

## The Evolving Culture of Science Engagement

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## The Evolving Culture of Science Engagement

2013 Workshop  
September 22–24, Cambridge, Massachusetts

## MONDAY 9/23

**Venue:** Microsoft NERD Center  
One Memorial Drive, Cambridge, MA

### 8:00–8:30 AM Breakfast

Food and beverages served  
Please arrive between 8:00 and 8:15am.

### 8:30–9:00 Welcoming remarks, setup, and process

Our goals for day one: 1) to quickly get a diverse crop of vivid examples of contemporary science engagement on the table; 2) to begin grappling with the six pre-selected dimensions and the questions they raise, and nominate additional dimensions for discussion.

### 9:00–10:45 Quick Colloquies

Three 35-minute sessions, each starting with a panel discussion and concluding with small-group brainstorming and conversation.

- Dimension 1: **Story(telling)**  
Catalysts: John Beck-Hoffman, Janna Levin, Ben Lillie
- Dimension 2: **Humor**  
Catalysts: Elise Andrew, Steve Cross, Neil deGrasse Tyson
- Dimension 3: **Participatory engagement**  
Catalysts: Darlene Cavalier, Rob Simpson, Beck Tench

### 10:45–11:00 Break

Coffee and snacks served

### 11:00–12:00 Lightning pairs

Three 15-minute reciprocal interviews by pairs of participants, followed by a 15-minute group reaction to all three conversations.

- Dimension 4: **Mystery/the unknown**  
Catalysts: Brian Greene, Robert Krulwich
- Dimension 5: **Artistic expression**  
Catalysts: GZA, Alan Lightman
- Dimension 6: **Informality/science as part of everyday life**  
Catalysts: Emily Graslie, David Pogue

### 12:00–1:00 Lunch

Good food and continued conversation

### 1:00–1:20 Brainstorming additional dimensions

What are we not yet talking about?  
Your chance to nominate additional dimensions of science engagement to add to our conversations.

### 1:20–2:30 Small-group discussions

What does each dimension change or make possible?  
What challenges or risks does it bring? What else do we need to know about it?  
All participants will be assigned to groups to discuss a dimension. Each group will be given discussion questions, a facilitator, and a helper to capture key ideas. Each group will choose a representative to join the panels that follow.

### 2:30–2:45 Break

Coffee and snacks to fuel the homestretch

### 2:45–4:00 'Roll up' discussions

Three themed discussions on a broader, 'roll up' concept under which several dimensions naturally group.

An alternative to breakout-group reporting, these 25-minute discussions will begin with a moderator and a panel of two or three discussants (one representative from each of the relevant breakout groups), before bringing the full group into the conversation.

- Topic A: **Personality & subjectivity.** Discussants from the breakouts on Story and Humor, plus one of the newly nominated dimensions if applicable.
- Topic B: **Authority.** Discussants from Participatory engagement and Mystery/the unknown, plus one of the newly nominated dimensions if applicable.
- Topic C: **Popular culture.** Discussants from Artistic expression and Informality/Science as part of everyday life, plus one of the newly nominated dimensions if applicable.

### 4:00–4:30 Outputs discussion

Full-group brainstorm about the possible work products of this gathering

### 4:30–4:50 Charge for the evening/Day 1 wrap-up

Instructions to all participants for the evening's Story Collider event and conversations with the public.

## PUBLIC EVENT

**Venue:** Middle East Downstairs  
480 Massachusetts Ave, Cambridge, MA

### 7:30–9:30 PM Story Collider/audience feedback evening

- All workshop participants are asked to attend.
- 7:00 Doors open: *Public pays \$10 admission but workshop participants show badges for free admission. Cash bar, free food, and DJ.*
- 7:30 Story Collider begins: *Four workshop participants pre-selected by Story Collider tell personal stories.*
- 8:30 Audience conversations: *Host tells audience about this special discussion opportunity and invites them to stay for a free buffet dinner and share their thoughts with the science communicators/educators in the audience. This will be our chance to informally interview members of the public about how and why they engage with science.*

## TUESDAY 9/24

**Venue:** Rowland Institute  
100 Edwin Land Blvd., Cambridge, MA  
Please enter from Cambridge Parkway (river side)

### 8:30–9:00 AM Breakfast

Food and beverages served  
Please arrive between 8:30 and 8:45 AM.

### 9:00–9:05 Welcoming remarks

Our goals for day two: 1) to begin converging on a set of observations and lessons learned about contemporary engagement practices; and 2) to identify what else we need to learn about engagement and what experiments might be worth trying.

### 9:05–10:00 Debrief from interviews with the public

What did we learn? Any implications for the practices snapshot and research-and-experimentation agenda we'll be developing today?  
Moderated full-group discussion.

### 10:00–10:45 Researchers panel

What's already known about the dimensions we've been discussing? What are some of the open questions?

Moderator: Bruce Lewenstein

Discussants: Pryce Davis, Emily Dawson, Jeff Grabill, Martin Storksdieck

### 10:45–11:00 Self-selection into working groups

Based on input from Day 1, the organizers will have distilled a set of 6–8 topics for these working groups. (These may be different from the dimensions we've been working on.) Participants will join the group focused on the topic they're most interested in.

### 11:00–NOON Working groups

Multi-disciplinary breakout discussions to outline sections of the practices snapshot and research-and-experimentation agenda. At a bullet-point level, without wordsmithing, each group will:

- develop a rough outline of a specific section of the snapshot document,
- identify open questions about that dimension and potential programming experiments, for possible inclusion in the research-and-experimentation agenda.

### 12:00–1:00 PM Lunch

Good food and informal conversation

### 1:00–2:00 Plenary reporting/Snapshot assembly

Each group will quickly share its outline of key points, with questions only for clarification (7–8 min. each). We will progressively assemble the complete outline at the front of the room. At the end of the hour, we'll review the resulting snapshot and agenda together.

### 2:00–2:45 Professional community discussions

So far, our discussions have been multi-disciplinary, involving practitioners and researchers from all walks of science engagement. Now we'll huddle with others from our own practice community to discuss what this work means for each sub-field and how to advance it in those quarters. Participants will be given a chance to assign themselves to one of the following groups:

1. Media
2. Writing & publishing
3. Live events
4. Science centers/museums
5. The arts
6. Participatory, community, and training programs
7. Research/social sciences
8. Funding & policy

### 2:45–3:15 Networking for downstream collaborations

Seek out potential collaborators and discuss possible future work on some aspect of the research-and-experimentation agenda. Refreshments provided.

### 3:15–3:30 Closing

Next steps for the initiative

Participants invited to share a brief, informal sampling of ideas for collaborations that have emerged in the last two exercises. Organizers will briefly discuss next steps in the initiative and how to keep in touch post-workshop.

### 3:30–4:00 Mingling

Refreshments available for those who can stay

### 6:00 Optional: ScioBeantown tweetup at Meadhall

4 Cambridge Center, Cambridge, MA 02142  
The ScienceOnline community's Boston-area members have invited workshop participants to join the group's monthly get-together.