

NOAA Ocean Explorer Fact Sheet



URL: oceanexplorer.noaa.gov

Owner: NOAA Office of Ocean Exploration and Research

Created: 2001

Purpose

The purpose of Ocean Explorer is to inform and engage the general public on missions of underwater discovery conducted by the NOAA Office of Ocean Exploration and Research. Visitors to the site can follow missions as they take place, learn about technologies used in ocean exploration, view photos and videos from rarely seen deep waters, as well as discover additional resources.

Audience

Ocean Explorer is for all who wish to increase their understanding of the marine environment. The site is primarily directed toward teachers and students interested in the marine environment, the general public, NOAA supporters, nongovernmental organizations, and policymakers. Other important audiences include the media and the scientific community.

Content

In [Explorations](#), visitors can follow a series of featured NOAA ocean explorations through daily logs that describe a rich array of mission activities. These missions of underwater discovery are covered in near real-time and are the highlight of the site.

The multimedia [Gallery](#) provides a rich collection of photos, audio, and video from missions. The [Technology](#) section offers instructive essays on many of the technologies used in ocean exploration. In the [History](#) pages, you can trace America's history of ocean exploration, from Thomas Jefferson to the present day.

Visitors can locate additional information and historic documents on NOAA ocean exploration in the [Library](#). The [Education](#) section offers standards-based lesson plans for teachers plus other resources, including video profiles of marine scientists. Finally, the [For Fun](#) section gives visitors a chance to solve an online puzzle or download desktop wallpaper.

2007 Usage

- 6.5 million visitors.
- 95% visitors from USA.
- Most popular sections are *Explorations, Gallery, Education*.
- 544,291 lesson plans downloaded.
- September busiest month.

2007 Highlights

- Five major missions.
- [YouTube](#) channel debuts.
- Webby Honoree.
- Kids.gov Site of the Month.
- *American Scientist* Site of the Week.
- Press coverage from *the New York Times, BBC, MSNBC, Fox, CNN, ABC, Nature, Christian Science Monitor*.

Web Team Contacts

Joe Flood
joe.flood@noaa.gov
301-713-3010 x201

Kyle Carothers
kyle.carothers@noaa.gov
301-713-3010 x209