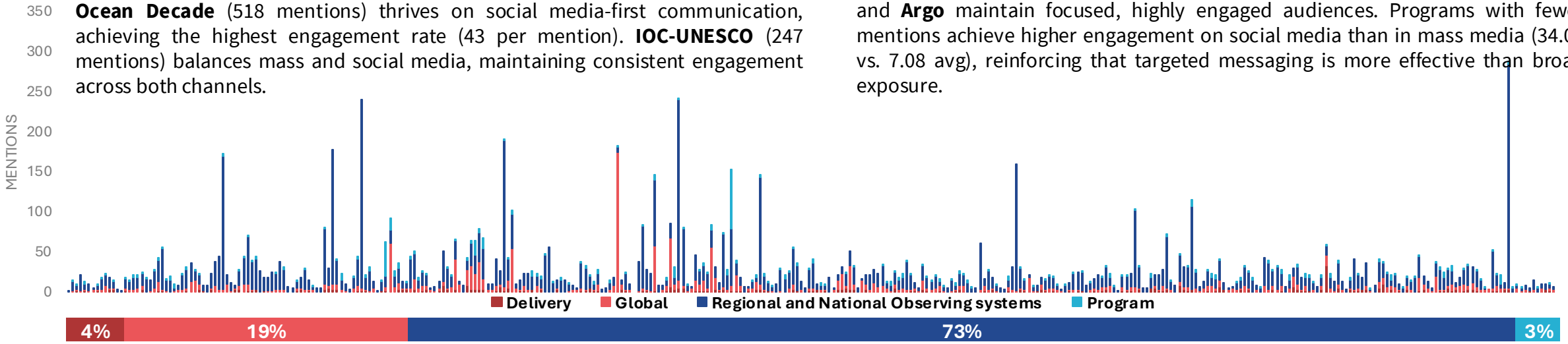
- **Mercator Ocean International** (320 mentions, 30 avg engagements) leads in engagement, with 65% of its coverage from news media, making it the only organization where news articles drive higher engagement than social media. This suggests strong credibility in expert-driven discussions. In contrast, **Copernicus Marine Service** (72 mentions, 27 avg engagements) relies entirely on social media, emphasizing direct audience interaction.

Global Organizations

- **UNEP** (664 mentions) & **WMO** (579 mentions) dominate mass media but struggle with low social media engagement (12 and 5 avg. engagements). In contrast, **UN Ocean Decade** (518 mentions) thrives on social media-first communication, achieving the highest engagement rate (43 per mention). **IOC-UNESCO** (247 mentions) balances mass and social media, maintaining consistent engagement across both channels.

Specialized Ocean Programs

- Smaller programs thrive on precise, high-impact communication. **GEBCO** (162 mentions) dominates in social media engagement, while **POGO** (171 mentions) and **Argo** maintain focused, highly engaged audiences. Programs with fewer mentions achieve higher engagement on social media than in mass media (34.05 vs. 7.08 avg), reinforcing that targeted messaging is more effective than broad exposure.



Key Narratives within GOOS & Partners

GOOS and its partners are shaping the future of ocean science and observation through a focus on **technological innovation, governance, collaboration, and sustainability**.
In summary, GOOS's efforts reflect a comprehensive approach to **strengthening ocean observation systems**, advancing **climate resilience**, and **bridging science with practical, economic, and global needs**. This underscores its role as a leader in fostering **sustainable solutions for ocean governance**.

Strengthening Scientific Governance

A search for new panel leads and members, GOOS show its scientific advisory capabilities in collaboration with partners like **NOAA, UN Ocean Decade, IMOS, and UNESCO-IOC**. These efforts highlight a commitment to governance and expertise in ocean science, reinforcing its leadership in this field.

Advancing Technological Innovation

GOOS is driving advancements in ocean observation technologies by integrating AI into satellite missions, working alongside **EOSS**, **NOAA, WMO, Mercator Ocean, and the Argo Program**. This collaborative effort demonstrates a commitment to leveraging cutting-edge tools to enhance the accuracy of ocean current mapping, positioning GOOS as a leader in marine innovation.

Promoting Sustainability and Early Warning Systems

In partnership with **NOAA and INCOIS,** GOOS is tackling critical issues like Harmful Algal Blooms (HABs) and developing sustained ocean observations for early warning systems. These initiatives, particularly impactful in vulnerable regions like the Indian Ocean, underline its role in advancing climate resilience and safeguarding coastal communities.

Fostering Collaboration and Capacity Building

Collaboration and capacity building are key priorities for GOOS, as evidenced by initiatives like the Ocean Best Practices System Workshop and strategic dialogues on marine carbon dioxide removal standards, in collaboration with **NOAA** to build global capacity and advance ocean science. GOOS strengthens its global reach by organizing events and webinars with **NOAA**, focusing on ecosystem services, climate resilience, and marine carbon dioxide removal technologies. These activities showcase its ability to foster international collaboration and drive forward key marine initiatives.

Contributing to Economic Growth through the Ocean Enterprise

GOOS is shaping the future of ocean industries through initiatives supported by the **Marine Technological Society**, **NOAA and UNESCO-IOC** emphasizing the economic value of ocean observation systems. These efforts highlight its broader impact on global GDP, economic development, and the livelihoods of coastal communities.

Key Narratives within GOOS & Global Organizations

The Global Ocean Observing System operates at the heart of international efforts to enhance ocean science, sustainability, and collaboration. By partnering with leading global organizations such as **WMO, UNESCO-IOC, UNEP, and the UN Ocean Decade**, GOOS plays a pivotal role in addressing pressing marine challenges. From advancing ocean data collection to fostering biodiversity conservation and improving climate resilience, GOOS leverages diverse partnerships to bridge critical gaps in ocean monitoring and governance.

Enhancing Ocean Data Collection through Collaboration

The **Vendée Globe race**, in partnership with **UNESCO Ocean**, demonstrates the power of innovative collaborations in advancing ocean science. This initiative significantly enhances the Global Ocean Observing System by contributing critical ocean data collection efforts, supported by **UN Ocean Decade, WMO, and UNESCO-IOC**.

Supporting European Marine Monitoring Systems

Through its involvement in **EuroSea**, GOOS plays a pivotal role in strengthening the **EU's Copernicus Marine Service**, working alongside **WMO, EuroGOOS, and Mercator Ocean**. These efforts improve ocean observing systems and bolster **climate resilience** across Europe.

Advancing Biodiversity Conservation

GOOS contributes to **biodiversity conservation and marine ecosystem monitoring**, aligning its efforts with **global biodiversity frameworks**. Collaborating with organizations like **UN Ocean Decade, WMO, and UNEP**, GOOS ensures the integration of ocean data into **broader biodiversity and sustainability initiatives**.

Expanding Platforms for Essential Ocean Data

By employing a diverse range of platforms—such as **ships, buoys, and gliders**—GOOS provides critical data for **accurate weather forecasting and climate prediction,** through collaboration with the Fishing Vessel Observing Network (FVON. These efforts, supported by **WMO and UNESCO-IOC**, underline the importance of diverse observation methods in enhancing ocean monitoring.

Addressing the Data Collection Gap

Ocean observations remain significantly underfunded, with current monitoring efforts seven times fewer than atmospheric observations. GOOS, at the **UN Ocean Decade** conference highlights this gap, emphasizing the urgent need to scale up data collection for better climate predictions and ocean health assessments.

Fostering International Cooperation

GOOS thrives as a **collaborative effort**, involving stakeholders from **WMO, UNEP, UN Ocean Decade, and EuroGOOS**. This cooperation focuses on addressing **ocean observation challenges** while supporting marine and maritime end-users, ensuring that diverse needs are met through global partnerships.

Key Narratives: GOOS, Delivery-Oriented Organizations & Other Programs

Global ocean monitoring and prediction rely on a network of **collaborative initiatives**, where GOOS works alongside **delivery-oriented organizations** like **Mercator Ocean International and Copernicus Marine Service**, as well as specialized programs such as **OceanPredict and the Chinese Academy of Sciences Oceanography Data Center**. Together, these entities are advancing **ocean prediction science, enhancing data quality, and strengthening monitoring systems** to address climate change and marine sustainability challenges.

Advancing Ocean Prediction & Climate Resilience

GOOS and its partners, including **OceanPredict, Mercator Ocean International, and Copernicus EU**, are driving advancements in ocean prediction science and early warning systems. Initiatives like the OceanPredict'24 Symposium and regional climate modelling projects enhance understanding of **ocean changes, marine ecosystems, and climate resilience**.

Strengthening Ocean Data & Monitoring Systems

Efforts to improve ocean data archives and observation networks are led by GOOS, **Mercator Ocean, Copernicus Marine Service, and the Chinese Academy of Sciences**. The CODC-v1 database enhances climate research through quality-controlled, bias-corrected ocean temperature records, while expanded marine monitoring systems to improve ocean and weather forecasting.

Bridging Gaps for Sustainable Ocean Management

A significant disparity exists between ocean and atmospheric observations, with ocean monitoring efforts seven times fewer. GOOS, **UNEP, and UNESCO/IOC Africa** are scaling up efforts to bridge this gap, leveraging digital tools, coastal sustainability initiatives in Africa, and climate adaptation strategies to support **sustainable ocean governance and the global blue economy**.

Top Content from GOOS peers

NOAA NWS National Hurricane Center's post

NOAA NWS National Hurricane Center
27 September 2024 ·

..#HELENE SLIGHTLY STRONGER AND STILL INTENSIFYING AS ITS EYE APPROACHES THE COAST OF THE FLORIDA BIG BEND...

9:00 PM EDT POSITION UPDATE:

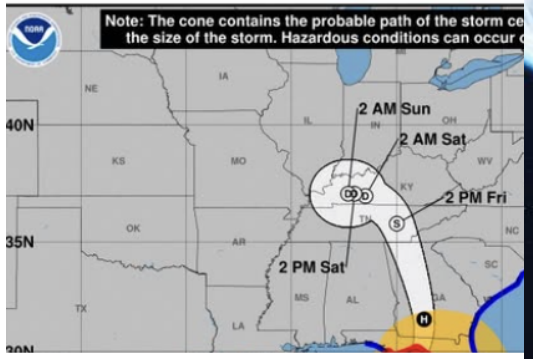
A University of Florida Coastal Monitoring Program tower located on Cedar Key recently reported a sustained wind of 55 mph (89km/h) and a wind gust of 73 mph (117 km/h).

A NOAA National Ocean Service tide gauge located at Clearwater Beach recently reported a water level of 5.07 feet above mean higher high water, which is an approximation of inundation in that area.

SUMMARY OF 2100 EDT...0100 UTC...INFORMATION

LOCATION...29.1N 84.2W
ABOUT 65 MI...105 KM W OF CEDAR KEY FLORIDA
ABOUT 90 MI...145 KM S OF TALLAHASSEE FLORIDA
MAXIMUM SUSTAINED WINDS...140 MPH...225 KM/H
PRESENT MOVEMENT...NNE OR 20 DEGREES AT 24 MPH...39 KM/H
MINIMUM CENTRAL PRESSURE...941 MB...27.79 INCHES

For more information, visit: Hurricanes.gov/#Helene



unoceandecade and ioc_unesco

unoceandecade Edited • 12w
What are ocean predictions, and why are they important?

Ocean prediction is a scientific field that aims to understand what is happening or will happen in our ocean, and ultimately to our planet.

As part of the #OceanDecade, the OceanPrediction Decade Collaborative Centre promotes global collaboration for ocean predictions, and scientists worldwide are working to understand how the ocean is changing and what that means for marine ecosystems – and for us all. For instance:

Globally, @ioc_unesco's Global Ocean Observing System provides

553 likes
November 15, 2024

Add a comment...

copernicus_eu • Follow

copernicus_eu 9w
This image, acquired by one of the Copernicus Sentinel-2 satellite, showcases a striking phenomenon caused by the bora wind over the Adriatic Sea between Croatia's Dalmatian coast and the island of Pag.

On the day the image was acquired, the bora - a strong katabatic wind blowing from the land - reached speeds of more than 100 km/h. As it descended through the mountainous terrain along the Croatian coast, the wind accelerated, creating short, choppy waves that broke into distinctive white foam.

The parallel streaks visible on the sea

NOAA Satellite and Information Service's post

NOAA Satellite and Information Service
26 December 2024 ·

Twenty years ago today, a magnitude 9.1 earthquake triggered a tsunami that devastated the Indian Ocean region, claiming the lives of approximately 230,000 people and leaving many missing.

Tsunamis can strike at any time. In the U.S., the Pacific and Caribbean coasts are most at risk.

NOAA is on the frontlines of tsunami detection and preparedness. It operates a robust network of coastal water-level stations, 39 strategically placed Deep-ocean Assessment and Reporting of Tsunami (DART) systems, and advanced satellite radar altimeters.

These tools monitor ocean height, detect tsunami signals in real time, and refine life-saving forecast models to protect communities. Learn more about how NOAA's science keeps us safe:

NOAA.GOV
The science behind tsunamis
Secure .gov websites use HTTPS A lock () or https:// means you've safely connected to the .gov w...

Ocean

Observation
Ecosystem

Ocean Observation Ecosystem - Overview

Over the monitoring period, we captured **111K mentions** across **news media and social networks**, with **news media accounting for 67%** and **social media for 33%**. These discussions spanned **climate-driven crises, technological breakthroughs, energy transitions, and public engagement**, shaping how ocean science and policy are perceived.

Climate Crisis & Conservation

- The **Hokkaido** Orcas entrapment and **Florida's** coral bleaching crisis highlight the **escalating impact of climate change on marine life**. As warming waters disrupt ecosystems, organizations like **Global Fishing Watch** push for urgent policy action, advocating for the protection of **30% of the ocean by 2030**.

Technological Breakthroughs & Resource Tensions

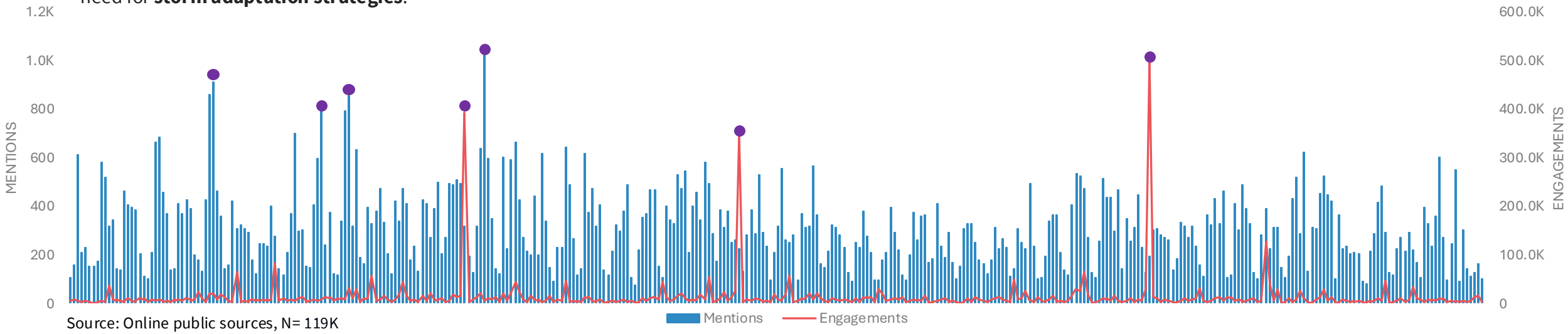
- The **expansion of deep-sea mining (TMC's nodule collection test)** raises concerns over **resource extraction vs. ecological responsibility**. Meanwhile, **advancements in unmanned underwater vehicles (REMUS 620 & 130)** signal a shift towards **autonomous exploration in oceanography and defense**. At the **Gulf of Mexico Conference**, resilience planning took center stage, reinforcing the need for **storm adaptation strategies**.

Energy & Sustainability

- A shift toward **low-impact marine research** is evident in the **Ocean Warrior's net-zero expeditions** and the **TrinityPower Nexus renewable energy system**, demonstrating the potential for **sustainable maritime operations**. **Ocean Power Technologies' NATO collaboration** further underscores the **growing role of renewable energy in ocean security and observation**.

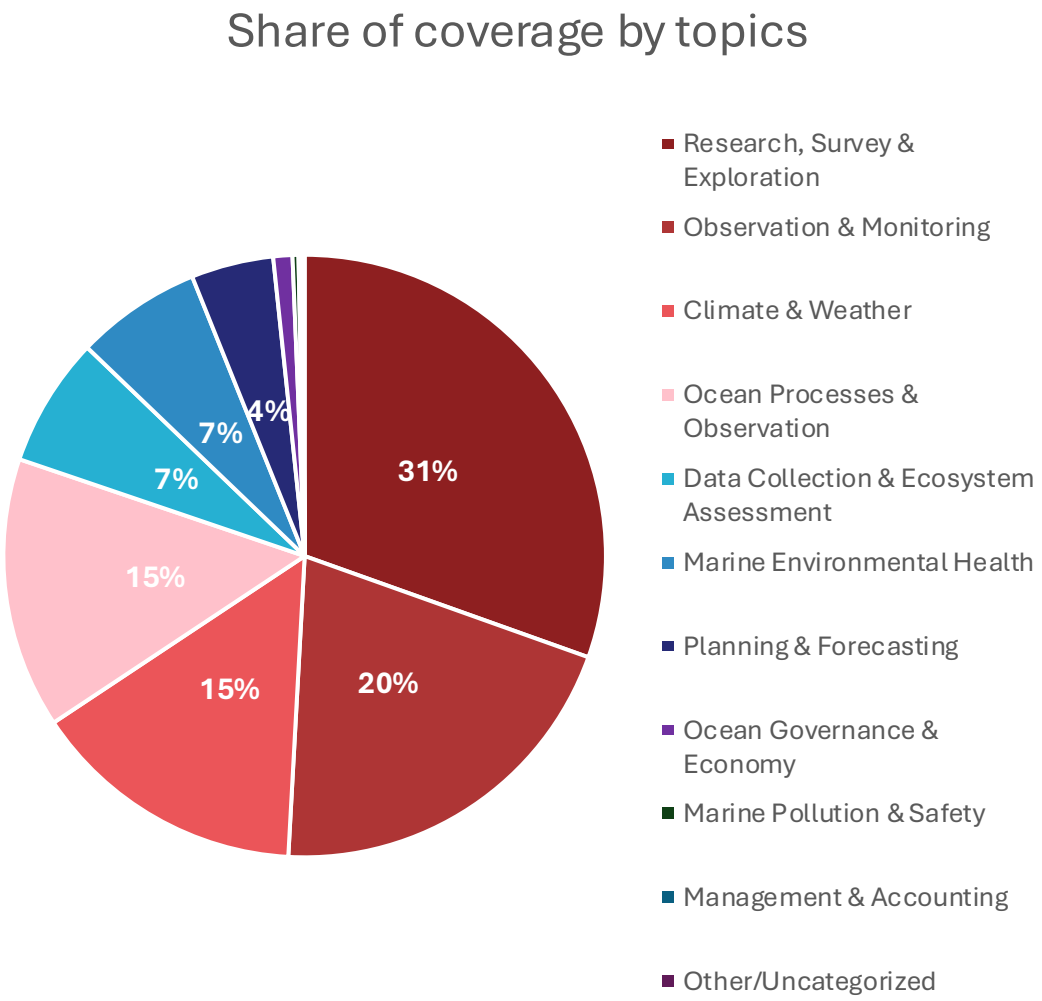
Public Engagement & Ocean Awareness

- Social media amplifies ocean narratives: A **TikTok surge in marine biology interest**, **NASA's PACE satellite images of ocean color shifts**, and a viral **YouTube video on Point Nemo** reveal a strong **public appetite for ocean discovery, conservation, and mystery**.



Source: Online public sources, N= 119K

Ocean Observation Ecosystem - Topics



Source: Online public sources, N= 119K

The data reveals a clear thematic hierarchy in ocean-related discussions, with scientific exploration and monitoring emerging as dominant areas of focus.

"Research, Survey & Exploration" leads the discourse with **57K mentions (31%)**, driven primarily by topics such as **Marine Research (39.3K)** and **Oceanographic Research (14.2K)**. These figures emphasize **the strong interest in advancing scientific understanding** and the mapping of ocean environments.

"Observation & Monitoring" follows with **38K mentions (20%)**, centred on themes like **Marine Monitoring (6.6K)** and **Marine Surveillance (6.1K)**. These highlight the critical role of continuous data collection and real-time ocean observations in understanding marine systems.

"Climate & Weather" accounts for **28K mentions (15%)**, with **Climate Change (20.4K)** dominating the category. Other key topics include the **Blue Economy (6.1K)** and **Tropical Cyclones (4.3K)**, reflecting the growing importance of climate-related changes in broader ocean discourse.

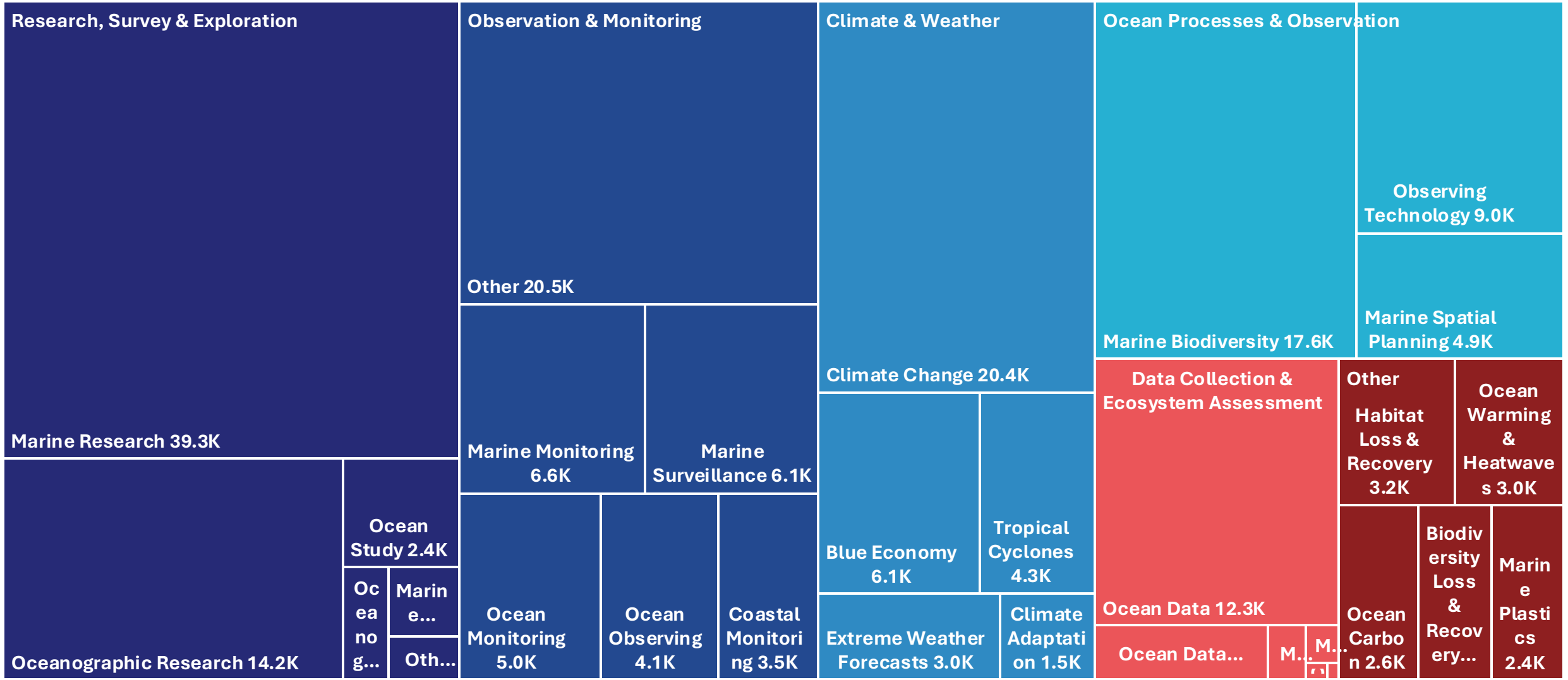
"Ocean Processes & Observation" contributes **27K mentions (15%)**, with a strong focus on **Marine Biodiversity (17.6K)** and **Observing Technology (9K)**. These figures underline the emphasis on ecosystem health and technological advancements in monitoring ocean processes.

"Data Collection & Ecosystem Assessment", while smaller in scale at **13K mentions (7%)**, showcases an interest in topics like **Ocean Data (12.3K)** and **Ocean Data Collection (1.8K)**, highlighting the significance of data-driven approaches to biodiversity and ecosystem health.

Other topics, including **Habitat Loss & Recovery (3.2K)** and **Marine Plastics (2.4K)**, collectively account for a smaller yet significant portion of the discussion, focusing on emerging environmental concerns.

This thematic distribution indicates that ocean observation conversations are predominantly driven by **scientific exploration, monitoring, and climate-related challenges**, with an increasing focus on the **practical applications of data and technology** to address global marine issues.

Ocean Observation Ecosystem – Sub-topics



Research, Survey & Exploration · Observation & Monitoring · Climate & Weather · Ocean Processes & Observation · Data Collection & Ecosystem Assessment · Other

Source: Online public sources, N= 119K

GOOS
& the Ocean Landscape

Ocean Observation Ecosystem - Mapping the Narratives

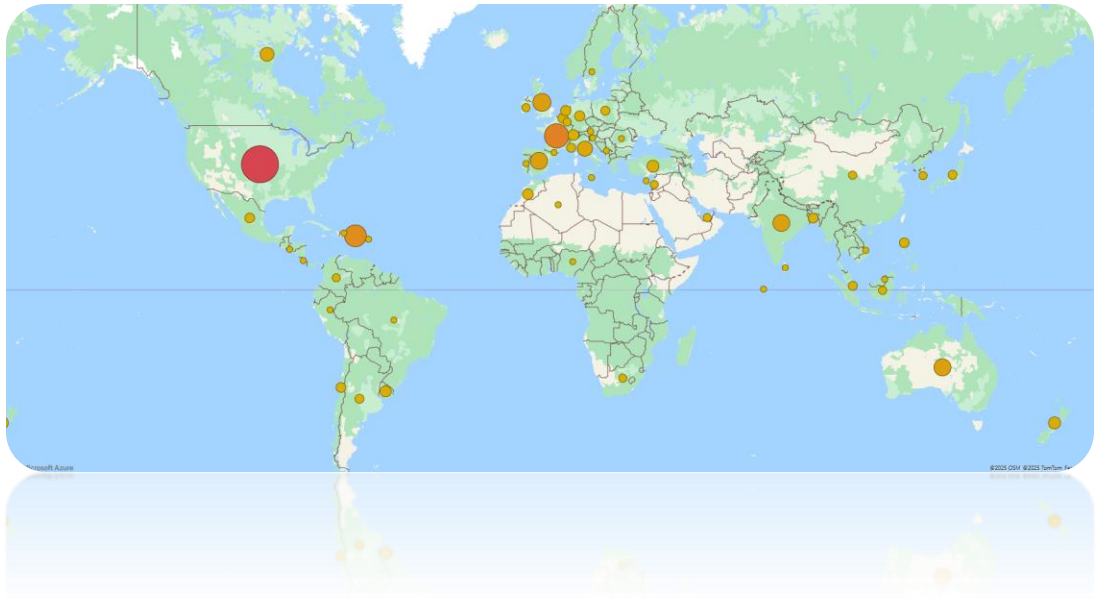
United States leads both ocean-related and GOOS-specific conversations, accounting for **39% of** overall mentions **(35K)** and an even more dominant **62% of GOOS & Partners** mentions **(4K)**. This reflects its unparalleled leadership in global marine science, observation systems, and policy-making efforts.

Among other prominent contributors, **India** ranks highly in both categories, with **5% of overall mentions** and **8% of GOOS & Partners mentions**, highlighting its growing role in ocean observation and climate resilience initiatives. European nations such as **Spain (6%), France (6%), and the United Kingdom (5%)** show significant activity in general ocean-related discussions, while **France (2%)** and the **UK (3%)** remain key players in GOOS collaborations.

Puerto Rico contributing **4%** of overall mentions and **4% of GOOS** mentions, particularly in ocean resilience and observation systems. Similarly, **Australia** with **3% of ocean-related** mentions and **3% of GOOS** mentions, reflecting its investment in marine research and observation networks.

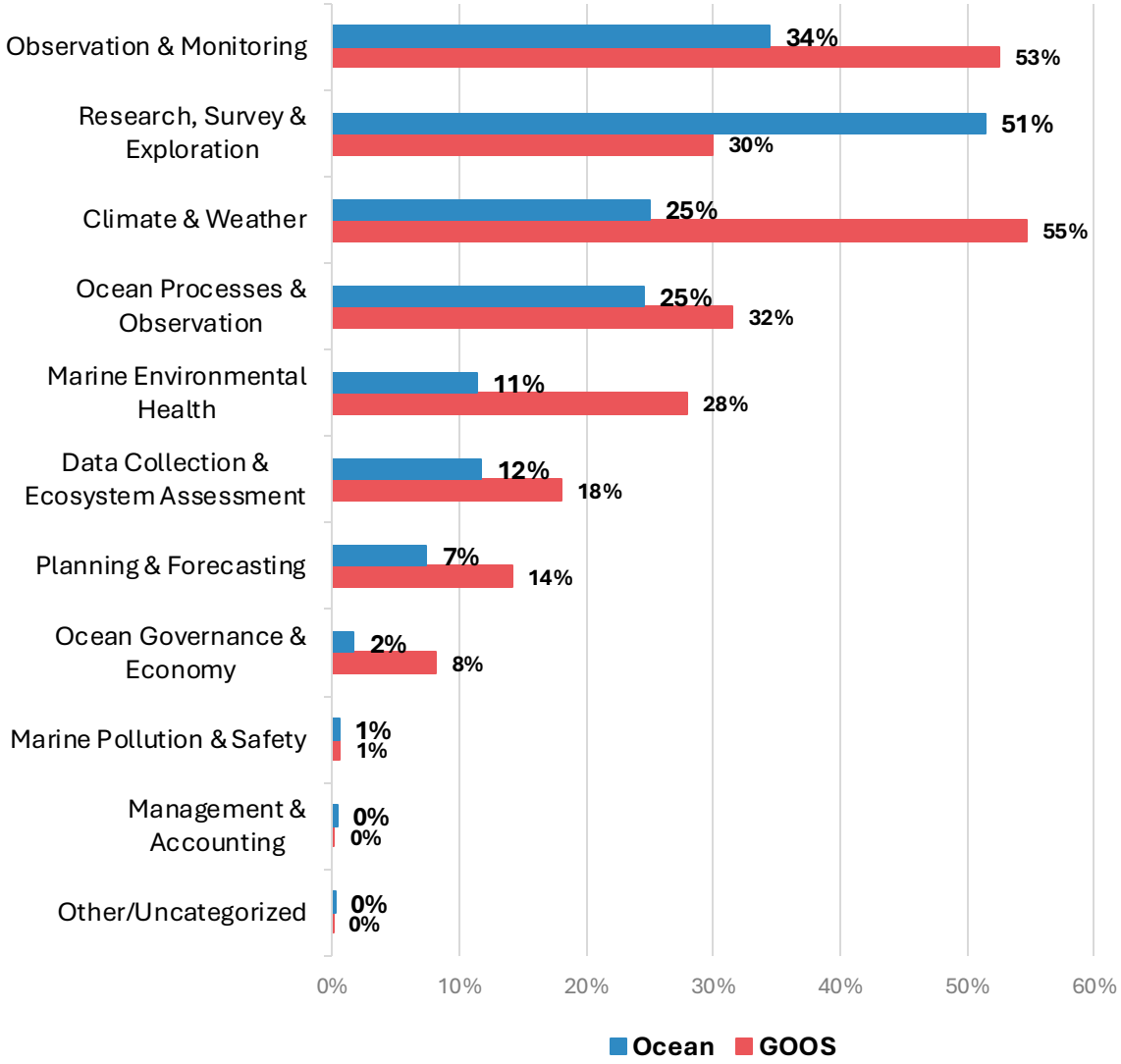
Smaller but significant contributors include **Germany, Canada, and Mexico**, which participate actively in both categories, along with emerging players like **Bahrain, New Zealand, and Turkey** in GOOS-specific discussions.

This distribution highlights the **global nature of ocean-related and GOOS initiatives**, with the United States at the forefront and strong contributions from Europe, Asia, and smaller yet impactful nations.



Please note that while the data analysed in this report includes mentions from multiple countries, the language coverage is limited to English, French, and Spanish.

Key Categories in Ocean Observation vs. GOOS Mentions



Source: Online public sources, N= 119K

GOOS Mentions

Mentions of GOOS place a strong emphasis on **Climate & Weather (55%)** and **Observation & Monitoring (53%)**, reflecting its mission to enhance global understanding of atmospheric and oceanic interactions through advanced monitoring systems. **Ocean Processes & Observation (32%)** and **Marine Environmental Health (28%)** also feature prominently, indicating GOOS's focus on ecosystem stability, biodiversity, and sustainable observation practices.

Data Collection & Ecosystem Assessment (18%) and **Planning & Forecasting (14%)** highlight GOOS's data and predictive tools to support decision-making in ocean governance and management. **Ocean Governance & Economy (8%)**, while a smaller focus, underscores the system's recognition of the socioeconomic impacts of ocean science.

Ocean Observation Mentions

In broader ocean-related conversations, **Research, Survey & Exploration (51%)** dominates, showcasing the general focus on marine science, exploration, and discovery. **Observation & Monitoring (34%)** and **Climate & Weather (25%)** are also key priorities but receive comparatively less emphasis than in GOOS mentions, suggesting broader discussions lean toward research rather than operational systems.

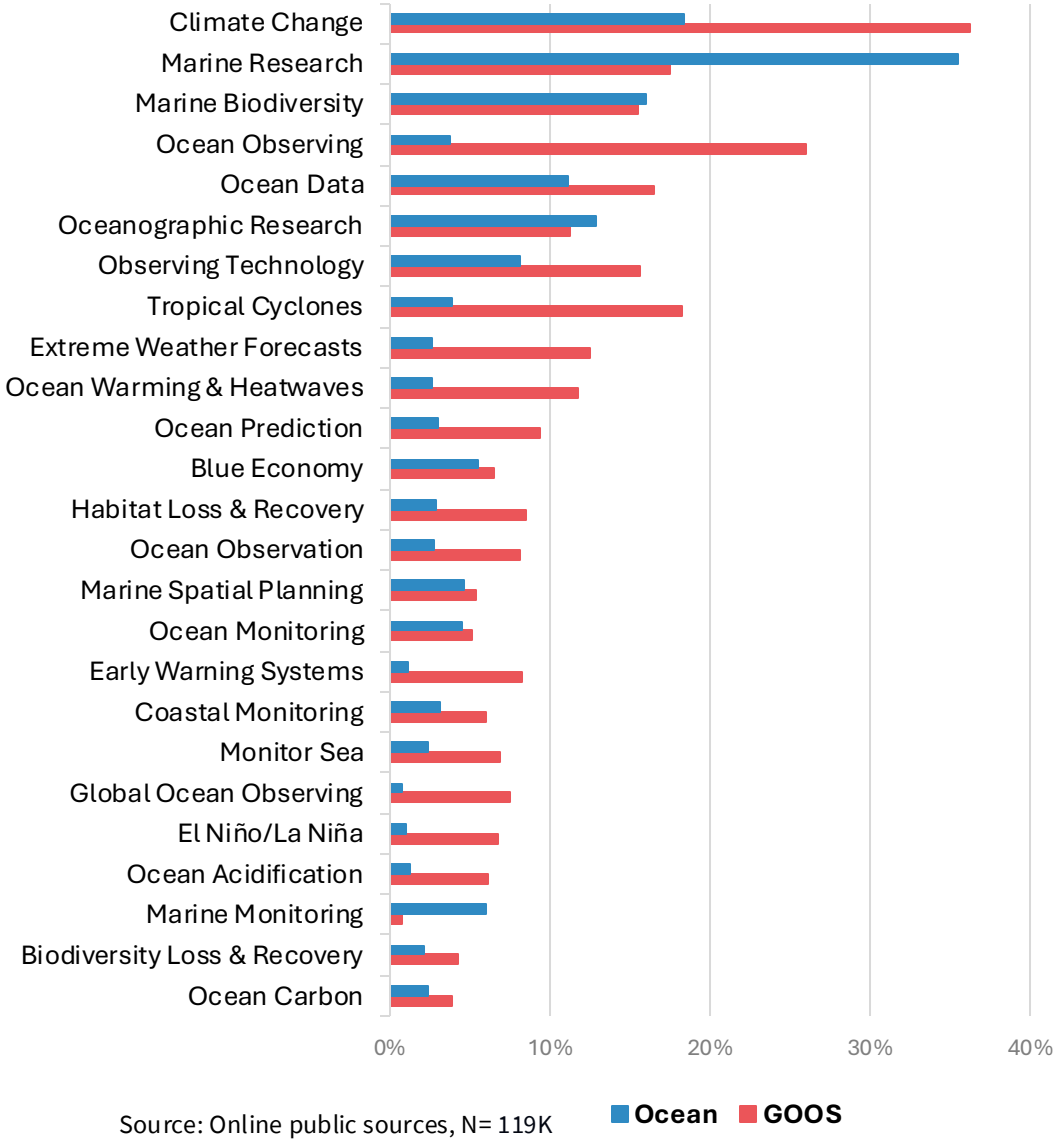
Marine Environmental Health (11%) and **Data Collection & Ecosystem Assessment (12%)** receive modest attention in ocean discussions, highlighting a gap in emphasis on ecosystem stability and actionable data compared to GOOS's more specialized focus.

Shared Priorities and Potential Gaps

Both GOOS and broader ocean discussions align on the importance of **Ocean Processes & Observation (25-32%)**, demonstrating a shared understanding of its relevance to marine science and environmental sustainability.

GOOS is **disproportionately covered withing observation, monitoring and climate-related** discussions. **GOOS's coverage on Research, Survey and Exploration is limited** compared to the importance of these issues within the ocean observation coverage.

Key specific Topics in Ocean Observation vs. GOOS Mentions



Source: Online public sources, N= 119K

GOOS Mentions

GOOS's online coverage is dominated by specialized and technical topics. **Climate Change (36%)** leads as the central focus, followed closely by **Ocean Observing (26%)**, underscoring its critical role in addressing global environmental challenges. Other topics linked to GOOS include **Marine Research (18%)**, **Ocean Data (17%)**, and **Observing Technology (16%)**, reflecting GOOS's strong emphasis on advancing observation systems and supporting data-driven marine science.

Notably, GOOS is associated with issues such as **Ocean Prediction (9%)**, **Early Warning Systems (8%)**, and **El Niño/La Niña events (7%)**, aligning with its mandate to improve forecasting and resilience strategies. Other issues are linked to GOOS such as **Tropical Cyclones (18%)**, **Ocean Acidification (6%)**, and **Habitat Loss & Recovery (8%),** also reflecting online conversations around the impacts of climate change and extreme weather events on marine ecosystems.

Ocean Observation Mentions

In broader ocean-related discussions, topics like **Marine Research (36%)** and **Climate Change (18%)** dominate, indicating a focus on general marine science and its intersection with global climate issues. **Oceanographic Research (13%)** and **Marine Biodiversity (16%)** further reflect this emphasis on scientific exploration and ecosystem health.

Topics such as **Blue Economy (6%)**, **Marine Monitoring (6%)**, and **Coastal Monitoring (3%)** highlight broader interest in the socioeconomic and practical applications of ocean science. However, some key areas for GOOS, such as **Ocean Carbon (2%)**, **Early Warning Systems (1%)**, and **El Niño/La Niña (1%)**, receive relatively limited attention in general ocean discussions, suggesting gaps in awareness or coverage.

Shared Focus Areas and Potential Gaps

Both GOOS and broader ocean discussions align on the importance of topics like **Marine Biodiversity (16%)**, **Marine Spatial Planning (5%)**, and **Ocean Monitoring (5%)**, demonstrating shared priorities in conservation and sustainable marine management.

GOOS is **underrepresented in Marine Research coverage**.

Top Online websites

GOOS

Author	Source	Mentions	Engagements
Nature	nature.com	14	36
ECO Magazine	ecomagazine.com	5	11
Johana Nomm	nauticmag.com	2	17
Pressmare EN	pressmare.it	2	11
The National Tribune	nationaltribune.com.au	2	11
Plymouth Marine Laboratory	pml.ac.uk	2	74
International Science Council	council.science	2	13

Ocean observing

Author	Source	Mentions	Engagements
BBC	Bbc.com	7	49.5K
IUCN	iucn.org	6	4.2K
New York Post	Nypost.com	2	3.6K
National Geographic FR	nationalgeographic.fr	3	3.5K
NASA	nasa.gov	4	3.3K
NASA Science with Tiernan P. Doyle	Science.nasa.gov	2	3.1K
The Philippine Star - Brian Poe Llamanzares	philstar.com	3	3K
Gibson, David	marinespecies.org	349	0
Nature	Nature.com	269	1,564
Seafood News	Seafoodnews.com	231	149
Phys.org	phys.org	25	2.8K
ABC Australia	abc.net.au	11	1.2K

Top Social Media Pages & Influencers

GOOS

Author	Profile	Subscribers	Mentions	Engagement	Engagement Rate	Influence Score	Average Views
Ocean Decade	http://instagram.com/unoceandecade	18553	6	604	0.01084	1	670
UN Ocean Decade	https://www.facebook.com/110388940805287	5950	12	460	0.00664	3	0
The Global Ocean Observing System (GOOS)	http://twitter.com/GOOSocean	6810	27	344	0.00231	1	852
UN Ocean Decade	http://twitter.com/UNOceanDecade	22442	6	128	0.00091	0	873
WION	https://www.youtube.com/channel/UC_gUM8rL-Lrg6O3adPW9K1g	9480000	2	108	0	2	434
Dr. Richard Munang	http://twitter.com/RichardMunang	57241	6	99	0.00025	0	485
UNESCO Ocean	https://www.facebook.com/347287760472	27241	6	88	0.00042	0	0
Marine Technology Society	https://www.facebook.com/1458821247682406	3270	19	74	0.00107	0	0
UN OLA Ocean & Law of the Sea	http://instagram.com/undoalos	13911	2	72	0.0151	1	867
Pusdiklat Bmkg	http://instagram.com/pusdiklat_bmkg	2679	2	70	0.01836	2	472
MSPglobal	https://www.facebook.com/242456949979434	1849	4	46	0	0	0
UNESCO Ocean	http://twitter.com/IocUnesco	26993	4	42	0.00045	0	660
INCOIS, MoES	http://twitter.com/ESSO_INCOIS	7193	4	39	0.00056	0	168
MSPglobal 2.0	http://instagram.com/mspglobal2030	270	2	30	0.05204	4	99
El Mundo	https://www.youtube.com/channel/UCGXbLrVe8vnkiFv7q2vYv3w	1380000	3	29	0.00007	2	3521
St. John's Island Marine Laboratory	https://www.facebook.com/758210957539749	4458	2	22	0	0	0
Marine Technology Society	http://instagram.com/marinetechnologysociety	1699	2	11	0.00496	0	0
MarineBON	http://twitter.com/MarineBON1	918	2	10	0.00112	0	58.5

Top Social Media Pages & Influencers

Ocean observing

Author	Profile	Subscribers	Mentions	Engagement	Engagement Rate	Influence Score	Average Views
Jeffrey Kieffer	http://instagram.com/jeffreyjkieffer	192650	3	136454	0.05136	5	62176
Natural World Facts	https://www.youtube.com/channel/UCG5_BraUMNcluZPZ__oOeKg	890000	4	88486	0.01151	2	390577
Victoriasway	https://www.tiktok.com/share/user/7251471534244856875	541701	3	79110	0.00302	0	52200
LEGAL OCEAN	http://instagram.com/legal_ocean_	39977	160	56883	0.00996	1	32492
Schmidt Ocean Institute	https://www.facebook.com/136966953026945	123613	254	42816	0.00044	0	0
LeHuffPost	https://www.youtube.com/channel/UC9GGzAhhvhJO1hL10-BcgNA	1400000	2	41726	0.00022	0	20160.5
Schmidt Ocean Institute	http://instagram.com/schmidtocean	139694	2	40221	0.02152	2	8875
CNN en Español	http://instagram.com/cnnee	8188072	3	32043	0.00142	0	199468
Indian Navy Official Account	http://instagram.com/indiannavy	4172410	2	31072	0.00294	0	36341
Richard Musgrave-Evans	http://instagram.com/richard_musgrave_evans	124589	15	30990	0.01061	1	3746
CNN en Español	https://www.tiktok.com/share/user/7294003187210912773	1200000	2	29610	0.0003	4	2854
Armée française	http://instagram.com/armeefrancaise	263039	3	27788	0.0279	3	19462
SEASPIRACY	http://instagram.com/seaspiracy	755256	2	23936	0.00827	0	115158.5
NASA Earth	http://instagram.com/nasaearth	1828415	5	23824	0.00387	0	37436.5
Joseph Leverton	http://instagram.com/big.blue.sea	141890	2	7300	0.00821	0	6316
Ocean Protocol	http://twitter.com/oceanprotocol	201703	17	15775	0.00447	2	18551
Schmidt Ocean	https://www.youtube.com/channel/UC1m5LdKP0m64n8nY3NhK6Zg	45300	157	15249	0.00253	4	2754.5
Scripps Instn. of Oceanography	http://instagram.com/scripps_ocean	52951	8	11597	0.01414	1	9076
WOMEN IN OCEAN SCIENCE	http://instagram.com/womeninoceanscience	63442	7	4568	0.0157	1	9911
Liberty Boyd, Ph.D. | Marine Biology	http://instagram.com/libertyology	28743	3	8497	0.11014	7	255
Raggy Charters - Marine-Eco Cruises	https://www.facebook.com/593813707308192	13982	28	6833	0.02105	6	0
Woods Hole Oceanographic Inst.	http://instagram.com/whoi.ocean	78754	24	6986	0.00512	0	9773.5

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