

Abstract Submitted
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Enhancing the public impact of the Higgs discovery and other fundamental physics research¹ SUZY LIDSTROM, Physica Scripta, Royal Swedish Academy of Sciences, Stockholm, Sweden, ALEX READ, University of Oslo, STEPHEN PARKE, Fermilab, ROLAND ALLEN, Texas A&M University, STEVEN GOLDFARB, CERN, SASCHA MEHLHASE, Niels Bohr Institute, TORD EKELOF, Uppsala University and CERN, ALAN WALKER, Edinburgh University — The recent experimental discovery of a Higgs boson by the ATLAS and CMS collaborations at the LHC, together with the awarding of the 2013 Nobel Prize for its theoretical prediction, has presented an exceptional opportunity for public outreach regarding the goals and importance of fundamental research in physics. We discuss novel avenues for further extending this outreach in all areas. These range from tutorial papers addressing students and teachers to internet resources and presentations to unconventional, but captivating, educational materials such as musical videos and LEGO models. Interaction with active scientists can be particularly stimulating. We account how this was encouraged (by means such as badges inviting questions from the public) during Nobel week and afterwards. *The 2013 Nobel Prize in Physics explained*

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