

Attracting Young People to Science

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The University of Iceland Strategy 2011-2016



Science Media for Young People

- Contribution to young people's education and stimulate their interest in science
- Seek to get young people excited about science and scientific disciplines
- Strong ties with primary schools in Iceland
- Urge kids to head into a long term relationships with studies
- Go to university



University of the Youth

- Up to 1.600 basic school kids 12 to 16
- Annually
- Studying science on a university level
- Studies attached to playing and fun
- Always fully booked





Universities' Science Work Shop

- Opened in 2012
- Science out of the box
- Main target group - basic school kids aged 12 and up
- Open all year round
- Same scientists as in Biophilia
- Fully booked until end of 2012





The Experimental Playroom

- Focus on natural science, physics and chemistry
- Plug, play and interactivity on stations loaded with tools
- First sign of a science centre
 - We aim to open in the next 3 years




The Mobile University

- A unique science show on the road around Iceland
- The University of the Youth is attached to the train
- Suitable for ages 12 to 16
- Lectures
- The Science Show aimed for all age ranges
- Will be part of Biophilia
- Will go abroad
- The Explosion Team



Hiking Trips with Science Tips

- 
- **Scientists hike or walk with the public in advertised events**
 - **Vision and researches explained on topics related to what is experienced on the hike**
 - **Impressive results, for exaple with arctic foxes**



The Science Web

- Answers from scientists
- On top 15 of most popular web sites in Iceland
- Science answers categorized
- Aimed for the public
- Questions from the public
- Basic School kids the largest group of users
- Published books with best answers and questions
- Friday Answers





Special Events

- Teddy Bear Hospital
- Open day
- Science festival
- Innovation festival
- Lectures



BJÖRK Biophilia



Tuning science with Music



The Biophilia Concept

- First app album ever
- Each song represents a natural topic including scientific approach
- Specially built instruments
- City residencies
- A live concert experience
- Educational program
- Mr. David Attenborough





The Biophilia Educational Program

- The Start – Dominos Pizza
- Björk, City of Reykjavik and the University of Iceland merge science with music in special workshops
- Taking "the book" out of the learning process





The Biophilia Educational Program

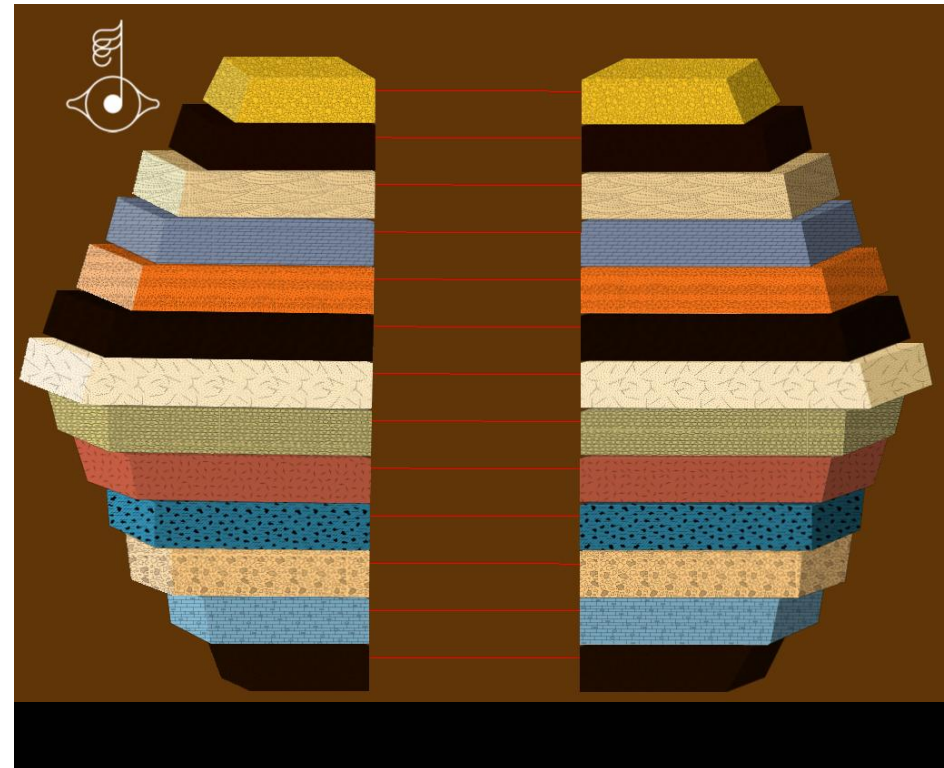
- Art merged with science
- The focus is to invent new ways to learn along with a creation
- Scientists and music teachers work together in the workshops
- Scientists create the teaching content representing themes of Björk's songs





What Content and for Whom?

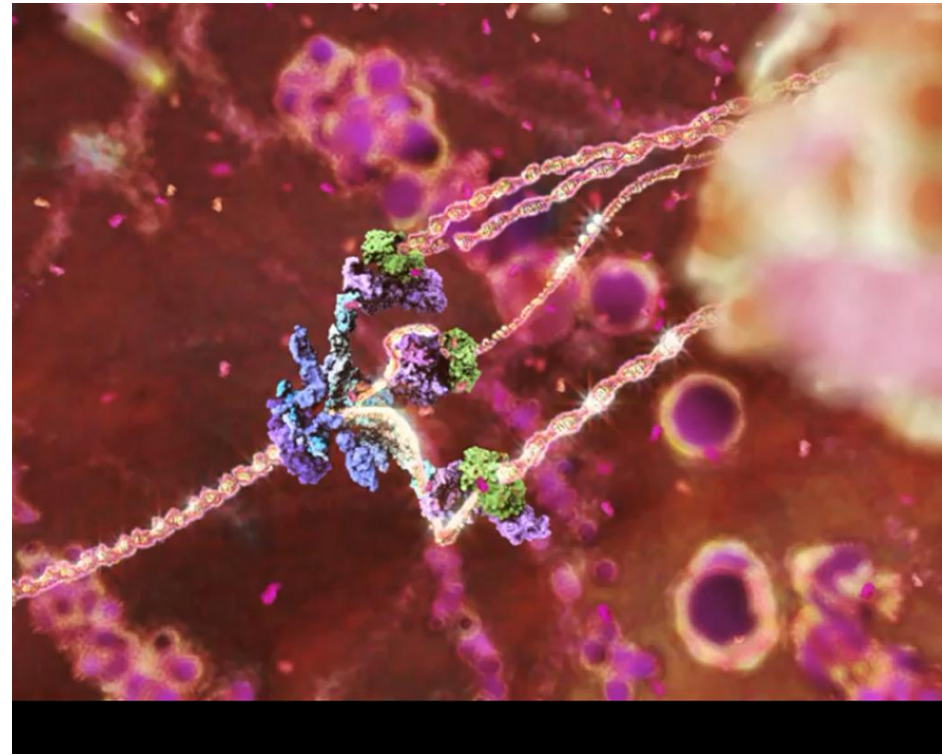
- Multiple theoretical approach in songs, apps and science lessons
- The program uses science themes from Björk's songs
- “Punk” studies
- Suitable for ages 9-14
- Now progressing to other age ranges
- Welcome to Reykjavik





Riveting Results

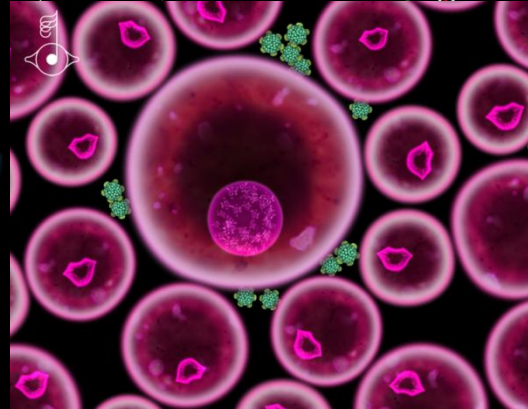
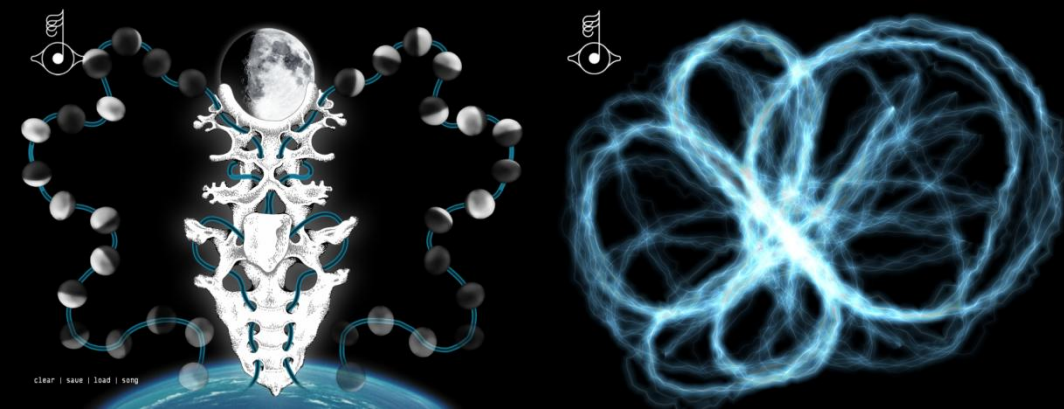
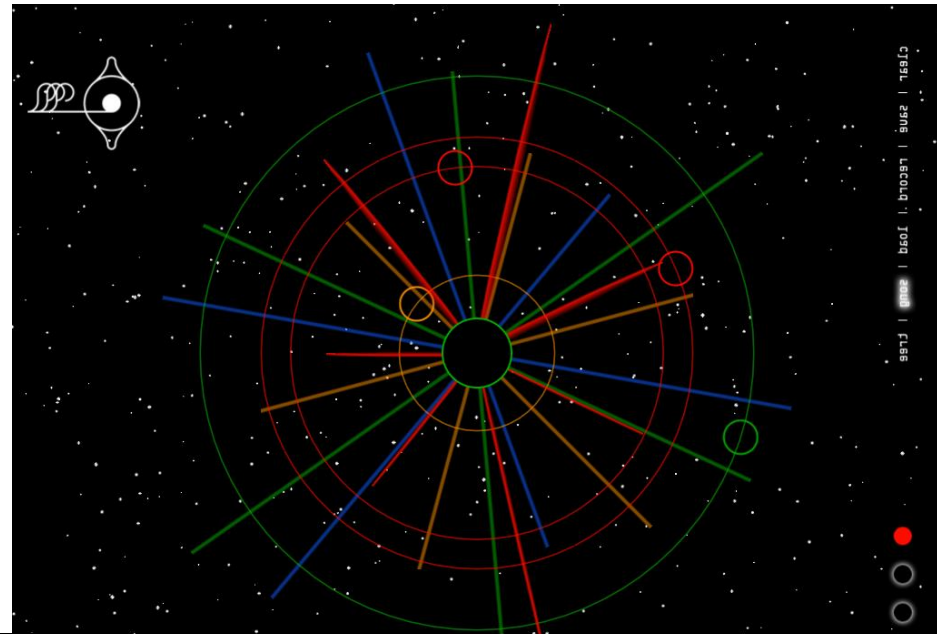
- In love with the app
- The touch screen allows kids to learn by experiencing and creating
- The iPads teach kids about natural topics, science and music with an hands-on approach
- Great results with kids with learning disabilities such as Dyslexia, ADHD
- Welcome Scott Snibbe, the App-Creator

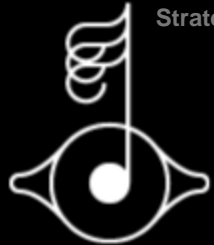




Cross Disciplinary -The Creational Energy

- Astronomy – Biology – Geology – Physics
- Lightings, eruptions and tectonic plate movements
- Cells and viruses
- Formation of crystals
- Dark matter
- The moon and wonder of gravity - seasons in the sun



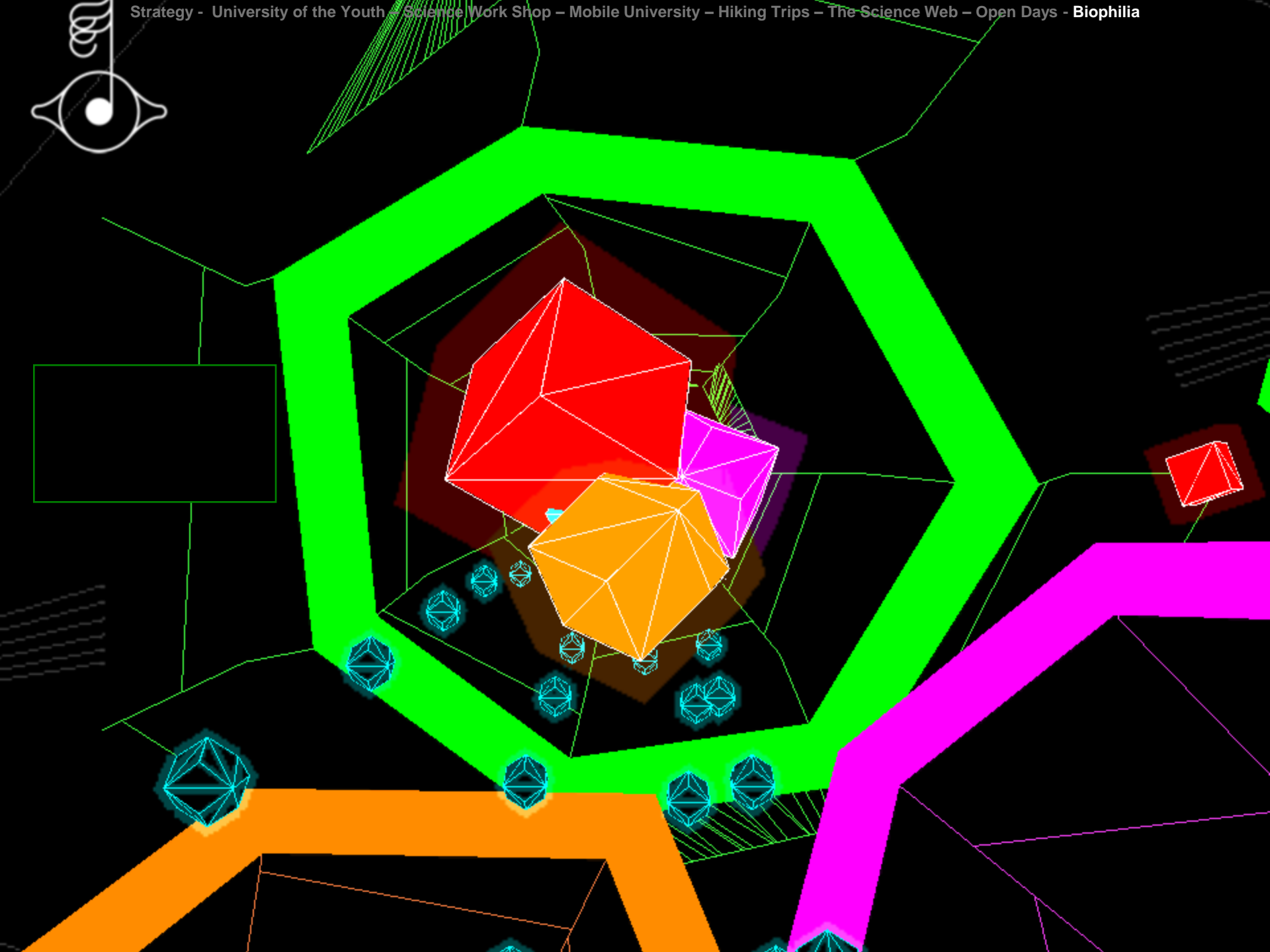


Unique Creation

- Focus on creation of music along with creation of crystals
- University of Iceland scientists found a way to create crystals in only five days
- Kids could see in days what nature creates in million years
- Simultaneously they created their own songs based on crystal creation

crystalline internal nebula

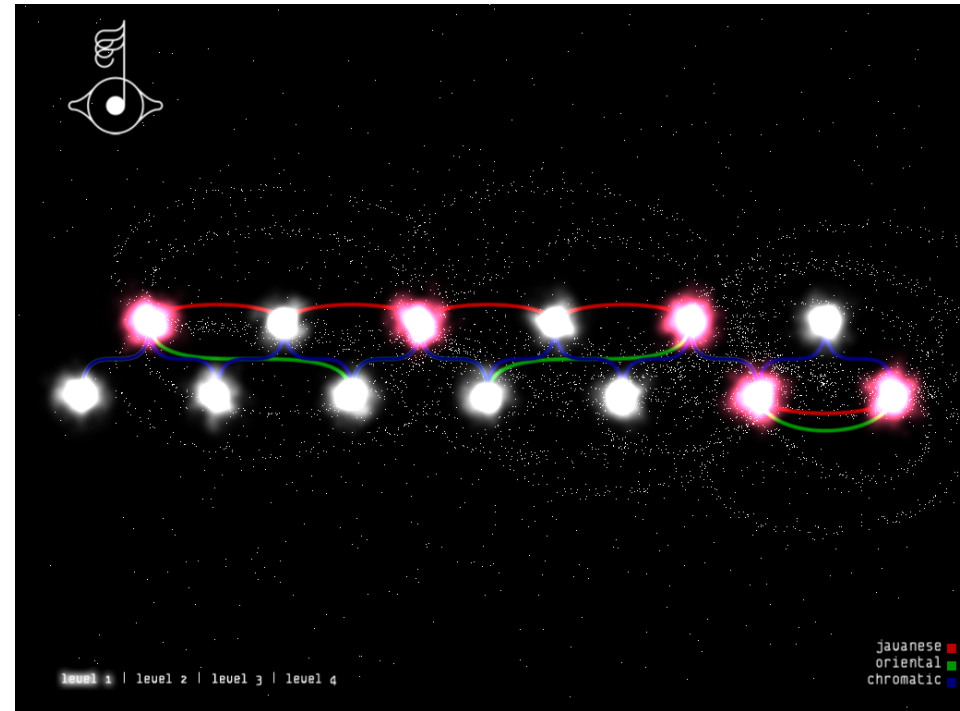


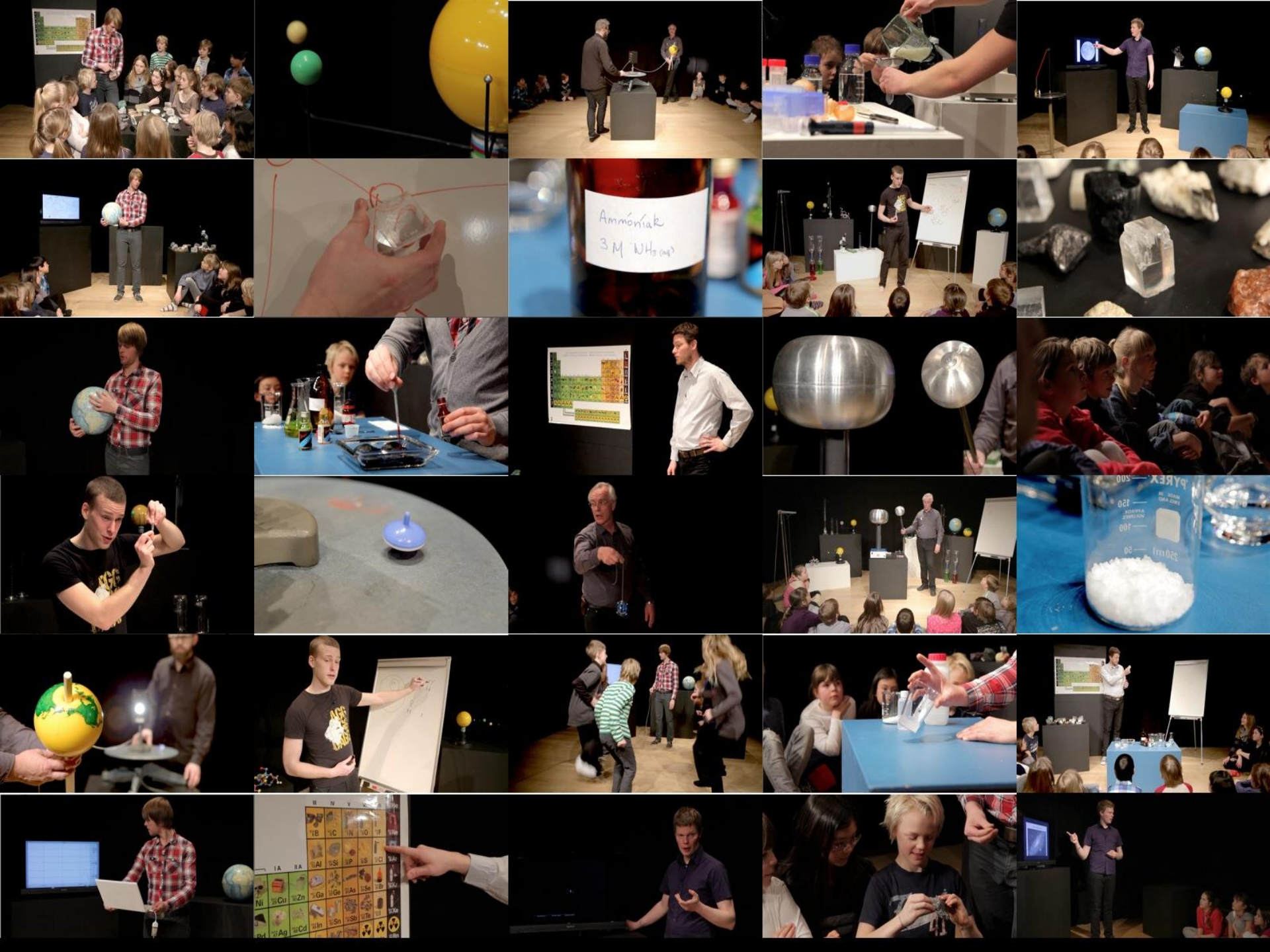




Next steps in Iceland

- Biophilia tool kit available
 - goes into all basic schools in Iceland
- Pilot in Reykjavik for 3 years then all around the country
- Based on same concept as in work shops

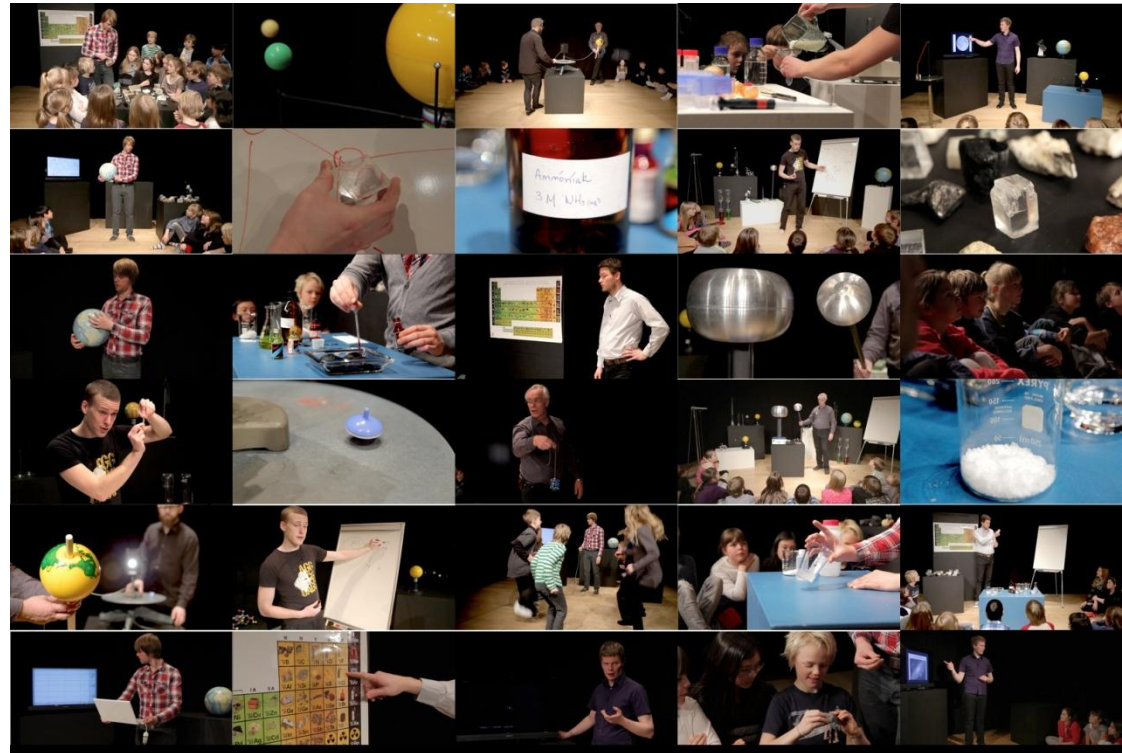






The Tool Kit

- Biophilia Education Program can stand alone
- Hands on experiments
- Ipads
- Videos represent the scientists
- Suggestions about experiments in music and science





World Wide Progress

- Biophilia Educational Program workshops have traveled to:
 - Manchester
 - Reykjavik
 - New York
 - Buenos Aires
 - Oslo
- And are going to:
 - Paris
 - San Francisco







Thank you – Questions????