

Young scientists and multimedia outreach, an example

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DéMesures (French word for excessiveness, immoderation, and a play on words for *Measurements*) is the name of an association of young scientists that was born in Lyon in early 2015. The initial group was composed of Earth Sciences grad students eager to do outreach outside the traditional limits of their disciplines. The idea was to communicate the sense of wonder and the loss of references that comes from the changes of scales (in time and space) so common in the observations and thoughts of Earth scientists. Hopefully showing how stepping back from confusing facts can help understand them in the light of more general phenomena.

Three years later, *DéMesures* has around 600 followers on Twitter, 800 on Facebook, and is supported by the University of Lyon, the Ecole Normale Supérieure de Lyon and the Natural History Museum of Lyon (Musée des Confluences). The association is active both online and IRL through a website, social networks, webradios, a Youtube channel, the French National Science Fair exhibitions, geek and science festivals and events, and art projects.

Some things worked, others did not, and new projects replaced them. The group motivation and means of production have tremendously changed in the last couple of years. It now uses very creatively its multiple communication tools to promote the curiosity and the critical mind of their audience. It offers an interactive, playful way of presenting science, where pictures, videos or podcasts convey enthusiasm about the many wonders of science in its plurality. Where art and wonder emerge from science, so does curiosity. And the outreach *DéMesures* is doing communicates an urge for knowledge.

This talk is an opportunity to share with other scientists the fascinating journey of a creative group juggling with new and old media, from the inside of *DéMesures*, taken as an example. One message: Looking at things in unsuspected, surprising ways and angles, changing scales in observation and thoughts, has favored curiosity and enthusiasm in both the group of young scientists and the public.