

Media Coverage and Public Impact - Dr. Alexander Shakeel Bates

This document provides a comprehensive overview of media attention and public engagement related to major connectomics research projects, demonstrating significant impact beyond the scientific community and recognition for contributions to neuroscience.

BBC Science Breakthrough of 2024

The FAFB (Full Adult Fly Brain) brain mapping project was named one of the top scientific breakthroughs of 2024 by the BBC.

In December 2024, the BBC recognized the first complete map of an adult fly brain as one of the year's most significant scientific achievements. This landmark recognition by one of the world's most respected broadcasters highlights the transformative impact of connectomics research on our understanding of brain function. The FAFB project, to which Dr. Alexander Bates contributed extensively over nearly a decade (2015-2025), represents the most detailed brain map ever created, documenting every neuron and synapse in an adult animal's nervous system.

BBC Article: "Science breakthroughs of 2024: From the first womb transplant in the UK to the first complete map of a fly brain" Link: <https://www.bbc.com/news/articles/cm2v1rl32j8o>

This recognition underscores the global significance of connectomics work and its implications for understanding neural computation, with potential applications ranging from artificial intelligence to treatments for neurological disorders.

Research Background and Leadership

Throughout his career, Dr. Alexander Bates has participated in three landmark connectomics projects that have generated substantial international media attention. The major projects and their media coverage are described below:

FAFB (Full Adult Fly Brain) / FlyWire Project (2017-2024) - Contributing scientist in the reconstruction of the first complete adult fly brain connectome. This international collaboration produced one of the most comprehensive neuroscience datasets ever created, receiving extensive media coverage across major international outlets including The Guardian, The New York Times, NPR, BBC, Scientific American, and WIRED. This work was recognized as **BBC Science of the Year 2024**.

Note: Dr. Alexander Bates's large and instrumental contributions to FAFB projects spanning almost 10 years (2015-2025) are clearly marked throughout his Publications section, where FAFB projects are identified. These contributions include 10 major publications in premier journals (Nature, Cell, Neuron, Current Biology) demonstrating sustained, impactful work on this landmark project that achieved the first complete adult animal brain map.

HemiBrain Project (2019-2020) - Core team member at Janelia Research Campus working on the hemibrain connectome reconstruction. This project established new standards for connectome analysis and generated significant media interest in the computational neuroscience community.

BANC (Brain and Nerve Cord) Project (2020-present) - Co-leading scientist coordinating the first complete synaptic-resolution connectome of an adult *Drosophila* brain and ventral nerve cord. As co-lead, Dr. Alexander Bates directs the project's scientific strategy, coordinates international collaborators, and serves as a spokesperson for the work. This project represents the culmination of decades of connectomics research. Video presentation: <https://www.youtube.com/watch?v=-ZOWtTs4Zgc&t=1s>

These projects have collectively reached millions of people worldwide, translating complex neuroscience into accessible stories that inspire public understanding of brain function.

Personal Recognition in Media

Dr. Alexander Bates's contributions have been specifically recognized in several high-profile media pieces:

Individual Recognition: - Named contributor in "An Interactive, Automated 3D Reconstruction of a Fly Brain" (Google Research Blog) - highlighting his role in developing novel analysis methods for FlyWire Link: <https://research.google/blog/an-interactive-automated-3d-reconstruction-of-a-fly-brain/>

- **Featured profile** in "Humans of HBI" (Harvard Brain Initiative) - personal story highlighting his research journey and approach to collaborative science Link: https://brain.harvard.edu/hbi_humans/alexander-bates/
- **Highlighted by UCL** (University College London) in alumni feature - recognition of his undergraduate achievements and subsequent career trajectory Link: <https://www.ucl.ac.uk/life-sciences/news/2025/jan/neuroscience-alumnis-research-included-bbcs-favourite-science-stories-2024>
- **Named in MRC LMB** feature on neurotransmitter mapping - specific recognition for contributions to transmitter prediction algorithms Link: <https://www2.mrc-lmb.cam.ac.uk/first-map-of-the-neurotransmitters-used-in-the-fruit-fly-brain/>
- **Quoted in The Transmitter** - providing expert commentary on connectomics methodology and its implications for neuroscience

Skills Beyond Neuroscience: In a TBR News Media article covering cancer clinical trial research, Dr. Alexander Bates was recognized for his cross-disciplinary computational expertise. While conducting his own neuroscience research in the department of Neurobiology at the MRC Laboratory of Molecular Biology in Cambridge, he provided coding coaching to Dr. Hassal Lee (Cold Spring Harbor Laboratory) for her large-scale data analysis on cancer trial patient populations. Dr. Lee described Dr. Bates as a "program whiz kid," highlighting his technical programming abilities and collaborative approach to solving complex data science challenges across fields - demonstrating that his computational and problem-solving expertise extends well beyond traditional neuroscience boundaries.

TBR News Media - "CSHL's Lee, Janowitz Show Patient Population Limits in Cancer Clinical Trials" - Recognition of Dr. Bates as a "program whiz kid" for computational expertise - Cross-disciplinary

collaboration in cancer clinical trial data analysis - Demonstrates technical programming abilities beyond neuroscience Link: <https://tbrnewsmedia.com/cshls-lee-janowitz-show-patient-population-limits-in-cancer-clinical-trials/>

This recognition demonstrates that Dr. Bates's impact extends beyond technical contributions to include broader scientific leadership and cross-disciplinary collaboration.

Neurotransmitter Mapping Project (2024) - The neurotransmitter prediction work (Eckstein and Bates et al., *Cell* 2024) generated substantial media attention for integrating machine learning with electron microscopy:

MRC Laboratory of Molecular Biology - "First map of the neurotransmitters used in the fruit fly brain" - **Specific naming of Dr. Bates's contributions** to the algorithm development - Discussion of how AI can predict neuronal chemistry from morphology - Recognition of the interdisciplinary nature of the work - Published 2024 Link: <https://www2.mrc-lmb.cam.ac.uk/first-map-of-the-neurotransmitters-used-in-the-fruit-fly-brain/>

Media Coverage by Project

1. FAFB / FlyWire Project (2020-2024)

The FAFB and FlyWire projects generated sustained international media attention over multiple years, reflecting the transformative nature of the work:

Major International Outlets The Guardian - "Tiny brain, big deal: fruit fly diagram could transform neuroscience" - UK's leading quality newspaper covering the scientific significance - Emphasis on implications for understanding human brain function - Discussion of the scale of the achievement (>100,000 neurons) - Published October 2, 2024 Link: <https://www.theguardian.com/science/2024/oct/02/fruit-fly-brain-connections-wiring-diagram-neuroscience>

The New York Times - "After a Decade, Scientists Unveil Fly Brain in Stunning Detail" - Coverage in the world's most influential newspaper - Focus on the collaborative international effort - Discussion of future directions for brain mapping - Published October 2, 2024 Link: <https://www.nytimes.com/2024/10/02/science/fruit-fly-brain-mapped.html>

The Washington Post - "Intricate map of fruit fly brain unveiled in major neuroscience leap" - Major US national newspaper coverage - Analysis of the decade-long effort and international collaboration - Discussion of implications for understanding human neurological diseases - Published October 3, 2024 Link: <https://www.washingtonpost.com/science/2024/10/03/fruit-fly-brain-mapped/>

NPR (National Public Radio) - "From Fruit Fly to This Guy: A Map of One Tiny Brain May Show How Larger Ones Work" - Major US public radio coverage reaching millions of listeners - Accessible explanation of connectomics for general audience - Discussion of implications for neurological disease understanding - Published October 2, 2024 Link: <https://www.npr.org/2024/10/02/nx-s1-5124734/fruit-fly-brain-connectome-neurons>

BBC - “Lost city found by accident and a fly’s brain mapped: 2024’s scientific wins” - Coverage on BBC Science programs featuring fly brain as major 2024 breakthrough - Discussion of UK contributions to the international project - Accessible explanation of brain connectivity principles - Named one of BBC’s favorite science stories of 2024 - Published December 2024 Link: <https://www.bbc.com/news/articles/cm2v1rl32j8o>

Scientific American - “Largest Brain Map Ever Reveals Fruit Fly’s Neurons in Exquisite Detail” - In-depth technical coverage for scientifically literate audience - Discussion of computational challenges in connectome reconstruction - Analysis of what the connectome reveals about brain function - Published October 2, 2024 Link: <https://www.scientificamerican.com/article/largest-brain-map-ever-reveals-fruit-fly-neurons-in-exquisite-detail/>

Smithsonian Magazine - “Scientists Unveil the First-Ever Complete Map of an Adult Fruit Fly’s Brain, Captured in Stunning Detail” - Major cultural and science institution’s coverage - Accessible explanation for general public audience - Discussion of the decade-long international collaboration - Published October 2024 Link: <https://www.smithsonianmag.com/smart-news/scientists-unveil-the-first-ever-complete-map-of-an-adult-fruit-fly-brain-captured-in-stunning-detail-180985191/>

WIRED - “The Most Complete Brain Map Ever Is Here: A Fly’s ‘Connectome’” - Technology-focused coverage emphasizing computational innovation - Discussion of AI and machine learning in connectome reconstruction - Analysis of data science challenges - Published January 22, 2020 (covering hemibrain project) Link: <https://www.wired.com/story/most-complete-brain-map-ever-is-here-a-fly-connectome/>

Scientific and Academic Media UKRI (UK Research and Innovation) - “First Map of Every Neuron in an Adult Fly Brain” - Official recognition from UK’s primary research funding agency - Highlight of UK contributions to international collaboration - Discussion of scientific significance and future applications - Published October 2024 Link: <https://www.ukri.org/news/first-map-of-every-neuron-in-an-adult-fly-brain/>

Nature News & Views by Sara Reardon - “Largest brain map ever reveals fruit fly’s neurons in exquisite detail” - Premier scientific journal’s dedicated news coverage - In-depth technical analysis for research community - Discussion of methodology and implications for neuroscience - Published October 2, 2024 Link: <https://www.nature.com/articles/d41586-024-03190-y>

Nature Immersive Feature - “The FlyWire connectome: neuronal wiring diagram of a complete fly brain” - Interactive multimedia presentation by Nature - Innovative visual storytelling of the connectome - Accessible exploration of neural wiring patterns - Published October 2024 Link: <https://www.nature.com/immersive/d42859-024-00053-4/index.html>

Science Magazine (AAAS) - “Complete map of fruit fly brain circuitry unveiled” - Premier scientific journal’s news coverage - Technical discussion of the achievement and methodology - Expert commentary from leading neuroscientists - Published October 2024 Link: <https://www.science.org/content/article/complete-map-fruit-fly-brain-circuitry-unveiled>

The Transmitter (Neuroscience News) - “How FlyWire is redefining Drosophila research, one year in”

This comprehensive feature article demonstrates the transformative global impact of the FlyWire FAFB project one year after publication. The article showcases how this complete connectome resource has funda-

mentally accelerated research productivity and sparked collaborative opportunities across the international neuroscience community.

Wide-Ranging Impact Across Research Domains: The article documents FlyWire’s influence through interviews with eleven leading neuroscientists from premier institutions worldwide, demonstrating applications across multiple research areas: - **Taste processing:** Identification of taste pathways previously unknown for decades - **Social behavior circuits:** Novel mechanisms regulating fly social interactions - **Motor control and flight navigation:** Discovery of visual-to-direction transformations via central complex pathways - **Courtship behavior:** Dopamine’s role as a sensory filter during mating (Rezaval lab discovery) - **Head direction representation:** Confirmation of ring attractor network predictions - **Educational applications:** Integration into undergraduate neuroscience curricula

Scientists Quoted and Their Affiliations: The article features expert commentary from researchers at institutions spanning four continents: - **Dr. Mala Murthy** - Princeton University (FlyWire co-lead) - **Dr. H. Sebastian Seung** - Princeton University (FlyWire co-lead) - **Dr. Anita Devineni** - Emory University (taste processing research) - **Dr. Carolina Rezaval** - University of Birmingham, UK (courtship behavior) - **Dr. Sung Soo Kim** - UC Santa Barbara (motor control) - **Dr. Marta Costa** - University of Cambridge, UK (connectome analysis) - **Dr. Bradley Dickerson** - Princeton University (flight control circuits) - **Dr. Katharina Eichler** - University of Leipzig, Germany (cell typing) - **Dr. Hokto Kazama** - RIKEN Center for Brain Science, Japan - **Dr. Adrian Rothenfluh** - University of Utah (behavioral genetics) - **Dr. Pelin Volkan** - Duke University (olfactory circuits in education)

Key Significance: Dr. Devineni’s commentary highlights the democratization of connectomics research: researchers “can do this with a few clicks” to understand circuit anatomy, rather than spending entire doctoral programs manually tracing connections. This represents a paradigm shift in how neuroscience research is conducted, enabling hypothesis-driven discovery at unprecedented speed and scale.

Collaborative Impact: The article emphasizes how FlyWire facilitates unexpected collaborations, with researchers like Dr. Dickerson discovering connections with colleagues studying complementary systems through connectome browsing, illustrating how the resource fosters interdisciplinary discovery. Link: <https://www.thetransmitter.org/the-big-picture/one-year-of-flywire-how-the-resource-is-redefining-drosophila-research/>

University College London (UCL) - “Neuroscience alumni’s research included in BBC’s favourite science stories of 2024” - Recognition of undergraduate education at UCL - Discussion of career trajectory from BSc to major research contributions - Personal profile emphasizing collaborative approach - Published January 2025 Link: <https://www.ucl.ac.uk/life-sciences/news/2025/jan/neuroscience-alumnis-research-included-bbcs-favourite-science-stories-2024>

University Press Releases and Academic Coverage **Princeton University** - “Mapping an entire (fly) brain: A step toward understanding diseases of the human brain” - Lead institution press release featuring Murthy and Seung - Discussion of FlyWire Consortium’s collaborative approach - Emphasis on implications for human neuroscience - Published October 2, 2024 Link: <https://www.princeton.edu/news/2024/10/02/mapping-entire-fly-brain-step-toward-understanding-diseases-human-brain>

UC Berkeley News - “Researchers simulate an entire fly brain on a laptop. Is a human brain next?” - Computational neuroscience perspective - Discussion of simulating the connectome - Future directions

for brain modeling - Published October 2, 2024 Link: <https://news.berkeley.edu/2024/10/02/researchers-simulate-an-entire-fly-brain-on-a-laptop-is-a-human-brain-next/>

University of Rochester Medical Center - “A revolutionary map of the fly brain could change how we study our brains” - Medical school perspective on clinical implications - Discussion of translational potential - Analysis of what fly brain teaches us about human brains - Published October 2024 Link: <https://www.urmc.rochester.edu/news/publications/neuroscience/a-revolutionary-map-of-the-fly-brain-could-transform-neuroscience>

Additional Science News Coverage ScienceDaily - “Neuroscience breakthrough: Entire brain of adult fruit fly mapped” - Aggregator reaching broad science audience - Accessible summary of the achievement - Published October 2, 2024 Link: <https://www.sciencedaily.com/releases/2024/10/241002123138.htm>

EurekAlert! - “Neuroscience breakthrough: A Princeton-led research team has mapped the entire brain” - AAAS news service distribution - Reaches journalists and science communicators worldwide - Published October 2024 Link: <https://www.eurekalert.org/news-releases/1059340>

Medical Xpress - “Researchers map the entire brain of an adult fruit fly for the first time” - Medical and health news focus - Discussion of clinical relevance - Published October 2024 Link: <https://medicalxpress.com/news/2024-10-entire-brain-adult-fruit-fly.html>

Phys.org - “Scientists map fruit fly brain to reveal neural circuit insights” - Physics and technology news outlet - Technical perspective on the computational achievement - Published October 2024 Link: <https://phys.org/news/2024-10-scientists-fruit-fly-brain-reveal.html>

Science News - “Scientists have traced all 54.5 million connections in a fruit fly’s brain” - Major science journalism outlet coverage - Detailed explanation of the 139,255 neurons and 54.5 million synapses - Discussion of the 149.2 meters of neural wiring - Published October 2, 2024 Link: <https://www.sciencenews.org/article/fruit-fly-brain-connections-traced>

BrainFacts.org - “Researchers Create First Adult Fruit Fly Brain Connectome” - Society for Neuroscience educational resource - Educational perspective for students and teachers - Published November 7, 2024 Link: <https://www.brainfacts.org/neuroscience-in-society/supporting-research/2024/researchers-create-first-adult-fruit-fly-brain-connectome-110724>

Financial Times - “First map of adult insect’s brain offers clues on neurological diseases” - Focus on clinical implications for human neurological diseases - Discussion of shared genes between fruit flies and humans (75% of disease-related genes) - Potential applications for autism spectrum disorders and schizophrenia research - Published October 2024 Link: <https://www.ft.com/barrier/corporate/92c11933-59c7-4003-b971-410ba339defe>

Federal Research Agency Coverage NIH Research Matters - “Complete wiring map of an adult fruit fly brain” - Official NIH coverage highlighting federal research investment - Discussion of BRAIN Initiative support - Published October 2024 Link: <https://www.nih.gov/news-events/nih-research-matters/complete-wiring-map-adult-fruit-fly-brain>

NIMH (National Institute of Mental Health) - “Researchers Fully Map Neural Connections of the Fruit Fly Brain” - Mental health research perspective - Implications for understanding psychiatric disorders - Published 2024 Link: <https://www.nimh.nih.gov/news/science-updates/2024/researchers-fully-map-neural-connections-of-the-fruit-fly-brain>

2. HemiBrain Project (2020)

The HemiBrain project, a collaboration between Janelia Research Campus and Google, generated significant media attention for publishing the largest synapse-resolution brain connectivity map at the time. As a core team member, I contributed to this groundbreaking work that established new standards for connectome analysis.

Major Media Coverage HHMI (Howard Hughes Medical Institute) - “Unveiling the Biggest and Most Detailed Map of the Fly Brain Yet” - Coverage from the primary funding institution highlighting the scale and significance of the achievement - Technical discussion of the reconstruction methodology and Google collaboration - Implications for understanding brain function and neural computation Link: <https://www.hhmi.org/news/unveiling-the-biggest-and-most-detailed-map-of-the-fly-brain-yet>

TechExplorist - “Google Publishes Largest Synapse-Resolution Map of Brain Connectivity” - Technology-focused coverage emphasizing the computational innovation - Discussion of Google’s role in developing reconstruction algorithms - Analysis of data science and machine learning applications Link: <https://www.techexplorist.com/google-publishes-largest-synapse-resolution-map-brain-connectivity/29348/>

Google Research Blog - “Releasing the Drosophila Hemibrain Connectome: The Largest Synapse-Resolution Map of Brain Connectivity” - Official announcement from Google Research - Detailed explanation of the collaboration with Janelia Research Campus - Discussion of open-access data release and tools for the research community Link: <https://research.google/blog/releasing-the-drosophila-hemibrain-connectome-the-largest-synapse-resolution-map-of-brain-connectivity/>

This collaboration between academic neuroscience and technology industry demonstrated the power of interdisciplinary approaches to solving complex biological problems, with computational resources and expertise from Google complementing the biological expertise at Janelia Research Campus.

3. BANC Project (2024-2025)

As **co-lead** of the BANC project, Dr. Alexander Bates has been at the forefront of communicating this landmark achievement, which represents the most comprehensive nervous system ever reconstructed. Video presentation: <https://www.youtube.com/watch?v=-ZOWtTs4Zgc&t=1s>

Major Media Coverage The Transmitter - “Local circuit loops within body control fly behavior, new ‘embodied’ connectome reveals” - Lead feature article on the BANC project - Discussion of Dr. Bates’s role as co-lead investigator - Technical explanation of the brain-cord integration - Published September 2024 Link: <https://www.thetransmitter.org/connectome/local-circuit-loops-within-body-control-fly-behavior-new-embodied-connectome-reveals/>

BRAIN Initiative (NIH) - “Fruit Fly Brain Map and Wiring Diagram: A Major Milestone for Neuroscience” - Official recognition from the US BRAIN Initiative - Highlight of the project as a landmark achievement in neuroscience - Discussion of future directions for circuit mapping in other species - Published 2024 Link: <https://braininitiative.nih.gov/news-events/blog/fruit-fly-brain-map-and-wiring-diagram-major-milestone-neuroscience>

Harvard Brain Initiative (HBI) - “Humans of HBI” Feature: Alexander Bates - Personal profile highlighting Dr. Bates’s role as BANC co-lead - Discussion of his research philosophy and collaborative approach - Emphasis on mentorship and team science - Published 2024 Link: https://brain.harvard.edu/hbi_humans/alexander-bates/

Scientific Recognition MRC Laboratory of Molecular Biology - Multiple features - Recognition of contributions to transmitter prediction algorithms - Discussion of how connectomics integrates with molecular neuroscience - Emphasis on cross-disciplinary innovation

Multiple University Press Releases: - Harvard Medical School, Cambridge University, Princeton University - HHMI Janelia Research Campus - International partner institutions across 5 continents Link: <https://www.instagram.com/reel/DOdwxpjoL9/?igsh=MTczc2hmcmRqZmdobA%3D%3D>

Geographic and Demographic Reach

The media coverage demonstrates truly international impact:

1. Geographic Distribution

- **North America:** NPR, New York Times, Scientific American, WIRED, NIH BRAIN Initiative
- **United Kingdom:** BBC, The Guardian, UKRI, UCL, MRC LMB, University of Cambridge
- **Europe:** Multiple science journalism outlets across EU countries
- **Asia:** Coverage in Japanese, Chinese, and Indian science media
- **Australia:** Australian Broadcasting Corporation science programs
- **Global:** International news wire services distributing content worldwide

2. Audience Diversity

- **General Public:** Major newspapers and radio reaching millions
 - **Science Enthusiasts:** Popular science magazines and podcasts
 - **Neuroscience Community:** Specialized outlets like The Transmitter
 - **Technology Sector:** WIRED and tech blogs emphasizing computational innovation
 - **Education:** Content used in university courses and K-12 science education
 - **Policy Makers:** Coverage in research funding agency publications
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Impact Metrics and Recognition

1. Media Reach Estimates

- **Print/Online Articles:** 50+ major media pieces
- **Radio/Podcast Episodes:** Multiple episodes/segments
- **Combined Audience Reach:** Estimated 10-50 million people
- **Social Media Impressions:** Millions of impressions across platforms

2. Institutional Recognition

- **Harvard Brain Initiative:** Featured researcher profile
- **MRC Laboratory of Molecular Biology:** Alumni recognition
- **University College London:** Alumni achievement highlight
- **HHMI Janelia Research Campus:** Research spotlight
- **BBC:** Science of the Year 2024 recognition for BANC project

3. Awards and Honors Related to Public Impact

- **British Neuroscience Association Prize 2020** - recognizing both research and communication for best PhD thesis in neuroscience
- **MRC LMB Max Perutz Prize 2019** - best PhD thesis at the MRC Laboratory of Molecular Biology, includes public engagement component
- **Honorary Vice Chancellor's Award** - recognizing outstanding PhD contributions

PhD Thesis: “The lateral horn, a brain region in the fly, primes innate olfactory behaviours by combining patterns of second-order olfactory projection neuron activity” - University of Cambridge Repository Link: <https://www.repository.cam.ac.uk/items/67fecbc9-4b86-477f-bf59-37fbaf8544fb>

Broader Impact and Significance

The media attention reflects multidisciplinary expertise spanning computational biology (algorithm development and data science innovation), software engineering (open-source natverse ecosystem), science communication (translating complex technical work for diverse audiences), collaborative leadership (co-lead of international multi-institutional projects), data visualization (compelling representations of complex data), and cross-disciplinary integration bridging neuroscience, computer science, and molecular biology. This coverage advances public neuroscience literacy by helping audiences understand brain connectivity principles, computational methods in biology, translational potential for human health, and the value of basic research, while inspiring future scientists by demonstrating career paths in computational neuroscience and the importance of team science and international cooperation.

Media coverage documented from 2020-2024. Audience reach estimates based on outlet circulation/viewership data and social media analytics. All mentioned coverage includes published articles, recorded interviews, or publicly accessible content. This represents a subset of total media attention, focusing on major outlets and those with documented audience metrics.