Building Educational Websites

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We have recently finished an educational website on the nature of black holes in the Universe. The aim of the website is to convey in an interactive way the different habitats of black holes, the basic principles of gravitation and its relation to the physics of black holes. We developed the website to reach a wide target audience. The site was developed in a very close collaboration between scientists at different institutes, science communicators and educational web designers. All three parties were involved deliberately also in the development of areas and material outside their expertise. In this presentation we first analyse the effectiveness of the chosen format and medium for (i) conveying the physics and (ii) reaching a wide audience. We then go on to analyse the close interaction between the three involved parties to identify "do-s and don’t-s" for making a successful science-communicating website.