

For better or for worse, **viruses** have always been relevant in our lives. Our understanding of them influences the decisions we make about our health, and can greatly impact our well-being.

The **World of Viruses** (WoV) project aims to promote public awareness of virology through innovative multimedia. It brings together virologists, radio producers, cognitive scientists, writers, artists, and multimedia developers, to create a suite of informal learning materials for teenagers and public radio listeners.

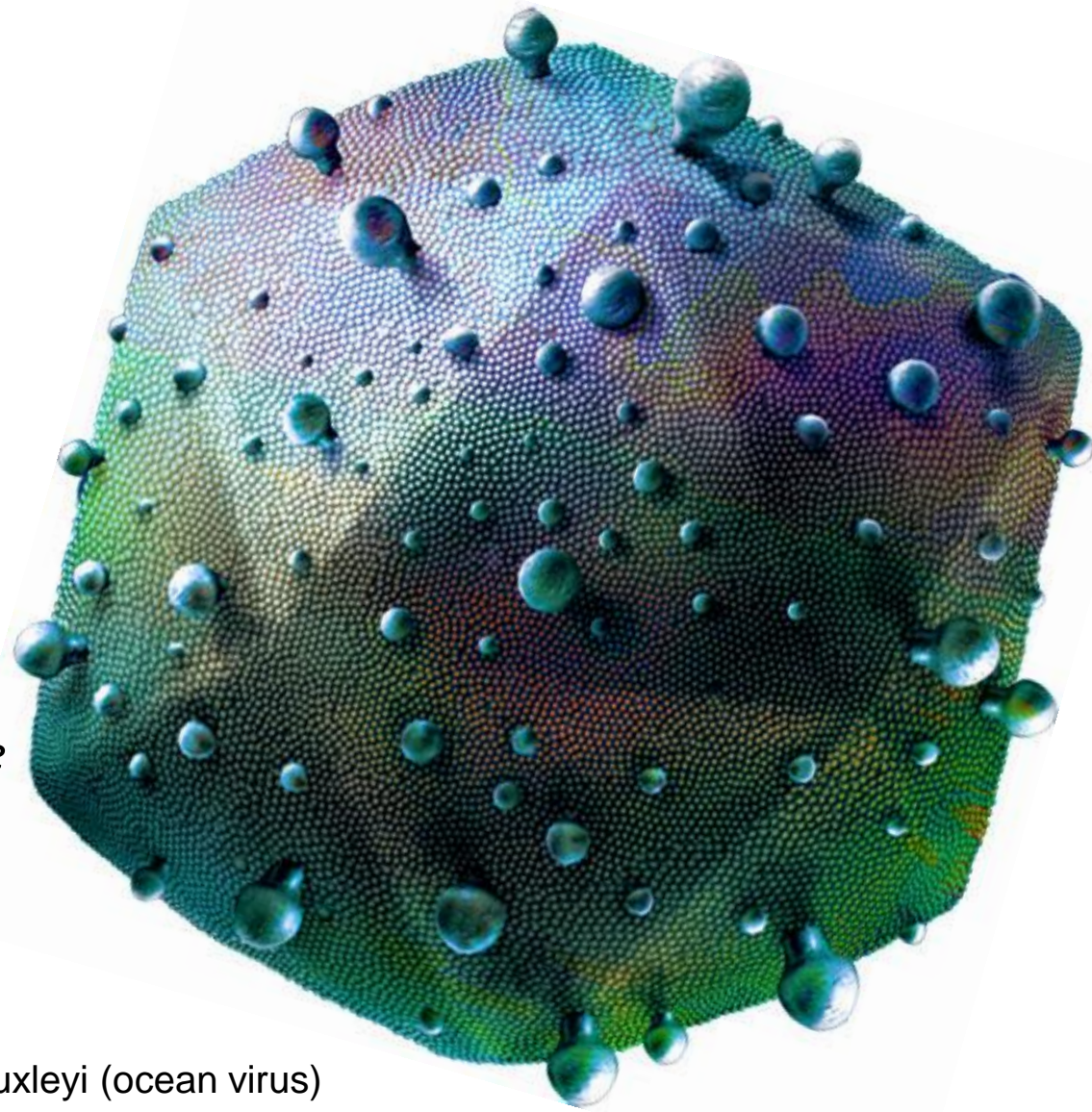
Free interactive mobile and iPad apps use stories as gateways to media-rich learning experiences – experiences that examine our relationship with viruses, and that engage the public with some of the big questions in contemporary virology research. Learn more at:

www.worldofviruses.unl.edu



Charles Wood
Nebraska
Center for
Virology

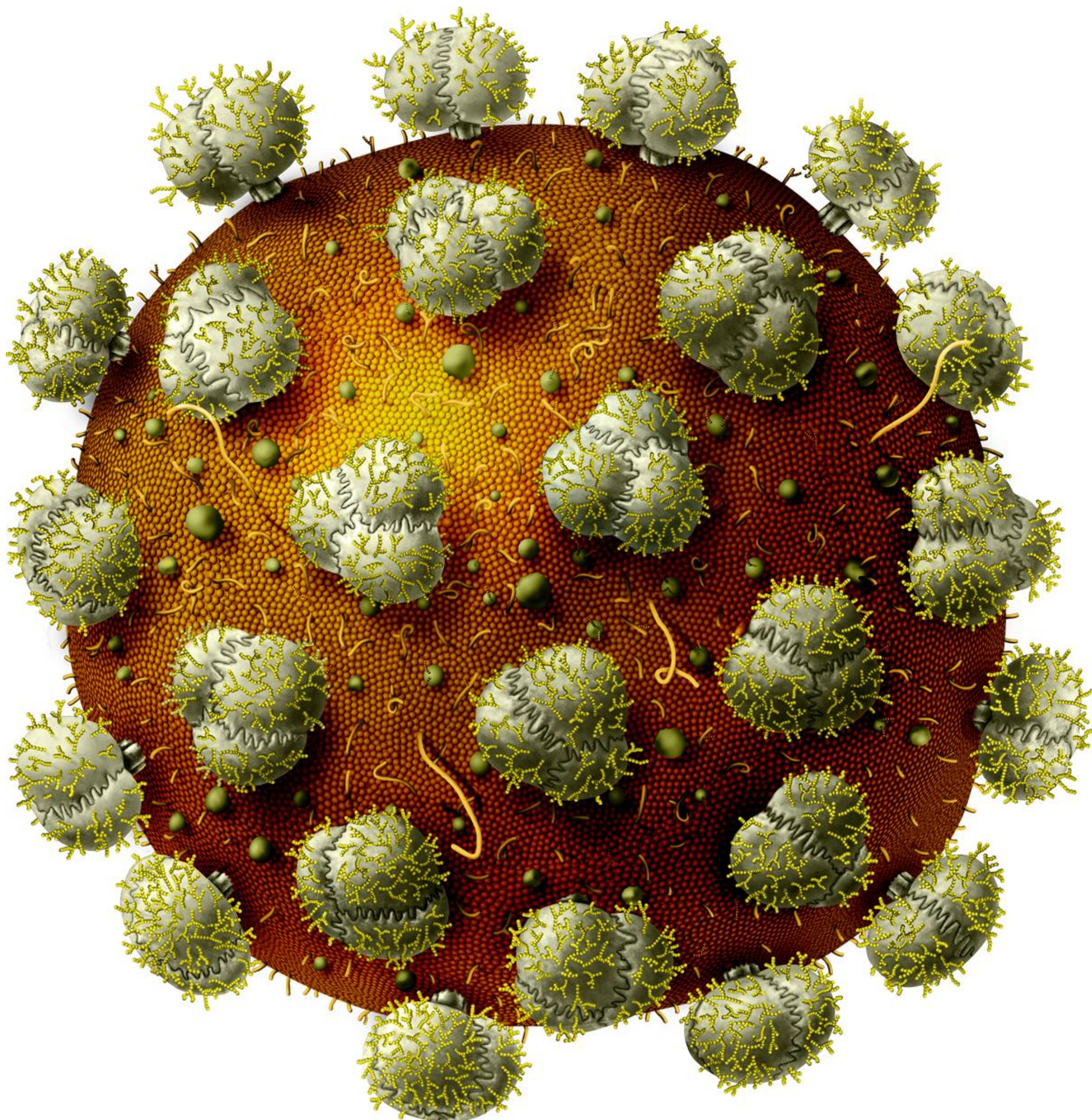
"We want (people) to learn the basics and to challenge them to change some of their concepts. Some people don't believe in evolution and we use viruses as an example for this; if we can challenge some dogma, then that's a good thing."



Emiliana huxleyi (ocean virus)



Human papillomavirus (HPV)



Human immunodeficiency virus (HIV)

The World of Viruses

Interactive comic viewer

Camillia Matuk, University of California, Berkeley
Ian Cottingham & Kevin Farrell, Red Brain, Inc.
Anisa Angeletti & Judy Diamond, University of Nebraska, Lincoln

Listen



Radio documentaries

A series of radio stories examines scientific and social issues surrounding different viruses.

"It is always interesting to talk about the invisible on the radio. We try and make connections with strong storylines, that spark the imagination – and let scientists tell the story, revealing passion, humor and curiosity."

"Most people don't realize oceans are filled with viruses. Discussing them helps listeners understand viruses are not evil (ocean viruses are pretty harmless) or good, they just are agents with intriguing functions."



Moira Rankin

President of Soundprint
Media Center, Inc.

HPV & Men produced by Sarah McCammon

Human papillomavirus, or HPV, is the cause of most cervical cancer in women. Now, new vaccines are targeting men. Sarah McCammon explains how easily healthy men can pass the virus to their sexual partners, and why vaccinating young people of both genders could help reduce the spread of the virus.

Flu Pandemic produced by Lakshmi Singh

If an animal on a farm gets sick BUT doesn't die, is a company in the U.S. required to report it to federal authorities? Apparently, no. Lakshmi Singh looks into what scientists and researchers are doing to track the animal/human interface of viruses.

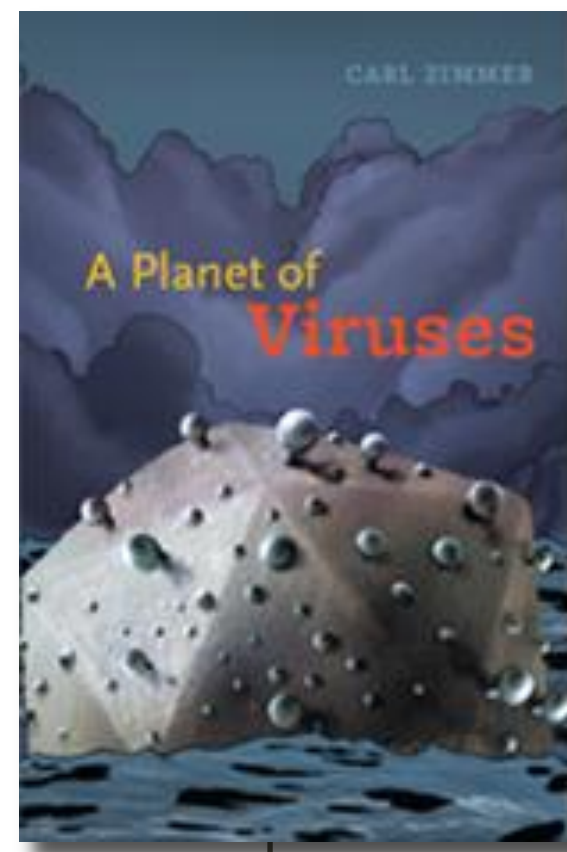
The Shy Virus produced by Jean Snedegar

From a tiny wart on the hand to invasive cancer, HPV is a major health threat worldwide, yet mostly harmless. The virus can "hide" for years from a person's immune system then awakens and create deadly disease. This is the story of a puzzling, paradoxical virus.

The Bucket produced by Judith Kampfner

Every teaspoonful of water contains 100 million viruses, and without them the ocean couldn't function. Some are even used to make products from anti aging creams to anti cancer drugs. Travel from the coast of Plymouth in England to Santa Monica to meet with some of the intrepid pioneers on the trail of these new natural marvels.

Learn



A Planet of Viruses essays by Carl Zimmer The University of Chicago Press

New York Times and Discover Magazine science essayist, Carl Zimmer, explores how viruses regulate the biosphere, how they helped give rise to the first life-forms, how viruses are producing new diseases, how we can harness viruses for our own ends, and how viruses will continue to control our fate for years to come.



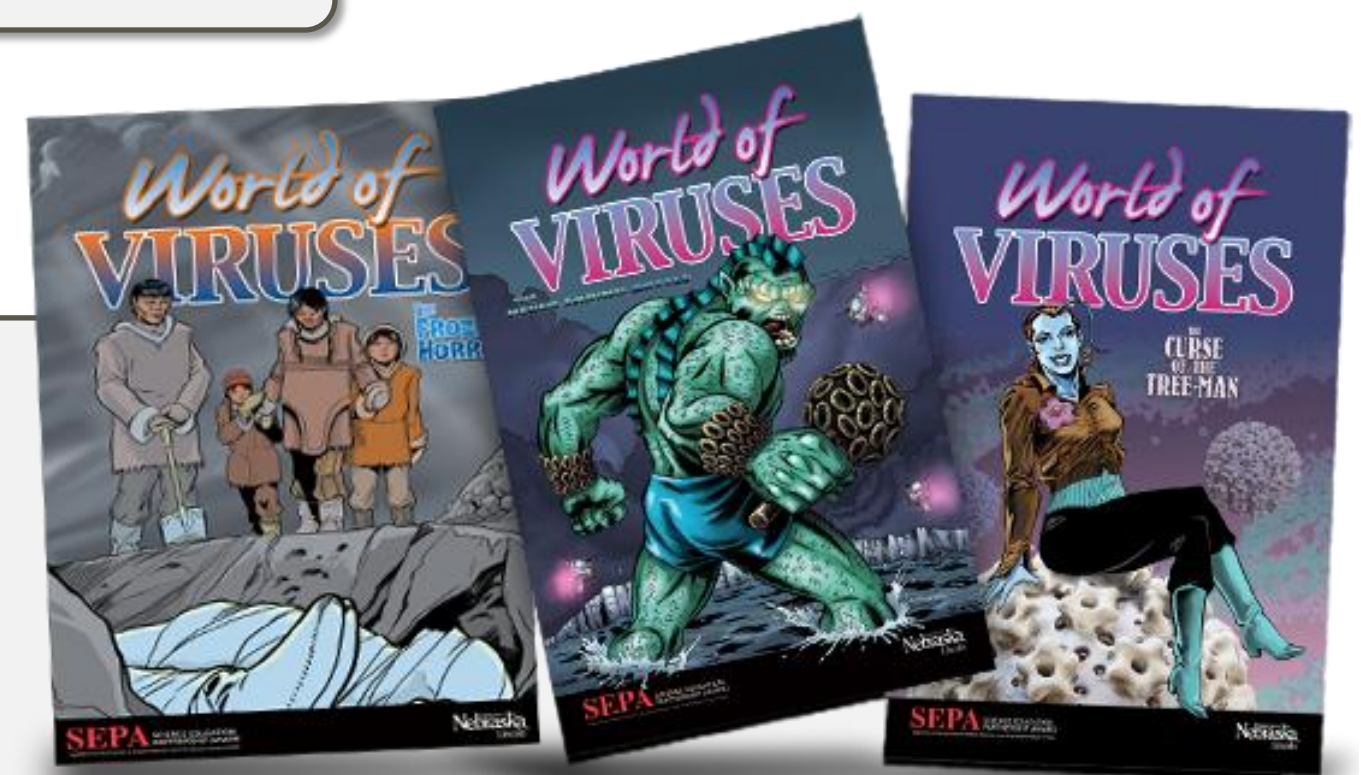
Carl Zimmer
Science Writer

"It's a fast-moving field, so there is lots to talk about. I hope that people develop a fascination with viruses, rather than just a fear."

Explore

WoV explores the potential of mobile and iPad apps to deliver research-based, media-rich content. Read a comic series on history's most intriguing pandemics and notable cases; play short serious games; explore interactive scientific illustrations; read Zimmer's essays; and listen to Soundprint's documentaries; all embedded in stories that roll scientific and historical facts with fantasy and graphic narrative.

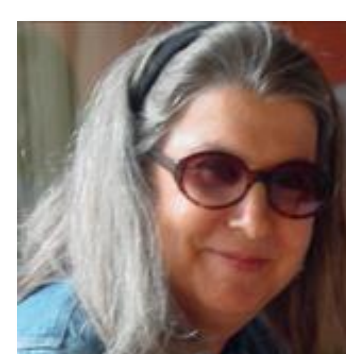
Comics by Martin Powell & Thomas Floyd, with Scott Beachler, Josef Rubinstein, and Brent Schoonover. Apps by Red Brain, Inc. www.redbraininc.com. Search 'World of Viruses' on the App Store and Android Marketplace for free downloads.



Interact



Play



Judy Diamond
Project Director

"We're trying to take advantage of what makes a comic interesting: Stories within stories – changes of perspective in time and space. You can go from outer space to a virus in two frames."



These materials were funded by a Science Education Partnership Award (SEPA) from the National Center for Research Resources (NCRR) at the National Institutes of Health (NIH)