



Pioneers

GLOBAL AUDIENCE. University of California (UC), Berkeley, physicist Richard A. Muller is getting a taste of YouTube fame for his efforts to teach nonscience majors. Last month, UC Berkeley became the first university to post entire courses on the video-sharing Web site, and Muller's "Physics for Future Presidents" has been the most popular offering. His introductory lecture, "Atoms and Heat," has been viewed 90,000 times.

Muller is delighted that his 26-lecture course, which has been available on the school's Web site for a few years, is now reaching an even broader audience. He recalls one e-mail from a high schooler in Minnesota who said the physics he learned from Muller's lectures earned him a spot as co-captain of the "knowledge masters quiz team" and improved his attitude toward school. "What a sweet thing for a teacher to [hear]!" Muller says.

Despite his global reach, Muller hasn't forgotten his home audience. To keep them coming to class, he uses an old-fashioned trick—pop quizzes.