



SHKU FACULTY OF SCIENCE
THE UNIVERSITY OF HONG KONG
Science 香港大學理學院



SCIENCE COMMUNICATION CONTEST

Myth Busters Challenge 2026

Briefing Video

What is the Contest about?

We are calling for the science lovers and fact-checkers to bridge the gap between scientific truth and widespread misconceptions!

Pick a persistent myth and dismantle it using rigorous evidence and creative analogies. Bring your findings to life and show the public why scientific literacy matters more than ever!



Who is Eligible?



Registration is open to **secondary school students from Hong Kong, Macau, or Shenzhen**

- **Secondary 3-5 / Grades 9-11 / Year 10-12 during the academic year 2026-2027**
 - **Forming a team of 3-6 students, all from the same school**
(a maximum of two teams from each school)

First-round Selection

Step
1

Form a team and
choose a myth as
project topic

Step
2

Compile scientific
evidence and
references

Step
3

Draft a proposal and
a 5–8 scene
storyboard

Step
4

Enrol in the contest at
HKU Faculty of
Science website



Science in 5 Minutes

Identify a Myth!

- Pick a widely held science myth
- Refute it using reputable scientific evidence
- Explain why the misconception persists
- Present your findings using fun analogies or experiments
- Use "layman-friendly" language for a general audience



Submission Template

Please submit the entry using the designated template

A. Proposal

Section	Description
Title	Please state the title of your project.
Section 1: Myth Summary	Clearly state the science myth or misconception your team has chosen. Briefly describe where it is commonly heard and why it is widely believed by the public. <i>(Not more than 250 words)</i>
Section 2: Persistence Analysis	Suggest reasons for the myth's persistence. <i>(Not more than 150 words)</i>
Section 3: Scientific Narration	Provide a well-explained narration of the real science. Describe the experiments, data, or scientific principles that refute the myth. How would you explain the correct concept to a layman? <i>(Not more than 400 words)</i>

Input required information to articulate your ideas.

B. Video Presentation Concept (Story Board)

In this section, you are invited to outline the flow of your intended 5-minute video. Provide 5 - 8 key scenes that show how you will present your findings. Describe what the audience will see (Visuals) and what you will be saying (Narrative Hook).

Scene	Visuals & Action: What happens on screen? <i>(Max 30 words per entry)</i>	Key Message & Narration: What is being explained? <i>(Max 50 words per entry)</i>
1	<i>(e.g., Hook/Intro - Presenter acting out the myth)</i>	
2		
3		
4		
5		
6		

Groups advancing to the second round of selection will craft their video entries following the storyboard.

Examples of Possible Topics

Here are some examples of possible topics, but **not limited to** the list below:

Category	Common Myth	The "Real" Science
Cultural Belief	"Heat Loss" (Qi Shifting): Drinking cold water during intense exercise or on a hot day "shocks" your internal organs.	The human body is highly efficient at thermoregulation; cold water actually helps lower core temperature and improves hydration rates during exercise.
Health & Hygiene	"The 3-Second Rule": If you pick up dropped food within 3 seconds, it is still safe to eat and bacteria-free.	Bacteria can transfer to food instantaneously upon contact. Surface type (carpet vs. tile) and moisture content matter far more than the duration on the floor.
Modern Tech	"The Eavesdropping Phone": Your smartphone "listens" to your private offline conversations to serve you targeted ads.	Sophisticated predictive algorithms use browsing history, location data, and demographic patterns to predict interests without needing active audio recording.

How to Enrol?

Checklist for preparation:

1

- a captivating project title
- the proposal & storyboard in PDF format (either English or Chinese)
- nomination by a teacher in-charge

2



Enrol in the competition registration platform of the Faculty website

Submission deadlines

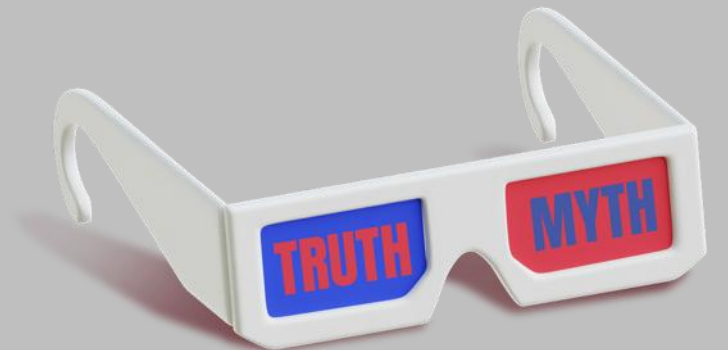
First-round selection:

[September 27, 2026](#)


How to Enrol?

Points to note

- Contest enrolment should be handled by a designated teacher, **servng as the primary contact throughout the contest.**
- **Each team from the same school requires a separate enrolment application.**
- Ensure timely submissions to secure acceptance.



Second-round Selection



*Selected teams will take the responsibility of **independently crafting their video entries**, following the script submitted.*

Step
1

Produce a 5-minute
video presentation

Step
2

Submit your work!

Video Production

Flow and tone



**Audio and
visual aids**



Team work



Selection Criteria

First-round

Weighting	Criteria
Panel selection (100%)	Content Organisation (30%)
	Ideas & Creativity (30%)
	Delivery & Interpretation (20%)
	Scientific Accuracy & References (20%)

Selection Criteria Second-round

Weighting	Criteria
Panel selection (100%)	Video Production (10%)
	Content Organisation (40%)
	Delivery & Interpretation (50%)



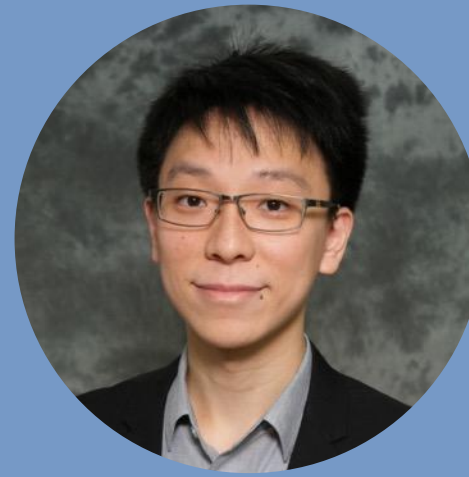
Panel Members



Professor Rachel LUI
Assistant Dean
(e-Learning),
Faculty of Science



Dr Evan PICKETT
Lecturer,
Faculty of Science



Dr Kenneth NG
Lecturer,
Department of
Chemistry



Dr Toby LAI
Lecturer,
Faculty of Science

Awards and Announcement

Award	(Per Team) Transfer to school authority
Gold Prize	\$12,000
Silver Prize	\$6,000
Bronze Prize	\$4,500
People's Choice Award	\$1,500
Merit Prizes [2 groups]	\$1,000 each

All contestants will get an e-certificate after the contest.

- ! Special consideration may be given to awardees for admission to the 6901 Bachelor of Science programme
- Free quota for JSI workshops may be given to awardees (if appropriate).

The Faculty reserves the final right to make any necessary changes in this regard, as deemed appropriate.

Important Dates



2026	September 27 ★	Deadline for enrolment with entry submission
	Late September – Late October	First-round selection by panel
	November – Mid-December	Video shooting by selected groups for the second-round selection
	Mid-December – January	Second-round selection by panel
2027		Public voting for People’s Choice Awards
	Mid-January	Announcement of results
	Late February / Early March	Award presentation at our flagship outreach programme Junior Science Institute

Rules of Competition

- The contest will be on group basis and each group can only submit ONE entry.
- All entries must be the original work of the participating teams and must not have been previously exhibited publicly or used in other competitions or platforms. AI must not be the sole generator of content. Furthermore, all entries must not infringe upon any intellectual property rights.
- Media contents must adhere to guidelines that strictly prohibit the promotion of hate, discrimination, or any form of unethical behavior, and must not cause harm to individuals or society in any manner.
- The Faculty (organiser) reserves the right to interpret the selection criteria. Contestants shall agree to and respect the results.
- Contestants acknowledge and agree that the Faculty reserves the right to use submitted video entries for promotional purposes free of charge.
- The provision of personal data is voluntary and will be treated as confidential. Personal data will be used solely for communication related to submissions, selection, and administrative matters. The names of awardees will also be published on the Faculty's website for public viewing.

For more details
about
the contest



Enquiries

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Find us on



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