

# Live underwater broadcasting: An innovative solution to engage audiences in ocean topics (case study)

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Real-time interactions with marine environments have the potential to improve the delivery of marine science and conservation topics when compared to traditional approaches. Research suggests that live underwater broadcasting provides an engaging presentation of marine environments and encourages students to pursue marine science careers. In addition, online web streaming can facilitate direct discussions between students and scientists.

In this case study approach presentation, we will go over recent live underwater events that occurred in British Columbia, Canada to explore the salmon run phenomenon and in New Caledonia to look at coral reefs and impacts of climate change. We will share the engagement and impact measured. On the World Oceans Day event on June 8 for example, over 4,000 students attended the event online and 5 venues across Canada. During these events, students from aquariums, IMAX theatres or science centres around the world are able to interact with scuba divers and marine experts, inquiring about the various marine environments they are observing. These kinds of interactions promote ocean literacy.

Live underwater broadcasting gives the opportunity to explore and discover the richness of the ocean, motivating students to potentially engage in ocean stewardship and allowing a broad reach for marine scientists.