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THE CREATIVE ECONOMY AND ITS IMPACT ON THE SPACE WORKFORCE

Abstract

This study examines the impact of the creative economy on the contemporary space workforce and forecasts critical trends likely to shape its trajectory. The creative economy sometimes called the orange economy, comprises creative industries that require knowledge-based, skilled participants to generate products and services. The creative industries involved in the creative economy include design, music, architecture, video, crafts, visual arts, fashion, TV, radio, advertising, literature, games, and the performing arts. The creative economy has long had a measurable and significant impact on every sector of the economy and workforce development. This study is designed to start as a consumer insights research study, which will later inform our understanding of the demographics and general influences on the space workforce. Then, this research is further developed in the style of market segmentation research to categorize the distinct groups and help better understand their group-level influences and where those trends are going. While also enabling the generation of personas for these different groups, allowing messaging and opportunities to be better targeted to the groups in the future. Preliminary findings using this methodology indicate noteworthy trends: individuals aged 18 to 26 are more inclined to pursue STEM careers when influenced by STEM content on social media and sci-fi games. Our initial research has a small sample size of 10 - 15 people aged 18 - 35. During our presentation, we will present initial early data and showcase our methodological framework, inviting constructive feedback. Furthermore, we are working to ramp up to a full-scale study looking to get inputs from .25 - .75