Professor Steve Liddle and the CAMERA Team

Chemistry

Outstanding public engagement initiative

CAMERA Initiative

Scientists based at The University of Manchester in the School of Chemistry have created a series of videos to help explain complex scientific achievements to the public.

The series of YouTube videos called ‘CAMERA’ (Chemistry at Manchester Explains Research Advances) strips away scientific jargon and uses straightforward diagrams, talking heads, and animations to bring science to life for the public. From Parkinson’s to barrels of plutonium, molecular robots to quantum computing, and how crystals grow to a cure for ageing, CAMERA lifts the lid on our world leading science to the general public through videos based on research papers that demystify science in a way that anyone can understand.

How Steve and the CAMERA team have made a difference

Steve drove this project from the beginning. He secured seed funding from scratch, organised the camera crew and collaboration with the media company Dreamscope, drummed up support from collegiate colleagues, and he narrates the research stories. He says “It can be really difficult for the outside world to see what science we do, and how it relates to real life, because cutting-edge science is so complex nowadays. I have always been passionate about communicating science to the public so with this series of films I wanted to lift-the-lid on the research that we do and give people who are interested in science - of whom there are a good many - a way to obtain genuine insight into the massive developments coming out of the School of Chemistry here at the University of Manchester.” The films of this brand new initiative have accumulated over 120,000 views from around the world so far.