

Engaging the Public in Science and Technology

Rob Semper

Public Participation in Nanotechnology Workshop

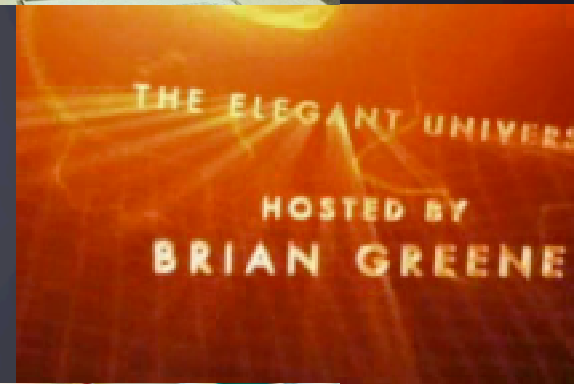
Arlington, Va

May 30-31, 2006

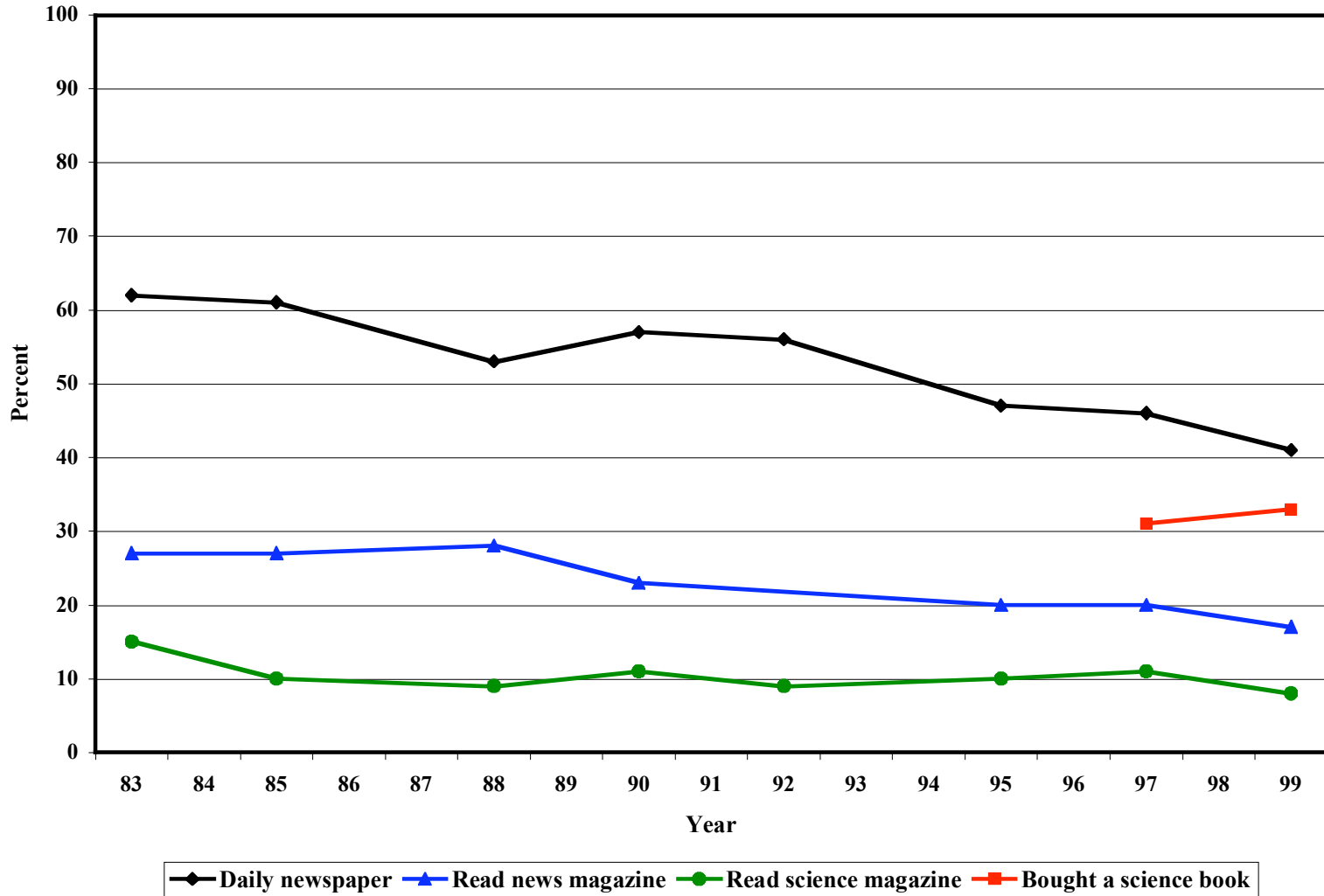


Informal Science Education Enterprise

- Public institutions
 - Museums, science centers, planetaria, zoos and aquaria
- Media
 - Broadcast (TV and radio), films (IMAX), interactive media, publishing
- Out of school activities
 - Clubs, camps, families

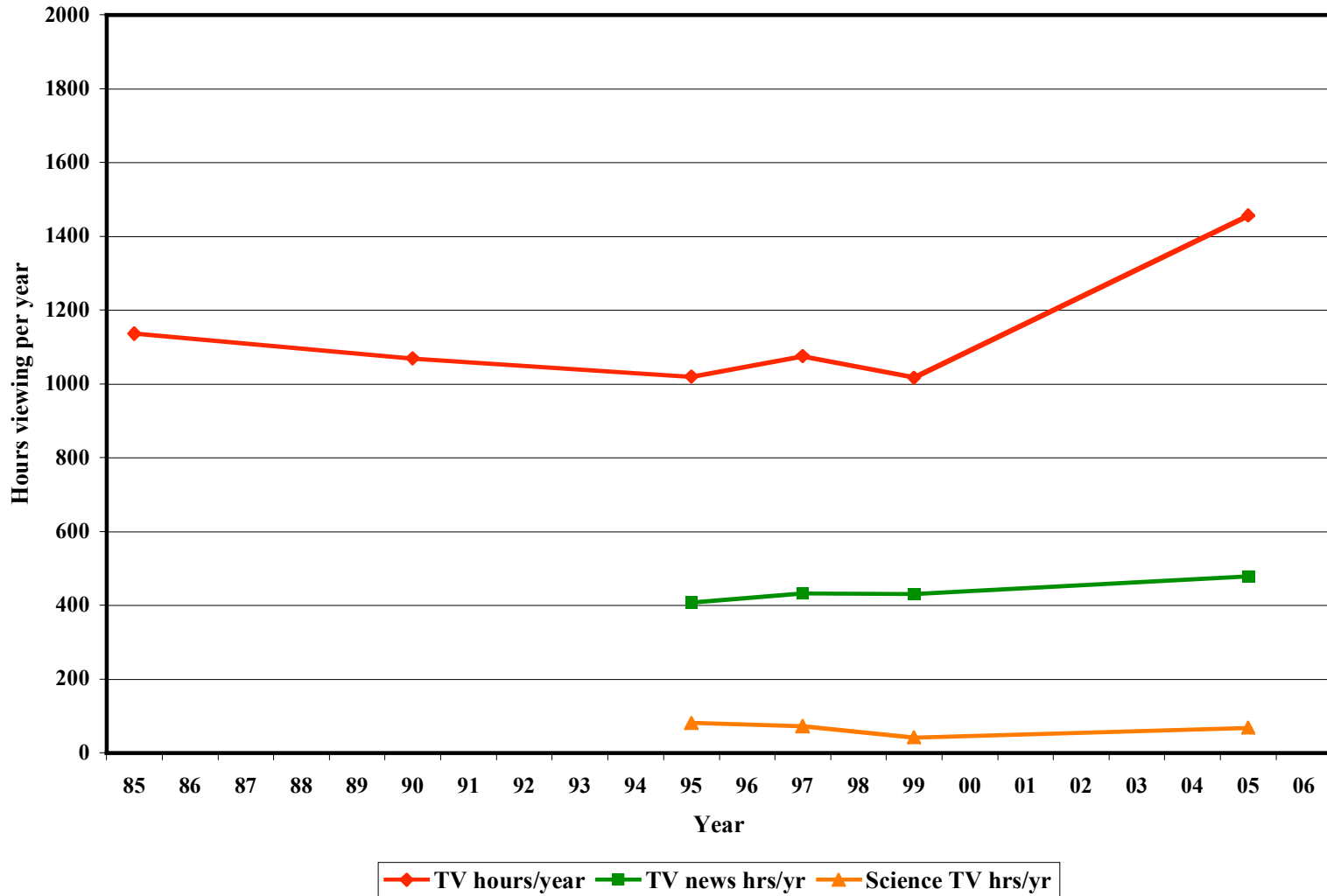


Adult Use of Print Media



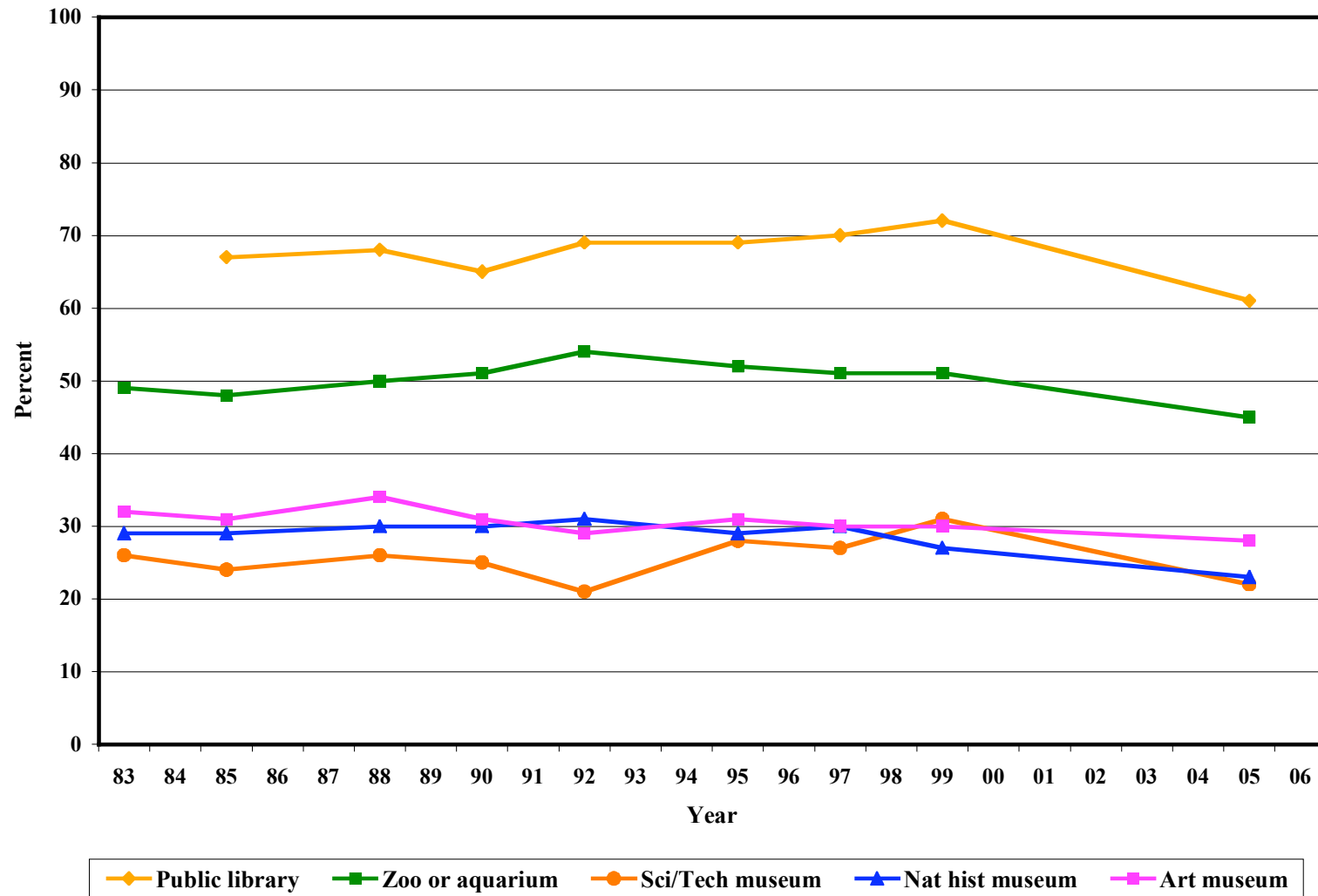
Jon Miller, in Public Understanding of Science, 2003

Number of hours of television viewing per year per adult, total, news, and science.



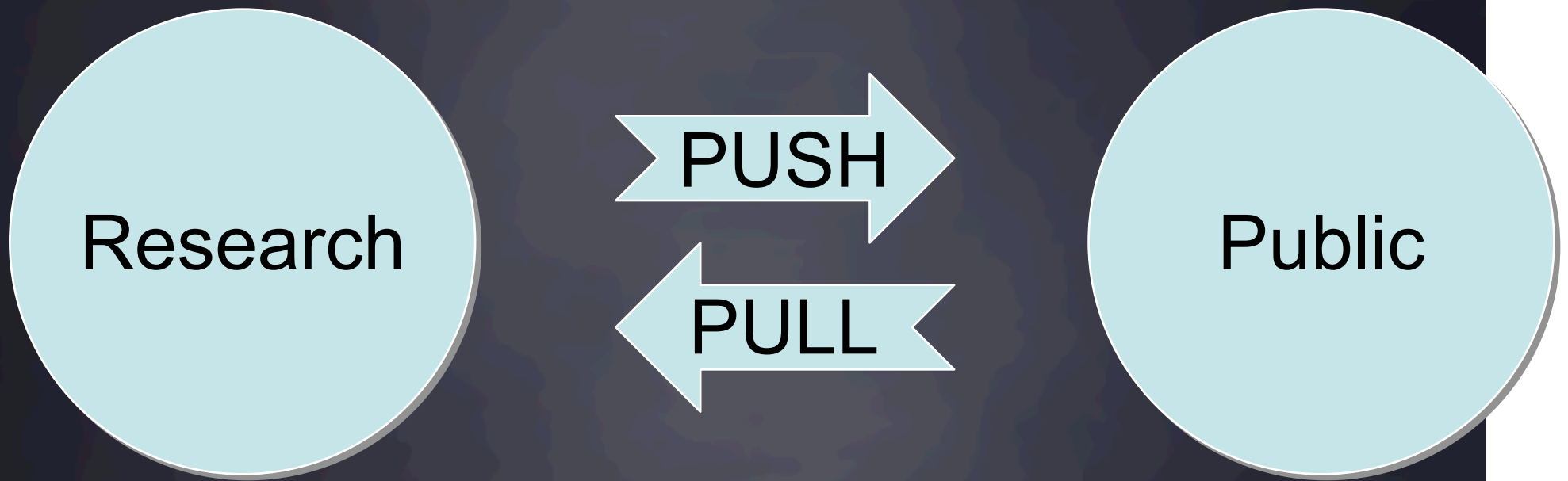
Jon Miller, in Public Understanding of Science, 2003
(updated through personal communication 2006)

Percentage of adults who visited selected informal learning institutions at least once a year



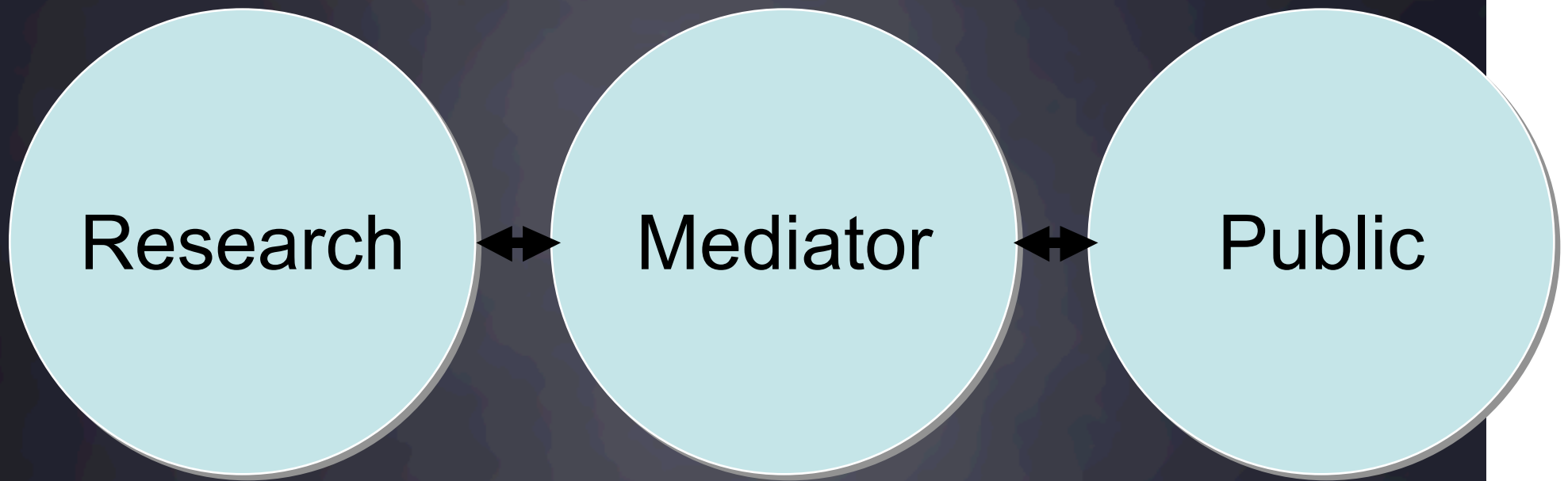
Jon Miller, in *Public Understanding of Science*, 2003
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Engaging the Public



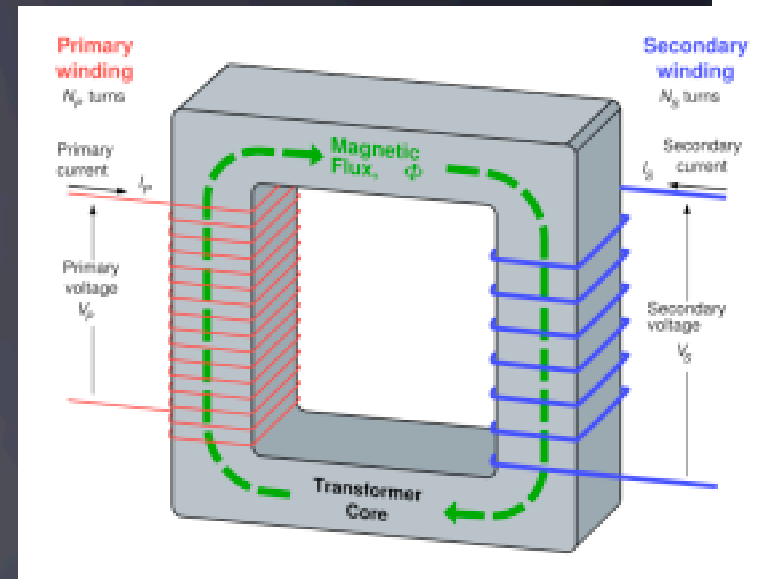
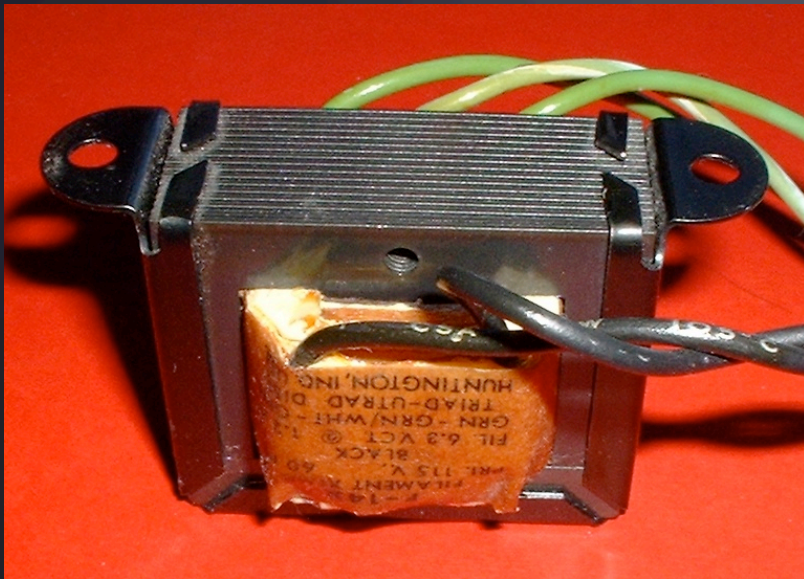
Research talks of public engagement in push terms.
Informal thinks of public engagement in pull terms.

Engaging the Public



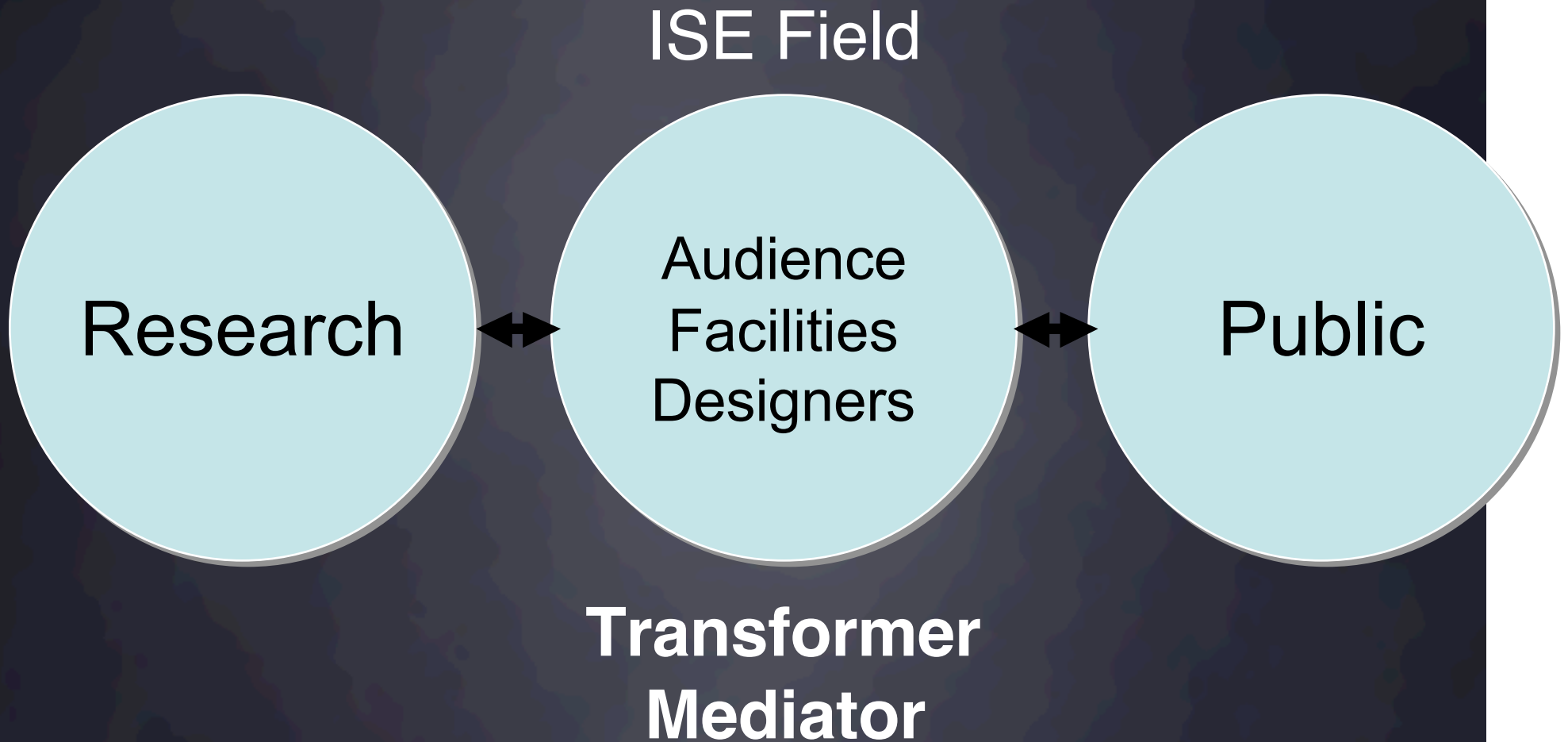
An intermediary can bridge the gap.

Transformer



Impedance matching for efficiency
Each side affect the other

ISE as Public Engagement Partner

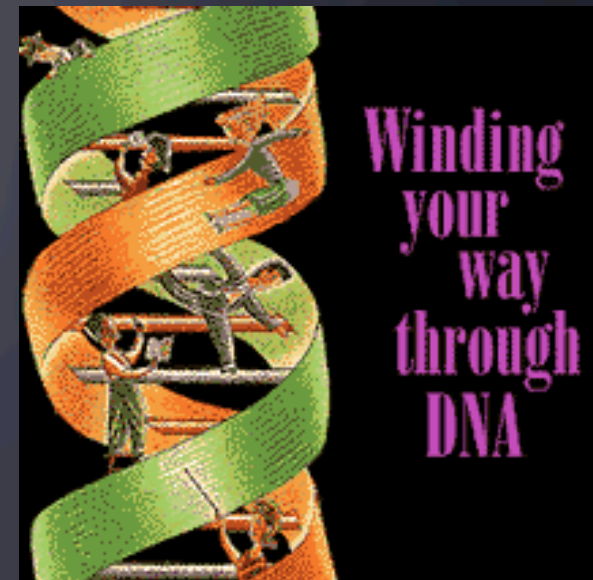


Public Engagement Strategies

- Spectrum from education to dialogue
- Participatory activities - After-school programs, Forums



After-School Programs



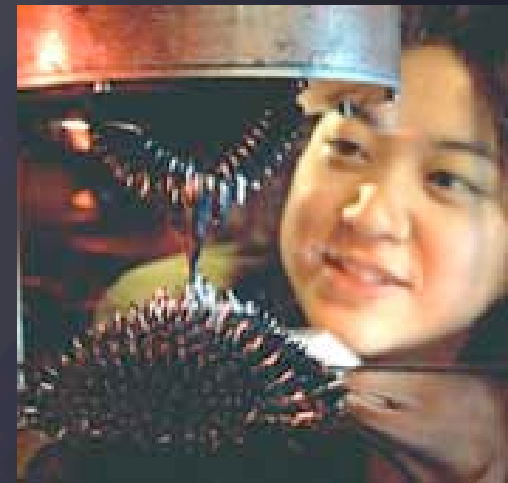
1992 Discussion Forum

Public Engagement Strategies

- Spectrum from education to dialogue
 - Dramatic experiences - IMAX, Exhibitions



Wired to Win IMAX Film



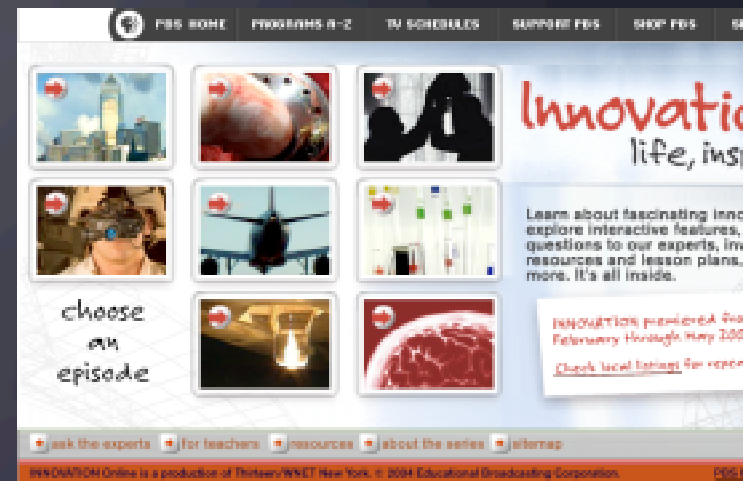
Strange Matter Exhibition

Public Engagement Strategies

- Spectrum from education to dialogue
 - Human stories - Live Webcasts, TV Documentaries



Exploratorium Webcast Studio



Innovations PBS Series



Nanoscale Informal Science Education
Network