

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Space Network: Social Media and Digital Resources (9)

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WORLD SPACE WEEK AND THE USE OF SOCIAL MEDIA IN SPACE EDUCATION

**Abstract**

There is a cultural shift taking place within space education, moving from printed information towards interactive digital channels such as blogs and social media portals.

Many are already familiar with social networks in their private life, for the generation born after 1980 however, communicating via social networks has become the norm. The so-called Generation Y, often also described as digital natives, is digitally connected via Smartphones and expect quick answers to questions and queries.

This poses new challenges in the way information is channelled and distributed, but also offers opportunities by reaching and thus educating a larger global audience via the World Wide Web.

This paper discusses the future of space education. It uses the World Space Week, the largest annual space event in the world, as an example for the effective use of digital and non-digital tools to promote space education and outreach.