

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Calling Planet Earth - Space Outreach to the General Public (6)

Author: Ms. Ruriko Nagashima

Graduate Schools of Advanced Integrated Studies in Human Survivability, Kyoto University, Japan,
nagashima.ruriko.77n@st.kyoto-u.ac.jpCOULD SPACE SCIENCE COMMUNICATORS COMMUNICATE WITH PUBLIC? - A GULF
BETWEEN SCIENCE COMMUNICATOR AND GENERAL PUBLIC IN SPACE FIELDS**Abstract**

Public opinion matters in space activities. While this is particularly so for governmental projects, it is also true for space activities by private sectors, as outer space is a common asset of humankind. For a sound development of space activities in a democratic society, critical assessment between the space community and its outer society is essential important. This poses two tasks to science communication: reaching to people with low interests and engagements in science, and, fostering necessary scientific literacy among the public. Shen [1] categorised science literacies into 3 types; practical (related to practical problems in individual's life), civic (related to civic responsibilities in the society) and cultural (related to intellectual entertainment). Considering the importance of public acceptance, space science communicators should approach to people from various aspects of science literacies. According to our recent interview survey to science communicators, however, quite a few science communicators are not explicitly aware of such different types of science literacy, and especially the people who mainly working on the field of space science tend to focus on cultural science literacy. At this survey we defined science communicator as the people who communicate with no-specialists about the science and technology including cutting edge fields, and interviewed to professional science communicators, researchers who are attended to outreach activities, medical doctors and teacher. Additionally, according to Kano, et al. [2], participants who attend to science communication events in Japan are biased with the people who already have interested in science. What are the efficient methods or aspects to communicate with and encourage the people who are not interested in science? To reveal this question, we conducted another interview survey for general public and analysed by qualitative method, we found that people tend to be interested in something related to their daily lives, in other words their "my issue". This gap between space science communicators' view of science literacy and general publics' interests is non-negligible problem for not only space science communication but also for whole fields of science and technology. [1] Shen, B. S. P. *Commun. Sci. Inf.* 44-52 (1975). [2] Kano, K. et al. *Japanese J. Sci. Commun.* 13, 3-16 (2013)