

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

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THE IMPACT OF CULTURAL DIFFERENCES AND A COUNTRY'S DEGREE OF  
TECHNOLOGICAL ADVANCEMENT IN THE SPACE SECTOR ON EMOTIONAL ATTITUDES  
TOWARD SPACE SECTOR COMMUNICATIONS USING SELECTED EXAMPLES**Abstract**

The European Space Foundation (ESF), since 2014, has been organizing the European Rover Challenge, an international project for young engineers and space passionates from all over the world. Every year hundreds of them come to Poland to compete and share ideas about space exploration. Representing a great diversity of cultures and backgrounds, they have a few things in common: their passion for space technologies and discovering the unknown. Fostering this international community, we observed varying attitudes to the same space stories or events narrated by the world's most famous space agencies or companies. This is why we are researching how this diversity of cultures and one's country's level of technological advance in the space sector influence the way these young professionals are decoding the messages sent by space agencies and companies. The research is based on the number of 500 people worldwide and is conducted through online questionnaires and selected 1-1 online discussions. Each team member will receive the same story from NASA/ESA, a space company involved in the space sector for a relatively long time like Boeing/Lockheed Martin and a "media-star" SpaceX, a world's phenomenon in building a strong community of worldwide evangelists. The researcher will then check the emotional attitude towards each story, share it further or not (and why). This research is a part of the author's Ph.D. thesis on this topic (more research on different focus groups to follow). It will be for or against the hypothesis that communication of the space sector (one of the most internationalized sectors of the economy) should still differentiate when targeting various culture groups. On IAC 2021, we would like to present the outcomes of this first research.