

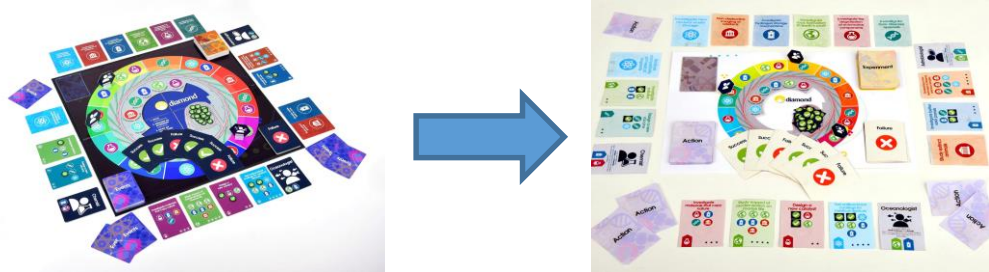
Communicating Science Careers During COVID-19

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<https://www.diamond.ac.uk/Public/DiamondTheGame>

What is it?

- A board game to highlight scientific careers, the experiences of a scientist and Diamond Light Source science to secondary school students.
- STFC Sparks award granted in December 2019 for delivery of sets of the game to schools all over the UK.
- Then COVID-19 happened... BUT this presented an opportunity to explore free online distribution and to understand who was playing via a pre-survey

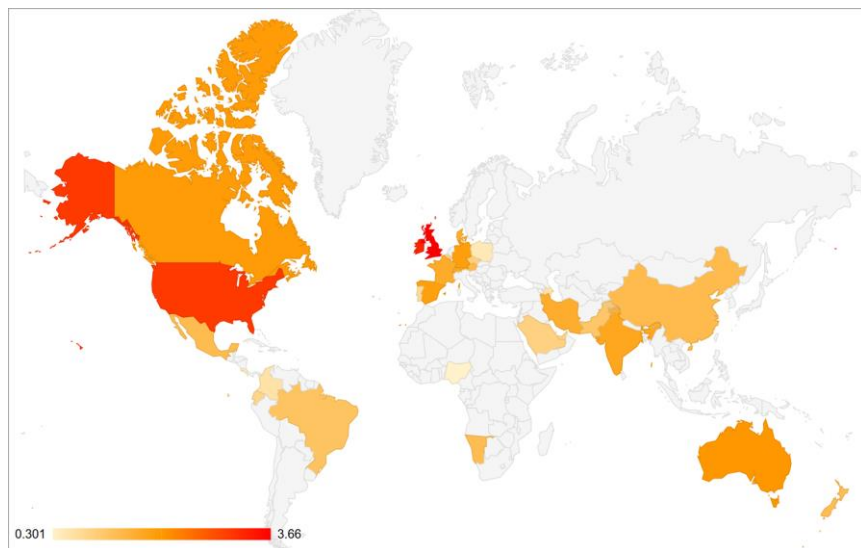


Why change the design?

- Game was designed to be inclusive for people with low level visual impairment and/or colour-blindness.
- However, the volume of ink-intensive printing might be an expensive barrier to engagement.
- A redesign addressed this but a high contrast version is still available for those who need it.

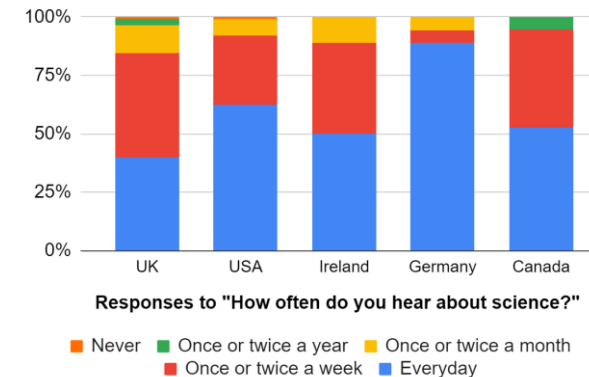
Where is the game being played?

Over 10,000 players in >30 countries! Data in the map below are on a log scale.

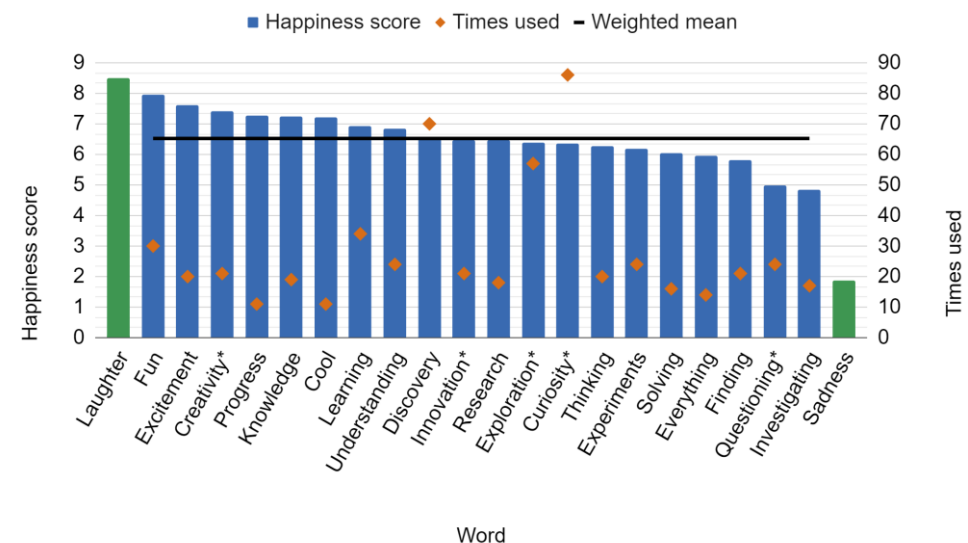


Who is playing the game?

Most of the players regularly chat about science → unsurprising given promotion mainly occurred via our social media channels.



Responses to 'Being a scientist means...' indicates that most people are quite positive about being a scientist. Curiosity and discovery are the most popular word choices. Happiness score is from: <https://hedonometer.org/words/labMT-en-v2/>, laughter and sadness are shown for reference only and * highlights words missing a score but ranked here based on similar words.



Key Conclusions

- Online distribution is an exciting option for public engagement.
- Important to consider who your audience are and how you might reach them.

Future Plans

- Deliver the board game to schools across the UK.
- Explore the potential for an autism-friendly version of the game.
- Identify opportunities for reaching people who don't often talk about science.