Physics takes to the streets to inspire scientific vocations

• The #YoFisicaEnLaCalle initiative by the Institute for Theoretical Physics UAM-CSIC invites young people to interview passersby on video about physics concepts, fostering informal conversations that engage the community in scientific outreach.

• The videos will be compiled into a single audiovisual content to be shared on the IFT's YouTube and TikTok channels, aiming to reach a broad digital audience and promote engagement in science.

Madrid, November 22, 2023.- The Institute for Theoretical Physics (IFT UAM-CSIC) takes science to the streets with its new proposal for the International Day of Women and Girls in Science: #YoFisicaEnLaCalle. The video contest seeks to celebrate the work of female scientists in the field of physics while involving society in the exploration and dissemination of scientific knowledge.

This year, the IFT ventures to bring physics to the community with #YoFisicaEnLaCalle, challenging young people to discuss physics issues in their surroundings.

Since its inception in 2020 with #YoFisica, the initiative has evolved through various forms of expression, including #YouTubersPorUnDia, #YoFisicaEnComic, and the most recent addition in February 2023 with #YoFisicaEnTikTok. With nearly a thousand contributions in the form of videos and drawings, this initiative has engaged thousands of people, becoming a benchmark in scientific outreach.

The challenge: becoming an interviewer on physics-related topics

This edition invites students from schools and institutes to go to schoolyards, squares, and streets in their neighborhoods to interview passersby about physics. By recording these interactions on video, the aim is to create a knowledge exchange and highlight the role of women in science.

Participants can design their own questions about physics and female scientists or obtain them from the information provided on the initiative's official website.

The resulting videos, after obtaining the required consents, will be combined into a single audiovisual content. This will be published on the IFT's YouTube channel, with over 700,000 followers, as well as on the TikTok channel and a special gallery on the Institute's website. The publication date is scheduled for February 11, 2024, in commemoration of the **International Day of Women and Girls in Science.**

To participate in #YoFisicaEnLaCalle, please send the videos before January 21 to the email address: yofisica.ift@gmail.com. All information and guidelines for creating the videos are available on the initiative's official website.

IFT

The Institute for Theoretical Physics (IFT) UAM-CSIC was officially created in 2003 as a joint research center belonging to the Spanish National Research Council (CSIC) and the Autonomous University of Madrid (UAM). It is the only Spanish center dedicated entirely to research in Theoretical Physics. The IFT members develop research in the frontiers of Elementary Particle Physics, Astroparticles and Cosmology, in order to understand the fundamental keys of Nature and the Universe. They are also leading many research projects, both at the national and international level. The IFT is part of the strategic line `Theoretical Physics and Mathematics´ of the Campus of International Excellence (CEI) UAM+CSIC established in 2009. Since 2012, it is credited as Severo Ochoa Centre of Excellence. Besides purely scientific activity, in the IFT is also conducted intensive training tasks of young researchers and professionals through the graduate program in Theoretical Physics with mention of excellence from the CEI and the Ministry of Education. In addition, the Institute carries out the important task of transferring knowledge to society through several outreach programs.

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