UNIZULU SCIENCE CENTRE

COMMUNICATING BIG SCIENCE

SCWS 2017
Connecting the World for a Sustainable Future

M J Schwartz

UNIZULU Science Centre, South Africa

Miraikan

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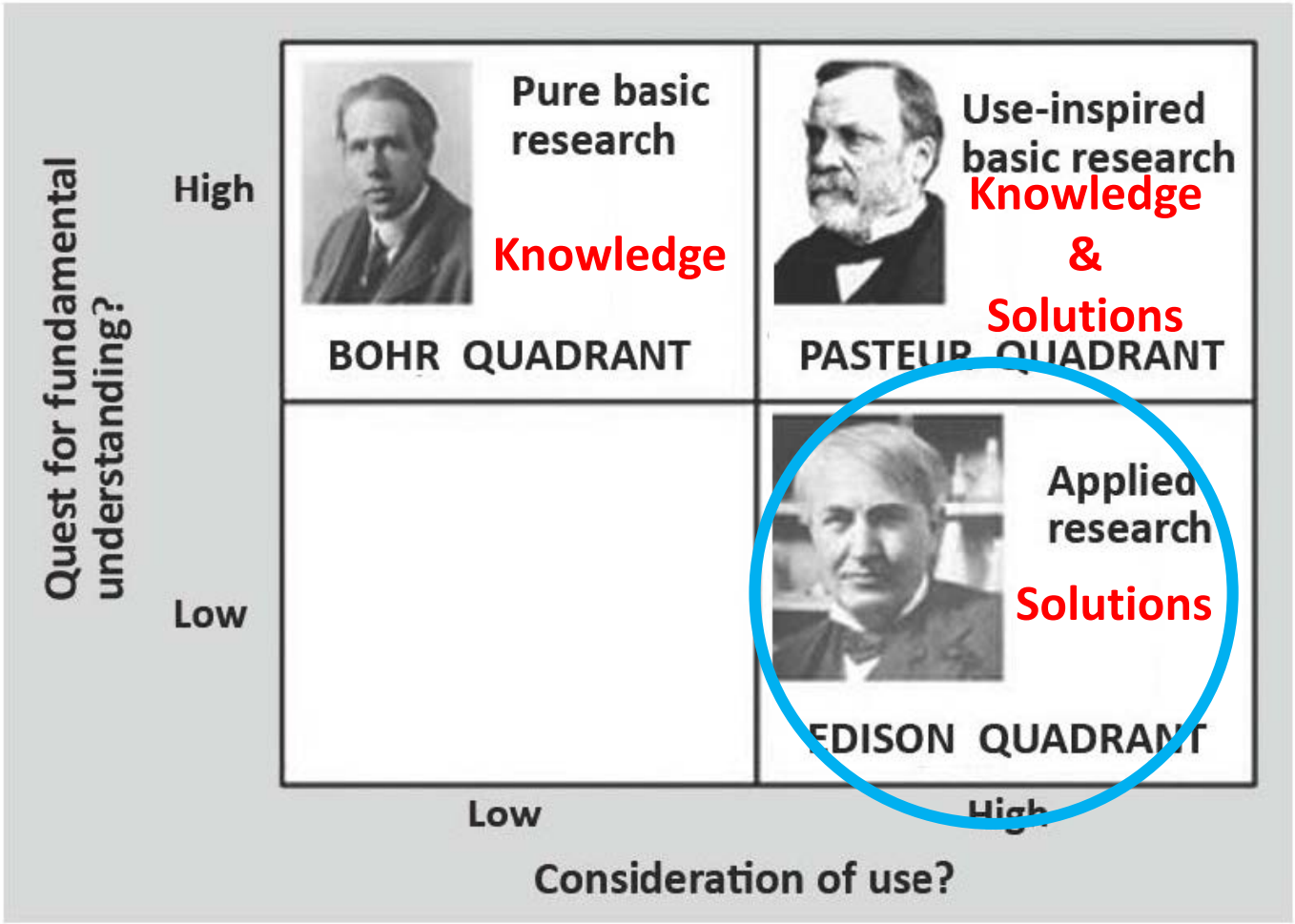
Scientific research that requires massive capital investment but is expected to yield very significant results

Mirajkan


BIG BUDGETS
BIG STAFF
BIG
PARTNERSHIP
BIG
LABORATORIES
BIG MACHINES



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Mirraikan

What Good Is A Newborn Baby?

B. FRANKLIN

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?"

PRIVATELY PRINTED FOR PRINTING WEEK IN NEW YORK · 1964

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BIG SCIENCE

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1989

CERN

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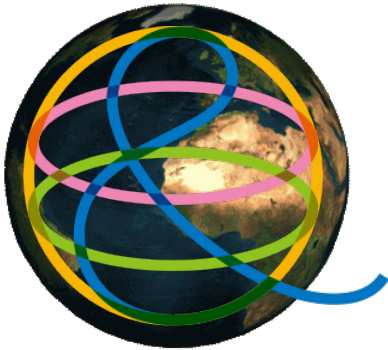
BIG
SCIENCE



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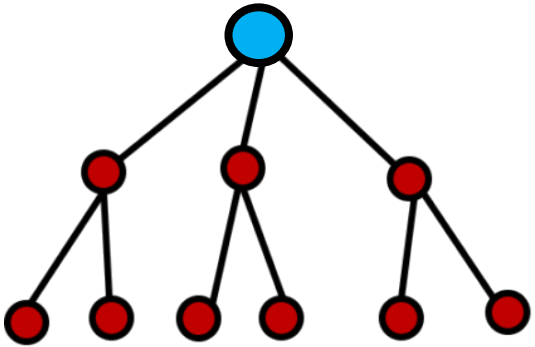
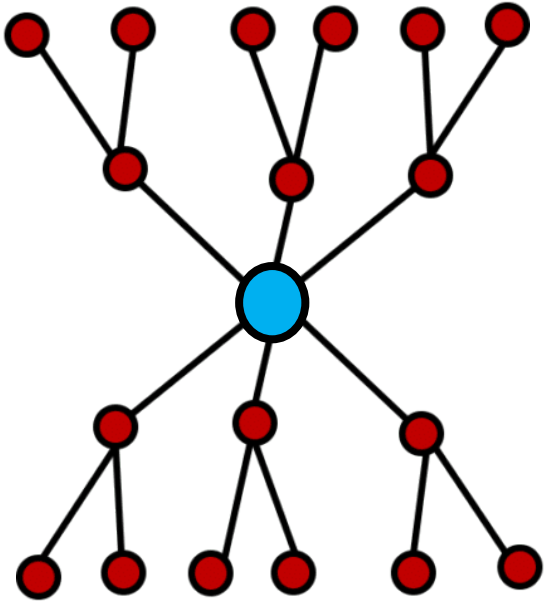
OBSTACLES

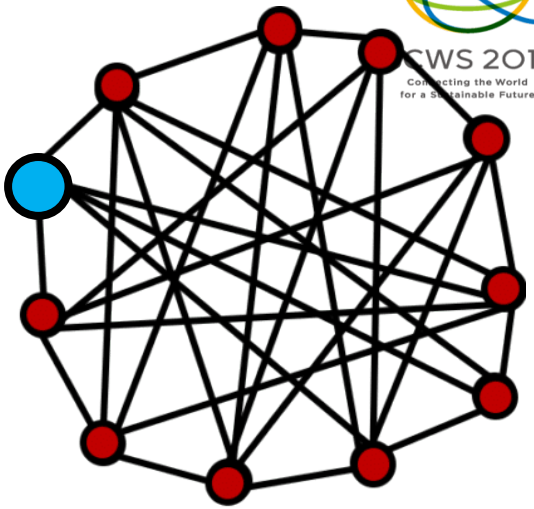
- Location
- Budget
- Too small to be noticed
- Low priority
- Out of comfort zone
- Failure to relate



“Top-down”



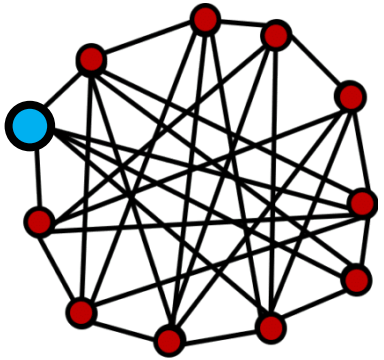
“Middle-out”



“Bottom-up”

GRASSROOTS

APPROACH TO COMMUNICATING BIG SCIENCE



OBSTACLES

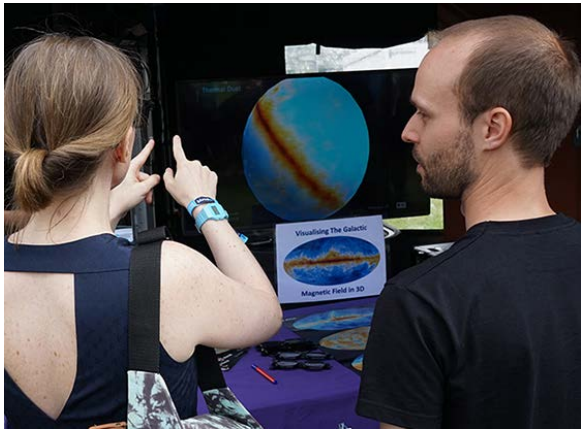
- Location ✓
- Budget ✓
- Too small to be noticed ✓
- Low priority ✓
- Out of comfort zone ✓
- Failure to relate ✓

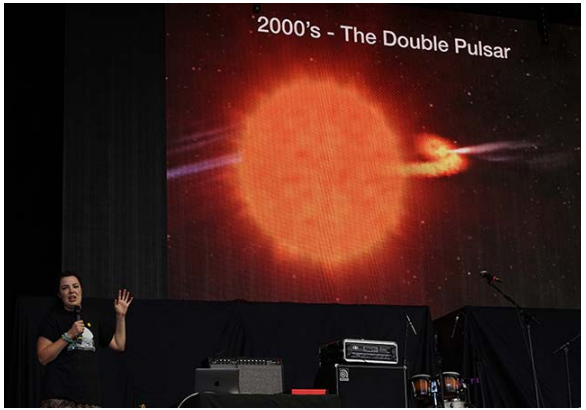
SIMULATED ENVIRONMENTS

UNIVERSITY OF ZULULAND
UNIZULU SCIENCE CENTRE

Miraikan, Japan

ACTIVITIES & PROGRAMS





ACTIVITIES & PROGRAMS

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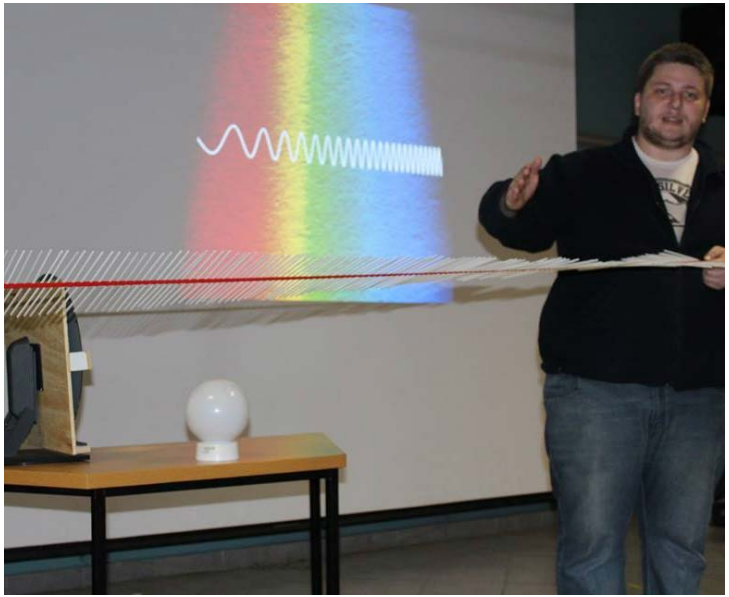
ACTIVITIES & PROGRAMS

UNIVERSITY OF ZULULAND
UNIZULU SCIENCE CENTRE



ACTIVITIES & PROGRAMS

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ASTROROCK FEST IN MT.MAGNET, AUSTRALIA

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UNIVERSITY OF BIRMINGHAM | SCHOOL OF PHYSICS AND ASTRONOMY

The Ogden Trust
making physics matter

Science & Technology Facilities Council

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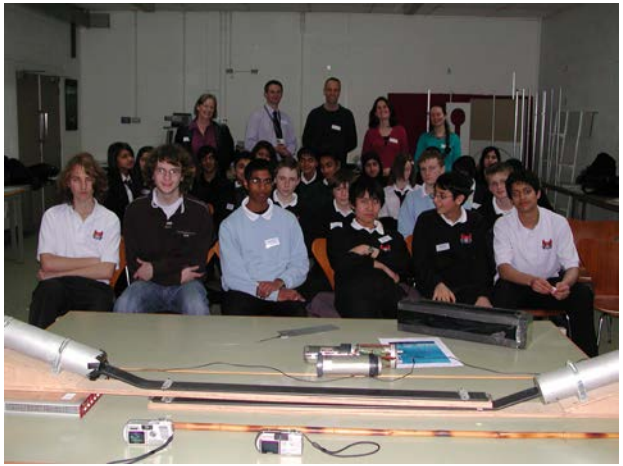
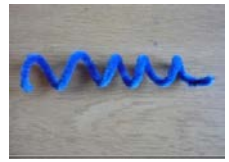
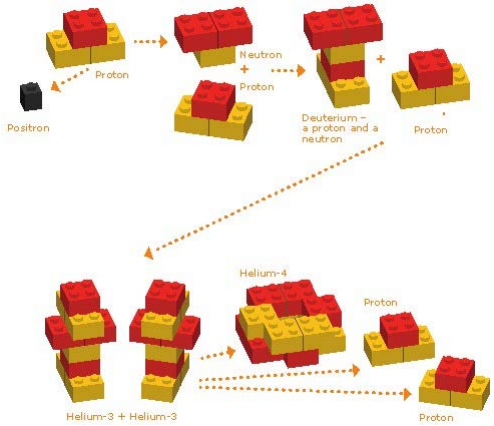
Future







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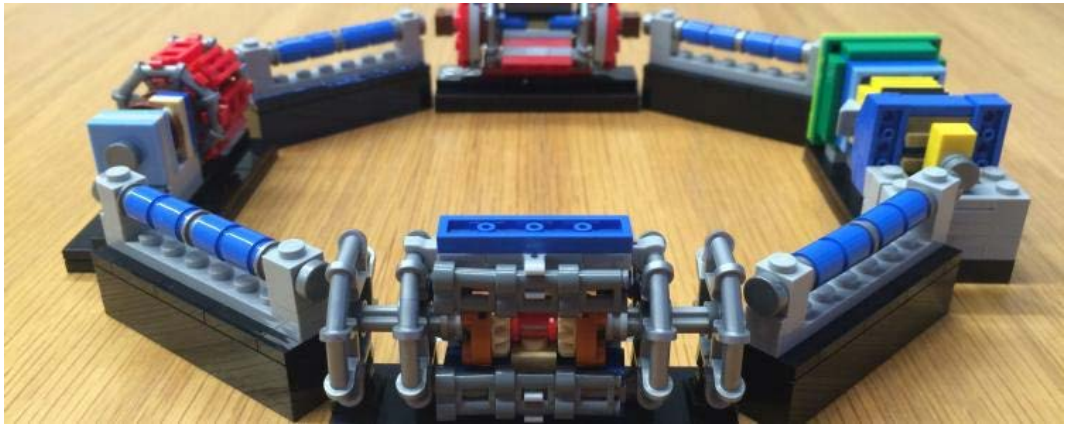

VIRTUAL ACTIVITIES

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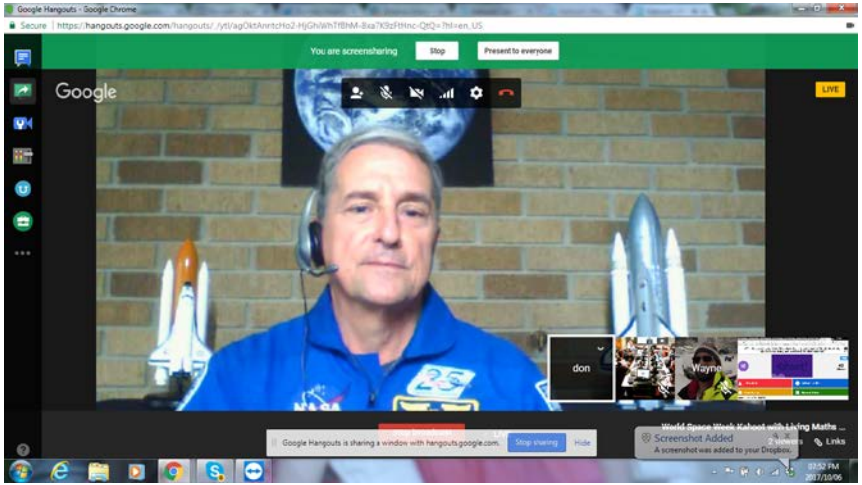
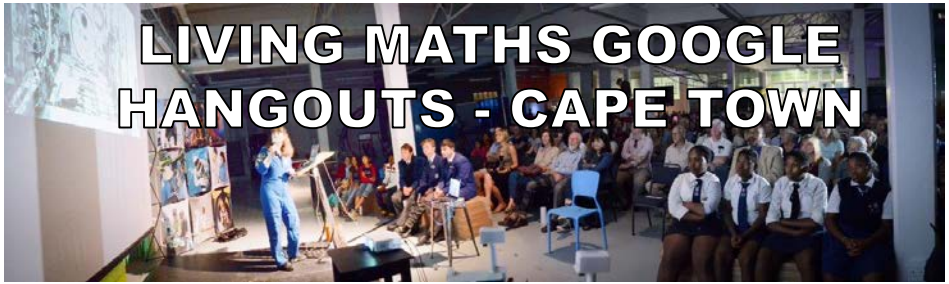
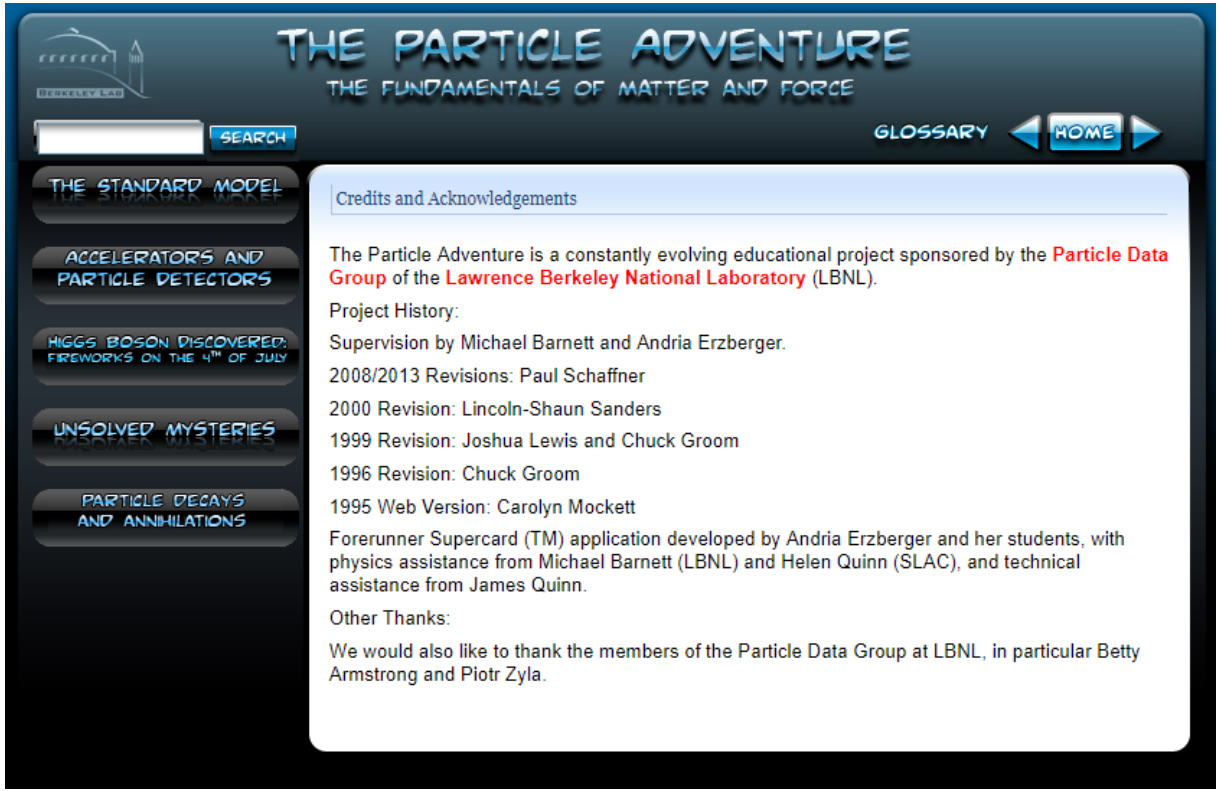




ADOPTED RESOURCES



WE NEED YOU!
TO MAKE IT HAPPEN