

18a-C7-6

The Joys and Pain of Making Scientific Movies:

How to Engage the Public

Ivan K. Schuller¹ and Richard Wargo²

¹ Center for Advanced Nanoscience and Physics Department

² UC TV

University of California-San Diego

E-mail: ischuller@ucsd.edu

This talk will describe a non-conventional collaboration between two different creative cultures and its aim of maintaining scientific accuracy and devising strategies important for audience engagement - among them humor. Examples such as the award-winning effort "When Things Get Small" and several more recent YouTube examples created by University of California Television producer R. Wargo in collaboration with condensed matter physicist I.K. Schuller, will provide insight into a model and modes which can be used successfully by other scientists to engage the public in what they do.

Supported by NSF, APS and private sources