

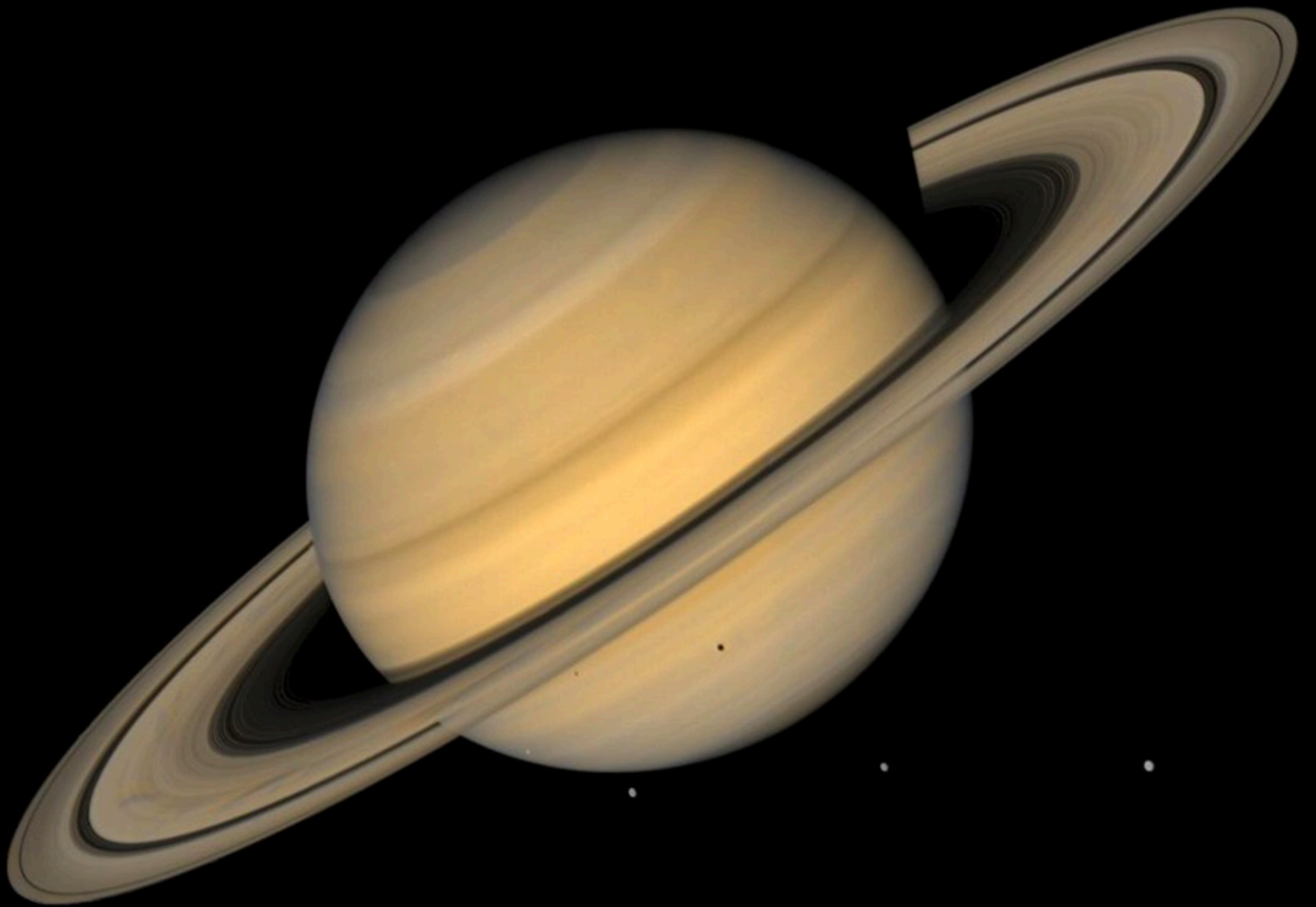
Incorporating your Audience

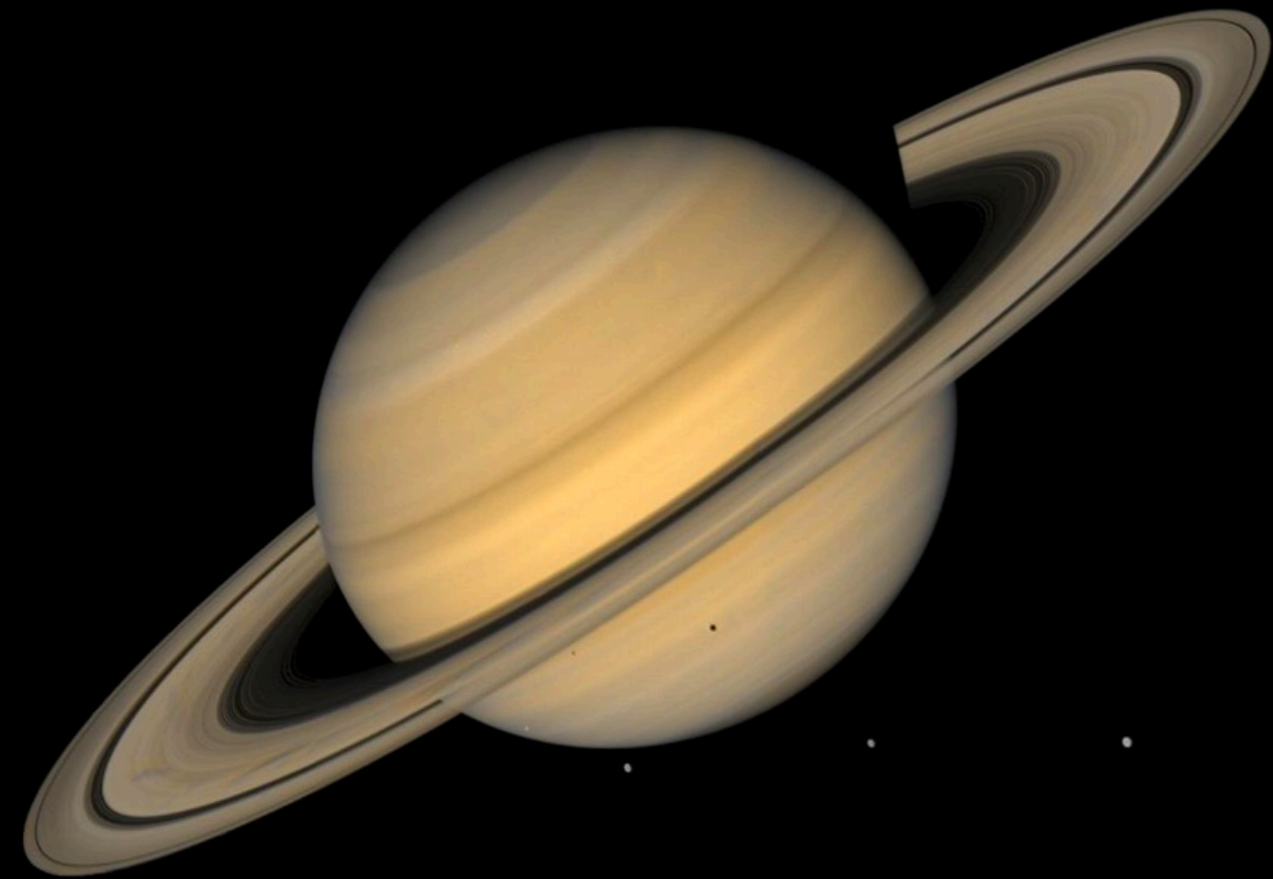


Lauren Corlies

LSST

Astronomy Outreach Specialist





Education and Public Outreach (EPO) Mission

We provide worldwide access to, and context for, LSST data through accessible and engaging online experiences so anyone can explore the universe and be part of the discovery process.



Photo: Gianluca Lombardi (Gemini)

STEPS TO MORE EFFECTIVE OUTREACH

- How do we define our audiences?
- How do we identify the values and motivations of our audience?
- What does it mean to be an astronomy enthusiast?

INTRODUCING PERSONAS

- A composite sketch of a key segment of your audience to help deliver content that will be most relevant and useful to your audience
- Inspire design, evaluate existing plans, maintain focus on what is important to our audiences.

INTRODUCING PERSONAS

- 14 people in the DC and Chicago metro areas
- Combination of adults, teenagers, & families at different levels of self-identified engagement.
- Conducted hour+ interviews, including card sorting exercises of topics and activities.

GOAL: Learn about current resources, activities, challenges & delights

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GENERAL PUBLIC



Lecia FUTURE SCIENTIST

Serious Fun

Mobile-first interactive experiences, videos and articles to explore the universe beyond the scope of school.



Amelia ASTRONOMY ENTHUSIAST

Astrosnacks

Updates & informative experiences that fit a passion for astronomy into a hectic schedule.

WHAT DO PEOPLE HAVE TO SAY ABOUT THEIR RELATIONSHIP WITH ASTRONOMY?

I want to be there I want to have access, but I also want to know what I'm doing

But when you can review information that others found out, it's not as interesting as when you can control where you're going and see what you want to see.

I would want something that would encourage me to keep researching and to keep reading more not something that like shuts me down like, "You're so stupid."

So I like black holes and galaxies... basically like really big stuff that people don't understand fully. Because the galaxy's really, really, really big, can fit like a million, billion planets in it and that's basically what I like to learn about.

...specifically with astronomy... I think in terms of building their character and their understanding of what their responsibilities as a human being, I think is a huge part to grasp that this is not just it - your neighborhood, your house, your planet is not just it.

THESE QUOTES HELP US INFER THE VALUES AND NEEDS OF OUR AUDIENCE.

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People need guidance and context throughout the discovery process.

They want to participate in the experience of learning

They can have anxiety about their own potential for learning or their love of learning

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They want Astronomy to inspire and wow them.

They want to think about things outside of their experience.

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They want Astronomy to inspire and wow them.

They want to think about things outside of their experience.

They want to build empathy for each other and the planet.

They want to be able to share their experiences with their friends/family

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WHAT DOES IT MEAN TO BE AN ASTRONOMY ENTHUSIAST?

- Browsing social media: Youtube, Snapchat, Facebook
- Looking for activities to share with their children
- Playing video games
- Watching TV shows and movies
- Exploring apps and Google searches
- Going to planetaria or outside to look at the stars
- After school STEM programs

PUTTING THIS INTO PRACTICE FOR LSST

- Building an online only outreach program
- Making all materials mobile friendly
- Planning social media specific content/strategies
- Guiding users through a discovery experience
- Providing content at multiple levels of engagement

SUMMARY

- Personas can be a useful tool for clearly defining the needs of your audience beyond “non-astronomers”
- Responding to people’s motivations, interest level, and time are the best way to reach out.
- These practices can be applied to any community that you wish to grow or engage.

