Guideline for e- Estidotmy Content Contribution

Types of content:

1. Articles
   a. Length: 500-700 words
   b. Focus areas (any of these):
      i. Current
      ii. Malaysian-centric
      iii. Global development
      iv. Breakthrough
      v. Everyday aspect
      vi. Own research
      vii. Curriculum in school and how they relate to everyday life (e.g. Pythagoras theorem, DNA replication, organic chemistry, Doppler effect)
   c. Style:
      i. Add the "wow" effect (e.g. I never knew it all this while; I didn't know it was relevant to my life till I read this)
      ii. Translate into popular science but with relevance to the reader or in an exciting manner)
      iii. Try storytelling style

2. Infographics
   a. Complicated or where there is too much information, data and figures
   b. PNG format – File upload size (Max limit-100MB)
   c. 1200X900 ideal pixel for images

3. Video story
   a. Own content – research, exciting experience e.g. collecting samples, wildlife
   b. Explaining a concept, e.g. using sketches, FameLab style etc
   c. Video duration does not matter as long does not exceed 100 MB size.
   d. Video has to be uploaded in Youtube and link shared in the website.

4. Picture story
   a. Image with a brief caption.

ICE AGE SEEDS IN BLOOM TODAY! … This plant grew a from 32,000-year-old seeds! A Russian team discovered a seed cache of Silene stenophylla, a flowering plant native to Siberia, buried 134 feet below in permafrost during Ice Age, and germinated them to produce this awesome plant.

5. Fun facts
   Explaining science facts in an easy and interesting manner. Write-ups are very brief (50-100 words). Will be published with an image.
   e.g.
   Why Can Birds Sit on Power Lines and Not Get a Shock?

   Electricity flows around in a loop. When a bird lands on a power line, electricity can't flow through its body. However, if it touched an adjacent line with a lower voltage, electricity would flow from one line through its body to the other line and it could be electrocuted.

6. Trivia and puzzles
   a. Creative
   b. Any format

What is DNA?
Test your knowledge about DNA by fill in the blanks.

DNA stands for [   ] x [   ] b [   ] c [   ] acid.

DNA is the [   ] e [   ] material of most living [   ] a [   ]

DNA plays a central role in the determination of [   ] e [   ] r [   ] characteristics by controlling protein synthesis in cells.

Most DNA is located in the cell [   ] but a small amount of DNA

can be found in [   ] c [   ] r [   ] and chloroplast.

The information in DNA is stored as a code made up of four chemical bases:

[   ] n [   ] , guanine, [   ] y [   ] , and [   ] o [   ]

Human DNA consists of about 3 billion bases, and more than 99 per cent of those bases are the same in all people.

BY FARAH NADZRI

7. STEM Champ
    a. Write a personalized story about yourself (500 -700 words)
    b. Your hobbies, leisure, interesting personal experience while doing research (e.g. almost drowned while collecting sample)
    c. Your community activities
    d. Photo must be attractive with some activities or action.

8. Ask a Scientist
    a. Respond to questions from readers in a simple, precise, relatable and exciting manner