

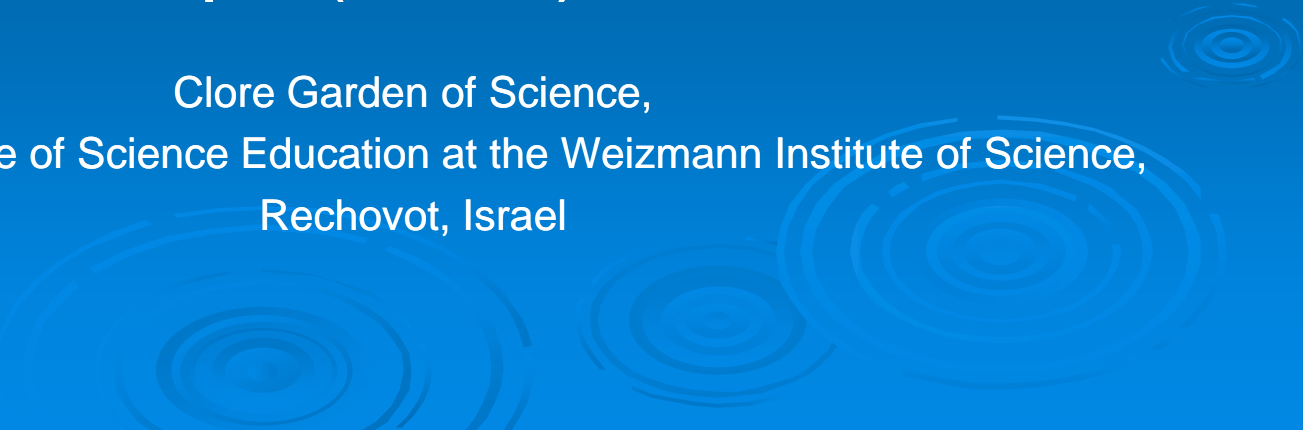
Web 2.0, virtual environments and technology

Friday, 5<sup>th</sup> June 16:00

# Which online science activities engage the public the most?

Joseph (Yossi) Elran

Clore Garden of Science,  
Davidson Institute of Science Education at the Weizmann Institute of Science,  
Rehovot, Israel



# Davidson Online

The screenshot shows the homepage of the Davidson Online website. At the top, there is a navigation bar with the following links: **צמ"ד און-ליין**, **מכון ויצמן למדע**, **צעירים במדע**, **גן המדע**, **פסטיבל המדע**, **צרו קשר**, **עדכון RSS**, **תנאי שימוש**, and **הוסף למועדפים**. Below this is a secondary menu with links: **עמוד הבית**, **חוגים ברשת**, **שאל את המומחה**, **מדברים מדע**, **תחרויות מקוננות**, **מדע בבית**, **המעגל המתמטי**, **ניסוי ותהייה**, and **מאגר מדע**.

The main content area features several elements: a search box labeled **חפש**; a weather widget showing a sun and the text **למה סיון**; a purple box with the text **חדשות:** **כיצד אבנית מצרחת?**; a central black box with white text: **מדברים מדע** and **פורום מדע אקטואלי**; and a footer with the text **ICS בניית אתרים**. The background is a collage of scientific images including a green frog, a microscope, a brain, a cartoon scientist, a fossil, a plasma ball, and laboratory glassware.

# Online (Science) Activities

- Supply an exciting, inviting, informal learning environment
- Educate the public according to their own preferences (age, level, interest, anonymity)
- Can be used as a “promo” to a science museum visit
- Can be used as a “follow up” museum visit activity
- Can be used to maintain contact with the public

# Online (Science) Activities

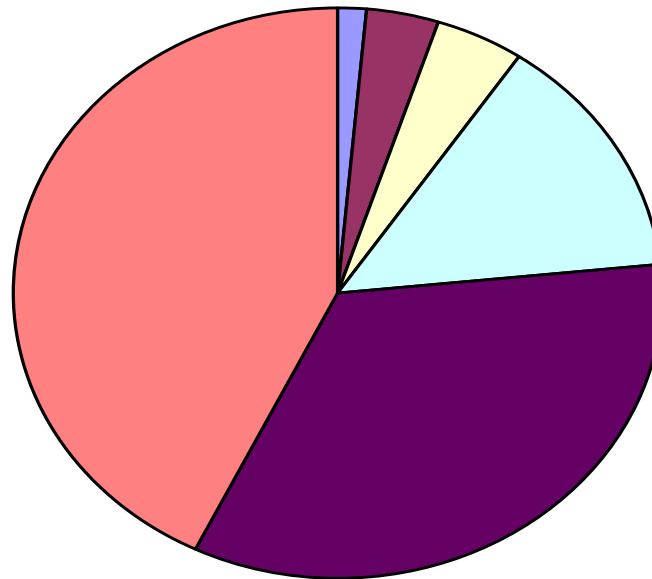
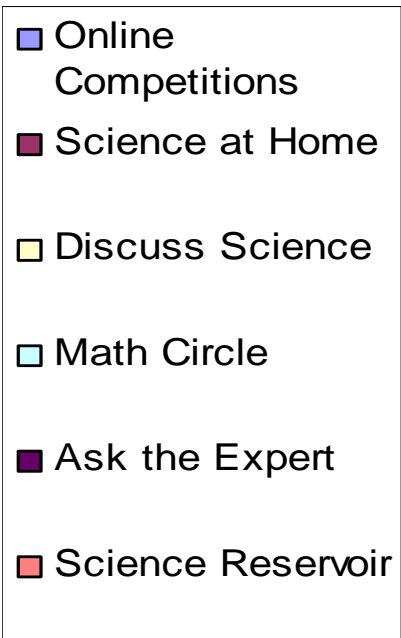
- Science articles (including videos, podcasts etc...)
- Science demos – do it yourself at home
- Science forums
- Games
- Online Science Clubs



Passive – Interaction - Active

# Davidson Online

- Ask the expert - scientists answer questions from the surfers
- Discuss Science! – science articles
- Science reservoir – internet multimedia collection
- Science at homes – hands on experiments
- Online competitions and olympiads
- The math circle – math riddles, online puzzles (sudoku, kakuru etc...)
- Online Science clubs



|                     |         |
|---------------------|---------|
| Online Competitions | 1,860   |
| Science at Home     | 5,088   |
| Discuss Science     | 5,857   |
| Math Circle         | 19,094  |
| Ask the Expert      | 45,902  |
| Science Reservoir   | 58,310  |
| Online Clubs*       | 378,808 |

# Preliminary conclusions

- Keep it short!
- *Engage* the surfer
- Collaborate!
- Surfers will return!
- Surfers prefer “virtual activities”
- Q & A

# Thanks

- The Davidson Institute of Science Education
  - Dr. Zvi Paltiel
  - Liron Shtern
  - Students of the Weizmann Institute of Science who manage the different sections of the site
  - ICS, Google analytics
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