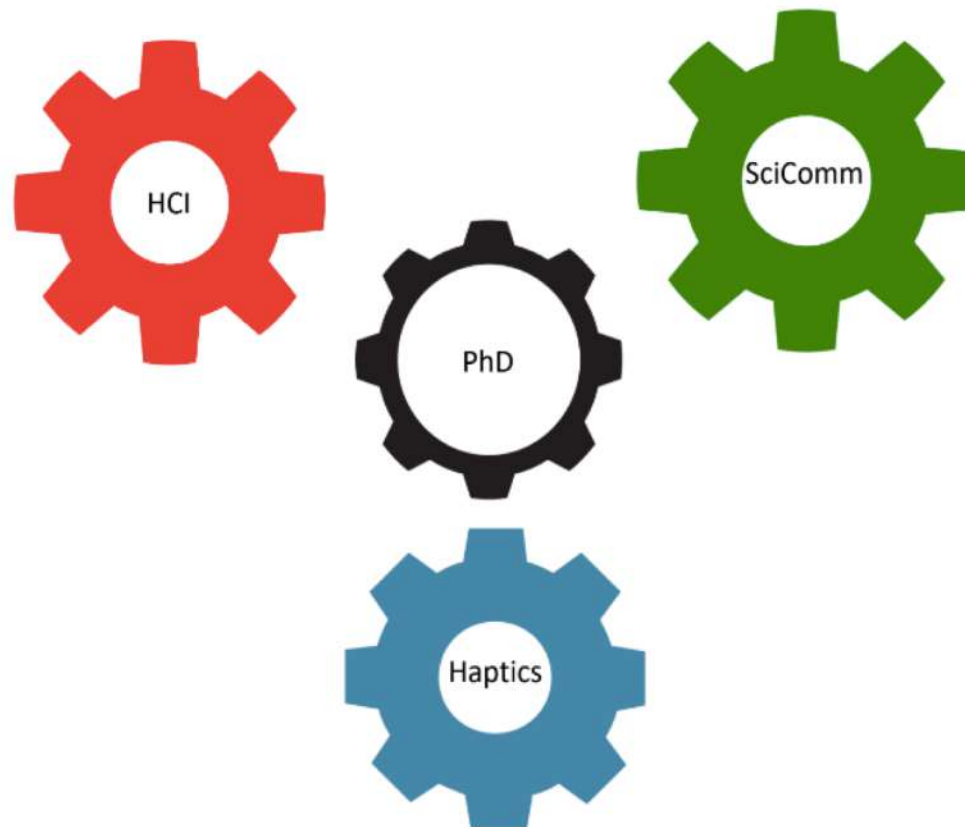


Research interest and background

- Daniel Hajas- M.Phys Theoretical Physics
- Sussex computer human interaction lab (University of Sussex)



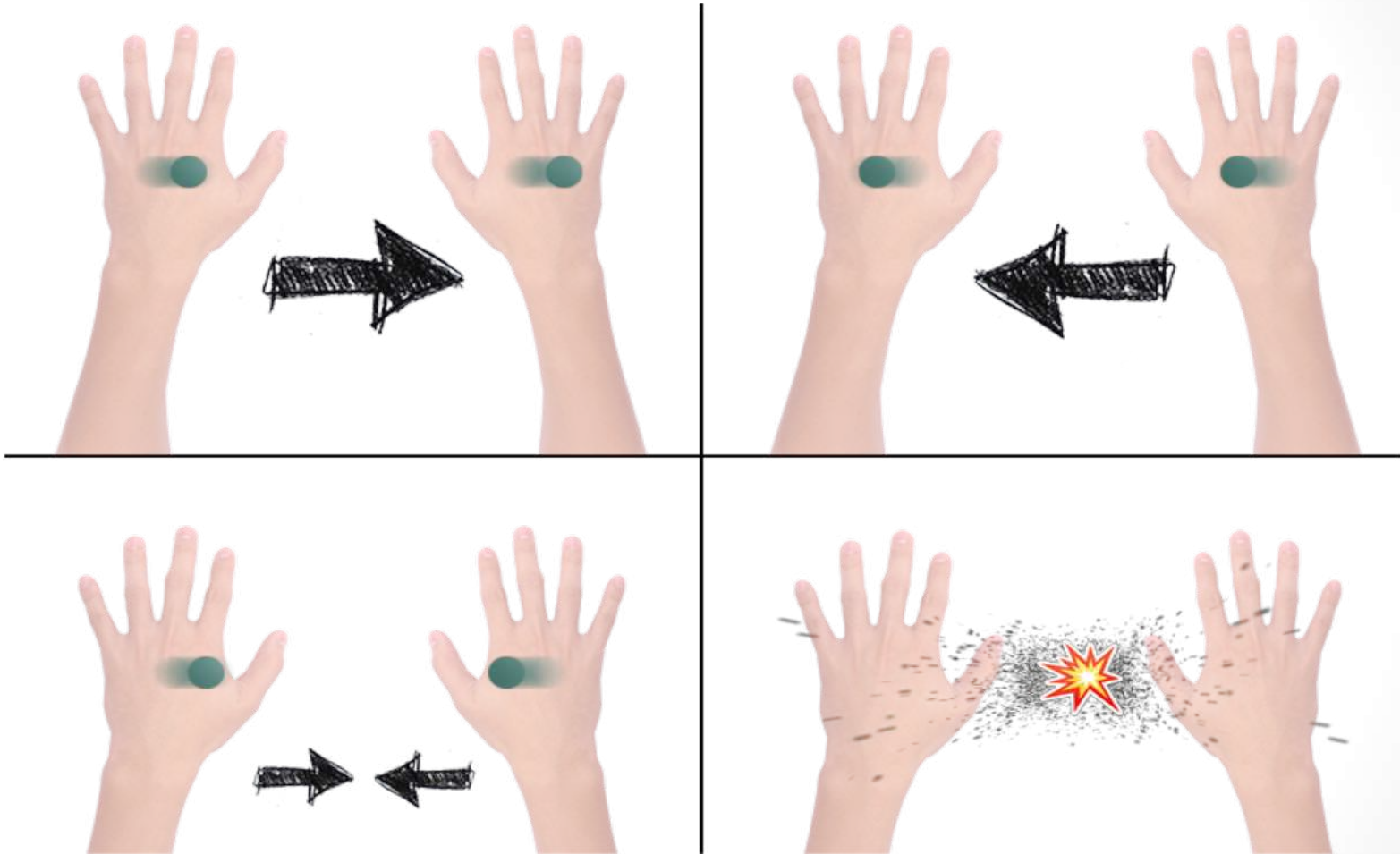
Science communication- personal responses

Vowel	Response
A	Awareness of science.
E	Enjoyment (affective) of science.
I	Interest (cognitive) in science.
O	Opinion forming.
U	Understanding of the content, process, and value of science.

Table 1: The “vowel” analogy for personal responses in science communication

Audience	Purpose
Uninformed	Make aware
Informed	Intrigue
Specialist	Entertain

Experiences with mid-air haptics



Simulated particle collision using mid-air haptics

Challenges

- Evaluation methods to measure personal responses
- Tools and techniques of branding?