

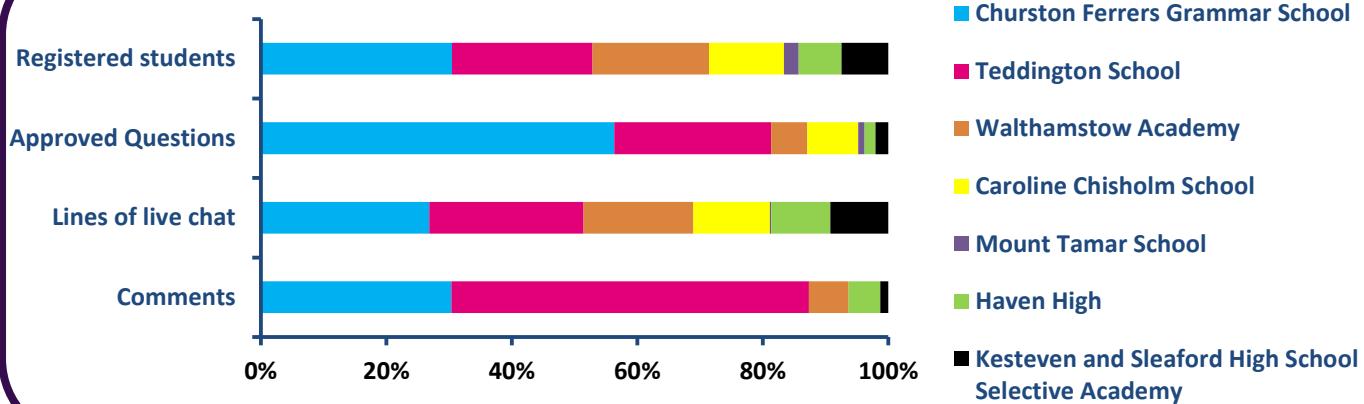


March 2014

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.

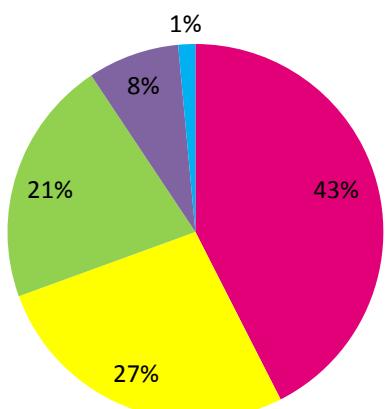
Given the general nature of the Cerium Zone, questions were varied, ranging from lifestyle to evolution, space or superbugs. Aled earned his position as Cerium Zone winner after clearly being the most active scientist of the zone, with 43% of the lines of chat and 33% of answers to students' questions. In fact, his work trying to find out how we can kill bacteria using a special type of honey was popular in both the ASK and CHAT sections.

Schools' data at a glance

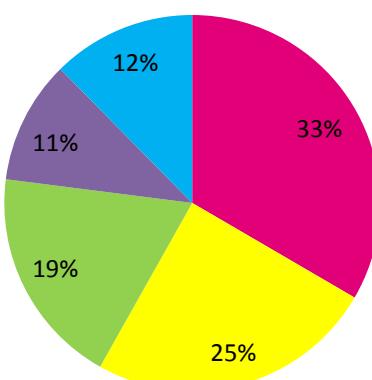


Scientists' activity

Lines of chat



Answers



Scientist profile	Page views	Position
Aled Roberts	753	Winner
Willem Heijltjes	705	2nd
Kevin Arbuckle	550	3rd
Eleanor Parker	453	4th
Fiona Heesen	475	5th

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

CERIUM ZONE	PAGE VIEWS	ZONES AVERAGE
Total zone	19,003	18,761
ASK page	1,470	1,547
CHAT page	2,426	2,524
VOTE page	1,303	1,248

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

	CERIUM ZONE	ZONES AVERAGE
Registered students	380	365
% of active students (used ASK, CHAT, VOTE or commented)	79%	81%
Questions asked	687	830
Questions approved	300	266
Answers given	509	533
Comments	104	88
Votes	286	291
Live chats	16	14
Lines of live chat	6,235	5,506
Schools	7	7

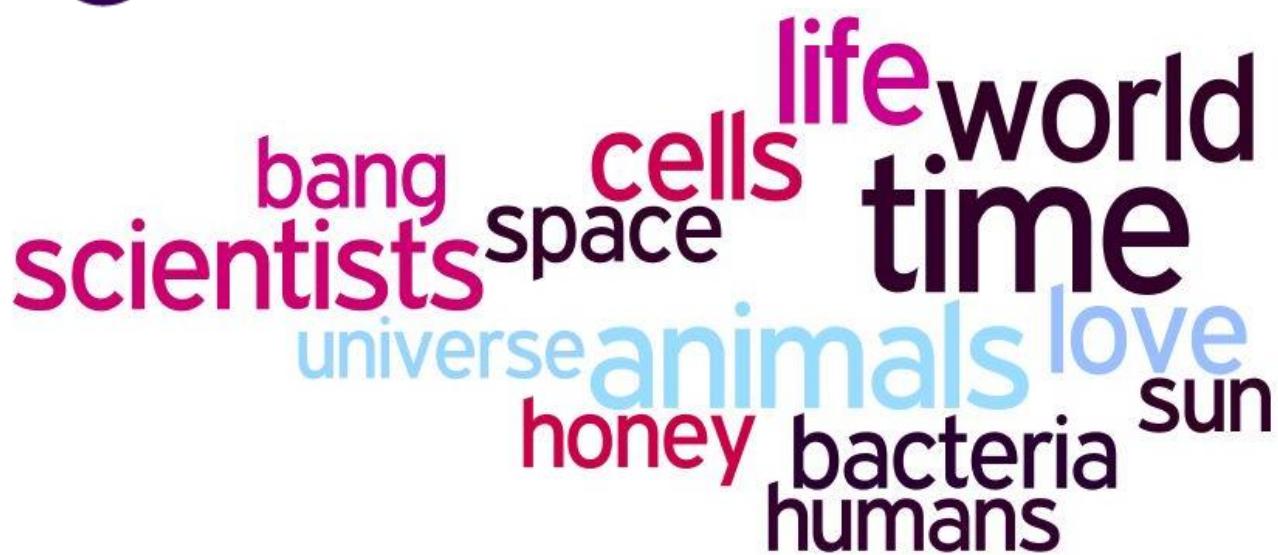
Popular topics

Students asked about cancer and other health related topics, and also the universe, life on Mars, the sun, and space travel. Animal testing was a recurrent topic in both ASK and CHAT sections, with questions about dissections and the ethics of using animals in research.

Students were also interested to learn about how certain household items work or about the scientists' daily lives, career choices and education. Finally, Aled's research on superbugs attracted a lot of attention, as students wanted to learn more about how to fight them.



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



Ask ?

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

SCIENCE

alien 6 [animal](#) 14 [bacteria](#) 5 [body](#) 17 [brain](#) 9 [cell](#) 5
[chemistry](#) 6 [discovery](#) 10 [disease](#) 5 [earth](#) 6
[end of the world](#) 9 [energy](#) 13 [environment](#) 9
[evolution](#) 17 [experiment](#) 6 [food](#) 8 [force](#) 6
[future](#) 11 [health](#) 15 [history](#) 6 [honey](#) 5
[how science works](#) 9 [human](#) 30 [IAS](#) 5
[inspiration](#) 11 [invention](#) 9 [life](#) 30 [medicine](#) 7
[microorganism](#) 9 [neuroscience](#) 11 [physics](#) 11
[properties](#) 6 [research](#) 28 [space](#) 15
[technology](#) 22 [topical](#) 18
[universe](#) 18

Total 110

CAREER

[career](#) 10 [education](#) 17
[work](#) 17

Total 27

PERSON / OTHER

[opinion](#) 7 [personal](#) 33
[philosophy](#) 17
[preference](#) 41
[quirky](#) 9

Total 39

Sample questions

["How do chameleons know when to change colour? Do they have special sensors?"](#)

["If nanotechnology gets in the wrong hands, do you think it will occur in human extinction?"](#)

["Is it possible to live comfortably with a cartilage substitute?"](#)

["why do most mammals have four limbs, not six like insects?"](#)

["do you believe there are other dimensions in our universe?"](#)

["why do we get Goosebumps?"](#)

Examples of good engagement

All the scientists were good at engaging with the students, but Aled was particularly good at leaving detailed answers.

As an example, when one student asked ["I'm wondering a book falls, where does all the energy go?"](#), Aled saw in this simple question the opportunity to teach a lot to the student, giving him a brief answer, but also a link to a website where the student can find different images and videos explaining related concepts.

Scientist winner: Aled Roberts

Aled's plans for the prize money: "*I'd buy science equipment and tour round schools doing experiments that they might not have the funds for!*" [Read Aled's thank you message here.](#)



Student winner: gallifreyanhippo

For asking very good and specific questions and being interested in the whole event, **gallifreyanhippo** 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...

"Thank you very much, that is very interesting," – amelia7, student

"this was the answer i was looking for spot on" – mandeep101, student

"This has been one of the most rewarding two weeks in my public engagement career!" – Aled Roberts, scientist

"What great questions! Keep them coming!" – Fiona Heesen, scientist