

SHARING AHEAD 2022 - Public communication of astrophysics across Europe



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Art and play to communicate astrophysics

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Arts and games are becoming a favored medium for conveying science to the public. They can deeply engage people by focusing on the affective domain of learning (i.e., engagement, attitude, or emotion) as well as on the cognitive domain (i.e. understanding, comprehension, or application), which is often emphasized in science education.

Arts-based science communication stimulates creativity and enhances the discovery process by encouraging intuitive thinking, while games-based science communication catalyzes fun and competition to attract and intrigue very different audiences.

In this talk, we will present some art and game-based activities developed in AHEAD2020 public outreach framework.

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