

## 'MY WORLD' SCIENCE CAMPAIGN – BRIEF OUTLINE

BBC Learning is planning a major Science campaign for 2016/2017 aimed at engaging older Key Stage 2 pupils (ages 9-11) with Science. This exciting and innovative campaign will revolve around the theme of 'My World', putting scientific enquiry at the heart of every element. Schools will take part in a series of experiments over the course of an academic year, with results and data uploaded to a dedicated website. Some experiments will be large scale with the possibility of mass data collection from schools across the UK, whilst others will be more discrete, smaller-scale investigations. We want to ensure that there is a real 'need' and purpose underlying all the experiments, so pupils feel a sense of achievement and that they are making a valuable contribution by undertaking the investigations. At the heart of the project will be the 'My World' website. As well as support material and learning resources, the focal point of the site will be an animated interactive UK map. Colourful, fun and accessible, the My World Map will allow schools to upload data (using a unique log-in) from their experiments and display the results, enable them to talk to other schools in different parts of the UK to compare results, create an active science community and give pupils a supervised introduction to social media. The Science campaign will also extend to other areas of the BBC's output, with complimentary programming and content.

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