

43rd SYMPOSIUM ON THE SEARCH FOR EXTRATERRESTRIALINTELLIGENCE (SETI) – The
Next Steps (A4)
SETI 2: SETI and Society (2)

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ACT - INTERACTIVE PUBLIC OUTREACH STRATEGIES

Abstract

The world offers an abundance of natural resources, fresh water and air for us all. Yet, not only next generations but even our generations are likely to be challenged by more environmental disasters. Greediness and careless attitudes towards the nature and other people cause as much harm as past wars. There is a need for change; there is no time to waste. Action is needed today. If war can unite people of a country, signs from other planets can unite people of the Planet Earth. Unexpected first signs from other planets are likely to raise fear among people not ready for change. The paper proposes novel public outreach strategies to open debate on the importance of active participation for decision making. It is of great importance that both experts and public at large, tax payers, will become informed investors for the benefit of future generations. Defense strategies by war strategists are discussed. If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle (Sun Tzu).