

Science Explorer Modules as a Communication Approach to Encourage High School Students to Pursue Science Careers

Authors : Mark Ivan Roblas

Abstract : The Science Explorer is a mobile learning science facility in the Philippines. It is a bus that travels to different provinces in the country bringing interactive science modules facilitated by scientists from the industry and academe. The project aims to entice students to get into careers in science through interactive science modules and interaction with real-life scientists. This article looks into the effectiveness of its modules as a communication source and message to encourage high school students to get into careers in the future. The study revealed that as the Science Explorer modules are able to retain students to stay in science careers of their choice and even convert some to choose from non-science to a science degree, it still lacks in penetrating the belief system of the students and influencing them to take a scientific career path.

Keywords : informal science, mobile science, science careers, science education

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