

Edutainment Blogging

Ben G Tammy H
Gurtaj K Oliver S

Genre: Edutainment Blogging

- Presents technical material for a general audience
- Use of visuals and analogies
 - Drawings, photos, animations, comics, etc.
 - Make ideas more relatable
- Casual tone
 - Colloquial language
 - Use of 2nd person
- Authors have individual styles/voices/themes
- Attention to community and entertainment
 - Entertainment aspect is as important as education
 - Often respond to questions posed by community
 - Each site/creator generates their own sub-culture

Analogy : Car Industry as a Rainforest

“An established industry full of existing winners running on greed is like the highest layer of trees in a crowded rainforest. They’ll push upward only as needed, elbowing each other for little gains and victories as they vie for sunlight, mostly just trying to keep their spot in the canopy. Greed just wants sunlight—it doesn’t care how high up it is when it gets it.

But below, the hungry underdog *burns* for sunlight and will spend 100 hours a week trying to figure out how to get it. When the breakthrough comes, the underdog *bursts* up through the canopy into the open sky and spreads its leaves out wide. ”



LINES WE DRAW TO HELP
US REMEMBER STARS

CLOUD OF
STARS WE
LIVE IN

THE SUN MOVES ALONG THIS PATH

GROUP OF STARS
NAMED AFTER A
PRETEND HORSE

FIRE COMES
OUT HERE

SEA FLOOR

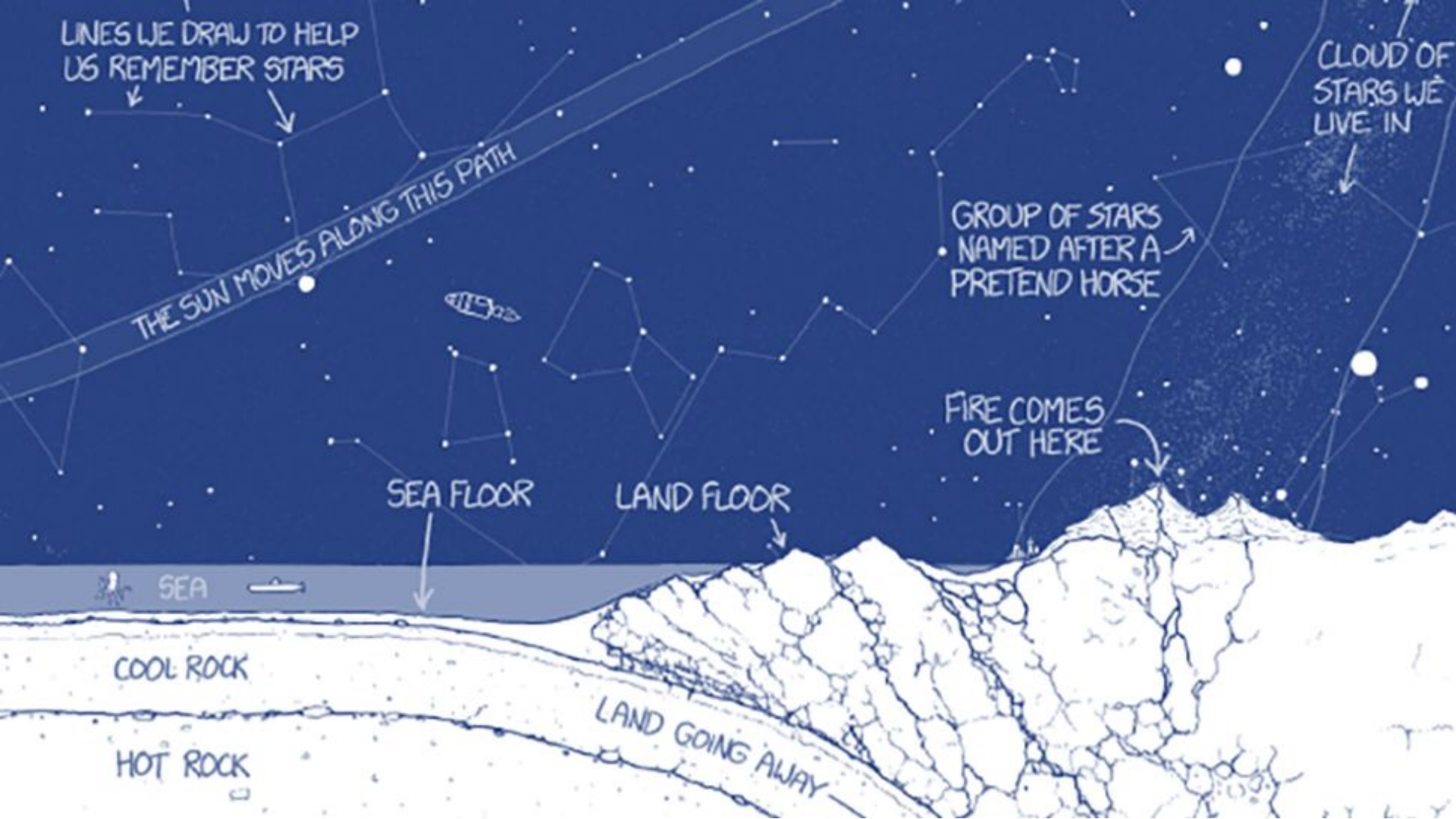
LAND FLOOR

SEA

COOL ROCK

HOT ROCK

LAND GOING AWAY



Research

- Inspiration:

- Websites:

- [XKCD: What If?](#)

- [Wait But Why](#)

- YouTube Channels:

- Veritasium

- VSauce

- MinutePhysics

- CasuallyExplained

- SmarterEveryDay

- CrashCourse

- ASAPScience

- Books

- Comics

- Considered but discounted:

- Websites:

- [Wired](#)

- [IFLScience](#)

- Forums:

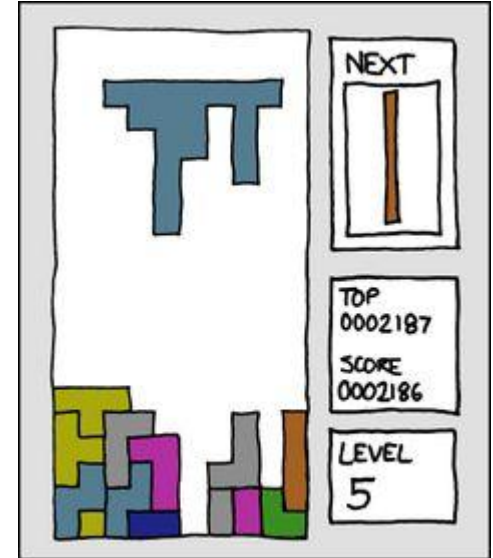
- Reddit:

- r/askscience

- r/ELI5

Schema

- Background
 - Question
 - Concepts involved
 - Potential Misconceptions
- Answer
 - Fundamental Ideas and Specific Topics
 - Explanation Process
 - Conclusion
- Use of Globals
 - Add flexibility and voice/style to posts
 - Visuals, Analogies, Lists, Important Ideas, Section Headers



Examples

Background - Ben

Answer - Gurtaj

Analogy - Tammy

Visuals - Oliver

Problems Faced

- Broad genre despite common themes
 - Covers wide array of topics and comes in a variety of styles
 - Hard to decide on elements
- Balancing flexibility and structure
 - Some elements only relevant to certain situations
 - Making too much optional detracts from structure

