

Humanising Science through CMS Outreach initiatives

EPS, 9 July 2025

Nefeli Stathaki on behalf of the CMS Collaboration

What does it mean?

Humanising science means making scientific knowledge and practice **more relatable, accessible, and relevant to human experiences and values**, rather than treating it as a detached, objective pursuit.

Why is it important?



Although the public thinks of scientists like this, most are rather normal!



Why is it important?

To change the perception/stereotypes of science/scientists

Science is understandable only
by a few lone geniuses and
eventually is not relevant or
approachable for the non-
scientific public

Science is for everyone and its
knowledge benefits all.
It is cool to study a STEM
degree and pursue a scientific
career.

How can we make science relatable?



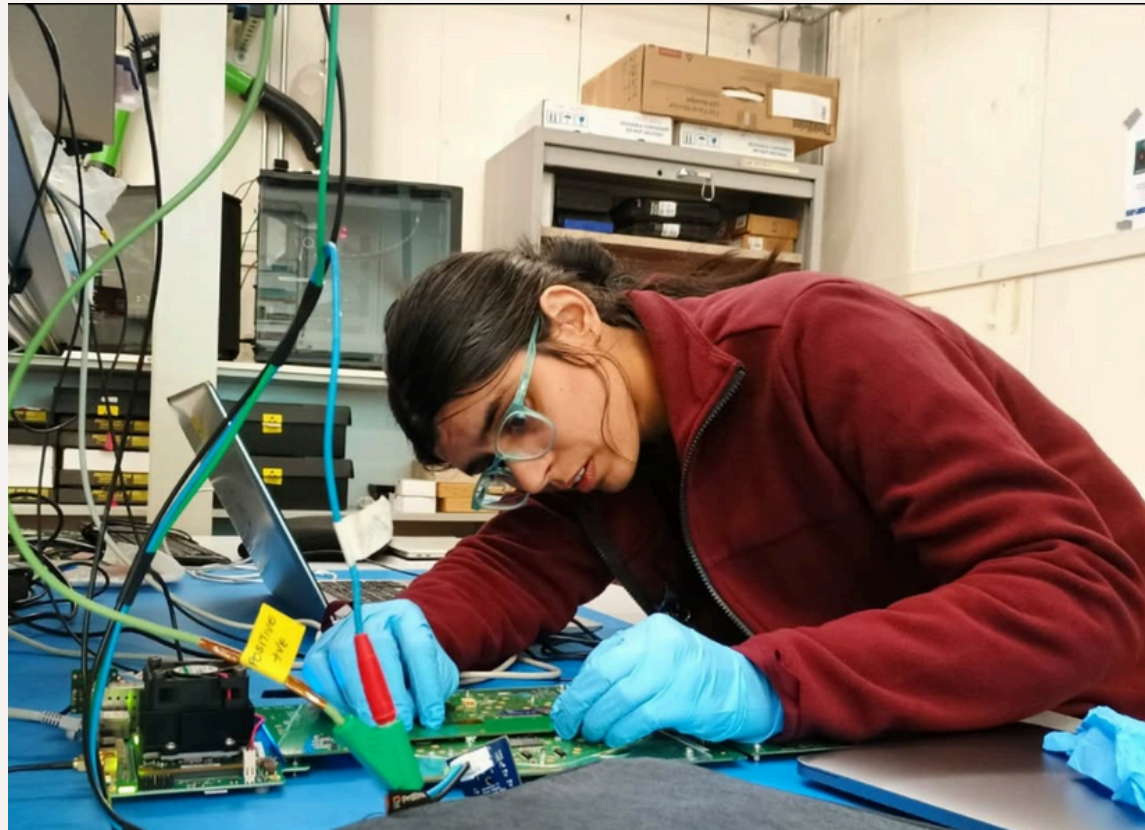
BY CREATING
a
CONNECTION

What creates connection?



Or as marketers say:
"People buy from people, not from brands"

How does CMS humanise science?



A person can convey emotion, passion, and personality far more effectively than faceless content, leading to deeper emotional bonds with the audience.

How does CMS humanise science?

Showing the
diversity of the
collaboration and
supporting
inclusivity

>30 interviews with scientists
speaking in their mother tongue
for the International day of
Women and Girls in STEM



How does CMS humanise science?

Q&A Interviews



with questions such as “what made you choose physics?” and “what advice would you give to someone starting their studies now?”

How does CMS humanise science?

Giving a platform to every CMS scientist to share stories of their lives



How Being a CERN Summer Student at CMS Changed My Life

Guest post by Nasir Hussain, Houyem Jouini and Abbas Jheir

| 11 September, 2024



My journey of three decades at CERN, and achieving an ultimate academic goal

Guest post by Manjit Kaur - Panjab University, India

| 27 May, 2024



From curious child to Ph.D. physicist: How art became my stress-busting ritual

Guest post: by Semra Turkcapar

| 07 May, 2024



[CMS Labs] My experience as a CMS PhD student at Ghent University

Guest post by Amrutha Samalan

| 29 March, 2022



[CMS Stories] From curious physics student to become a Detector person

Guest post by Ana Ventura Barroso

| 18 February, 2022



[CMS Labs] Inside the CMS clean room in Perugia | Assembling the new Outer Tracker modules

Guest post by Patrick Asenov

| 26 January, 2022

How does CMS humanise science?

Showing the behind-the-scenes



Lives from CMS



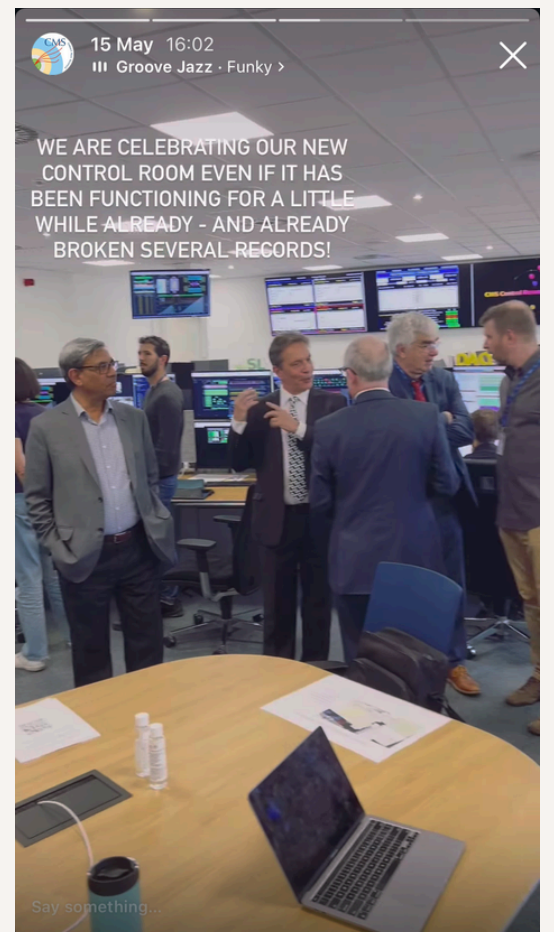
Reporting
conferences on IG
stories



"A day in my life"
by summer
students



Real-time updates from celebrations
such as the CMS weeks, the new
CMS Control Room Inauguration



How does CMS humanise science?

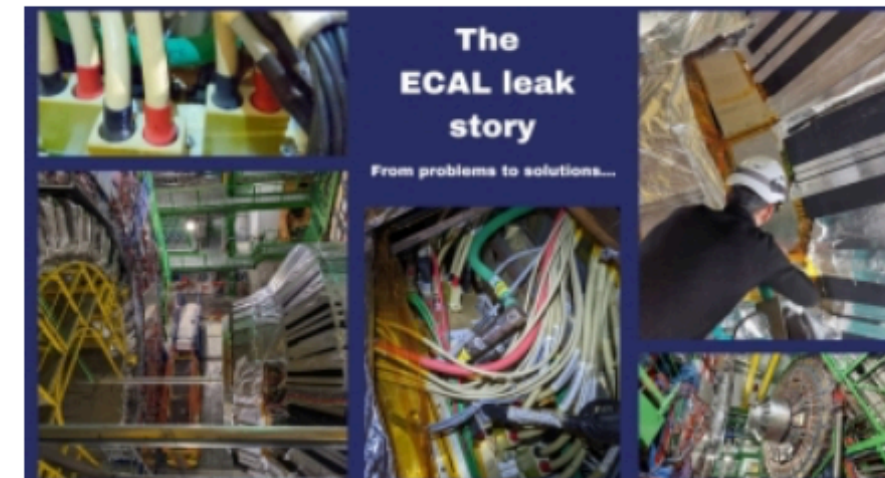
Showing the behind-the-scenes of making science



WORKING ON THE W-MASS
- THIS IS NO SPRINT: IT
IS A MARATHON

This result is not a sprint, it is a marathon. How the teams behind the measurement of the W-boson mass at the CMS experiment found working on this result, almost a decade in the making. Precision measurements like that of the mass of the W boson...

[READ MORE](#)



PROBLEMS AND
SOLUTIONS: THE ECAL
LEAK STORY

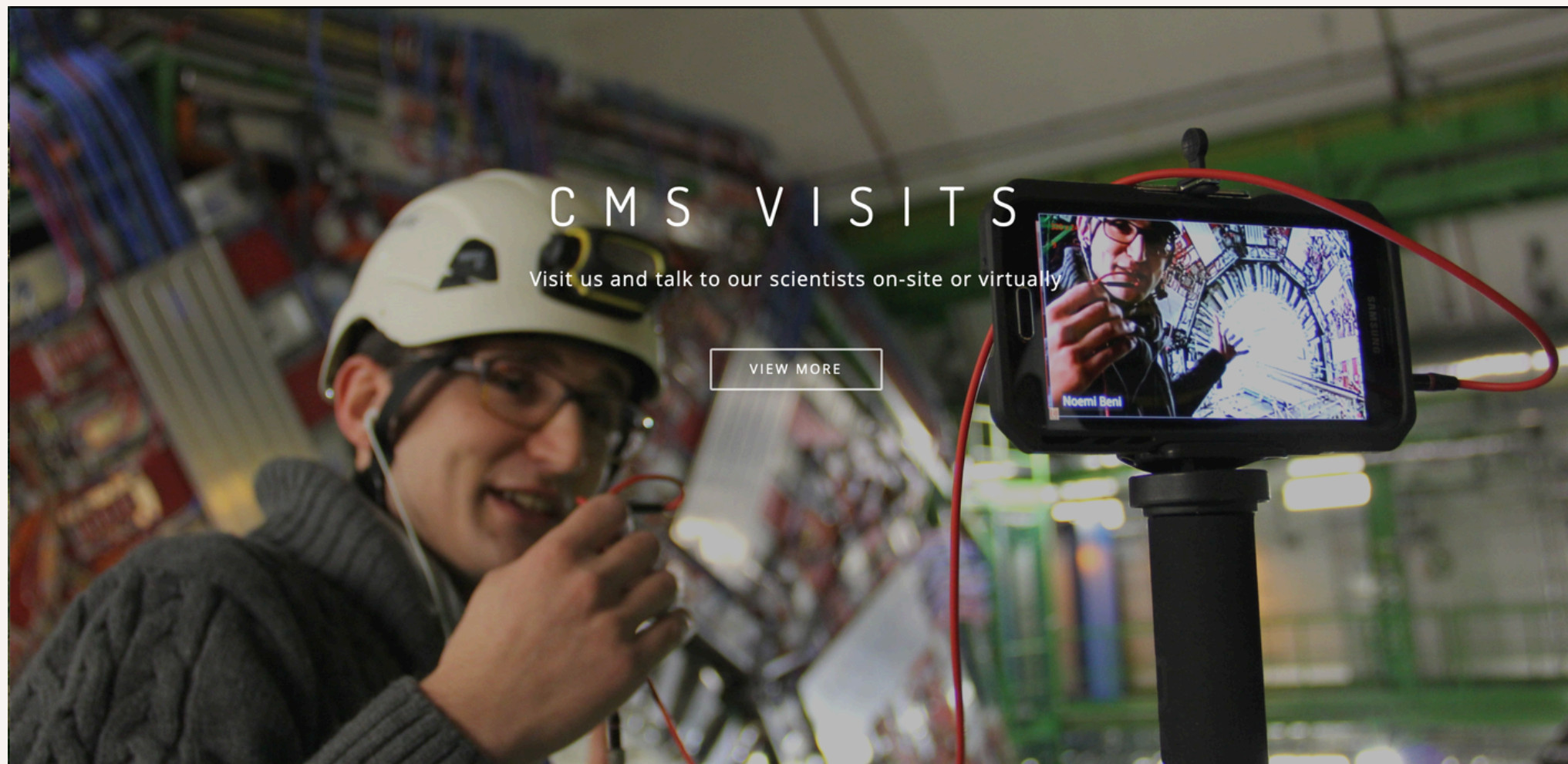
Everything started in early September 2022 while, during the ECAL Operations meeting that we hold every Wednesday morning, our veteran electronics expert, Evgueni, reported that the voltage in a control card was unstable. He prophetically...

[READ MORE](#)

And that the progress is
not always linear!

How does CMS humanise science?

Giving the opportunity to the public to talk to real CMS scientists



On-site visits

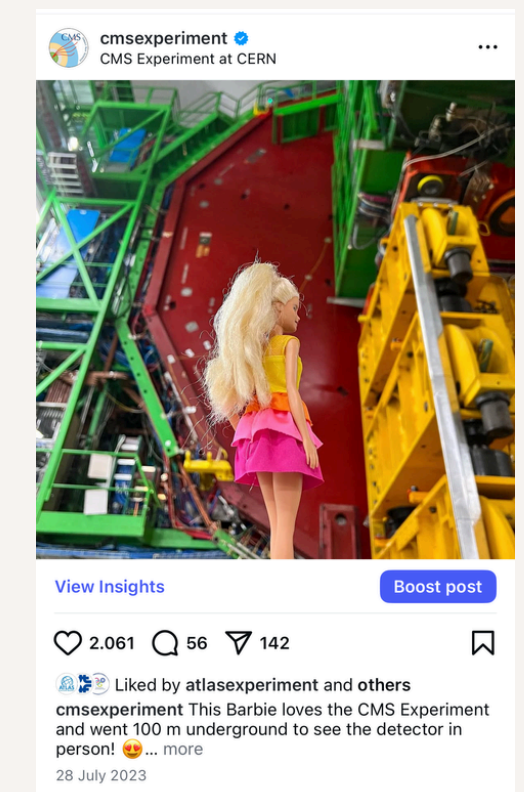
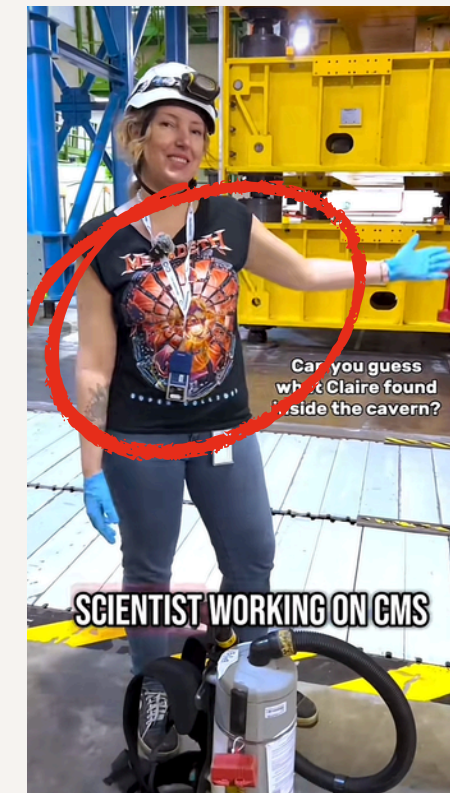
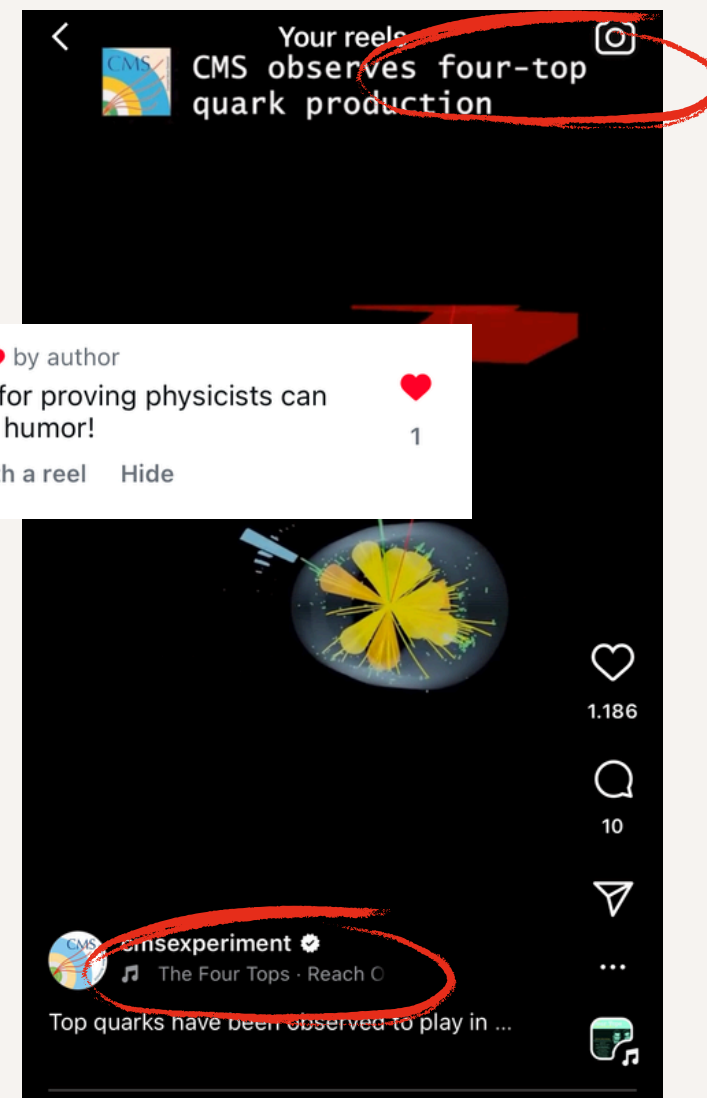
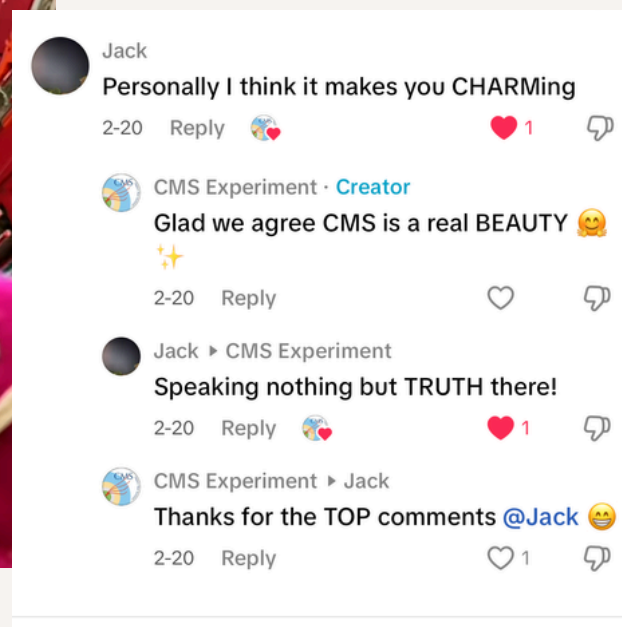
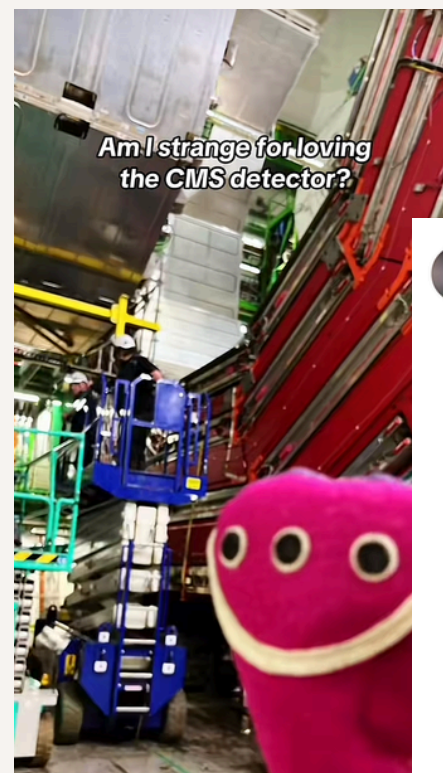
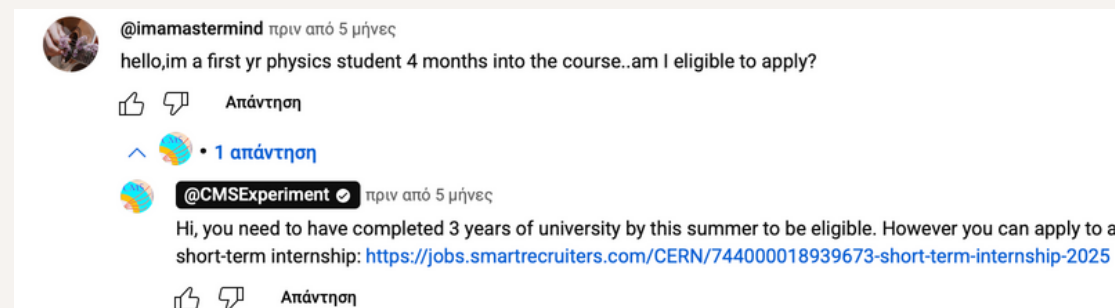
Virtual visits

Scientists are often from the same country as the visitors

+ Outreach events

How does CMS humanise science?

Social Media interactions and trends



We don't live under a rock

How does CMS humanise science?

Collaborating with Content Creators



L'ESPERIMENTO SCIENTIFICO PIÙ GRANDE AL MONDO
598K views • 7 months ago
TechDale
Dove l'infinitamente grande incontra l'infinitamente piccolo c'è il CERN, il Centro Europeo per la Ricerca Nucleare, un posto ...
4K
17 chapters Introduzione | Particelle | Sincrociclotrone | Acceleratori | Magneti | LHC sottoterra | Velocità delle...

Italian YouTuber

Your favourite Youtuber
likes CMS too!

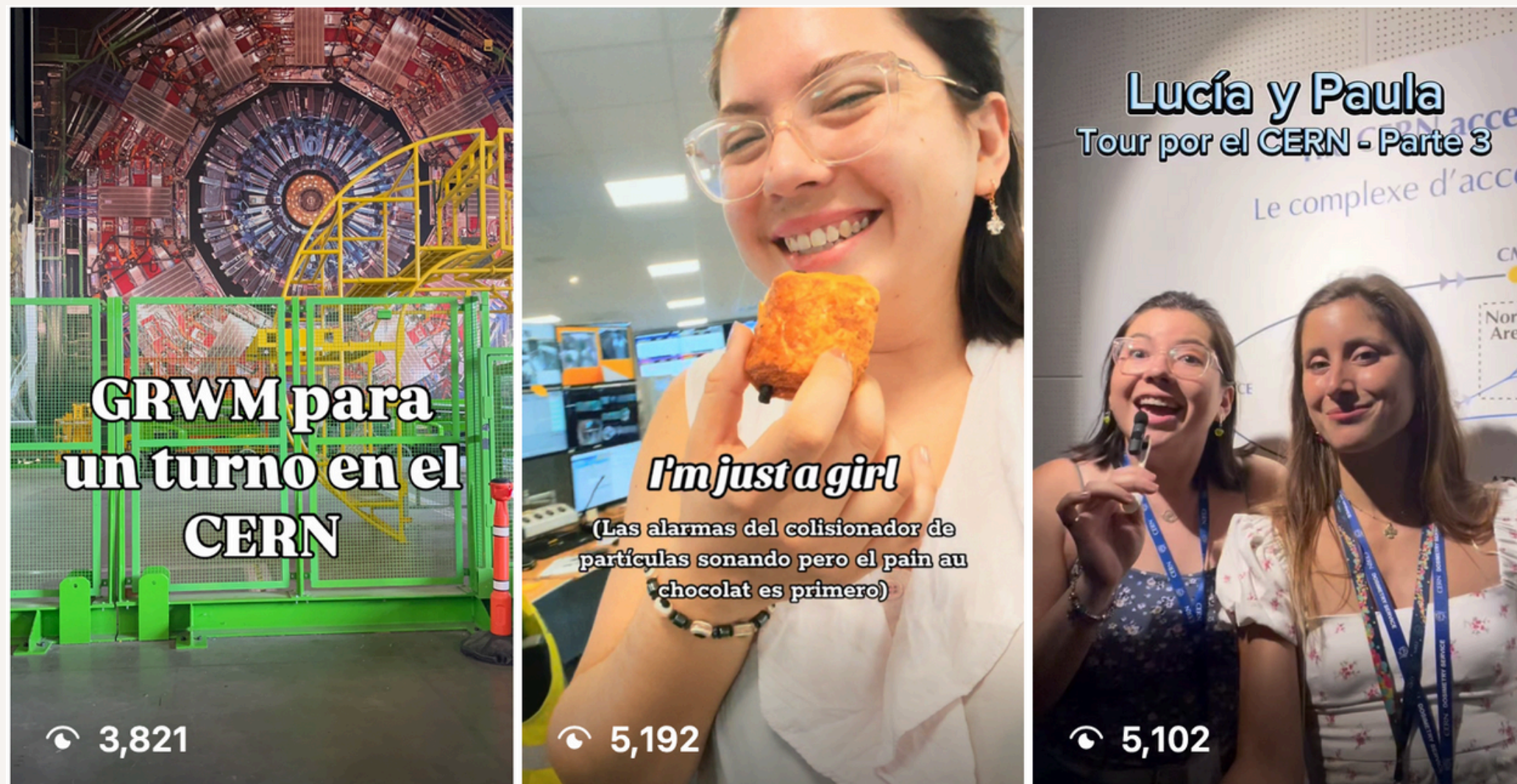


14000 tonnes pour mesurer des particules subatomiques - Le détecteur CMS du LHC
249K views • 9 months ago
Monsieur Bidouille
On m'a proposé de visiter un détecteur du LHC. Quand on a ce genre de proposition, on ne réfléchit pas : on prend sa caméra et ...
4K
18 chapters Intro | Salle de contrôle de CMS | Structure de CMS | Le hall en surface | partie théorique | arrivée en...

French YouTuber

How does CMS humanise science?

Collaboration posts with CMS content creators

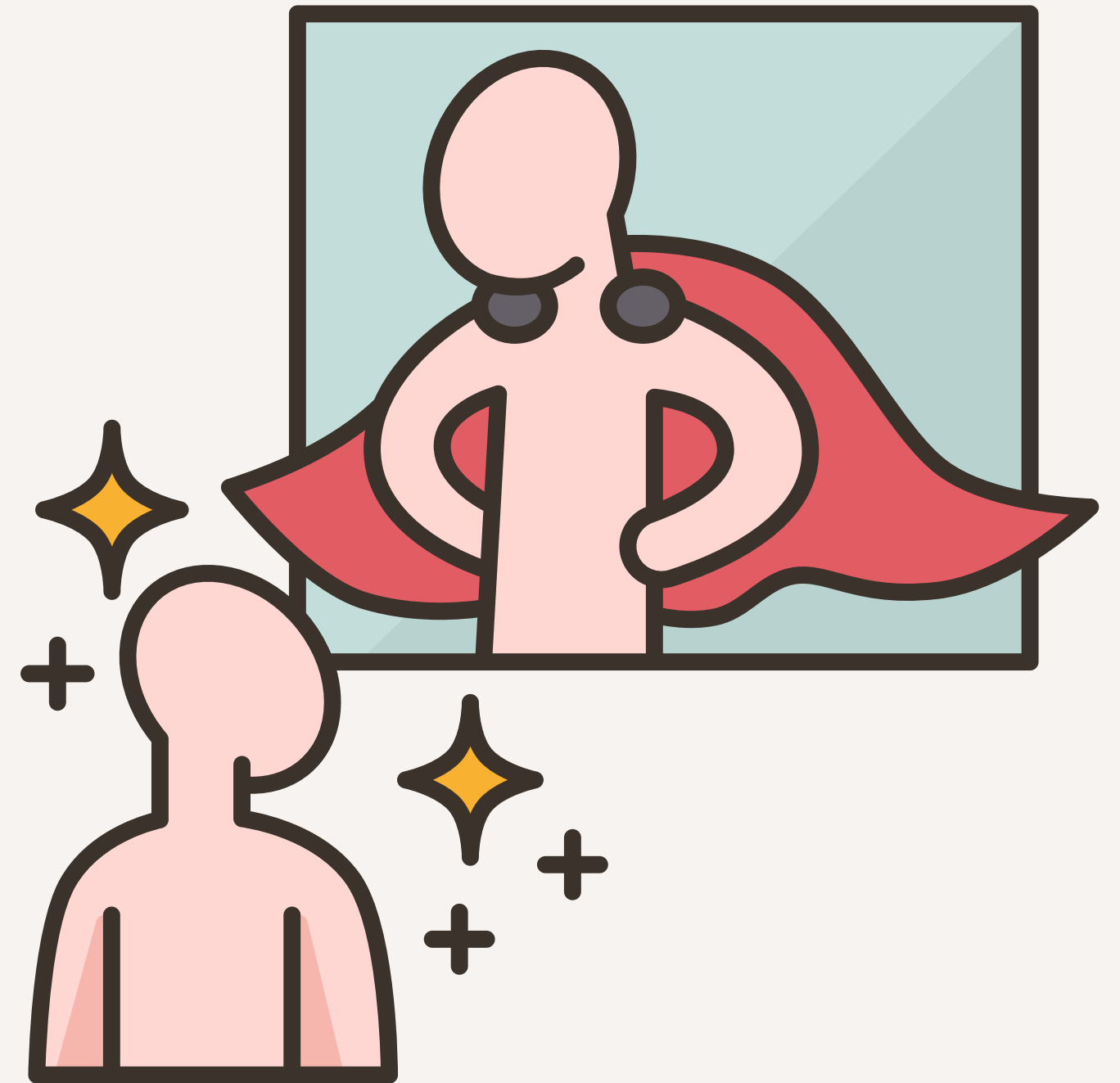


Such as @[neutralina.lu](https://www.instagram.com/neutralina.lu)

for a more personal and less institutional touch

Food for thought...

We believe faceless social media accounts make science feel distant. To forge a strong bond with the public, people need to recognise the figure representing us – essentially, our 'mascot'. But when you're a collaboration of 6,000 individuals, can you truly feature just one person and make them your sole representative?



Questions?



After work games organised by the CMS Young Scientists Committee



Haneke Twins wearing CMS hats

That's me at the LHCP conference in Taipei. Visited the NTU clean rooms and met some Taiwanese colleagues ❤️

Andrés is my colleague but he also has a rock band. Check them out!



CMS group photo, May 2025



Part of my team visiting UEFA's headquarters