Abstract Submitted
for the MAR16 Meeting of
The American Physical Society

Creating a Community to Strengthen the Broader Impacts of Condensed Matter Physics Research[1] SHIREEN ADENWALLA, JOCELYN BOSLEY, Dept of Physics, University of Nebraska, GREGORY VOTH, Dept of Physics, Wesleyan University, LEIGH SMITH, Dept of Physics, University of Cincinnati — The Broader Impacts (BI) merit criteria set out by the National Science Foundation are essential for building the public support necessary for science to flourish. Condensed matter physicists (CMP) have made transformative impacts on our society, but these are often invisible to the public. Communicating the societal benefits of our research can be challenging, because CMP consists of many independent research groups for whom effective engagement in the public arena is not necessarily a forte. Other BI activities, such as engaging K-12 students and teachers to increase scientific literacy and strengthen the STEM workforce, may be very effective, but these are often isolated and short in duration. To increase the visibility of CMP and to make the implementation of BI activities more efficient, we have created a website with two sides: a public side to communicate to a broad audience exciting scientific discoveries in CMP and the technologies they enable, and a private side for condensed matter researchers to communicate with one another about effective broader impact activities. Here we discuss the content of the new website, and the best practices we have identified for communicating the excitement of CMP research to the broadest possible audience.

[1]NSF-DMR 1550737, 1550724 and 1550681

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Date submitted: 06 Nov 2015 Electronic form version 1.4