

APPLYING A SCIENCE CAPITAL APPROACH TO INCREASE ENGAGEMENT WITH BIOMECHANICS

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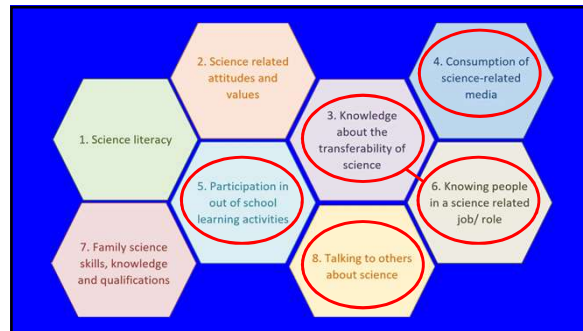
OVERVIEW

- What is science capital?
- What do we already do well...what could we do better?

Purpose of talk: Get us talking about how we could make the public (and colleagues) more engaged

'SCIENCE CAPITAL': ARCHER ET AL. (2015)

- A holdall of all your science-related experiences throughout your life – home, school, everyday life – science 'buy-in'
- In the UK: 5% high, 67% medium, 27% low
- Increase science capital – more likely to engage with STEM subjects



WHAT MAKES THE SCIENCE CAPITAL APPROACH APPEALING?

- A varied approach to engagement – not one size fits all – just like the discipline
- A flexible framework for engaging the public with our research, and encouraging colleagues to be more involved in activities

Typical university outreach activities

