

OUTREACH

all science-communication activities “designed for an audience outside academia”

used among particle physicists to refer to:

- working with schools
- direct dialogue with the public
- disseminating information through the media
- and more...

definition

*The term “outreach” refers to all science communication and education activities that bring scientific research to audiences outside the research community. It is also known as “popularisation”.**

* Note included at start of survey

Other groups mentioned in the survey:

Other scientists, Press officers, Teachers, University students, General journalists, Other media, Politicians, Industry

ATTITUDES towards OUTREACH in PARTICLE PHYSICS

PARTICLE PHYSICS

CERN represents the population of particle physicists under study

By CERN's estimate, half of all 20,000+ particle physicists in the world come to the lab for their research*

* See: home.cern/about/member-states

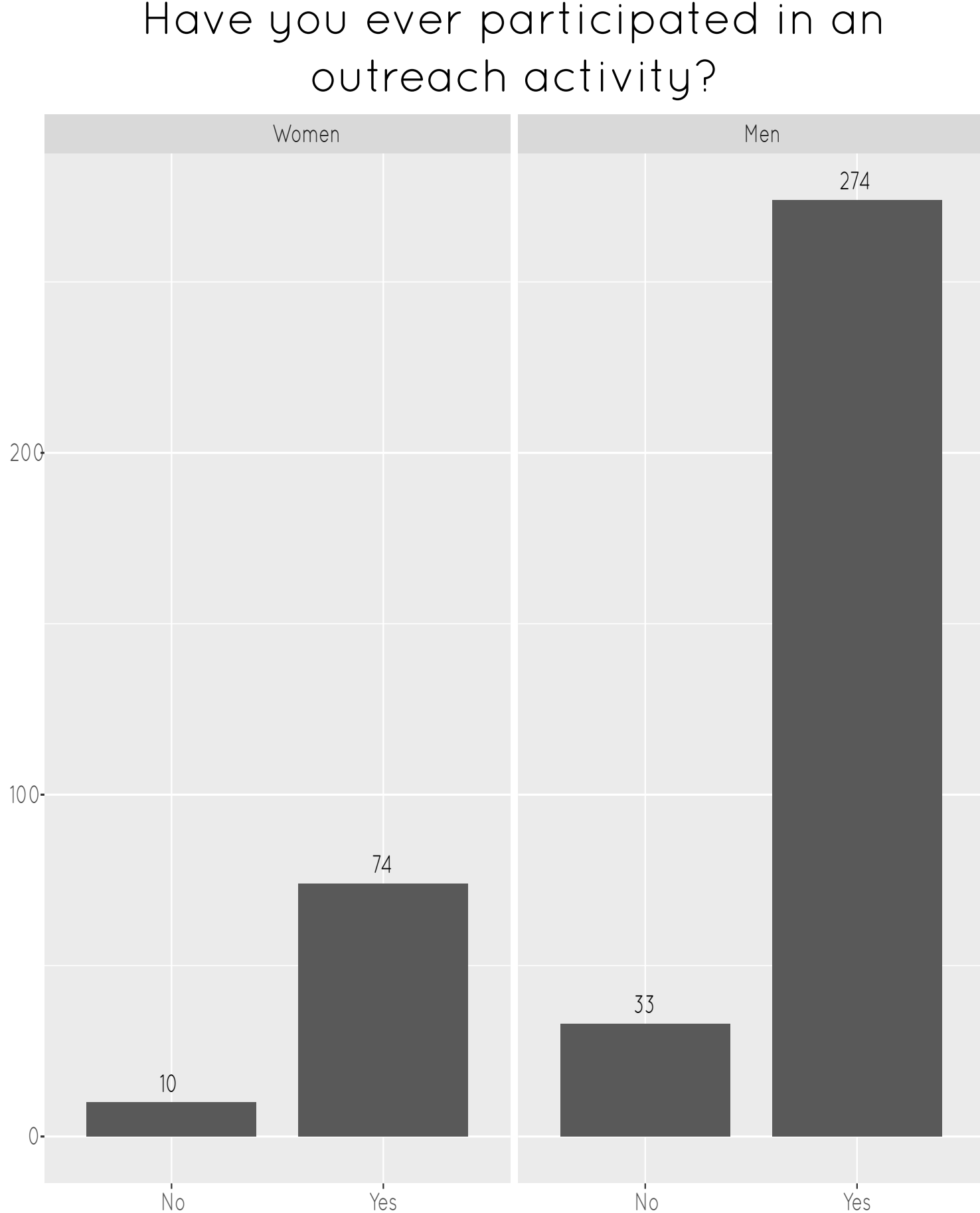
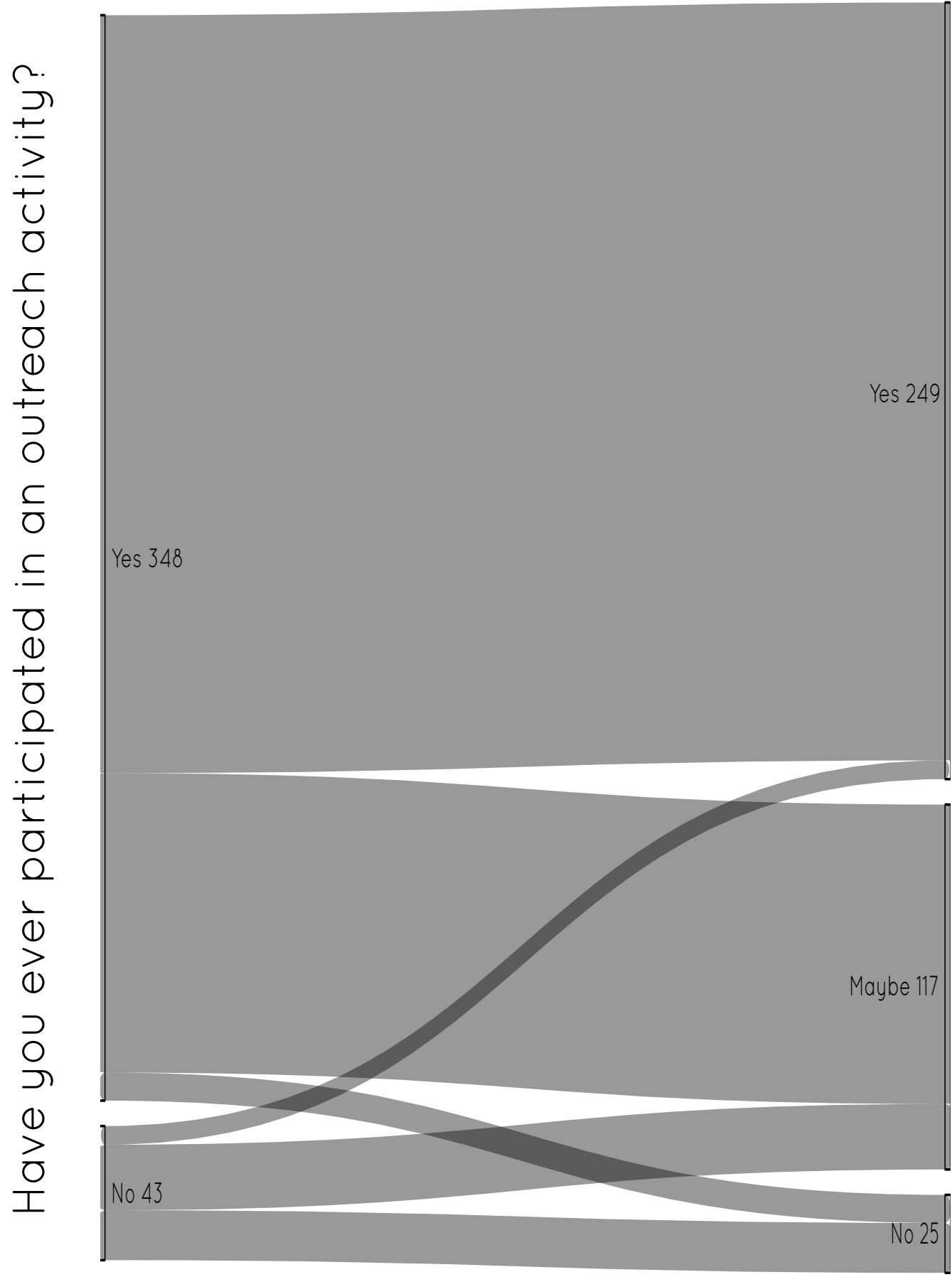
demographic

The CMS Collaboration (June 2015)

- over 4000 physicists, engineers, students (not including technicians and admin)
- 183 institutes, universities, laboratories from 42 countries
- 80+ nationalities

Electronic survey

- Over 400 responses
- 391 valid (some duplicates)



Outreach activities

- Most respondents to survey have participated in outreach in the past
 - Ratio of women/men who have participated: -same
- Most said they will participate in the coming 12 months

Attitudes to specific groups

- Colleagues -- most important, most knowledgeable, easiest to communicate with
- Science journalists, school students, non-specialist public on par for importance and for ease of communication
- Science journalists more knowledgeable than students and public

CONCLUSIONS

Known issues and follow up

- Sample size is not very large, but is sufficient to perform statistically meaningful analysis
- Engineers are very underrepresented in the respondents
- Qualitative data will be collected by the end of the year with personal interviews
 - Sample size for interviews TBD

Credit and acknowledgements

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