

Engaging **young audiences** in the history of  
Italian physics: a **new INFN tool** to give  
new light to **historical videos**

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# The project

**La Mediateca INFN.** The history of physics through videos.

Today: **168 videos**, lasting 76h 8m 48s **from 1938 until 2018**, from different archives.

- **Create a digital space**  
to collect the audiovisual heritage on fundamental physics
- **Preserve and value**  
this historical heritage
- **Share**  
With society the history, knowledge and culture produced by fundamental physics research



Cabibbo Nicola racconta Touschek



Sul mesone 'mu' | Conversi Marcello



Materia e antimateria | Bernardini Gilberto



La storia del positrone, The history of the positron  
| Dirac Paul

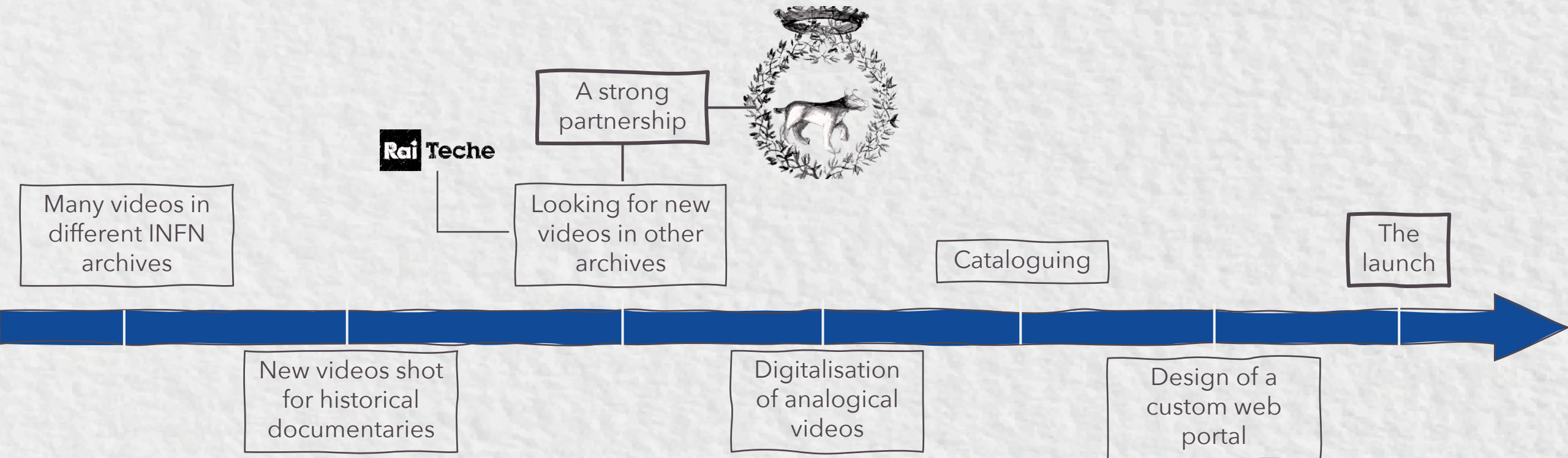


La ricostruzione della fisica italiana



L'era atomica, considerazioni di Enrico Fermi

# The history



# Let's take a look!



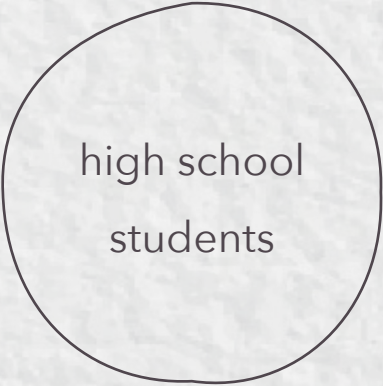
la  
mediateca  
INFN

# The launch

when



to whom



where



+ live streaming

who with



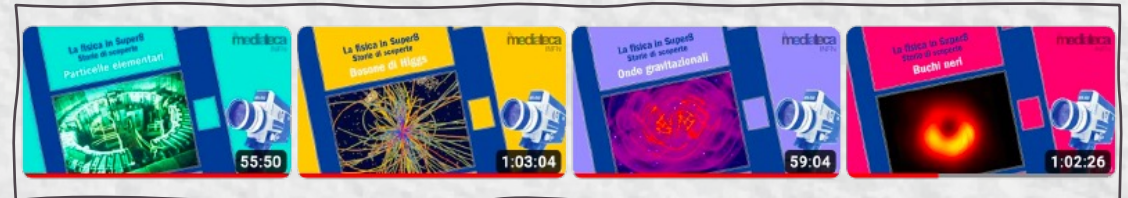
**12.000**  
**high-school students**

# Get young students involved!

## CONTEST



## SOCIAL MEDIA



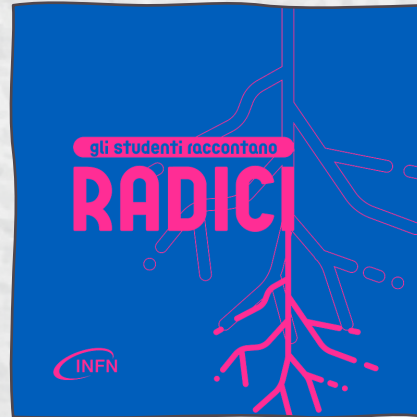
# The contest

**The challenge.** Make a **5min podcast** sketching the portrait of a leading scientist in the history of Italian physics using audio extracts from La Mediateca INFN.

**The phases.** (1) watch the videos (2) research (3) make the podcast.

## The prize.

- Get your podcast published
- Win a scientific trip to  
INFN Gran Sasso Labs

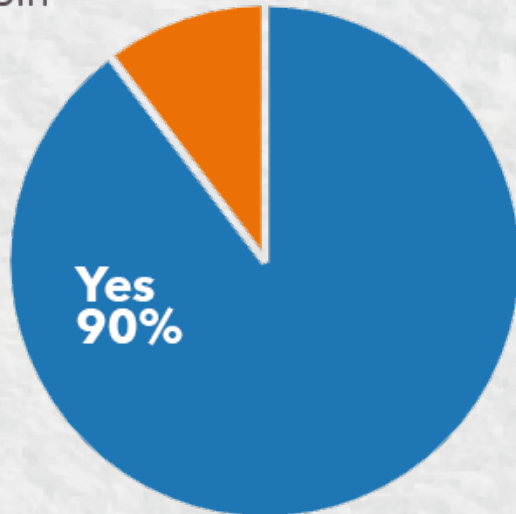


# The contest

**500 students**, organised in 130 teams, from all over Italy submitted their podcasts.  
Originally 1481 students, coming from 74 different schools, registered.

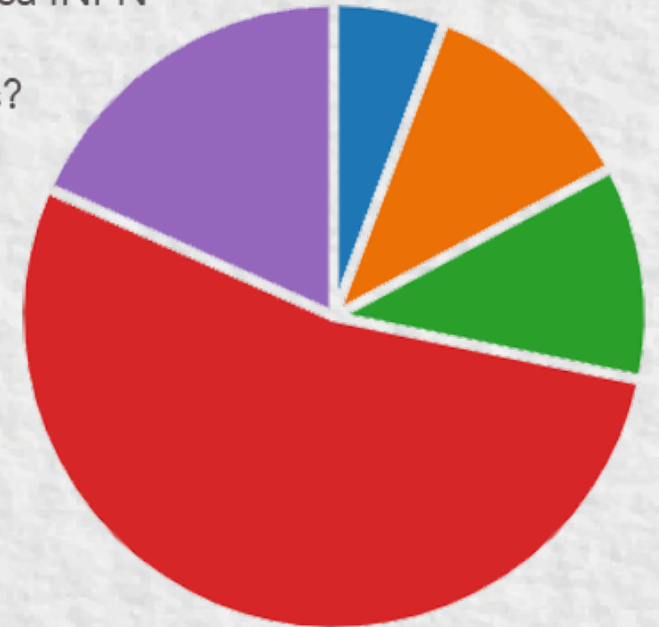
Highlights from a wider **questionnaire** (236 responses)

Would you encourage your peers to join the contest?



How useful was La Mediateca INFN to find out more about the history of Italian physics?

- not useful at all, 6%
- not very useful, 11%
- I do not know, 11%
- quite useful, 53%
- very useful, 18%





# La Mediateca INFN on social media (Instagram)

The campaign started on 01/11/2023 and it is still going on

@inf\_n\_insights

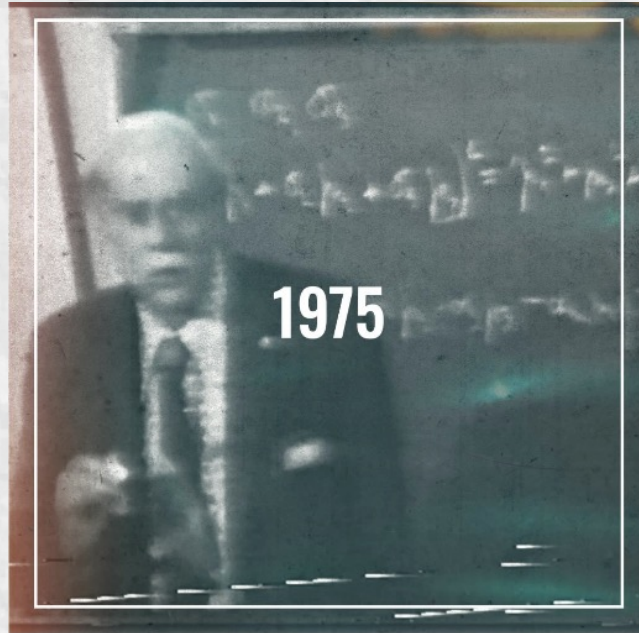
PHASE 1



**1.077 interactions**

▶ 13.9K

PHASE 2



**18.043 interactions**

▶ 288K



PHASE 3



# Some numbers of [lamediateca.infn.it](https://lamediateca.infn.it)

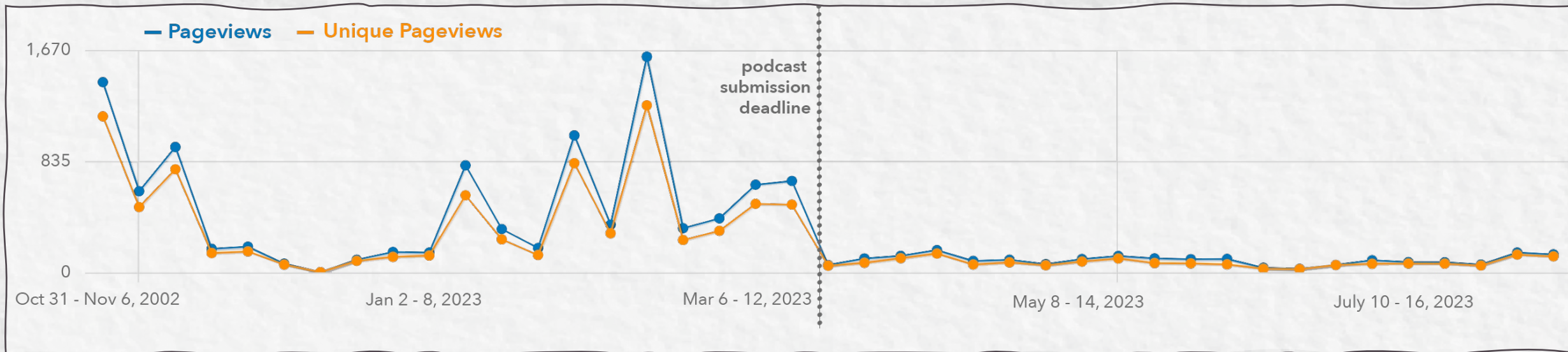
From November 2 until today

**12,002** pageviews

**9,457** unique pageviews

**5min 22s** average visit duration

**5.1** average actions per visit



# The future

**Keep growing** La Mediateca INFN by

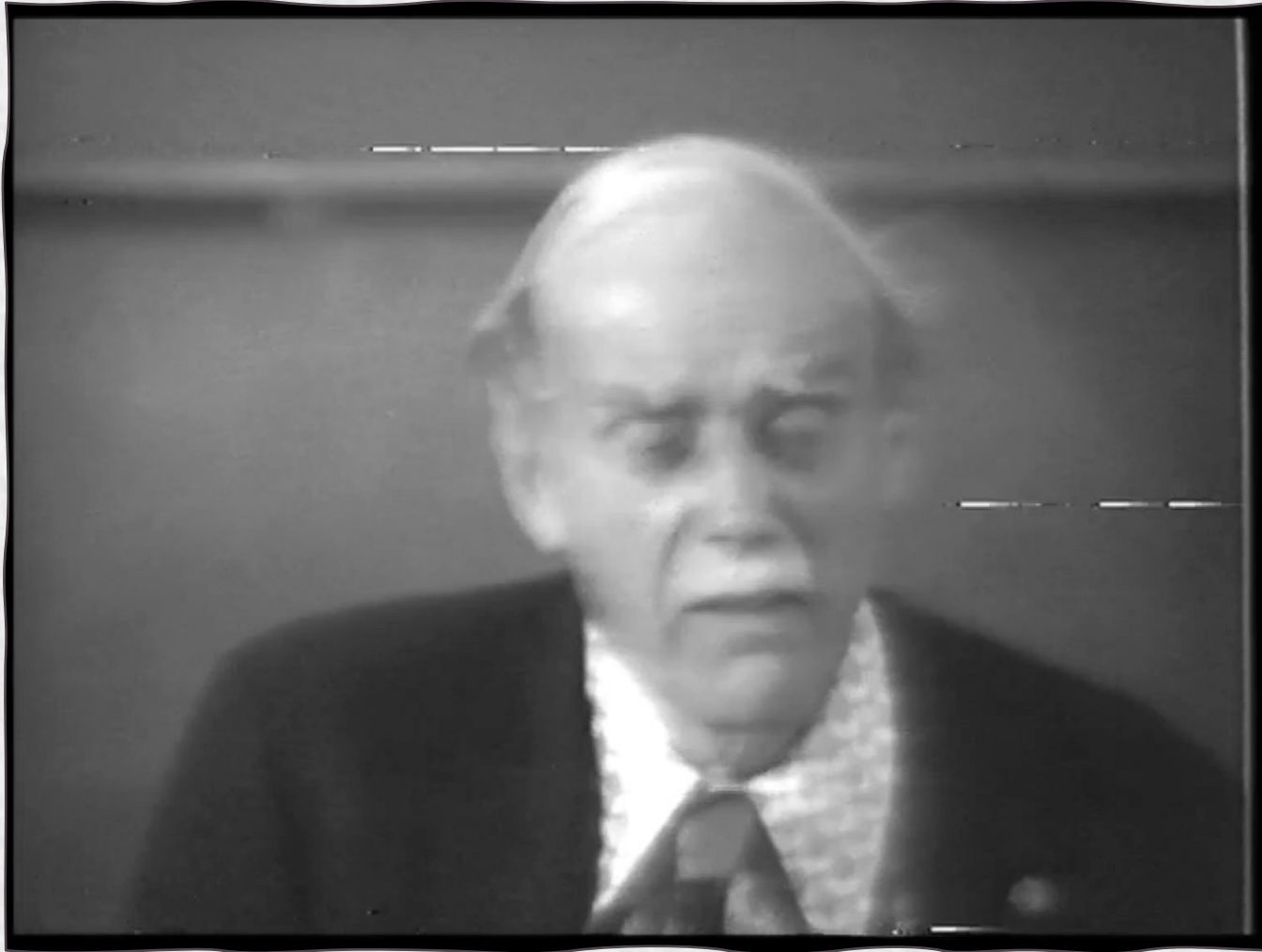
- finding new collaborations
- digging into our institute
- keeping cataloguing

Find new ways

- to make the tool better known
- to **tell the beauty of the history of physics**

The screenshot shows the homepage of the La Mediateca INFN website. At the top, there is a banner with a microscope-like device on the left, the INFN logo, and the text 'la mediateca INFN' in a stylized font. To the right of the banner, it says 'la storia della fisica in video'. Below the banner is a navigation bar with 'home', 'ricerca avanzata', and 'tutti i video' links, along with a search bar. The main content area features the title 'La Mediateca INFN' and a paragraph: 'La storia della fisica in video è un progetto dell'Istituto Nazionale di Fisica Nucleare, nato per valorizzare e rendere fruibile il patrimonio audiovisivo storico italiano sulle ricerche nel campo della fisica fondamentale [per scoprire di più]'. Below this is a section titled 'In evidenza' with sub-links for 'Intervista', 'Conferenza', 'Notiziario', and 'Documentario'. There are six video thumbnails arranged in a 2x3 grid, each with a play button and a duration. The thumbnails are: 1. 'Le macchine dell'era atomica' (04:03), 2. 'ADONE entra in funzione' (04:03), 3. 'Parisi Giorgio | Parte 1' (04:03), 4. 'Cabibbo Nicola racconta Touschek' (22:13), 5. 'Sul mesone 'mu' | Conversi Marcello' (01:32:15), and 6. 'Materia e antimateria | Bernardini Gilberto' (01:36:13).

# Thank you



## Paul Dirac

in April 1975

at Accademia Nazionale dei Lincei  
in Rome, Italy

gives the lecture

"The history of the positron"

