

SEEING IS BELIEVING: ENTOMOLOGICAL ATTENTION GRABBERS FOR THE PUBLIC

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The public is largely ignorant of how fascinating insects can be and what it is about them that makes entomologists crazy about them. An effective strategy for increasing public awareness of the wonders of insects is to introduce them to live material. Seeing is believing, and rarely do we find individuals walking away unimpressed after witnessing silk being spun by silkworms, or insects mimicking leaves or twigs. Insects are small, relatively easy to maintain, require little space, and reproduce in such large numbers that it is possible to keep colonies for use when needed. Entomological attention grabbers that can be used for drawing the attention of the public will be discussed and demonstrated.