CHANNELS THAT GET KIDS INTERESTED IN

In a world where gamification has become a large part of kid's app creation, I continue to find myself gravitating towards simpler content.

That's not because I don't like games.

It's because I believe that presenting information in a straightforward, factual manner is still valuable. When this project was first conceptualized, it didn't take long before I turned my attention towards my favorite YouTube science channels for inspiration.

Why in the world would anyone watch videos about science, when you could be watching (or playing)...literally anything else? Is there even a market for such a thing?

There absolutely is.

I've become familiar with the following YouTube channels over the past several years. They differ widely in style and video length, but they all share one thing in common – the ability to present science in an engaging way that gets viewers talking and, more importantly, caring. They're well produced and thoughtful. Some have large media partners. Others are studios that produce content for hire but have decided to test their own creative chops by producing their own educational material...because they can. There are literally tons of these kinds of channels populating YouTube now, but these five are the ones I've come to appreciate most.

Before you suggest that science is boring and no one's interested in consuming this kind of content, allow me to hit you up with one, single statistic:

Collectively, these five picks average nearly 6 million subscribers and some have videos with views into the millions.

Millions.

Clearly, someone's interested.

If you're ever inclined to explain to your kids why we eat, how your immune system works or what a GMO really is, be sure to visit these family-friendly channels. They'll definitely learn something. You might, too.



VISIT

AsapSCIENCE's creators, Mitchell Moffit and Gregory Brown started their hugely popular channel in 2012. Graduates of the University of Guelph, the Canadian duo are known for their entertaining content with its trademark hand drawn style. Their 'Science Love Song' has over 5 million views alone.



VISIT

Originally started by brothers John and Hank Green, *CrashCourse* leads viewers through topics in science, sociology and history. The series, now produced by PBS Digital, has an entire sub-channel, called *CrashCourse Kids*, targeting younger viewers. But, even the original CrashCourse is loaded with content that's both appropriate and entertaining for the entire family.

KURZGESAGT IN A NUTSHELL 5 MILLION SUBSCRIBERS

VISIT

Launched in 2013 by a Munich-based design studio, *Kurzgesagt* literally tops my list of science channels. More suited to older kids, they tend to take on meatier topics. Some videos have a futuristic, hypothetical spin, but Kurzgesagt has a brilliant way of presenting content that leaves viewers both curious and eager to learn more about the world around them.



VISIT

Hank Green of CrashCourse is also responsible for launching this channel in 2012, which covers a range of topics across the sciences. Like CrashCourse, the SciShow launched a version for younger viewers, called SciShow Kids in 2015.

TED-ED 5 MILLION SUBSCRIBERS

VISIT

TED-ED, a spin-off of the popular TED talk series, is an ongoing project that pairs educators with animators to bring a variety of topics to the masses. Videos span several subjects and disciplines, but many are science-based and great for kids – particularly those *featuring animals*.





VISIT

I first learned of Epipheo, a Cincinnati, OH-based production company, when I stumbled upon 'How to Survive a Robot Uprising' in 2014 - an entertaining animation that paired the studio with Daniel Wilson, a PhD in robotics. WARNING - for parents that prefer their kids not see heads roll (literally) in animated (or any other) form, this one's more suited to older children/teens. Although 'Robopocalypse' is more entertainment than science, its style and content might be enough to get older children interested in machines and artificial intelligence. The production company has gone on to produce a few other, highly viewed videos on weight loss and organic foods.

REACTIONS 200K SUBSCRIBERS

VISIT

Reactions is the YouTube creation of the American Chemical Society and another member of the PBS digital family. Some of their videos, like 'Why do Wet Dogs Stink?' and 'Better Pancakes Through Chemistry,' are fun for people of all ages.

FUN FACT: I produced and animated an episode for Reactions in early 2017.

