Learnscapes, transforming the world into an Open Air Museum.

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Scientists are working everywhere, but scientific knowledge is still not widespread among people, and only limited to museums and a few other places. Learnscapes is a new tool for scientists to disseminate their work, making it accessible for people in the right place and at the right moment. It will be possible through a platform (both web and app) that allows tourists to access accurate scientific knowledge related to the place they are visiting and the studied objects they are interested in (river, mountains, monuments. . .): in this way, the visited place will acquire a higher value. Learnscapes will benefit people, science and territory.

The objective is to cover the current gap of communication between science and people. Since the information will be geolocalized, the users will receive an alert when passing near a location with scientific information, this way they will better understand it, becoming more aware of the importance of the research. The audience or users of Learnscapes are curious people, who go to scientific museums, who are familiar with the technology and web apps and have a high level of education. Since curious people and geolocalized science are common worldwide, it is a clearly up-scalable project.

Scientists will be able to feature a summary of their work in Learnscapes with little time investment. All the content will be open and freely available for the users and will have a DOI. At the same time, scientists that feature their work in Learnscapes, as well as research and funding institutions involved in the featured studies, will have their own profile that, even if virtual, will enable an interaction between scientist and society. In order to guarantee the scientific accuracy, two kinds of contents are accepted:

(1) related to already published scientific results (in peer-reviewed publications) or

(2) related to ongoing projects that still do not have published results but there is any kind of equipment installed outside the laboratories or research institutions and can be seen by the people passing by, this way it could substitute or complement the usual panels that scientist install at the monitoring stations.

Learnscapes is not limited to any given discipline; nevertheless, since the scientific information included in the platform has to relate to a certain place, it is likely that Geosciences will take the most advantage of it. With Learnscapes scientists and research institutions will have the chance to spread their works with an innovative tool and to obtain visibility and social recognition.

www.learnscapes.co