


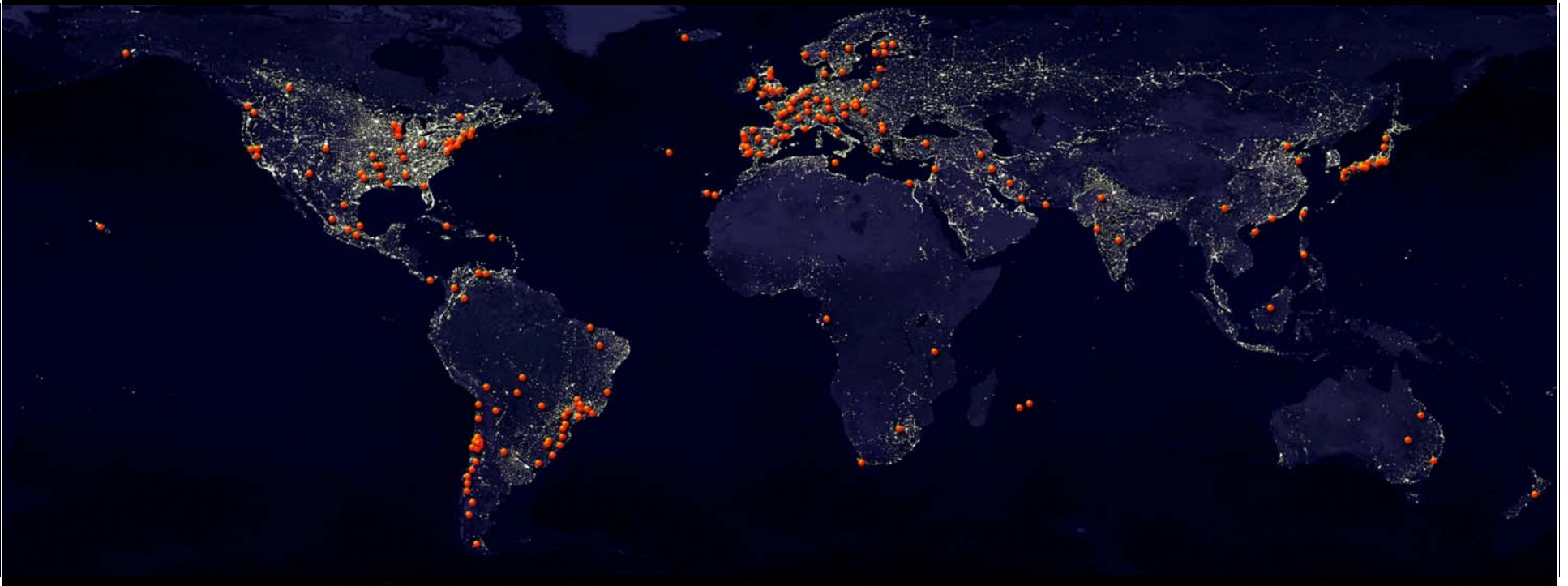
# From Earth to the Universe



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## OVERVIEW

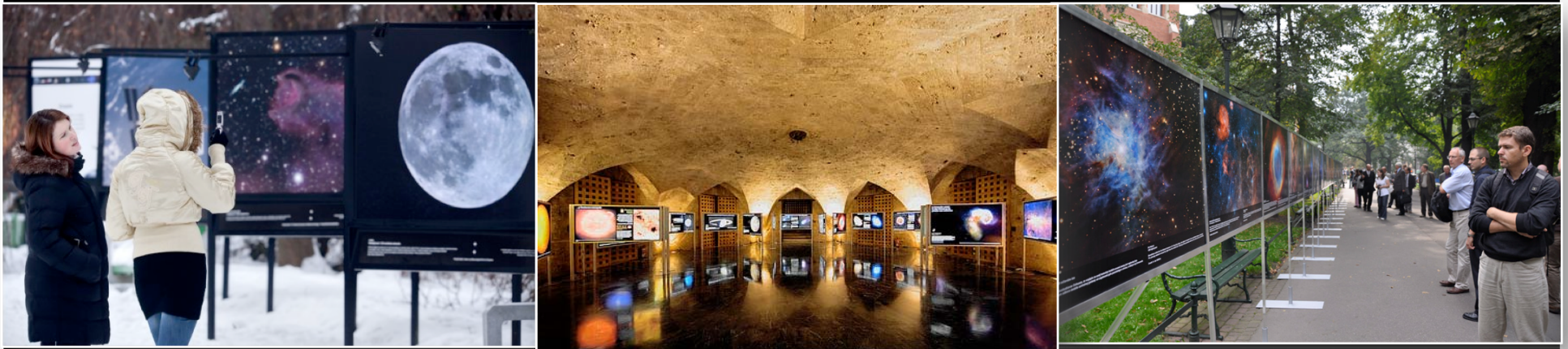
More than 800 FETTU sites in 70 countries and 40 languages with hundreds of related activities tied to individual locations/exhibits such as star parties, scavenger hunts, question-answer sessions with experts, art contests, and many other educational events.





FETTU has been in the hallways of the Iranian Parliament, outside on a plaza in Iceland, in an art museum in China, during a space art contest for children in Bangladesh, throughout villages in Uruguay, in a prison in Portugal, and at UNESCO World Heritage sites such as Stonehenge (U.K.) & the Alhambra (Spain)

[http://www.fromearthtotheuniverse.org/table\\_events.php](http://www.fromearthtotheuniverse.org/table_events.php)



FROM **EARTH** TO THE *Universe*



FETTU Trailer: <http://www.fromearthtotheuniverse.org>

## EXAMPLE: FETTU in D.C.

July, 2009: Outside on the south terrace of the National Mall Building.

NASM interns led tours daily during the week. Also had casual viewers (while waiting in line or waiting for buses, etc). ~50,000 FETTU viewers.



Astronomy education staff and interns set up interactive activities next to FETTU (portable telescopes for viewing the Sun and Moon, Discovery Stations with hands-on activities to help visitors understand different topics in astronomy related to the FETTU exhibit) and distributed materials. Over 1,000 visitors participated in those events.

## VIABILITY of FETTU MODEL

-Online repository of high-resolution images and appropriate, vetted caption material. Cleared of copyright restrictions for IYA2009 use with signed user agreement forms.

-By removing “heavy lifting” of curating content, freed up organizers to focus efforts on raising funds, securing logistics, developing promotional materials & educational events.

-Use as a model for other types of science content at similarly relative low cost it required for FETTU?



## VARIABILITY of EXHIBIT “SUCCESS”

- Certain factors played into how many people were reached and the width and breadth of their experience.
- Certain types of locations seemed to work better than others drawing & sustaining traffic. Airports = large numbers of people that can be exposed to the images, but “slower paced” locations (library, public park, college campus) might enable more engagement with the content and encourage social interaction.
- Supplemental activities (“fun” & educational) allowed for increased, longer attention from the public.
- Dedicated, energetic volunteer corps important



## HOW THE PROJECT SPREAD

- Supportive/well-organized IAU IYA2009 secretariat and world-wide interest in IYA.
- Exhibit prototype at Albert Docks in Liverpool, UK (June 2008).
- Organizers came forward to establish FETTU after seeing an example physically or looking at photos of the exhibits online.
- The more FETTUs were held, the more interest in new FETTUs emerged.

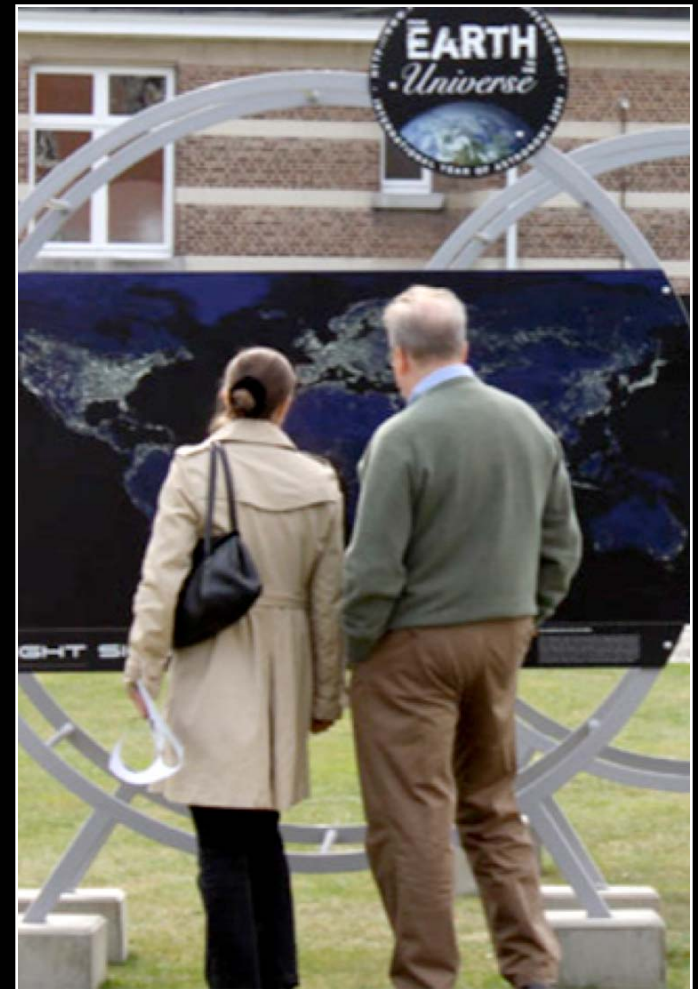




## EVALUATION of FETTU

Preliminary analyses in the US/UK submitted:

- Inter-organizational networking & broadening inter-disciplinarian communication opportunities.
- Visitor attention is similar to what is found in studies of individuals looking at art, ~27 seconds for an engaged visitor and < four minutes looking at a single object.
- Participant/group make-up extensively documented; high engagement with socially-oriented groups.
- Small learning gains have been shown.
- Other outcomes being analyzed: effectiveness of location types, generative opportunities, types of imagery attracting most attention.



## LEGACY/FUTURE of FETTU

FETTU exhibits & activities will go beyond 2010. 30+ countries including UK, India, Germany, Brazil, Canada, Russia, Slovenia, Iran, Colombia, Peru, France, Denmark, US, & others have plans in 2010, and even 2011. More are working to follow suit.

Plans for FETTU in the U.S. include a continuation of the traveling FETTU to new locations. FETTU at O'Hare & Hartsfield airports will remain at least through June 2010. A new FETTU will appear in Chicago's Midway airport. Arrangements are being made to transfer panels to children's hospitals in the Chicago/Atlanta areas after 2010.



## INSPIRED by FETTU: AESTHETICS & ASTRONOMY

Studying the public's perception and understanding of astronomical imagery across multiple traditional and non-traditional venues and platforms, including mobile and web platforms.

Results of initial study published in 2009 conf. proceedings of the ASP & APA and have been submitted to Journal of Science Comm.



A portable research exhibit will travel to 6-8 locations in 2010 for the second phase of the study. More data is on its way!



## THANK YOU TO ALL WHO MADE FETTU POSSIBLE!!!

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