

## Outreach and education with a concurrent movie 'sinking of Japan'

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[http://www.eri.u-tokyo.ac.jp/filmnc06/eri\\_qa.html](http://www.eri.u-tokyo.ac.jp/filmnc06/eri_qa.html)

In the summer of 2006, the Japanese movie Sinking of Japan (Nihon Chinbotsu) was released as a remake of the original movie in 33 years ago. The movie, based on the very popular SF novel of the same title, shows human action in the helpless crisis of Japan that is rapidly sinking into sea.

We are asked to check the scientific aspect of the movie and accepted their offer in the following reasons. The original novel and movie in 33 years ago was very popular and more than 400 copies of the book are sold and about 6.5 million people went to theaters to see the movie. Therefore, the new movie was easily expected to get a big hit and we will have a rare opportunity to get a public interest to earth science.

During the first run of the movie we operated Q&A for the earth science of Sinking of Japan on the web site of Earthquake Research Institute (ERI), University of Tokyo. The web site is linked to the official site of the movie, and major Japanese newspapers wrote about the Q&A as an interesting action of ERI. Due to the efficient advertisement, more than 300 questions are submitted and more than 120 answers are listed on the web. More than 1,000,000 hits are counted to the site, showing wide range of interest to this topic. Questions to be answered are selected so as to attract much interest not only to earth science but to the story of the movie itself to keep fun for the readers.