

PICTURING DIVERSITY IN THE ATLAS EXPERIMENT

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on behalf of the ATLAS
Collaboration

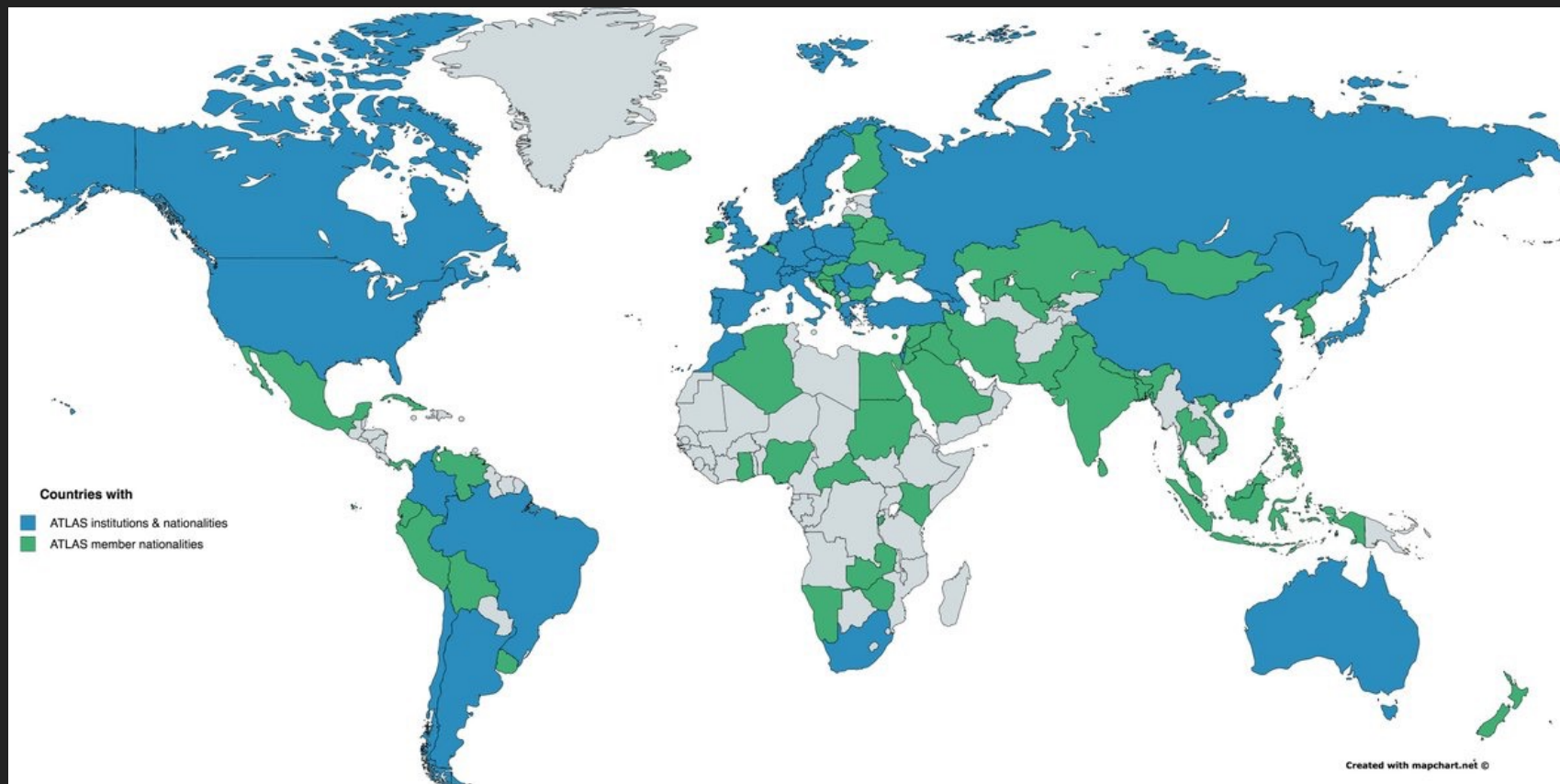
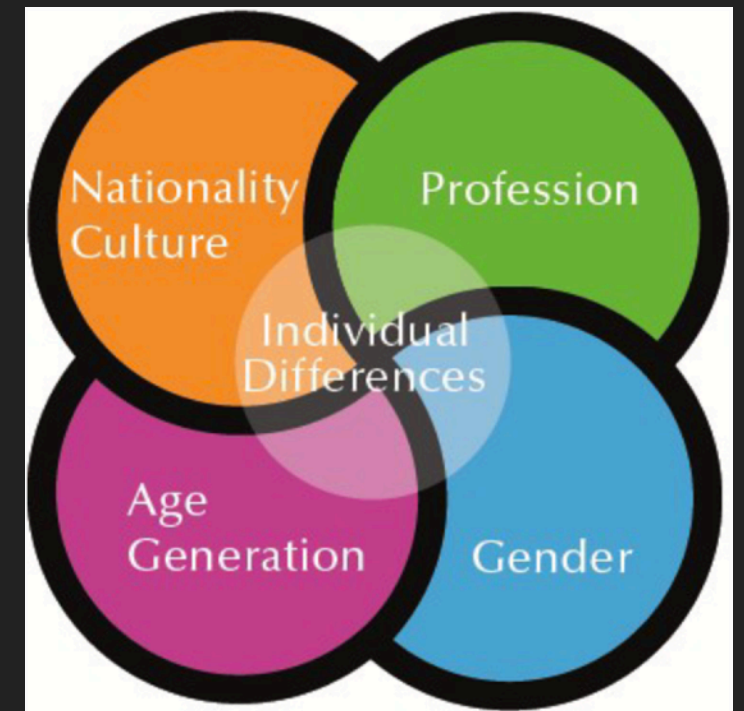
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WHAT IS DIVERSITY?

DIVERSITY AND ITS DIMENSIONS

- ▶ Diversity is **our reality**, since we live/work in a place where thousands of people (genders, traditions, religions and ethnicities) meet each other;
- ▶ of course, diversity is **wider than gender balance**: CERN tried to be a bit more specific in the organisation policy.



World map showing the 94 different nationalities that make up the ATLAS Collaboration

WHY TALKING ABOUT IT



DIVERSITY AND OUTREACH GROUPS IN ATLAS

DIVERSITY GROUP

- ▶ A **diversity task-force** to evaluate the collaboration composition has been set up in 2015;
- ▶ first report produced for ICHEP 2016 ([link to the document](#)) about **gender/geographical composition** and recommendations;
- ▶ “early career scientist board” and “ATLAS contacts on diversity and inclusion” teams have been created.

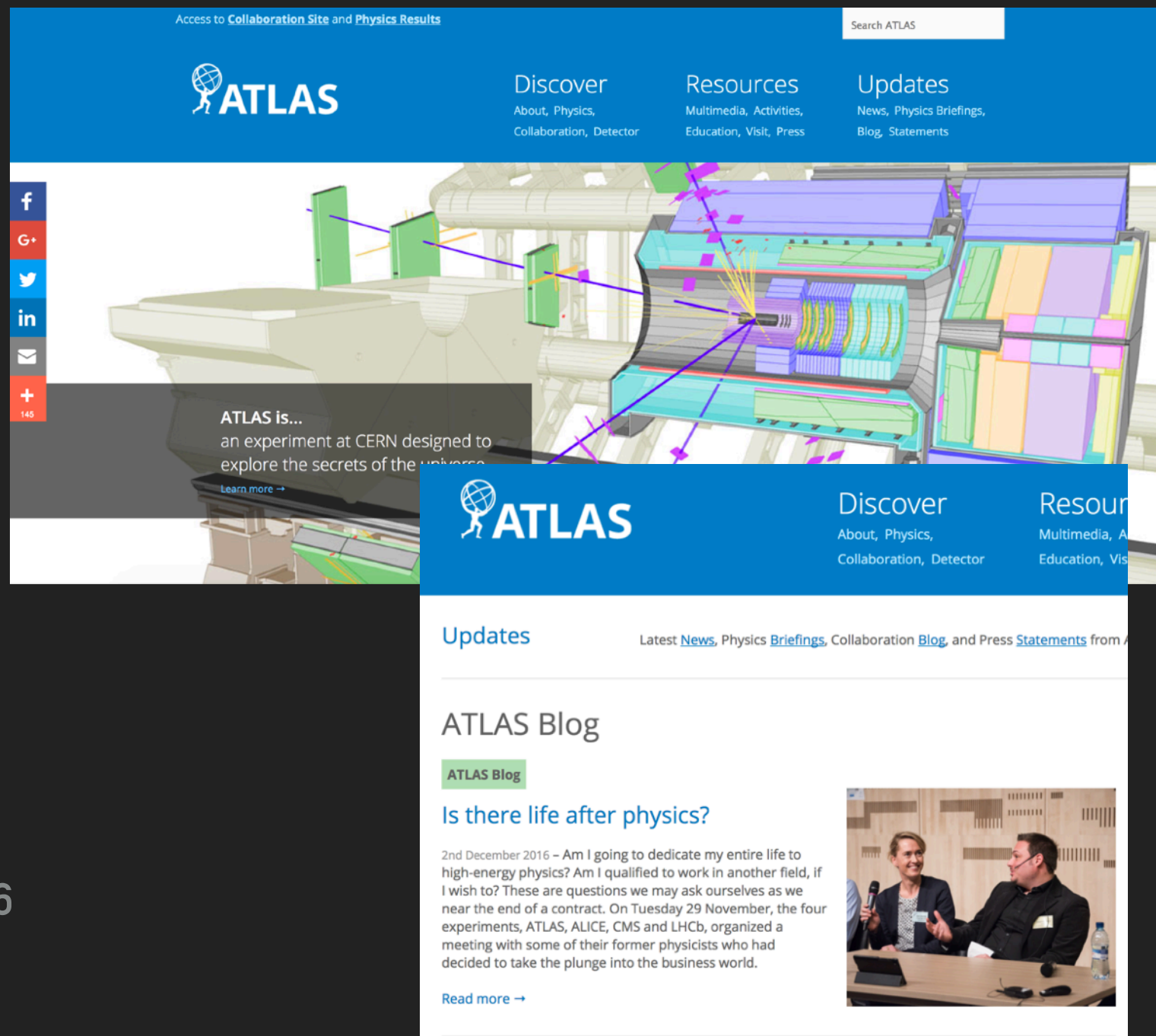
DIVERSITY AND OUTREACH GROUPS IN ATLAS

OUTREACH AND EDUCATION GROUP

- ▶ The **full ATLAS Outreach team**: all ~5000 members of the collaboration (local exhibitions, events or public talks, interviews to local media, translating public documents, guides for visits or virtual visits, writing blogs and sharing their enthusiasm for science and the physics of the LHC);
- ▶ The **core team** is primarily engaged in developing platforms, content and strategy to facilitate these activities.

HOW WE SPREAD IT AROUND THE WORLD

SITE AND BLOG



- ▶ Comprehensive space for all the links and resources of the group;
- ▶ physics briefings, press statements from ATLAS and all the latest news;
- ▶ kept always up to date in order to spread the most important news in and out the collaboration.

HOW WE SPREAD IT AROUND THE WORLD

SOCIAL MEDIA

- ▶ Show the public what science is being done and how it is being done;
- ▶ share information/physics updates/discoveries with other ATLAS physicists and the science community in general;
- ▶ engage the public and improve the interactions;
- ▶ regularly under some experts control to check the response from the public/collaboration.



“1 IMAGE IS WORTH A 1000 WORDS”

MULTIMEDIA

- ▶ Images, video, animations and other media supporting Outreach content across platforms;
 - ▶ usage in public (local/remote) talks and events;
 - ▶ using pictures extremely helpful in the public engagement and in showing the human side of science;
 - ▶ role models are important and help in engaging the youngest: it's worth picturing them.
-
- ▶ Photography is a unique point of view to catch infinite others;
 - ▶ through it, it is possible to know the story behind people, behind faces crossing the corridors of the CERN buildings and to tell it by images.



PICTURING PEOPLE

NATIONALITIES & CULTURES



- ▶ The Summer Student Program allows **young students** to experience the CERN environment and the physicist job;
- ▶ **different nationalities**, genders and backgrounds meet together to work for a common aim;
- ▶ extremely important to document this **successful project**.

PICTURING PEOPLE

NATIONALITIES & CULTURES

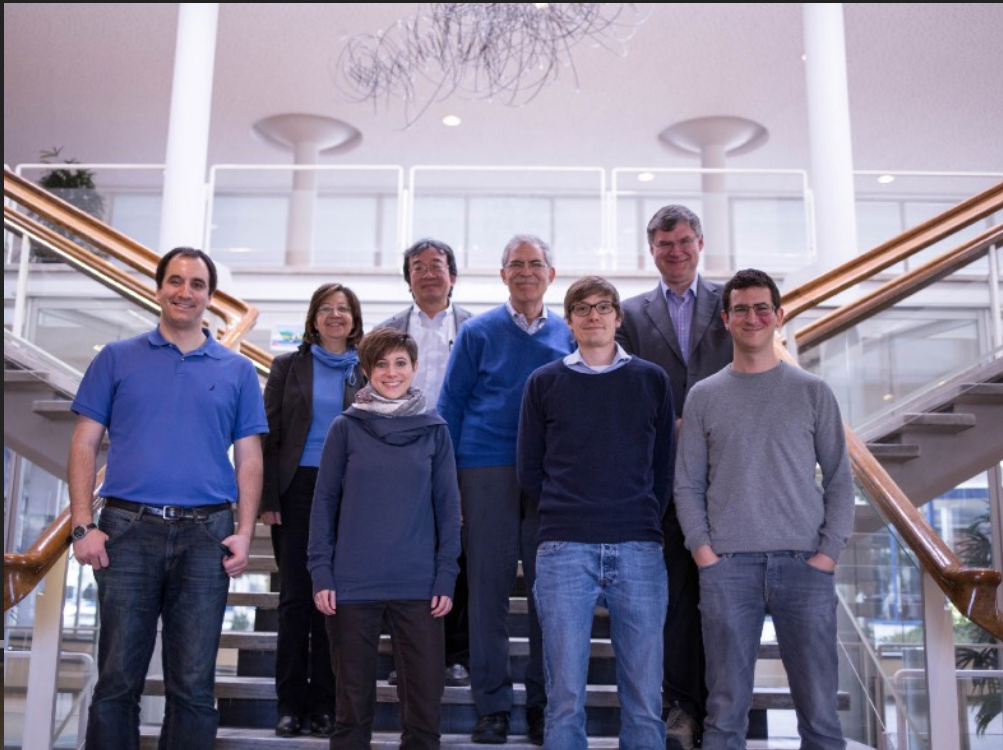


From "ATLAS
around the
world"



PICTURING PEOPLE

AGE & GENERATIONS



- ▶ Grants ceremonies allow to meet different and interesting young scientists from all over the world;
- ▶ many **ATLAS awards events** are followed and documented by the Outreach group;
- ▶ picturing the event through the years;
- ▶ the result is some sets of very nice pictures of **big groups of different people with a common passion.**



PICTURING PEOPLE

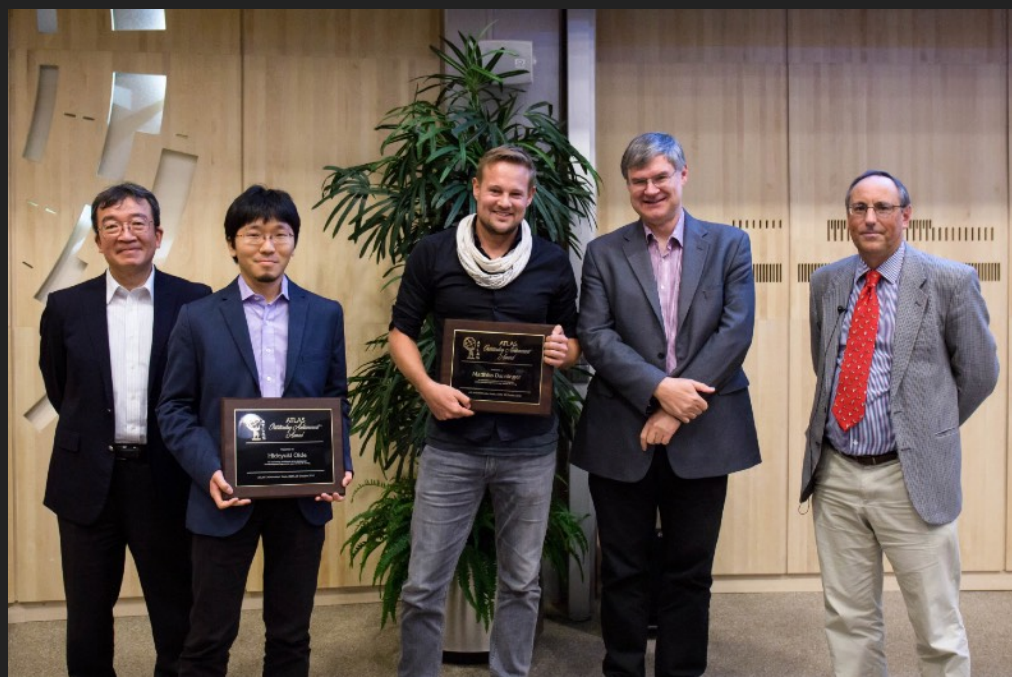
AGE & GENERATIONS

- ▶ Conferences are extremely important events;
- ▶ very high participation of people;
- ▶ different ages and generations presenting posters or giving talks;
- ▶ perfect occasion for catching the mixtures and giving visibility to youth.



PICTURING PEOPLE

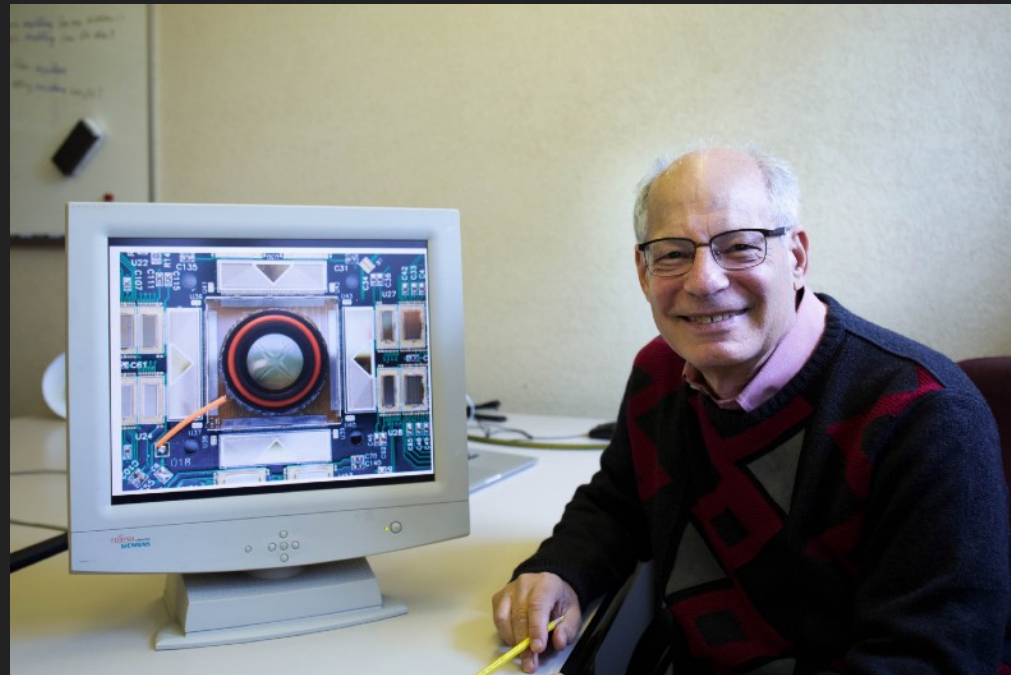
PROFESSIONS



- ▶ Many awards in the ATLAS experiment for different professions;
- ▶ possibility to meet people doing **very different jobs** in the ATLAS collaboration:
 - ▶ physicists, engineers, technicians, computing scientists, etc.
- ▶ the **collaboration** among them needs to be total.

PICTURING PEOPLE

PROFESSIONS



- ▶ Often we need story-telling;
- ▶ not always easy to understand which kind of job people are doing;
- ▶ extremely important to know how many different jobs a person can do for a common goal.



PICTURING PEOPLE

GENDER



- ▶ Very specific item to talk about recently;
- ▶ trying to destroy the myth of a woman uninterested in science and, most of all, not capable of doing science at all;
- ▶ women in the ATLAS collaboration perform many different jobs.



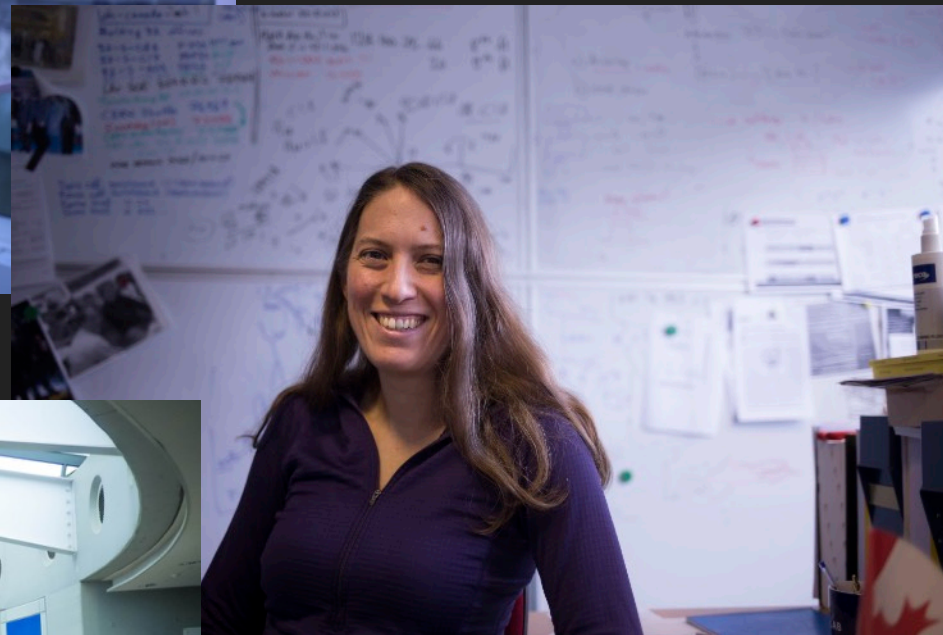
From "How to run a particle detector"



PICTURING PEOPLE

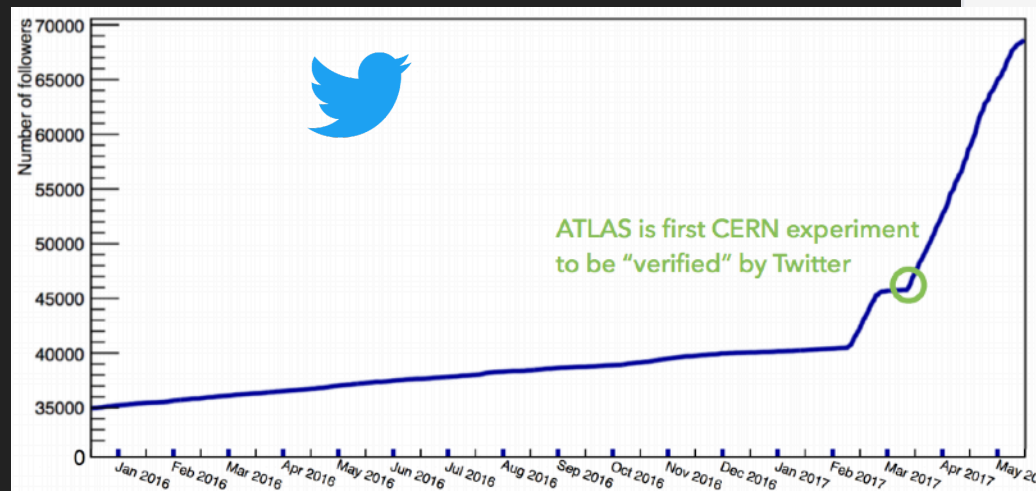
GENDER

- ▶ More and more girls and women in the scientific field;
- ▶ important to document this diversity and pictures & videos are very effective.



CONCLUSIONS

- ▶ Clarify that **diversity** is not something we limit to specific events/dates (i.e. women's day), but rather something we always consider when carrying out communications;
- ▶ through images, we are striving not to reinforce the stereotypical view of physicists - instead, show **the naturally diverse group of people that make up the collaboration**;
- ▶ every blog/news/tweet is a venue to **showcase the diverse collaboration**;
- ▶ the **strong impact of pictures** is known and worth developing, through the continuous monitoring of tools we have.



**THANK YOU FOR
YOUR ATTENTION!**

COMMENTS?
QUESTIONS?

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