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Connecting with the science-interested public online

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The Pew Research Center last polled Americans about their interest in keeping up with science news in 2009. In that survey, most Americans expressed at least some interest in following science news, with 35 percent expressing a strong interest and 41 percent expressing some interest.

Since then, science has become more and more integrated into popular culture. The popular sitcom *The Big Bang Theory*, which features physicists as main characters, won the People's Choice Award for best comedy in 2010 and 2013. The 2012 discovery of the Higgs boson at the Large Hadron Collider caught the attention of media around the world. And scientists such as Neil DeGrasse Tyson, Bill Nye and Brian Cox have become pop cultural icons.

In the past few years *Symmetry*, a magazine produced by two US national laboratories, has found a growing audience of members of the science-interested public online. Find out how it uses popular, modern and interactive article formats to communicate with that audience about particle physics.

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