

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
TO BOLDLY GO - SPACE STATION EDUCATION AND OUTREACH (5)

Author: Ms. Beth Beck
National Aeronautics and Space Administration (NASA), United States

Ms. joanna scorson
Global Experience Specialists, United States

Ms. Angela Triano
GPS, United States

SPACESMART: SHIFTING PUBLIC PERCEPTIONS OF SPACE

Abstract

This spring, NASA will debut a top-level "participatory" exhibit experience called "SpaceSmart" that combines the newest technology, techniques and social media tools in order to:

- Measure initial baseline knowledge/attitudes/opinions;
- Share and engage the audience with compelling stories of innovation, discovery and inspiration;
- Measure newly informed knowledge/attitudes/opinions; and
- Quantify results and movements in opinion.

This interactive kiosk-based experience serves personalized content, based on choices each user selects during the experience through bar-code technology that tracks choices made throughout an eight station journey.

1. Are You Space Ready? Get Your Badge: Visitors register, taking a badge photo, answer baseline opinion questions, and receive a NASA Explorer ID Badge.
2. NASA in Your Life: Opinion questions focus on NASA's discoveries that improve every day life and challenge the Explorer to race the clock searching for innovations in a Sports Stadium, Café, or Airport.
3. Green NASA: Opinion questions focus on NASA's discoveries that help sustain life on planet Earth and challenge the Explorer to discover NASA's green footprint.
4. Lunar Rover: Opinion questions focus on Moon missions and put the Explorer behind the wheel of a Lunar Rover on the surface of the Moon to collect valuable resources.
5. Space Walk: Opinion questions focus on the International Space Station Orbital Outpost before sending the Explorer on a spacewalk.
6. Explorers Wanted: The Explorer takes a "personality test" and receives a job match, demonstrating that space is accessible for all skills and interests.
7. Chart the Course: The Explorer is challenged to shape NASA's future missions.
8. Mission Debrief Explorers collect their high scores for a chance to win prizes and social media NASA Badges/Trophies.

Social networking is a major component in this experience. Each explorer will interact directly with NASA's Facebook Fan page, YouTube, and Twitter. We will e-mail scores and game winnings directly to each Explorer, and provide opportunities to post the NASA Explorer Badge and Trophies on individual profile pages.

We will present results from data collected at venues over the summer. Success to us is moving the needle of public opinion in a positive direction after SpaceSmart interactions.