

Science Showcase

scienceshowcase.org



Overview

Science Showcase is a YouTube channel designed to connect the best science communication videos from researchers, with people looking for great science content. We're encouraging researchers (including scientists, engineers, technologies, and even citizen scientists) to communicate their work through short, smart, engaging, accurate, watchable, and above all, authentic, videos. But we also want to build a growing resource of awesome YouTube science videos that are made by scientists for anyone curious to find out more about what they know and do.

We created the channel because it's incredibly hard for researchers to reach a large audience with their videos — despite there being a hunger for great science content on YouTube. The process of getting your videos considered for posting is easy - simply email scienceshowcasevideos@gmail.com with a description of your video (including why you think it should be posted), an acknowledgement that you agree to allow us to post it, and a link to where we can download the video. If it's accepted, we'll post and promote your video on the channel under a Creative Commons license.

There is a catch however — because it's really important that we only post videos that are accurate, engaging, and that people will want to watch, we have some pretty tight acceptance criteria. These set a high bar, so if you're not successful, please don't be disheartened, but keep trying and improving — and you'll get there!

Criteria

- **Tell a tight story.** Make sure your video has a clear focus and narrative structure. Picking a very specific and narrow topic — something people might be curious about — works best. Don't try and cover too much ground!
- **Keep it short.** We're looking for videos between 1 - 2 minutes maximum — longer videos aren't likely to be considered.
- **Be authentic.** We're looking for awesome videos that engage and inform viewers. And you can achieve this without a full-on professional production. Make sure the quality of the video is as high as possible, but authenticity is really important. Some of the simplest techniques like using pen and paper, or a whiteboard (or even a blackboard!), can be some of the most effective!
- **Be creative.** You may not succeed first time, but don't be afraid to try new ideas.
- **Be accurate.** We won't post videos that are inaccurate, or misleading, or push a strong opinion without evidence. Sorry.
- **Be legal.** Make sure you have permission to use all the material in your video.
- **Be awesome.** We're looking for videos people will want to watch and tell their friends about. This means they should be engaging, informative, and worth someone's time to watch!