

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

Author: Ms. Luisa Santoro
Italian Space Agency (ASI), Italy

INVOLVING EVERYONE THROUGH SPACE MEDIA EDUCATION. ANTHROPOLOGICAL
REFLECTIONS ON THE IMPACT ON SOCIETY OF THE MULTIMEDIA INFORMATION
RELEASED BY THE ITALIAN SPACE AGENCY.**Abstract**

The paper proposes some anthropological reflections on a series of space knowledge and participative dissemination activities, conducted by the Italian Space Agency (ASI) in order to diffuse the culture of space. The mentioned activities will be analyzed from an anthropological point of view in order to evaluate their effectiveness in trying to achieve the (so much desired) shift from a civil to a “space society”, according to the definition provided by UNOOSA. In fact, recognizing the importance of space for addressing the current and future needs of society, an anthropology of space can definitely contribute to put in new perspective the different (social, cultural, relational, etc.) contexts of a community by interconnecting their different disciplinary sectors. Our hypothesis is based on the belief that scientific and technological progress can only be effective if attention is paid to both people and their ability to reach, through it, a “space” within which to develop themselves and their well-being, and, at the same time, design their future. This paper will also analyse some of the formal outreach mechanisms adopted by ASI for different purposes (information, informal education, etc.). In fact, thanks to such tools, a real literacy strategy for a new “space society” can be implemented, that can effectively contribute to make space accessible to and usable by all those who want to cooperate for the creation and development of potential resources for the empowerment of both single citizens and the community as a whole. The research presents a quali-quantitative analysis of public engagement tools used by ASI in the framework of media education methodology according to the new space paradigm that is concerned with promoting collaboration and cooperation for an equal use of space-based services aimed at improving the quality of life on Earth. Undoubtedly, the scope of the activities required to achieve them involves the whole community as a global system.