

#LOVELACEDIGITAL
#YOUEQUALTECH

KEY TAKEAWAYS TECH & THE FUTURE OF LEARNING

LOVELACE
DIGITAL

NATURAL HISTORY MUSEUM

#YOU
EQUAL
TECH

9.2 MILLION VISITS TO
NHM.AC.UK IN 2018

33% increase year on year - growth
fuelled by content about museum's
collection, nature and science.

#1 SEARCH RESULT IN THE
UK FOR "DINOSAURS"

And number 2 in the US.

BUILDING ON CONTENT

For Evolution, British Wildlife and
Oceans.

**TECH & DIGITAL =
YOU DON'T HAVE TO
PHYSICALLY VISIT TO
BE INSPIRED TO
LEARN ABOUT
NATURE**

Celena Bretton
Natural History Museum

“

**Did you know that you travelled through time on
your way to this room?**

**You walked over a grey floor stone at the entrance,
with shelly fossils in it.**

**That perfectly preserved stone was once part of the
floor of a warm shallow sea that existed 300 million
years before even the dinosaurs appeared - the early
Carboniferous period.**

@celenafern

CELENA BRETTON
PRODUCT MANAGER - VISIT
NATURAL HISTORY MUSEUM

Mobile, VR & Immersive Tech



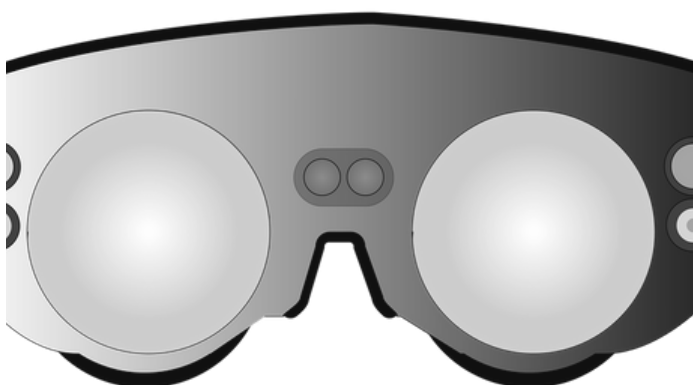
HOLD THE WORLD

A VR experience allowing interaction with some of the museum's rarest and most treasured specimens



NATURENAUTS

First mobile-first game - an experience encouraging children to get out into the natural world and actively investigate nature - they go on a journey with Fern the Fox



AUDIENCES OF THE FUTURE

There is still much to discover about how new media formats can help to tell the museum's amazing stories

#LOVELACEDIGITAL #YOUEQUALTECH

SOPHIE DEEN BRIGHT LITTLE LABS

HELPED MAKE COMPUTER SCIENCE
COMPULSORY IN UK SCHOOLS - FIRST
COUNTRY IN THE WORLD TO DO SO

CHILDREN NEED CODING SKILLS - BY
2055, 50% OF GLOBAL WORK WILL BE
AUTOMATED

CLICK FARMS, INTERNET ADDICTION
CAMPS, FAKE NEWS - EXAMPLES OF
THE DARKER SIDE OF TECHNOLOGY

STORIES CAN BE A POWERFUL FORCE
FOR GOOD - WE NEED EMPATHY TO
THINK CRITICALLY



“

**Smartphones are only as
good as smart brains**

SOPHIE DEEN
FOUNDER & CEO
BRIGHT LITTLE LABS

@detectivedot



@sophie_deen

#LOVELACEDIGITAL #YOUAREQUALTECH

REPRESENTATION IN LEARNING MATTERS

ALTHOUGH ONLY 15% OF THE WORLD
HAVE WHITE SKIN, OVER 72% OF
CARTOON CHARACTERS DO

STORIES PROVIDE SCALABLE LEARNING
OPPORTUNITIES - E.G. SESAME
STREET'S IMPACT ON CHILDHOOD
LITERACY & NUMERACY

DETECTIVE DOT IS A 9 YEAR OLD TECH
WHIZZ & SECRET AGENT, INSPIRING
THE NEXT GENERATION OF CODERS -
NOT KARDASHIANS

READERS / PLAYERS JOIN THE CIA
(CHILDREN'S INTELLIGENCE AGENCY) -
STORIES & CONTENT ARE LINKED TO
THE COMPUTER SCIENCE CURRICULUM

GERMÁN BENCCI CO-FOUNDER

Providing accessible
learning opportunities for
refugees and
disadvantaged people

8 month coding courses,
one day a week

Run by volunteers - no
matter what career we're in,
we all have something to
offer

CODE YOUR FUTURE



CODE YOUR FUTURE



71% OF STUDENTS

are from an asylum seeker background

30 STUDENT NATIONALITIES

from BAME backgrounds and unexpected communities

50% REFUGEES

in lots of Code Your Future classes

Click here to
become a Code Your Future
volunteer today!

#LOVELACEDIGITAL #YOUEQUALTECH

#LOVELACEDIGITAL #YOUEQUALTECH

57.5% undergraduate students are women
22% undergraduate physicists are women
1.7% undergraduate physicists are black women

@jesswade

DR JESS WADE WHY WE SHOULD ALL EDIT WIKIPEDIA

FREE, CROWDSOURCED ENCYCLOPEDIA
- ANYONE CAN EDIT

32 MILLION VISITORS PER DAY

ONLY 17.8% OF BIOGRAPHIES ARE
ABOUT WOMEN

90% OF WIKIPEDIA EDITORS ARE MEN

JESS IS ON A MISSION TO
DEMOCRATISE ACCESS TO
INFORMATION; MAKING THE INTERNET
LESS SEXIST, RACIST & HOMOPHOBIC

“

Different voices = New ideas

DR JESS WADE
PHYSICIST, POSTDOC RESEARCHER
IMPERIAL COLLEGE LONDON



**EVERY DAY JESS HELPS TO UPLOAD THE
BIOGRAPHIES OF WOMEN, LGBTQ+ AND
POC SCIENTISTS
– SHE'S MADE 600 SO FAR!**

EDIT-A-THONS ARE HAPPENING ALL
AROUND THE UK - & THE WORLD

GET IN TOUCH WITH JESS VIA
TWITTER / EMAIL FOR MORE INFO

JESS RECOMMENDS READING:
ANGELA SAINI - INFERIOR
ANGELA SAINI - SUPERIOR
PATRICIA FARA - A LAB OF ONE'S
OWN

#LOVELACEDIGITAL #YOUEQUALTECH

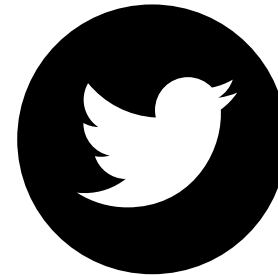
Join our community

We are a collective of technologists and creatives.
We help people build technology that makes a difference

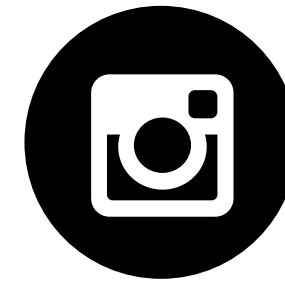
Let us know if you'd like to collaborate on a project,
or join our community for future content and events exploring tech as a force for
good



FACEBOOK



TWITTER



INSTAGRAM
