

#meetTheMAGICians: Science communication and visibility of young researchers

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Among the many activities organized by the Outreach working group of the MAGIC (Major Atmospheric Gamma-ray Imaging Cherenkov) Collaboration, we would like to present the ongoing project #meetTheMAGICians. Under this hashtag, used on our social media pages (@MAGICtelescopes), we collect live streaming events on astroparticle physics topics, series of social media posts, videos and other contents. In addition to increasing the visibility of the MAGIC collaboration, a central goal of #meetTheMAGICians is to strongly connect the communication of our science to the individual achievements of our researchers. It is a community-wide challenge to increase the individual recognition of early career scientists in large international science collaborations. In this project, we give young members of the MAGIC collaboration the chance to increase their visibility in the astroparticle community by highlighting their individual contributions to our research. At the same time, we aim to communicate to the general public how exciting and diverse astroparticle physics can be, and to stimulate in young students the curiosity towards the extreme Universe. We will present an overview on the present status of the project, and an analysis of both successes and remaining challenges.

Keywords

outreach; science communication; social media; early career scientist; visibility; researchers; live streams

Collaboration

MAGIC

other Collaboration

Subcategory

Outreach and Education

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