I am ATLAS Project Guide

<u>Goal</u>

The goal of 'I am ATLAS' is to create outreach materials/content emphasize the fact that the ATLAS Experiment is a collaboration between many people and many objects. Within it there's an emphasis on the ways that individuals contribute to the overall experiment, both because it creates human-scale portions of the experiment to connect the public too and because this focus enables talking about the concrete and the every day.

Besides this, the initial set of interviews created for this project encompasses a variety of ATLAS roles and systems likely to be discussed with the public. However, ATLAS is enormous complicated, and constantly changing, so no set of interviews will ever be complete. Therefore, it's expected that interviews can be added as needed in the future, either to coordinate with specific events or to fill in more general blanks. This project guide contains the information needed to create new interviews to add to the set.

For more information on the overall goals and structure of I am ATLAS see the 'I am ATLAS Project Report.'

<u>Overall Tone</u>

the tone of the question answers is important because this project is aimed at a general audience and is, in part, humanizing ATLAS. As much as possible they should be:

- First person
- Conversational
- Brief
- As minimal as possible with technical jargon

<u>Questions</u>

Question	Clarifications/Probes
What is your name?	
Where are you from?	• For humans this should include home country and institution • For objects this can include any information available on where it was made, where its components were made, and/or where it was assembled. If it's impossible to know then say that.
What's your role in ATLAS	• This question is about *what* the subject contributes to ATLAS's overall goal
How do you do that?	• For people this is an explanation of what their job entails, especially day to day/concrete tasks • For objects this is a basic explanation of how it works, what it's made out of, etc
What else should we know about what you do?	• This is a space for any interesting facts or stories that don't fit neatly into the other questions. • For people you can probe for this answer by asking other questions as well, such as

	o What do you think most people *don't* understand about what you do?
	o Who do you have to work with in your role?
	o What's your favorite part of what you do?

Interviews

The original set of interviews were conducted primarily in person, then edited down to condense and focus the answers. However, they can also be conducted as a hybrid of oral and email discussion, especially when interviewees aren't working on your site or aren't fluent English speakers. When asked by email I suggest including the clarifications included in the questions list above to make sure the answers match the aims of the questions.

If the answers to the interview questions are too technical, ask the interviewee to explain it again as if explaining it to a child or their parent's friends. It's also acceptable to lightly edit the answers to make them easier to understand and take out extraneous technical details, but the goal should be to preserve the voice of the person answering the questions, not write your own answers.

Once answers are condensed to fit into the template it's best to run them by the interviewee again to make sure no important information has been lost in the condensing process.

Objects

The key to writing a good object interview is to pick a good object to start with. It needs to be something specific—the more specific and individual the object is, the easier writing about it will be. Then, focus on what the object actually does and how it does that, in the most basic and concrete ways possible. It's useful to split this research into thinking about materials, functioning, integration into larger systems, and the origins/evolution of the object over time.

Once you have an outline of the information about the object write the interview, making sure to logically split the information between the 'what' and 'how' questions in a coherent way that makes it easier to understand. Basically, the what question should concern what it's passing on to the rest of ATLAS in terms of information or other contributions, whereas the how question should focus on what is happening in the object while creating that information as well as concrete details about how that information is passed along.

While researching set aside some interesting or intriguing facts for the final question in the interview. Because it's a space for things that don't fit in the rest of the interview, it's best to leave writing it until you have a good idea of which content is being included in all the prior questions.

It's important to focus on the tone description above while writing an object's answers to the interview questions. The more you anthropomorphize the objects the better it will read for the public, so fully invest in the conceit that this is a conversation with the object. At the very least make sure it's answering in first person and telling it's story, but if you have time and want to have fun feel free to try to imagine the object's personality/worldview/etc. The more fun you have with building up the object as the speaker the better your 'interview' will turn out!

<u>Signs/Cards</u>

This project comes with templates to create single-sided A4 signs and two-sided A5/half-sheet sized cards that can be used for outreach events. The templates come preformatted with sections to fill in:

- Interview Text: This needs to be placed into the table in the appropriate boxes
- Photos: For people I recommend asking them to provide a photo of themselves, ideally one that is square or can easily be edited to be square. For objects the photo should be a 'portrait' or 'glamor shot' style image that focuses on the particular object, and not just a photo of a larger system it's part of.
  - Because this is a template it's easiest to insert the picture by clicking on picture placeholder instead of using the paste or insert picture functions.