What percentage of papers published in academic journals are never cited?

A. 10%
B. 25%
C. 50%
D. 75%
E. 90%

Meho, L.I. 2007
What percentage of papers are never read by anyone but the authors?

A. 10%
B. 25%
C. 50%
D. 75%
E. 90%
Video Storytelling
Why Video?

78%

Internet users that view online videos at least once a week

*comScore Analytics
Why Video?

55%
Internet users that view online videos at least once a day

100 Million

*comScore Analytics
Video Storytelling
Turning Research Papers into Digital Stories

Ocean 180 Video Challenge

Join the Ocean 180 Video Challenge!
Ocean Scientists
Ocean 180 is looking for ocean scientists to share their published research through film. Find out if you’re eligible!
Teachers and Students
We invite you to participate as a judge for the 2014 Ocean 180 Video Challenge by registering your class today.

$6,000 in prize money available! Find more information on: www.ocean180.org
Why Middle School?

4th Graders
>60% Have positive view of STEM

Middle School
17% See themselves having a career in STEM

Positive perceptions of science decrease

*Source: Project Tomorrow*
Timeline: Phase 1

**October 1**
Ocean 180 Challenge announced and advertised globally.

**October 15**
Video submissions opened. Teachers begin registering classes to be judges.

**December 1**
Video Abstract submission deadline.
Timeline: Phase 2

- **December 9-30**: Wave 1 Judges select top 10 entries.
- **January 1-Feb. 15**: Wave 2 Judges (6th-8th grade students) select winners.
- **February 25**: Winners announced at Ocean Sciences Meeting.
13 Countries
48 States, DC, US VI
285 Schools
362 Teachers
1,412 Classrooms
30,975 Students
Underwater Archeology
Dynamics of Internal Waves
Deep Sea Angler Fish
Microbial Ecology
Carnivorous Deep Sea Sponge
Shark Ecology
Trash in the Deep Sea
Reef Sponge Ecology
Lobster Trap Design
Deep Sea Sponges
1st Place
Dynamics of Internal Waves

2nd Place
Microbial Ecology

3rd Place
Shark Ecology

Honorable Mention
Reef Sponge Ecology
Impact of diatom-diazotroph associations on carbon export in the Amazon River plume

Laurence Y. Yeung,1 William M. Berelson,2 Edward D. Young,1 Maria G. Prokopenko,2 Nick Rollins,2 Victoria J. Coles,3 Joseph P. Montoya,4 Edward J. Carpenter,5 Deborah K. Steinberg,6 Rachel A. Foster,7 Douglas G. Capone,8 and Patricia L. Yager9

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How do you think your students benefitted from participating in Ocean 180?

“This gave us an opportunity to philosophize with the students about what it means to be a scientist and what is science. I could even see some of them start imagining that their office could also be a large vessel in the middle of the ocean.”

Nickie Wallace, Teacher, South Africa
Communication Triad

Training

Feedback

Practice
Ocean 180
Chemistry 180
Climate 180
Math 180
Engineering 180
Physics 180
Do you think it's good for scientists to share their research with middle school students?

“Oh, definitely...it's not very good to keep information that's valuable to the world cooped up in a little box. You need to open the box and let everybody see it so they're more aware of the environment and what's in it.”

6th grader, David Anderson Middle School, Stuart, FL