

Abstract Submitted  
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**F\*\*\* Yeah Fluid Dynamics: Lessons from online outreach**

NICOLE SHARP, Texas A&M University — The fluid dynamics education outreach blog FYFD features photos, videos, and research along with concise, accessible explanations of phenomena every weekday. Over the past three years, the blog has attracted an audience of roughly 200,000 online followers. Reader survey results indicate that over half of the blog's audience works or studies in non-fluids fields. Twenty-nine percent of all survey respondents indicate that FYFD has been a positive influence on their desire to pursue fluid dynamics in their education or career. Of these positively influenced readers, over two-thirds have high-school or undergraduate-level education, indicating a significant audience of potential future fluid dynamicists. This talk will utilize a mixture of reader metrics, web analytics, and anecdotal evidence to discuss what makes science outreach successful and how we, as a community, can benefit from promoting fluid dynamics to a wider audience.  
*<http://tinycl.com/azjjg2>*

Nicole Sharp  
Texas A&M University

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