

Europlanet Outreach Videos, using popular science videos to reach a wider audience

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Abstract

Four popular-science animation videos have been produced in the framework of Europlanet's 'Impact through Outreach and Engagement' work package with the aim of widening engagement with planetary science amongst Europe's citizens. The titles are "The Transit of Mercury", "Jupiter and its Icy Moons", "Astrobiology – Life in the Universe" and "Space Detectives - The Case of the Rocks from Space".

The themes chosen for the videos included high profile events related to planetary science (the Transit of Mercury), priorities for the planetary science community (exploration of Jupiter's icy moons) and the key areas of research supported by Europlanet's TA programme (planetary analogues, astrobiology, sample analysis). The topics were chosen through a consultation with the Europlanet community. The scripts were written in collaboration with at least one researcher that specialised in the relevant scientific area, who provided consultancy, input and feedback to ensure the videos' scientific accuracy.

The videos, which were disseminated online through social media and other platforms and are part of Europlanet's legacy and are (and will continue to be) available for use free of charge by the community.