

The Use of Social Media and Mobile Applications in content delivery for the MY NASA DATA and S'COOL Projects in support of Education and Outreach Initiatives

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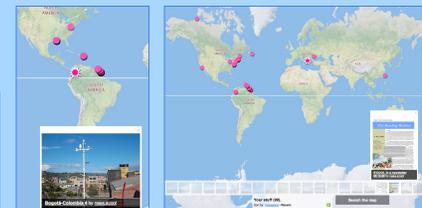


Students' Cloud Observations On-Line (S'COOL)

<http://scool.larc.nasa.gov/>

Social Media Tools:

4 Flickr – With 83 participating countries in the S'COOL project, many schools have found their own ways to participate. Flickr has allowed us to share letters, pictures and ideas on the internet in the form of a world map and collection of pictures. Through photo sharing, other S'COOL observers can see the many different types of clouds all around the world, being observed for the same goal. With Flickr we are also able to create albums of submitted photos of a particular item or from a unique class. This allows the teachers to keep coming back to the website for content when teaching clouds or even to see their own photos that were submitted to us.



5 YouTube – The S'COOL project uses YouTube in much the same way that MY NASA DATA does. With the target age group being younger and used in a larger area, the S'COOL YouTube site has seen considerably more traffic. Through YouTube we are able to monitor from where people are accessing the videos (i.e browser, mobile device etc.), and determine how to best position links and new content.



6 Mobile Apps – When seeking to develop a mobile app for the CERES S'COOL project, the first thing that came to mind was a Cloud ID app that can be taken into the field and used to help make cloud observations. Within the Cloud ID app, students are able to utilize a dichotomous key, cloud chart and other interactive features to help make an accurate observation. This application not only delivers content to the user, it functions as a valuable tool to take into the field.



<http://mynasadata.larc.nasa.gov/cloudid>

7 Conclusion – When it comes to social media, the sky's the limit as to what you can do with it. Utilizing select tools as content delivery vehicles has proven to be a good method. Being able to quickly position new content for the public eye, enables both MY NASA DATA and the S'COOL project to share material and get metric feedback. These feedback/metric mechanisms allow us to determine the final products platform and where to position it for the public. Another value of social media and mobile applications is their ease of creation and removal. This has allowed our team to invest more time in content and less in what platform to use.



Scan for a copy of the poster
Or go to: <http://tinyurl.com/cf7xobb>



MY NASA DATA

<http://mynasadata.larc.nasa.gov/>

Social Media Tools:

1 Facebook – This tool has allowed the MND project to keep “followers” up to date with all the new materials posted to the MY NASA DATA web page. One of the main functions of MND is the Live Access Server, a data visualization tool allowing anyone with an internet connection to build custom data visualizations. Facebook has allowed us to promote new features, data and other products simply and easily.



Metrics - With some of the easy to use features as an administrator on your Facebook Page, you can see when you make a post, and how people react to it, and the demographics of who you are reaching. The image above to the right shows you how some fans are finding you, to give you an idea of where people are searching. For a project trying to reach a certain audience, this information can help steer content development in that direction, or even find a new target audience.

2 YouTube – The MY NASA DATA site houses a large variety of data parameters. These data parameters are utilized in over 120 lesson plans that range from grades K-12. Often there is a need for further explanation on a particular topic. This is where YouTube is extremely useful for visual descriptions. For the MND project, YouTube functions as a storage house for lesson-referenced videos.



Metrics - While YouTube functions as a storage facility for the referenced materials in MND lessons, it is still nice to receive some metrics from the page. With the material gathered from the insights portion of the administration we are able to determine from where people are accessing the page as well as other useful demographic information.

3 Mobile Apps – With the increase in mobile phone use as the go-to tool for everything electronic, migrating select items from the MND web page was a good place to begin. The first item to be developed into an app was the science glossary as seen below. After completion of a native application, it became apparent that the direction to take was a mobile optimized web version, allowing anyone with an internet capable phone to have access to the content. Through the use of HTML5, developing the mobile optimized version became very much like developing a normal web page, but with the added ability to make all the information to be available available to any and all smart phones.



<http://mynasadata.larc.nasa.gov/glossary/app/>

Buzztouch is another online tool that can be used to quickly deploy a mobile application. This tool can build an app for both the apple and Android based phones.
<http://www.buzztouch.com/>

Combined Blog

<http://mynasadata.larc.nasa.gov/ovr/>

Observe Your World – The Science Directorate at NASA Langley Research Center has combined forces to produce a single blog to which all members can contribute. This allows all the pieces and parts to gain more visibility in the public eye. With common outreach goals among the Science Directorate, this has allowed for better collaboration on web material as well as event help. The blog has helped to solve several team issues with content delivery allowing for a greater focus on content.



Metrics Monitoring – By monitoring blog metrics we are able to determine the type of content our viewers like to view. This allows us to gauge the type of content we share with our viewers.