

Tied to the Earth: communicating geoscience in an adventurous, aesthetic, and anthropocentric manner

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Members of the general public are often witness to the remnants of geological processes which have shaped our landscape and way of life in Atlantic Canada. However, there is a lack of educational resources aimed at the general public who seek to understand these processes and their implications. The Atlantic Geoscience Society has produced many useful resources, but distribution to the public is sporadic at best. Further, new methods of communicating scientific findings and theories should keep pace with technological advances, enabling geoscientists to remain relevant in an increasing digital world.

184 *Tied to the Earth* aims to be such a resource. With a combination of hands on educational experiences, digital products to enable sharing of information, and exposure to the simple aspects of geoscience in general, *Tied to the Earth* will be conveying the rich geological history of the Annapolis Valley, Nova Scotia, as a starting point. This multi-faceted approach involves: (1) adventure geotourism, collaborating with Annapolis Valley Adventures on field trips available to the public and advertised to the waves of tourists who come to the Annapolis Valley, drawn by scenic landscapes, (and occasionally wine); (2) marketing and distribution of handmade stone products, designed to captivate and illuminate the natural beauty of our geological components; and (3) digital companion tools to go along with these tours and products, in the form of QR codes, which will lead to a website that provides educational resources, such as maps and animations of geological processes.

The scope of these experiences is limited to the Neoproterozoic-Phanerozoic history of southern mainland Nova Scotia as a starting point. Field trips include visiting the North Mountain Basalt along the Bay of Fundy, trips to waterfalls within the Meguma Group, kayak trips within the South Mountain Batholith, and fossil viewing excursions to the Carboniferous sedimentary rocks.