YouTube sees more than 1 billion unique visitors to its website every month. It’s impossible to ignore a significant percentage of the world’s population congregating around an aggregate of online videos, but are people watching more than just music and cat videos?

The Brain Scoop is an educational YouTube channel filmed out of The Field Museum in Chicago that aims to bring its global audience behind the closed doors of the museum’s collection. The Field houses more than 25 million specimens and artifacts within its stores, but these are only a fraction of the natural world’s treasures. The stories of researchers and their work exceed the capacity of any general on-site attendee. Join Emily Graslie as she discusses how the Museum uses new digital media to expand the outreach and impact of its scientist’s ongoing research.

Friday, September 12, 2014 • 4:00 P.M.
Masters Hall, Room 110