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CONSCIOUSNESS SURVEYS CONCERNING ASTEROID EXPLORER “HAYABUSA” (COMPLETE)

Abstract

This study examines the impacts brought by various outreach programs that were organized in response to sudden rise of interests in Hayabusa—the probe that has successfully completed its mission to bring back samples from an asteroid in 2010. Today, outreach programs are critical practice to build popular understandings and supports toward the efforts and investments on the public projects such as space exploration projects. It is therefore critical for any public sectors to design and deliver not only efficient but also effective outreach programs. Evaluation of such outreach programs tends to use the number of its audience to measure its impacts on population. However, when we focus on the efficiency and effectiveness of such outreach programs, it is critical to evaluate the quality of such programs by measuring the significance and the diversity of impacts constructed through the outreach programs.