

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Interactive Presentations - IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (IP)

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MESSAGING ON THE HUMAN CONDITION AS SPACE RESIDENTS

Abstract

The Hawaii - Space Exploration Analog and Simulation (HI-SEAS) habitat has been home to five successful long-duration NASA Mars simulated missions. The research and technological experiments conducted at the habitat are now being used to build a Moonbase. The “EuroMoonMars” first lunar outpost simulation at HI-SEAS will be detailed in a 30-minute television program, hosted by one of the six crewmembers.

To prime the broadest audience possible for action on climate issues and encourage space research, we intend to convey science and stats with empathy and perspective. For sure adoption of ideas and behavioral change, we must nurture a viewer to come to their own conclusions. The best approach hands-on, the best messengers “real people” on the frontlines of impact. We accomplished this theory of change with our program LAST GLIMPSE: a travel show with purpose. Set in the Maldives – modern Atlantis – the program addressed rising sea levels in a positive, empowering light. To message beyond political sensitivities in America, the proper degree of nuance and tact is rarely employed. Even the most praiseworthy informative programming for adults is documentarian and preachy in nature. The audience we want to convert do not watch documentaries: they watch popular reality shows. We should not continue to create rich content for the converted – we must meet others where they are, and tell a personal story of modern space exploration no one has in a captivating, visual manner.

For our upcoming video project, experiences from inside the HI-SEAS Moon mission yields an exploration of the tolerance and core tenets of Earth culture: how would the average person live off-planet? Beyond survival, what parts of our humanity would we preserve, and what must we leave behind? From an anthropological perspective, we will speak firsthand on the lifestyle adaptations as it relates to food, daily routine, relationships, arts and entertainment. Anecdotally, and through unseen footage recorded in the simulated lunar habitat, we’ll educate on what the space community is currently considering – and

unforeseen man-made challenges that defy rationale and logic. Sparking new curiosity in space exploration also turns the focus inward: to what we cherish back home, and how we can endure physically, emotionally. Our intended consequence is that more people demand initiative from their leaders to support continued exploration, so they can continue enjoying their current way of life.