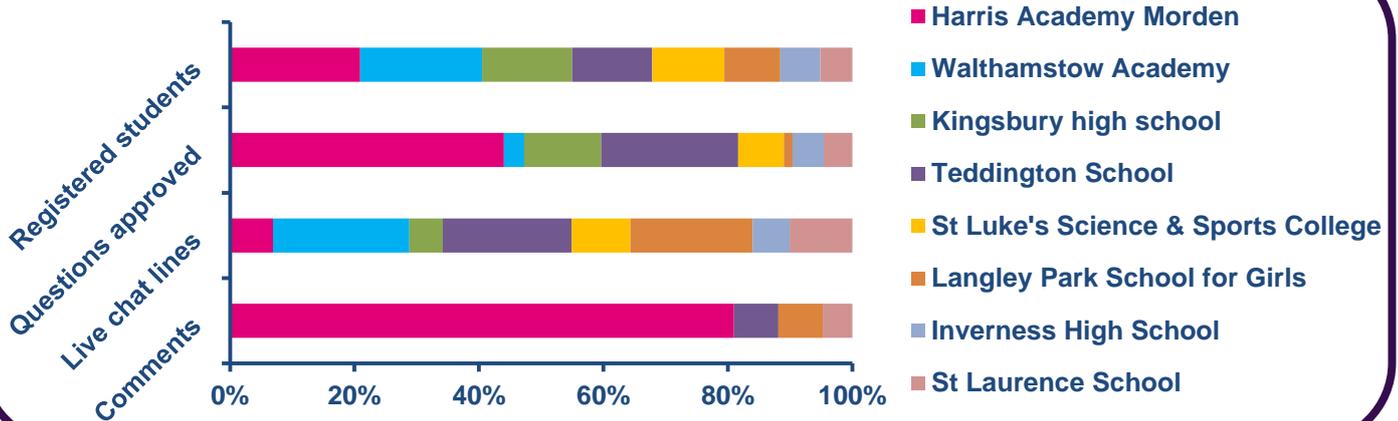




June 2014

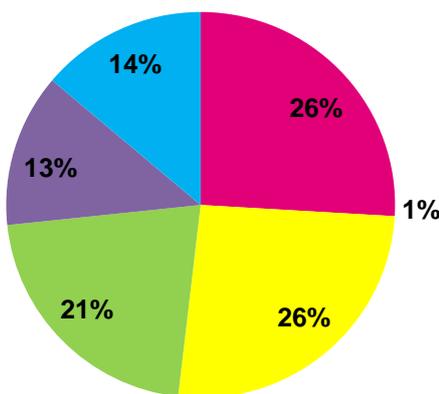
Students in the Promethium Zone asked about a variety of science topics and what it's like to be a scientist and do experiments. Fiona and Kevin were particularly involved in the event, especially in the live chats. As the Wordle on the next page shows, Fiona's work on how our brains store memories attracted a lot of attention.

Schools' data at a glance

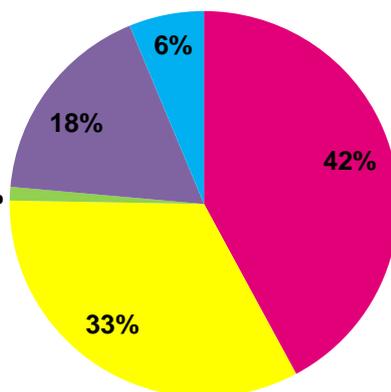


Scientists' activity

Answers



Lines of live chat



Scientist profile	Page views	Position
Fiona McLean	730	Winner
Kevin O'Dell	684	2nd
Darren Tan	440	3rd
Anna Bramwell-Dicks	425	4th
Elaine Cloutman-Green	454	5th

Key figures from I'm a Scientist June 2014 for the zone, and the average of all 17 zones

*Number of page views during the event
(plus 2 previous weeks)*

PROMETHIUM ZONE	PAGE VIEWS	ZONES AVERAGE
Total zone	11,863	16,052
ASK page	1,110	1,091
CHAT page	1,582	1,699
VOTE page	952	968

	PROMETHIUM ZONE	ZONES AVERAGE
Registered students	312	282
% of active students (used ASK, CHAT, VOTE or commented)	75%	80%
Questions asked	517	488
Questions approved	218	217
Answers given	405	429
Comments	49	54
Votes	187	219
Lines of live chat	3,530	4,020
Live chats	11	12
Schools	8	6

Popular topics

Popular topics in both the CHAT and ASK sections were general biology questions, and what it's like to be a scientist. Questions about space, cloning and genetics were also popular, as well as quirky questions about zombies (due to Kevin's profile picture) and aliens. Students were often asking for specific facts and figures, rather than about a process or how something works.



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



Ask?

Keywords of questions asked in the zone

Keyword	Number of times	Keyword	Number of times
life	24	brain	12
space	22	universe	12
opinion	20	research	11
human	20	animal	11
body	20	vision	11
technology	17	future	10
personal	15	health	10
career	15	psychology	9
quirky	15	energy	9
physics	14	earth	9

Example questions

"why does water expand when it freezes and other liquids shrink when they freeze?"

"how many times did einstein fail before he succeeded?"

"What is the best way to get rid of hiccups?"

"How would you solve overpopulation?"

"What would happen if the Earth stopped spinning?"

"Would it be possible to control all of our body's functions with technology? Kind of like the Borg in Star Trek!"

Examples of good engagement

The scientists were very good at giving detailed, enthusiastic answers to basic and generic questions, which are often the most complicated to answer:

[“How do our brains work?”](#) – jawnlovesjumpers, student

They were also open and honest about whether they had needed to research an answer (they often put in the effort to do this) and were comfortable talking about personal or sensitive issues:

[“Do any of you have mental illnesses?”](#) – casey, student

Finally, the scientists were good at dealing with questions based on science fiction or very unlikely scenarios.

Scientist winner: Fiona McLean

Fiona’s plans for the prize money: *“For a while I’ve really wanted to make a video called “Follow the Pound”. It would show where money you donate to charity goes and the different things it can go towards. If people can see where their donation goes and the impact even just a penny can have then hopefully it can encourage people to keep donating whilst also learning a bit about what scientists and researchers do.”* [Read Fiona’s thank you message here.](#)



Student winner: supershyguy

For great engagement during the event, **supershyguy** 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 that’s really cool, a very nice science fact.” – student

“That is so good to find out because I always used ask myself why...now I know” –student

“The students were far less reluctant to ask questions than they often are in face-to-face situations” – scientist

“It is such a unique and clever way of allowing scientists like me to talk to you guys in school without even having to leave the lab (so I can keep doing science at the same time!).” – Fiona McLean, scientist