GIREP-EPEC
Transforming physics learning via Research & Practice
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Contribution ID: **55** Type: **Oral presentation**

Quantum Party at Lowlands: The Impact of a Pop-Up Exhibit about Quantum Technologies

Thursday 3 July 2025 15:50 (20 minutes)

Quantum technologies are seen as transformative, with potential to revolutionize fields like drug discovery and machine learning. Public engagement is crucial to align these developments with societal needs and foster acceptance. This study evaluated the impact of an exhibit about quantum technologies at the 2024 Lowlands music festival on 812 visitors. Pre- and post-surveys assessed changes in interest, attitude, concern and subjective knowledge. Results showed increases in subjective knowledge but decreases in interest, possibly due to reduced novelty or increased perceived difficulty. These findings highlight the effectiveness of exhibits in outreach and emphasize the importance of maintaining novelty and accessibility.

Education level

Outreach, Informal & Non-formal learning of physics

Physics topic

Quantum mechanics

Research focus

Evaluation & Assessment

Research method

Analytic Physics Education Research (Quantitative research)

Organizing preference criteria

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Session Classification: Parallel oral presentations

Track Classification: Informal and non-formal learning (INF)