

CHEP 2023

ATLAS VIRTUAL VISITS: BRINGING THE WORLD TO OUR DETECTOR

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On behalf of the ATLAS Collaboration
May 11, 2023

INTRODUCTION

- ▶ ATLAS Visits (in person and virtual) are an important component of the ATLAS outreach efforts.
- ▶ ATLAS Virtual Visits (VV) are a way to bring the excitement of scientific exploration and discovery to the general public.
- ▶ The VV programme was initiated in 2010.
- ▶ When the ATLAS cavern is accessible, VVs take place underground. Otherwise, they are in the ATLAS Visitor Centre (AVC).
- ▶ A guide who is present in the ATLAS cavern or the AVC uses a phone and tripod to connect to a group via Zoom, and gives an interactive presentation of the space.
- ▶ Audiences are schools, science festivals, individuals, VIPs, ...

BOOKING SYSTEM

- ▶ Booking done via an online form.
- ▶ Information about the origin and context of the visit, useful for guides and for statistics.
- ▶ Possibility to request a specific guide.
- ▶ Ask authorization to record and publish the event.

Virtual Visit Request Form

[discover](#) > [visit](#) > [virtual visit](#) > Virtual Visit Request Form

Visit title (e.g. name of school) *

Rock'n Roll High School Science Class

Visitor location (city, town, ...) *

Sunnyvale

Visitor country *

- Select -

Preferred language for the Visit *

- Select -

Visit context *

✓ - Select -
School or University
HEP Institute
Science festival
Non scientific event
Other
Not specified

Visiting group size (10 or greater) *

- Select -

Visiting group type *

Characteristics of audience
joining the Virtual Visit

✓ - Select -
Primary Students
Secondary Students
University Students
Teachers
Citizen Scientists
VIP
Anyone
Other

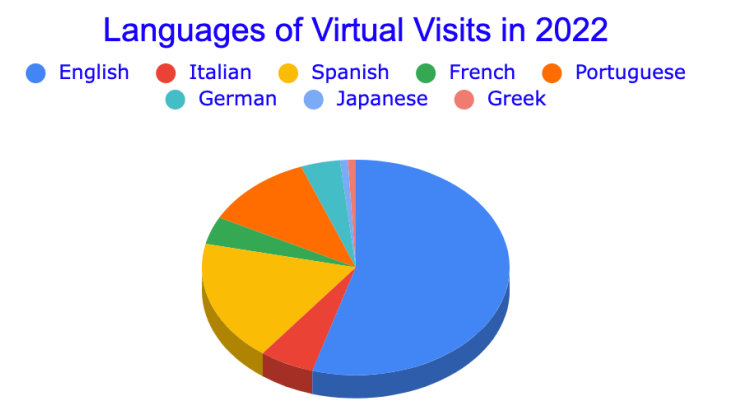
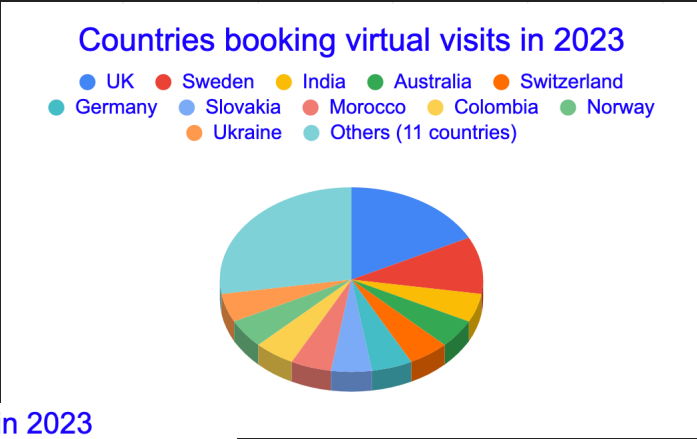
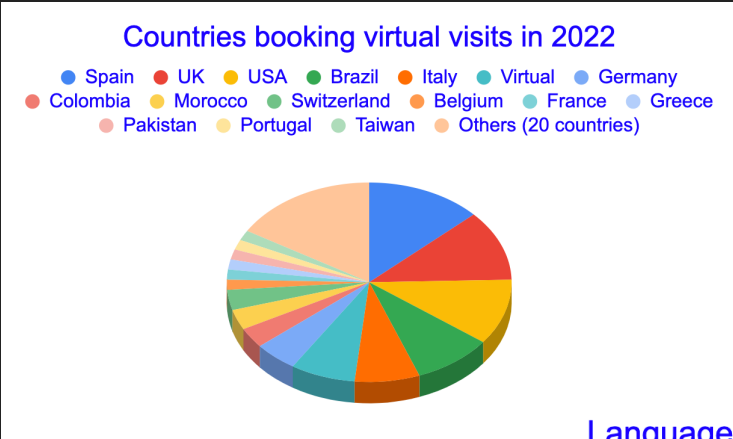
Proposed ATLAS guide (if known)

Phyllis Physicist (please confirm with Phyllis, first)

☐ Do you agree to have your visit recorded and published? (Recording will be publicly available on the CERN Document Server)

STATISTICS

	Number of visits	Number of countries (origin of booking)	Number of languages	Maximum number of participants in a single visit
2022	121 (66 underground)	35	8	~200
2023 (so far)	41 (21 underground)	31	9	310



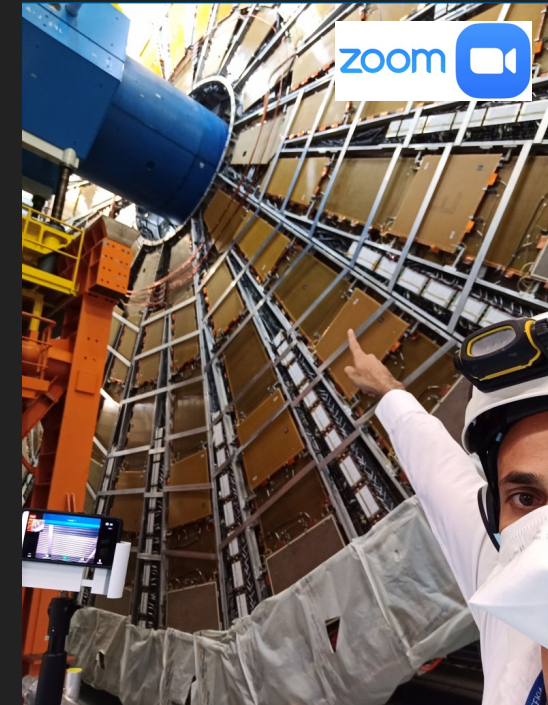
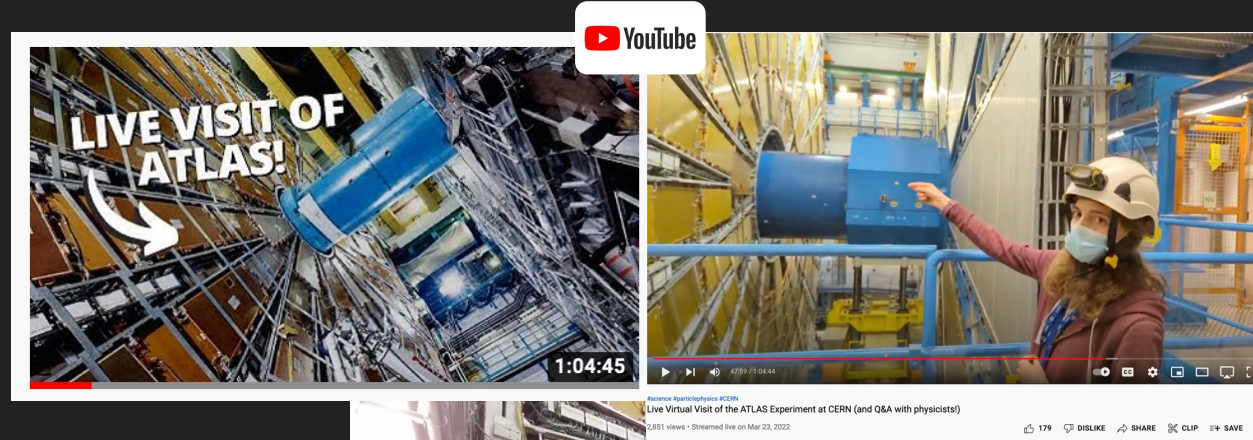
GLOBAL REACH

Map of countries booking Virtual Visits in 2022



REACHING WIDER AUDIENCES

- ▶ Some virtual visits are “open”, meaning that individuals can sign up without being part of a group.
 - ▶ 6 open visits in 2022, including 3 in languages other than English
- ▶ Some of these open visits were livestreamed to YouTube and TikTok.
- ▶ Between 30 and 50 participants each time, with lots of engagement.



FEEDBACK

Very positive feedback from virtual visitors:

- ▶ “For me and the students that were there it was an inspiring and, of course, fun experience. After your presentation we had a researcher talking about the discovery of Higgs boson and it was nice to see pictures of Atlas and feel that one had been there.”
- ▶ “Really insightful and engaging! I loved hearing about how important the research being conducted is and how it answers so many questions about our universe :)” (from a student)
- ▶ “One of [my students] on the way out of the room said, ‘In six more years, I could be doing that.’ That's exactly what we wanted to have happen - that feeling of possibilities.”
- ▶ “[The guides] at CERN made me, someone who could not care less about physics, want to visit the LHC.”

VIRTUAL VISITS FROM THE ATLAS VISITOR CENTRE

- ▶ When the cavern is not accessible, Virtual Visits take place from the ATLAS Visitor Centre.
- ▶ A corner of the room is dedicated to VVs (can be closed off from the rest of the room in case of a simultaneous in-person visit).
- ▶ Plans to have a built-in video system here in the future.



CONCLUSION

- ▶ Through the Virtual Visit programme, we have been able to introduce many visitors to the detector and the work that we do.
- ▶ We have been able to reach people from all over the world thanks to our multilingual guides and platforms such as Zoom and YouTube.
- ▶ Feedback from visitors is usually very positive.
- ▶ Continuing to improve the programme for a better experience for guides and visitors.