

Brain Evolution Vodcast (BEV)

Why do animal species behave so differently from each other? What, if anything, is special about the human mind? All eyes are on neuroscience in the media. However, we still have much to learn about the evolution of brains and behaviors. Brain Evolution Vodcast draws attention to the relatively rare news coverage of brain evolution by presenting the public with novel, viewer-friendly video representations of current events in brain evolution research. Each episode incorporates humorous and informative animations, as well as interviews with the studies' authors and other experts who offer additional perspectives. The episodes are freely available on YouTube, in English, with the option of adding subtitles in other languages. Episodes will be released one at a time on the first of every month beginning 1 November 2014, at <https://www.youtube.com/channel/UC3auPLiTd7-WPF0ppjZ0QSw> alongside a social media strategy to promote them as widely as possible.

This outreach project aims to increase awareness of the latest research in brain and behavioral evolution. We developed four short episodes about topics which have featured on our blogs, "Brain Evolution In the News" (<http://brainevolutionnews.blogspot.co.uk>) by evolutionary neuroanthropologist Alexandra A. de Sousa, and "Scientists Say" (<http://stuffscientistssay.blogspot.co.uk/>) by sensory biologist Vivek Nityananda. ESEB outreach funds (€1000) were used towards the production and dissemination of the videos by contracting a science media specialist (Thomas Bragg @thomasbragg10) for film-making and the creation of the YouTube channel.