

XMM-Newton survey legacy for Athena and beyond

Science for All: breaking barriers with diverse communication

Maite Ceballos, Rosa Domínguez and XMM2ATHENA WP10















Why Science Communication?

The Declaration on Science and Use of Scientific Knowledge (UNESCO sponsored World Conference on Science 1999):

- Scientific knowledge should be shared
- ☐ There is need for real cooperation between governments, civil society, business sectors and scientists
- ☐ Scientists should be governed by ethical standards
- Professionals who circulate scientific information see communicating with the public as a vital responsibility



ChristineGeorge24 (slideshare)
The importance of science communication







Additional Motivation

GA 29.1 Unless it goes against their legitimate interests, **each beneficiary must** — as soon as possible —'**disseminate'** its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in **scientific publications** (in any medium)

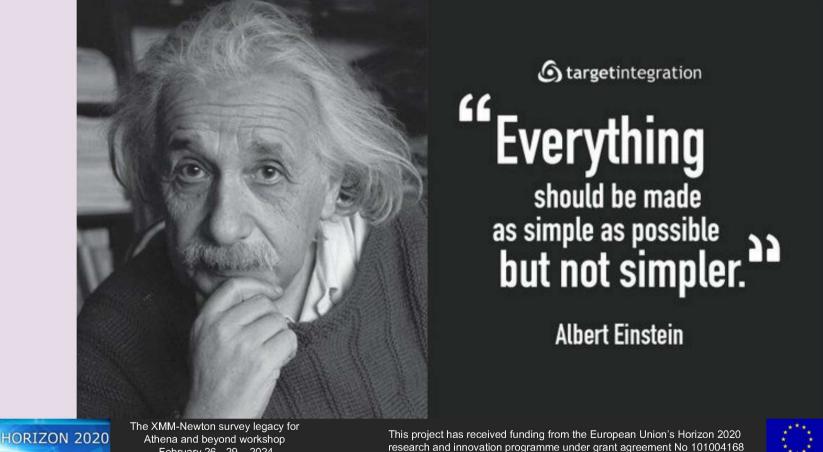
GA 38.1 The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.







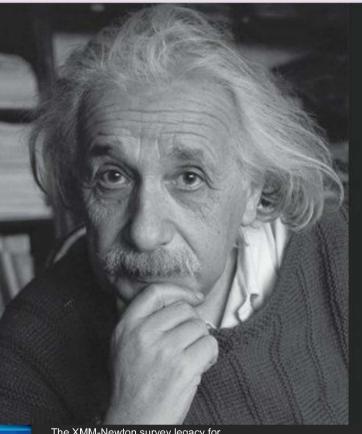
But how?



February 26 - 29 . 2024



But how?



"It can scarcely be denied that the supreme goal of all theory is to make the irreducible basic elements as SIMPLE and as few as possible without having to surrender the adequate representation of a single datum of experience."

(1933 lecture)



The XMM-Newton survey legacy for Athena and beyond workshop February 26 - 29, 2024

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004168





Taking into account...







CHANNEL(S)







Taking into account...



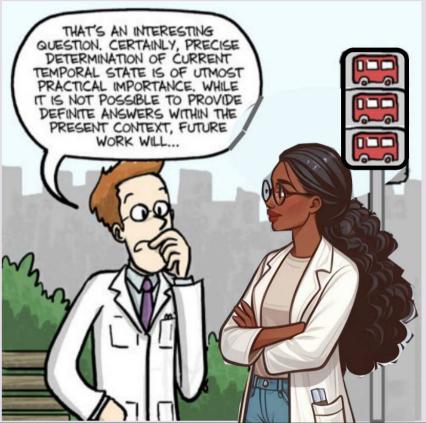


Credit: CoE





The audience: scientists?









The audience: lay people?



2014 Nature Education







Who is our audience?



We want it all





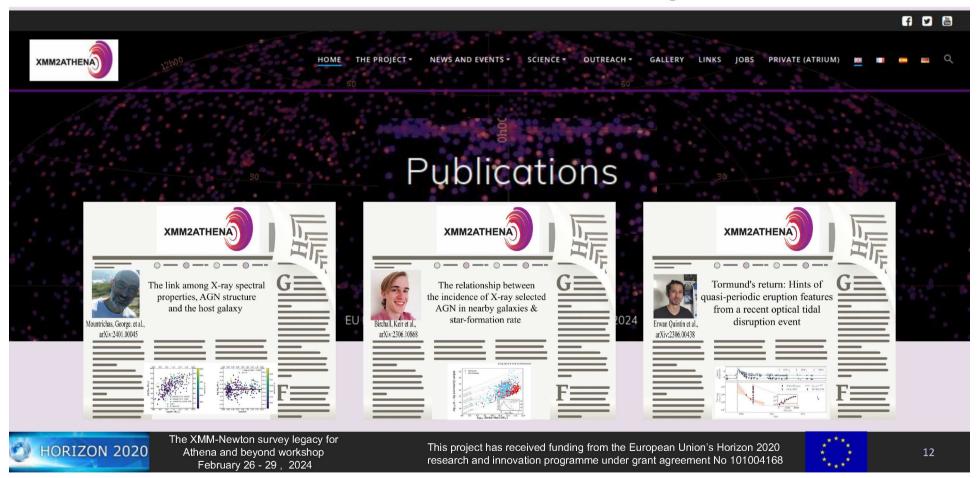




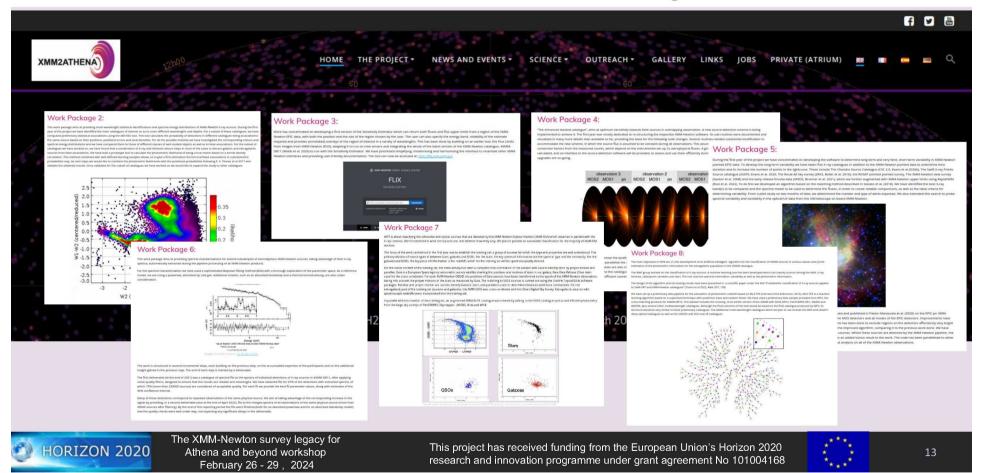
Credit: Benjamin Couprie



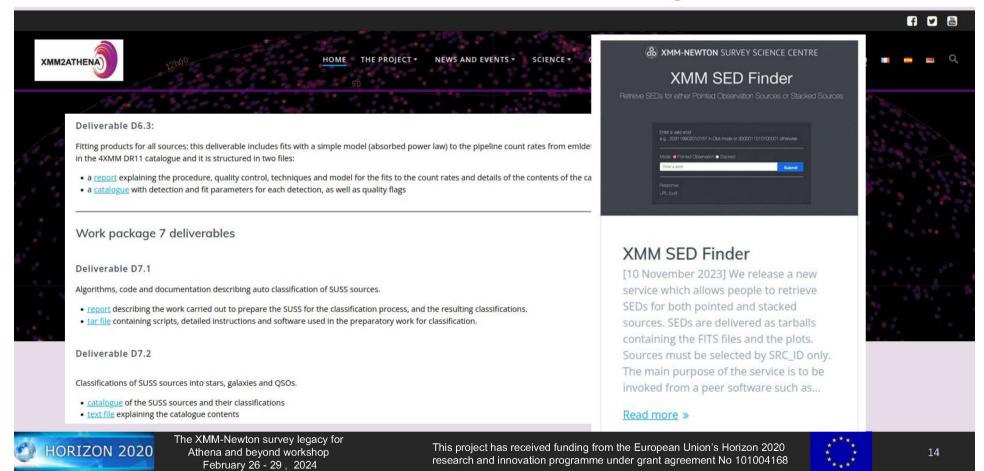






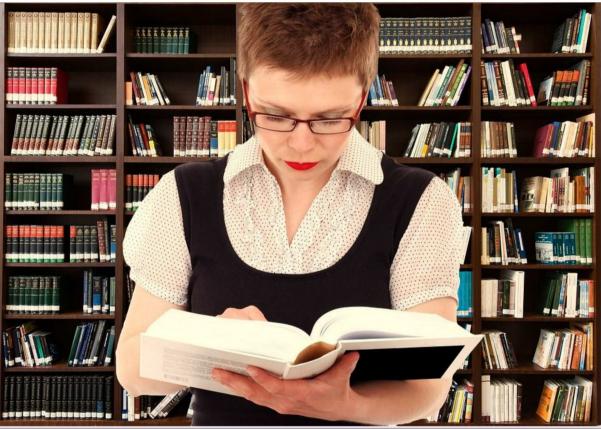








The audience: ~ scientists







The audience: ~ scientists

Science "to go"





The audience: ~ scientists

Science "to go"











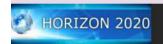
WWW
INITIATIVES
(no age)













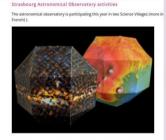
















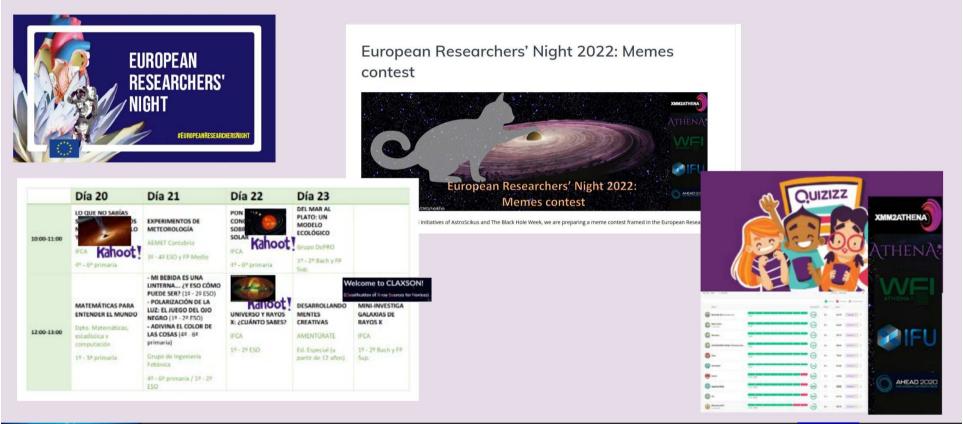








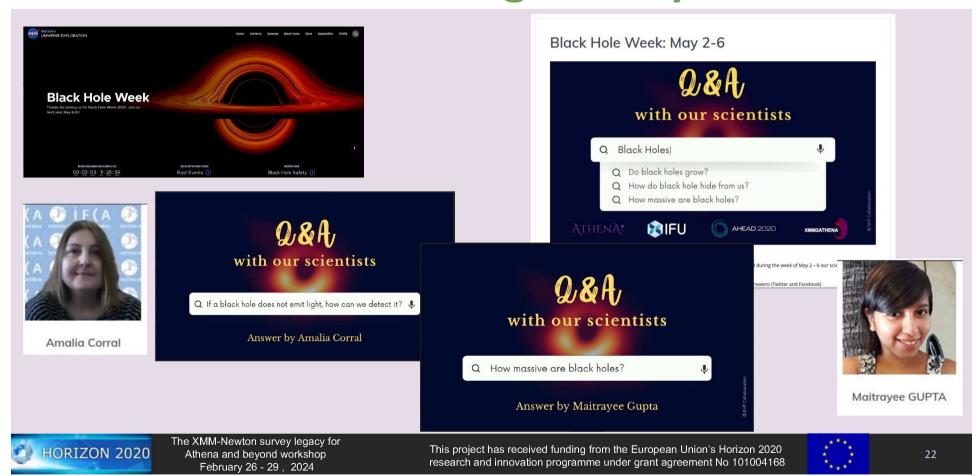










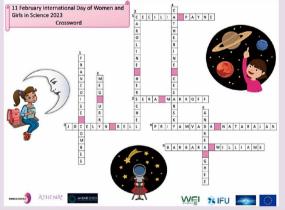




11 February
International day of women
and girls in science

















Women in Space Sciences

5 ANS DÉJÀ!













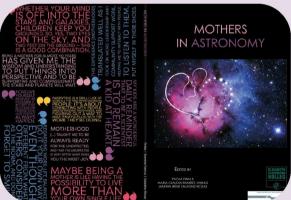


Collaborations















Initiatives for students



















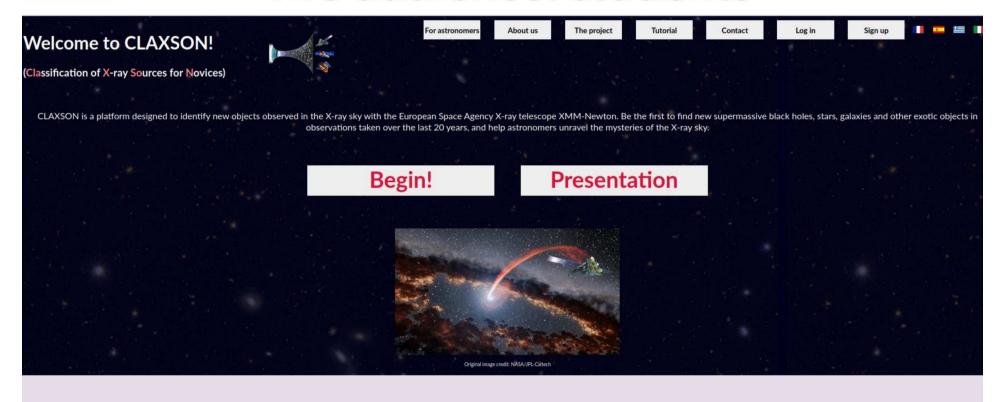
























The audience: for all

The people behind the scenes







The audience: for all



Natalie is a multi-wavelength astronomer at the Institut de Recherche en Astrophysique et Planétologie (IRAP), Toulouse, France. She is Coordinator for the XMM2ATHENA project, as well as head of the XMM-Newton Survey Science Centre, the science ground segment for ESA's current X-ray mission and Project Scientist for the X-IFU Instrument and Science Centre, the science ground segment for the X-IFU instrument that will fly on ESA's next big X-ray mission, Athena. Natalie's research is focussed on the origin and the growth of supermassive black holes seeds, and on constraining the nature of the supra-dense matter inside neutron stars.

XMM2ATHENA will accompany the revolution that has taken place in astronomy over the 21 years since XMM-Newton was launched, helping scientists to exploit populations of sources, rather than single objects, by providing multi-wavelength and multi-messenger information, along with source identification, redshifts and high level science products such as fitted spectra. It will also embrace time domain astronomy by producing long term variability information and providing alerts for transients. At the same time we will be preparing for Athena by providing robust and innovative software to enable the X-ray community to exploit the ground-breaking data that will come from this cutting edge mission.







The audience: for all























































Which channels or which media?

formal & traditional





informal & new





The channels

The more, the merrier!





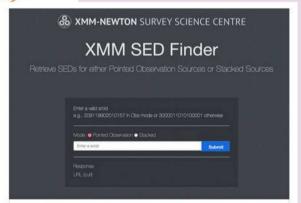






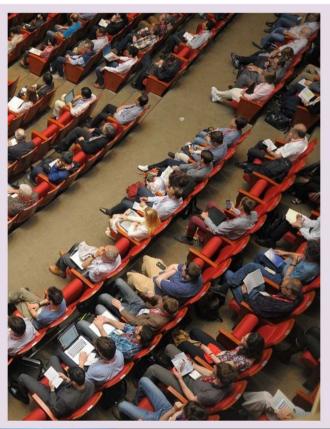


WEB services



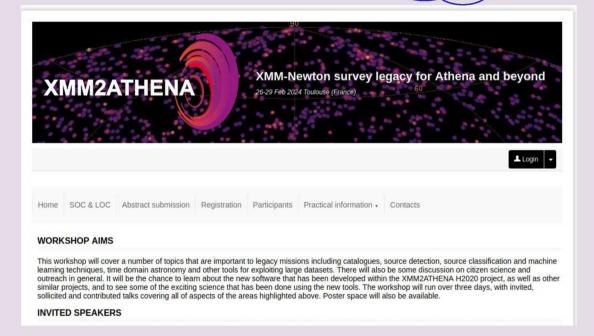






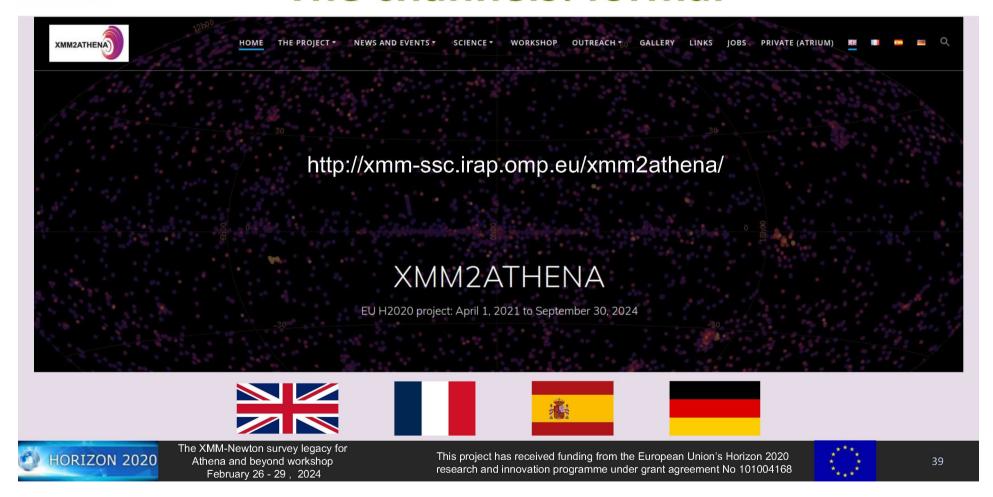
workshops

Natalie's talk

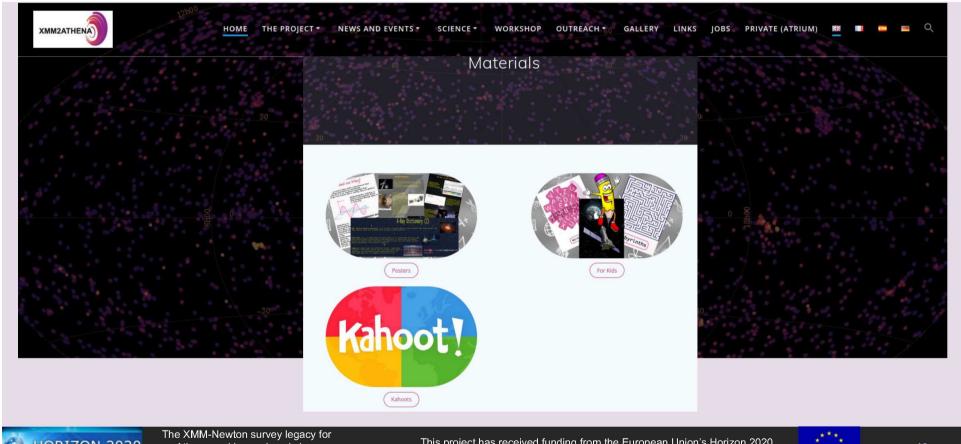






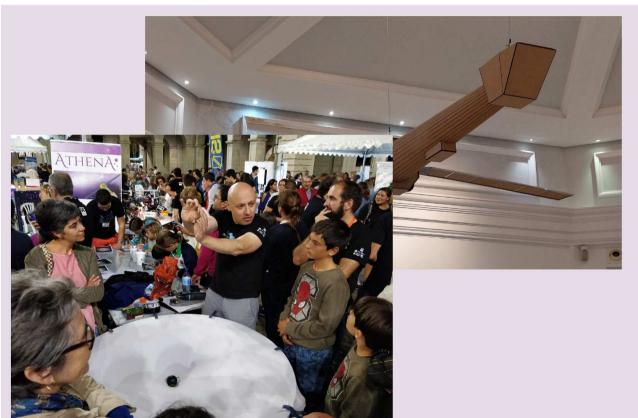








The channels: formal/classical





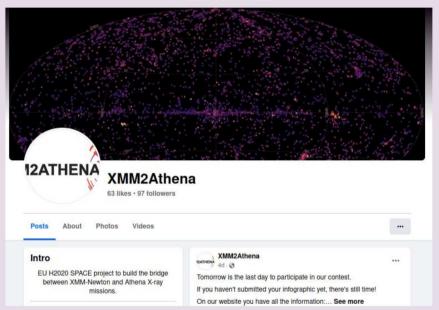
































bit.ly/XMM2ATHENA_VIDEO







lessons learnt



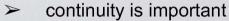
Formal channels for experts have to be maintained (but boosted)

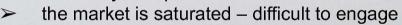


Student-oriented activities always work!



Do not underestimate new channels for broad communication: SSMM, podcasts, videos... However:







Difficult to find a niche for new/small/time-limited projects



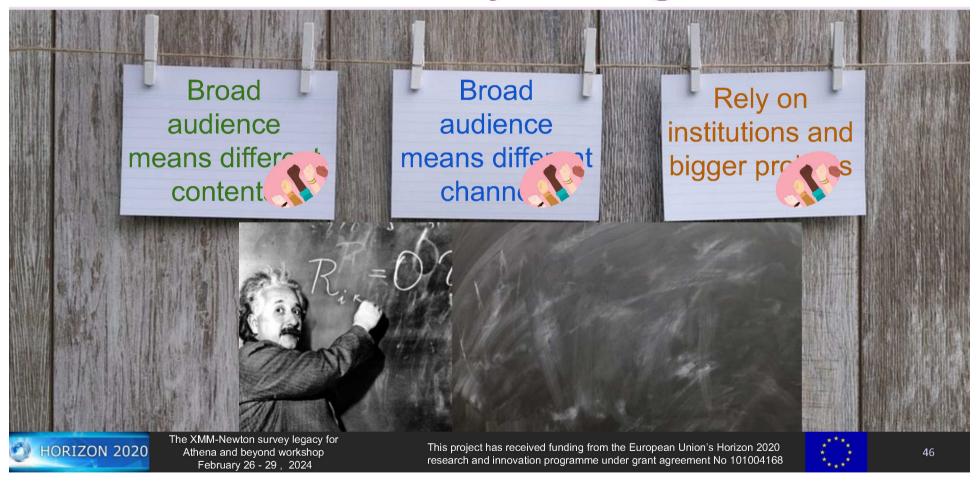
Collaboration in the team is mandatory







Take away message





Take away message

