

VK launched a science popularization project VK started a project to promote science for non-specialists

VK has introduced a new media project called “Science Mail,” which aims to popularize science and make complex research accessible to the general public. Readers will learn about the latest developments in fields such as space, artificial intelligence, energy, and biotechnology. Additionally, the project will grant access to exclusive information about the scientific activities of leading Russian universities.

Materials for “Science Mail” will be prepared not only by journalists but also by renowned scientists, developers, and lecturers from major universities. Among the project’s authors are professors, candidates of science, and researchers from the Skolkovo Institute, Baltic Federal University, Russian Quantum Center, and other scientific organizations. According to Nikita Shulgin, the editor-in-chief of “Science Mail,” the project’s main goal is to spark people’s interest in science and show that behind complex theories lie fascinating stories and real discoveries.

At the project’s launch, users will be able to read materials about artificial intelligence, biotechnology, robotics, and space. Over time, sections will be expanded, and special projects and analytical reviews will appear. Experts believe that interest in science in Russia is high: according to a VCIOM survey, 85% of Russians want to learn more about modern discoveries, and a quarter of them actively seek such news. Scientists supported the idea of creating scientific media and emphasized that popularizing science helps shorten the path from discovery to its application in everyday life.