

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

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TIKTOK BLAST-OFF 1, 2, 3

Abstract

Often the efforts and missions of non-profit space organizations reach a select group of individuals - those with predetermined and declared interests in space. As a result, individuals who are uncertain about career goals, eager to explore untraditional avenues of study, or want to broaden their interests and contribute to missions and visions that are literally out of this world, are left in the dark. For instance, I am a law student with an interest in space law, but I have not declared a space law concentration. Additionally, I am a member of the National Space Society and very passionate about NSS's vision. However, my other interests in business law and intellectual property make it difficult to enroll in space law courses and actively engage in discussions without feeling inadequate. So, despite my fiery passion and NSS involvement, I also feel left in the dark. My friends express similar interest in space, but still feel excluded because the forms of communication and outreach are very exclusive and continuously inform the same individuals. I miss a lot of opportunities because I am "in-between" communities.

Therefore, I propose a departure from traditional modes of outreach such as YouTube, Facebook, and Twitter because these platforms target and inform the same audiences. Subscribers and followers are already members of the space community. Instead, IAF should create a TikTok team and use the platform to generate interest and educate the general public. TikTok is one of the only social media platforms that is extremely popular with all age groups because content discusses a plethora of topics including politics, history, science, technology, and business. A lot of individuals receive their news from TikTok too.

IAF's TikTok team would post content about its mission and vision. The scope of content is limitless, but it should include merging topics in space, announcements, and news. For examples, genres of videos include "Did you know that..." discuss technological advancements; "One small step for ..." highlight global space endeavors; "Universe" discuss basic science concepts about the world we inhabit and end with a question to trigger individual inquiry about space; and "Starry Satire" discuss ironies and conflicts.

The analysis would consist of a variety of demo videos shown to a diverse group of individuals to ensure general interest, a personal, temporary TikTok account posting the above-described content, and results analyzing increase or decrease in views, follows, and likes.