

1035-B1-1958 **Mike Martin*** (mmartin@jccc.edu), 15612 Slater Street, Overland Park, KS 66221. *Media to Motivate: Math in the Middle.*

The use of a rich set of multimedia will be highlighted to introduce complex topics in medicine and the life sciences. Biological phenomena are observed and quantified. The practice of medicine often relies on imaging and visualization. How do you bring these things into the math classroom? How do you engage math students in contemporary problems in life science research and discovery? This talk exhibits the use of concept videos, research video, imaging, animation, and simulation to motivate fundamental and novel models in mathematical biology. (Received September 20, 2007)