

Popular Culture and Science Communication on Social Network Sites – A study on edutainment in the YouTube videos *Because Science* by Kyle Hill

Abstract

Science communication on Social Network Sites is and has been increasing in recent years. This phenomenon is especially strong on YouTube, one of the biggest websites online. The Star Wars Popular Culture is one of the biggest, long-ongoing pop cultural phenomena in the last century. In the YouTube show *Because Science* these two phenomena come together in an entertaining and educating way, also called “edutainment”. With video analysis I will find out how and if they both concur to create science communication. I want to understand how edutainment is used in the videos to talk about science. This can help to get a better understanding of how pop culture can be utilized for science communication.