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How Physics World reaches out in a digital age

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Physics World is an award-winning international magazine that exists in print and digital formats. Exploiting the opportunities available with digital publishing and apps, our output has expanded hugely in recent years to include technology-linked focus issues, regional special reports on the likes of China, India, Mexico and Brazil, plus audio, video and interactive material too. This growth in content - and new media for presenting physics - reflects wider changes in communication. People increasingly want to access content in a manner and time of their choosing, seeking out information presented in a way that suits them and their needs. That can be challenging for physics communicators because it means tailoring your message to different audiences and the medium they are using. But it's exciting too as you can reach out to many more people into physics - and in many different ways - than was possible in the past. This talk outlines some principles of good communication, including telling a good story, bearing the reader, viewer or listener in mind, using appropriate media, keeping up with social media, and exploiting the power of video. But with new forms of communication constantly emerging, it's worth remembering there is no one "right answer".