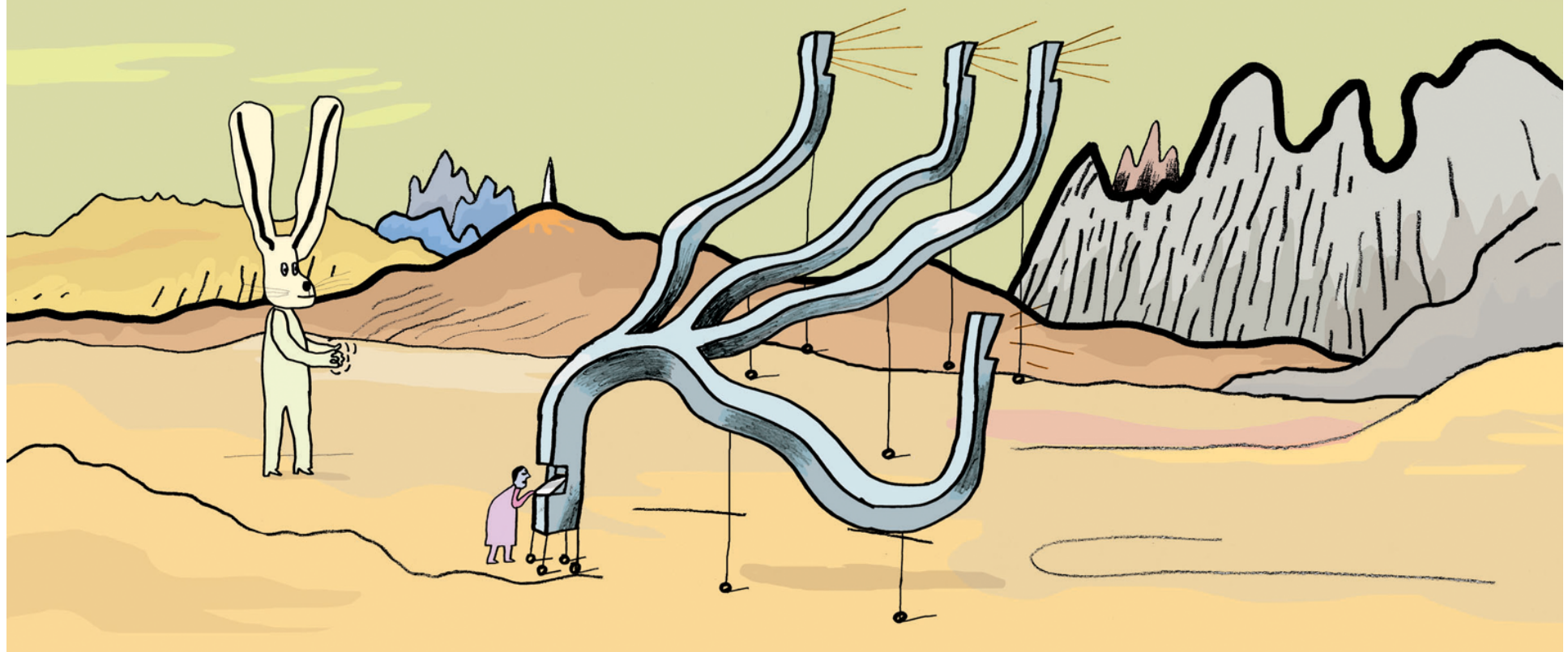


'Our Lives in Data'

The Science Museum 2016-17

Terry Watkins **TWResearch**



DOUBT *with* DATA



Pain Less: future of pain relief 2013

3D: Printing the Future 2014-2015



**Cravings : Can your food control you?
2015-2016**

Knowing something makes you want to know more

Relevance is the beginning of most conversations



*"I couldn't help feeling I was entering a garage at night.
Almost too much atmosphere" Teacher KS3/4*



‘Our Lives in Data’ (2017) – extremely relevant & topical theme

Interest in issue & ethics of data collection and privacy

Science Museum shows impact & relevance of Science

Facebook – more people see your posts than you realise!

It's a hotly debated issue. It would be good to hear both sides

How much information is stored on us.

How can you opt out of sharing your data

Future storage & privacy
Where will it go?

Tell us how corporations use our data

Big Data can save us time and money

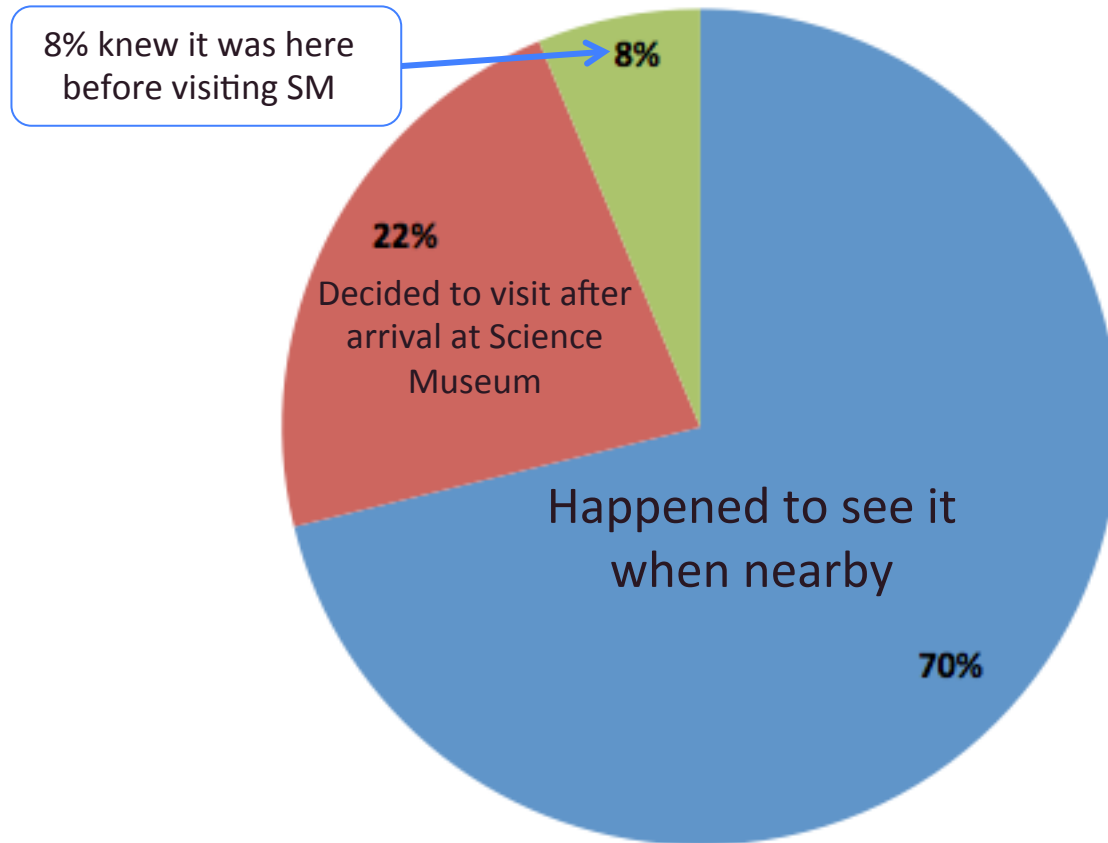
How can we protect ourselves

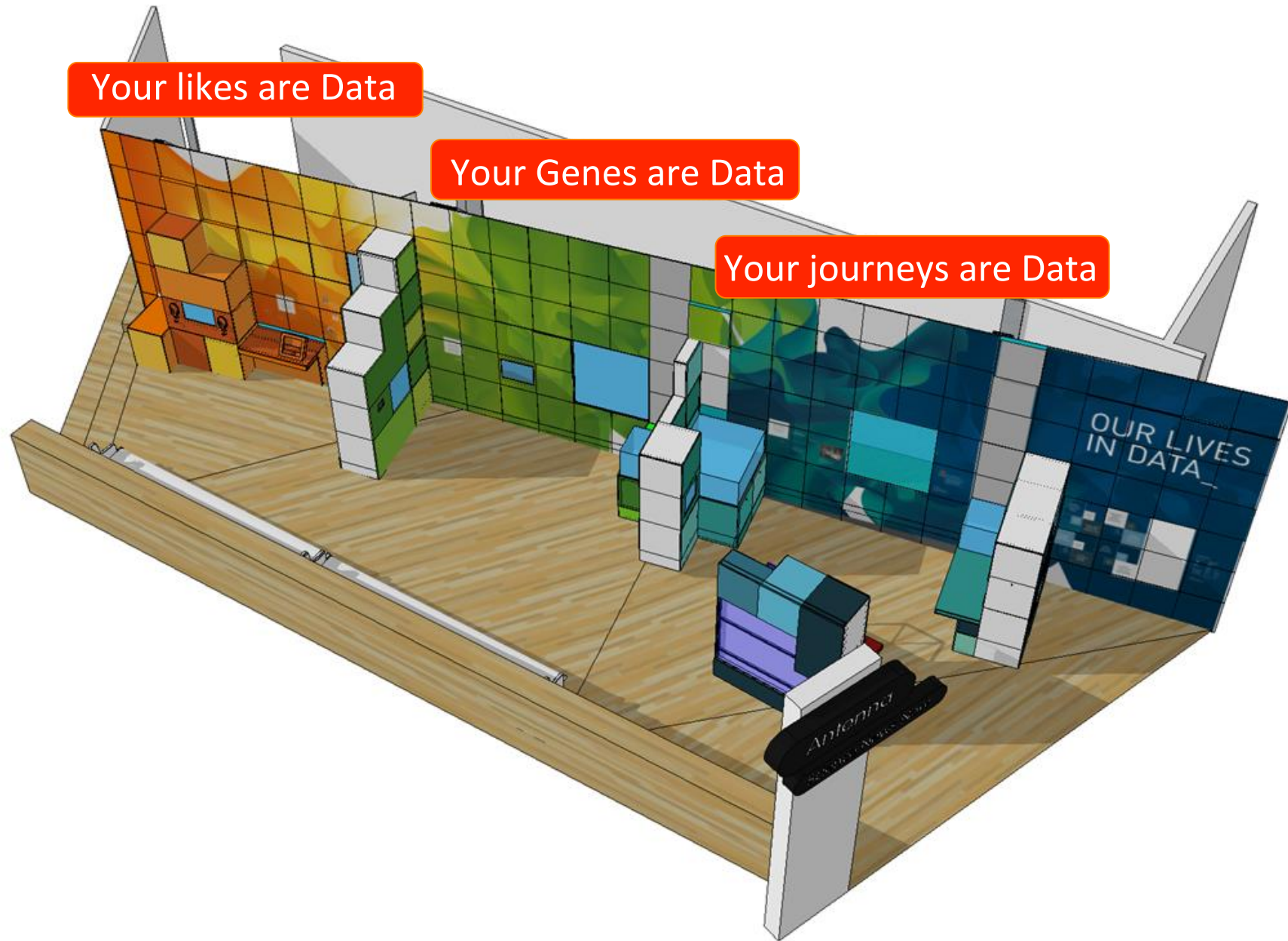
where is personal stored and who can access it!

Why are these companies allowed to use my data without my permission?

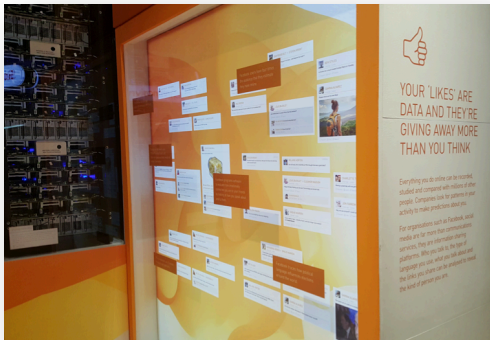
Why do you want to know where I eat?

**Q2) What influenced your decision to spend time in
'Our Lives in Data'?**





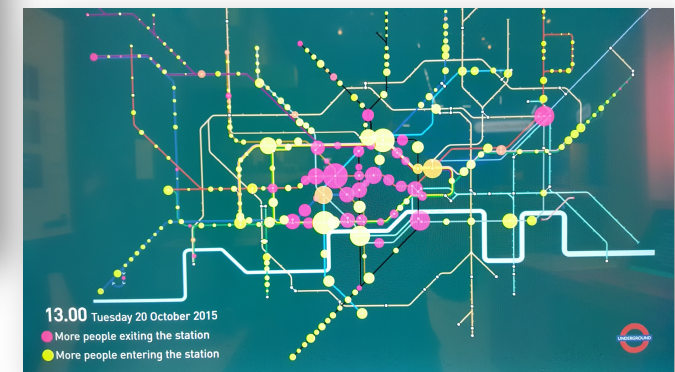
Your likes are Data



Your Genes are Data



Your journeys are Data



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Q7) Can you indicate how interesting you found the following themed areas of the display?

	Extremely interesting	Very interesting	Quite interesting	Not very interesting	Did not see Not relevant
Social Media section <i>'Your likes are data'</i> Orange Zone	22	41	41	4	6
Health Section <i>'Your genes are data'</i> Green Zone	16	43	35	5	15
Transport for London <i>'Your journeys are data'</i> Blue Zone	28	47	19	9	11



Challenge and Outcome

Big topic in a small space – Encounter likely to be brief & selective

Essential to select a small number of immediate examples

Relevant stories that engage the visitor in a dialogue

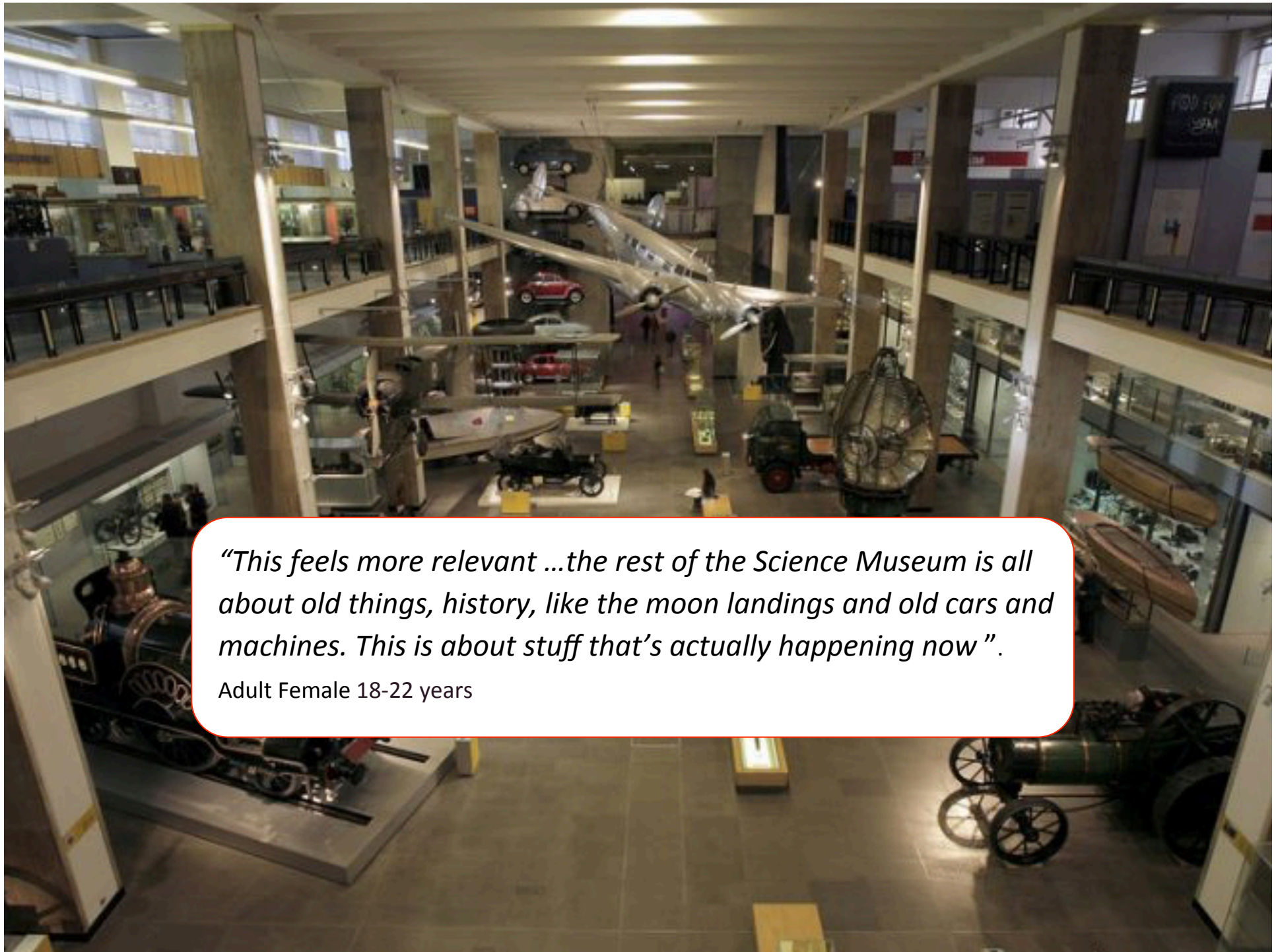
Empathetic people & accessible science experts

Stimulating thinking more than fuelling debate

Provide an introduction not an exposition



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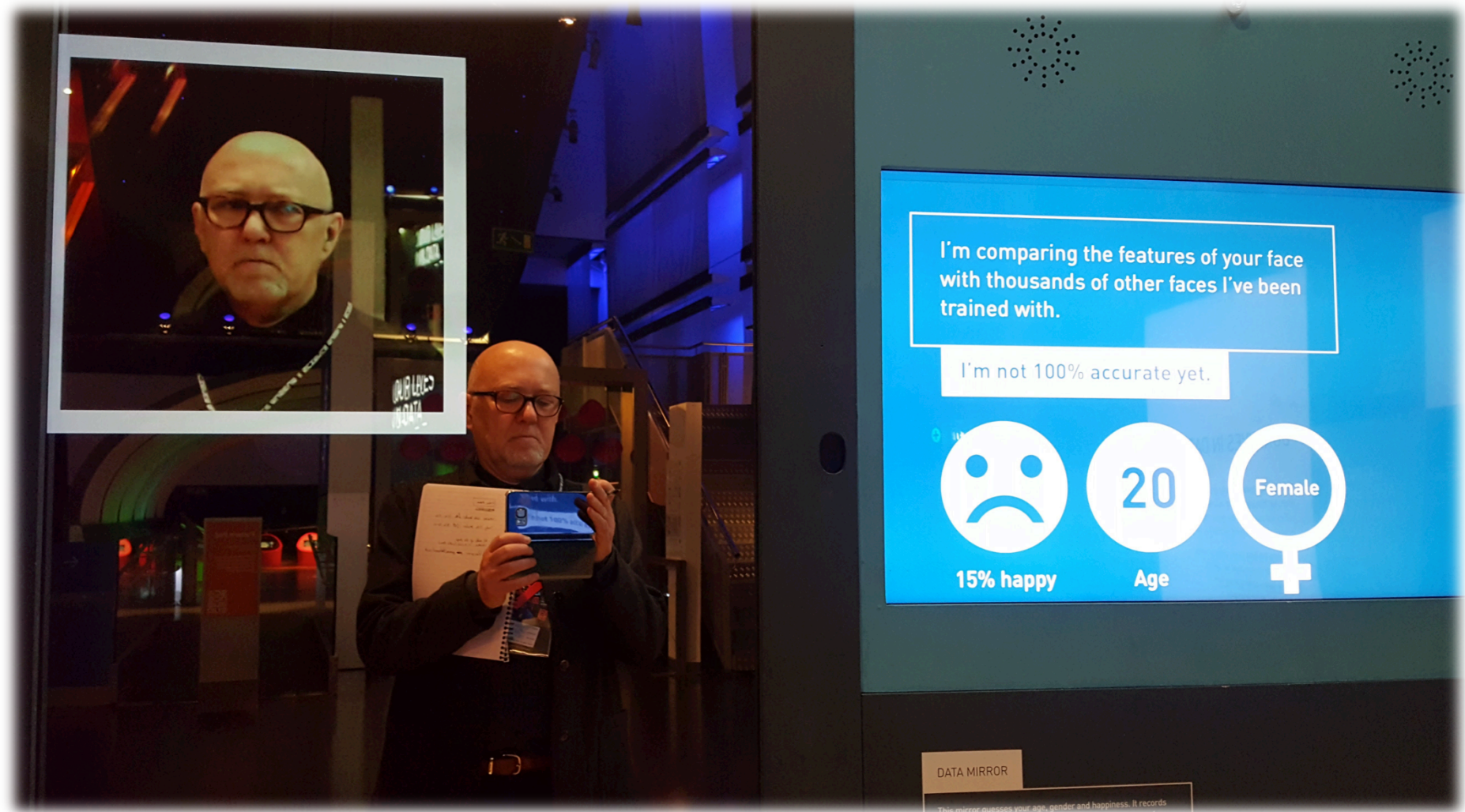


“This feels more relevant ...the rest of the Science Museum is all about old things, history, like the moon landings and old cars and machines. This is about stuff that’s actually happening now”.

Adult Female 18-22 years



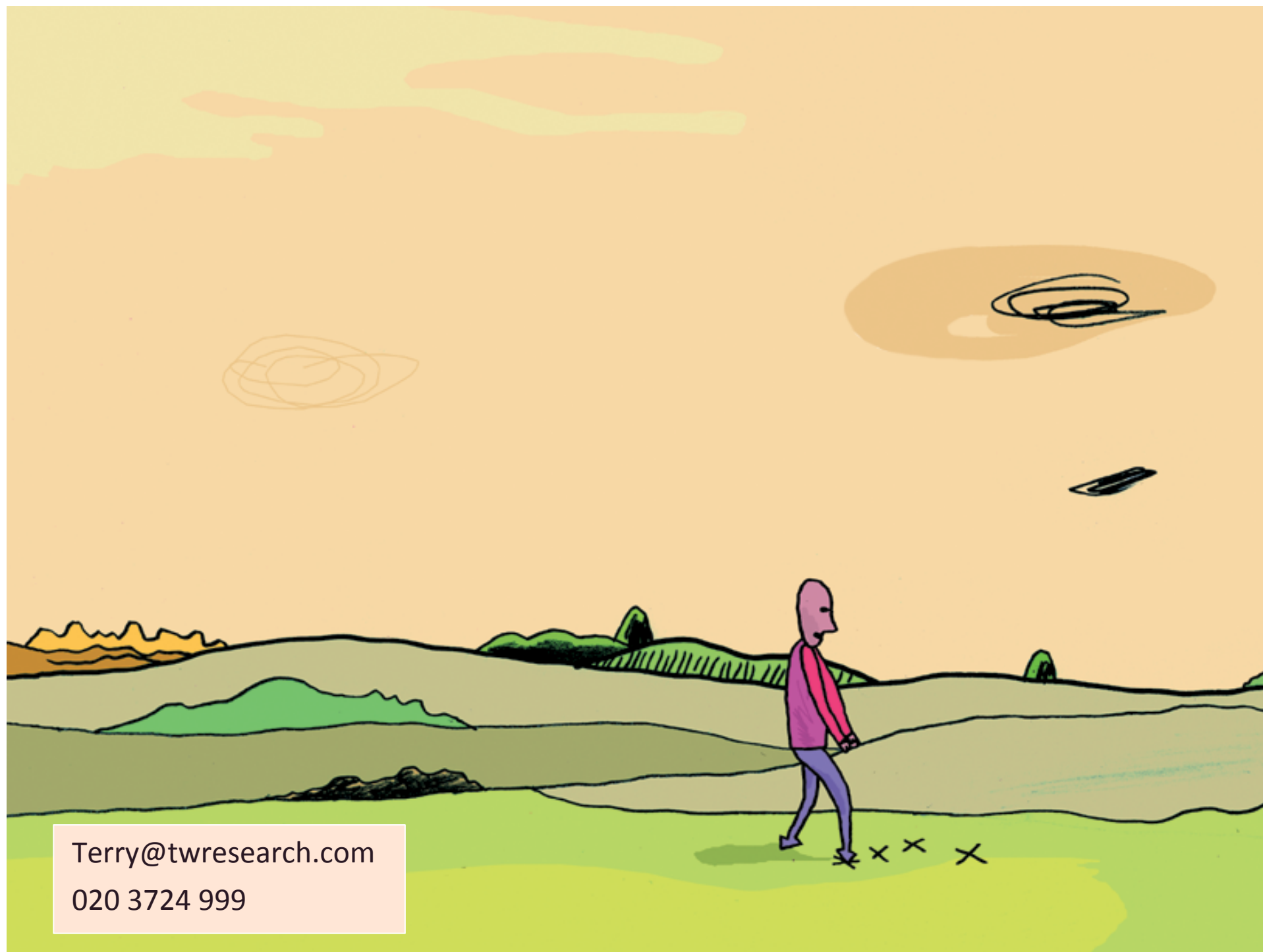
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“Where is the wisdom we have lost in knowledge?
Where is the knowledge we have lost in information?”





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