

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Calling Planet Earth - Space Outreach to the General Public (6)

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Abstract

This paper aims to highlight on the challenges, opportunities and innovative approaches to developing the current methods and techniques for space outreach to the general public, case study Nigeria. With the current trend of political activity in Nigeria a lot of our brightest minds have focused their attention towards the uncertainty of the country's current political climate. But in recognition of the realities, this has always been the trend for the most part of the year. As a result the innovative mind of the young Nigerian will find it hard to appreciate the beauty of space programs and the potential it holds even as a primary source of national development through its spin-offs. Amongst a few , small groups of outreach programs have been conducted to the primary and tertiary levels , with the aim to spark up the necessary interest of space technology and modules at the crucial development age of the young Nigerian ,be it self-sponsored or funded from various international space groups. Some of which are a number of Space outreach programs aimed at raising awareness among the Nigerian populace, examples include the Universe Awareness (UNAWA) and the Astronomers Without Borders (AWB). Unfortunately the penetration rate has been low due to lack of awareness on the target group as a result of the manner in which they are presented. But in the mist of this, opportunity still lies in the area of social media that allows people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Taking advantage of the high participation rate of the Nigerian society with regards to social media and its innovative tools, the reach is boundless. As a follow up target groups will be identified, giving areas of benefits, past success employing social media as a tool for modern learning.