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Abstract

Public outreach and press engagement help shape the public's perception of publicly-funded science, the importance of physics research, and the practical outcomes of applied physics. Different methods of engagement including public events and lectures, school visits, newspaper & magazine articles, and radio & television appearances have disseminated organic semiconductor research worldwide on topics as diverse as explosives sensing and photodynamic therapy.

Project Description

The visible light emission from organic semiconductors, and range of applications makes them ideal for engaging public interest in science. Our research has been represented by various demos, including:

- Solar cell and visible light communications research represented by mini solar powered cars and "Make your own raspberry powered solar cell".
- Fluorescence and photodynamic therapy with organic LEDs and glow in the dark solutions.
- Principles of detecting explosive devices buried in a sandbox.

Engagement with print, radio and television media reports the work from Scotland to Australia via Croatia, Netherlands, Germany...

Public Engagement & Press



Dundee Science Centre, September 2019



Algemeen Dagblad (NL), April 2019



European Security & Defence (DE), March 2020

Key Results & Impact

- Over 113 million people reached across all media appearances¹
- Interviews with high-profile magazines and newspapers has a "domino effect" on other media outlets picking up the work.
- 3000 visitors to individual St Andrews events
- Our outreach highlights the applications of physics to improve public health and safety, telecommunications, the environment, and energy

"Loved the activity, all the glowing things are very good at grabbing attention, really hands on and educational!" Attendee, Science Discovery Day

"My kids loved making the solar cells, that is so cool that you can do that with raspberries and pencils!" Attendee, Periodic Table Celebration Day

¹Estimated by sum of readership & audience of media appearances