



Science Communication Workshop – Summary

Education on How Science Works: “Family Feud” Style Game for an In-Person Outreach Event

Datum | Date
03 July 2025

Contributors:

- Erica Colaprico
- Kristen Gardner
- Montserrat Escobar-Rosales
- Martina Hartinger
- Anja Sadžak

Proposal Overview

In a world full of misinformation, truth becomes increasingly difficult to discern, leading to widespread confusion and mistrust. People struggle to make informed decisions about critical issues like health, politics, and the environment, often falling prey to false narratives. When misinformation spreads faster than truth, it not only distorts reality but also endangers lives and hinders collective progress. Therefore, it is fundamental to explore strategies for scientists to communicate effectively, combat misinformation, build trust, and tailor messages for diverse audiences in today’s media-driven society.

One idea we came up with during the workshop on Science Communication is to implement a “Family Feud” style game for a community outreach pop-up event in person to inform people about science topics, while keeping it fun and engaging.

Why a game? People need to be entertained. The game and the competition will make people excited. This specific game also allows us to figure out what the audience KNOWS/THINKS, so we don’t waste time explaining things they are already familiar with, and we can spend time debunking misconceptions and teaching the general public. In addition, the “answers” to the questions aren’t facts. They are WHAT the audience thinks. This will also show the audience what scientists think, that we don’t “know” everything, and will make us more relatable before we go into the facts. Also, a game format makes scientific ideas accessible without oversimplifying, encouraging public interest and trust in science.

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in Lindau

Council for the
Lindau Nobel Laureate
Meetings

Lennart-Bernadotte-Haus
Alfred-Nobel-Platz 1
88131 Lindau
Germany

Phone +49 (0)8382 27731-0
Fax +49 (0)8382 27731-13

www.lindau-nobel.org



Plan for a Community Outreach Pop-up Event (in Person):

1. Have registered guests answer survey questions anonymously (science-related topics like ‘how long did it take mRNA vaccines to be developed?’, ‘How many months on average does it take for a research paper to be published?’)
 - a. This will give us a general picture about what the general population THINKS (identify misconceptions without saying anyone is right or wrong or that scientists know best)
 - b. Getting data about what the audience already knows is important, and this will allow us to do that, but live polling platforms to collect answers in real time could increase credibility (Mentimeter/ Kahoot!)
 - i. We present the question.
 - ii. The audience uses their phones to vote on answers.
2. Scientists will then be the contestants and try to guess what the audience said to answer the question (See Annex 1).
 - a. Scientists will probably not predict the right answers, and so this will make scientists more relatable to the audience.
 - b. Shows how scientists figure things out in a public way.
3. Reveal the most popular answers live.
4. Have a scientist who is an expert in a particular topic to give the correct answer.
 - a. This EDUCATION factor is essential.
 - b. After each round, give brief facts or clarifications about the correct answers.
 - c. Include images or short videos if playing on a screen.
5. We can also take this info from this session and use it to cater future events/outreach activities on topics relevant to the conversation.

Seeking an impact that crosses borders: This game is, in principle, designed to be played in person, in community X, in country X. However, the goal is to ensure that science is communicated across generations, and social media could be the key in the exchange of ideas. In this sense, young people would play an important role in family education, as they can act as “agents of change” by influencing their loved ones, promoting shared learning, and creating a space where everyone can share ideas and resolve doubts. This would strengthen education beyond that taught in academic institutions.

The ideal scenario is to link the science-related topics from the game to everyday situations (for instance: the physics behind Barcelona vs. Real Madrid soccer game, the chemistry behind the iPhone 16 Pro/ your favorite makeup foundation/ the beer you enjoy in the summer). The idea is to show that science is everywhere and has always been a part of our lives. The participation of influencers in the game could increase engagement/dissemination, as people tend to imitate the behavior of those they consider “role-models” on a particular topic. Also, assigning a hashtag to the content right after our game was organized somewhere in the world would help generate a “trend” on social

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media and, potentially, the involvement of companies or public figures who empathize with the movement (our initiative). The only way to combat misinformation is to generate a model in which science is consistently and actively disseminated, addressing doubts and reaffirming its validity with facts, evidence provided not only by the scientific community but by the community itself. In a world where nonsense situations “go viral”, science must go viral too.

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ANNEX 1: Game Structure (Example)

- Teams: 2 (e.g. Team Atoms vs. Team Molecules)
- Rounds: “n” rounds with increasing point values
- Question Style: “We surveyed 100 people... what’s the most popular answer to this science-related question?”

Round 1: Science Misconceptions

Question: “Name a common science myth people still believe”

Possible answers:

- Humans only use 10% of their brains
- Lightning never strikes the same place twice
- Bats are blind
- Seasons are caused by Earth’s distance from the Sun
- Water conducts electricity (it's actually the minerals)

Round 2: Environmental Science

Question: “Name a way to reduce your carbon footprint.”

Possible answers:

- Drive less / use public transport
- Eat less meat
- Recycle
- Use renewable energy
- Treat water discards

Round 3: Medicine

Question: “How long did it take mRNA vaccines to be developed?”

Possible answers:

- 1 month
- 2 years
- 5 years
- 10 years
- 50 years

Bonus / Final Round: Fast Science Facts

One player from each team answers 5 rapid-fire science questions in 30 seconds.

Example questions:

- What planet is known as the Red Planet? (Mars)
- What gas do plants absorb? (Carbon dioxide)
- What’s the chemical symbol for water? (H₂O)

(After each round, explain the correct science behind the misconceptions!)

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