

National Aeronautics and Space Administration



Participatory Exploration

July 27th, 2010

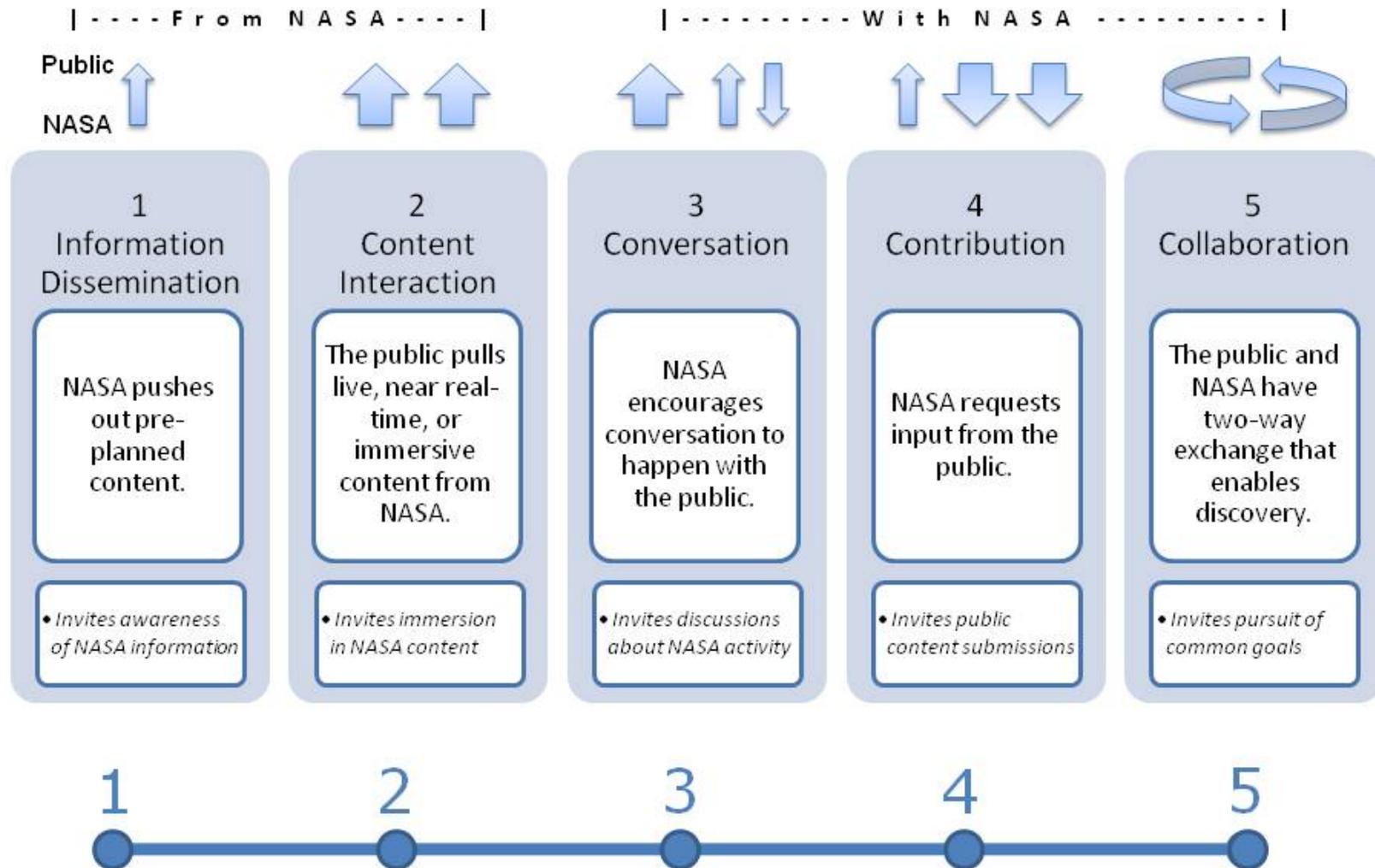


Participatory Exploration

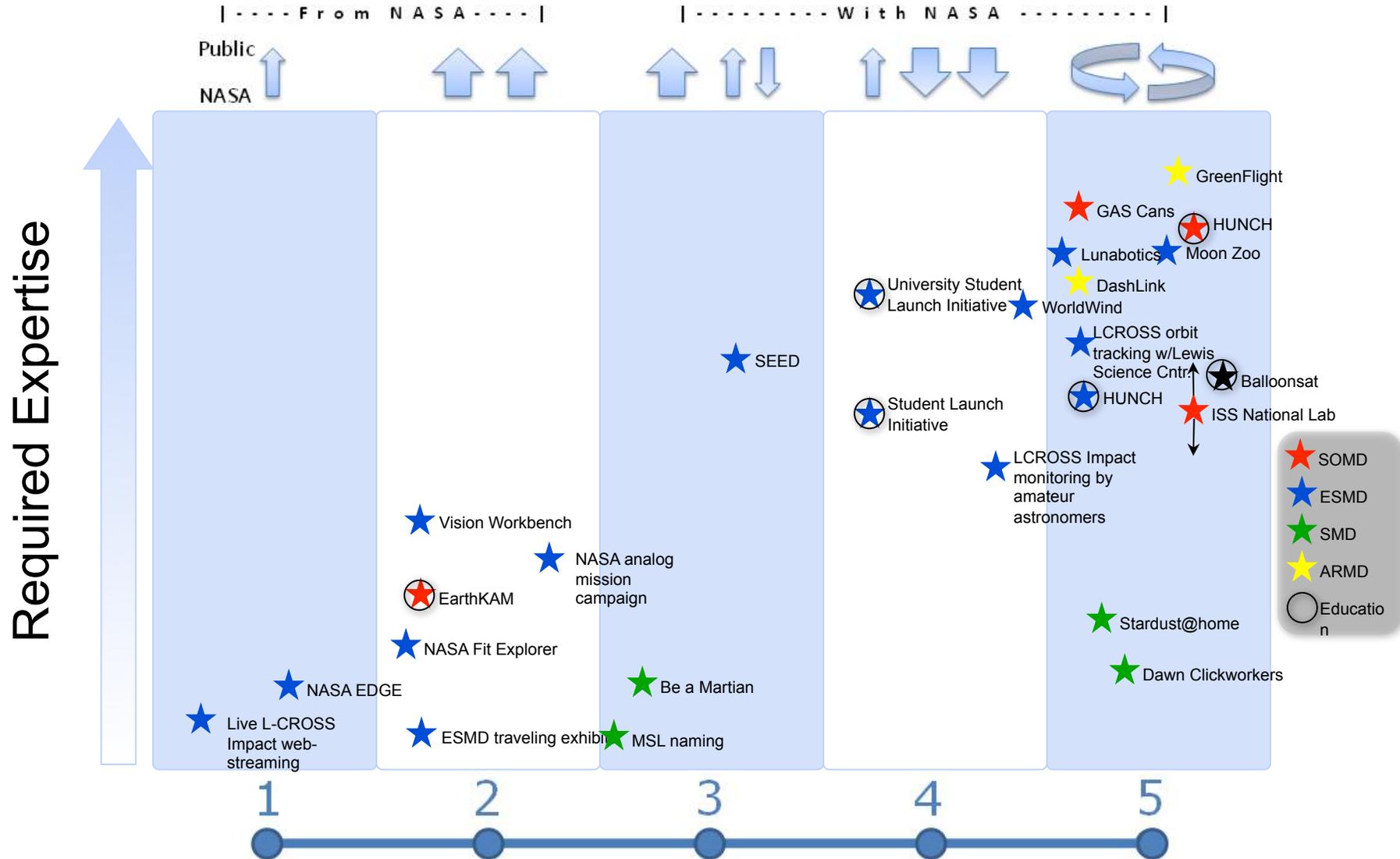


- Definition: Actively engaging with the public so that they can contribute in meaningful ways to NASA's goals of discovery.
 - Participatory exploration embodies far more than simply exposing people to, or educating them about NASA's discoveries and exploration activities; it also recognizes citizens as capable, creative individuals who can advance NASA's mission of discovery.
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Five Degrees of Participation



NASA Participatory Exploration – Examples of Existing Activities*



NASA Participatory Exploration – Select Activities*

* mapping is notional

NASA example: "When We Left Earth"
non-NASA example: the Olympics

NASA example: ISS National Lab
non-NASA example: YouTube

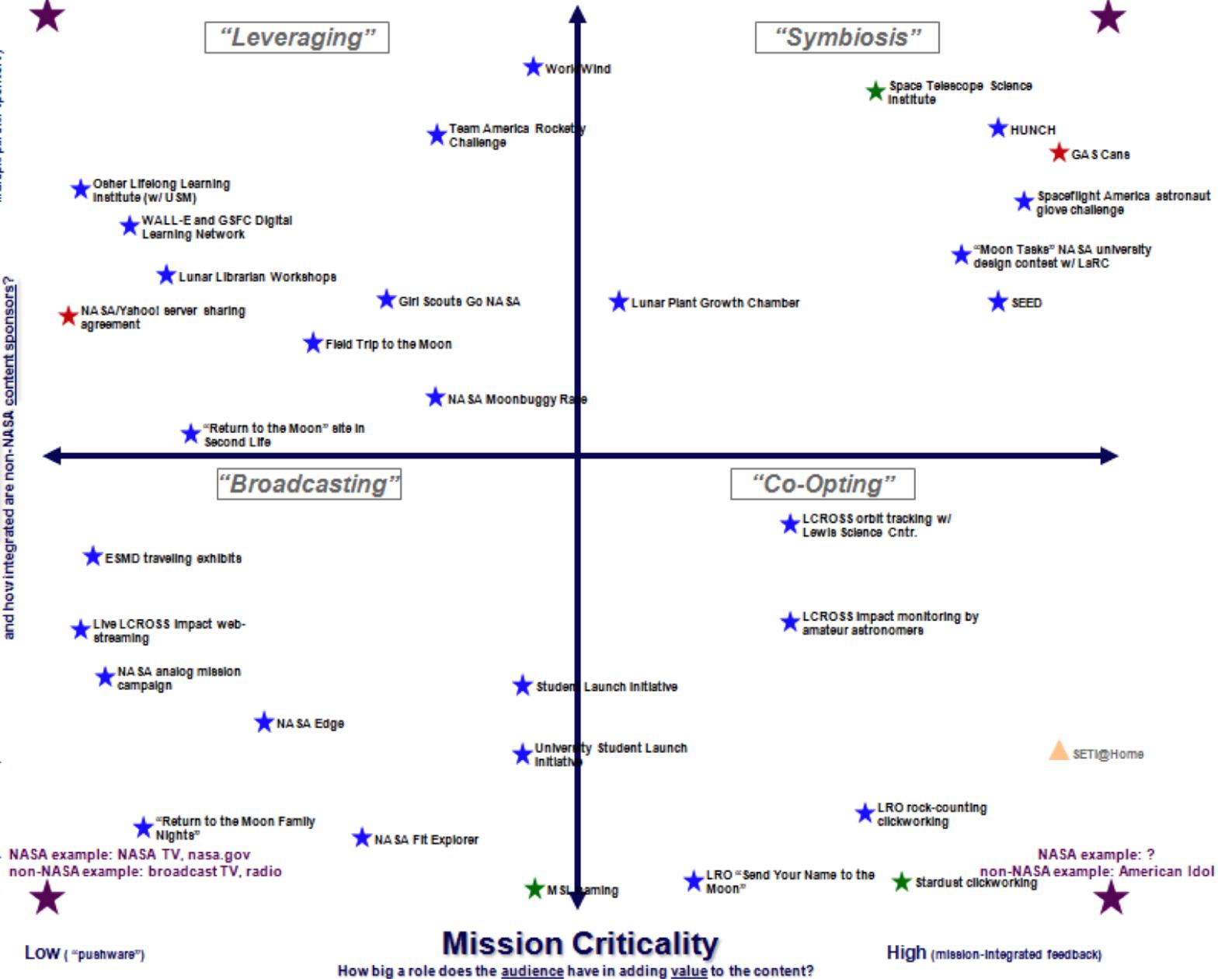
- ★ Corner cases
- ★ SOMD ongoing
- ★ ESMD ongoing
- ★ SMD ongoing
- ▲ non-NASA (for reference)

PARTNERSHIP INTENSITY

How much content control does NASA exercise, and how integrated are non-NASA content sponsors?

High (non-NASA lead and/or multiple partner sponsors)

Low (NASA-reliant)



Low (“pushware”)

High (mission-integrated feedback)