

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

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“ADOPT AN ASTRONAUT” CAMPAIGN INCREASING INTERNATIONAL PARTNERSHIPS AND
PUBLIC OUTREACH WHILE STIMULATING EMERGING SPACE PROGRAMS AND STEM
EDUCATION

Abstract

Engaging the public is a key element of space exploration programs and space agencies. New communication tools, such as social media platforms, are currently being used by space agencies to engage, inspire and interact with the public regarding space exploration. A previous MIT study has shown that social media is a powerful tool to connect with a broad and diverse international public. Astronauts are particularly successful at inspiring young people using these new tools. This proposal aims to capitalizing on these results and implementing a program in which NASA astronauts would become ambassadors and inspiring figures for emerging space economies. Such a campaign will expand NASA's public outreach internationally and build new partnerships, while helping space-emerging countries foster their space programs and motivate their youth to undertake STEM studies.