



FYFD in brief...

<http://fuckyeahfluidynamics.tumblr.com>

Established: July 2010

Platform: Tumblr

Format: new posts M-F

Posts: 920+

Readers: 180,000+

Featured by:

WIRED

boingboing

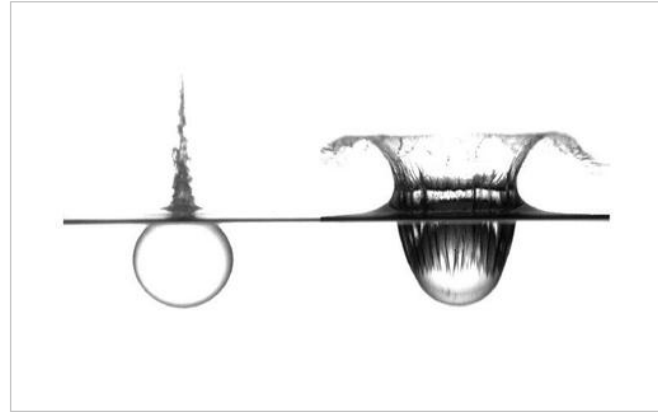
Mashable

physicsworld

BuzzFeed

io9

tumblr.



In the image above we see two spheres of the same size, shape, and material being dropped into water. The left sphere has almost no splash, whereas the one on the right has a spectacular curtain-like splash. Why the big difference? It all comes down to the surface treatments. The glass sphere on the left is [hydrophilic](#), but the right one has been treated to be [hydrophobic](#). As a result, the water-fearing molecules of that sphere push the water away, allowing air to be entrained below the water's surface instead. This creates a big splash that's absent when the water moves smoothly around the hydrophilic sphere. (Photo credit: L. Bocquet et al.)

Jul 10, 2013 10:00 am NewsScientist.Com 1,530 Notes 0 Comments

FLUID DYNAMICS SCIENCE PHYSICS HYDROPHILIC SUPERHYDROPHOBIC
SPLASHES

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Fuck Yeah Fluid Dynamics

Celebrating the physics of all that flows. [Ask a question](#), [submit a post idea](#) or [send an email](#). You can also follow FYFD on [Twitter](#) and [Google+](#). FYFD is written by [Nicole Sharp](#).



tumblr.

177,200+ followers



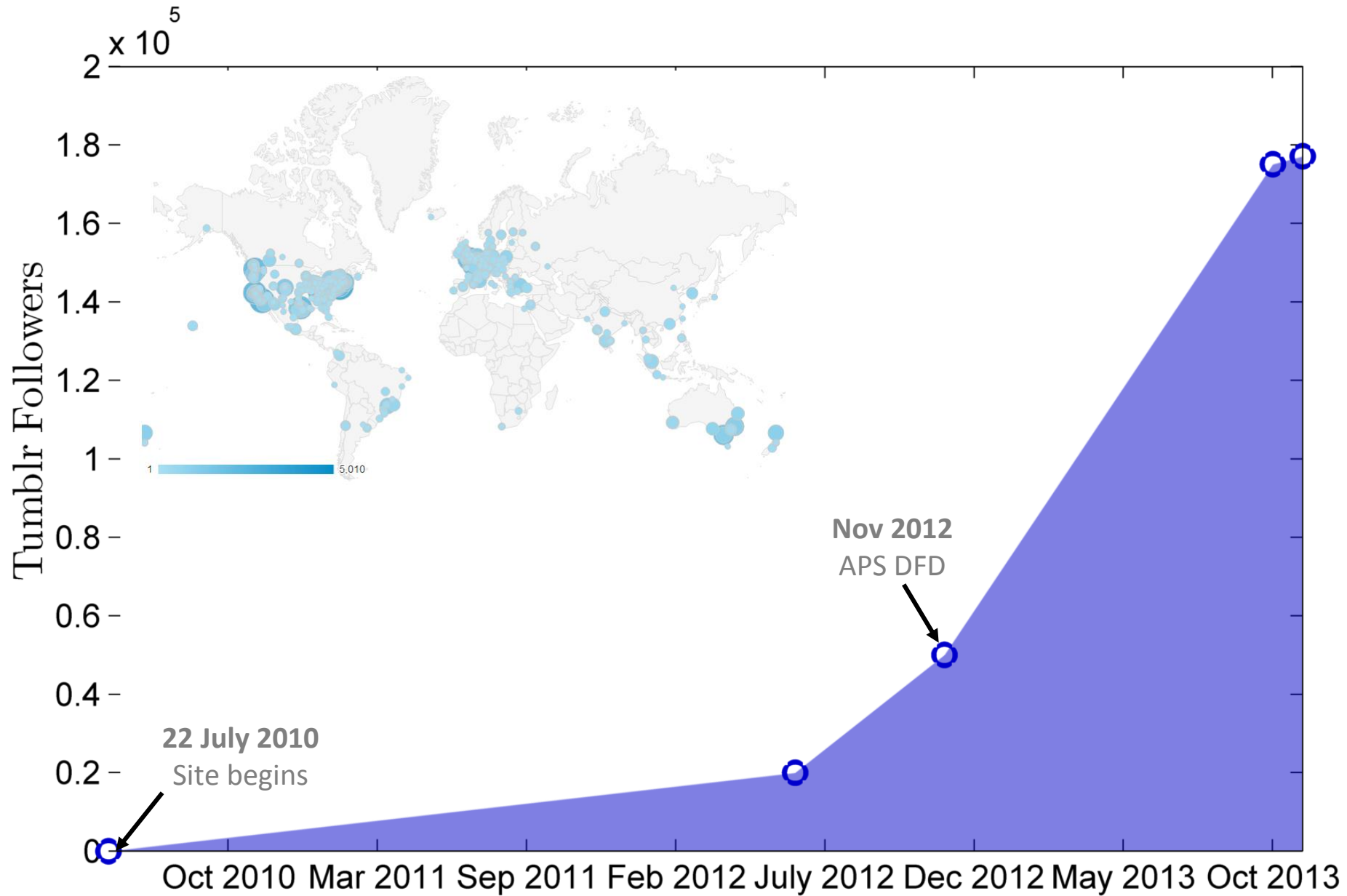
1,200+ followers



13,800+ unique
visitors/month



Audience and Growth

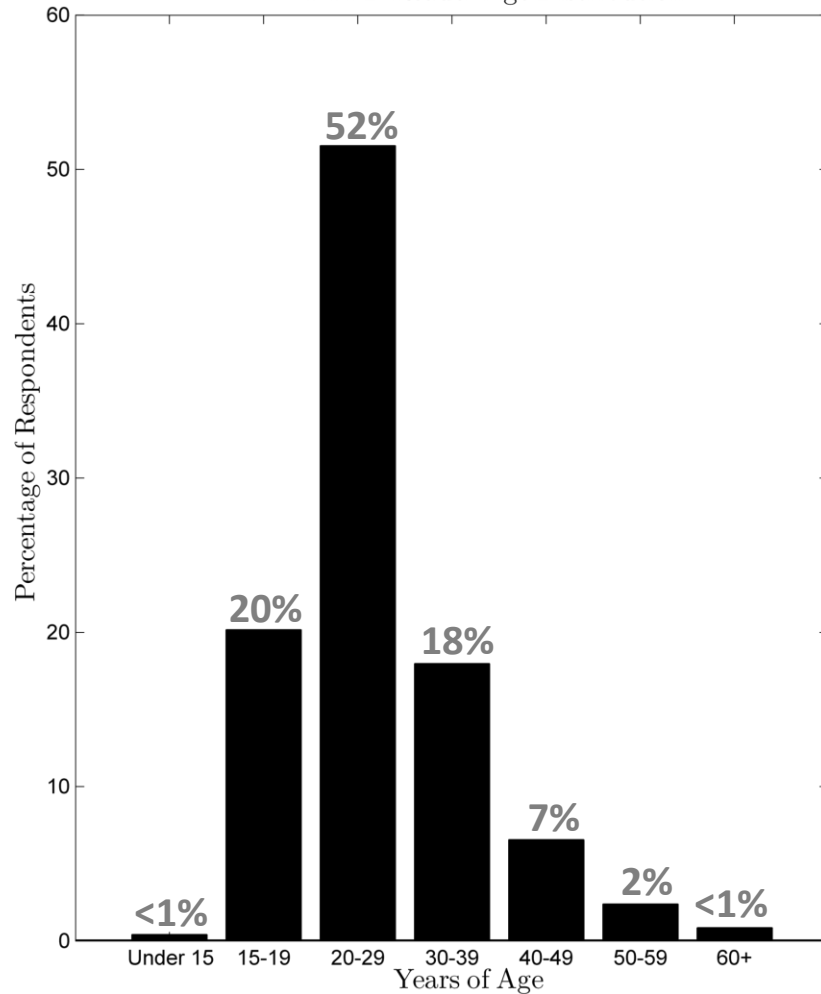




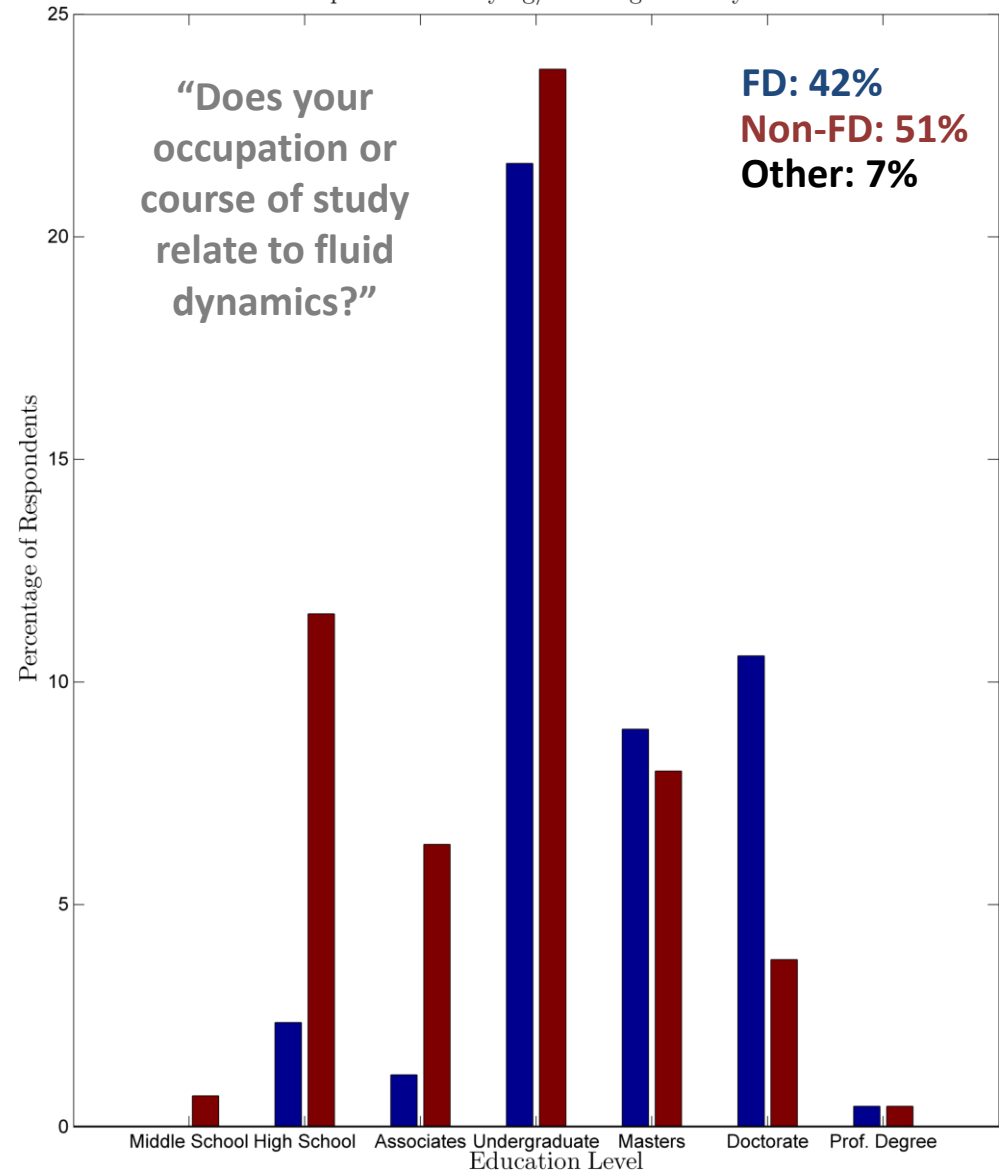
Reader Survey (July 2013)

Responses: 450+

FYFD Reader Age Distribution



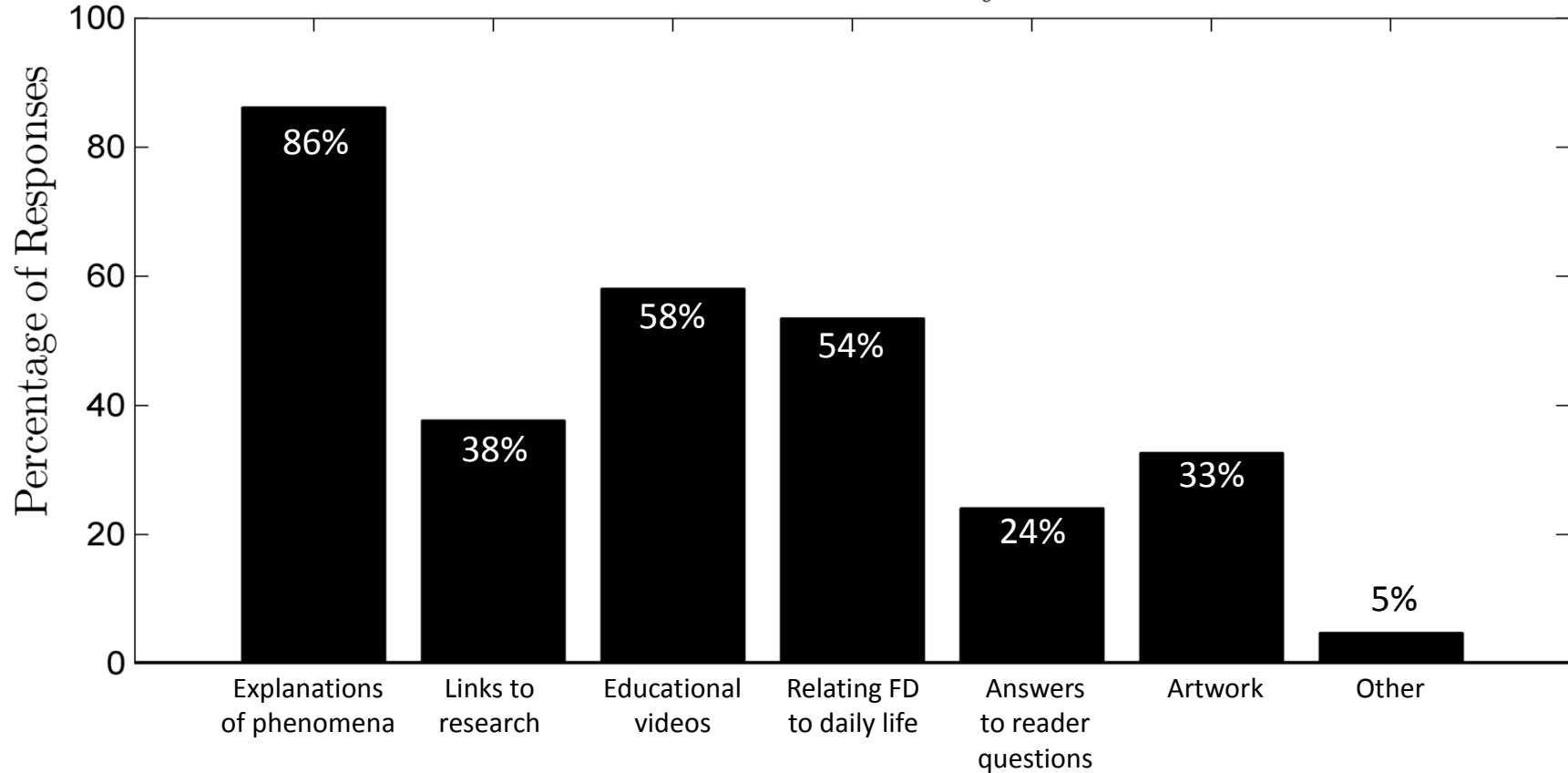
Respondents Studying/Working in FD by Education Level





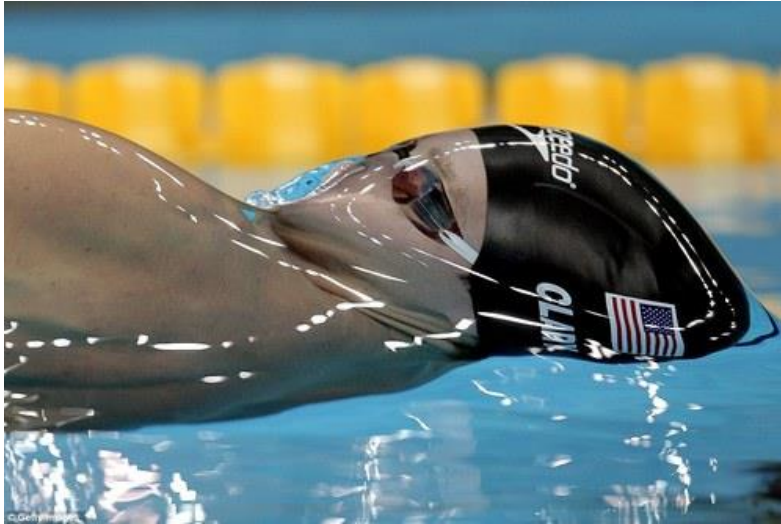
What Appeals to Readers

Which FYFD content do you find most valuable?

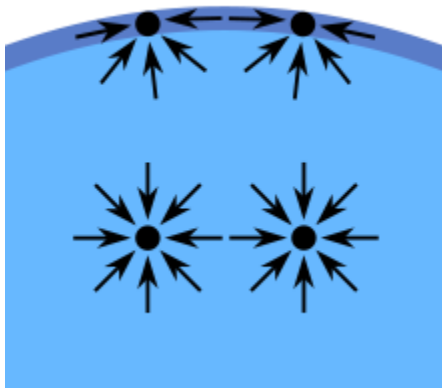




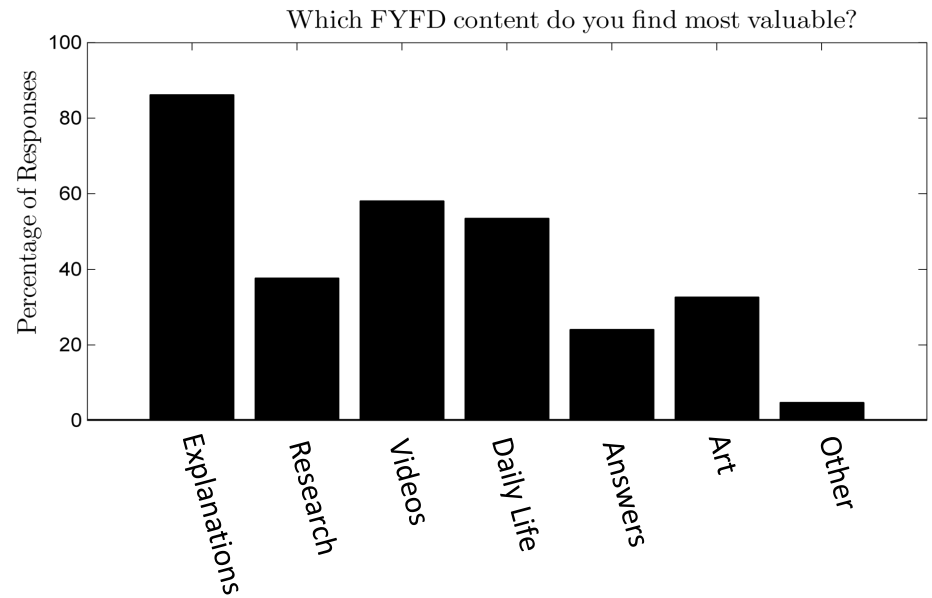
What Appeals to Readers



Visuals draw readers in.



Explanations keep them coming back.

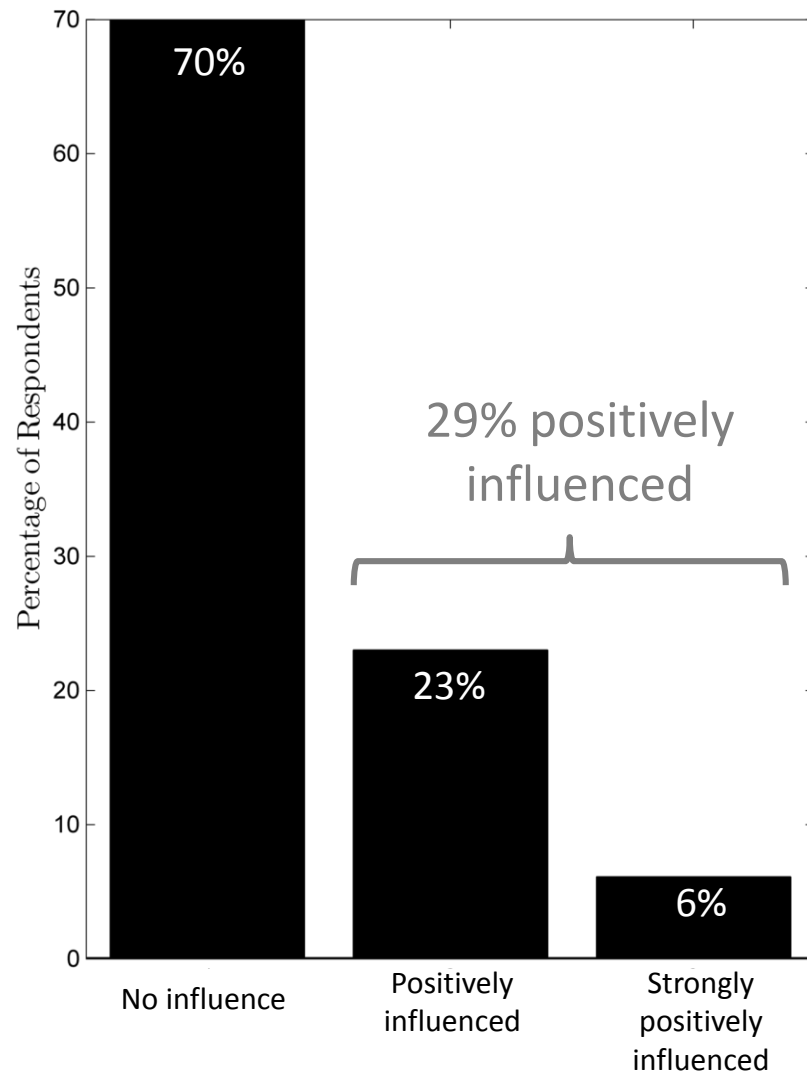


Relating science to daily life
excites readers.

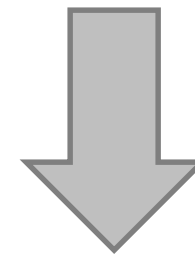


FYFD's Influence

“How much has FYFD influenced your desire to pursue fluid dynamics in your schooling or career?”



62% of positively influenced respondents are under 30 yo and not yet in grad school.



FYFD is reaching high-schoolers and undergraduates and inspiring them to study fluid dynamics.



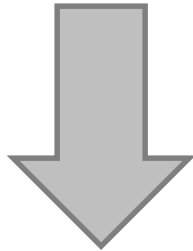
Crowdfunding

Donors: 80+ individual donors

Raised: 134% of target

Reached \$2000 in < 24 hours

Donors included working professionals, graduate students, companies, etc.



FYFD and its outreach matters to a wide adult audience.

The screenshot shows the Indiegogo campaign page for 'Get FYFD to APS'. The campaign is led by Nicole Sharp of Fuck Yeah Fluid Dynamics. The goal is to help science outreach bloggers reach a conference after sequester budget cuts. The campaign has raised \$2,660 USD, exceeding the \$2,000 goal. The video player shows Nicole Sharp speaking in front of a large industrial tank. The page includes social sharing options, a list of perks for different contribution amounts (\$5, \$10), and a description of the campaign's purpose.

indiegogo browse | learn | create Sign Up | Log In search by title

Get FYFD to APS
Help science outreach blogger Nicole Sharp of Fuck Yeah Fluid Dynamics reach a conference after sequester budget cuts
Education - College Station, Texas, United States

Campaign Home Updates / 2 Comments / 15 Funders / 79

Help FYFD get to APS DFD 2013!

\$2,660 USD
Raised of \$2,000 Goal
0 time left

Flexible Funding
This campaign has ended and will receive all funds raised. Funding duration: September 16, 2013 - October 11, 2013 (11:59pm PT).

Select a Perk for your contribution

\$5 USD
Kolmogorov
Acknowledgement on APS conference slides. Named for Andrey Kolmogorov, who theorized about the smallest scales in a turbulent flow.
Estimated delivery: November 2013
8 claimed

\$10 USD
Bernoulli
Access to special FYFD wallpapers + acknowledgement on APS slides. Named for Daniel Bernoulli and his (in)famous principle.
Estimated delivery: October 2013
18 claimed

Science outreach blog [Fuck Yeah Fluid Dynamics](#), written by aerospace engineering PhD student [Nicole Sharp](#), strives to bring fluid dynamics to a general audience with new posts about the physics of all that flows every weekday. Unfortunately, sequester-related research funding cuts mean that I won't be able to attend the American Physical Society's Division of Fluid Dynamics (APS DFD) meeting—a major source of inspiration and material for FYFD—without your help!

What Is Needed

My goal is to raise \$2000. This will cover the cost of airfare, transportation, lodging, conference registration, meals, and other expenses. Any funds raised beyond that goal will be put toward improving FYFD and expanding the website's outreach activities.

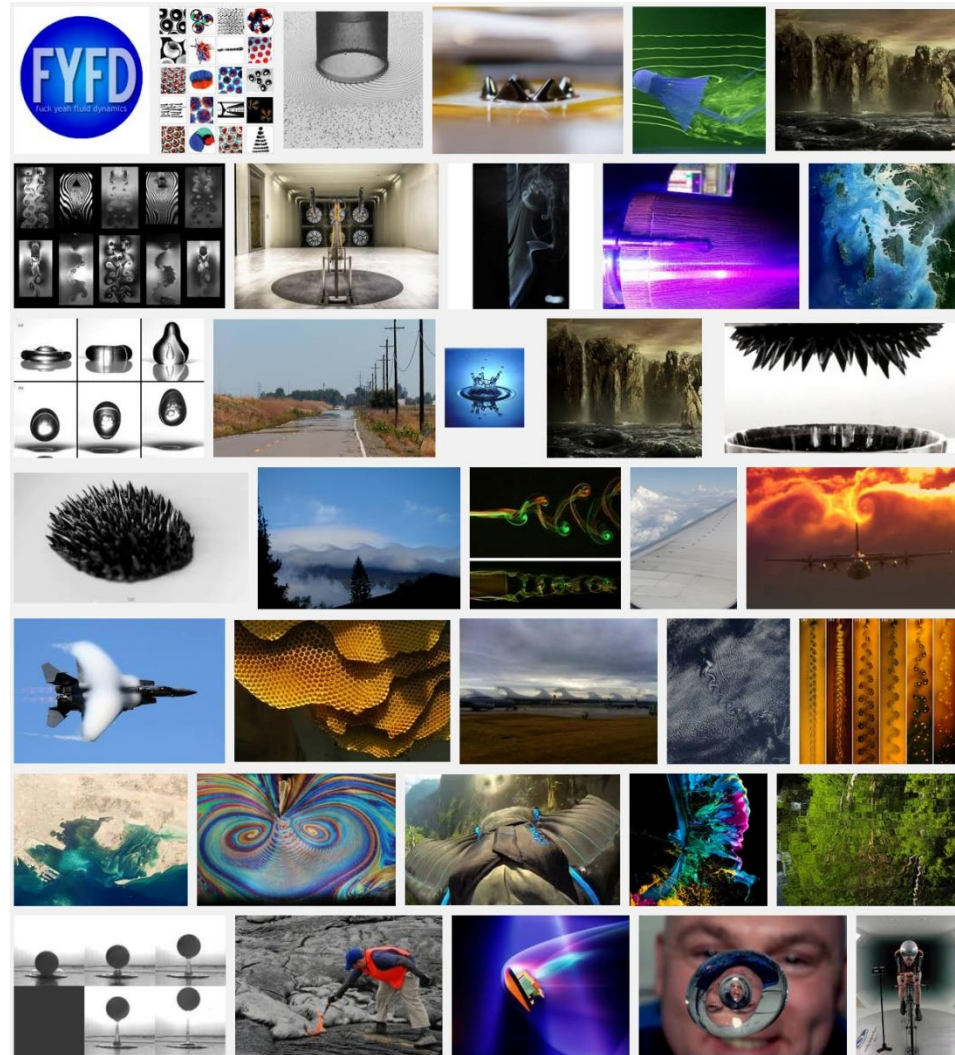


What Readers Want More Of

- Longer, more detailed posts (52%)
- FYFD-produced videos (44%)
- Themed post series (39%)

Frequently mentioned in comments:

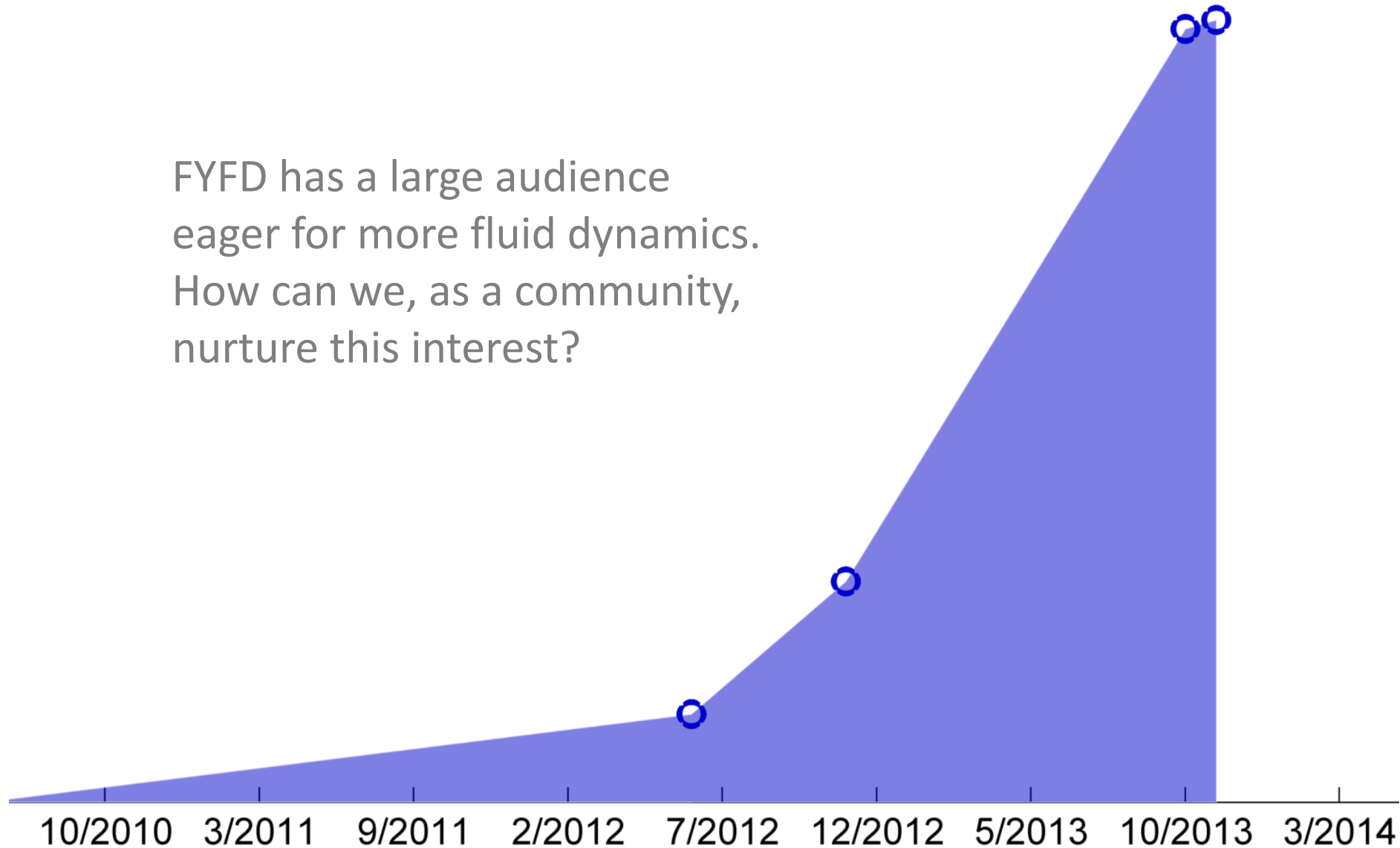
- More math(!!)
- More frequent posts





What does the future hold?

FYFD has a large audience
eager for more fluid dynamics.
How can we, as a community,
nurture this interest?



<http://fuckyeahfluidynamics.tumblr.com>

William Summer