

Masterclasses Communication

**Some general guidelines based on
experience from previous Masterclasses**

Basic Communication Issues

● There are (mostly) two moderators running the show

→ **both moderators should talk roughly equal amounts**

- in case of a (more) senior + (more) young moderator, the senior one should not answer all questions

→ **avoid talking too much to your co-moderator**

- a long dialog only between the moderators may disconnect the students
- if you feel you've talked too much, hand over to your co-moderator, e.g. "Uta, this seems a perfect question to be answered by you..."

● Most of the students are not native English speakers and don't understand and speak English very well

→ **speak slowly and clear**

→ **avoid using complicated and long sentences**

→ **use simple words (vocabulary of the students is limited)**

→ **don't use acronyms, abbreviations, physics slang not common outside of our community, avoid talking "CERNish"**

Starting the Conference I

● Introduce yourself

→ e.g. “My name is Michael, I'm working at ..., one of the 4 large experiments at the LHC collider at CERN in Geneva Switzerland...”

● Explain where we are (the moderators)

→ e.g. “Right now we are sitting at CERN. CERN is the largest centre for particle physics research in the world and a rather cool place...”

● Put live video streams from the ALICE, ATLAS or CMS Control Rooms onto the shared desktop

→ explain what can be seen, e.g. physicists from ALICE/ATLAS/CMS are doing shifts on 24h/7d basis in their control rooms to monitor the detectors (high voltage, gas, cooling etc.).

→ LHC will start running within the next days/weeks to continue data taking for discovery of the Higgs...

Starting the Conference II

● Tell in a few words, what's happening in the next hour

→ read the agenda, e.g. report of measurements and discussion of the results, questions to the moderators, quiz

● Display a map showing all connecting sites

→ an actual map of today's VC is available, produced by the Masterclasses organizers before the VC:

<https://twiki.cern.ch/twiki/bin/view/Main/InternationalMasterclassesModeratorManual>

● Ask one short question to each masterclass, one by one

→ answer should be given by a student (not the organizers or teachers), no longer than 2 minutes.

→ question could be a localized question, that you might receive from the local organizers beforehand, e.g. "Vienna, have you seen the VERA accelerator?"

General Comments on Discussion

- **Most difficult part: to encourage the students asking questions at all**
 - they are shy, don't want to expose themselves in front of their fellow students
 - it's a video conference with microphone + camera, they are not used to
 - they don't speak English well, sometimes cannot express what they want to ask, don't know the right words (e.g. in physics questions)
- **For them, we (at CERN) are considered as “super-experts”**
 - they are even more shy and hesitate to ask “stupid” questions
- **Try to encourage them**
 - go through institute by institute and ask if the students have questions
 - give examples: “was the exercise difficult, what was the largest problem, how is life at CERN” e.tc.
 - sometimes teachers (very rarely) or local physicists are asking the questions on behalf of the students