

4.2.2 DISCOVERNANO (WWW.DISCOVERNANO.NORTHWESTERN.EDU)

Consistent with the NU-NSEC commitment to educational outreach, and recognizing the increasing importance of the Internet (Nielsen/NetRatings 2004 reported that nearly 75% of Americans have access to the Internet from home), Center participants and staff began working in 2003 on the development of a web-based outreach project to engage the general public and introduce them to nanoscale objects, nanoscience, and nanotechnology.

The culmination of this work was realized in 2006 with the launching of DiscoverNano. In addition to “Nano 101,” a basic nano primer, the site includes

- Historical time line of uses and developments in nanotechnology
- Potential applications in energy, health, national security, and environment
- Societal and ethical implications
- A section for educators including a video introduction to the Center’s *Nanoscience & Nanotechnology Module* classroom activities
- Video interviews with researchers
- Extensive links to educational academic and government sites, publications, etc.
- Nano art gallery
- Searchable nano glossary

The site will continue to expand and reflect the advances in the field.

