Education and Outreach

An extensive and diverse program

Student Books/Booklets

PDG books and booklets are primary educational tools (textbooks for the next generation of physicists).

Booklet:

year	student	grad. fract.
2000	27%	74%
2002	33%	72%
2004	39%	70%
2006	40%	73%
2008*	33%	78%

(% LBNL distribution to students and % of those who are grad students)

* Initial distribution only

RPP Book:

year	student	grad. fract.
2000	24%	78%
2002	31%	76%
2004	38%	75%
2006	37%	77%
2008*	31%	80%

Education and Outreach

Barnett with PDG staff

LHC Awareness Proposal – Initiator and Co-Principal Investigator

US LHC Communications Task Force – Member

ATLAS Education & Outreach Committee – Coordinator

QuarkNet – Co-Principal Investigator

Contemporary Physics Education Project – Founder, Vice Pres.

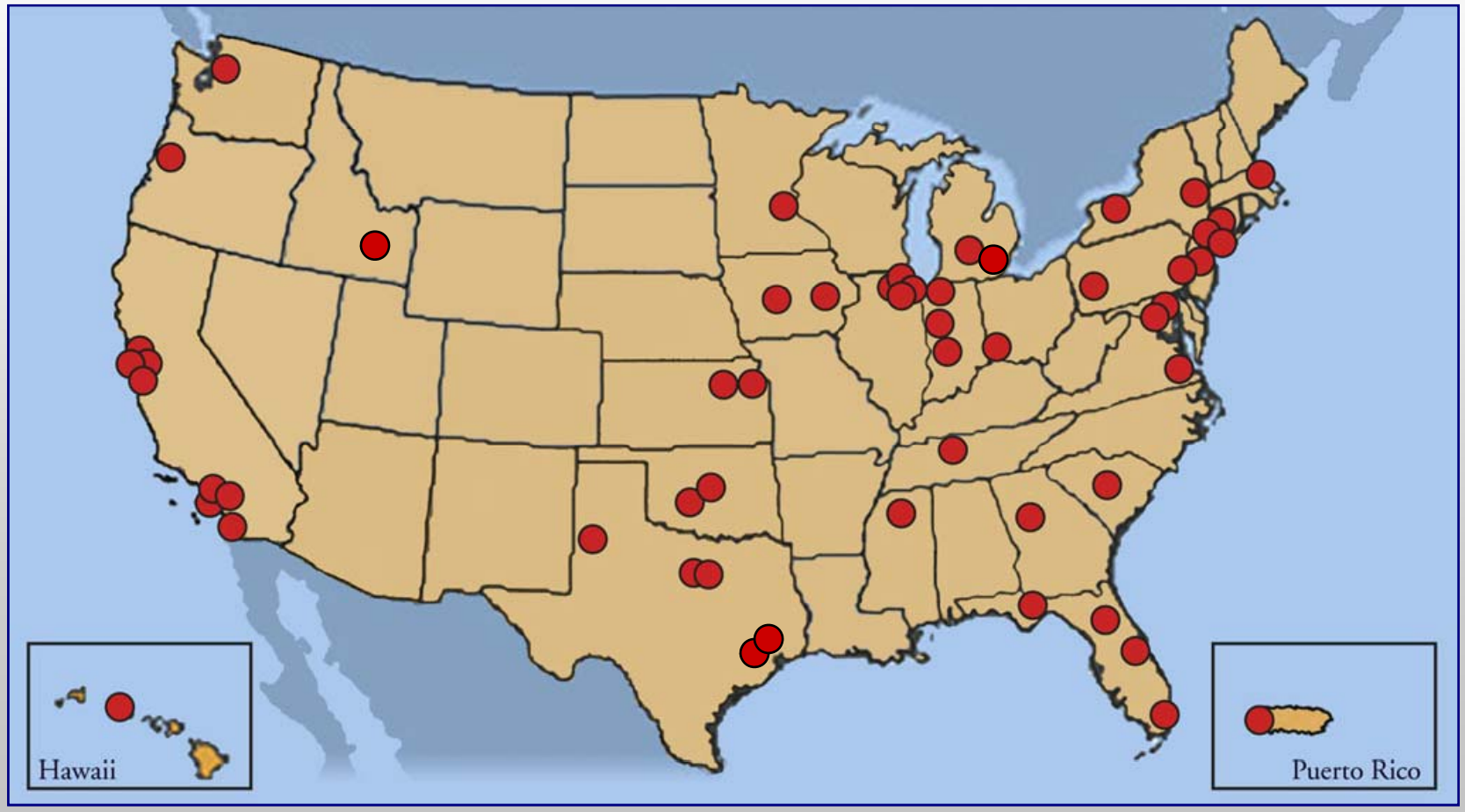
APS-Calif Section – Chair, then Past Chair

American Assoc of Physics Teachers N. Cal. Sec. – Vice Pres.

Homestake DUSEL – Education Advisor

QuarkNet

Helping Develop America's Technological Workforce



Nationwide Impact

Centers at 52 universities/labs.

16 different HEP experiments.

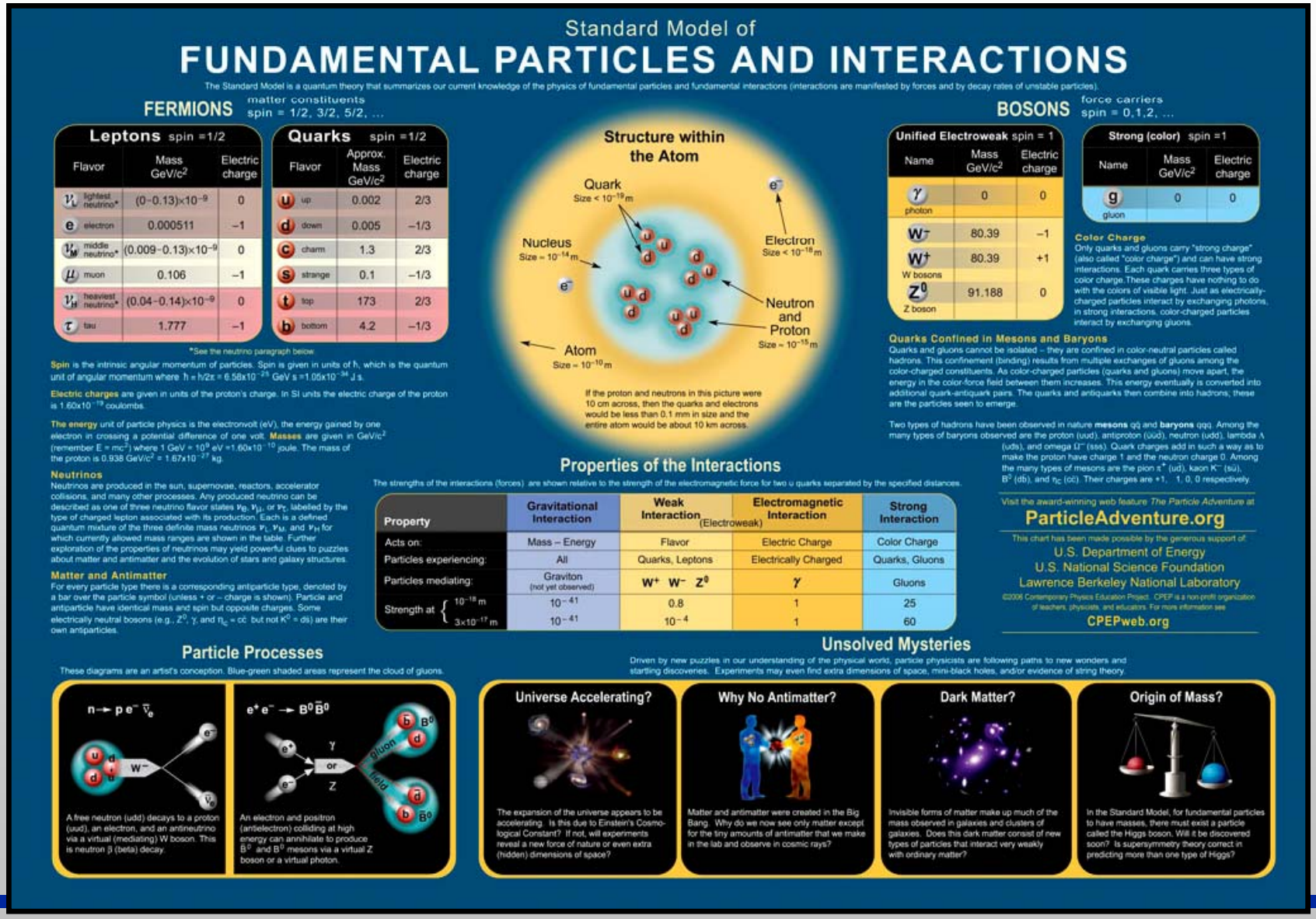
570 high schools in 26 states.

Impacts on 60,000 students/yr.

Changing teachers and teaching by making them part of research collaborations.

Our work with teachers is giving them the ability to attract and train American students.

New Particles Chart



Particles Chart on prime time TV

Big Bang Theory

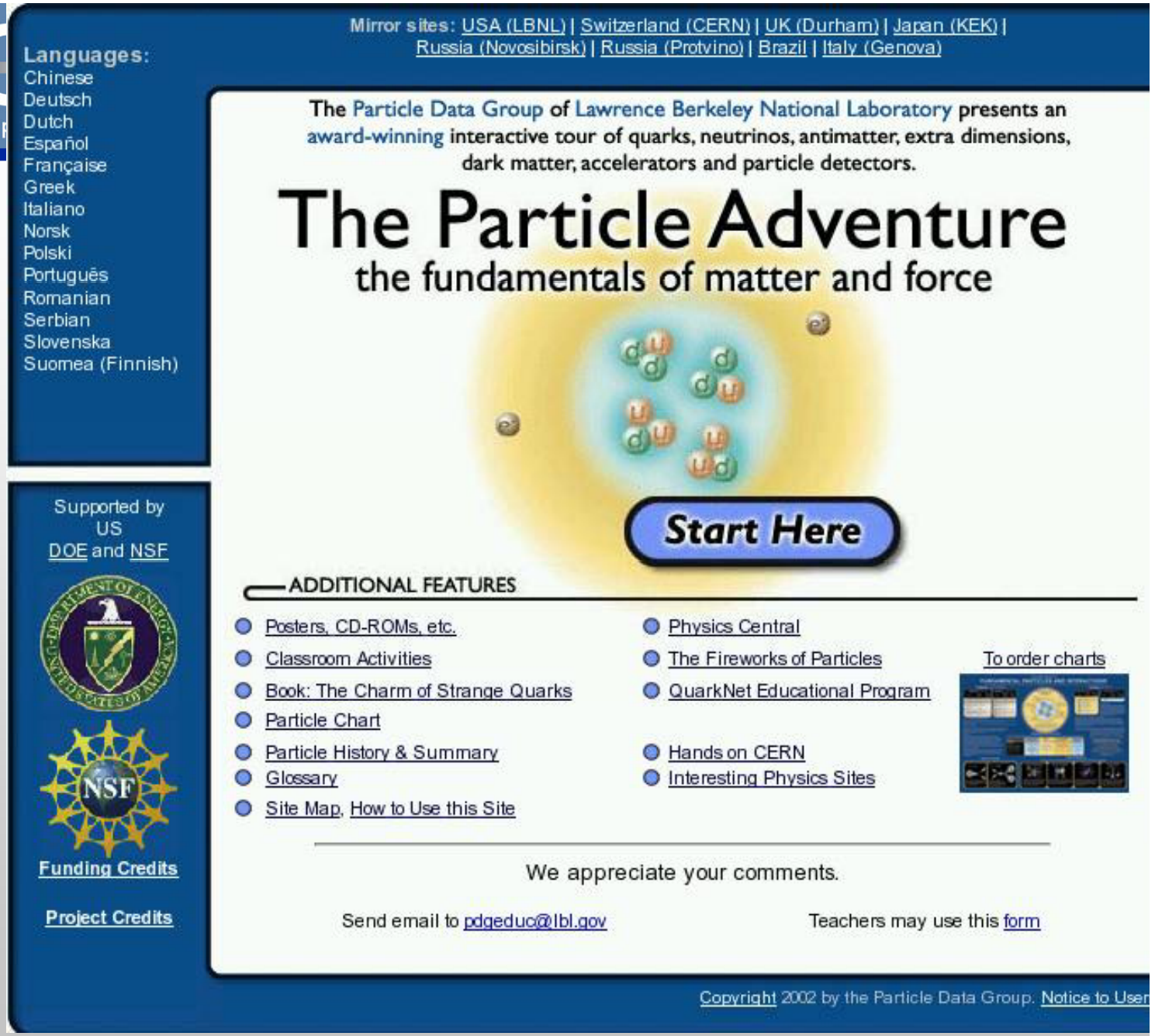
The Big Bang Theory - The Bat Jar Conjecture

Since Sheldon's only focus is to prove his mental superiority while preparing for the Physics Bowl, the guys kick him off the the team and enlist his nemesis Leslie Winkle.

6 million hits per year on LBNL site only,

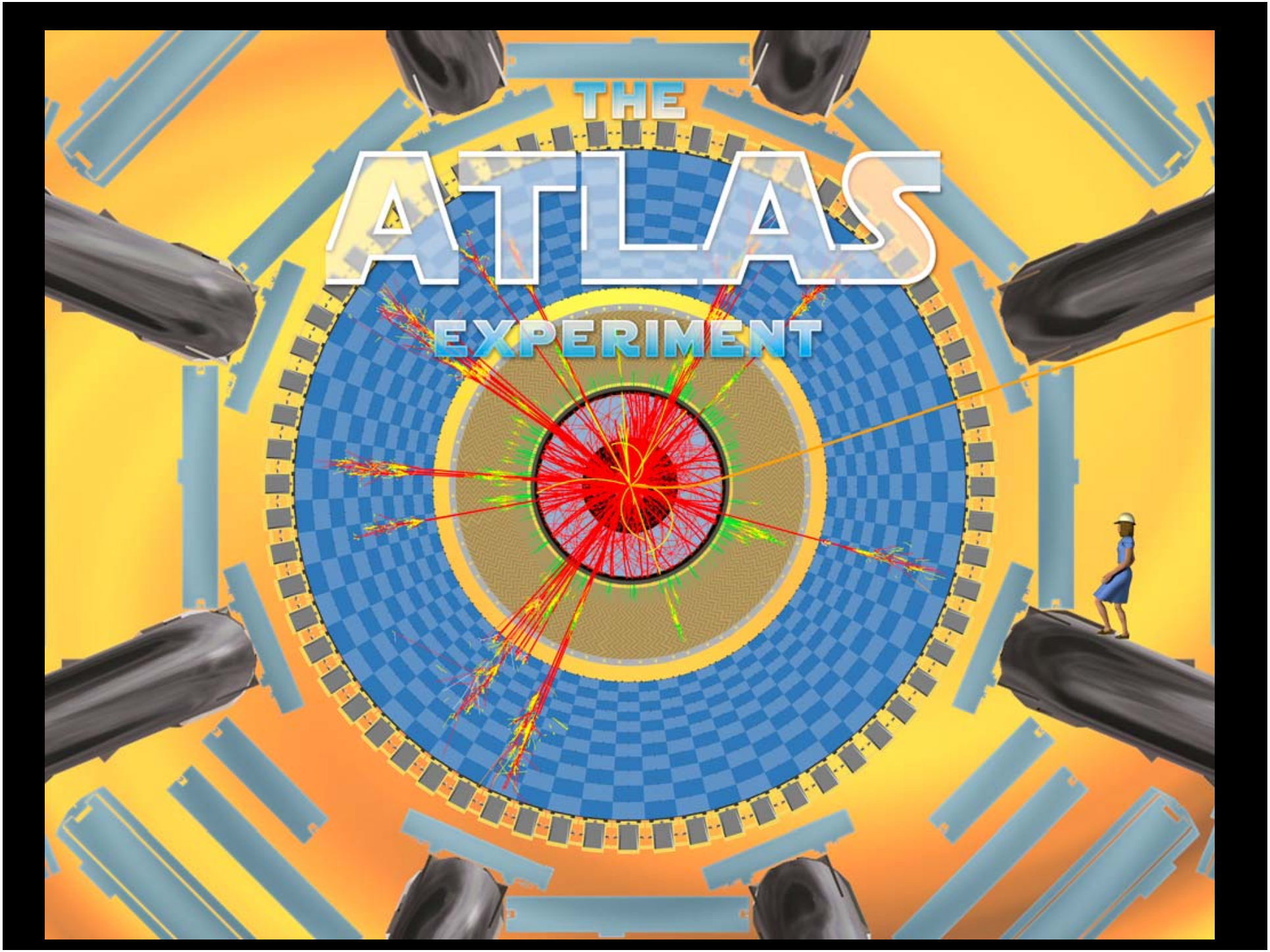
Plus 14 other languages

Plus 7 mirror sites



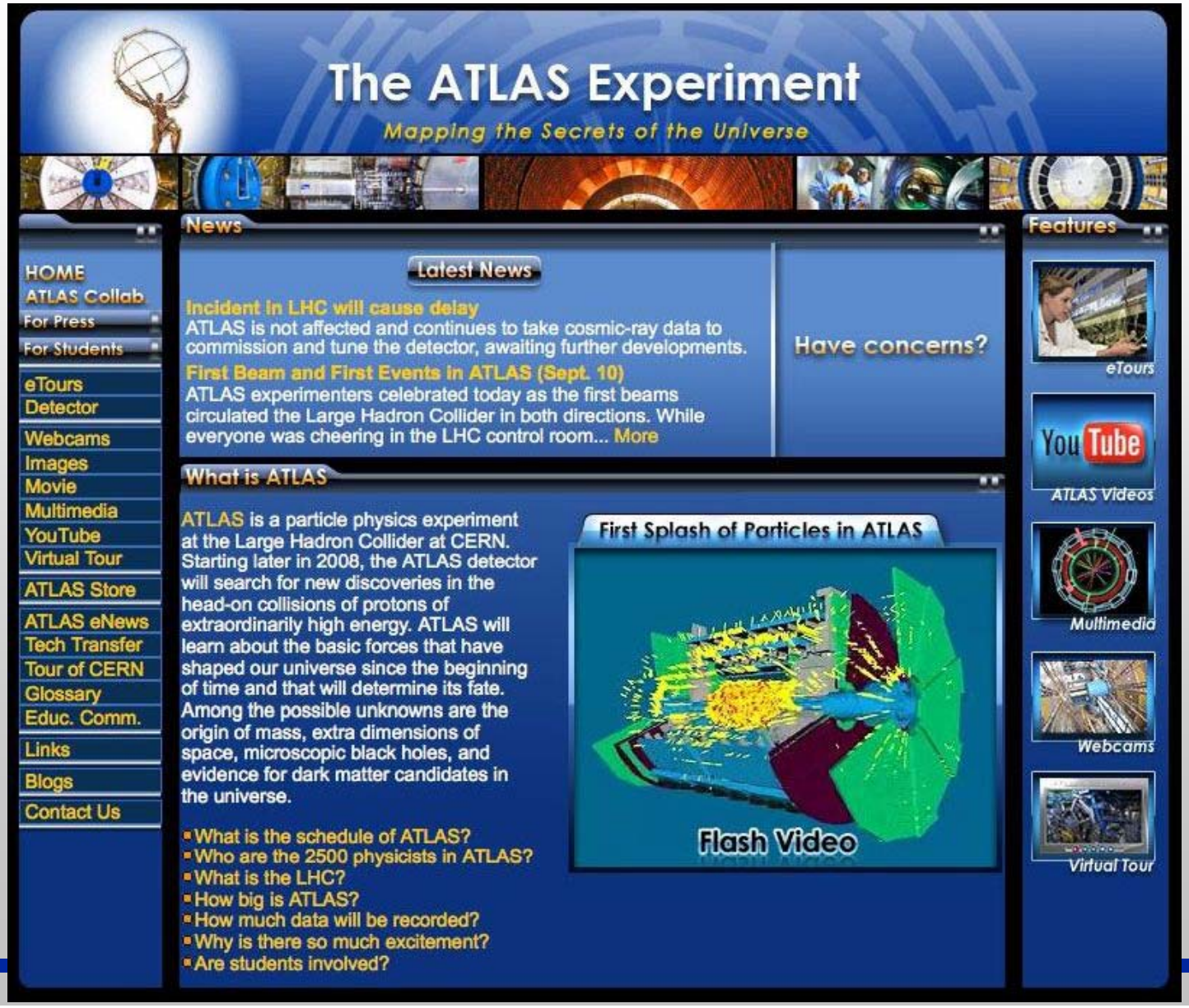
Chinese Version

Translate Text, Images, Flash & Site map (~200 pages)


THE
ATLAS
EXPERIMENT

http://ATLAS.ch

Public webpages



ATLAS on YouTube

YouTube.com/TheATLASExperiment

20videos.

Top one has 87,000 viewings.

Total is over 370,000 viewings.

Also on: http://atlas.ch

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The ATLAS Experiment

Mapping the Secrets of the Universe

http://atlas.ch

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Joined: **June 19, 2007**

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Subscribers: **429**

Channel Views: **32,574**

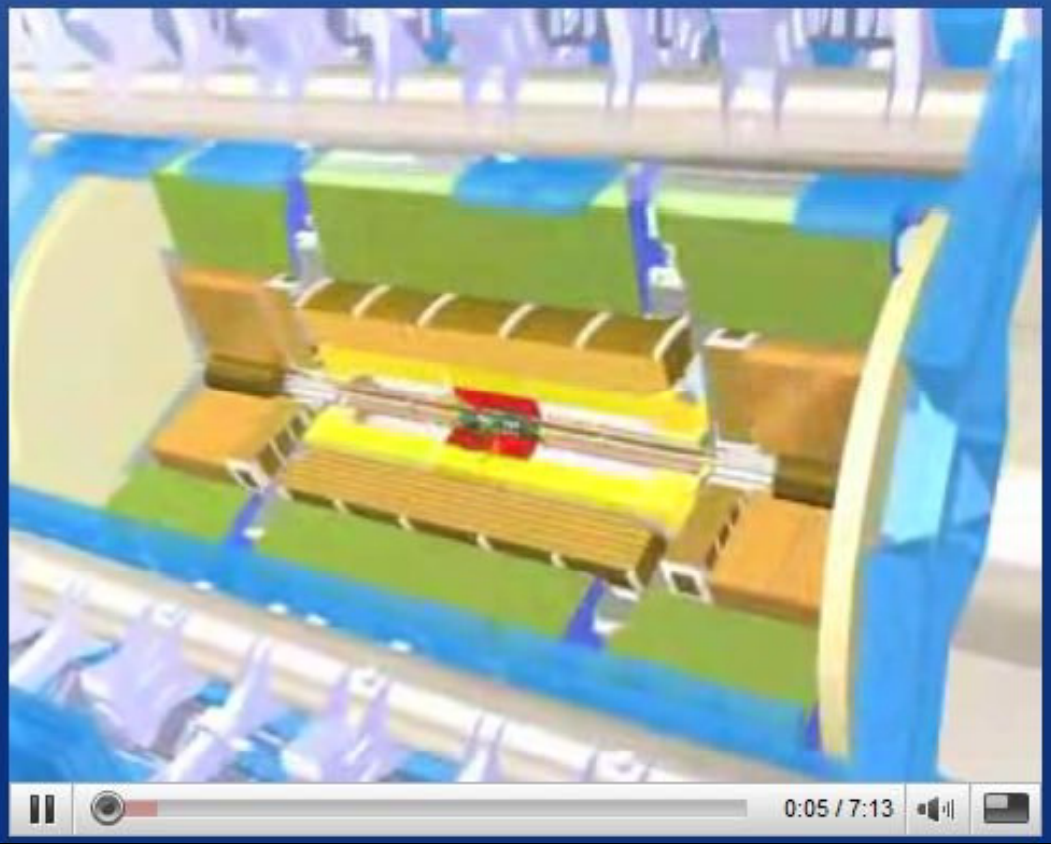
DIRECTOR

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**



The LHC Rap

The things that it discovers…

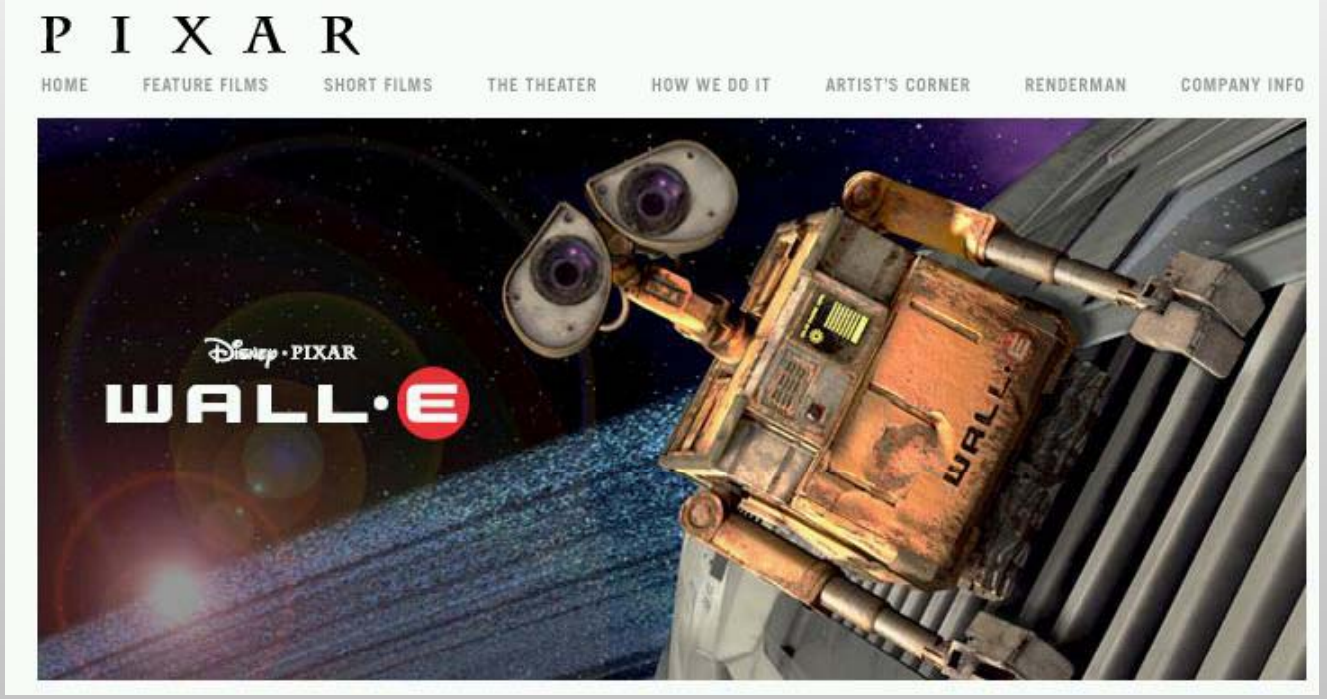
Now 4 million viewings!

Featured on CNN and NY Times

Close Encounters with the Universe

Animated film about the "Discovery Physics of the LHC"

Pixar has an advisory role.



The End