

## *Gaiaverse*: the Gaia's outreach portal

Eduard Masana<sup>1</sup>

<sup>1</sup> Institut de Ciències del Cosmos (IEEC-UB). C/ Martí i Franquès, 1. E08028 Barcelona, Spain

### Abstract

*Gaiaverse* (<http://gaiaverse.eu>) is a dissemination portal on the ESA Gaia's mission developed within the GENIUS project, an European project funded by the European Commission to boost the impact of the next European breakthrough in astrophysics, the Gaia astrometric mission. The portal was opened in July 2015. *Gaiaverse* is administrated by the Universitat de Barcelona (UB) and the Consorci de Serveis Universitaris de Catalunya (CSUC).

## 1 Introduction

Gaia is the European Space Agency (ESA) mission in charge of charting a three-dimensional map of our Galaxy, the Milky Way. In doing so, it seeks to provide a census of about one billion stars, which amounts to about 1 per cent of the Galactic stellar population.

From the beginning of Gaia, outreach and educational activities around the mission has been considered as key activities. In this sense, the *Gaiaverse* portal is devoted to the outreach of Gaia in the framework of the GENIUS project, an European project whose aim is to contribute to the design, implementation and operation of the Gaia archive system containing one billion objects. GENIUS aims at becoming a hub of Gaias spreading knowledge by collecting all kind of outreach materials such as presentations, videos, posters, brochures, tools, news which are all available through this portal, *Gaiaverse*.

*Gaiaverse* is addressed to the general public. It is complementary to the official ESA's portal ([http://www.esa.int/Our\\_Activities/Space\\_Science/Gaia](http://www.esa.int/Our_Activities/Space_Science/Gaia)). It is a multi-language portal (currently there are eleven languages available) with several sections, from the latest news of the mission, to a repository of outreach material (see section 2). The portal is administrated by the Universitat de Barcelona (UB) and the Consorci de Serveis Universitaris de Catalunya (CSUC).

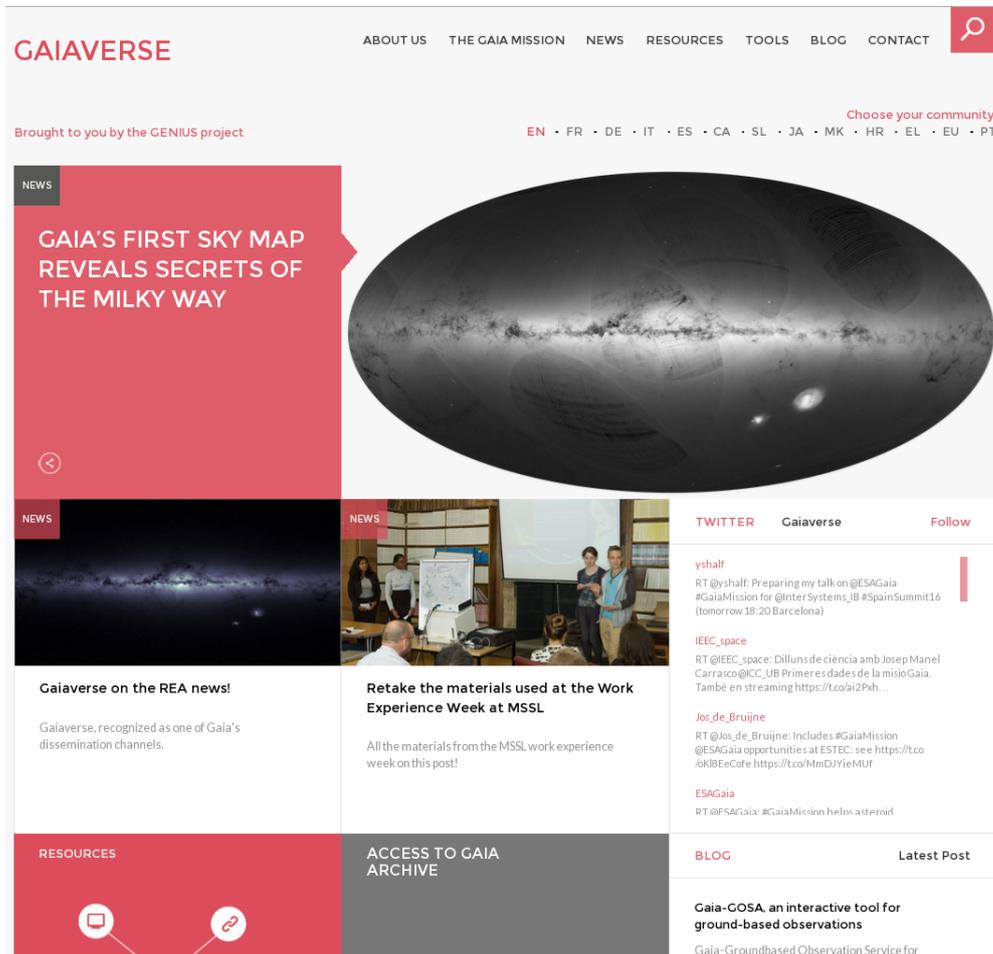


Figure 1: *Gaiaverse* front page.

## 2 Gaiaverse structure

The portal is structured in seven sections:

- About us.
- The Gaia Mission, with information about the mission.
- News: the latest news of the mission, both of general and local interest. For instance, the last case could include the announcement of local activities as talks or exhibitions about Gaia.
- Resources: a repository of documents, videos, presentations and links useful for outreach activities. It can be filtered by categories and language.
- Tools: a repository of tools, from mobile apps to citizen science projects, as Gaia -

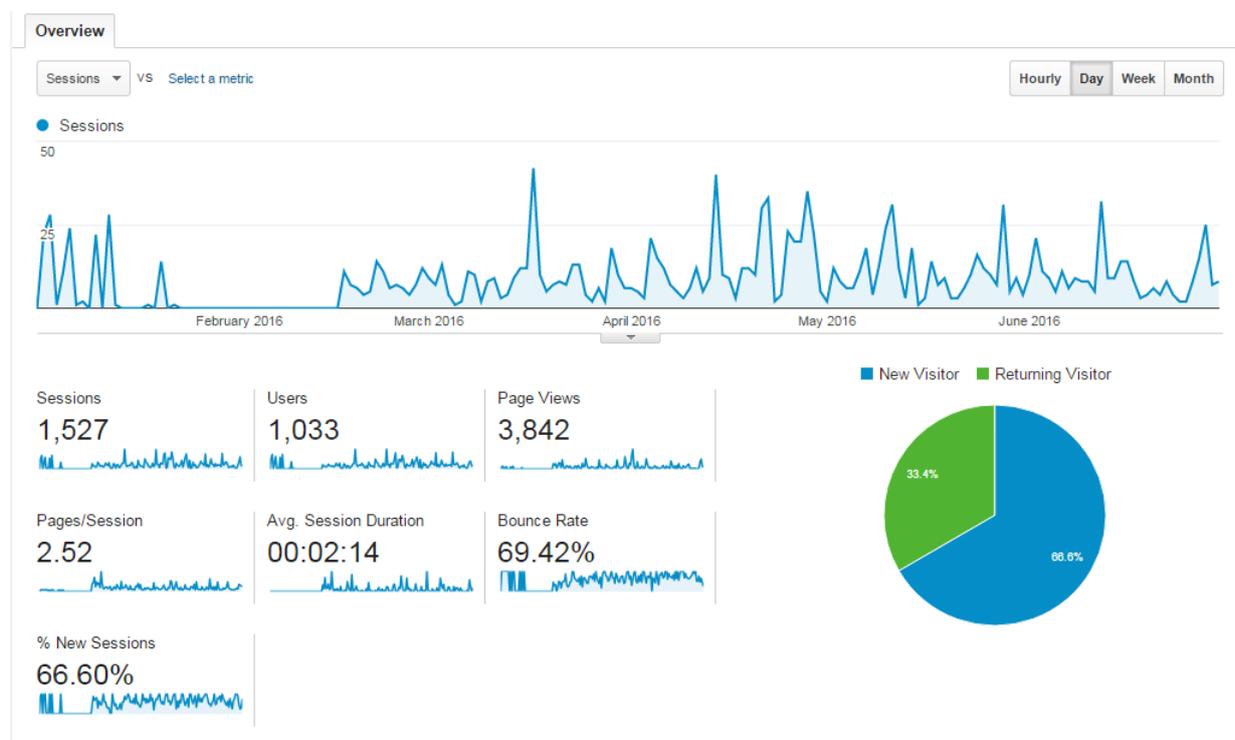


Figure 2: Daily statistics of *Gaiaverse* sessions (January 2016 - June 2016).

GOSA, an interactive tool which allows observers from all around the world to plan their observations with a concrete scientific goal.

- Blog: an in-depth analysis on Gaia mission news written by a committee of experts.
- Contact

As mentioned above, the portal is translated to eleven languages (English, French, German, Italian, Spanish, Catalan, Slovak, Japanese, Macedonian, Croatian and Greek). A version in Euskara is currently under development. The contents in each languages could not be exactly the same. For instance, some local news could be present in only one version of the portal. In this sense, we prefer to speak of "eleven communities" more than "eleven languages".

### 3 Organization

The portal is administrated by the Universitat de Barcelona (UB) and the Consorci de Serveis Universitaris de Catalunya (CSUC). The last is also in charge of the technical issues. CSUC acts also as community manager (see section 5). The contents are supervised by an editorial board, currently composed by five members, including an ESA representative. There is also a small team of collaborators and translators, taking care of the different versions.

## 4 Statistics

*Gaiaverse* was opened in July 2015. The average number of daily visits is around 10, but it can vary substantially coinciding with special events like the first year of scientific operations or the publication of the Data Release 1. Figure 2 shows some indexes about daily statistics in the period January 2016 - June 2016.

## 5 Twitter account

There is a Twitter account (*anae.texgaiaverse*) associated to *Gaiaverse*). The account has more than 400 followers (October 2016). In Table 1 we show the evolution of some Twitter parameters as new followers, mentions, likes or followers in the six first months of 2016.

Table 1: Twitter evolution (January 2016 - June 2016)

	Jan. 2016	Feb. 2016	Mar. 2016	Apr. 2016	May. 2016	Jun. 2016
Tweets	16	15	10	10	4	8
Profile visits	985	1115	837	533	493	350
New followers	30	31	24	15	14	7
Tweet impressions	9791	11000	7864	15300	13700	4741
Mentions	7	12	8	3	3	2
Engagement	1.20%	1.50%	0.80%	1.00%	0.60%	1.20%
Link clicks	35	50	24	34	23	15
Retweets	37	49	23	41	12	16
Likes	26	49	24	38	25	25
Followers	270	293	312	327	341	348

## Acknowledgments

This work was supported by the MINECO (Spanish Ministry of Economy) - FEDER through grant ESP2014-55996-C2-1-R and MDM-2014-0369 of ICCUB (Unidad de Excelencia 'María de Maeztu'). Also was supported by European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement GENIUS FP7 - 606740.