Abstract Submitted
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Novel approaches for inspiring students and electrifying the public[1] SUZY LIDSTRÖM, Physica Scripta, Royal Swedish Academy of Sciences, Stockholm, ALEX READ, University of Oslo, STEPHEN PARKE, Fermilab, ROLAND ALLEN, Texas A&M University, STEVEN GOLDFARB, CERN, SASCHA MEHLHASE, Niels Bohr Institute, TORD EKELÖF, Uppsala University, ALAN WALKER, Edinburgh University — We will briefly summarize a wide variety of innovative approaches for inspiring students and stimulating broad public interest in fundamental physics research, as exemplified by recent activities related to the Higgs boson discovery and Higgs-Englert Nobel Prize on behalf of the Swedish Academy, CERN, Fermilab, and the Niels Bohr Institute. Personal interactions with the scientists themselves can be particularly electrifying, and these were encouraged by the wearing of "Higgs Boson? Ask Me!" badges, which will be made available to those attending this talk. At CERN, activities include Virtual Visits, (Google) Hangout with CERN, initiatives to grab attention (LEGO models, music videos, art programs, pins, etc.), substantive communication (lab visits and events, museum exhibits, traveling exhibits, local visits, Masterclasses, etc.), and educational activities (summer student programs, semester abroad programs, internships, graduate programs, etc.). For serious students and their teachers, or scientists in other areas, tutorial articles are appropriate. These are most effective if they also incorporate innovative approaches – for example, attractive figures that immediately illustrate the concepts, analogies that will resonate with the reader, and a broadening of perspective.

[1]Physica Scripta, Royal Swedish Academy of Sciences

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