

# Science Communication as Outreach

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# Outline

- Introduction
- Definitions and Uses:
  - Outreach
  - Science Outreach
  - University Outreach
- Self-Description on institute websites
- Issues
- Conclusions



# Introduction

- Definitions
  - Outreach
  - Science Outreach
  - University Outreach
  - Examples



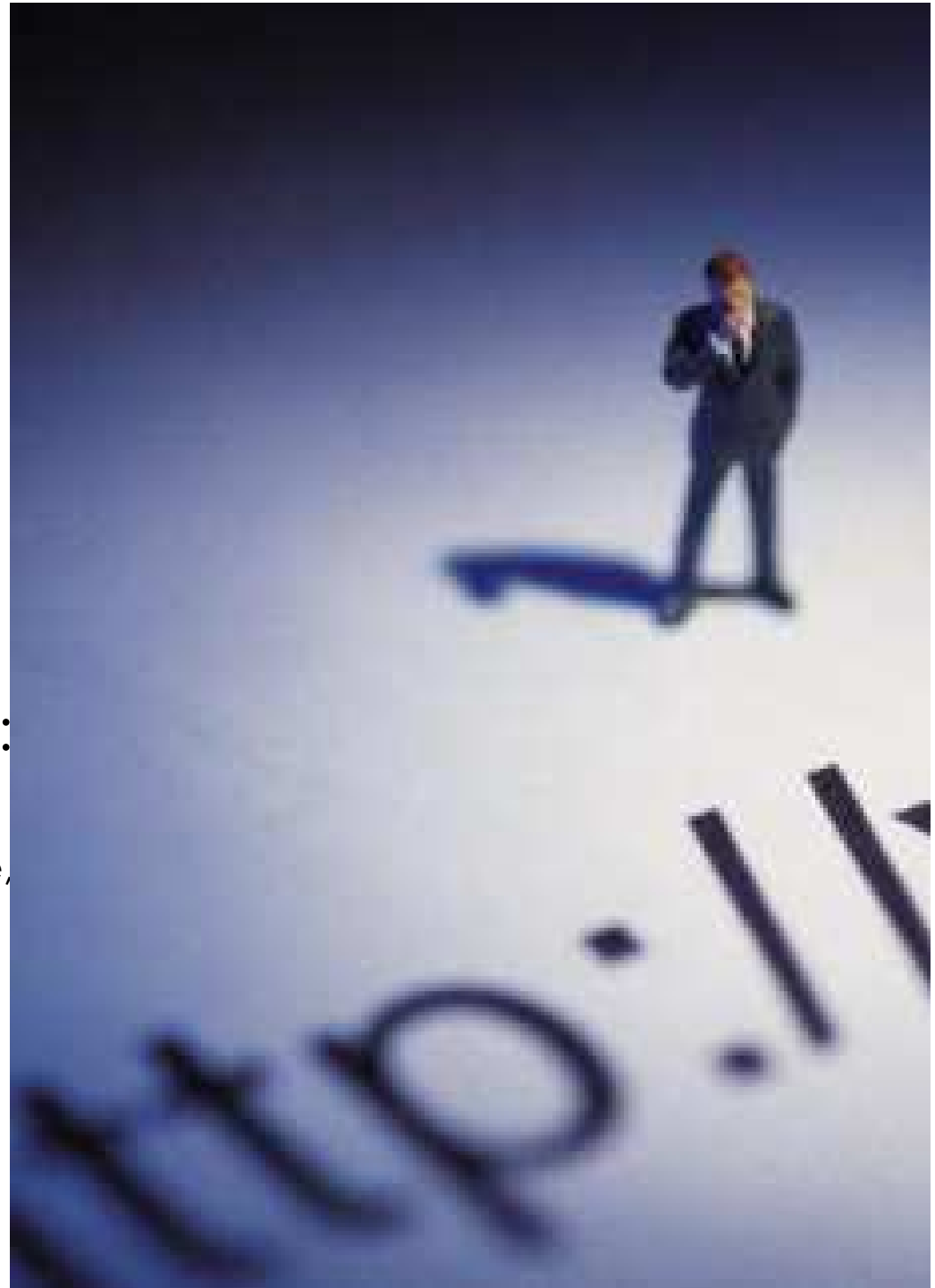
# Who's involved

- Universities
- Research Institutes
- Other institutions
- Private citizens
- Companies



# Self-Descriptions

- Young audiences
- Short term interventions
- Emphasize on Fun and Activity
- Words frequently used:  
Engage, encourage, interest, awareness, career, inform, excite, explore, promote, inspire
- Recruitment



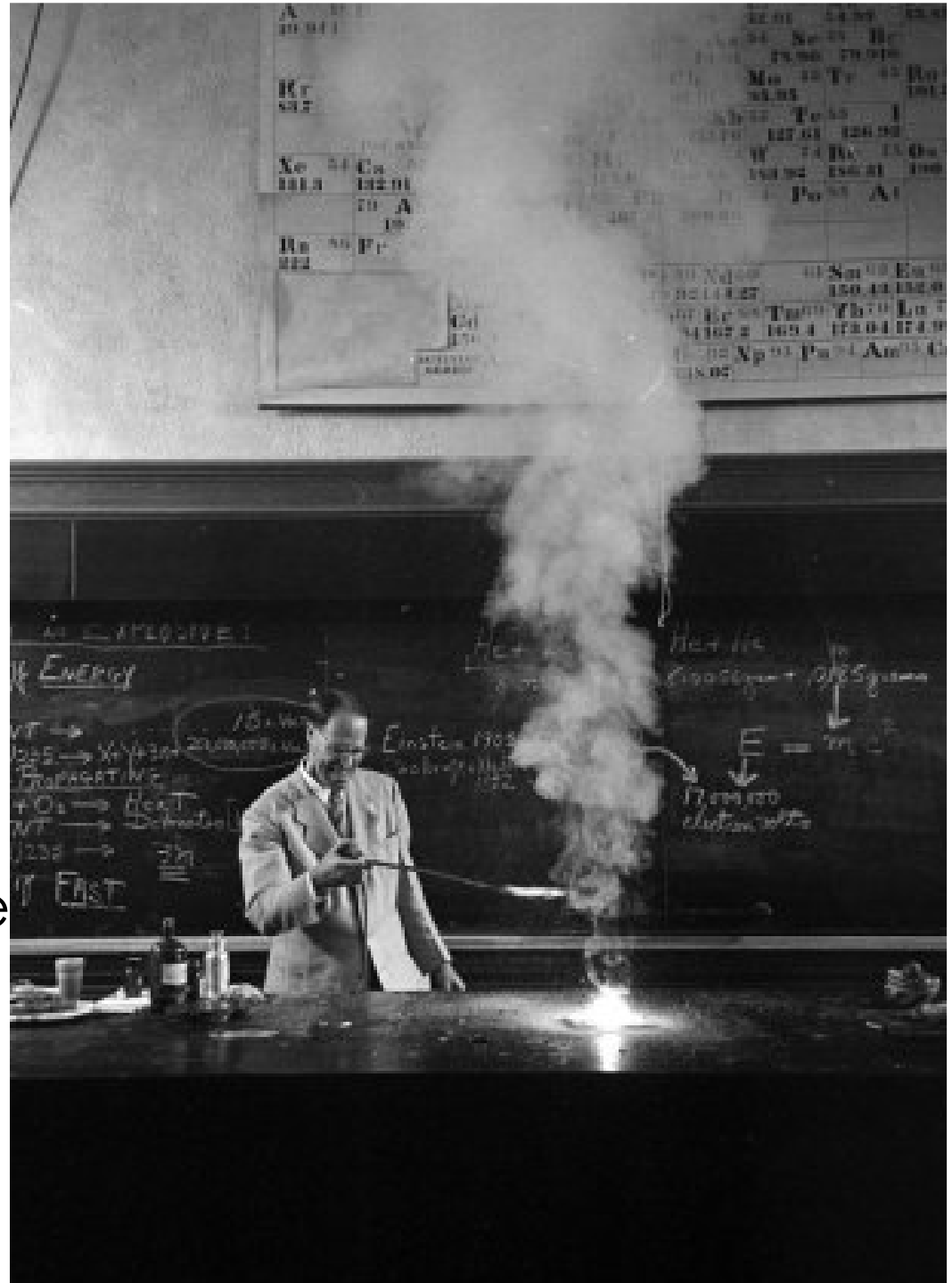
# Issues

- Science as Magic Show
- Realistic Depiction of Science?
- Audiences?
- Company Sponsoring
- “Outsourcing” of Science Communication



# Conclusions

- Young, recruitable audiences
- Emphasize on entertainment
- Engagement Ladder
- Picture of Science
- Outreach as a unique opportunity



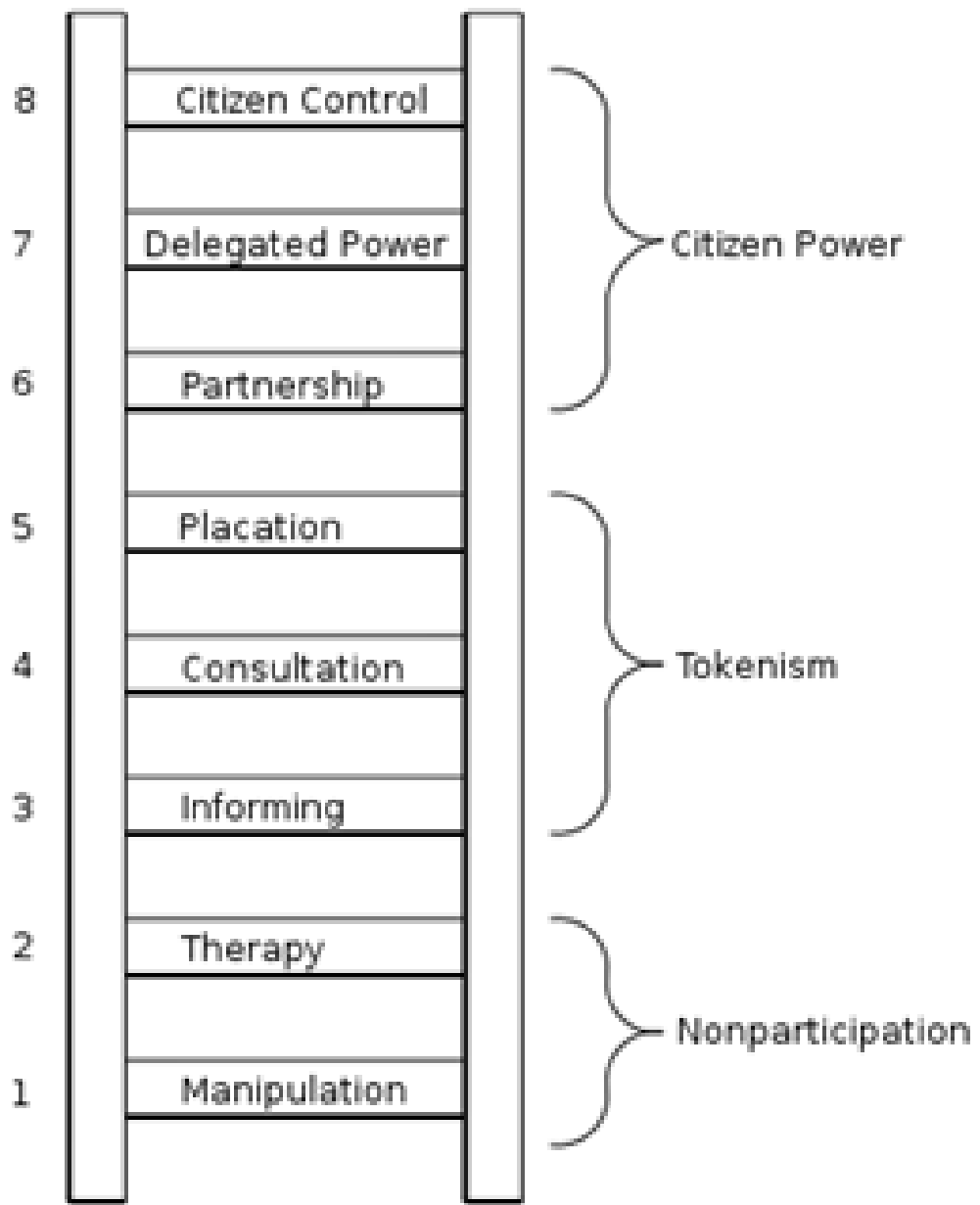
The End



Science Outreach - Mozilla Firefox  
File Edit View History Bookmarks Tools Help  
Science Outreach x +  
Go to a Web Site

As part of their science outreach programme, \_\_\_\_\_ came to the school to do some science experiments with Ms O' \_\_\_\_\_'s 4th class. There were many oohs and aahs as the children undertook lots of different experiments and watched the reactions taking place. Food was frozen and money was set alight..but thankfully it didn't burn! Gummi bears changed colour and there were plenty of loud bangs and puffs of smoke when the activities moved outdoors. We are looking forward to the next visit! All the photographs were taken by the children themselves!!





# Introduction

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## Introduction

The APC's Education and Outreach Programme aims to promote an understanding and interest in science in society, through communication with stakeholders.



Education and Outreach to industry and society form a fundamental cornerstone of APC activities. 1

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### Primary

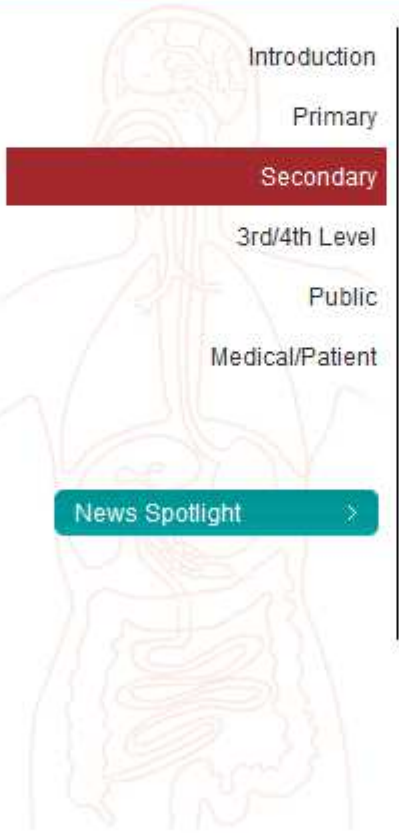
In the **Microbe Magic @ School programme**, the APC develops educational activities for primary schools which aim to support teachers in biological aspects of the new science curriculum and stimulate an interest in science in 10-12 year old students. Microbe Magic activities include:

- Visits by APC scientists to schools are available during **MicrobeMagic@School Week** (18-23 November 2012) and throughout the school year. Support material is available to teachers. If you would like an APC scientist to visit your school please send us a completed **application form**.
- **MicrobeMagic website** suitable for school students, teachers and parents. You will meet characters such as GI Jake, a bifidobacterium, and Luke O'Cyte, a white blood cell, together with educational **multimedia games**, experiments, quizzes and competitions or have your questions asked by an APC scientist!

### Microbe Magic



# Secondary



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## Secondary



The aim of APC's *Budding Biologists* Programme for secondary schools is to promote an understanding and appreciation of science in young people and highlight career opportunities in science. The programme provides students with the opportunity to conduct 'hands-on' experiments or to carry out their Transition Year work placement in university laboratories. This encourages students to study science at third level, illustrates scientific career opportunities and enhances their science awareness.

*Budding Biologists* activities for students and teachers include:

- **Transition Year Experience Programme 15-19 April 2013 Programme of Activities 2012**  
[Download Application form](#) Closing date for receipt of Application is 30 January 2013
- **Laboratory workshops** at UCC's Microbiology Department in areas such as microbiology, ...
- **School visits** by APC scientists giving presentations related to the secondary school Biology system, the immune system, Genetically Modified Organisms(GMOs), Gut Health and Nutrition  
[Download Application form](#)
- **Debating Science Issues** - Munster region co-ordinated by APC  
[More Information and DSI Schools Handbook and](#)

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### Public

Science is the language of the 21st Century and societal scientific literacy is the currency that will help the development of Ireland's Knowledge Economy. The aim of the APC's '*Bringing Science to Society*' Programme is to engage the wider scientific community and stimulate public interest in, and understanding of, science in society, with particular emphasis on gastrointestinal health.

*APC Public Fora* are regularly held. Recent topics have included: **Irritable Bowel Syndrome** ( May 2011), **TB- a remerging problem** (November 2010), **Inflammatory Bowel Disease** (May 2010), **Microbes and Mankind - how microbes have shaped history** (November 2009).

The public are also invited to attend the final of **Science for All**, a competition organised by the APC Engineering and Food Science, in which postgraduate students compete to explain their research use of scientific jargon.

#### See Also:

- **Microbe & Mankind - How bacteria and viruses have shaped mankind - (Summaries)**
- **Irritable Bowel Syndrome - Promoting a better understanding - (For Healthcare Professio**

