

London Science Communication for Global Talents

- Overseas Internship -



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Outline

- 1. Introduction about internship**
- 2. Summary of daily activities**
- 3. Final task during internship**
- 4. Conclusion**



1. Introduction



What was our internship about?

5 days (September 10th, 2012 – September 14th, 2012)

internship in London Science Museum to learn how science is communicated to general audiences

What are our goals?

To learn about the connection between science and society

To get the skills to communicate interactively

2. Summary of daily activities

	Monday 10th	Tuesday 11th	Wednesday 12th	Thursday 13th	Friday 14th
9am		Damien. explainer team meeting			
10am	M & D meet and greet - energy café	Damien. fly zone 360	discuss forces resources w eilidh - revo	Audience research presentation (Hannah, Francis Crick room)	merel & dee - tour oramics & intro to participation projects
1030	Dani's trail	online resources - my office try ear gongs -& heads up Friday task	research & write wonderful things, plus list more objects that fall into contemp science themes http://sciencemuseumdiscovey.com/blogs/talkscience	science communication workshop with Aasiya & Damien- things	Deep Sea IMAX (choice)
11am		News + Views WAI live space (or FC)			
1130	Antenna tour with Kat	show talking points cards (wai) now brainstorm resource on forces - MMW	lunch out with jane, micol	lunch w aasiya & Damien, ant - deep blue	plan day activities as intro to museum for audience group
12pm					
1230	imperial lunch with team & Dani - feedback from trail	lunch	SUPERHUMAN workshop @ wellcome with micol & jane	1:30 Feel the force (M take)	plan day activities as intro to museum for audience group - prep pres
1pm					
2pm	Damien. interactive galleries LP, show at 230pm, (extensions), PP, GDN.	mystery boxes WAI live space (or FC)	Lilly & Alex W- science night downstairs office (M take)	present! Dana study	
3pm		weblab tour- claire - meet gallery entrance			
330		blog, flickr	blog, flickr	feedback w Ant - au revoir	
4pm	blog, upload to flickr - be in at 9am tomorrow				
430pm					

Rocket Show

Exploring how rockets get in to space, what they do when they are up there and how they get back down again – all with the help of Sir Isaac Newton.



SURPRISING!!!
Liked participation of audiences!



More spectacular than I expected!



Excellent and easy to understand.



The kids love it!



Interesting and easy to understand.

Mystery boxes

What's inside the box?



An easy activity to improve thinking, discerning and communication skills.



We tried basic science methods to guess what we don't know yet.



Mysterious !!! A first step to be an excellent scientist

Gives a good analogy to characteristics of science "facts" and "theories".



I really like the idea of not opening the boxes in the end.

Forces and MMW gallery

TASK: We were asked to explain the concept of forces to under 13 kids through objects from the Making the Modern World gallery.

- We chose the Grout 'Tension' bicycle (1871) or the 'ordinary' bicycle, to explain the concepts of push, pull and friction.



- The bicycle has no gears, thus we can easily demonstrate concepts of push and pull, and the resulting forward and backward motions. This can also be used to explain Newton's first and third laws of "motion", and "action and reaction".
- A bicycle could be made to run on different surfaces (rough and smooth) to explain friction force and demonstrate which surface is more resistant to motion.

Science Communication Workshop



Learned how to attract and speak to the audiences to make them understand.



Learned how to have audiences understand and enjoy scientific contents



Fun! I thought it was nerve wracking but I actually enjoyed!



There are a LOT of ways to communicate and require skills and practice to do so.



Brilliant! Learned to prepare for demonstration given only limited time.

3. Final task during internship

The background image shows a museum exhibit. A large, stylized question mark is visible, with the word "level" written in a curved font above it. The scene is dimly lit, with a warm, orange glow. In the foreground, several people are gathered around a table, looking at something. One person is holding a yellow object. The overall atmosphere is educational and interactive.

What was the task?

We were asked to plan an activity for an audience on the first day in the museum.

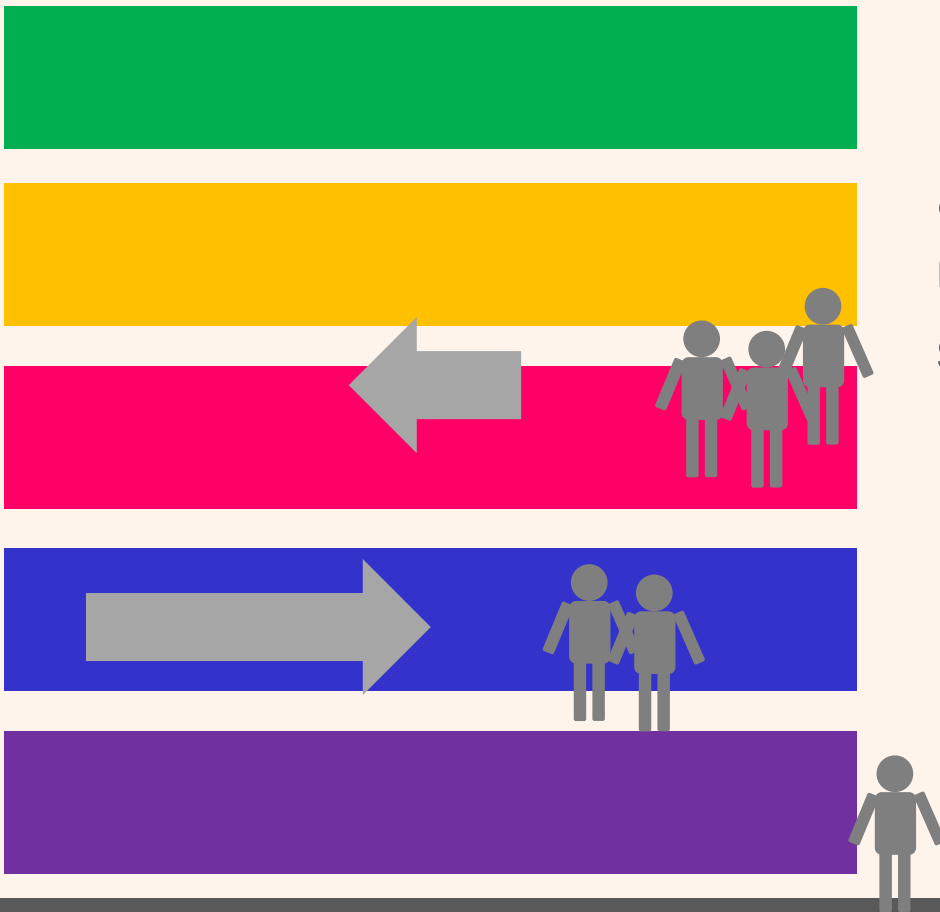
Who are the audience?

High school students who are later going to be involved in the development of a Telecommunication gallery in the museum.

3. Final task during internship

now in science museum : our point of view

Horizontal



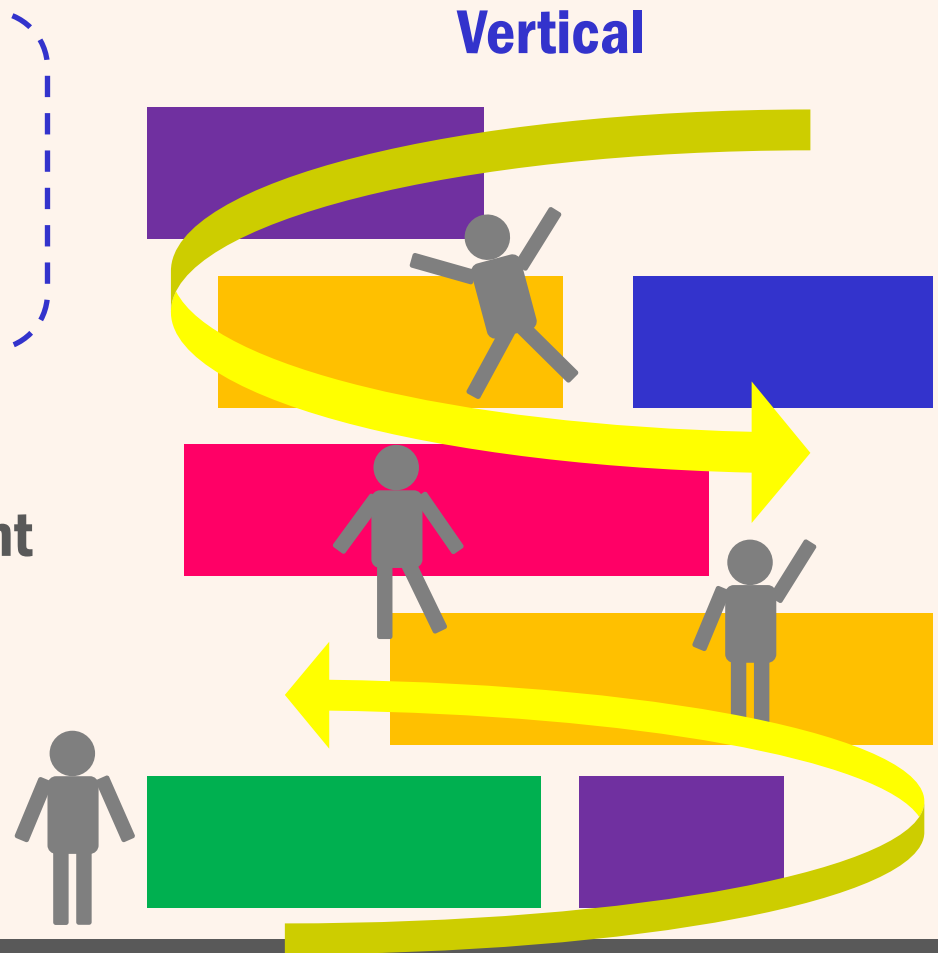
There are many ways to conduct museum introduction to audiences, and most activities use horizontal explorations like staying in same gallery.

3. Final task during internship

a new way to enjoy the museum

**Interactive,
Lively,
Integrated**

During our internship, we had a chance to find objects from different galleries that are strongly related. Thus, we propose a new way to explore the museum in a different perspective.



3. Final task during internship

a new way to enjoy the museum

- To realize the concept, we would like to introduce two more activities within this concept.

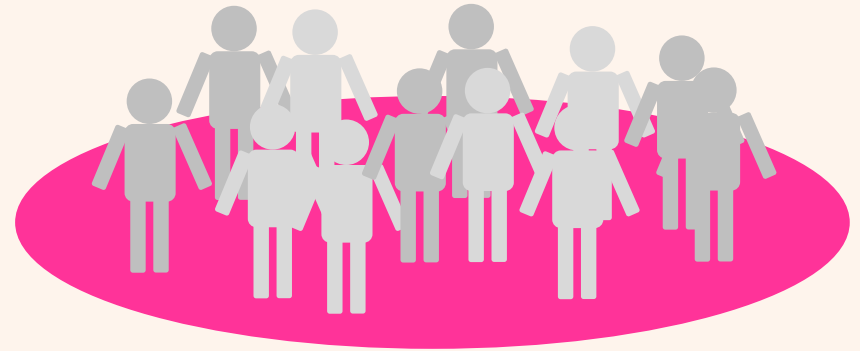
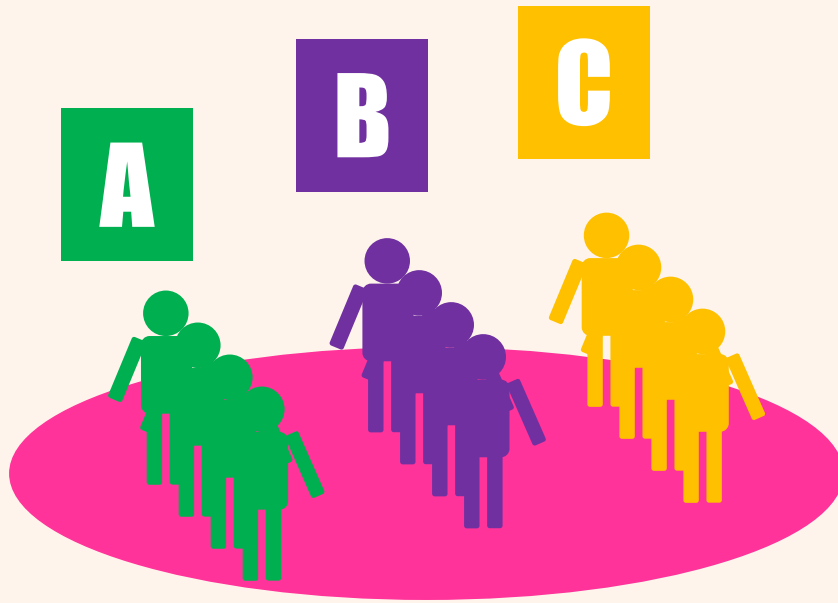
Quiz on each floor

- We first set **a theme** which objects and exhibitions from different galleries can be related to. For example, **“the evolution of prosthetics”** could be a theme.
- The activity will require answering questions, taking pictures of objects and images from shows related to the theme, and uploading them on facebook.



3. Final task during internship

Instructions:
















1. Divide the audience group into three or four groups.

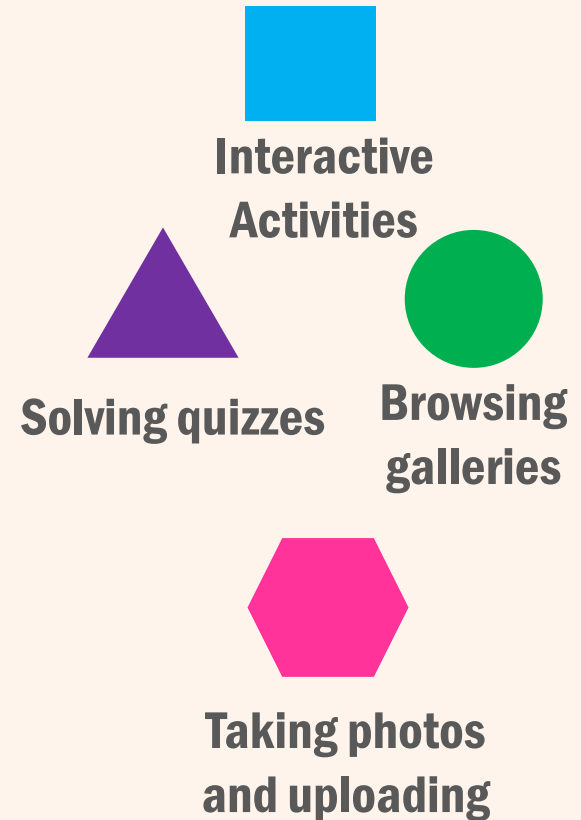
2. Each of small groups will have different themes such as Force, Body, Evolution etc.

3. Final task during internship

Instructions:

3. Each group could have different activities per floor/gallery that are related to their **given theme**.

5 th			+		
4 th		+		+	
3 rd			+		
2 nd		+		+	
1 st		+		+	



4. Conclusion

- We learned the methods of good science communication. We didn't realize it beforehand, but we learned that LISTENING is one method of communication.
- We also learned how Science Museum exhibits and galleries are organized.



Thank you very much for your attention.

