THE "WOW" AND THE "HOW"

The challenge of effectively communicating SKA

Outreach activities of the PRIN-INAF project
FORmation and Evolution of Cosmic STructures with Future Radio Surveys (FORECaST)
Our community have been hearing and talking about the SKA project for years now.

But do the public know about SKA at all?

SKA?
No, I prefer classic music
WOW

- The grandeur of the project and INAF's role in it
- The remote and fascinating places that will host the instruments
- The enormous scientific opportunities and expectations

HOW

- The peculiarities of studying the Universe through invisible data
- The way data look like and how they are handled
- The difficulties of dealing with huge amount of data
Virtual reality

Bringing the public to SKA places and giving details about the instruments and the scientific goals in an immersive, enjoyable experience. Introducing the reasons of the sites selection and some social aspects

A sinergy of human and financial resources of all Outreach WPs within INAF PRIN, both SKA and CTA
Autonomous exploration triggered by audio and video entries showing the telescopes and their features and the scientific goals of the PRIN projects involved
Educational activities

SLOW INTERACTION

MICROLEARNING
Introducing some of the instrumental features one by one with dedicated activities

THE HOW
TALKIN' ABOUT RESOLUTION

Pegs of different sizes represent larger and smaller pixels.

Reproducing details is easier with the smallest pegs, but it is also tough and time-consuming.

The general impression can also be efficiently achieved with large pegs (lower resolution).
Introducing the *false colors* technique for the visualization of radio waves (and invisible data, in general)

**HERE I PIXELIZE YOU!**

How pixels represent the data detection

**HOW FALSE ARE THESE COLORS!**

Introducing the *false colors* technique for the visualization of radio waves (and invisible data, in general)
SENSE THE UNIVERSE

A multisensorial representation of real radio data

IMAGE

TACTILE MAP

SONIC REPRESENTATION
Trasmitter (fox) hunting

How a radio telescope works

Play (treasure hunt)

Tinkering

Making

Citizen science
(electromagnetic pollution)
THE "WOW", THE "HOW"... 
AND THE "BOW"

THANK YOU!

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