

Written evidence submitted by Dr Kenneth Evans (COM0116)

Do you have any role models who work in science or are scientists? No

What do you think of the way the media portrays science? They over emphasise new discoveries which haven't been validated by peer research, this leads to hype too early.

What could the media do to make science more understandable? They do a good job generally. Television programmes could be far less repetitive and, in the same time period, more informative but still of general interest.

Do you think that the media could make science more accessible? Yes

Have you seen any campaigns to encourage a diverse range of people to study or work in STEM (science, technology, engineering and mathematics) subjects? No, not really. Attempts seem to be half hearted.

Did you think that this was effective? No

How would you make it more effective? Schools need to encourage more science when pupils chose options. Need to make studying science cheaper, instead of having art etc being cheap, and even giving easier access to busies.

Have you seen any adverts raising awareness of science? This could be from the Government or private organisations No

Do you think that the advertising of the sciences could be more effective? Yes

If so, what would you suggest? University engagement with schools in the middle years of high school. Raising of teaching standards and pooling of ideas a propos making the subjects more interesting.

Do you take part in science based activities in your spare time? E.g. making rockets or astronomy? No

Do you think that there is enough awareness about these leisure activities? Yes

Do you go to science museums or exhibitions? Yes

If you do, do you think that these are engaging? Much of the material is aimed at primary school children, should be more interesting and simulating for adults.

Do you think science museums or exhibitions are a good way to encourage people to study or work in science? Yes

Is there anything stopping you going to museums or exhibitions about science? I am blind and need a supporter.

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