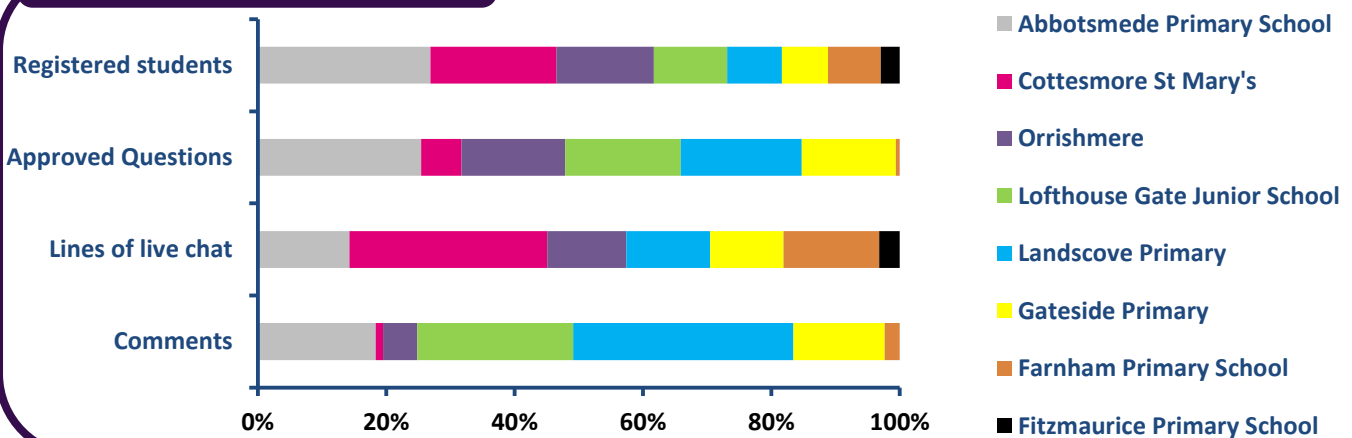


March 2014

This report has been compiled by the I'm a Scientist team as a summary, containing moderator observations and our web data, to provide an overview of the zone.

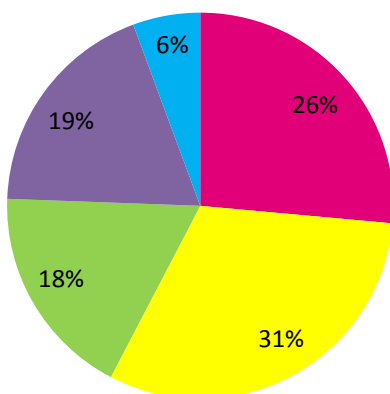
The Caesium Zone was one of the first primary-only zones in I'm a Scientist. The primary students were very engaged with the event and asked almost 1,500 questions, a huge number averaging nearly 4 per student. Given the general nature of the zone, students asked about a variety of topics and focused in on the scientists' research and what it's like to be a scientist. As the Wordle on the next page shows, Juan's work on zebra fish attracted a lot of attention.

Schools' data at a glance

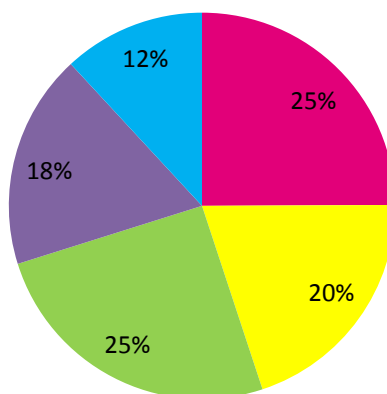


Scientists' activity

Lines of live chat



Answers



Scientist profile	Page views	Position
Rosie Coates	953	Winner
Juan Carlos Lopez-Baez	674	2nd
Kate Salmon	471	3rd
Joe Sweeney	427	4th
Rory Miles	472	5th

Key figures from I'm a Scientist March 2014 for the zone, and the average of all 12 zones

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

CAESIUM ZONE	PAGE VIEWS	ZONES AVERAGE
Total zone	21,319	18,761
ASK page	2,610	1,547
CHAT page	2,618	2,524
VOTE page	1,475	1,248

	CAESIUM ZONE	ZONES AVERAGE
Registered students	378	365
% of active students (used ASK, CHAT, VOTE or commented)	83%	81%
Questions asked	1,458	830
Questions approved	334	266
Answers given	345	533
Comments	195	88
Votes	328	291
Live chats	16	14
Lines of live chat	4,598	5,506
Schools	8	7

Popular topics

Popular topics in both the CHAT and ASK sections were facts about the Earth, general biology questions, and what it's like to be a scientist. Questions about chemistry or physics were less common, although questions about the end of the world, black holes and planets were asked.

Questions mainly took the form of asking for specific facts and figures, rather than about a process or how something works, reflecting the younger age of the primary school students. Some of the students seemed unaware of the research interests of the scientists, but in live chats in particular the conversations turned to Juan's work with zebra fish or Rosie's research on bacteria.



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





Keywords of questions asked in the zone (the size of the words represents its popularity)

SCIENCE

animal 18 bacteria 8 body 32 bone 6
brain 6 chemistry 6 colour 6 disease 19
earth 26 evolution 8 experiment 7 force 6
giraffe 5 health 8 human 32 life 13 marine 8
medicine 15 microbe 6
microorganism 17 planet 5 plant 4
project 7 properties 4 research 32
science 7 scientist 8 skeleton 6 skin 5 solar
system 11 space 34 space travel 4
species 8 sun 8 universe 16 weather 4

Total 480

CAREER

career 24 challenge 5
inspiration 5 job 5

Total 47

PERSONAL /OTHER

opinion 29
personal 15 philosophy 7

Total 51

Sample questions

"How come the sun is the highest in the midday?"

"How does the brain control our body?"

"How did humans appear on earth?"

"Is their bacteria in the north pole?"

"Why do we feel dizzy when we spin?"

"How can fish breath underwater but we can't?"

Examples of good engagement

All of the scientists had an enthusiastic and engaging tone, although Juan and Joe were particularly notable. Even when the students asked questions unrelated to the scientists' areas of interest, they were eager to answer as fully as possible. For instance:

"Does a brain tell us what to do?" – saghir, student

"Well, that's an interesting question...(…). Our brains certainly direct everything inside our bodies, from the movements that we want to do (like rising an arm or moving a leg) to the ones that we cannot control (like the beating of our heart). The brains are in charge of everything, but we control our brains...but then again, who are we, are we our brains?" – Juan Carlos Lopez-Baez, scientist

Although Juan attended many live chats (and there were a few riots on the occasions he didn't), Rosie showed dedication by taking part in a live chat from a train.

Scientist winner: Rosie Coates

Rosie's plans for the prize money: *"I would use the money to host a day for school pupils at the University of Liverpool. The day would let the pupils see a day in the life of a scientist- they would do fun experiments, spend some time in the lecture theatres and meet real scientists."* [Read Rosie's thank you message here.](#)



Student winner: emanresu

For asking great questions demonstrating both impressive knowledge and curiosity and having read the scientists' profiles, **emanresu** 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...

"I am speechless wow what a great experiment" – emanresu, student

"That is so good to find out because I always used ask myself why...now I know" – rachael2004, student

"Thank you for moderating it so well, I couldn't have done it without you there and it seemed as if they really listened to you and tried being patient when you told them to be." – Juan Carlos Lopez-Baez, scientist

"I have learned so much about other areas of science outside of my own and I have remembered the curiosity that made me want to be a scientist in the first place" – Rosie Coates, scientist