



Broadening access to science events by using the internet

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Many institutions put on science events (such as lectures or hands-on science fairs), through which we are seeking to engage the general public in science. Such science events are often aimed at a primarily local audience: An audience that can travel to attend the event in person. However, many people interested in an event in principle may not be able to attend an event in person, simply because they are unable to travel there. In this talk we describe the Science Live initiative (www.sciencelive.org), which uses internet-based technologies, such as internet video, to broaden access to science events. We show how such technology can be used to cost-effectively create an attractive online-experience for a non-local audience. Particular attention is given to events which are aimed at young people, including events aimed at young learners in a school context.