

Research in the Applications Field of Science Communication †

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Abstract: Science Communication (SC) constitutes a medium connecting scientific methodology, research findings, and society [1]. Augmented needs for the information of the public relative to scientific findings lead to a constant enrichment of the mediums and ways of SC. However, for new mediums and techniques to be successful, these need to be accompanied by scientific research and analysis of the public's stance and the experience that it gains from its interaction with any of the means of SC, as well as the control of the acceptance quota and the fulfillment of the public's expectations [2-4]. In the frame of our doctoral research with SC as an object, on the occasion of the completion of 150 years from the invention of the Periodic Table of the Elements, we designed, organized, and hosted on 2 and 3 November 2019 a great celebration to science titled "Time for Chemistry" in cooperation with the Association of Greek Chemists, in the shopping mall "The Mall Athens" in Maroussi, Attica, Greece. The event included a multitude of activities where SC was utilized. The main goal of the activities was to highlight the value of the Periodic Table in the Study of Chemical Elements [5-7]. For each activity, there proceeded a targeted choice of medium of SC that would be utilized to achieve the public's active participation. The event kiosks at The Mall Athens welcomed more than 9,000 people. The technical field research that took place was a quantitative sample survey [8]. In particular, 233 questionnaires were collected from the shopping mall guests, using the technique of systematic sampling. Their degree of satisfaction regarding the specific approach to science and their general attitude to SC was graded. The most important conclusions that arose were the enhancement of the twofold role of SC, both as an educative and entertainment factor, the high degree of satisfaction that an organized application of SC provides, and the high penetrating capacity of the SC regarding the total of age groups of the sample.

Keywords: science communication (SC); periodic table; chemical elements.

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Conflicts of Interest

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