

## Science Outreach

Science for and with Public Audiences

Dr. Tobias Leutritz

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Max Planck Institute  
for Human Cognitive and Brain Sciences Leipzig, Germany

# Outline

Overview and Motivation

Science Outreach – Opportunities

Science Outreach – Our chances and requirements



# Overview and Motivation

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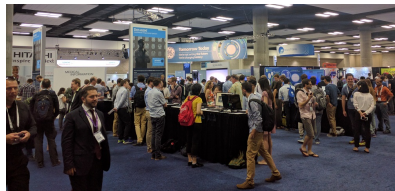


## Groups of interest

- ▶ School kids
- ▶ Students (undergraduate)
- ▶ Scientists
- ▶ Public/Stakeholders

## Aims of outreach

- ▶ Socialize
- ▶ Inform
- ▶ Educate
- ▶ Participate
- ▶ Stimulate



# Science Outreach – Opportunities

# Social Networks for Open Science

- ▶ Stay in contact within international projects (slack.com)
- ▶ Connect people with their research (ORCID.org, researcherID.com)
- ▶ Discuss literature and questions (researchgate.net)
- ▶ Stay on track of your career path (linkedin.com)
- ⇒ Immediate dissemination to a wide public (twitter, facebook)
- ⇒ Continuous communication (blogging → see Open Notebook Science)

# Open Educational Resources & Participation

- ▶ Online resources for students/PhDs (blogs, eLearning resources, Wikis)
- ▶ Experimental setups for public demonstration (mini MR at earth magnetic field)
- ▶ Girls' and Boys' Days: school kids visiting labs
- ▶ Jugend forscht (young scientists)
- ▶ Citizen Science
  - ▶ crowdsourcing (OpenStreetMap, Loss of the Night, Mückenatlas)
  - ▶ public discussion (greener city concepts)
  - ▶ gamification (Medulina)

# Science Outreach – our chances



# Science Outreach – Our chances and requirements

- ▶ Rise awareness through communication (subject recruitment, dissemination...)
- ▶ Connections to (future and former) scientists as well as stakeholders (the public!)
- ▶ Source of inspiration and information
  
- ▶ Annotation/segmentation tasks gamified as crowdsourcing challenge
- ▶ Publications need illustration – also pictures (→ graphics department!)
- ▶ Public events like Long Night of Sciences, Max Planck Day...



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