



We've had feedback from engineers asking for feedback on their zones. Whilst participation certificates are all well and good, they don't evidence the *impact* of public engagement. This report has been compiled by the I'm an Engineer team as a zone summary, containing moderator observations and our web statistics, to provide some meaningful information on your zone.

Measurement Zone March 2012

The Measurement Zone was sponsored by the [Science & Technology Facilities Council](#). After an initially busy first week the zone calmed down and was relatively quiet for questions and comments. The engineers engaged very well with the students. The chats were sometimes very hectic. Several chats only had one or two engineers present to answer a lot of questions from keen students!

Zone page	Pageviews
Zone homepage	2,604
ASK	1,974
CHAT	1,852
VOTE	1,333
List of questions	1,136
Engineers page	973

Number of views of zone pages on the I'm an Engineer site

	Zone	Zones average	Whole event
Number of registered students	311	267	1,599
% of active students (used ASK, CHAT, VOTE or commented)	89%	83%	-
Number of questions asked	866	614	3,681
Number of questions approved	191	215	1,292
Number of answers given	499	510	3,062
Number of comments	89	62	371
Number of votes	315	239	1,434
Number of live chats	11	14	81
Number of lines of live chat	4,777	4,689	28,131
Number of schools	7	8	49

Key figures from I'm an Engineer March 2012 for the zone, the average of all 6 zones, and the whole event

Popular topics

Popular topics in live chats included questions on environmental impact of projects, gender balance in the working environment, space exploration, portrayal of engineers and scientist in film & television, and what were the engineers' favourite foods. Students were also interested in career advice for a role in engineering, earnings, lifestyle and the future plans of the engineers.

Many questions followed recurring themes of space ([how do your satelites work?](#), [do you go up into space](#), [what happens if a rocket malfunctioned half wae through flight](#)), the engineers work ([What equipment do you tweak with](#), [what type of equiment do you use](#), [what is your favourite type of measements](#)), manufacturing of products, television and food.

The engineers engaged excellently with their audience, giving technical as well as humorous answers to (some humorous) questions, and encouragement in comments.

Question	Pageviews
who are your top three heros?	97
do you ever feel outnumbered by men?	91
What's the most dangerous thing you've done whilst being an engineer?	79
What activities do you do on your spear time. xx	74
What is the difference between engineering and science?	68
what is good about your job???? :)	67
what is a superconducting RF cavitie	66
what happens if a rocket malfunctioned half wae through flight	62

Some of the most viewed questions in the zone. Some questions were tweeted which may have increased the number of pageviews.

Engineer winner: Matt Maddock

His plans for what to spend the prize money on are: “Help people understand that engineering and science isn’t as difficult and scary as it seems and that the world is full amzaing stuff! I think a lot of people imagine that engineering and science are terribly difficult and boring, that they don’t have much to do with everyday life. I just don’t think that’s true!



All it takes is a little effort to be able to take part in building robots, or investigating time travel, or curing the common cold...using many of the same basic skills that you use to build Lego, play Civilization, or work out how much change you get if you buy three bags of crisps with £5.

Engineering and science aren’t boring or scary – they’re the way the future becomes real and they’re SO important. I can’t think of anything better than helping people get as excited about those things as I am!”

Student winner: zoha, for asking really high quality questions in ASK and CHAT

