

MAR17-2016-030137

Abstract for an Invited Paper
for the MAR17 Meeting of
the American Physical Society

Physics Girl: Where Education meets Cat Videos

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YouTube is usually considered an entertainment medium to watch cats, gaming, and music videos. But educational channels have been gaining momentum on the platform, some garnering millions of subscribers and billions of views. The Physics Girl YouTube channel is an educational series with PBS Digital Studios created by Dianna Cowern. Using Physics Girl as an example, this talk will examine what it takes to start a short-form educational video series, including logistics and resources. One benefit of video is that every failure is documented on camera and can, and will, be used in this talk as a learning tool. We will look at the channels demographical reach, discuss best practices for effective physics outreach, and survey how online media and technology can facilitate good and bad learning. The aim of this talk is to show how videos are a unique way to share science and enrich the learning experience, in and out of a classroom.