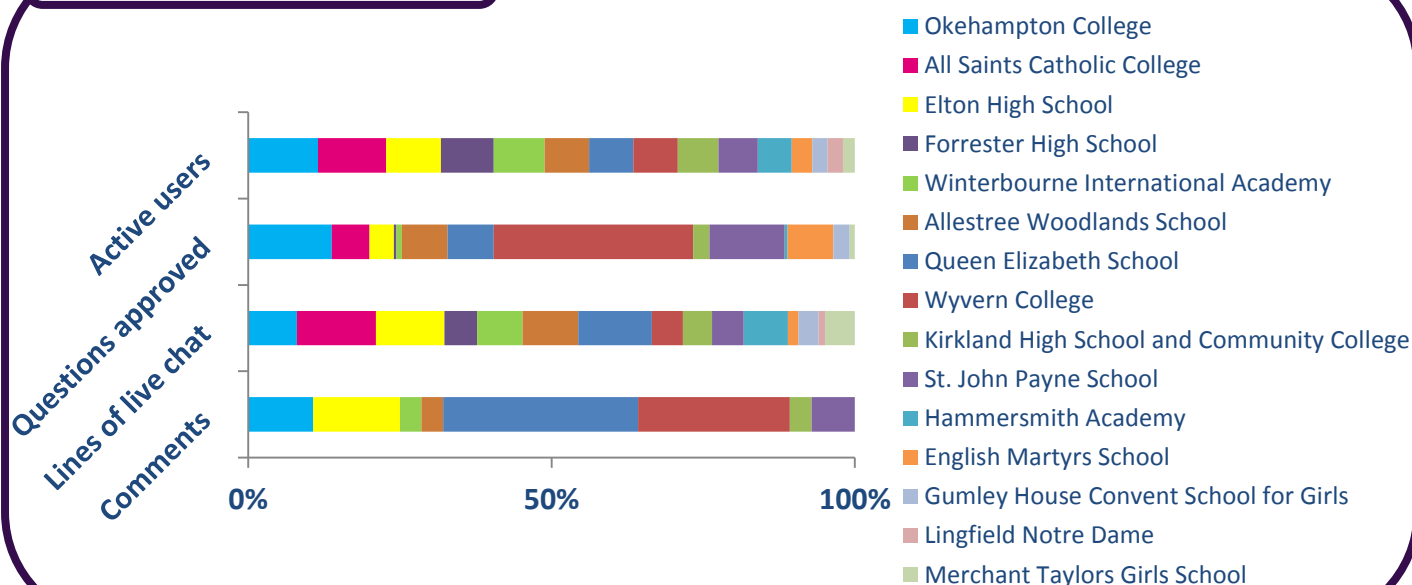




## November 2014

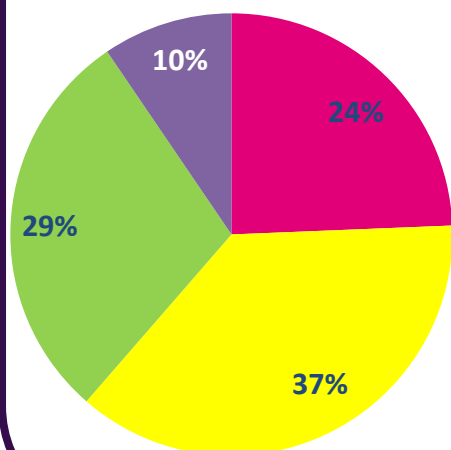
The Drug Synthesis Zone was one of the most focused zones with regard to questions sticking to the theme. Scientists made a good effort at being present for live chats, especially Zoe, David and Sarah, who were responsible for most of the answers and lines of live chat.

### Schools' data at a glance

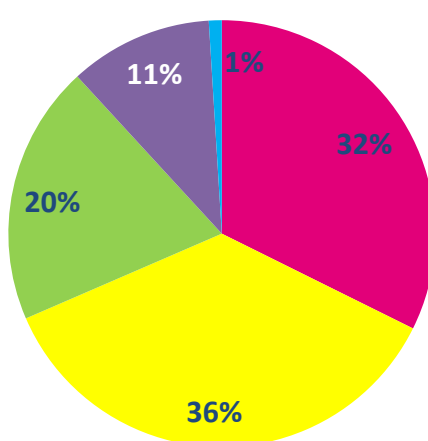


### Scientists' activity

#### Answers



#### Lines of live chat



Scientist profile	Page views	Position
Sarah Ashwood	848	Winner
David Foley	756	2nd
Zoe Roberts	675	3rd
Aaron Acton	464	4th
Elaine O'Reilly	451	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)

DRUG SYNTH. ZONE	PAGE VIEWS	NOV14 AVERAGE	2014 AVERAGE
Total zone	23,167	27,730	20,848
ASK page	1,657	2,305	1,648
CHAT page	5,704	3,959	2,727
VOTE page	1,308	1,637	1,284

	DRUG SYNTHESIS ZONE	NOV14 AVERAGE	2014 AVERAGE
Registered students	397	459	369
% of active students	91%	88%	83%
Questions asked	626	894	542
Questions approved	225	396	293
Answers given	505	796	555
Comments	41	99	75
Votes	318	402	305
Lines of live chat	5,607	6,507	3,675
Live chats	23	21	15
Schools	15	13	9

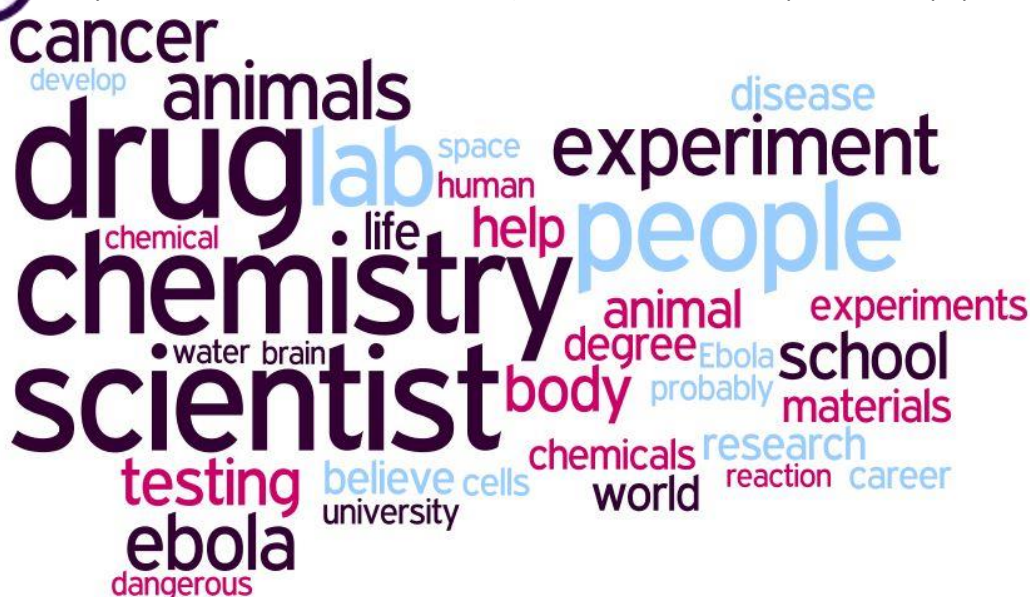
## Popular topics

The questions submitted by students to the Drug Synthesis Zone were very focused on the theme topic, with the majority revolving around pharmaceuticals, the initial stages of synthesis, clinical trials and effects/impact. Unsurprisingly animal testing was brought up on many occasions.

The topical issue of Ebola, which students had undoubtedly seen frequently in the news recently, was mentioned a lot, as was cancer. Students seemed to engage rather well with David's research where he "fixes cells using chemistry", with lots of questions directed specifically to him.



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





Keywords of questions asked in the zone

<b>Keyword</b>	<b>Number of times</b>
medicine	23
chemistry	22
preference	20
pharmaceutical	20
career	19
future	19
disease	19
opinion	17
education	16
drug	14
work	11
society	11
neuroscience	10
evolution	10
personal	9
quirky	9
research	9
body	8
experiment	8
ethical	8

### Example questions

"If you could invent a super drug that could make somebody do something (aka: fly, be peaceful, explode) what would it make them do?"

"A new drug called ZMAPP has been found to treat Ebola, but many scientists don't approve of it. Why?"

"How big a part will robots play in the making and developing of new drugs?"

"How often are drugs accidentally discovered e.g. penicillin was found when a piece of mould was dropped in a petri dish (sorry if my historical knowledge of the discovery is not quite right)?"

"Do you think prevention is better than cure?"

"Would our world be where it is now without illegal drugs or do we not need them?"

"When you drop a dirty coin into a bottle of coke, why in a couple of hours does the coin come out shiny?"

"If you discovered a new drug, what would you name it and why?"

"When you mix chemicals together do you think you could formulate a super drug to enhance real life actions such as cooking or changing clothes?"

## Examples of good engagement

Opinions on animal testing were questioned many times, which the scientists dealt with well, especially David Foley who was (in his own words) “brutally honest”. He did not sugar-coat his answers and questioned the student as well, finishing one answer by saying, [“It would be nice if the world was black and white all the time, but look me in the eye and say you would deny your parents, siblings, friends or yourself a life-saving drug because they were developed using animal testing?”](#)

The scientists were also good at asking questions back to the students, encouraging them to think deeper on the subject, and think about their own opinions.

*“Do you think there will be a time when no children are born with learning disabilities?” – student*

*“Genetic advances might lead to something like that but it will be very controversial. What if you find out your unborn child has an as yet incurable disorder? What would you do?” – David Foley, scientist*

*“I don't think so. Unless extreme preventative measures would be very controversial. People aren't very keen on the idea of test-tube babies at the moment so I think global opinion will have to change before we start playing around too much with genetic manipulation.” – Sarah Ashwood, scientist*

## Scientist winner: Sarah Ashwood

Sarah's plans for the prize money: *“Fund a Youtube channel to communicate science to the public.”* [Read Sarah's thank you message here.](#)



## Student winner: ExplosiveBiskit

For asking great questions demonstrating both impressive knowledge and curiosity and having read the scientists' profiles, **ExplosiveBiskit** 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'm inspired by everyone in this chat. I love you all!” – Jesse Pinkman, student*

*“Hi Sarah and David, how are you? I think your amazing scientists.” – GraceL, student*

*“Some of the questions have been “interesting” and students are certainly more brazen in a chat room than face to face!” – David Foley, scientist*

*“I can't stress enough how amazing it was to have the experience to interact with you. Your enthusiasm and curiosity was contagious and really made me think so much more about what it is that I am doing and how it fits into the “big picture” – Sarah Ashwood, scientist*