

Title: 12/13 PSI Researcher Presentations

Date: Sep 05, 2012 04:00 PM

URL: <http://pirsa.org/12090040>

Abstract:

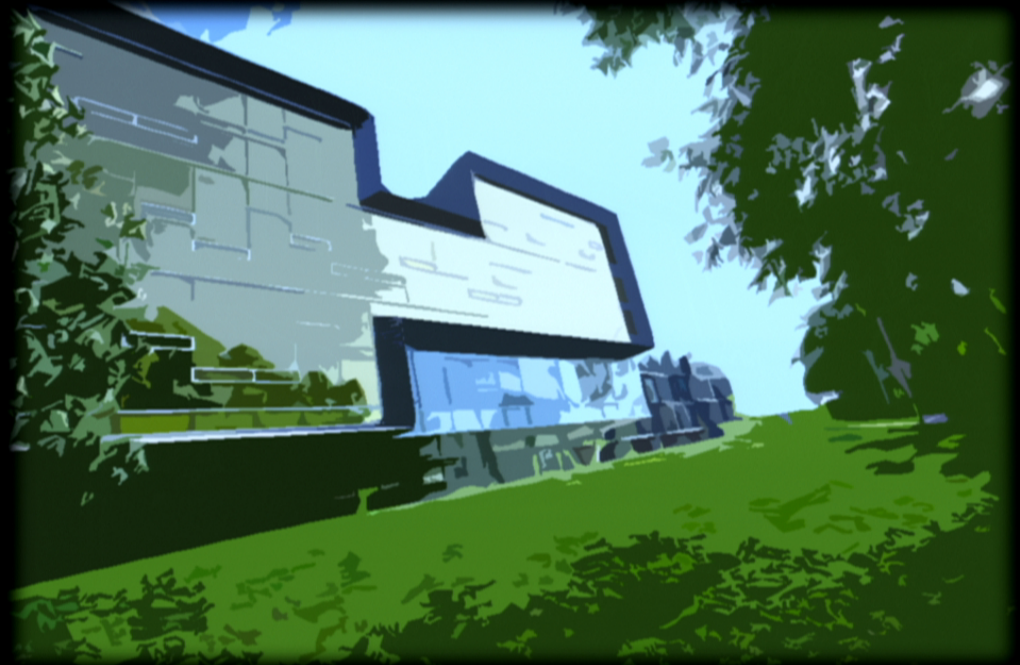


# Perimeter Institute for Theoretical Physics



PERIMETER  INSTITUTE FOR THEORETICAL PHYSICS

Welcome  
**PSI**  
Class of 2013



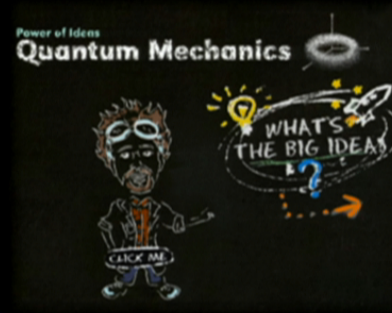
# Perimeter's Mandates



# Educational Outreach

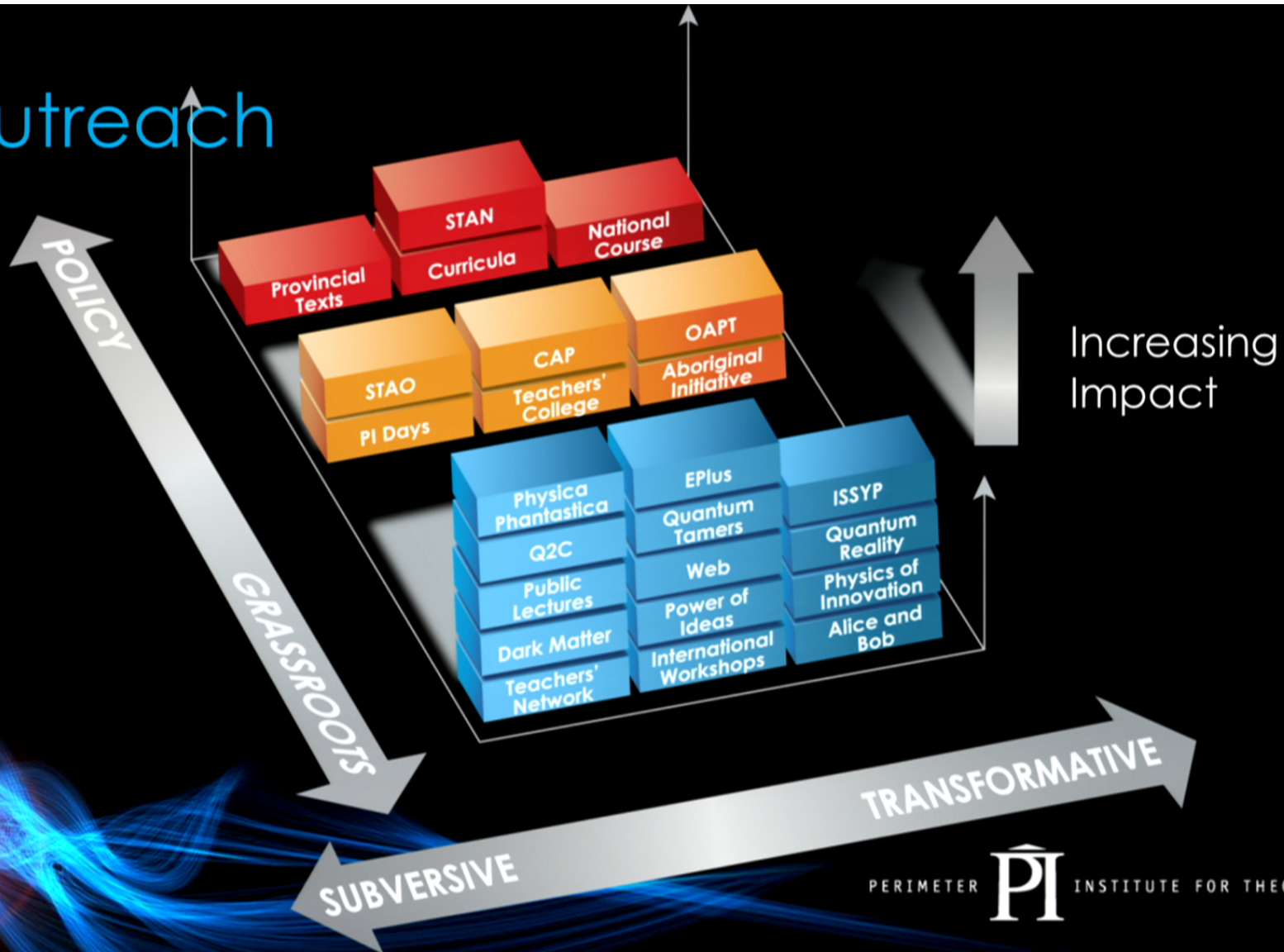
## Three-Tiered Sharing Strategy

- General Public
- Students and Teachers
- Online Resources

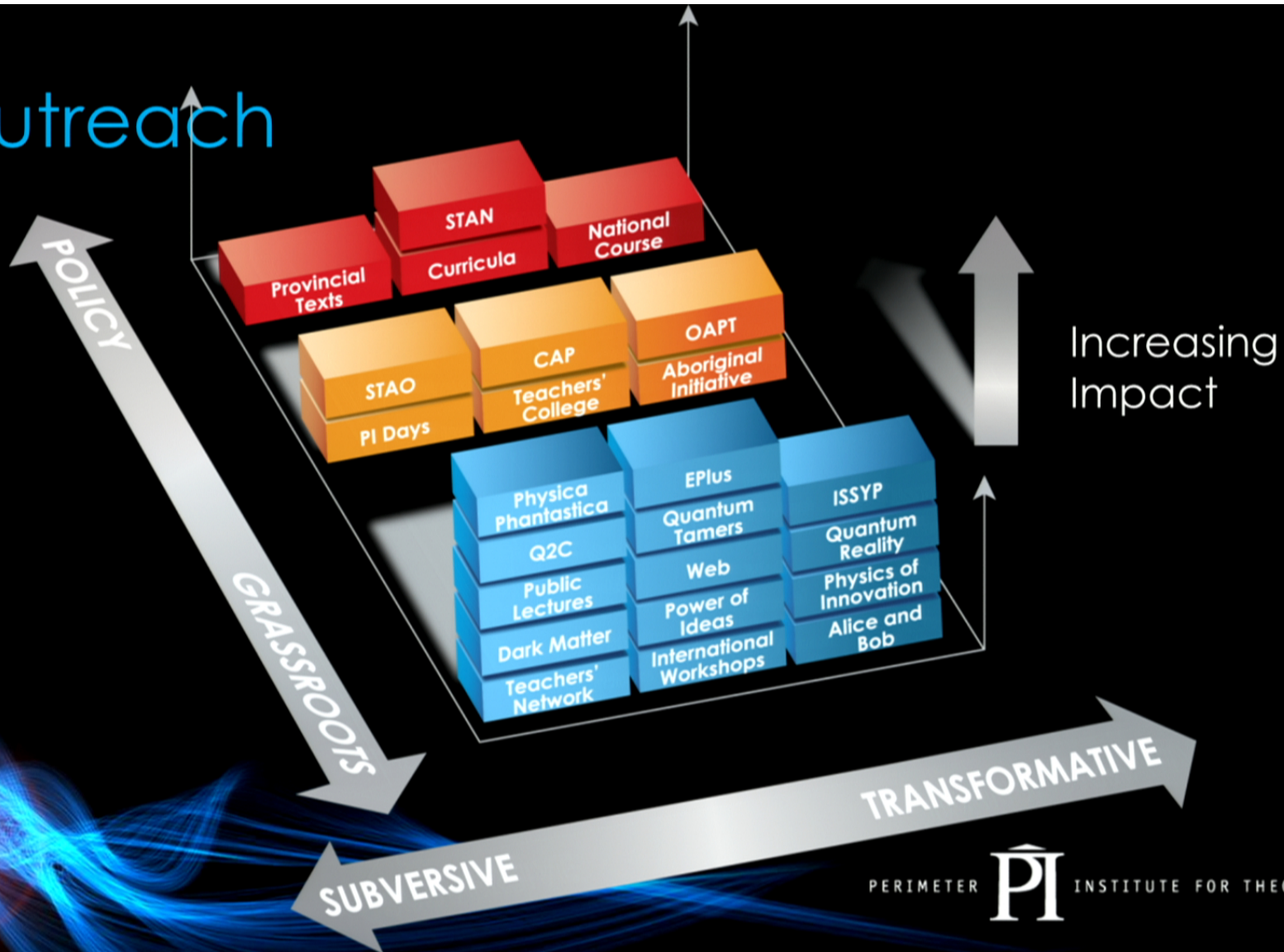


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# Outreach



# Outreach



# General Public

Sharing the power of theoretical physics

Provide opportunities for families to engage with science

Provide role models

Raise scientific literacy



makes you think



Freeman Dyson (June 2011)



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# General Public

Sharing the power of theoretical physics

## Public Lectures and Webcasts

600 attendees per month + web and TVO

## PIRSA

Video library for the world

## Quantum Tamers

Made-for-TV fast-paced documentary

Received 4 major awards

2 Gemini nominations



makes you think



Freeman Dyson (June 2011)



The  
**QUANTUM  
TAMERS**  
revealing our weird and wired future



# General Public

Sharing the power of theoretical physics

# Festivals

## BrainSTEM un-conference

YouTube superstars, innovative educators, and STEM entrepreneurs

Combined reach of 2.5 million subscribers and 250 million viewers

## Hawking Centre Grand Opening

Physica Phantastica, Science in the Pub and Club, Public Lectures, Tours, TV broadcast  
10,000+ tickets and 80,000 TV



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# General Public

## Cultural Events

### Classical World Artists Series

Joshua Roman cello

Joshua Bell violin

Yuja Wang piano

Yefim Bronfman piano



# Students and Teachers

*Developing Young Minds*

- i. Inspirational Programs
- ii. Classroom Resources
- iii. Magnifying Impact



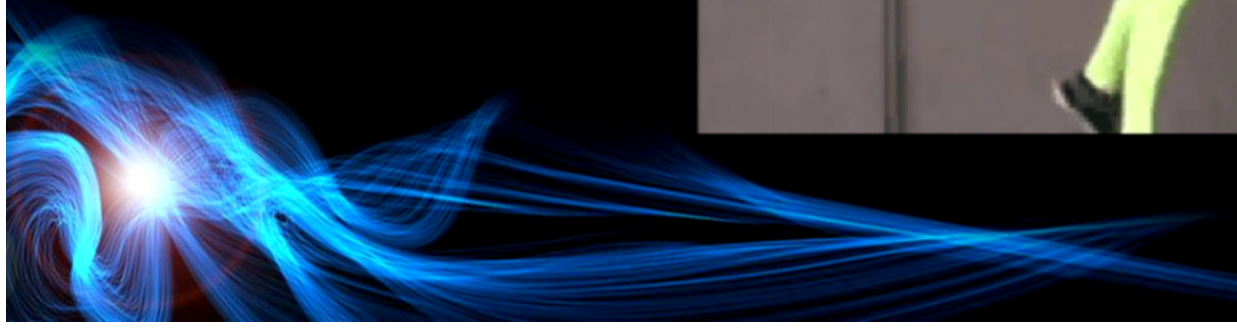
# Inspirational Programs

## Student Contests



# Inspirational Programs

## Student Contests





# Inspirational Programs

Physica Phantastica Speaking Series

Go Physics!

ISSYP



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# Inspirational Programs

Teacher Talks

Webinars

Einstein Plus Teacher Camp



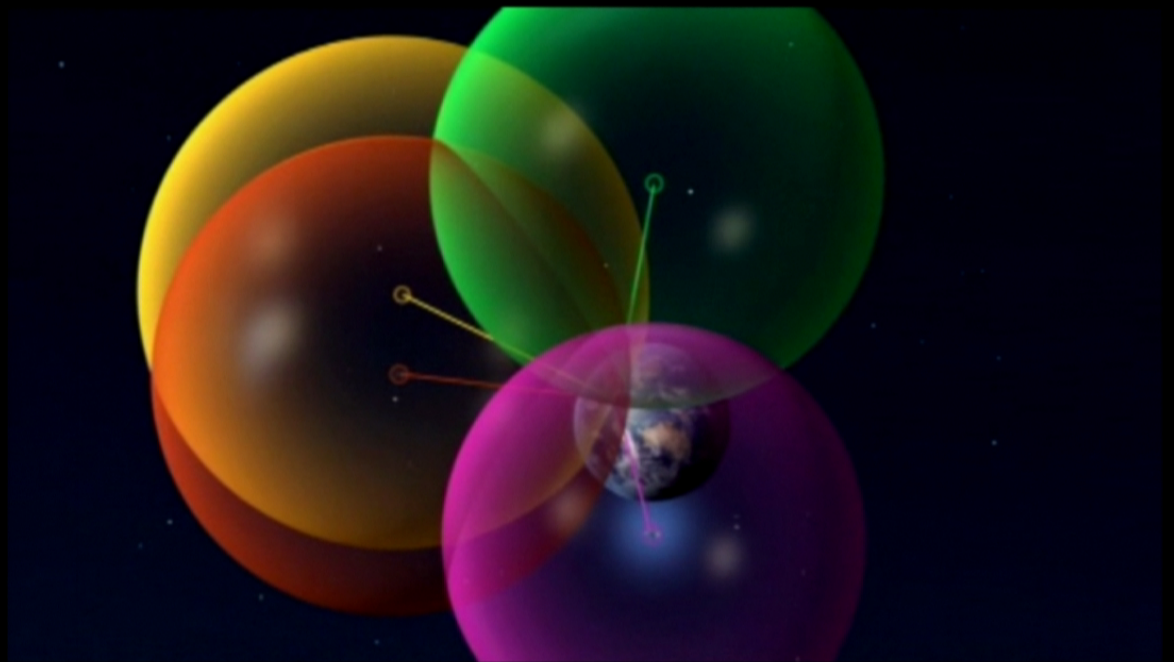
# Classroom Resources

## Successful Strategy

Researcher Expertise

Master Teachers

High Production Values



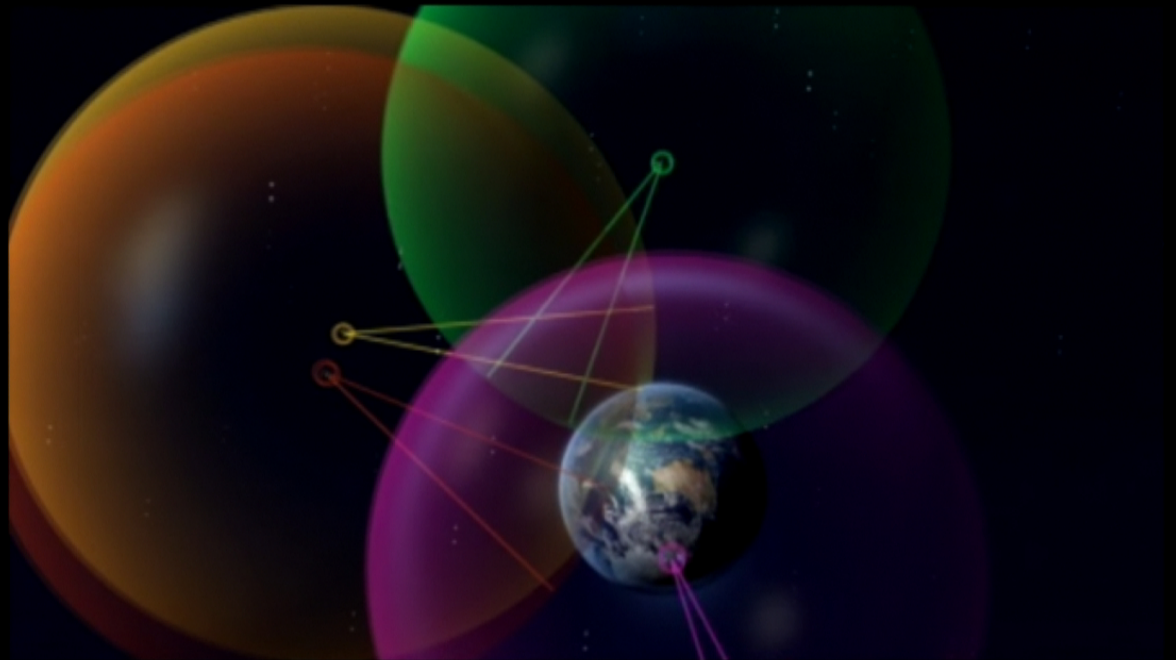
# Classroom Resources

## Successful Strategy

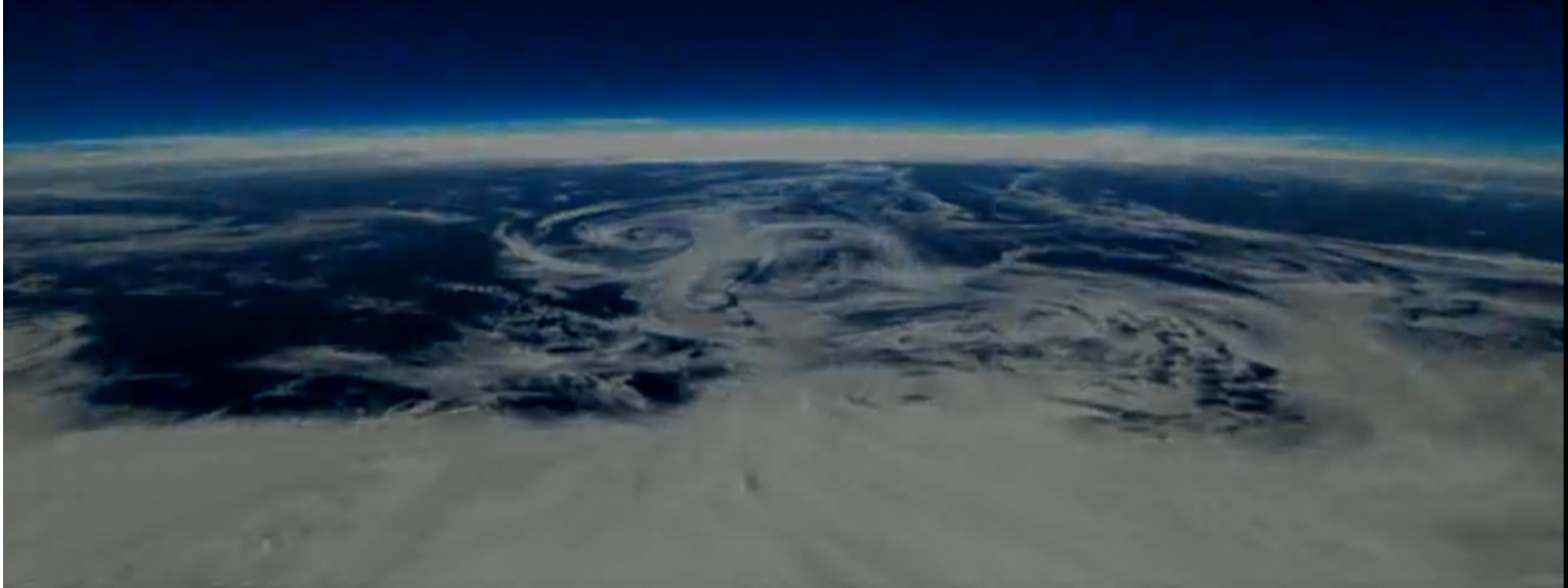
Researcher Expertise

Master Teachers

High Production Values



Our world  
is made up of tiny particles



# Magnifying Impact

PI Teacher Network Workshops  
Network of Canadian educators

1,000,000 students reached



# Magnifying Impact

Collaboration and Expertise Sharing



makes you think



THE GLOBE AND MAIL





# Online Resources

## Digitized programs and products

Systematic programming and resource distribution provides multiple opportunities for students engagement

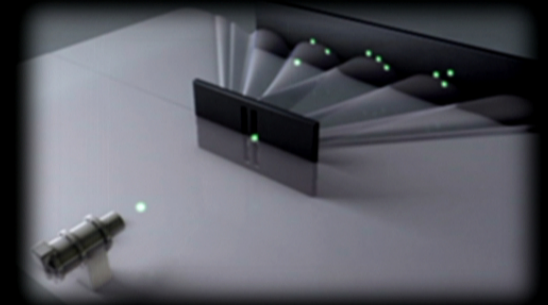
## Social Media Presence

PI workshops and PI Teacher Network put PI resources in front of students year over year

## The Power of YouTube

*Alice and Bob in Wonderland* shares the mystery of science in 60 seconds

*Minute Physics* – Henry Reich, PSI Grad – over 30 million hits!



twitter



# Online Resources

Alice  
and  
Bob



ALICE & Bob

in

Wonderland



# Opportunities to Participate

Student visits (tours, talks, sharing personal experience)

Off-site Conferences (Meet a Scientist)

Resources (vetting, contributing, on-screen)

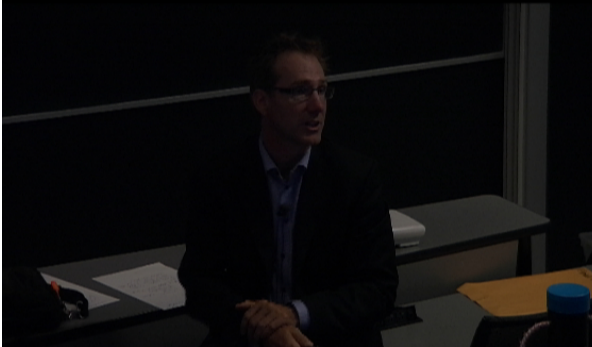
ISSYP Mentoring (next July)



# Thank You



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