



# Lessons Learned From 10 Years of International Observe the Moon Night Evaluation

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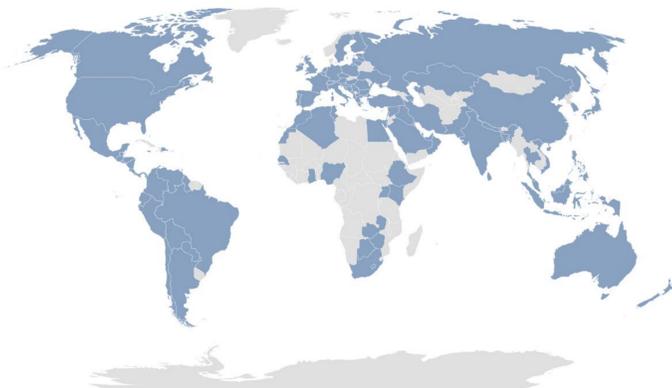
International Observe the Moon Night is an annual worldwide public engagement program that encourages observation, appreciation, and understanding of our Moon and its connection to planetary science and exploration. It is also a time to celebrate our personal and cultural connections to Earth's nearest celestial neighbor. Every autumn, we ask people around the globe to observe the Moon in some way – whether that be from one's own backyard, a local library, a large event at a university, a planetarium, or other locales. In doing so, participants become part of a worldwide collection of individuals united in admiring the Moon.

## Summary of 2019 Events

A total of 991 public events were registered through the International Observe the Moon website and an additional 901 individual lunar observers were also registered.

An estimated 255,000 visitors attended an event within 102 different countries, all 50 states, Puerto Rico, Guam, and the District of Columbia.

65% of events occurred outside of the United States. Of the 991 public events, 59% reported that they had hosted an event before.



Countries who hosted 2019 events shown in blue

## Summary of 10 Years of Events

Over 1.6 million people have participated in International Observe the Moon Night in the past ten years from across the globe.

Over 7,400 events have been registered in over 100 countries around the world, in all 50 US states, Guam, Puerto Rico, and the District of Columbia.

## 10 Years of Evaluation Results Demonstrate That:

- International Observe the Moon Night events are successful in raising visitors' awareness of lunar science and exploration, providing audiences with information about lunar science and exploration, and inspiring visitors to want to learn more about the Moon.
- Facilitators' goals for International Observe the Moon Night events are to facilitate fun experiences, increase science literacy, raise visitors' awareness of lunar science and exploration, attract new visitors to their institution, to raise awareness of their facility or group, and to collaborate with local partners.
- Facilitators make use of International Observe the Moon Night materials including logos, Moon maps and images, NASA Moon related websites, posters, certificates of participation, and advertising flyers. They report that the quality of provided materials is high.
- Facilitators report positive experiences hosting their International Observe the Moon Night events and value the opportunity to be part of a larger global event.

## Challenges

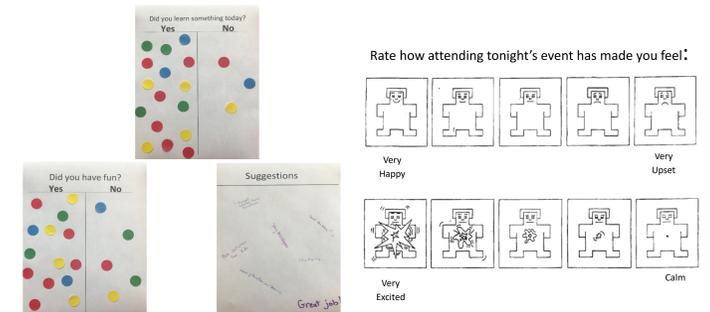
Evaluating large-scale distributed events poses challenges to evaluation:

- You must rely on individual sites to collect data without dedicated or trained individuals to do so.
- You are relying on volunteers to provide information.
- There is no validity check on the data being provided.
- There is diversity of information being provided by different sites, the range of information provided often makes it difficult to cohesively group and present conclusory evidence.



## Data Collection

Each year data is collected from online host registration forms, post-event host surveys, emails to coordinators, surveys of visitors at different events around the globe, and analysis of social media. In past years, we have also done on-site interviews of visitors, event observations, audience voting to collect additional visitor data.



## Lessons Learned

- Collecting feedback from hosts about how to best serve their needs has been one of the most valuable pieces of the evaluation.
- Providing informational webinars and unique surveys to sites has increased data collection by hosts around the world.
- Offering unique incentives supported greater participation in registration and evaluations (e.g. access to special images, raffles, bouncing images off the Moon).

## Future Work

- Collaboration with partners for data collection.
- Translations of evaluation materials into other languages.
- Full integration of more social and new media sources for data collection.