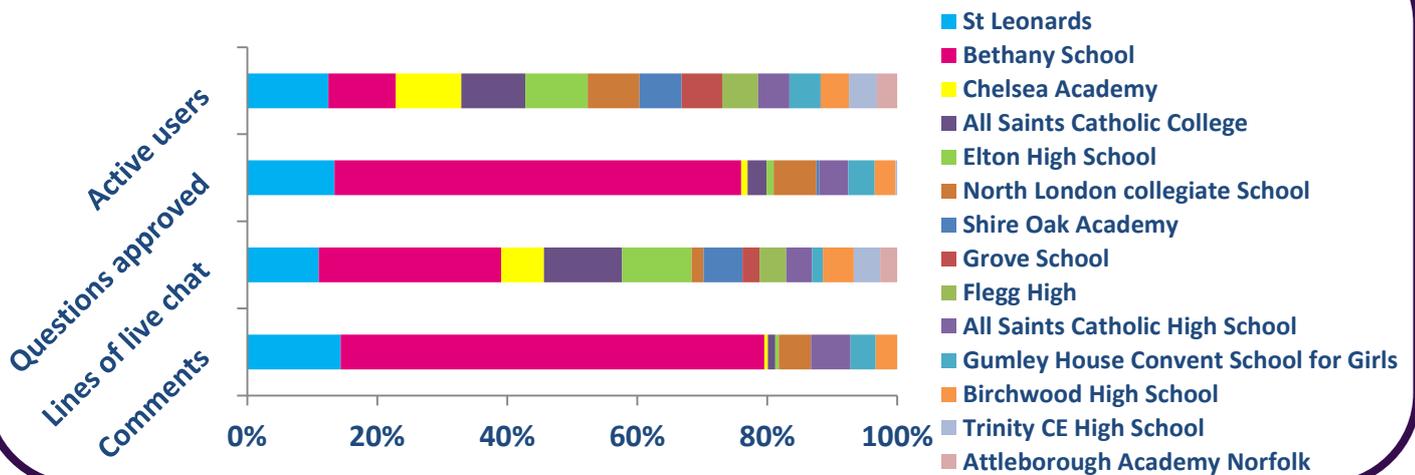




November 2014

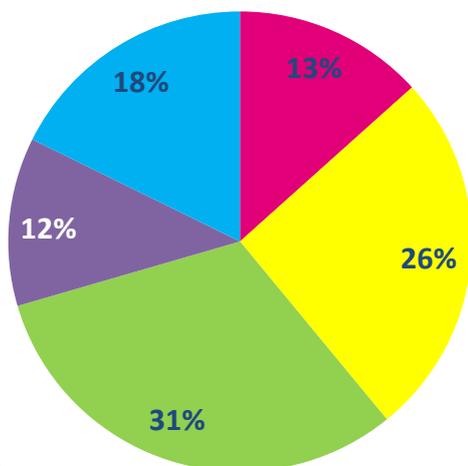
The Body Zone was very popular with teachers, it featured a steady influx of ASK questions that lead to more than 1,150 questions asked, of which more than 700 were approved and sent to the scientists. The scientists were great at coping with such a large number of questions, giving a total of over 1,400 answers.

Schools' data at a glance

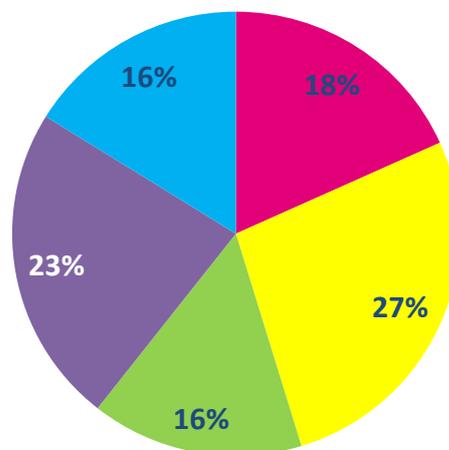


Scientists' activity

Answers



Lines of live chat



Scientist profile	Page views	Position
Katie Pickering	839	Winner
Andrew Philp	670	2nd
Duane Mellor	628	3rd
Giovanna Bermano	471	4th
Theresia Mina	735	5th

Key figures from I'm a Scientist November 2014 for the zone, and the average of all 10 zones

(active students are those who used ASK, CHAT, VOTE or commented)

Number of page views during the event (plus previous week and following weekend)

BODY ZONE	PAGE VIEWS	NOV14 AVERAGE	2014 AVERAGE
Total zone	28,509	27,730	20,848
ASK page	3,227	2,305	1,648
CHAT page	2,608	3,959	2,727
VOTE page	1,444	1,637	1,284

	BODY ZONE	NOV14 AVERAGE	2014 AVERAGE
Registered students	478	459	369
% of active students	88%	88%	83%
Questions asked	1168	894	542
Questions approved	716	396	293
Answers given	1487	796	555
Comments	203	99	75
Votes	448	402	305
Lines of live chat	7,021	6,507	3,675
Live chats	24	21	15
Schools	14	13	9

Popular topics

There were a lot of very good questions in this zone. There seemed to be no end of curiosity about the function, purpose and statistics of parts of the anatomy. In addition to this there were a lot of questions on diet, nutrition, exercise, obesity, childhood development, chocolate, diabetes, smartphones and social media, reflecting the research of the scientists.

There were also personal questions about the scientists and their likes and dislikes, combined with unusual questions and a genuine interest in the work of the scientists that seemed to keep them motivated to maintain their efforts right to the end of the competition.



Keywords from live chats in the zone (the size of the word represents its popularity)





Keywords of questions asked in the zone

Keyword	Number of times
anatomy	58
body	50
food	45
health	38
work	33
personal	32
favourite	32
bone	28
disease	26
nutrition	23
preference	21
brain	19
career	19
hair	19
physiology	18
muscle	17
fat	16
biology	16
human	16
research	16

Example questions

- "Why is your tongue red?"
- "What does our appendix do?"
- "How does glucose affect our body?"
- "Have you done any dissection. What have you done?"
- "Why do we dream, also why do we get bad dreams????"
- "Why are you only just finding a cure for Ebola, when it has been out for years?"
- "What, in your opinion, was the best scientific breakthrough?"
- "Why do some people get almost no spots and some people get loads?"
- "Why can't we tickle ourselves?"
- "Why do you have headaches and why does our brain get small when we have headaches?"
- "Does your eyes grow at all during our life time if so why children eyes are proportionally bigger than adults?"
- "Why are you only just finding a cure for Ebola, when it has been out for years?"
- "What are the differences between brain tumor and concussion?"

Examples of good engagement

All the scientists were very good at managing the website submissions, responding quickly to a huge number of questions. The scientists engaged with some schools during chats where it was evident the teachers and students were enjoying the conversation and it was a change to the usual classroom dynamic.

“how quickly can you grow, my teacher is short and is asking for a cure?” – nduclayan7nrK, student

“@nduclayan7nrK haha, grab their arms and legs and pull...” – Andy Philp, scientist

“will do!” – nduclayan7nrK, student

“@nduclayan7nrK haha, although that didn't come from me” – Andy Philp, scientist

“Thank you @katie, @andy and @MODamellia for your time and expertise today, it is much appreciated and I have lots of noisy excited students here in Norfolk!” – Mr B, teacher

During the open live chat on the final day there was a prolonged conversation between Katie, Andy and a 10 year old student using the username R2D2.

Scientist winner: Katie Pickering

Katie's plans for the prize money: *“I would use the money to design sessions to inform people how they can use their daily technology to become fitter and healthier. I will also use the money to speak at other events and schools and publish reports that the general public can read and get ideas from about how to use technology to become healthier. If you have any ideas about what you think I could do to promote technology in health please let me know. You never know I may be able to come to your school and talk to you and run a workshop 😊”* [Read Katie's thank you message here.](#)



Student winner: Adiboo

For asking great questions demonstrating both impressive knowledge and curiosity and having read the scientists' profiles, **Adiboo** will receive a £20 WH Smith voucher and a certificate!

Feedback

We're still collecting feedback from teachers, students and scientists but here are a few of the comments made during the event...

“Ok bye Katie it was nice talking to you. I have been wondering where you were and if you were real” – R2D2, student.

“I went home buzzing after our live chat yesterday afternoon and am already thinking how we could do this In March” – teacher

“It was an amazing experience being in the live chat rooms and answering questions with some phenomenal scientists” – Katie Pickering, scientist

“The number of different people I spoke to in such a short amount of time was far wider than other forms of science engagement I've taken part in” – scientist