

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Space Culture – Public Engagement in Space through Culture (9)

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ENGAGING OPPONENTS OF SPACE SCIENCE AND EXPLORATION – LESSONS LEARNED
FROM THE MARCH FOR SCIENCE

Abstract

The 22nd of April, 2017, will see citizens in the United States and around the world publicly demonstrate their concern over the endangerment of scientific funding, dissemination of research results, and adoption of legislation and policies based on those results. In order to successfully broaden awareness of the impact of science in individual lives, the March for Science must engender positive relationships with communities and organizations that are not traditionally affiliated with (or directly in opposition to) scientific efforts. Space exploration efforts also face similar value challenges from identical demographics. This paper and presentation detail the necessary steps to bridge deep cultural and value divides and engage non-traditional supporters of space exploration.