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Explaining Physics in a Minute (Or Two)

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It's usually assumed that youtube is just for kittens, babies, and music videos. However, youtube is also one of the highest-traffic sites on the internet and it turns out it's actually a darn good place to teach people about physics! We'll start with the story and analysis of how the video series Minutephysics grew from a fun weekend project to one of the top channels on youtube, then discuss how media and technology (especially videos) can facilitate good (and bad) communication, and finally talk about how you can harness the power of the internet in your own physics outreach. Of course we'll watch a few cool videos along the way. As a primer, feel free to check out www.youtube.com/minutephysics (this abstract based on <http://pirsa.org/11110110>)