

A taste of particle physics

Friday, 31 July 2020 09:00 (20 minutes)

A novel approach to science communication is presented, using cake to explain particle physics ideas to engage new audiences. This talk will present a public engagement strategy where baking has been used to engage the general public, in events such as the CERN Open Days in 2019, and using online platforms such as social media. This innovative approach using the juxtaposition of cake and physics makes for a fun and memorable experience, and has been demonstrated to engage new and low science capital audiences and spark their interest in particle physics.

Secondary track (number)

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