Contribution ID: **761**   Type: **Parallel session talk**

Engaging Adults –Education and Outreach for ages 16+

Monday 21 August 2023 17:45 (15 minutes)

The ATLAS Collaboration has developed a number of highly successful programmes featuring educational content for schools and universities, as well as communication strategies to engage the broader public. The ATLAS Open Data project has successfully delivered open-access data, simulations, documentation and related resources for education and outreach use in High Energy Physics and related computer sciences based on data collected in proton–proton collisions at 8 TeV and 13 TeV. These resources have found substantial application worldwide in schools, universities and other public settings. Building on this success and in support of CERN's Open Data Policy the ATLAS experiment plans to continue to release 13 TeV data for educational purposes and –for the first time –also for research purposes. The ATLAS Communication Programme prepares substantial web content through online press statements, briefings that explain topical result releases to the public, video content (interviews with analysers, tours and live Q&As), and social media engagement. We will summarise the landscape of the ATLAS Open Data project and discuss communication strategies, types of content, and the effect on target audiences, with best practices shared.

Collaboration / Activity

Outreach

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Session Classification: T14 Outreach, Education and EDI

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