

APR13-2013-000794

Abstract for an Invited Paper
for the APR13 Meeting of
the American Physical Society

The Flame Challenge and Communicating Science

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When famed actor and science enthusiast Alan Alda was 11 years-old he was itching to know the science behind a flame. He asked his science teacher but her blunt response didn't exactly satisfy his curiosity. "It's oxidation," she said. 65 years later, Alan Alda launched "The Flame Challenge," an annual contest encouraging scientists to improve their communication to the general public. In this talk, last year's winner discusses his approach to successfully explaining the science behind a flame to a wide audience. Because communicating science is a pillar of the scientific method, he shares key elements of successful communication important for engaging funders, policy-makers, students, the general public, and even other scientists.