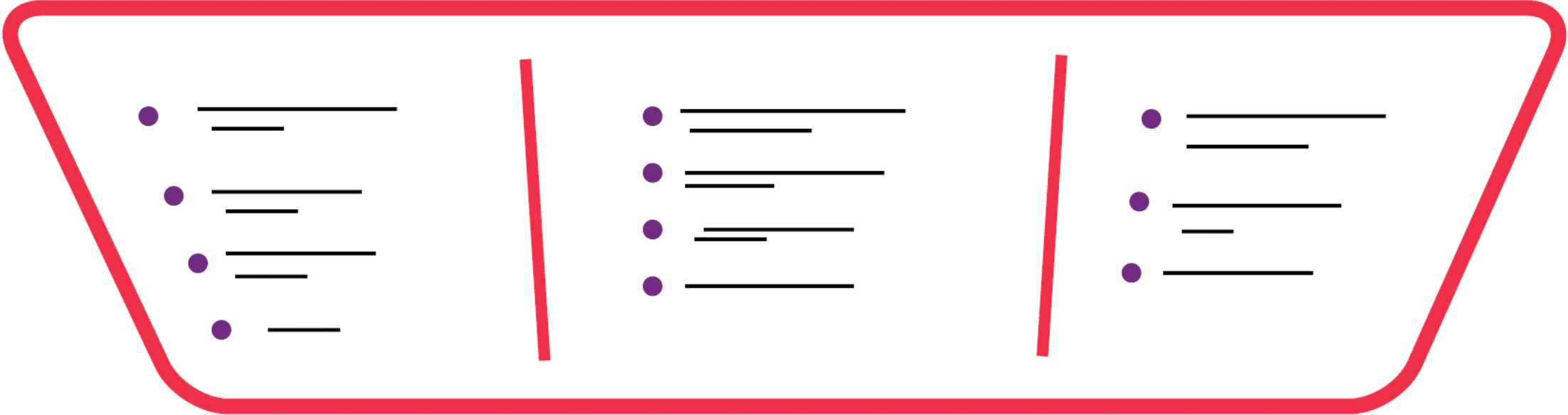


# Nikhef Jamboree, 15 May 2023



Martine Oudenhoven  
Communication  
Advisor



## Science Communication Takeaway





# WHY SCIENCE COMMUNICATION IS IMPORTANT



INSPIRE FUTURE  
GENERATION OF SCIENTISTS



INFORMED DECISIONS  
RELATED TO SCIENCE



IT'S FUN AND KEEPS YOU  
SHARP!



SOCIAL RESPONSIBILITY:  
IT'S TAXPAYERS' MONEY



IF NOT YOU, THEN WHO?



Wetenschap Tristan du Pree zoekt bij het Cern naar nieuwe deeltjes

# ‘Alsof ik bij mijn favoriete club speel’

## Hoe dichtbij zijn we bij het zien van donkere materie?

Wetenschap Vandaag • 21 apr • 6 minuten



nrc

N.B. Het kan zijn dat elementen ontbreken aan deze printversie.

Luister naar 04:43

# Anti-atoomkernen uit de Melkweg zijn van nut bij de zoektocht naar donkere materie

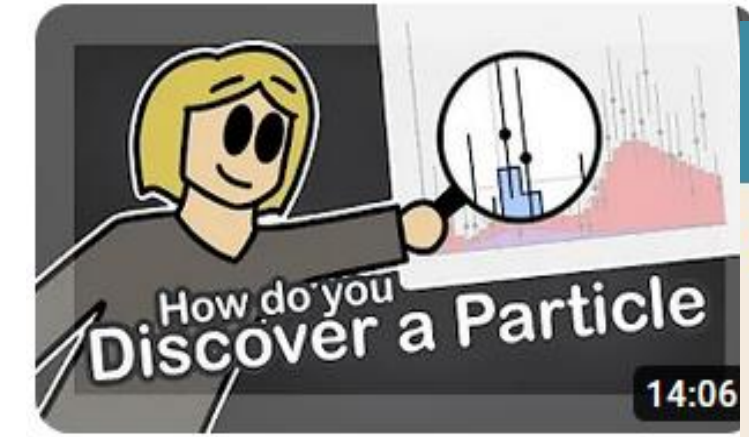
Natuurkunde Donkere materie is een van de grote mysteries in de moderne natuurkunde. Hoe vind je deze onzichtbare deeltjes?



Patrick Koppenburg @PKop... · 20 apr. You can't tell gravity from acceleration is the founding principle of general relativity (it becomes more complicated later). Usually this is illustrated with a falling elevator. (1/6)



1 29 4.890



How do you Discover a Particle?

6.3K views • 10 months ago

## Donkere materie laat zich maar niet zien

EXPEDITIE NEXUS

Op expeditie | Programma | Tickets | Praktische

### Vraag maar Raak! Alles over de Ruimte met Rasa Muller

Dacht jij dat de aardbol al groot was? Buiten onze aarde is er een nog veel groter universum met sterren, planeten en eendeloze donkere materie. Wat zweeft daar allemaal? En hoe doe je eigenlijk onderzoek naar de ruimte? Natuurkundige Rasa Muller neemt je mee op een reis door de ruimte, van het grote heelal naar de aller kleinste deeltjes.



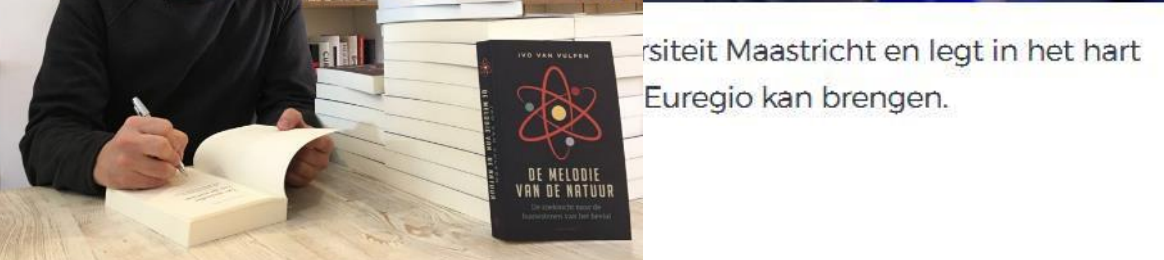
Carolina Bolognani da Silva PhD Candidate Grav. waves and Fundamental physics



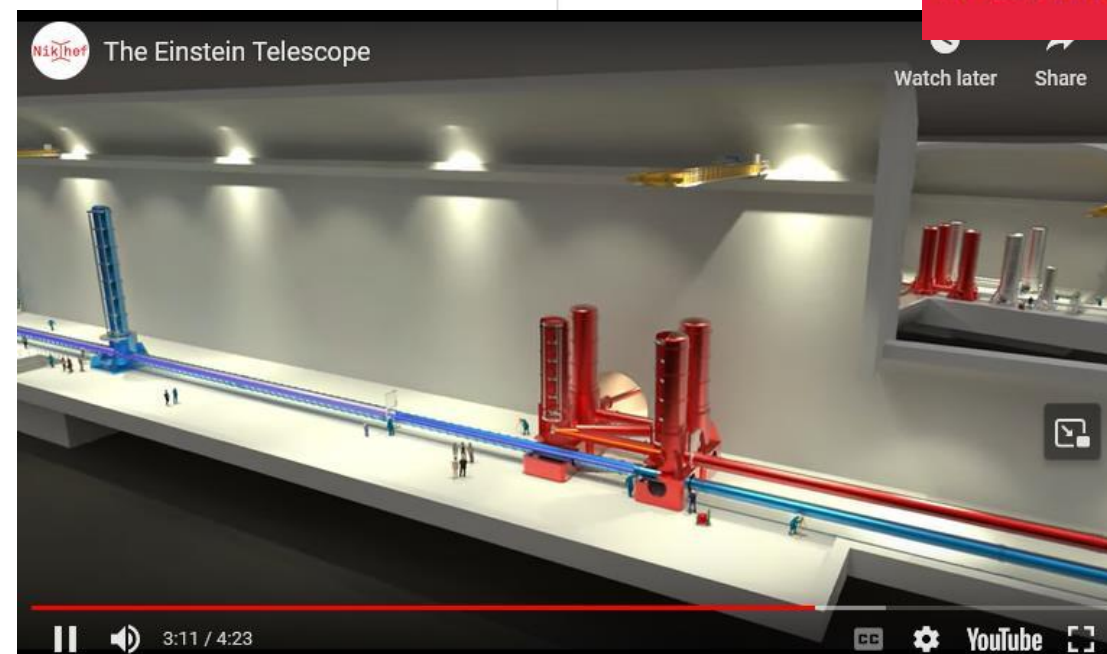
Luise Kranzhoff PhD Candidate Grav. waves and Fundamental physics

FYSICA

# De energierevolutie die verdampte: staat de natuurkunde aan de vooravond van een crisis?



...siteit Maastricht en legt in het hart Euregio kan brengen.



16 December 2022

Suzan Besegmez in the NRC on ALICE study of surviving antimatter



2 May 2023

Weekly weblog Theory master student Heleen Mulder from Seattle (week 1, 2 & 3)

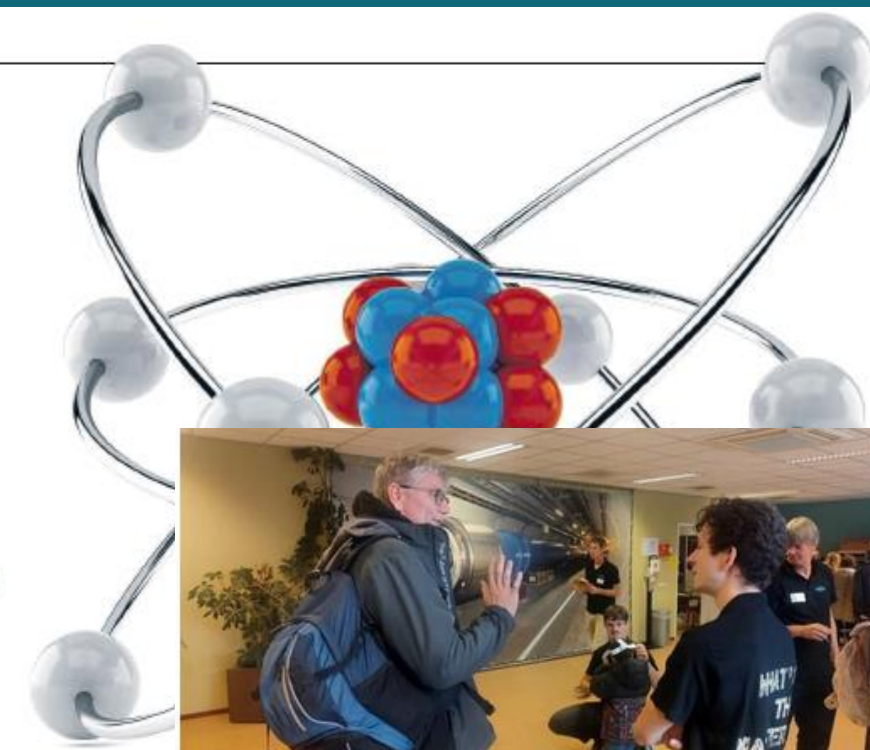


Natuurkunde Protonen

## Deels een raadsel

Protonen gedragen zich in een elektromagnetisch veld anders dan verwacht. Het is de zoveelste aanwijzing dat in dit meest alledaagse van alle deeltjes nog fikse geheimen schuilen.

Door George van Hal



5 October 2022

Limited open day Nikhef big success



# INDIVIDUAL EXERCISE (10 MIN)

## Create your own science communication activity

### 1 Choose your target audience\*

- Families living close to the building I work in
- Children
- Teens
- Science fans
- Policy advisors
- Science journalists
- General journalists
- CEOs in industry
- Researchers in other fields
- Technical students
- Concerned citizen
- Other:

\*NOT ALLOWED: the general public

Describe your target audience in a bit more detail:

### 2 Choose your comms tool

- Open day activity
- Video
- Blog article
- Article in Dimensions
- Interactive workshop
- Science cafe
- Guest lecture at a school
- Popular science media
- Book
- Infographic
- Social media (specify channel)
- Dialogue
- Other:

Describe your scicomm activity in a bit more detail:

### 3 Create your key message

Write it down here:

### Helpful questions:

- What does your target audience already know about this topic?
- How do they feel about it?
- How are they behaving related to this topic and information?
- Where are they?
- What comms tools do they use themselves?
- How could you get to know your target audience beforehand?
- What do you like most about this topic?
- Which communication tools do you feel comfortable with?

Your name:

Is it ok if we contact you afterwards? Yes / No

# DISCUSS IN GROUPS (10 MIN)

## Create your own science communication activity

### 1 Choose your target audience\*

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# WRAP UP (10 MIN)

## Create your own science communication activity

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Your name:

Is it ok if we contact you afterwards? Yes / No

Please hand in your science  
communication menu on the way out!  
(and take a picture for your own memory)