



## **ATLAS Education and Outreach**

Michael Barnett LBNL October 2008





# September 10 ©

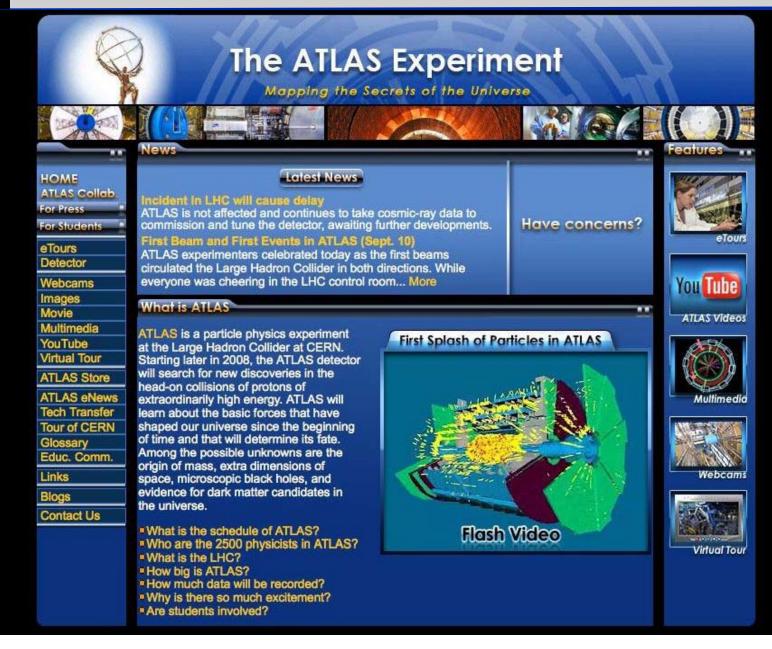
A fantastic success!

September 19 😕

Where goes outreach now?

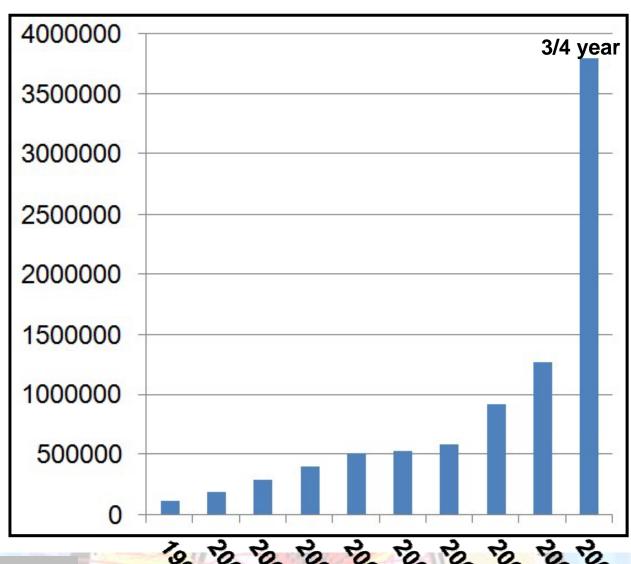


# **Newly Revised Homepage**



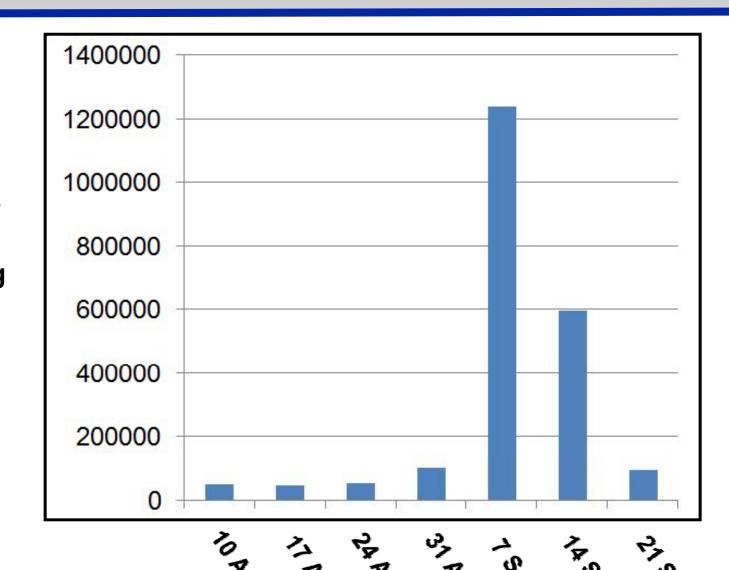


## **Hits on ATLAS Website**



## **Hits on ATLAS Website**

Hits for weeks starting





# **News Page under Revision**



# The ATLAS Experiment

Mapping the Secrets of the Universe

RSS 2.0



ATLAS Collab.

Press Page Contact Us Images Multimedia

ATLAS eNews

Featured Stories



### Incident in LHC will cause delay

[September 2008]

ATLAS is not affected and continues to take cosmic-ray data to commission and tune the detector, awaiting further developments.

More on this story...



### Football and modern art for ATLAS

[September 2008]

This time the outside ATLAS overview week was held in a somewhat unusual venue for a physics meeting. All the plenary sessions were organized inside the VIP area of the famous soccer stadium "Stade de Suisse" just outside the city center of Bern.

More on this story...



### First beam and first events in ATLAS

[September 10 2008]

ATLAS experimenters celebrated today as the first beams circulated the Large Hadron Collider in both directions. While everyone was cheering in the LHC control room, the cheers were echoed in the ATLAS and other control rooms, and in several auditoriums around CERN.





# Readers ask us about safety

# Are you concerned?

Many people have written to us recently with concerns about the forthcoming experiments at the LHC. These have often come from things they have read on blogs or in the news media.

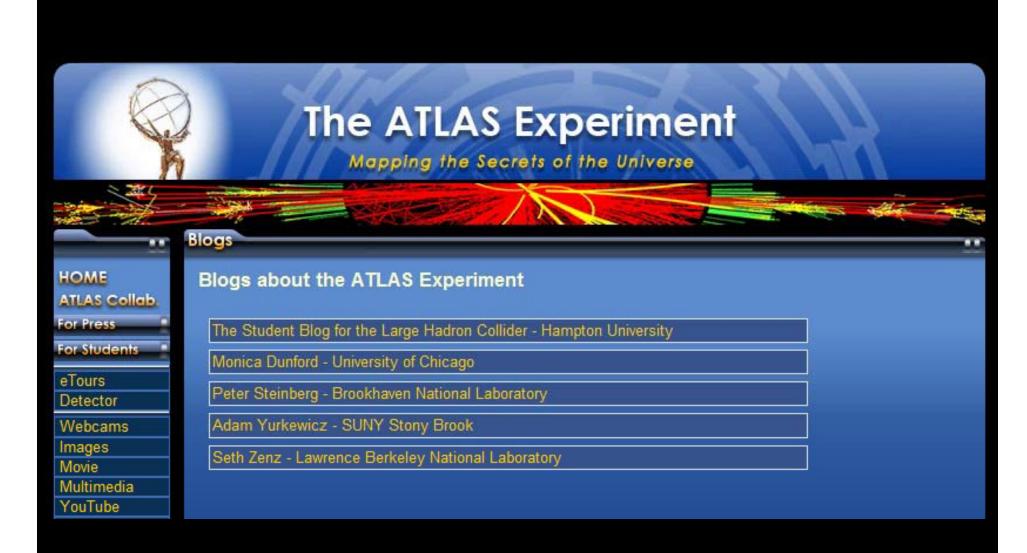
We have seen concerns about a variety of topics. Here we focus on the most common concern - that the LHC might produce microscopic black holes. But the nature of the answer is quite similar for all these concerns.

As you might guess, the physicists at the Large Hadron Collider have given considerable thought to this subject. If there really were danger, we would be as concerned as anyone else. We all have families and want to be certain that everything we do is perfectly safe. Detailed studies reviewed by highly respected independent bodies have concluded without doubt that the LHC and its experiments are absolutely safe. You can read about it at: <a href="http://public.web.cern.ch/public/en/LHC/Safety-en.html">http://public.web.cern.ch/public/en/LHC/Safety-en.html</a>

We are starting the LHC because there is no danger. Let us explain.



# **Blogs**





## **Public Talks**

## ATLAS Multimedia - Public Talks



Brian Cox: An inside tour of the world's biggest supercollider



Cern Podcast: Science and Religion



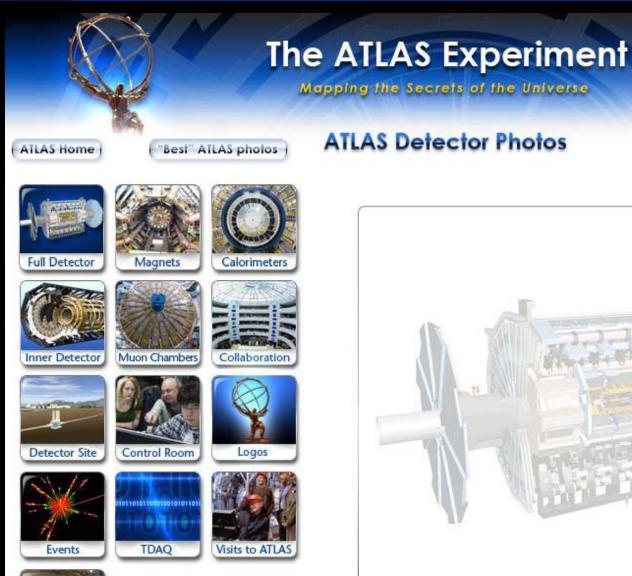
The ATLAS Experiment - Mapping the Secrets of the Universe

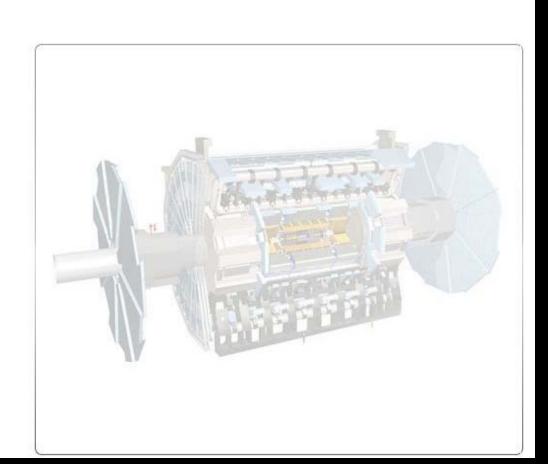
See it at YouTube



# **Images – Ease of Use**

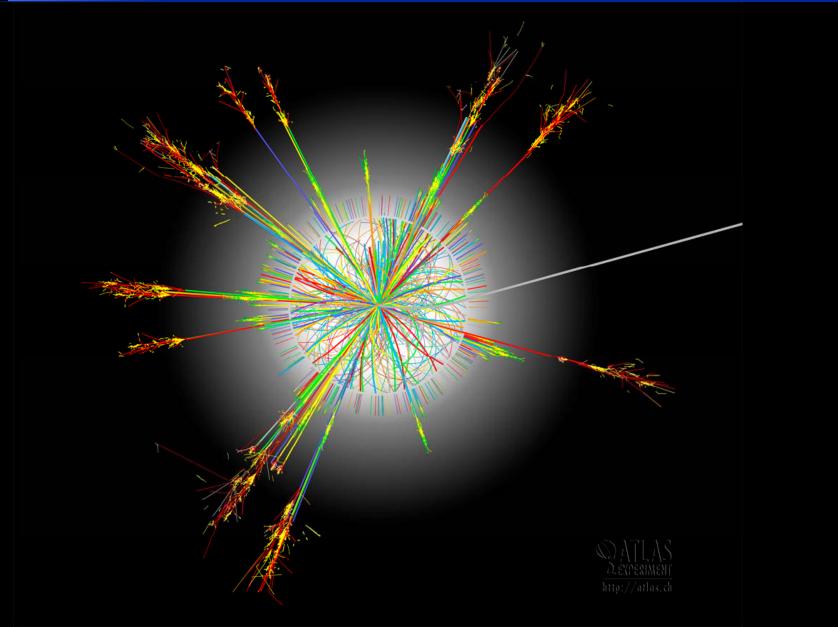
**ATLAS Detector Photos** 







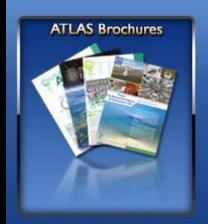
# **Event Images**





## **ATLAS Store**

## ATLAS Store



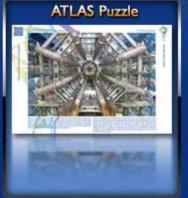






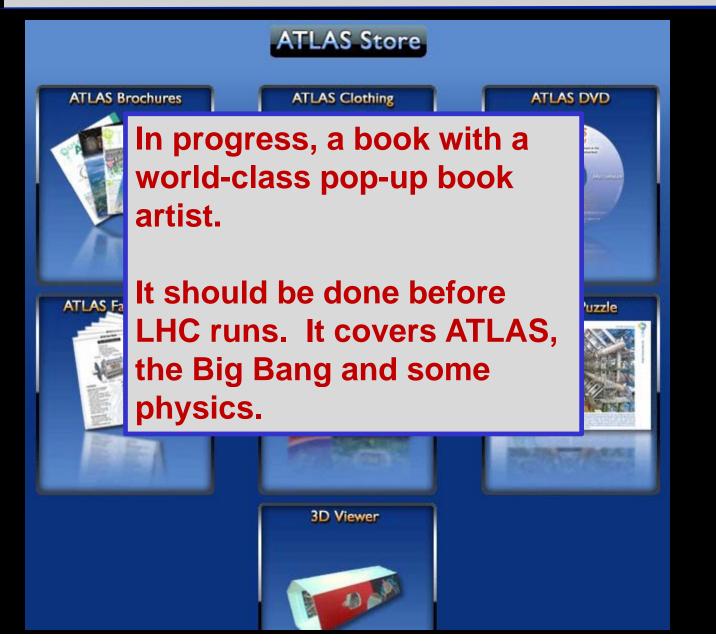








# **ATLAS Pop-up Book**





# **Special Section for Students**

## ATLAS for students

RAL - This event analysis exercise is a project by the Rutherford Appleton Laboratory, UK.

HYPATIA - (Hybrid Pupil's Analysis Tool for Interactions in Atlas) is a project by the University of Athens, Greece.

LPPP - Lancaster Particle Physics Package is a project by the University of Lancaster, UK.

AMELIA - A Berkeley based program is under construction and will be linked here when completed.

Find out what bloggers are saying about ATLAS - Blogs

See the latest news about ATLAS.

Learn more about particle physics at The Particle Adventure.

Learn more about the ATLAS Experiment and the LHC by taking an eTour.

View movies, animations and video clips of the ATLAS Experiment in the multimedia section.



# Films Made by Students in April

### **ATLAS Multimedia - Student Films**



Centennial High School, Circle Pines, Minnesota - "What is CERN?"



Payson High School, Payson, Utah - "CERN Experience"



J Frank Dobie High School, Houston, Texas - "CERN"



Lincoln High School, Tallahassee, Florida - "ATLAS vs. CMS"



South Houston High School, South Houston, Texas - "CERN Revealed"



## **ATLAS Multimedia**

### **ATLAS Multimedia**

Also available at YOU TUDE

### **Animated Clips**



Descriptive animations of the ATLAS Experiment.

### Video Clips



Short video clips of the ATLAS Experiment.

## Full-length



Full-length ATLAS video and animated features

# **How ATLAS** Works

Animated clips showing how five ATLAS detector components work.





American student films featuring LHC footage.

### **Public Talks**



Public talks about the ATLAS Experiment.

### The LHC Rap



The Large Hadron Collider Rap.



Download ATLAS cavern audio



PowerPoint files here



## ATLAS on YouTube

## YouTube.com/TheATLASExperiment

**ATLAS** has "Director" status

20 videos.

Top one has 87,000 viewings.

Total is 370,000 viewings.



## The ATLAS Experiment

Mapping the Secrets of the Universe

http://aflas.ch

Videos | Favorites | Playlists | Groups

### The ATLAS Experiment

Subscribe



### **TheATLASExperiment**

Style: News

Joined: **June 19, 2007** Last Sign In: **21 hours ago** Videos Watched: **1,370** 

Subscribers: 655

Channel Views: 49,652

₩ DIRECTOR

ATLAS is a particle physics experiment that will explore the fundamental nature of matter and the basic forces that shape our universe. Starting in late-2008, the ATLAS detector will search for new discoveries in the head-on collisions of protons of extraordinarily high energy. ATLAS is one of the largest collaborative efforts ever attempted in the physical sciences. There are 2500 physicists (Including 700 students) participating from more than 169 universities and laboratories in 37 countries.

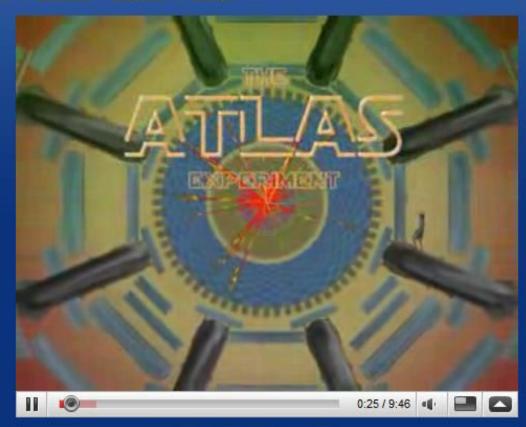
Visit http://atlas.ch

Name: ATLAS

City: **Geneva**Hometown: **CERN** 

Country: Switzerland (§ Website: http://atlas.ch

Report profile image violation



### ATLAS - Episode 2 - The Particles Strike Back (Part 1)

From: TheATLASExperiment

Views: 53,926 Comments: <u>95</u>



**Protons Accelerate** in LHC and Co...

Added: 1 year ago Views: 86,983

00:30





ATLAS - Episode 1 -A New Hope

Added: 1 year ago Views: 70,311

07:13

\*\*\*\*



ATLAS - Episode 2 -The Particles...

Added: 1 year ago Views: 53,974

09:45

\*\*\*\*



Aftermath of Proton Collision in...

Added: 1 year ago Views: 50,247

00:05

\*\*\*



ATLAS - Episode 2 -The Particle...

Added: 1 year ago Views: 28,601

04:24

\*\*\*\*



A Sweeping View of the ATLAS Det...

Added: 1 year ago Views: 15,537

00:15

\*\*\*\*



The ATLAS Experiment -

Added: 1 year ago Views: 13,837

09:52

\*\*\*\*\*



The ATLAS Experiment -

Added: 1 year ago Views: 10,554

08:51

\*\*\*\*



Moving the Calorimeter into

Added: 1 year ago Views: 6,846

00:10



From Space to LHC to the ATLAS D...

Added: 1 year ago Views: 5,555

00:45



Riding a Toroid Magnet into the ...

Added: 1 year ago Views: 5,545

01:30

\*\*\*\*



The Last Element of ATLAS Descen...

Added: 2 months ago Views: 3,785

05:46

\*\*\*\*



The Black Eyed Peas visit ATLAS

Added: 1 year ago Views: 2,850

00:14

\*\*\*\*

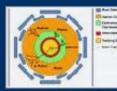


### The ATLAS Crawl - A short journe...

Added: 1 year ago Views: 2,215

02:03

\*\*\*\*



### Zooming into the ATLAS Detector ...

Added: 1 year ago Views: 2,188

00:42

\*\*\*\*













# **Viewings of ATLAS videos**

### **Episode I:**

http://www.youtube.com/watch?v=E-nmH1p8FFo

http://www.youtube.com/watch?v=WzjWR5yfocl

http://www.youtube.com/watch?v=mFcloW9THCc

http://video.google.com/videoplay?docid=-6100983867038968260

### **Episode II:**

http://www.youtube.com/watch?v=MzcATqu5NtY

http://www.youtube.com/watch?v=iQ3ssreUtcw

http://www.youtube.com/watch?v=AhD2KnoDQtM

http://video.google.com/videoplay?docid=-7584323938136764789

http://www.youtube.com/watch?v=Y-WsNXVS54g

http://www.metacafe.com/watch/yt-b1afeb9Fp4o/the\_atlas\_experiment\_cern\_3/

http://www.asterpix.com/console/?avi=9105221

http://www.asterpix.com/console/?avi=9105261

### The ATLAS movie:

http://www.youtube.com/watch?v=CV8Lw-jcNT4

http://www.youtube.com/watch?v=xu1WB-Wqj7M

http://video.google.com/videoplay?docid=5499972978779896816

http://www.metacafe.com/watch/yt-CV8Lw-jcNT4/atlas\_experiment\_1/

http://www.metacafe.com/watch/yt-t0ZqV5u-z6o/the\_atlas\_experiment\_mapping\_the\_secret

s of the universe 1/

http://www.asterpix.com/console/?avi=9112821

A quick search yielded: 34k & 21k & 26k hits



# **Four Million Viewings**





# **Episodes (Animations)**

Translations into French, German, and Italian are in progress or completed for Episodes 1 and 2.

Are or will be on our website.

A DVD with multiple languages will be produced.



## **Close Encounters with the Universe**

## The Physics of ATLAS and CMS (animated film)

Project is funded and is being prepared for development

### An outline exists:

From the Big Bang to Dark Matter, Extra Dimensions, Higgs, Microscopic Black Holes, New Forces, etc.

A team of producers and advisors has been formed: includes E. Johansson, P. Watkins, J. Pequenao, M. Barnett, R. Ruchti, M. Bardeen.

Deadline for completion: ~February 2009



## Close Encounters with the Universe

## Pixar is playing an advisory role.





# **Student Event Analyses**

# Four variations on having high school students analyze ATLAS events

```
Lancaster (V. Kartvelishvili) ✓
HYPATIA (C. Kourkoumelis, Athens) ✓
RAL (M. Wielers) ✓
AMELIA (M. Barnett, LBNL)
```

√ http://atlas.ch/students.html

Many tested at Masterclasses



# Hybrid Pupil's Analysis Tool for Interactions in ATLAS

C.Kourkoumelis (UoA)

D. Fassouliotis

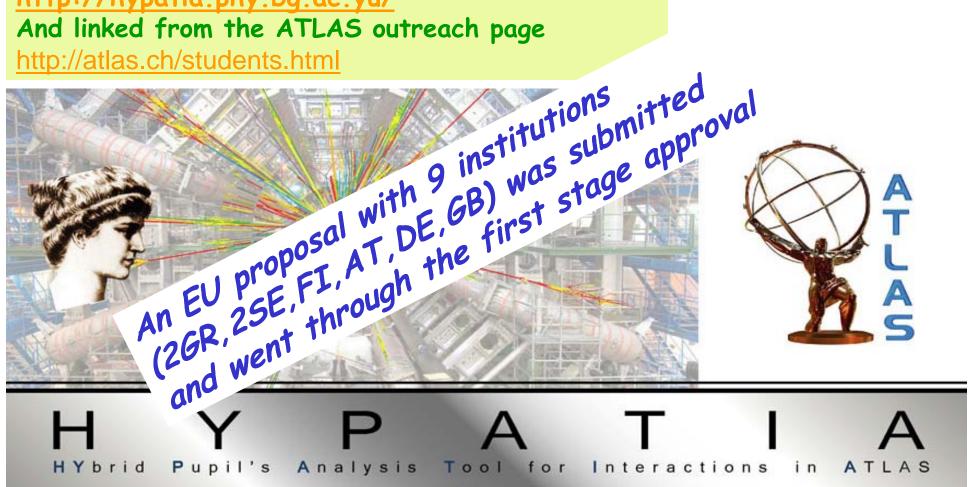
D. Vudragovic (Belgrade)

S. Vourakis (UoA)

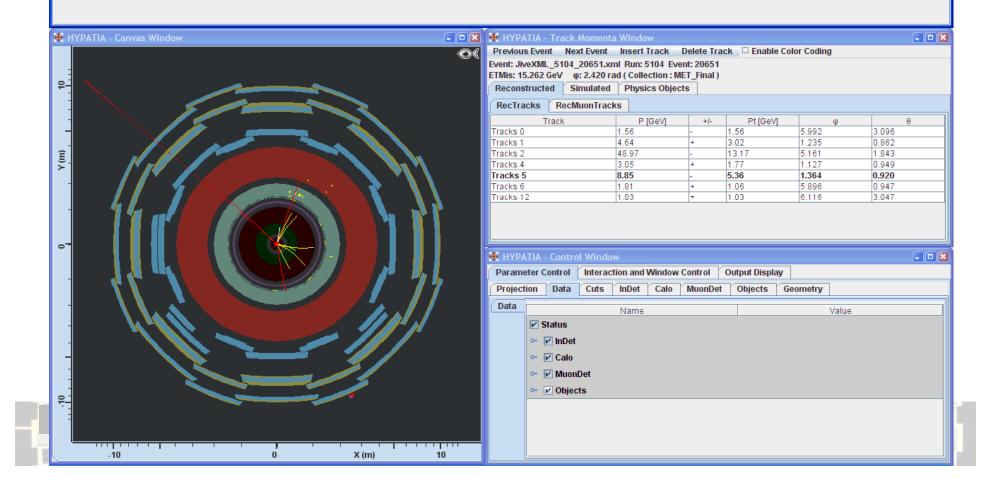
http://hypatia.phy.bg.ac.yu/

And linked from the ATLAS outreach page

http://atlas.ch/students.html



## Most recent full Version of HYPATIA





# MASTERCLASS MARCH 2008 @ UoA





# **Lancaster Particle Physics Package**



### Five sections of the latest version

### Pool

Colliding balls, energy and momentum conservation, mass ratio

### Annihilation

Fixed target, colliding beams, pair production, thresholds

### Magnetic field

Curvature measurement, particle identification

### Lifetime

Kaon decay, invariant mass and lifetime measurements



### Higgs

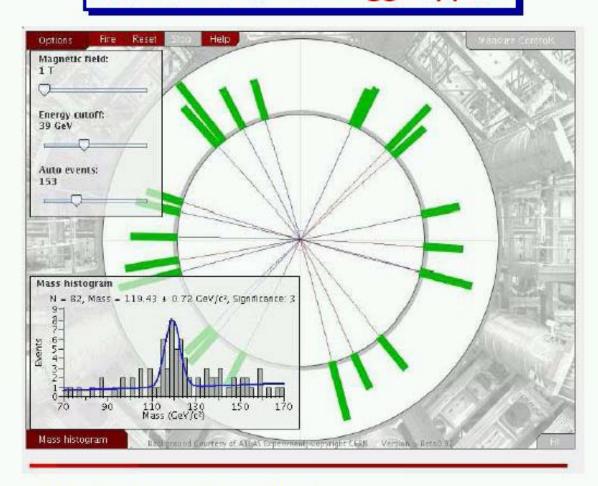
LHC, Higgs, detectors, measurement...



# **Lancaster Particle Physics Package**



## Screenshot of the Higgs applet



Please give it a try! Email addresses for feedback:

## **RAL ATLAS Exercise**

### Based on:

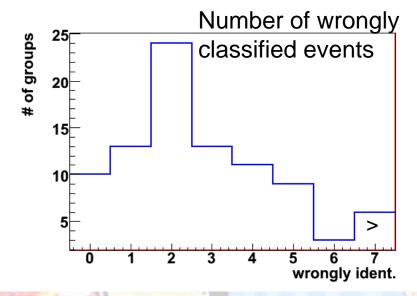
- Electron, muon and jet identification
- Classification of events into the categories W→ev,
   W→μν, Z→ee, Z→μμ, background from jet production
- Search for H→4I
   (one event in the complete dataset)
- − Calculate ratio W $\rightarrow$ ev/W $\rightarrow$ μν, Z $\rightarrow$ ee/Z $\rightarrow$ μμ, W/Z
- Each group analyses (at least) 20 events via Atlantis

## **RAL ATLAS Exercise**

## Put statistics together and measure ratio

$$W\rightarrow ev/W\rightarrow \mu v$$
,  $Z\rightarrow ee/Z\rightarrow \mu \mu$ ,  $Z/W$ 

- − The ratio W→ev/W→ $\mu\nu$ ,
  - $Z \rightarrow ee/Z \rightarrow \mu\mu$  was typically correct
- W/Z was always too low (~4-5 rather than 10)

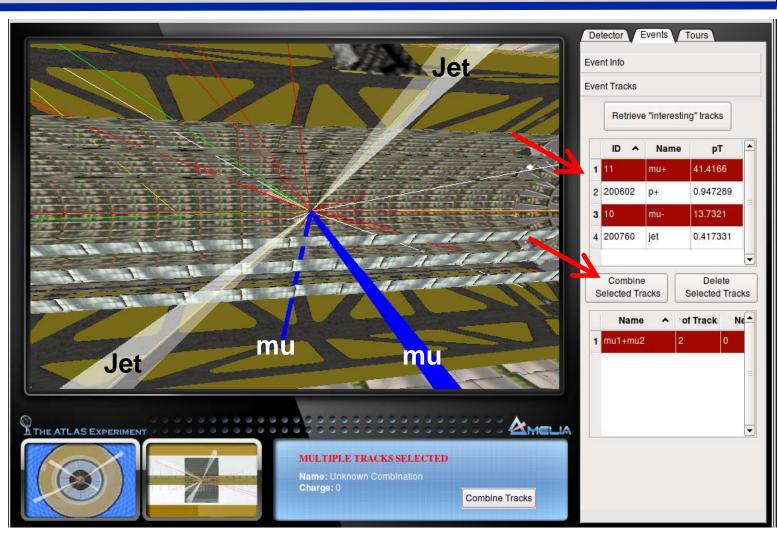




# Student Event Analysis (AMELIA)

Interactive event analysis for students and public

ATLAS
Multimedia
Educational
Lab for
Interactive
Analysis





## **ATLAS Schedule?**

### What is the schedule of ATLAS?

ATLAS Schedule 2008 and forward

10 Sept. -- First splashes of particles in the ATLAS detector as LHC circulates first beams (in both directions). No collision events were planned, but the particles in the detector were used to debug and setup the detector.

October 2008 - early Spring 2009 -LHC is shutdown due to incident in the tunnel (described elsewhere) and then the planned winter shutdown. During parts of this period, ATLAS will use cosmic ray events to commission and tune the detector. The winter shutdown was planned for cost savings and improvements to LHC and ATLAS.

Early Spring 2009 -- Startup of LHC and later first event collisions (colliding a beam with a given energy with the counter-rotating beam of the same energy). Previous world record is 2 TeV. This will lead to several months of intensive data taking before next winter shutdown. First papers with early results may come in late summer 2009

Next 15-20 years -- Continued data taking with publication of results on an M. Barne ongoing basis.

# **COSMIC LOG**

# © Web © MSNBC © Cosmic Lo

# Sept. 10 coverage

### ABOUT COSMIC LOG

**Msnbc** 

Quantum fluctuations in space, science, exploration and other cosmic fields... served up regularly by MSNBC.com science editor Alan Boyle since 2002.

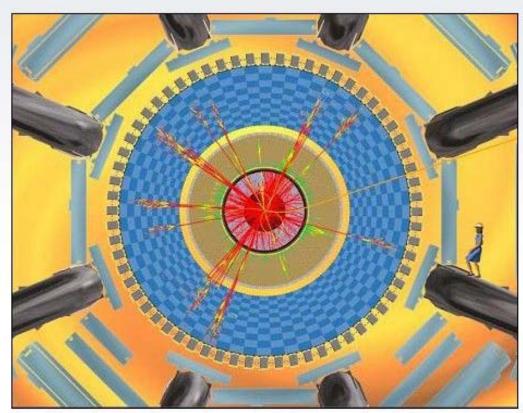


Alan Boyle covers the physical sciences, anthropology, technological innovation and space science and exploration for MSNBC,com. He is a winner of the AAAS Science Journalism Award, the NASW Science-in-Society Award and other honors; a contributor to "A Field Guide for Science Writers"; and a member of the board of the Council for the Advancement of Science Writing.

Check out Boyle's biography or send a message to Cosmic Log via cosmiclog@msnbc.com.

### **COURTS WEIGH DOOMSDAY CLAIMS**

Posted: Tuesday, September 02, 2008 4:10 PM by Alan Boyle

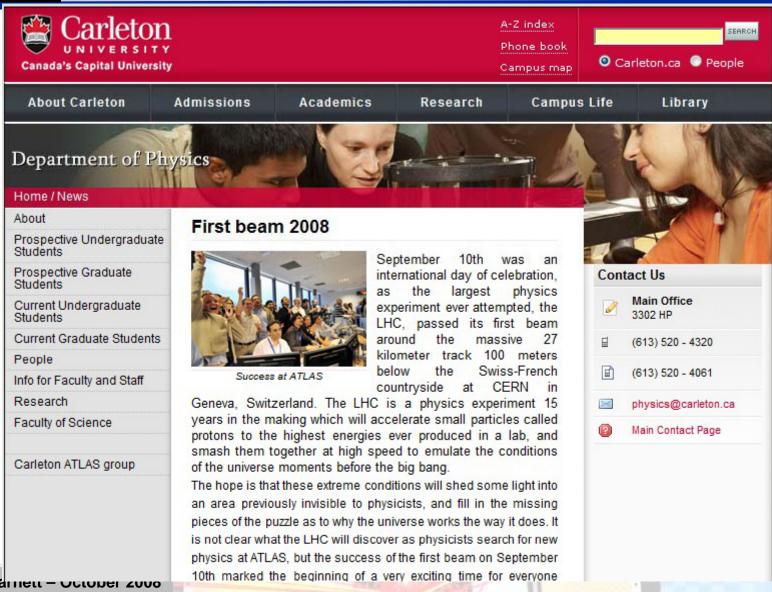


J. Pequenão / CERN / ATLAS

This artist's conception simulates the particle tracks that could be left behind by the creation and decay of a black hole in the Large Hadron Collider's ATLAS detector. The researcher with a hardhat is shown only to give a sense of scale.



# Sept. 10 Coverage



# I R E D SCIENCE

# Sept. 10 Coverage

BLOGS >>

READ MAGAZINE

« SpaceX Announces DragonLab, Falcon 9 Pad License | Main | A Listening Party for Nature »

### Video: Large Hadron Collider Fires Up Partying **Physicists**

By Alexis Madrigal September 11, 2008 | 6:51:42 PM Categories: Large Hadron Collider



SAN FRANCISCO -- When the Large Hadron Collider was turned on yesterday near Geneva, Switzerland, physicists around the world watched and celebrated.

And then they went to parties where they could let their hair down and bask in the glow of the new toy on which a generation of physics depends.

Your fearless Wired Science team attended one of these parties on neutral ground between the competitive physics departments of Stanford and Berkeley here in San Francisco.

We asked theoretical physicists and their experimentalist buddies to tell us why the LHC matters and what the world's biggest, most awesome machine means to them.

### See Also:

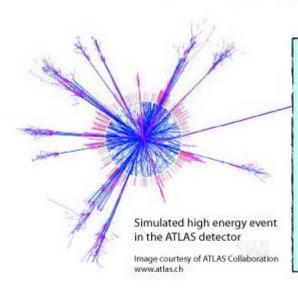
- Large Hadron Collider: Best and Worst Case Scenarios
- First Beam Circles Large Hadron Collider Track
- Atom Smasher Reveals New Aspect of Memeverse
- · Large Hadron Collider Begins Testing
- Top 10 Amazing Physics Videos

Video: Wired.com/Alexis Madrigal. Apologies for the occasionally shaky video. We had to use our special physicist-friendly handycam.



# Sept. 10 Coverage

## Cracking Open the Universe



James Brau

Knight Professor of Natural Science Graham Kribs

Assistant Professor of Physics Eric Torrence

Associate Professor of Physics

UO particle physicists will explain the new physics discoveries expected with the start-up of the Large Hadron Collider in Geneva, Switzerland.

7:00 pm, Friday, September 12, 2008 150 Columbia Hall, 1215 E. 13th Ave. 346-4898 for details Introduction - J. Brau

pdf ...keynote

Physics - G. Kribs

pdf...keynote

Experiments - E. Ton

pdf...keynote

Closing - J. Brau

pdf...keynote



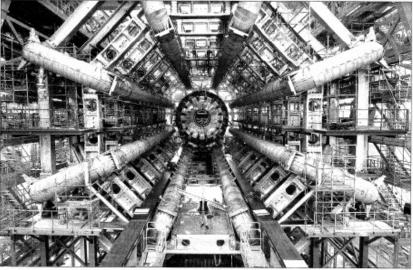


# The Register-Guard

EUGENE, ORRGON

Wednesday, September 10, 2008

### University of Oregon scientists join in monumental physics experiments that begin today

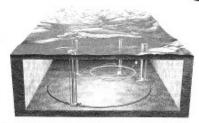


Eight torodial magnets can be seen on the huge ATLAS detector with the calorimeter before it is moved into the middle of the detector. The calorimeter

# In search of the Big Bang

to explore new territory eir ship sails today. Early this morning two beams of protons began racing in opposite directions around a 17-mile track at speeds just a fraction below that of light. Later, scie-tists will cross the beams and hurl the subatomic particles into each other, triggering swarms of micro collisions that for an ofinitesimal moment will reser ble the first instants of the Big

Sang. Those brief flashes of light are expected to illuminate a new world, one that scientists hope will reveal the fundamental land-



This computer-generated image shows the location of the 17-mile-France border. The four main experiments will be conducted

lider is up to full speed - someration will begin. It will be to physics what finding a whole new continent would be to a



lider, pro-tons will be slammed into each other with seven times bumankind has resided before

tron volts. With any back, that will be enough

Sept. 10 Coverage

THE REGISTER-GUARD . TUESDAY, SEPTEMBER 9, 2008

**GUEST VIEWPOINT** 

## Particle physics worth the investment

tained the entire visible universe, ates radioactive decay. The LHC will Today, the glorious structure of nature search for the Higgs boson, or a substifills an incomprehensibly large region tute, thought to be the missing link. of space. And this fall, the United States loses its lead in the study of how energy frontier.

Following a decade and a half of the sky. But its identity is unknown. construction, the LHC opens operations replaces Fermilab as the leading par- other unexpected phenomena. ticle physics facility in the world with mentals of energy and matter.

Particle physics seeks to understand the building blocks of the universe - quarks, leptons and likely other particles not yet discovered to reveal the processes of its rapid erator laboratories produced numerexpansion, the formation of stars, ous discoveries, some rewarded with planets and galaxies, and its destiny, whatever that may be

well-known weak nuclear force. Elec- European model makes it obsolete. tricity, magnets, electrical storms and ome 14 billion years ago, a volume light are some of the manifestations of

Another discovery could be dark matter. First detected in the 1930s in it all happened as the Large Hadron the motion of galaxies in clusters and involved in building the LHC. Collider in Europe overtakes Fermilab. found in the 1950s in the rotation of near Chicago, on the particle physics galaxies, dark matter also affects the United States to monitor first-beam ical substances.

this fall. Designed to find and study the at the LHC — including extra dimen-Higgs boson, this new particle collider sions of space, micro black holes, or

The United States once was host an energy seven times higher. Housed to highly productive particle acceler- Oregon (Columbia Hall, Room 150), of operations at the LHC and anticiin a 17-mile underground tunnel near ators. Even before World War II, the a panel of physicists engaged in the Geneva, Switzerland, at the European creative drive of E.O. Lawrence pushed particle physics laboratory, CERN, the accelerator technology. Cal-Berkeley LHC will empower physicists from all accelerators inspired others, until the over the world to explore the funda- two workhorses of U.S. particle phys- and experiments designed to find the science in Europe, and they wonder if ics were constructed in the 1960s: the physics. Stanford Linear Accelerator and the Fermilab proton accelerator.

Decades of research at Stanford, Fermilab and other American accel-Nobel Prizes. But support for the U.S. program has been shrinking for more Earlier experiments have revealed than a decade. Particle physics has American will has yet to materialize. the relationship between the famil- stopped at Stanford, and Fermilab iar electromagnetic force and the less plans to shut down its collider as the

important role in construction of the smaller than a single atom con- electromagnetism. The weak force cre- LHC and the design of its experiments. After the termination of the superconducting super collider in Texas in ators abound in hospitals and clinics. the National Science Foundation provided support for American scientists

Big Bang remnant of microwaves filling attempts in Switzerland — which will occur in the morning in Geneva and Other breakthroughs are possible after midnight in the United States.

Fermilab will hold a "pajama party." and attendees will follow events in work in fundamental physics affects Switzerland via a live satellite feed.

scientific program of the LHC will present a program describing progress on the collider, physics objectives

The International Linear Collider is now being developed by a global collaboration. It presents an important and very attractive opportunity for the U.S. to host what will likely be the premier international facility in this field. American leadership could make this attractive next facility a reality, but the

endeavors in fundamental science are the American Physical Society

interesting, but not very relevant to U.S. scientists have played an everyday life. It's time to rethink the relevance

A11

Benefits from fundamental pursuits in physics affect us every day. Acceler-1993, the Department of Energy and Radiation diagnostic techniques are critical to medical treatment. Accelerators developed for fundamental investigations in physics are now used to Several events are planned in the study materials, chemicals and biolog-

In addition, the World Wide Web was invented at CERN to facilitate communication between scientists. These are just some of many ways that everyday life.

pate transformative discoveries of the fundamental forces of nature and the properties of the universe. But American particle physicists are doing their the energy frontier will ever return to

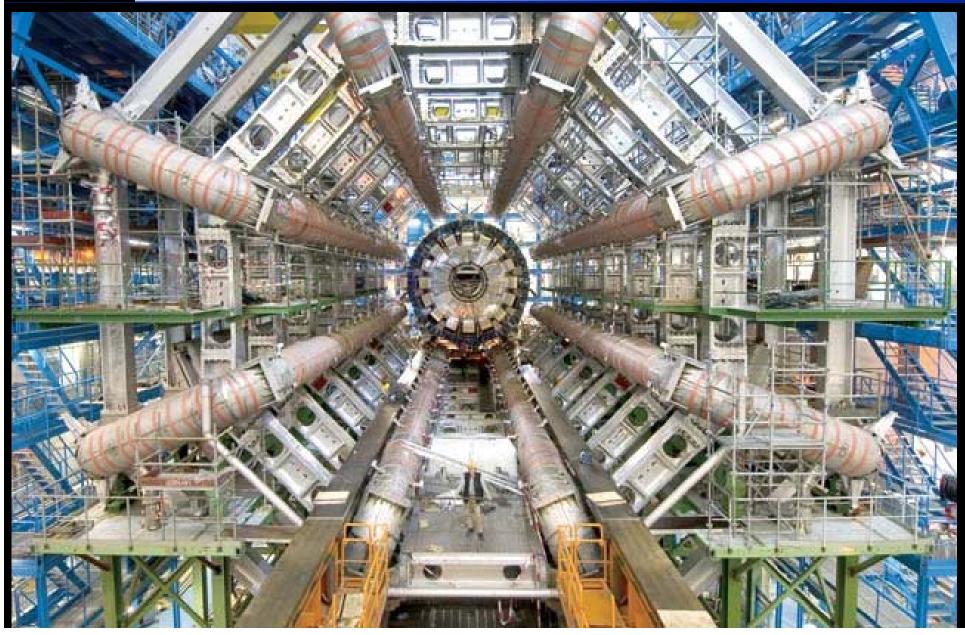
Jim Brau has been a professor of physics at the University of Oregon since 1988. He is the Knight Professor of Natural Science, director of the UO chairman of the World Wide Study for Many people think that these Future Linear Colliders and a fellow of



# If time allows...

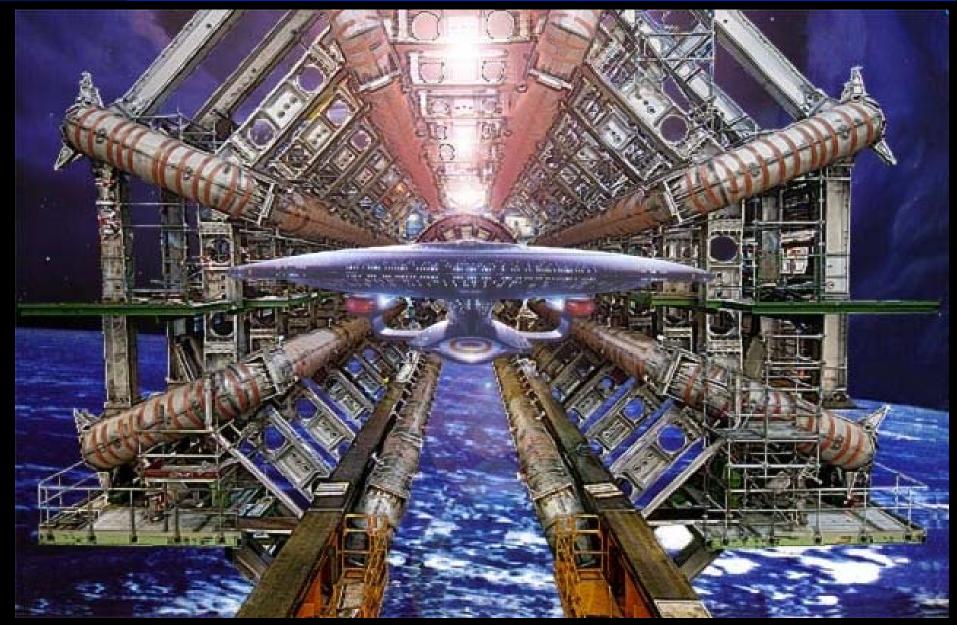


## **Website Challenged People to Photoshop this Image**





Star Trek: To boldly go where no experiment has gone before





## **Classical view: The Standard Model**



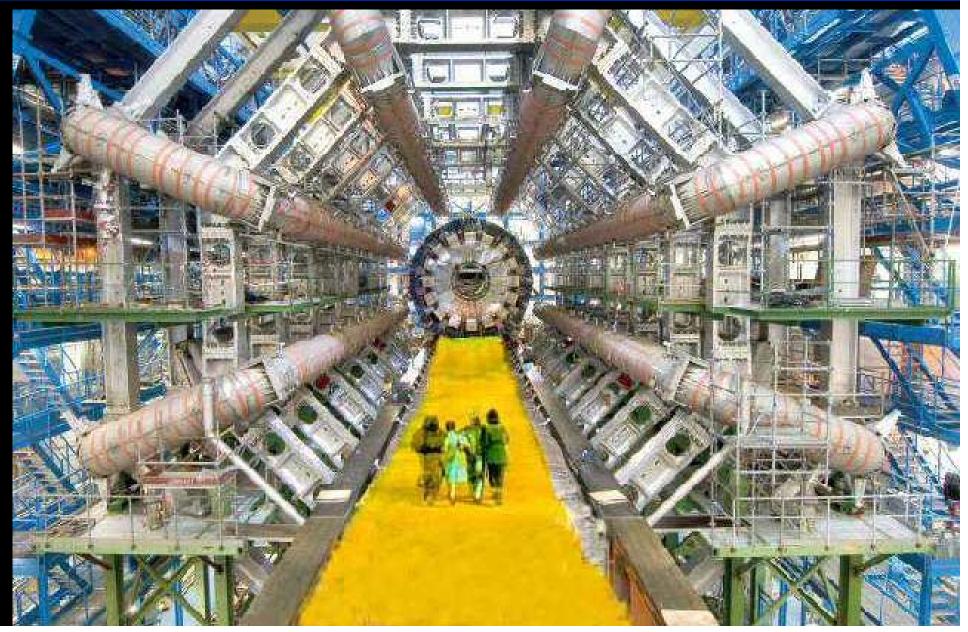


## The LHC Tube: Mind the Gap





### The Wizard of Oz: Follow the Yellow Brick Road





## The End