

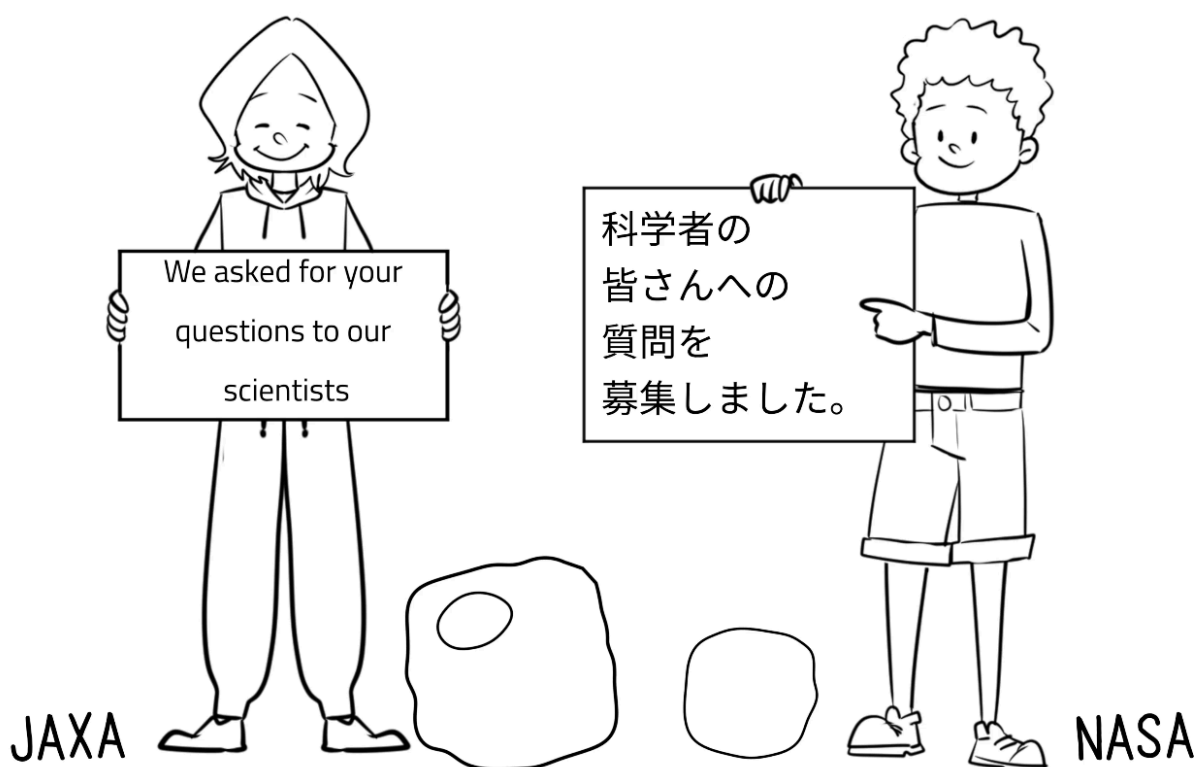
Grains to Press: Outreach ideas for sharing analysis results from the Ryugu sample

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Planetary science missions are sometimes described as “science theatre” due to often having a series of big events such as launch, arrival and touchdown that can be leveraged to share scientific and engineering mission news with a broad audience. While publishing accurate and timely information remains challenging during a mission, images from the spacecraft can often be quickly appreciated, and act as a gateway to sharing more in-depth content. It is more difficult to keep up this dissemination of information during the sample analysis stage, where the careful work required (and the publication process itself) means that timing of the results cannot be controlled, the images not so quickly understood, and the conclusions one part of a large jigsaw puzzle being performed that may initially offer contradictions.

The information we discover from the analysis of the sample from asteroid Ryugu is the reason that Hayabusa2 flew. The questions being tackled concerning the origins of life are relevant to everyone on Earth, and the mission has generated strong interest in what might be discovered in the grains. Therefore, it is important that we meet this additional mission challenge to develop outreach material that can explain the process of the analysis, and share results in a way that is interesting and accurate.

This talk takes a look at some of the material used at ISAS to share information about the analysis, including videos, articles and Q&A events on social media. Suggestions will be asked for (be ready!) and ideas about the content that could be shared as we unpick the secrets held in this sample, and prepare for the sample from asteroid Bennu.



(Snapshot from the video on the Ryugu/Bennu social media Q&A)