

## Desirable way of outreach activities in the Museum,learn by participating in the making process of "Buratamori".

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To promote earth science,it's important to make the general public to feel familiar with earth science and see the fun of it .Promoting popular interest is one of the missions of Natural History Museum,but it is too difficult to satisfy all museum users who have various levels of geoscientific literacy.The stuff of TV show,"Buratamori" ,gave me a clue to settle such problems.I learn 5 important viewpoint of outreach activities by participating in the making process of "Buratamori" .

- 1) We should understand the thinking process of the general public,who are not much interested in earth science.
- 2) We should summarize relevant information of various field (earth science,history,culture) in each local area,and associate it with the life of the general public.
- 3) We should focus more on familiar stories in the local area than theory to promote interest of the general public.
- 4) Simple and easy-to-understand explanation is more important than showing the accuracy of the study results.
- 5) It is important for us to show people that we enjoy learning earth science rather than showing our knowledge.

Keywords: Geoscientific literacy, Region, Interpreter