

WHO AM I?

Live Science

Live Science gives researchers an exciting opportunity to study some of the 3.4 million visitors who pass through the doors of the Science Museum each year.

We host studies within the gallery space to give researchers access to participants already motivated by an interest in science, a rich source of data to inform their own research, and the chance to enhance their public engagement skills.

Who Am I? is supported by:



With additional support for *Live Science* from:



BIOMEDICAL RESEARCH OPPORTUNITY

Need volunteers for your research? Why not enrol Science Museum visitors? Opportunities exist for high-calibre biomedical researchers to carry out research on visitors in the Science Museum's Who Am I? gallery.

Live Science takes place within a purpose-built area in the Who Am I? gallery, which explores identity from the perspectives of brain sciences and genetics.

Live Science offers established researchers a highly rewarding opportunity to collect sample data from visitor volunteers and engage the public in their research as it is being carried out.

The programme thus provides researchers with an ideal opportunity to conduct research while meeting funding-criteria obligations for public engagement.

One of the principal aims of Live Science is to support the Who Am I? gallery, enabling visitors to experience for themselves how science is done, while chatting to scientists. Past experience has shown that both visitors and scientists benefit from this mutual exchange.

RESEARCHER BENEFITS

Live Science offers researchers the opportunity to gather data for their existing research projects from some of the 3.17 million visitors who come to the Science Museum each year.

The Museum will provide participating researchers with an appropriate high-quality research environment and the chance to be actively involved in a real example of public engagement with science.

In addition, the Museum will ask researchers to broaden their experience by taking part in a compulsory training session to enhance their skills in public engagement with science.

ELIGIBILITY

The Science Museum invites committed scientists who are willing to share their time and enthusiasm with members of the public. Scientists must be actively engaged in existing research projects that could be easily adapted to work in the Museum environment.

Applicants in all areas of biomedical research who need to collect data from a broad range of people will be considered.

We are looking for groups who would be willing to work with us during 2020-21. Researchers should be able to commit themselves to working at least 3-5 days per week for 6–12 weeks within this period (we would be delighted if researchers were willing to commit more time than this).

SELECTION CRITERIA

Top priorities include the following:

- Can the aim of the research readily engage and be summarised to visitors?
- How scientifically significant is the proposed research?
- How visitors will be involved? How engaging is the activity visitors will participate in?
- Will the activity be accessible to all the Museum's visitors?
- Will visitors enjoy the activity?
- Does the research have an obvious link with visitors finding out more about their identity?
- The nature of the research project.

The research project should be novel, interesting, related to the overarching gallery theme of identity, and ideally should give visitors an insight into research methodologies and techniques, and reveal something about their own selves.

Sampling tests must be non-invasive and restricted to research that requires both a large number of visitor volunteers and a wide cross section of visitor profiles.

In order to establish whether research proposals meet Science Museum criteria, suitable candidates are invited to submit short outline plans which focus on the need for a particular trial, and specify the main aims of the project, the rationale behind it, the methods to be employed and the feasibility of the proposed approach.

If your application is short-listed, we will also ask you and your team to come into the Science Museum for a brief discussion about it.

RESEARCH ETHICS AND SAFETY

All projects must already have or be able to obtain full ethical approval from the relevant ethical committee. Researchers must submit the proposal that data be collected from visitors in the Museum environment to the ethical committee if this constitutes a significant change in protocol. This approval is required in addition to approval from the Museum.

All experimental details must be approved by the Museum's the Live Science coordinator before the research can go ahead. We will ask for your full experimental details 2 months before your residency starts.

We expect researchers, with our support and guidance, to draft copies of information sheets and informed consent forms for our visitors, which we will reproduce in the Museum house style. We encourage online consent forms to aid sustainability and reduce waste. We encourage researchers to include children in their data collection, as children constitute a large part of our visitor profile and our target audience. All visitors under the age of 16 who participate must have their consent forms signed by a legal guardian. Please note that a schoolteacher is not a legal guardian. If you require data to be collected from children the Museum can assist in gaining consent from parents of those visiting the Museum in school groups.

All projects will be subject to a risk assessment by Museum staff prior to acceptance. No dangerous substances or biological hazards may be brought into the area. This does not preclude the study from employing techniques that involve such hazards, but these parts of the experiments must be carried out in the research group's home laboratory, away from the Museum. We will not expect the research group to confine their whole study to the Museum; we only ask that as much of the work as is feasible be open to public display.

Because researchers will be interacting directly with the public, security clearance will be required before research can begin.

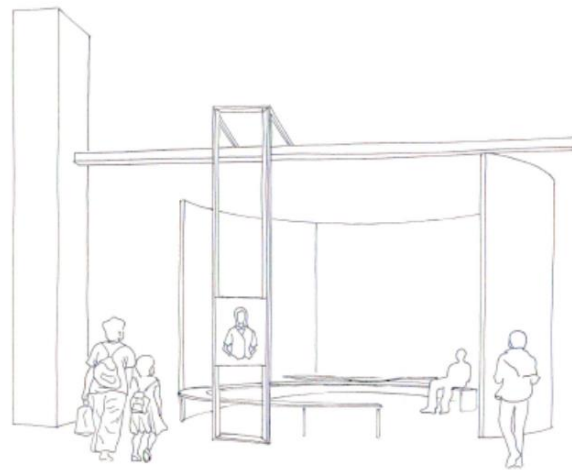
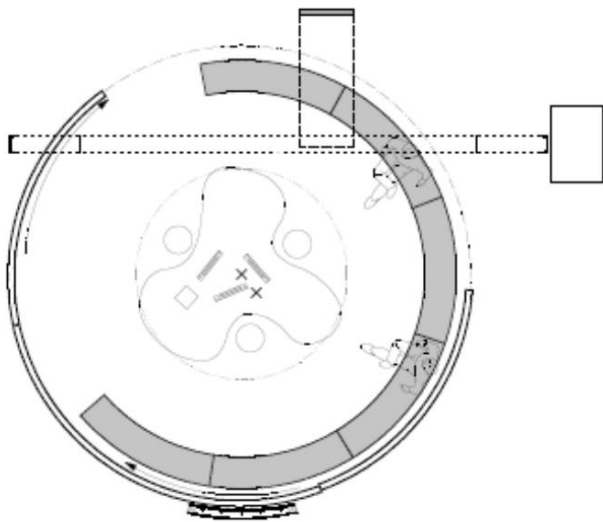
RESEARCHER FUNDING

All research should have adequate funding prior to application to the Museum. We do not have funds available to support unfunded projects. The only funding that we have covers the running costs of the Live Science area.

INSURANCE

Researchers must ensure that all projects are covered by adequate insurance, including public liability insurance to the value of £10 million.

THE LIVE SCIENCE RESEARCH SPACE



AERIAL VIEW

The Live Science area is a 40 m² self-contained space within the *Who Am I?* gallery. The overall design offers an inviting and relaxed atmosphere for visitors to come and take part in data collection.

SIDE ELEVATION VIEW

The space includes:

- Power sockets
- Three computer terminals (operating system Windows 7)
- WIFI connection

Furniture in the space includes:

- Seating
- Table (fixed)
- Lockable cupboard (items stored at researchers' own risk)

Any other equipment used can be locked away safely when the researchers are not in attendance (as agreed with the Museum in advance).

OPERATION STRATEGY

We hope the Live Science programme will enable the Science Museum to provide a unique resource for members of the public to get to grips with the process of real science through personal involvement in a scientific study, and direct conversation with scientists. Researchers will therefore be asked to pay particular attention to the needs of our visitors in this respect, by answering questions and taking time to explain the research process to volunteers.

Live Science will not take place on every day of the year. To maximise researcher benefit, scientists would be expected to be on gallery three to five days per week, for several weeks of data collection. Specific programmes for schools will be offered on certain weekdays during school terms.

We expect researchers to make a commitment to us regarding the amount of time spent on gallery, but exact times can be flexible and will be subject to frequent review to ensure that both the Museum and the researchers can gain maximum benefit.

We hope that the research conducted and data gathered as part of Live Science activities will result in the publication of results in scientific journals both in print and online. The Science Museum would require acknowledgment and a copy of the article in these cases. We would seek also to make the results known to volunteers online.

As part of efforts to raise the profile of Live Science activities and gain more volunteers, we would work with our press team to generate media coverage of scientific research.

PAST PROJECTS

Between 2010 and 2019 the Science Museum welcomed 43 different research groups – from psychologists and epidemiologists, to genetic anthropologists and linguistics experts. They have asked over 50,000 of our visitors questions such as ‘Why do you like the music you like?’, ‘How powerful is my imagination?’ and ‘Can you learn to speak alien?’

Examples of previous Live Science projects include:

- Dr Seb Crutch, University College London – “Where do I look and why?” looked at eye movement and Alzheimer’s disease.
- Professor Edward Codling, University of Essex – “Emergency!Exit? What would you do in an evacuation?” looked at crowd behaviour in emergency situations.
- Professor Sophie Scott, University College London – “What makes you laugh and cry?” looked at the influence of social experiences on laughter and crying.

HOW TO APPLY

Interested researchers should complete an application form and send it to Adam Boal at:

adam.boal@sciencemuseum.ac.uk

The application deadline for Live Science activities in April 2020- April 2021 is midday 13 January 2020.

FURTHER INFORMATION

If you have any questions or would like further information, please contact:

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