



## Marine Science on YouTube – The Role of Video Documentaries in Outreach and Education

Albert Gerdes

MARUM - Center of Marine Environmental Research, University of Bremen, - Public Relations -, Bremen, Germany  
(agerdes@marum.de)

Ways and methods of communicating geoscientific topics to non-scientific audiences have been developing very dynamically during recent years. In this context video footage and short video documentaries do play an increasingly important role. Innovative approaches have been initiated to use deep sea video footage in order to produce short documentaries which in turn serve to communicate marine science to specific target audiences like TV journalists, exhibition organizers, and younger audiences.

During recent years autonomous and remotely operated diving tools have revealed many new and fascinating insights into the geology, biology, and chemistry of the deep ocean. Moreover, phenomena like mud volcanoes, hot and cold vents on the sea floor, or cold water corals are visually highly attractive also for non-scientific audiences. As remotely operated diving tools (ROVs) are equipped with HD video camera systems excellent material from the deep sea is available – which can and should be used for outreach and education activities. However, to organize the communication process in an optimal way a number of problems have to be solved. How can semi-professional video documentaries best be produced in-house? How can conflicts be avoided between scientific and outreach related utilization of the material? How can sound, personal statements, and/or music be used? Which distribution channels are available? How can the audience targeted be reached best?

In the talk these and other questions will be tackled. It will be demonstrated that YouTube can be an appropriate channel for communicating and marketing marine science and that this video platform offers opportunities for web 2.0 related interactivity. In this context a preliminary overview and evaluation of video based outreach activities of worldwide leading marine institutes will be given.

### References

- <http://www.marum.de/en/marumTV.html>
- <http://www.youtube.com/user/marumTV>
- <http://www.dfg-science-tv.de/en/projects/blue-wonder>