



David_Lustick@uml.edu

Carbon Smarts Conference: Learning Science *on the Go*

David S. Lustick & Jill H. Lohmeier
University of Massachusetts Lowell

October 20-21, 2011

Jill_Lohmeier@uml.edu



Question

How can informal science education make use of the current boom in out-of-home-media to improve the public's understanding of science?



Objectives

Bring diverse communities together to consider the potential of an out-of-home-multi-media model for fostering informal science learning among the commuting adult population.

Establish a discourse between academic and industry personnel for innovative initiatives.

Carbon Smarts Conference

Learning Climate Change Science with Out of Home Media

Lowell, MA October 20-21



Early Bird \$60
Register Today!



Speakers



Anthony Leiserowitz, Ph.D.
Director of the Yale Project on Climate Change and a Research Scientist at the School of Forestry and Environmental Studies



Geoffrey Haines-Stiles
Writer/producer/director of EARTH: The Operators' Manual



Sharon Dunwoody
Evjue-Bascom Professor in the School of Journalism and Mass Communication at the University of Wisconsin-Madison

Sessions

CLIMATE CHANGE SCIENCE

RISK, CONCERN, AND TRUST (KEYNOTE)

INFORMAL SCIENCE AS A BRIDGE

OUT OF HOME MEDIA,
MARKETING, & SELLING SCIENCE

BROADER CONSIDERATIONS

FUNDING OPPORTUNITIES FOR INFORMAL LEARNING

EVALUATION AND CONCLUDING REMARKS



Presenters



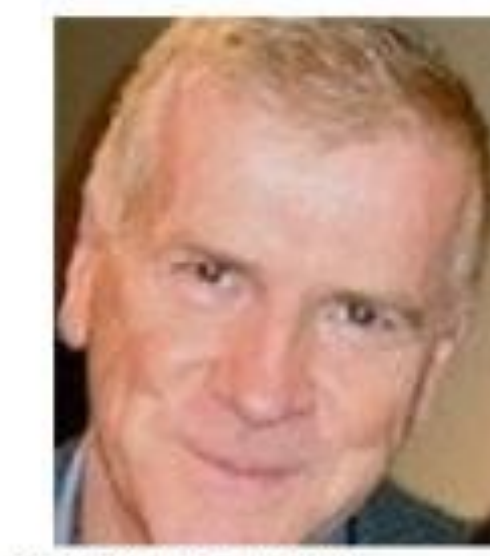
Joe Mandese
MediaPost



Andy Shouse
University of Washington



Juliette Rooney-Varga
UMass Lowell



Norbert Mundorf
University of Rhode Island



Susanna Hornig Priest
George Mason University



Yinjiao Ye
University of Rhode Island



John C. Anderson
New England Aquarium



Max Boykoff
University of Colorado-Boulder



Dean Grosshandler
University of Illinois at Urbana-Champaign



Julie Benyo
Education Consultant



Robert F. Chen
UMass Boston



Brenda Keogh
Millgate House Education



Tom Bowman
Bowman Design Group



Rob Gould
Brodeur Partners



Ellen McCreay
National Oceanic and Atmospheric Administration



Outcomes

Experts representing marketing, communication, risk analysis, science education, mass transit, informal learning, science communication, and atmospheric research shared their experience and ideas on how to improve public understanding of climate change.

Special consideration was given to new digital tools such as smart phones and augmented reality.

More than 75 professionals, students, and academic researchers shared ideas, discussed challenges, and explored research opportunities.

A new full-scale informal science education proposal was developed and submitted by an inter-disciplinary and collaborative team.

Over 85% of attendees found the conference very beneficial and would recommend it to a colleague.



Carbon Smart Website

- * Stream videos of conference sessions
- * View Speaker PowerPoint Presentations
- * Contact the Conference Chairs
- * View Full Evaluative Report

www.uml.edu/carbonsmarts