

## › The Who / What / Why of CAASTRO

» ARC Centre of Excellence for All-sky Astrophysics (2011-2018)

» 78 members at six Australian nodes



» 17 national and international partners

» interlinked research themes:

*The Evolving Universe (galaxy formation)*

*The Dark Universe (unknown matter and forces)*

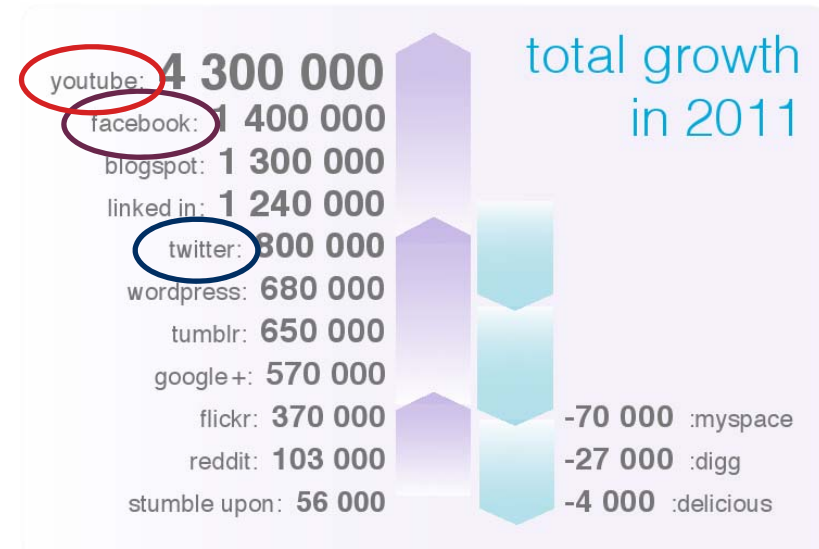
*The Dynamic Universe (exploding or spinning stars)*



- › **“Astronomy is physics on steroids”**
  - » public awareness and school engagement activities at node locations
  - » making CAASTRO approachable, creating positive role models
  
- › **“Getting science where it’s needed”**
  - » leveraging via Social Media
  - » making CAASTRO discoverable, reaching out to the (yet) ‘uninitiated’

[twitter.com/caastro\\_arc](https://twitter.com/caastro_arc)  
[facebook.com/caastro.arc](https://facebook.com/caastro.arc)  
[youtube.com/user/AstroCentre](https://youtube.com/user/AstroCentre)

## 2011 Social Media Growth Statistics in Australia



Source: [digitalglitter.net](http://digitalglitter.net)



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# CAASTRO Astronomy Outreach & the Demographics of Social Media

facebook

Email

Password

Log in

Keep me logged in

[Forgotten your password?](#)

Sign Up

Facebook helps you connect and share with the people in your life.



Wall

Info

Photos

Questions

About

ARC Centre of Excellence for All-sky Astrophysics

170

like this

18

talking about this

Likes

See all



Square Kilometr...



National Founda...



University of We...

CAASTRO

Like

Create a Page

Community Page about Astronomy



Wall

CAASTRO · Everyone (Top posts)

Share: Post

Write something...

Want to like or comment on this page?

To interact with CAASTRO you need to sign up for Facebook first.

Sign Up

It's free and anyone can join. Already a member? [Log in.](#)



CAASTRO

Before the Canadian ensemble 'Tafelmusik' takes you on a musical space odyssey, CAASTRO members will set the scene with pre-concert talks in six Australian capital cities.



CAASTRO - ARC Centre of Excellence for All-sky Astrophysics - News - CAASTRO teams up with MusicaViv  
[www.caastro.org](http://www.caastro.org)

'Tafelmusik' will perform exquisite period music from memory before stunning images from the Hubble deep space telescope. Combining music, photography and story-telling, The Galileo Project brings to life the brilliant minds of the early astronomers an

Like · Comment · about an hour ago

Tanya Monro and Emil Lenc like this.



CAASTRO

Dr Steven Tremblay's work on Fast Radio Transients - and how to clean up noisy data from space



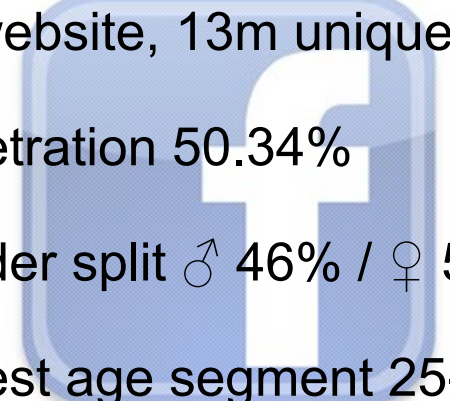
CAASTRO postdoc Steven Tremblay removes noise from radio signals  
[www.youtube.com](http://www.youtube.com)

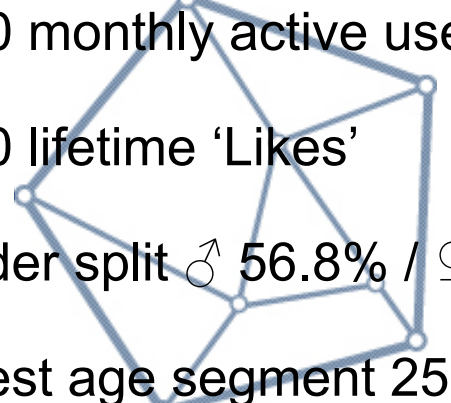
CAASTRO is the Centre of Excellence for All-sky Astrophysics and is funded through the Australian Research Council, ARC (2011-2018). Dr Steven Tremblay is ba...

› **“With great power comes great responsibility”**

- › maintaining language, consistency, responsiveness, frequency etc.
- › controlling the scientific message & monitoring the demographics

› **User Statistics**

- 
- › #1 website, 13m unique AUS users
  - › penetration 50.34%
  - › gender split ♂ 46% / ♀ 54%
  - › largest age segment 25-34 (26%)

- 
- › ~300 monthly active users
  - › >170 lifetime ‘Likes’
  - › gender split ♂ 56.8% / ♀ 38.4%
  - › largest age segment 25-34 (38%)

Source: Margin Media (January 2012 data)

internal communication within  
the astronomy community



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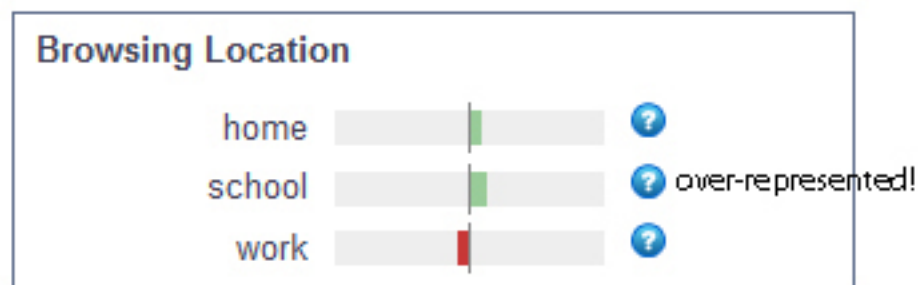
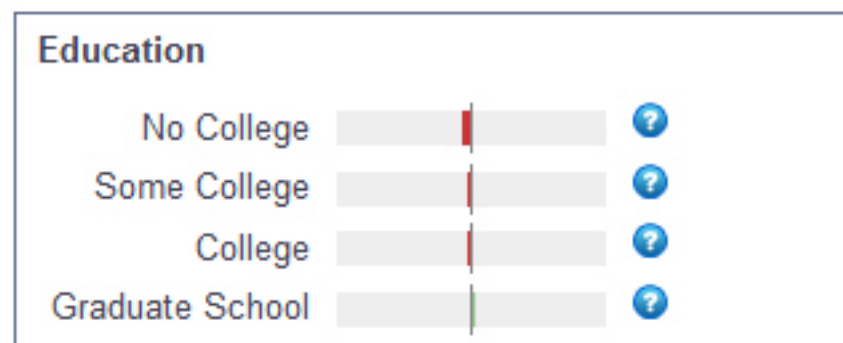
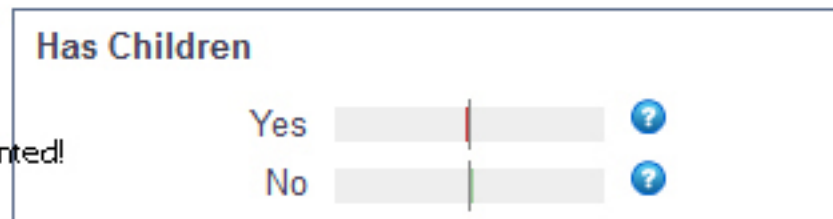
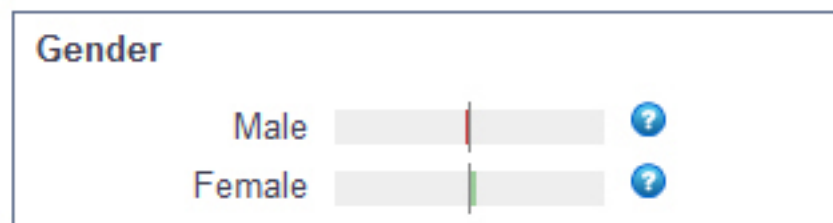
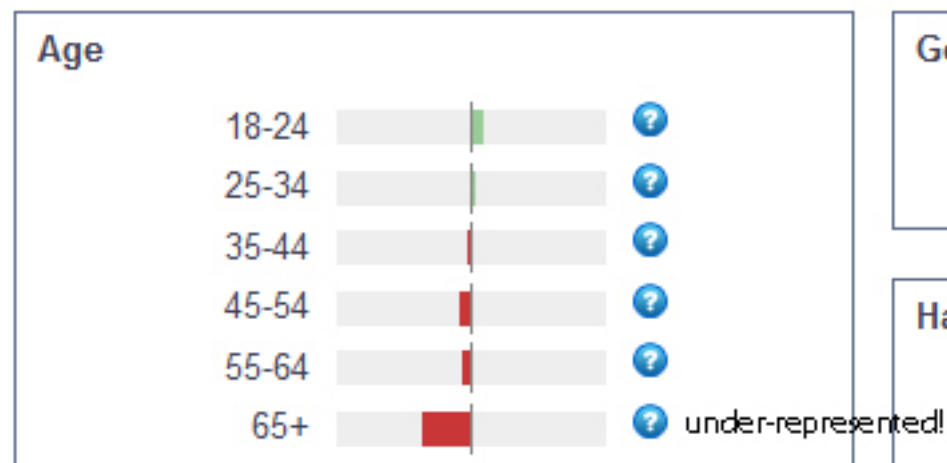
# CAASTRO Astronomy Outreach & the Demographics of Social Media

The screenshot shows the YouTube channel page for CAASTRO - All-sky Astrophysics. The channel has 16 subscribers and 2,203 video views. The page displays a list of 7 playlists under the heading "Playlists (7)".

Playlist Name	Description	Number of Videos
Favourite videos		8 videos
CAASTRO Outreach stuff	Learn more about our school & community engagement programs!	5 videos
Personal CAASTRO stuff	Learn more about our staff and students!	5 videos
Technical astro stuff	Learn more about our telescope and supercomputing facilities!	4 videos
Scientific astro stuff	Learn more about our research projects!	4 videos
Informative CAASTRO stuff	Learn more about the All-sky Astrophysics approach!	6 videos
Educational astro stuff	Learn more about Astronomy & Astrophysics!	3 videos

## Audience Demographics for Youtube.com

Relative to the **general internet population** how popular is youtube.com with each audience below?



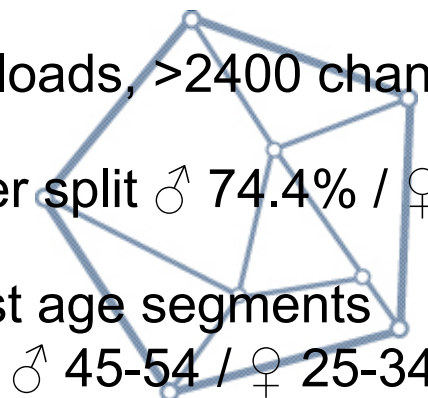
Source: Alexa Internet, Inc.

## › User Statistics

- › #2 website, 11m unique AUS users
- › gender split ♂ 49% / ♀ 51%
- › largest age segment 18-34 (35%)

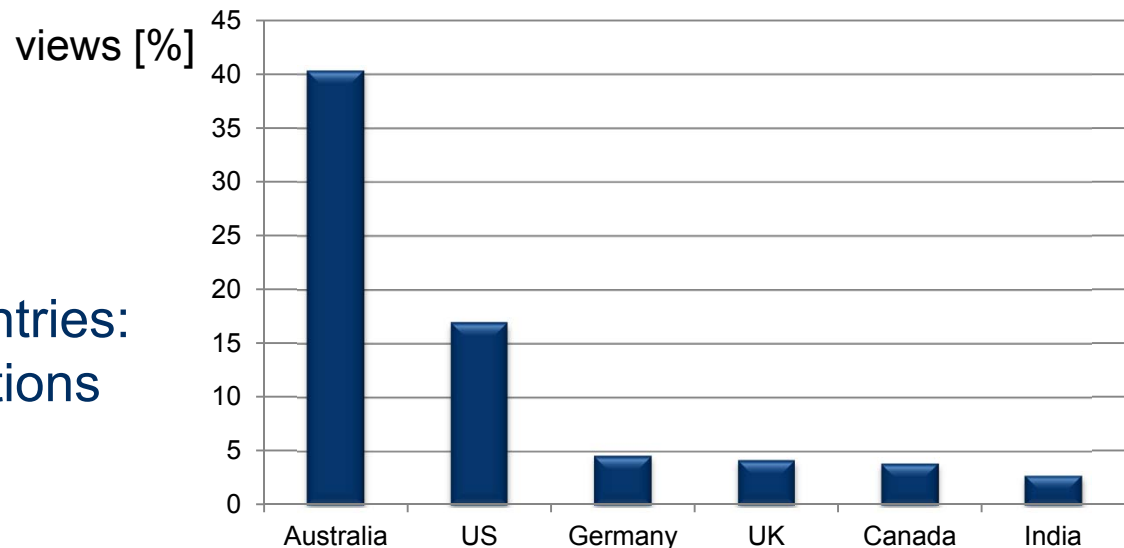


- › 38 uploads, >2400 channel views
- › gender split ♂ 74.4% / ♀ 25.6%
- › largest age segments ♂ 45-54 / ♀ 25-34



Source: Quantcast

Top 5 non-AUS user countries:  
CAASTRO partner locations





## › Video influx

- ›› profile interviews with Director, Research Themes Leaders, Partners

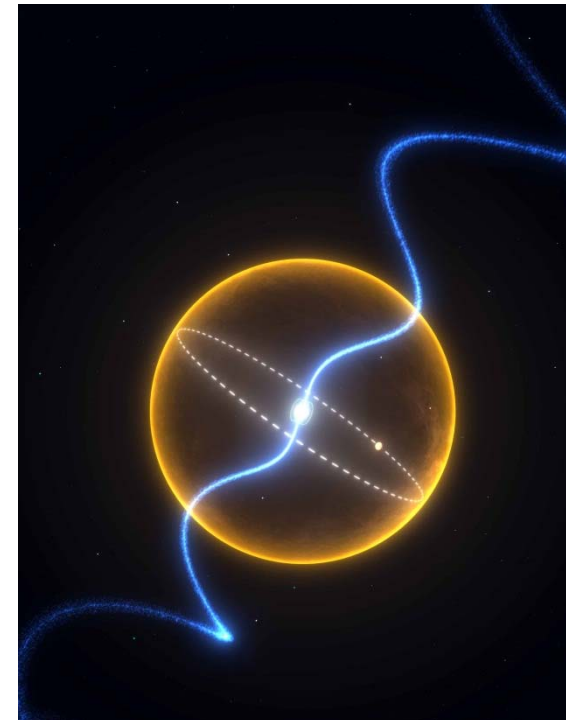





## › Video influx

- ›› profile interviews with Director, Research Themes Leaders, Partners
- ›› “CAASTRO in the Classroom” seminars (and others)
- ›› facilities, simulations, concepts, fieldwork etc.
- ›› video press releases (the “Diamond Planet”)

Bailes et al. 2011 *Science*  
“Transformation of a Star  
into a Planet in a  
Millisecond Pulsar Binary”



+You Search Images Maps YouTube News Gmail Documents Calendar More -



Sign in

**Search** About 66,600,000 results (0.24 seconds)

**Everything**

Images

Maps

Videos

News

Shopping

More

---

**Sydney, NSW**  
Change location

---

**Any duration**

Short (0 - 4 min.)

Medium (4-20 min.)

Long (20+ min.)


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**The web**

Pages from Australia


More search tools

[Massive \*\*Diamond Planet\*\* Orbits Neutron Star ... - YouTube](#)



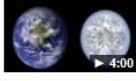
[www.youtube.com/watch?v=yIGwsllyZf0](http://www.youtube.com/watch?v=yIGwsllyZf0)  
25 Aug 2011 - 2 min - Uploaded by VideoFromSpace  
Using the giant Parkes Radio Telescope in New South Wales, Australia, astrophysicists have found an ...

[Astronomers Discover \*\*Diamond Planet\*\* - YouTube](#)




[www.youtube.com/watch?v=g1IRUxu0fA](http://www.youtube.com/watch?v=g1IRUxu0fA)  
26 Aug 2011 - 2 min - Uploaded by NewsyScience  
Transcript by http://www.news.com BY STEVEN SPARKMAN  
You're watching multisource science video ...

[Giant \*\*Planet\*\* Sized \*\*Diamond\*\* Found Floating in Space - YouTube](#)




[www.youtube.com/watch?v=Zrm0sVY10V0](http://www.youtube.com/watch?v=Zrm0sVY10V0)  
9 Mar 2010 - 4 min - Uploaded by mitchellgibsonmd8000  
The largest **diamond** ever found is not on Earth, but faraway across the galaxy. It's the burned out corpse of ...

[Pulsar with a \*\*Diamond Planet\*\* \[1080p\] - YouTube](#)



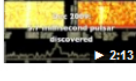
[www.youtube.com/watch?v=efz-8WG1UU](http://www.youtube.com/watch?v=efz-8WG1UU)  
25 Aug 2011 - 2 min - Uploaded by dpxatlanta  
Astronomers have discovered the densest extrasolar **planet** yet: A Jupiter-mass remnant of a carbon- and ...

[Illuminati discover the \*\*diamond planet\*\* - YouTube](#)



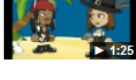
[www.youtube.com/watch?v=0m6R60PNkis](http://www.youtube.com/watch?v=0m6R60PNkis)  
25 Aug 2011 - 3 min - Uploaded by NOLINKNEWS  
Astronomers Discover **Diamond Planet** by NewsyScience7585 views. Loading more suggestions... Load more ...

[Scientists Discover \*\*Diamond Planet\*\* - YouTube](#)




[www.youtube.com/watch?v=RRJIM\\_ZgByo](http://www.youtube.com/watch?v=RRJIM_ZgByo)  
27 Aug 2011 - 2 min - Uploaded by jhazEMO  
(Reuters) - Astronomers have spotted an exotic **planet** that seems to be made of **diamond** racing around a ...

[The \*\*Diamond Planet\*\* - YouTube](#)



[www.youtube.com/watch?v=lr5vfhXe2pA](http://www.youtube.com/watch?v=lr5vfhXe2pA)  
17 Oct 2011 - 1 min - Uploaded by applepie918  
This is about the **Diamond Planet** and it will talk much about it.

[\*\*Diamond Planet\*\* has been discovered - the most dense ... - YouTube](#)



[www.youtube.com/watch?v=9AzNxfjGdJY](http://www.youtube.com/watch?v=9AzNxfjGdJY)  
26 Aug 2011 - 1 min - Uploaded by NerdWireTV  
Read along: Astronomers have discovered a new **planet**, that could probably be described as one of the most ...

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# CAASTRO Astronomy Outreach & the Demographics of Social Media

The screenshot shows the Facebook interface for a page titled "Pulsar J1719-1438 Diamond Planet Bee-Vee". At the top, there is a navigation bar with the Facebook logo, a "Sign Up" button, and a tagline: "Facebook helps you connect and share with the people in your life." To the right of the navigation bar are login fields for "Email" and "Password", a "Log in" button, and links for "Keep me logged in" and "Forgotten your password?".

The page header includes a profile picture (a glowing orange and blue sphere with a blue lightning bolt) and a "Like" button. Below the header, there are navigation tabs for "Wall", "Info", and "Photos". The "About" section contains the text: "Scientists have recently discovered an exotic planet almost entirely made o..." and a "More" link. It also shows "3 like this" and "1 talking about this", along with a "Create a Page" button.

The main content area shows the page name "Pulsar J1719-1438 Diamond Planet Bee-Vee" and a "Create a Page" button. Below this is a "Community" section with a "Wall" tab and a dropdown menu set to "Everyone (Top posts)". There are "Share" options for "Post" and "Photo", and a text input field with the placeholder "Write something...".

The "RECENT ACTIVITY" section lists two events: "Pulsar J1719-1438 Diamond Planet Bee-Vee joined Facebook." and "Pulsar J1719-1438 Diamond Planet Bee-Vee changed their About." Below this, a grey box states "There are no more posts to show."



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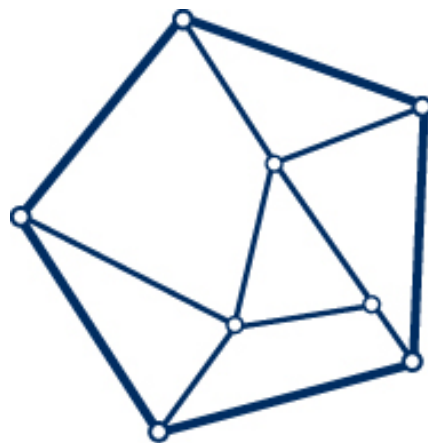
# CAASTRO Astronomy Outreach & the Demographics of Social Media

The screenshot shows the Newgrounds website interface. At the top, the Newgrounds logo is visible with the tagline "EVERYTHING, BY EVERYONE." Below the logo is a navigation menu with tabs for Games, Movies, Audio, Art, Channels, Community, and Shop NG. The main content area features a large promotional banner for a game titled "JUST TRY AND SURVIVE... TOP 4 TEAM BATTLE" with a "PLAY NOW" button and "FREE TO PLAY" text. Below the banner is a "RATE THIS SUBMISSION!" section with a row of five avatars. The central focus is a music player for the track "PSR J1719-1438 B" by the author "RetromanOMG". The player shows a progress bar at 00:16 / 07:14 and a "Download this song!" button. Below the player, there are sections for "Credits" (listing the author), "Licensing Terms" (with icons for Attribution, Noncommercial, and Share Alike), "Author Comments" (containing two paragraphs of text), and "Reviews". The page also displays "161 Plays | 15 Downloads" and social media sharing icons for Facebook, Twitter, and YouTube.



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## CAASTRO Astronomy Outreach & the Demographics of Social Media



**Watch this Space!**