



## Role Models in Science – An Effective Dissemination Strategy

Eleni Chatzichristou (1), Ioannis A. Daglis (1,2), Anastasios Anastasiadis (1), George Balasis (1), Sebastien Bourdarie (3), Richard B. Horne (4), Yuri Khotyaintsev (5), Ian R. Mann (6), Ondrej Santolik (7), Drew L. Turner (8), Omiros Giannakis (1), and George Ropokis (1)

(1) National Observatory of Athens, Inst. for Space Applications and Remote Sensing, Athens, Greece (elthchatz@gmail.com, 30 211 7109150), (2) Department of Physics, University of Athens, 15784 Athens, Greece, (3) ONERA (Office National d'Etudes et Recherches A rospatiales), Toulouse, France, (4) British Antarctic Survey, United Kingdom, (5) Swedish Institute of Space Physics, Uppsala, Sweden, (6) University of Alberta, Canada, (7) Institute of Atmospheric Physics, Department of Space Physics, Prague, Czech Republic, (8) University of California, Los Angeles, United States

We present the outreach efforts of the MAARBLE (Monitoring, Analyzing and Assessing Radiation Belt Loss and Energization) project, intended to provide the general public with simplified information concerning the scientific objectives of the project and its expected outcomes, to strengthen their understanding of space science, as well as to engage and inspire the next generation of scientists.

MAARBLE involves monitoring of the geospace environment through space and ground-based observations, in order to understand various aspects of the radiation belts, an important element of the space weather system, which have direct impact on human endeavors in space (spacecraft and astronauts exposure).

The public outreach website of MAARBLE, besides instructive text and regular updates with relevant news, also employs a variety of multimedia (image and video galleries) and characteristic sounds of space related to very low and ultra low frequency (VLF/ULF) electromagnetic waves. It also provides links to some of the most interesting relevant educational activities, including those at partner institutions such as the Institute of Geophysics and Planetary Physics at UCLA, the University of Alberta, the Swedish Institute of Space Physics and the Institute of Atmospheric Physics of the Academy of Sciences of the Czech Republic.

We will focus on a specific activity: “Interviewing a MAARBLE Scientist”, which enriches and broadens the scope of the MAARBLE outreach website. The profile of a MAARBLE scientist appears every month through an inspired interview, the scientists relating to the public their real stories, aspirations and endeavors. The intimacy of this approach is very effective in catching the attention of an otherwise indifferent public, and to inspire young people to pursue science careers by identifying themselves with “real” scientists. We cover one interview per month, featuring either a high-profile scientist from each partner institute, or a young researcher on a successful career path to both act as role model and to show the challenges that young scientists are facing today.

The work leading to this paper has received funding from the European Union’s Seventh Framework Programme (FP7-SPACE-2011-1) under grant agreement no. 284520 for the MAARBLE (Monitoring, Analyzing and Assessing Radiation Belt Energization and Loss) collaborative research project. This paper reflects only the authors’ views and the Union is not liable for any use that may be made of the information contained therein.