

Popularization or promotion?



Overkloking, episode „Brain“

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POPULARIZATION

Stirring up interest for science topics
(fun, pretty, exciting, intriguing, ...)

Emphasizing how science
improves our living conditions

Emphasizing cost benefit of investments
by local community into scientific research

PROMOTION

POPULARIZATION

This does not have any practical application, but now I can finally work on pure basic science!



And it's fun! I would never invent something so dangerous for a client!



PROMOTION

POPULARIZATION

OK

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(fun, pretty, exciting, intriguing, ...)

Emphasizing how science
improves our living conditions

Emphasizing cost benefit investments
by local community into scientific research

~~PROMOTION~~

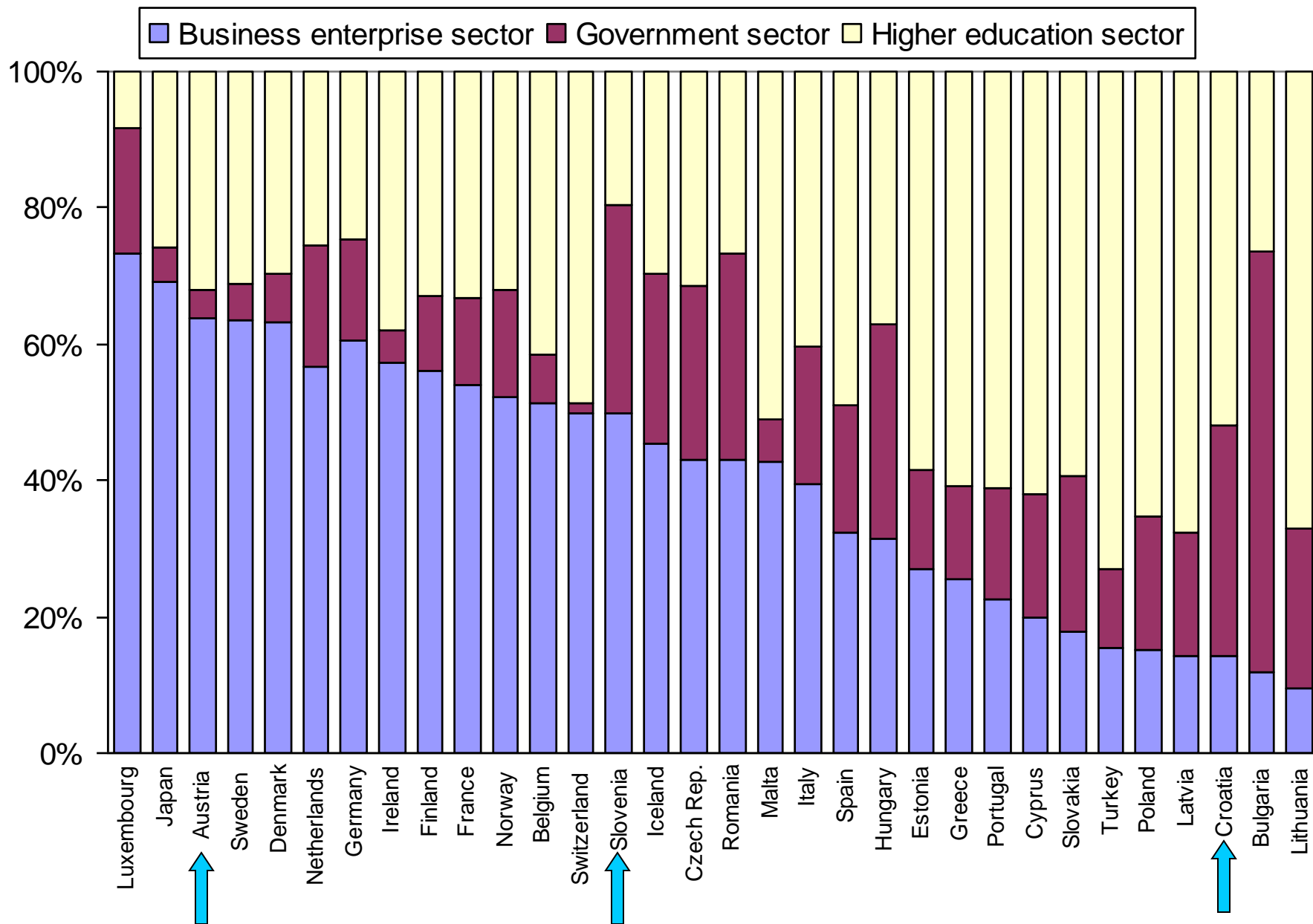
POPULARIZATION

Open days, science festivals,
researchers night, public
lectures, etc.

Resisting reforms, defending existing
power structures, avoiding debates on
cost-benefit of investments, ignoring
unethical practice

PROMOTION

Eurostat: raspodjela istraživača po sektorima, 2005

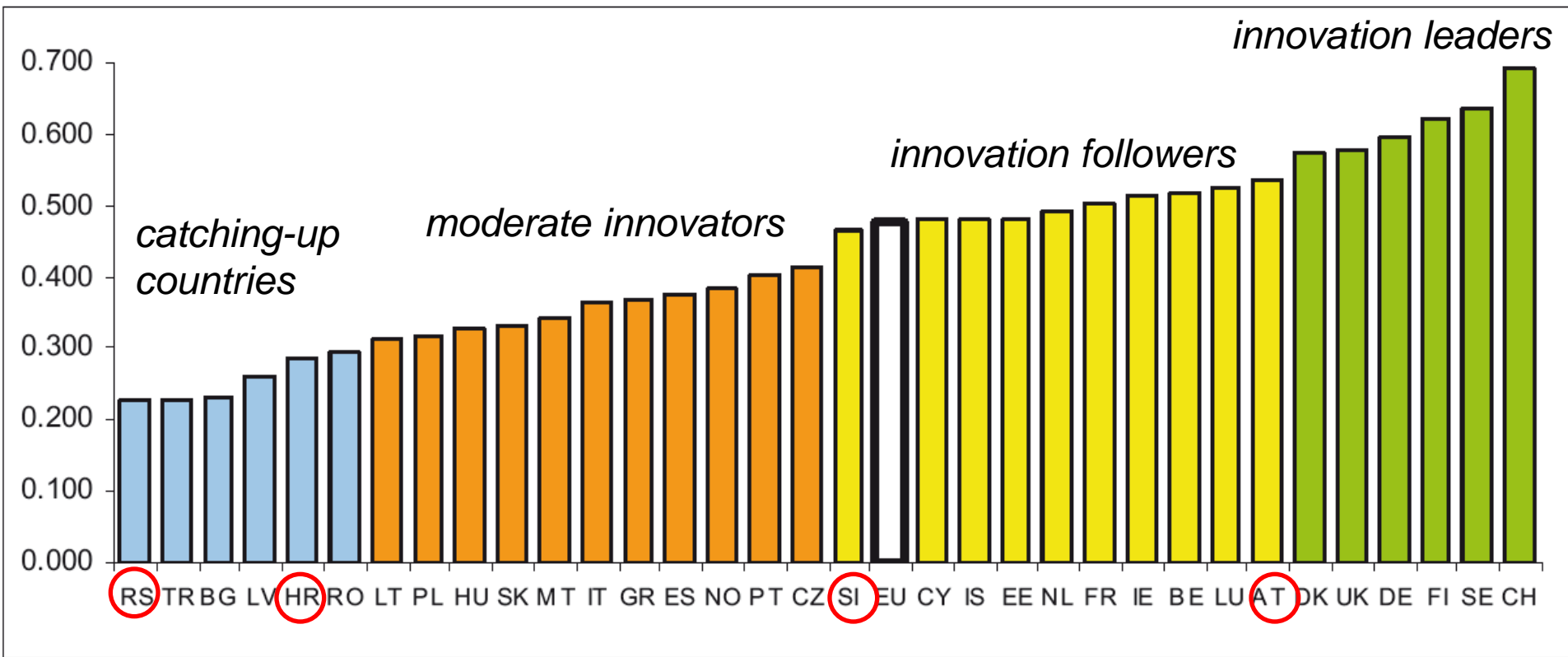


European Innovation Scoreboard (EIS)

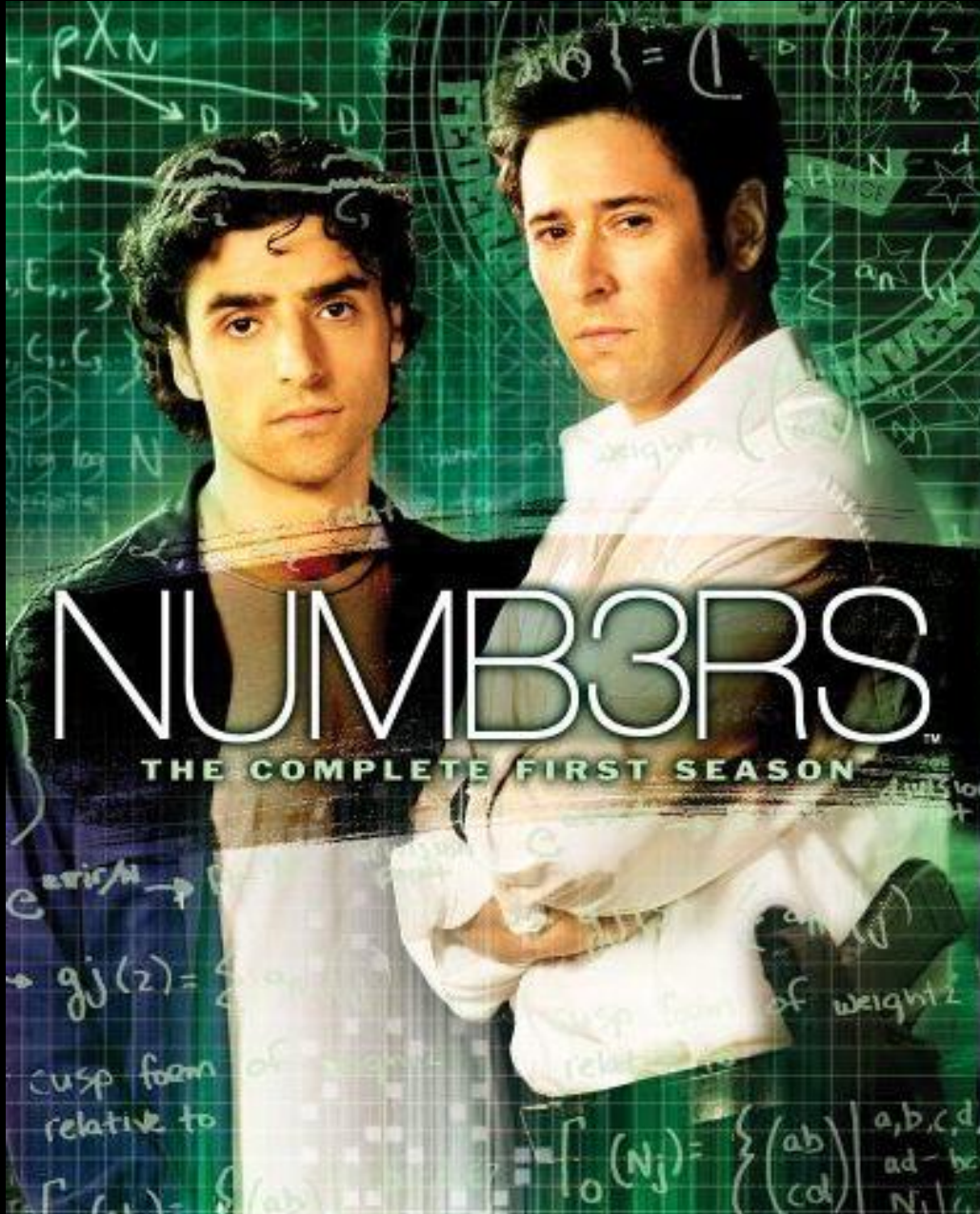
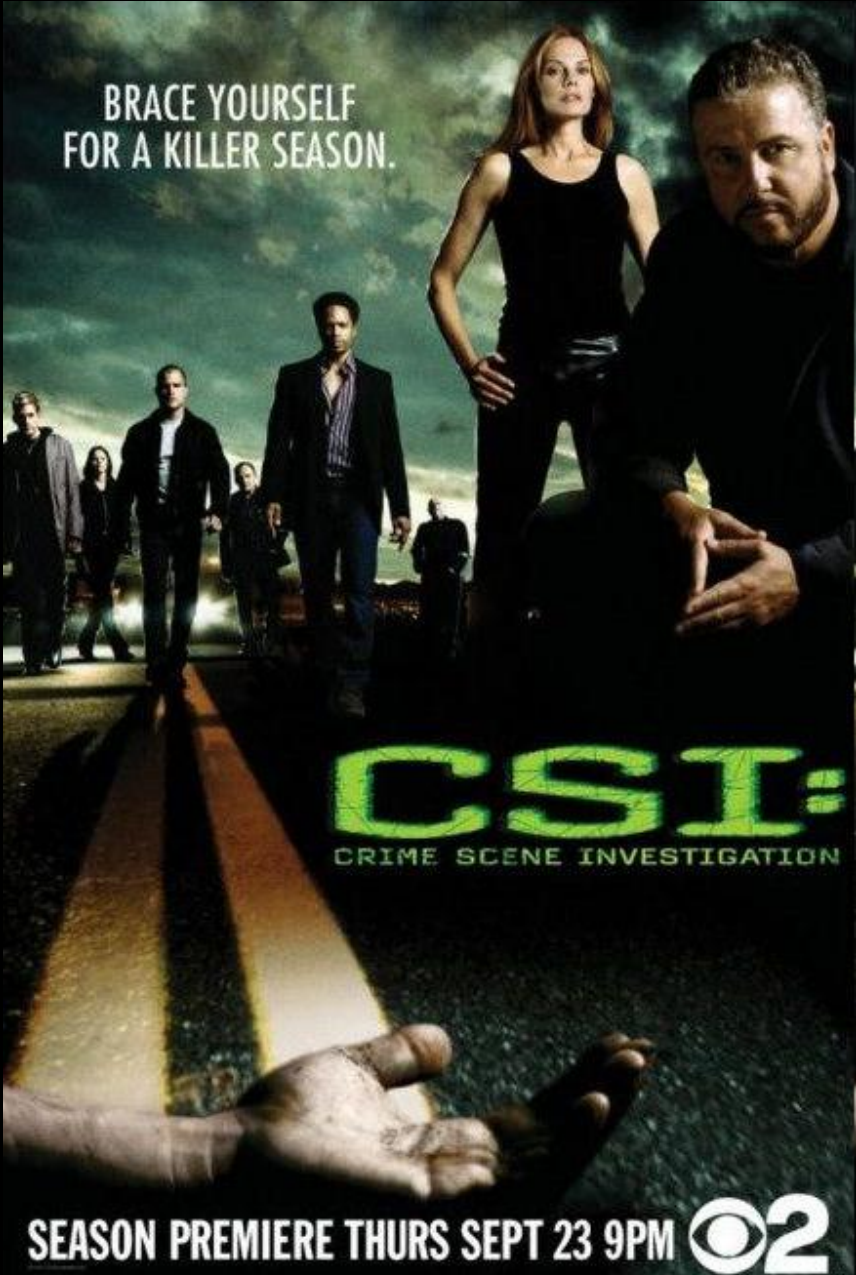
provides a comparative assessment of the innovation performance

The Summary Innovation Index (SII)

gives an 'at a glance' overview of aggregate national innovation performance




Lack of role models: scientists successful outside academia





the **BIG BANG** theory

Smart is the new sexy.

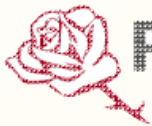
From the creator of **Two and a Half Men**
PREMIERES MONDAYS THIS FALL 8:30/7:30c  **CBS**

For more about THE BIG BANG THEORY go to cbs.com

INCURABLY HIMSELF.

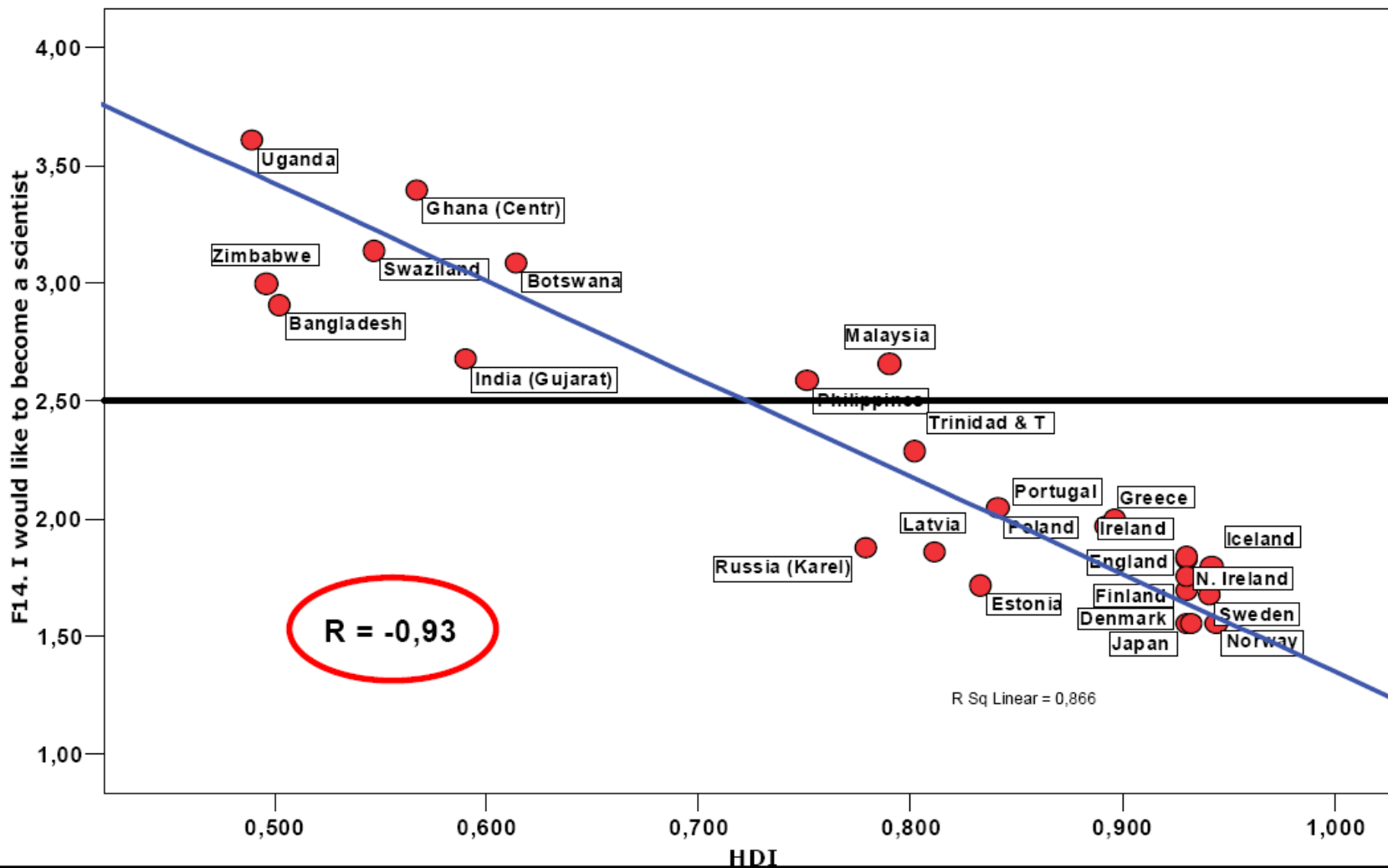


HOUSE
MON SEP 21 FOX 8/7c



ROSE

I would like to become a scientist vs. HDI





Shinichiro Tomonaga

(Nobel prize for physics in 1965.)

The scientific level of a country is defined not only by the research achievements of existing scholars, but also by taking into consideration everything that underlies and supports such achievements and serves as the foundation for future development.

POPULARIZATION & PROMOTION OF SCIENCE

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**STRATEGIC TOPIC FOR COUNTRY DEVELOPMENT
AND PRESERVATION OF NATIONAL CULTURE**