

# Outreach in Astronomy

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# Why Do Outreach?

- Helps you see the “big picture” in your field
- Teaches you things that will help in other parts of life
- Break stereotypes about scientists
- Show people why science is important (and worth spending money on)
- You’ll have fun!!



# Engaging the Audience

- Tell stories & **make it personal!**
- Show emotions
- Walk around and make gestures to engage people's attention
- Use props
- Ask questions or take polls of the audience

## Terms that have different meanings for scientists and the public

Scientific term	Public meaning	Better choice
enhance	improve	intensify, increase
aerosol	spray can	tiny atmospheric particle
positive trend	good trend	upward trend
positive feedback	good response, praise	vicious cycle, self-reinforcing cycle
theory	hunch, speculation	scientific understanding
uncertainty	ignorance	range
error	mistake, wrong, incorrect	difference from exact true number
bias	distortion, political motive	offset from an observation
sign	indication, astrological sign	plus or minus sign
values	ethics, monetary value	numbers, quantity
manipulation	illicit tampering	scientific data processing
scheme	devious plot	systematic plan
anomaly	abnormal occurrence	change from long-term average

# Places to do Outreach

- Observatories & planetariums
- Public lecture series at schools, libraries, etc.
- “Science on tap” or “science café” events
- Senior citizens’ homes
- The internet! Twitter, YouTube, podcasts, blogs...



# Resources

- WorldWide Telescope and/or Google Sky for “sky tours”
- skymaps.com to learn the constellations
- Watch videos of other people doing outreach talks
  - TED talks
  - SETI talks
  - [Laura Kreidberg on YouTube](#)
- [More on my website](#)