

COMMUNICATING BIG SCIENCE



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Connecting the World
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economy

Scientific research that requires massive capital investment but is expected to yield very significant results

Illustration: Philip



BIG BUDGETS



BIG STAFF



BIG

PARTNERSHIP



BIG

LABORATORIES



BIG MACHINES



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Quest for fundamental
understanding?

High



Pure basic
research

Knowledge

BOHR QUADRANT



Use-inspired
basic research
Knowledge

&

Solutions

PASTEUR QUADRANT

Low



Applied
research

Solutions

EDISON QUADRANT

Low

High

Consideration of use?

What Good



PRIVATELY PRINTED FOR

B. FRANKLIN

Is A Newborn Baby?

Franklin's enthusiasms included an avid interest in scientific experiments.

In 1783 he watched the flight of two French balloonists who took off from Paris and landed only seven leagues away.

Asked what possible good this new toy could be, Franklin replied, "What good is a newborn baby?"

PRINTING WEEK IN NEW YORK · 1964

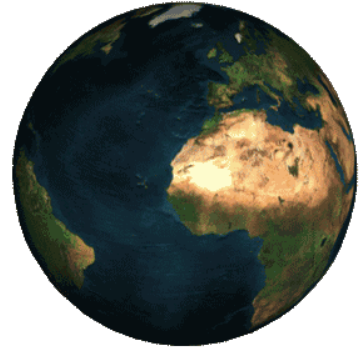


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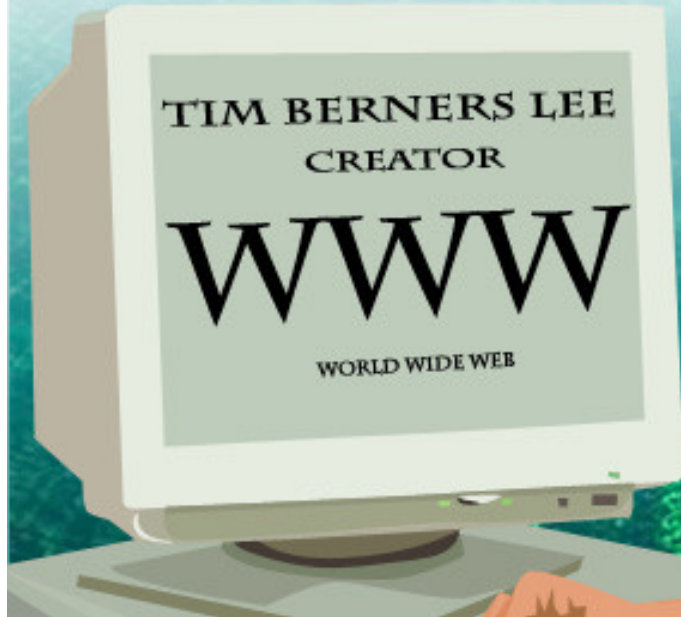


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1989



By: Coz



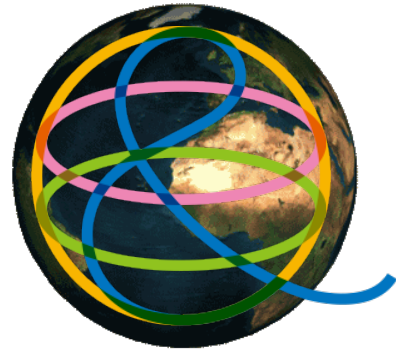
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OBSTACLES

- Location
- Budget
- Too small to be noticed
- Low priority
- Out of comfort zone
- Failure to relate



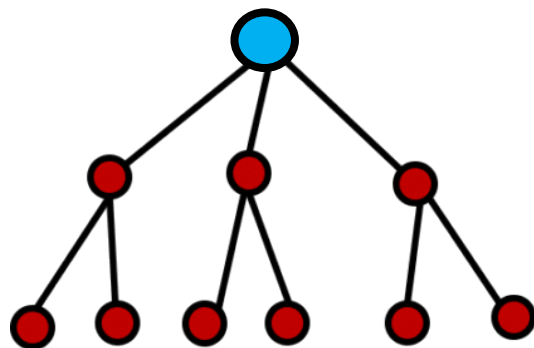
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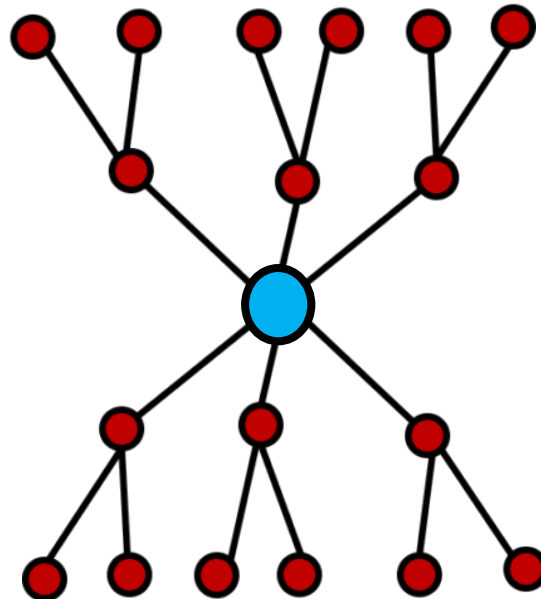
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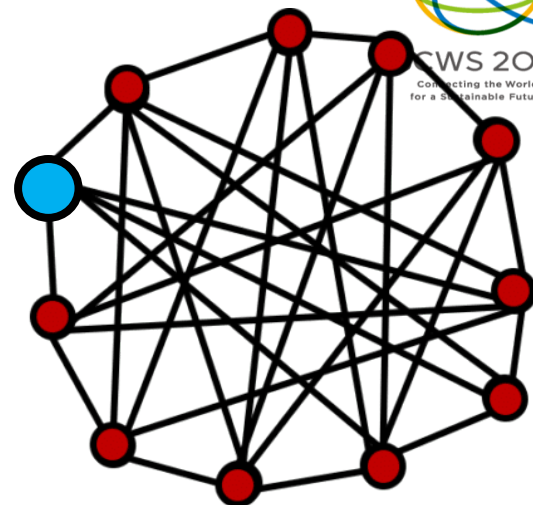
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“Top-down”



“Middle-out”

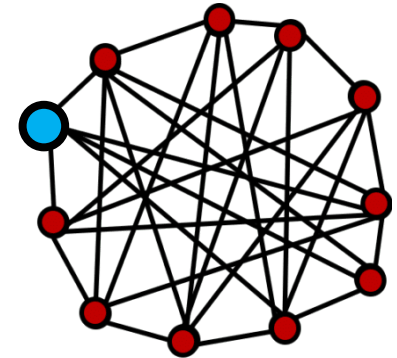


“Bottom-up”

GRASSROOTS

APPROACH TO COMMUNICATING

BIG
SCIENCE



OBSTACLES

- Location ✓
- Budget ✓
- Too small to be noticed ✓
- Low priority ✓
- Out of comfort zone ✓
- Failure to relate ✓

SIMULATED ENVIRONMENTS

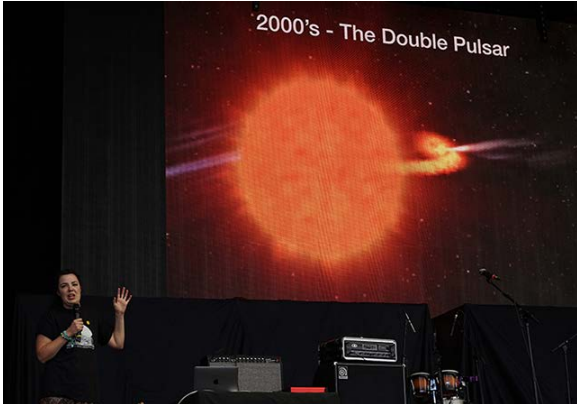
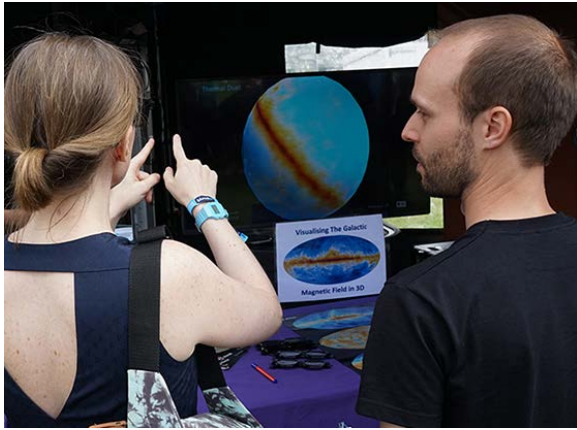


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SCIENCE CENTRE

Miraikan, Japan



ACTIVITIES & PROGRAMS



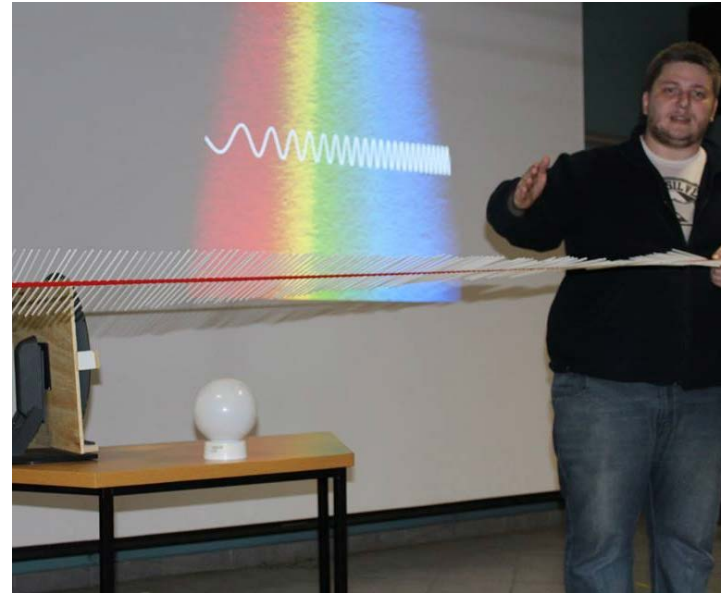
ACTIVITIES & PROGRAMS



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ACTIVITIES & PROGRAMS



ACTIVITIES & PROGRAMS



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ASTROROCK FEST IN MT.MAGNET, AUSTRALIA



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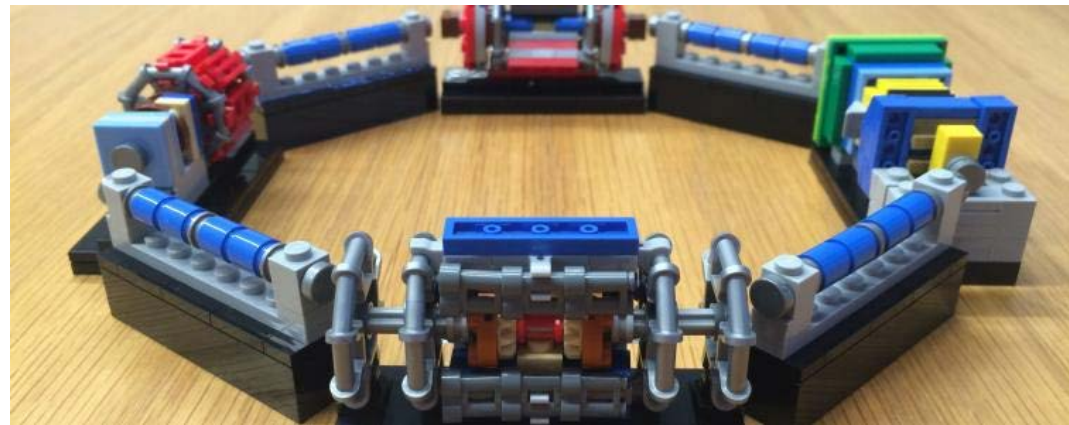
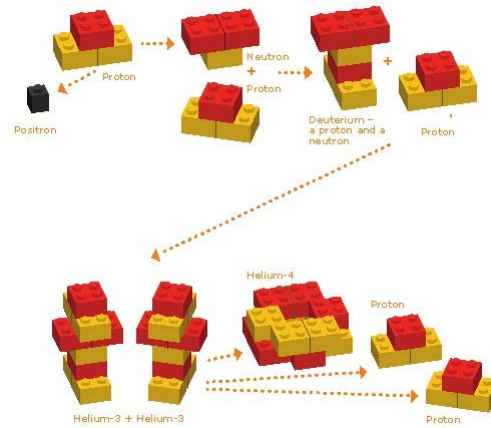




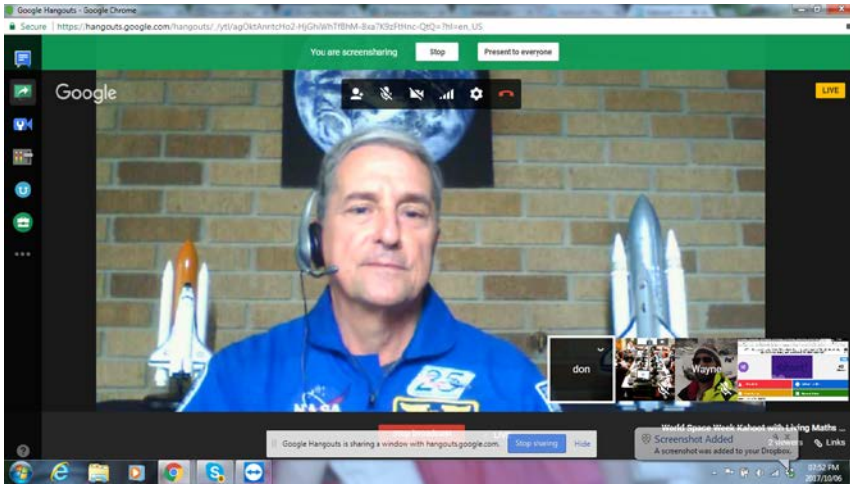
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VIRTUAL ACTIVITIES



ADOPTED RESOURCES



The screenshot shows the website 'THE PARTICLE ADVENTURE: THE FUNDAMENTALS OF MATTER AND FORCE'. The header includes a search bar, a 'GLOSSARY' link, and a 'HOME' button. The left sidebar contains navigation links: 'THE STANDARD MODEL', 'ACCELERATORS AND PARTICLE DETECTORS', 'HIGGS BOSON DISCOVERED: FIREWORKS ON THE 4TH OF JULY', 'UNSOLVED MYSTERIES', and 'PARTICLE DECAYS AND ANNIHILATIONS'. The main content area is titled 'Credits and Acknowledgements' and contains the following text:

The Particle Adventure is a constantly evolving educational project sponsored by the **Particle Data Group** of the **Lawrence Berkeley National Laboratory (LBNL)**.

Project History:

- Supervision by Michael Barnett and Andria Erzberger.
- 2008/2013 Revisions: Paul Schaffner
- 2000 Revision: Lincoln-Shaun Sanders
- 1999 Revision: Joshua Lewis and Chuck Groom
- 1996 Revision: Chuck Groom
- 1995 Web Version: Carolyn Mockett

Forerunner Supercard (TM) application developed by Andria Erzberger and her students, with physics assistance from Michael Barnett (LBNL) and Helen Quinn (SLAC), and technical assistance from James Quinn.

Other Thanks:

We would also like to thank the members of the Particle Data Group at LBNL, in particular Betty Armstrong and Piotr Zyla.

WE NEED YOU!
TO MAKE IT HAPPEN

