

# Unveiling the invisible

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# Main points

## 1) Understanding the subatomic world:

Explain the basic principles of quantum science, including how atoms and particles behave at a microscopic level, helping us better understand the nature of matter and chemical interactions.

## 2) Technological impact of quantum science:

Highlight how quantum technologies, such as quantum computing and advanced sensors, have the potential to revolutionize fields like medicine, energy, and advanced materials.

## 3) Public engagement and awareness:

Discuss the importance of making quantum science accessible to the general public, showing how effective communication can transform society's perception and support for emerging technologies.



# References

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Rather than using a unidirectional didactic approach, the authors divide the book into two parts; the first part, “Communicating Contemporary Physics”, examines how new physics developments affect modern culture, while the second part, “Digital Challenges for Physics Learning”, covers physics education research.



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Traditional articles, books, chapters, conferences and seminars give way to new tools for disseminating scientific knowledge such as social media, betting on the concept of open science. This study was born from this context, which aims to recognize scientific issues in trends proposed by young Youtubers dedicated to the dissemination of science.



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- This explores the evolution of scientific communication beyond the traditional model of scientists transmitting information to journalists and the public. It highlights changes in the roles of stakeholders, including the rise of private corporations, ONGs, and active social media users. The analysis also addresses challenges in scientific dissemination today, emphasizing the need for public engagement and a more democratic, interactive communication approach.



# References

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# State of art

The dissemination of quantum sciences is gaining significant momentum, particularly as the United Nations has declared 2025 the International Year of Quantum Science and Technology (IYQST).



INTERNATIONAL YEAR OF  
Quantum Science  
and Technology

This initiative aims to enhance global awareness of the importance of quantum science for sustainable development and technological innovation. It highlights the critical role that quantum mechanics has played in shaping modern technology, including transistors, lasers, and medical devices.

Various scientific societies, including the American Physical Society, are partnering to create programs that will promote quantum education and public engagement.



# Shaping the science of tomorrow through the International Year of Quantum Science and Technology (IYQST)

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