

PHYSIKALISCHES KOLLOQUIUM

Sommersemester 2026

Das Kolloquium findet (soweit nicht anders angegeben) **jeweils montags um 14:15 Uhr im Röntgen-Hörsaal** des Physikalischen Instituts, Hubland Campus Süd, Universität Würzburg **und online via Zoom** statt.

Zugangsdaten siehe <https://www.physik.uni-wuerzburg.de/aktuelles/veranstaltungen-aus-der-physik/physikalisches-kolloquium/>

04.05.2026

Prof.in Dr. Magdalena Kersting
University of Copenhagen, Science Communication

Making physics matter: How can we effectively communicate scientific insights to diverse audiences?

Abstract

Scientific literacy has never mattered more – and physicists bear a special responsibility for building it. But how? And across which channels, with which tools, and for which audiences? This talk approaches that question from three angles: physics education, science communication, and public outreach – three distinct fields that all work towards the same goal, each in their own way. I draw on three projects from three different countries, each representing a different approach to bridging science and society. In Germany, I explore how a popular physics podcast can make complex ideas accessible to broad audiences. In Australia, I reflect on a virtual reality collaboration with a Centre of Excellence that brought gravitational waves to visitors at a science festival. And in Norway, I examine the ReleQuant project, which integrated quantum physics and general relativity into secondary school curricula. What cuts across these projects and contexts is that physics has great potential to matter in people's lives – in classrooms, in living rooms, and in public spaces – and that those of us who work in the field have more tools at our disposal than we might think.

Für die Dozentinnen bzw. Dozenten der Fakultät

Prof. Dr. Neuenfeld, Dr. Feichtner, Dr. Ünzelmann, Hr. Plote, Hr. Schwarzkopf