Hystorical introduction Experimental Elementary Particle Physics 30/10/15 4

Introduction

- "Program" of the EPP: the quest for the "fundamental" aspects of the Nature: not single phenomena but the common grounds of all physics phenomena.
- Historical directions of the EPP:
 - Atomic physics → Nuclear Physics → Subnuclear Physics: the ∞ly small; Nature = point-like particles interacting through forces..
 - Look at the ∞ ly large: connections with cosmology, cosmic rays, etc..
 - Paradigm: unification of forces, theory of everything.
- What shall we do in this course ?
 - (1) how to design an experiment
 - (2) how to understand its data.
 - We concentrate on subnuclear physics.
 - A selection of experiments is needed.

The EPP experiment

- Something present through all the 20° century and continuing in 21° : the best way to understand the elementary particles and how do they interact, is to send *projectiles* on *targets*, or, more generally, "to make things collide".
- "Mother-experiment" (Rutherford): 3 main elements:
 - a projectile
 - a target
 - a detector
- Main rule: the higher the momentum *p* of the projectile, the smaller the size δ_x I am able to resolve. $\delta x \approx \frac{\hbar c}{pc} \Rightarrow \delta x(fm) \approx \frac{197}{p(MeV/c)}$

The scale: $\hbar c = 197 MeV \times fm$

From Rutherford, a major line of approach to nuclear and nucleon structure using electrons as projectiles and different nuclei as targets.

The Rutherford experiment - I



Unit system

- We have seen that by posing c = 1 energy, momentum and mass get the same dimensions and units. All are expressed in eV.
- If we include cross-sections and decay widths, we enter in the quantum field theories where a new constant enters in the game: the normalized Planck constant.
- We introduce the "natural system" where

$$\hbar = c = 1$$

- It implies the following dimensional equations:
 - [L] = [T]
 - $[E] = [L]^{-1} = [T]^{-1}$
- Only one fundamental quantity is required: e.g. energy \rightarrow time and length are (energy)⁻¹
 - cross-section is a (length)² so an (energy)⁻².
 - decay width is a (time)⁻¹ so an (energy)
- Numerically we need few conversion factors:
 - 1 MeV == 0.00506 fm^{-1}
 - $1 \text{ MeV} == 1.519 \text{ ns}^{-1}$

Scales in the ∞ ly small - l

- Electromagntic interaction: the meaning of α :
 - $[Vr] = [E][L] = [hc] \rightarrow [\alpha]$ adimensional and << 1

$$V = \frac{1}{4\pi\varepsilon_0} \frac{e^2}{r}$$

$$\alpha = \frac{e^2}{4\pi\varepsilon_0 \hbar c} = \frac{(1.610^{-19} C)^2}{4\pi 8.8510^{-19} F / m 1.0510^{-34} Js 310^8 m / s} = \frac{1}{137} = 0.0073$$

- Electromagnetic scales:
 - 1. Classical electron radius: The distance r of two equal test charges e such that the electrostatic energy is equal to the rest mass mc^2 of the charges

$$r_e = \frac{e^2}{4\pi\varepsilon_0 m_e c^2}$$

Scales in the ∞ ly small - II

2. Electron Compton wavelength: which wavelength has a photon whose energy is equal to the electron rest mass.

$$\hat{\lambda}_e = \frac{\hbar}{m_e c} = \frac{r_e}{\alpha}$$

3. Bohr radius: radius of the hydrogen atom orbit

$$a_{\infty} = \frac{4\pi\varepsilon_0\hbar^2}{m_e e^2} = \frac{r_e}{\alpha^2}$$

• Weak Interaction scale: determined by the Fermi constant G_F $[G_F] = [E]^{-2}$ We know that G_F is NOT a "fundamental"

$$r_{EW} \approx \sqrt{G_F} (\hbar c)$$

We know that G_F is NOT a "fundamental" constant, but an "effective" one:

$$G_F \approx g/M_W^2$$

Scales in the ∞ ly small - III

• Strong Interaction scale: α_{s} depends on q^{2} . There is a natural scale given by the "confinement" scale, below which QCD predictions are not reliable anymore.



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Scales in the ∞ ly small - IV

• Gravitational Interaction scale: the "problem" of the gravity is that the coupling constant is not adimensional, to make it adimensional you have to multiply by m^2 . An adimensional quantity is

$\frac{Gm^2}{\hbar c}$

depending on the mass. For typical particle masses it is << 1. The mass for which it is equal to 1 is the "Planck Mass" M_{Planck} . λ_{Planck} is the "Planck scale" (Compton wavelength of a mass M_{Planck})

$$M_{Planck} = \sqrt{\frac{\hbar c}{G}} \quad \lambda_{Planck} = \sqrt{\frac{\hbar G}{c^3}}$$

Scales in the ∞ ly small - V

 Grand Unification Scale. From the observation that weak, em and strong coupling constants are "running" coupling constants, if we plot them vs. q² we get:



Experimental Elementary Particle Physics



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Scales in the ∞ ly small - VI

- Why LHC is concentrate on the O(TeV) scale ?
- There is an intermediate scale around the TeV. It is motivated by the "naturalness" "fine tuning" "hierarchy" problem connected to the properties of the Higgs Mass.

$$m_H^2 \sim -2\mu^2 + \frac{g^2}{(4\pi)^2}M^2$$

- The Higgs mass m_H is UV sensitive
- Λ is the scale above which we have the UV theory: e.g. $\Lambda = M_{Planck}$?
- If no other scale is there btw Higgs and Planck, $M=\Lambda$, so that strong cancellations are needed between $-2\mu^2$ and $g^2M^2/(4\pi)^2$ to give the observed Higgs Mass
- This is un-natural..
- If $\boldsymbol{\Lambda} \approx O(\text{TeV})$ all becomes natural, e.g. MSSM, Technicolor, . . .

$$\Delta \gtrsim \left(\frac{m_{\rm NP}}{0.5\,{
m TeV}}
ight)^2$$

Scales in the $\infty ly\ small$ - V

quantity	value	Energy
Bohr radius	0.53×10 ⁻¹⁰ m (0.5 Å)	3.7 keV
Electron Compton wavelength	3.86×10 ⁻¹³ m (386 fm)	0.51 MeV
Electron classical radius	2.82×10 ⁻¹⁵ m (2.8 fm)	70 MeV
Proton radius – QCD confinement scale	0.82×10 ⁻¹⁵ m (0.8 fm)	240 MeV
Electro-weak scale	$8.00 \times 10^{-19} \mathrm{m} (\Lambda_{\rm EW} = 246 {\rm GeV})$	246 GeV
"New Physics" scale		1 TeV
GUT Scale		10 ¹⁶ GeV
Planck scale	$1.62 \times 10^{-35} \mathrm{m}$	$1.2 \times 10^{19} \text{ GeV}$

How to increase alpha-particles kinetic energies ?

Which is the best projectile ? Electrons allow to probe the e.m. structure and are also easy to obtain and accelerate.

Fundamental interactions

- Electromagnetic interaction:
 - Can be studied at all energies with "moderate" cross-sections;
 - Above O(100 GeV) becomes electro-weak
- Weak interactions:
 - At low energies it can be studied using decays of "stable" particles large lifetimes and small cross-sections;
 - Above O(100 GeV) becomes electro-weak
- Strong interactions:
 - At low energy (below 1 GeV) "hadronic physics" based on confinement: no fundamental theory available by now
 - At high energies (above 1 GeV) QCD is a good theory: however since partons are not directly accessible, only "inclusive" quantities can be measured and compared to theory. Importance of simulations to relate partonic quantities to observables.



- The projectile: α -particles of $E_K = 4.5 \div 5.5$ MeV (from Radon, Radium, Bismuth)
- The target: gold foils of ≈ 1 mm air equivalent:
 - Gold thickness = 1 mm $\rho(air)/\rho(gold) = 1.2 \times 10^{-3}/19$ mm $\approx 10^{-4}$ mm = 1000 Å
- The detector:fluorescent zinc sulfide screen + microscope (magnification = × 50): count hit/unit time at different distances

The Rutherford experiment - III

- E. Rutherford, **The scattering of alpha and beta particles by matter and the structure of the atom**, *Philosophical Magazine*, volume **21** (1911), pages 669-688.
 - Develope a theory of scattering from a "Rutherford-like" atom;
 - Predict scattering angle distribution (in particular fraction of "large angle" scatterings);
 - Compare with predictions from "Thompson-like" atom;
 - Compare with data from Geiger-Marsden experiment and also from other experiments involving β particles
- Example of "modern" methodology: data vs. "MC" (theory)

The Rutherford experiment - IV



An important step: electronics..

Table 3.	Stable particles	with their	source of pro	duction and	method o	of detection.	Detection
	method	s: predomin	antly discover	red by utilis	ing cosmi	c rays.	

Particle	Source of Radiation	Instrument
e ⁺	Cosmic ray	Cloud chamber
μ^{\pm}	Cosmic ray	Cloud chamber
π^{\pm}	Cosmic ray	Nuclear emulsion
π^0	Accelerator	Counters
K±	Cosmic ray	Nuclear emulsion
K ⁰	Cosmic ray	Cloud chamber
Λ^0	Cosmic ray	Cloud chamber
Σ^+	Cosmic ray	Nuclear emulsion
		Cloud chamber
Σ^{-}	Accelerator	Cloud chamber
Σ^0	Accelerator	Bubble chamber
Ξ-	Cosmic ray	Cloud chamber
Ξ^0	Accelerator	Bubble chamber
Ω^{-}	Accelerator	Bubble chamber
Λ_{c}^{+}	Accelerator	Bubble chamber
p, n	Accelerator	Counters
B $(\Sigma^+, \Xi^+, \Omega^+)$	Accelerator	Bubble chamber



High spatial resolution devices, very good for single event analysis BUT: slow and difficult to trigger. Not useful for high statistics applications

"New" detectors

In the '40s (B.Rossi, F.Rasetti, M.Conversi,...)
"electronics" enters in the game
1930: B.Rossi invents the electronic coincidence:
→ electric signals from counters
(Geiger counters and/or scintillators
coupled to PMTs) are sent to "electronic
circuits" that give in output a "trigger"
signal. It is a revolution!



FIG. 2. Fivefold coincidence circuit (unit 1) and anticoincidence circuit (unit 2). Only one of the five Rossi tubes is shown. $R_1 = R_5 = 10^8$; $R_2 = R_6$ = $R_8 = 500,000$; $R_3 = 5000$; $R_4 = 1$ Meg; $R_7 = 3000$; $R_9 =$ 7500; $R_{10} = R_{13} = R_{16} = 2$ Meg $R_{11} = R_{19} = 50,000$; $R_{12} = 200$, 000; $R_{14} = 30,000$; $R_{15} = 15$, $R_{17} = 300,000;$ 000: $R_{18} =$ $R_{20} =$ 10,000 adjustable; 25,000; $C_1 = 0.00001$; $C_3 =$ $C_4 = 0.03$; 0.00005: 0.0001: $C_6 = 0.001$ 0.00003; $C_8 = C_9 = 0.001$; C_{10} $=0.1; C_{11}=0.0001.$ Resistance in ohms, capacity in uf.

F.Rasetti: disintegration of slow mesotrons Phys.Rev. 60 198 (1941)



FIG. 1. Arrangement of counters, illustrating connections to amplifier units.

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After Rutherford - I

- On the same line of a-la-Rutherford experiments: experiments in the '50s at SLAC (Hofstadter et al.)
- Results: "Hofstadter's experiments with nuclei such as gold and carbon showed clear differences from scattering from a point charge, as expected. However, when targets of high pressure hydrogen gas became available in 1954, he could study scattering from single protons (hydrogen nuclei) and found that the proton also was not a point-like object, but had a size that was "surprisingly large", about 0.75 x 10⁻¹³ cm."
- New probe: electrons (up to 400 MeV) rather than α -particles
 - "point-like" probe more useful to understand nuclear structure
 - Only electromagnetic effects, not nuclear effects
- Different kinds of targets: high pressure hydrogen targets
- Completely new detector: kinematic study of final states to select "elastic scattering": spectrometer to meaure momentum of outcoming charged particles.





300

250

200

150

thin and resistent windows

 \rightarrow "jet targets" (to avoid windows)

Experimental Elementary Partic

Fig. 5. This figure shows the elastic and inelastic curves corresponding to the scattering of 420-MeV electrons by "C. The solid circles, representing experimental points, show the elastic-scattering behavior while the solid squares show the inelastic-scattering curve for the 4.43-MeV level in carbon. The solid line through the elastic data shows the type of fit that can be calculated by phase-shift theory for the model of carbon shown in Fig. 8.

70 Scattering angle in degrees

What is an ElectronVolt (eV)?

- $\Delta E_k = q \Delta V$
- Joule "=" C×V in MKS
- Suppose we have an electron $q = e = 1.602 \times 10^{-19} \text{ C}$ and a $\Delta V = 1 \text{ V}$: $\Rightarrow \Delta E_k = 1.6 \times 10^{-19} \text{ J} = = 1 \text{ eV}$
- Particularly useful for linear accelerator
 - Electrons are generated through cathodes by thermoionic effect;
 - Protons and ions are generated through ionization of atoms;
 - Role of "electric field": how many V/m can be provided ?
 - Present limit ≈30÷50 MV/m (100 MV/m CLIC)

→ 1 km for $30 \div 50$ GeV electrons !

plasma acceleration is a possibility

• At the time of the first SLAC experiments (400 MeV electrons) the gradients were smaller and it was a technological challenge anyhow.

After Rutherford - III

- In the '70s, the experiments of Friedman, Taylor and Kendall at SLAC were mostly devoted to study the inelastic scattering to understand proton structure.
- Main experimental innovations:
 - Higher energy electron beams (up to 20 GeV from the 2-mile linear accelerator)
 - Liquid hydrogen target (the one providing the higher density)
 - A detector including particle identification (Cerenkov et al...) and a more refined kinematic analysis to select inelastic scatterings.

After Rutherford – IV: the '70s





Friedman-Kendall-Taylor experiments:-- up to 20 GeV electron beam-- evidence of partonic structure of the proton



The proton contains "partons".



Bjorken theory: the hit parton has a fraction x of the proton momentum. By measuring the energy E' and the deflection angle θ of the scattered electron (inclusive measurement, no need to measure p_X) x can be easily evaluated.

Emerging picture: the proton is a "bunch" of partons each transporting a fraction of the total momentum. The measurement of the f(x), the so called **PDF** = Parton Density Function, is still a major line of the EPP.



Experimental Elementary Particle Physics



What is \sqrt{s} ?

- This is a fundamental quantity to define the "effective energy scale" you are probing your system. It is how much energy is available for each collision in your experiment.
- It is relativistically invariant.
- If the collision is $a+b \rightarrow X$

$$s = (\tilde{p}_{a} + \tilde{p}_{b})^{2} = M_{a}^{2} + M_{b}^{2} + 2\tilde{p}_{a} \bullet \tilde{p}_{b}$$
$$= M_{a}^{2} + M_{b}^{2} + 2[E_{a}E_{b} - \vec{p}_{a} \bullet \vec{p}_{b}]$$

- M_X cannot exceed \sqrt{s} .
- Question: Why protons have larger energies than electrons at HERA ?
- Exercise-1: HERA c.m. energy given p_p and p_e .
- Exercise-2: Which p_e if protons at rest to get the same \sqrt{s} ?

Exercises

1. $\tilde{p}_{e} = (27.5, 0, 0, 27.5)$ $\tilde{p}_{p} = (820, 0, 0, -820)$ $s = (\tilde{p}_{e} + \tilde{p}_{p})^{2} = m_{e}^{2} + m_{p}^{2} + 2\tilde{p}_{e}\tilde{p}_{p} \approx 4E_{e}E_{p}$ $\sqrt{s} = \sqrt{4 \cdot 820 \cdot 27.5} = 300 GeV$

2.

$$\sqrt{s} = 300 GeV$$

$$s = \left(\tilde{p}_e + \tilde{p}_p\right)^2 = m_e^2 + m_p^2 + 2\tilde{p}_e\tilde{p}_p \approx 2E_em_p$$

$$E_e = \frac{s}{2m_p} = \frac{\left(300 GeV\right)^2}{2 \cdot 0.938 GeV} \approx 45 TeV$$

Experimental Elementary Particle Physics

Development along the years

- WARNING: Not only Rutherford: in the meantime EPP developed several other lines of approaches.
- More was found: It was seen that going up with the projectile momentum something unexpected happened: more particles and also new kinds of particles were "**created**".
- → high energy collisions allow to create and study a sort of "Super-World". The properties and the spectrum of these new particles can be compared to the theory of fundamental interactions (the Standard Model).
- Relation between projectile momentum and "creation" capability:
- \rightarrow Colliding beams are more effective in this "creation" program.
 - ep colliders (like HERA)
 - e⁺e⁻ storage rings
 - p-pbar or pp colliders

$$\sqrt{s} = \sqrt{M_1^2 + M_2^2 + 2E_1M_2} \approx \sqrt{2E_1M_2}$$

 $\sqrt{s} = 2\sqrt{E_1E_2}$

Experimental Elementary Particle Physics

Comparison between beam possibilities

- Electrons:
 - Clean, point-like, fixed (almost) energy, but large irradiation due to the low mass. "Exclusive" studies are possible (all final state particles are reconstructed and a complete kinematic analysis can be done)
 - \rightarrow e⁺e⁻ colliders less for energy frontier, mostly for precision measurements
- Protons:
 - Bunch of partons with momentum spectrum, but low irradiation. "Inclusive" studies are possible. A complete kinematic analysis is in general not possible (only in the transverse plane it is to first approximation possible)
 - → highest energies are "easily" reachable, high luminosity are reachable but problems in the interpretation of the results; very "demanding" detectors and trigger systems.
- Anti-protons:
 - Difficult to obtain high intensities and high luminosity but no problems with energies, same problems of protons (bunch of partons)
- → p-antip limited by luminosity, e⁺e⁻ limited by energy BUT perfect for precision studies, pp good choice for energy frontier



FIG. 1. Result from the Gamma-Gamma Group, total of 446 events. The number of events per 0.3 nb⁻¹ luminosity is plotted versus the total c.m. energy of the machine.

GeV energies reporting the multi-hadronic production

e⁺e⁻: energy scan

- In pp and p-anti-p there is no reason to do an energy scan, the center of mass energy being "undefined".
 On the other hand in e⁺e⁻ the scan is a fundamental tool:
 - Thresholds appear: e.g.
 e⁺e⁻ → W⁺W⁻
 - Peaks appear: e.g. Z peak at LEP $e^+e^- \rightarrow Z \rightarrow \dots$



$e^+e^- \rightarrow$ hadrons cross-section in the full explored range



Collection of present e⁺e⁻ data: many structures (resonances)
superimposed to a smooth behaviour.
Much physics in these plots:
→how quarks are linked together;
→appearance of an intermediate vector boson (the Z)
→how the virtual photon does work..

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p-pbar: Z discovery - 1983

How can a discovery be done in a pp or p-pbar collider ? The idea is to study the "mass distributions" using data at a unique center of mass energy of super-selected data samples \rightarrow "Inclusive" searches based on "lepton" probes.

(1) Z discovery: Conceptually the simplest case: p-pbar \rightarrow Z + X Look for Z \rightarrow 2 leptons decay independently of what is X M(ll) is the relevant quantity



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p-pbar: W discovery - 1983

(2) W discovery: conceptually more "complicated: p-pbar \rightarrow W + X but W \rightarrow lepton + neutrino and the neutrino cannot be detected. (actually W mostly \rightarrow qqbar but hard to see...)

3-step logic:

→ In pp (ppbar) collisions balancing of momenta only in the transverse plane;
→ W is produced through qqbar → W → W has only longitudinal boost;
→ In the transverse plane we have a *lepton* and a *neutrino* "back to back"
So:
→ Lepton p_T equal in CM and Lab frame: $p_T = \frac{M_W}{2} \sin \theta^*$

→ Expected p_T spectrum: Jacobian peak "singularity" for $p_T = M_W/2$

$$\frac{dN}{dp_T} = \frac{dN}{d\theta^*} \frac{d\theta^*}{dp_T} = \frac{1}{\sqrt{(M_W/2)^2 - p_T^2}} \frac{dN}{d\theta^*}$$

Observation of W from lepton p_T spectrum in evts with large missing p_T

Neutrino beam experiments - I

• Due to the low cross-section of neutrino interactions, the real point is to have a target with a large number of nuclei !



Neutrino beam experiments - II

• Neutrino sources can be: reactors, accelerators and cosmic rays. Large experiments working for several years.



Developments: the First 50 years...

- In 1919: electron, proton, photon. (Thomson, Rutherford, Einstein)
- 1932: neutron, positron. (Chadwick, Anderson)
- 1937: muon (people think it is the Yukawa particle)
- 1930 1950: from Dirac equation to QED the first description of particle interaction through a QFT (Dirac, Feynman, Schwinger)
- 1934: first attempt of a theory of weak interactions (Fermi)
- 1940 1948: pion, muon (Yukawa, Conversi et al., Occhialini et al.)
- 1947: the kaon, the Λ_0 (the "strange" particles)
- 1956: discovery of the neutrino
- 1955-1960: the antiproton and many other hadrons.. (Segrè et al.)
- 1958: discovery of P-violation in weak decays

Elementary particles in 1960

J	Symbol	Generic name	Elementary?
0	$\pi^{\pm,0}, K^{\pm,0,ar{0}}, $	(P)Scalar mesons	no
1/2	$e, \mu, \nu_e, \nu_\mu \ p, n, \Lambda, \Sigma$	Leptons Baryons	yes no
1	$\gamma ho, \omega$	Photon Vector mesons	yes no
3/2	$\Delta^{++,+,0,-}, = \Xi^{-,0}$	Baryons	no

Developments: the Second 50 years ...

- 1963 1979: the Electro-weak sector of the Standard Model is defined (Glashow, Weinberg, Salam, Higgs, t-Hooft, Cabibbo,...)
- 1964: CP violation discovery
- 1972 1974: the QCD sector is defined (Gross, Wilczek, Politzer)
- 1973: discovery of neutral currents in neutrino interactions
- 1974: discovery of the partonic nature of the proton
- 1974 1977: quarkonia discoveries: J/ψ and Y
- 1975: discovery of the "heavy-lepton", the au.
- 1983: discovery of intermediate vector bosons (W, Z)
- 1995: discovery of the top quark
- 1998: discovery of the neutrino oscillations
- 2012: discovery of the Higgs

Elementary particles in 2014

J	Symbol	Generic name	Observed	
0	H	Higgs scalar	no	yes
1/2	$e,\mu,\tau,\nu_e,\nu_\mu,\nu_\tau$	leptons	yes	
	u,d,c,s,t,b	quarks	yes	
1	γ	photon	yes	
	g^i_j	gluon (8)	yes	
	W^{\pm}, Z^0	vector bosons	yes	
2		graviton	no	

Experimental Elementary Particle Physics

The projectile

- Natural projectiles: radioactive sources: α , β , γ , neutrons
 - limitation in energy and in type of particles (photons, electrons, α -particles);
- Cosmic rays; essentially muons if at sea-level
 - wide energy spectrum, up to very high energies;
 - BUT wide range of directions, distribution on large surfaces, not very practical... Important today for "specific studies" (***)
- Particle accelerators: the good choice, the projectile-science.
 - all charged particles can be accelerated, neutrals can be produced as well by interactions;
 - control of energy, directions, collimations, etc... The experimentalist can tune his own source, very important.

The target

- It was the object under study (gold plate in Rutherford experiment).
- In many cases today is the object by which we plan to produce what we want to study.
- Fixed target experiments:
 - hydrogen targets (either liquid or gaseuse);
 - nuclear targets;
 - the atmosphere (in cosmic ray experiments);
 - the detector itself (in neutrino experiments).
- Colliding-beam experiments:
 - advantages in terms of c.o.m. energy (***)
 - acceleratorists are able to prepare beams for this.

The detector

- The design and the construction of the detector is one of the main tasks of elementary particle experimentalists.
- Many by-products also:
 - detectors for diagnostics in medicine;
 - detectors for safety, control etc...
 - detectors for archeology.
- Many examples in the following.
- General classification:
 - collider experiments;
 - fixed-target experiments;
 - neutrino experiments
 - cosmic-ray experiments
 - others....

Where do we stand now.

- The EW + QCD Standard Model allows to describe reasonably well most of the "high energy" (> O(10 GeV) phenomena
- However:
 - The model is unsatisfactory under several points of view
 - Hierarchy / naturalness problem
 - Large number of unpredictable parameters
 - Left behind "ununderstood areas"
 - Strong interaction phenomena below O(1 GeV)
 - Hadron spectroscopy
 - No description / no space left for dark matter
 - Still not clear picture of neutrino dynamics
 - Of course gravitation is out...

End of the Introduction

- Present prospects of Elementary Particle experiments:
 - ENERGY frontier \rightarrow LHC, HL-LHC, ILC, TLEP,....
 - INTENSITY frontier \rightarrow flavour-factories, fixed target,...
 - SENSITIVITY frontier \rightarrow detectors for dark matter, neutrinos,..
- The general idea is to measure quantities for which you have a clear prediction from the Standard Model, and a hint that a sizeable correction would be present in case of "New Physics".