COMMUNICATING BIG SCIENCE

M J Schwartz
UNIZULU Science Centre, South Africa
Scientific research that requires massive capital investment but is expected to yield very significant results
BIG BUDGETS  
BIG STAFF  
BIG PARTNERSHIP  
BIG LABORATORIES  
BIG MACHINES
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?”
BIG SCIENCE

WiN WiN

SCWS 2017
Connecting the World for a Sustainable Future
1989

TIM BERNERS LEE
CREATOR
WWW
WORLD WIDE WEB

By: Coz
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

Miraikan, Japan
ACTIVITIES & PROGRAMS
ACTIVITIES & PROGRAMS
ACTIVITIES & PROGRAMS
ACTIVITIES & PROGRAMS
ASTROROCK FEST IN MT. MAGNET, AUSTRALIA
VIRTUAL ACTIVITIES

ATLAS VIRTUAL VISIT - BIRMINGHAM

LIVING MATHS GOOGLE HANGOUTS - CAPE TOWN
ADOPTED RESOURCES

THE PARTICLE ADVENTURE
THE FUNDAMENTALS OF MATTER AND FORCE

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2000 Revision: Lincoln-Shaun Sanders
1999 Revision: Joshua Lewis and Chuck Groom
1995 Revision: Chuck Groom
1995 Web Version: Carolyn Mockett
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WE NEED YOU! TO MAKE IT HAPPEN