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# **Holding and Evaluation “Real Stargazing Party” Combined With “TOYAKO Manga Anime Festa”**

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**TLLP Study Week**

**September 4, 2014 @ Hokkaido University**

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## **1. Introduction**

## **2. What is “TOYAKO Manga Anime Festa”?**

## **3. Outline of Practice**

## **4. Results of the Questionnaire Survey for Participants**

## **5. Conclusion**



## Previous Research

- The mental image of astronomy was more uniquely positive in three cognitive dimensions (beautiful, vast and interesting) than the images of other fields of science (Toyosawa et al. 2011).
- The image of the research process regarding astronomy and astronomers was inaccurate (Toyosawa et al. 2011).
- The function of media as a constructor of the image of astronomy could not be ignored (Kawai & Takagaki 2011).



# Hyper-beautiful Media Representation of Stargazing

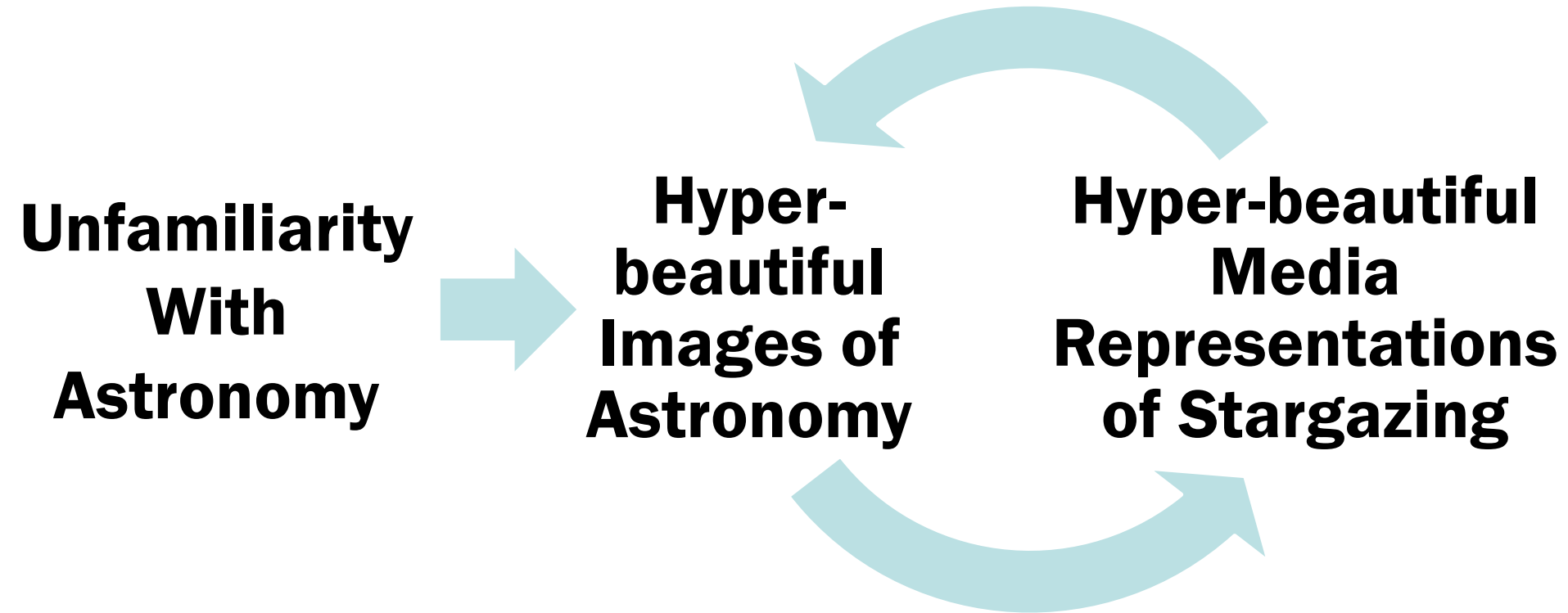
**“Kimi no Shiranai Monogatari”**

**“Bakemonogatari”**

**“Brynhildr in the Darkness”**



## Recursive Reinforcement of the Images of Astronomy



## “Real Stargazing Party”



“Kimi no Shitteru Monogatari”



“Akatsuki o Mirunhirude”



## **“Augmented Realistic Imagination” Shown in the “Anime Pilgrimage”**

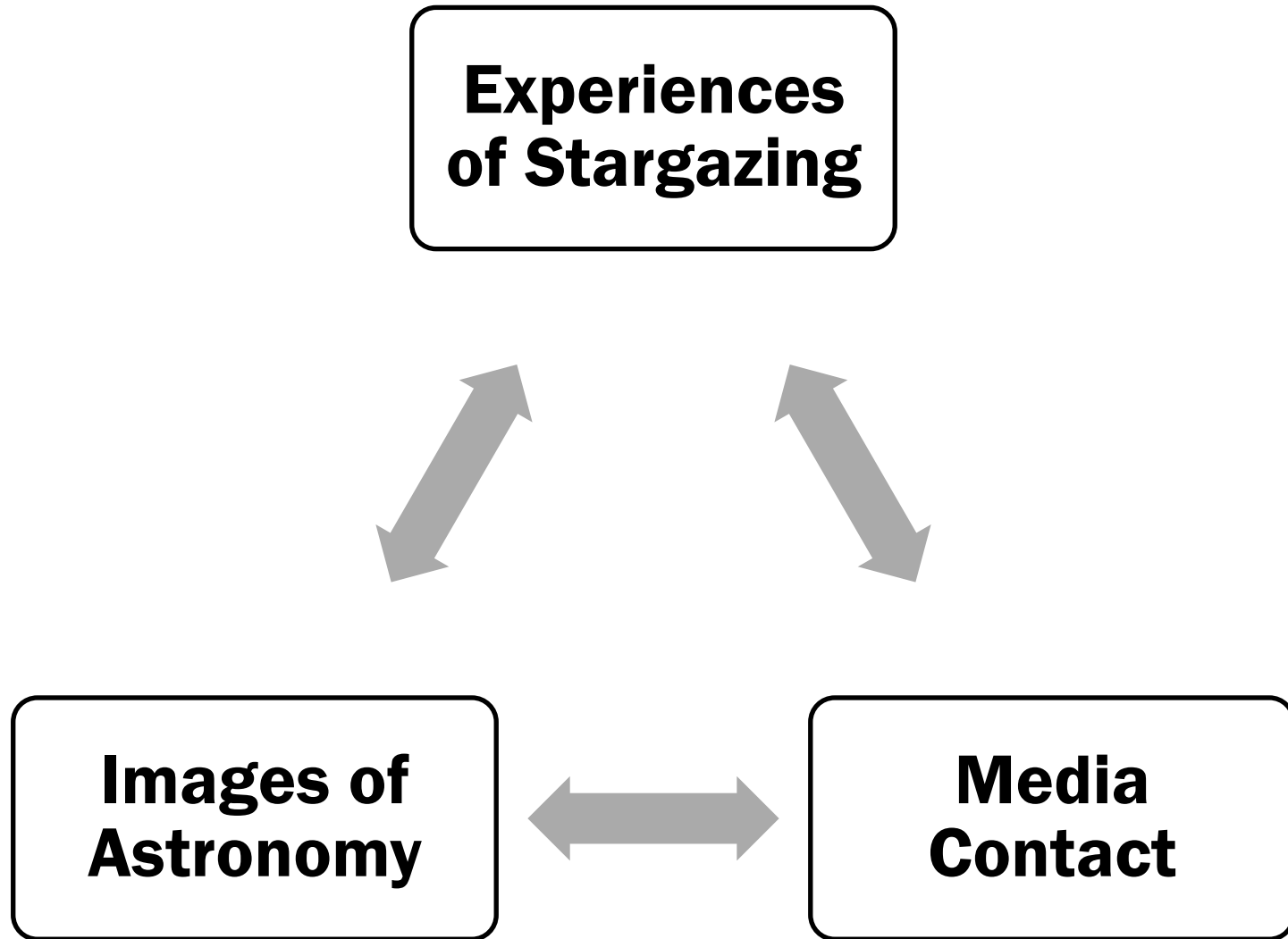
**Washinomiya Shrine Drawn in “Lucky ☆ Star”**

- **The reality of social relations entangled in fiction and augmented (Uno & Hamano 2012).**





## Relations Investigated via the Questionnaire Survey



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## What is “TOYAKO Manga Anime Festa” (TMAF)?

- **TMAF is held for two days in every June since 2010 at TOYAKO spa town.**
- **The visitors can cosplay at almost all locations in the spa town and other places.**
- **Events include a cosplay parade, a gathering of anime cars, exhibitions of original cartoon images, live events featuring voice actors and singers, and so on.**
- **According to the organizer, the fifth and most recent TMAF was marked a record high of 57,000 visitors over two days.**



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# The Astronomical Objects Observed at the “Night” Part of the Party

**The Spring Triangle**

**The Summer Triangle**

**Albireo in Cygnus**

**Antares in Scorpius**

**Mars**

**Saturn**



# The Astronomical Object Observed at the “Day” Part of the Party



**The Moon in the Daytime**



## Situations of the Stargazing Party

- While the author made a participant look an astronomical object, the author explained the object to the participant orally.
- The author reproduced stargazing scenes from anime by lying down on a picnic sheet with participants and looking at the Summer Triangle, and by cosplaying.
- The author's cosplay wasn't understood by the participants in the “day” part of the party.
- Many of the participants came to know for the first time that the moon is observable in the daytime.



## Photos of the Stargazing Party





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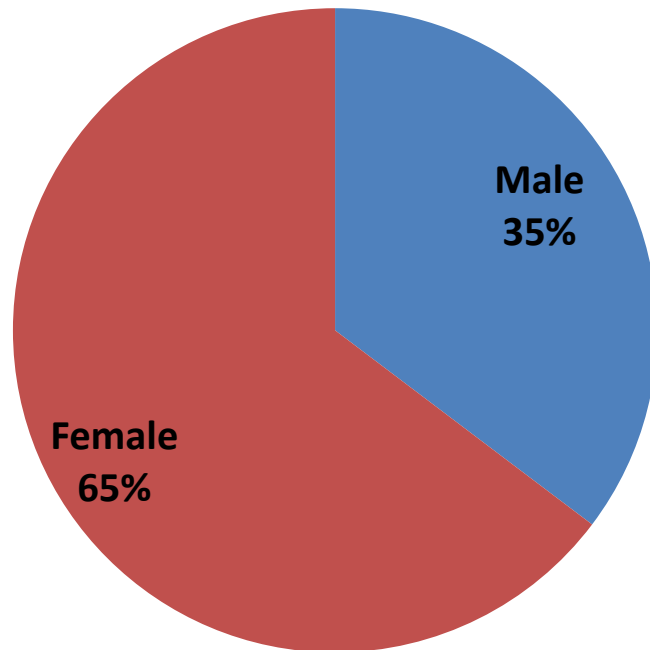
## 4. Results of the Questionnaire Survey for Participants

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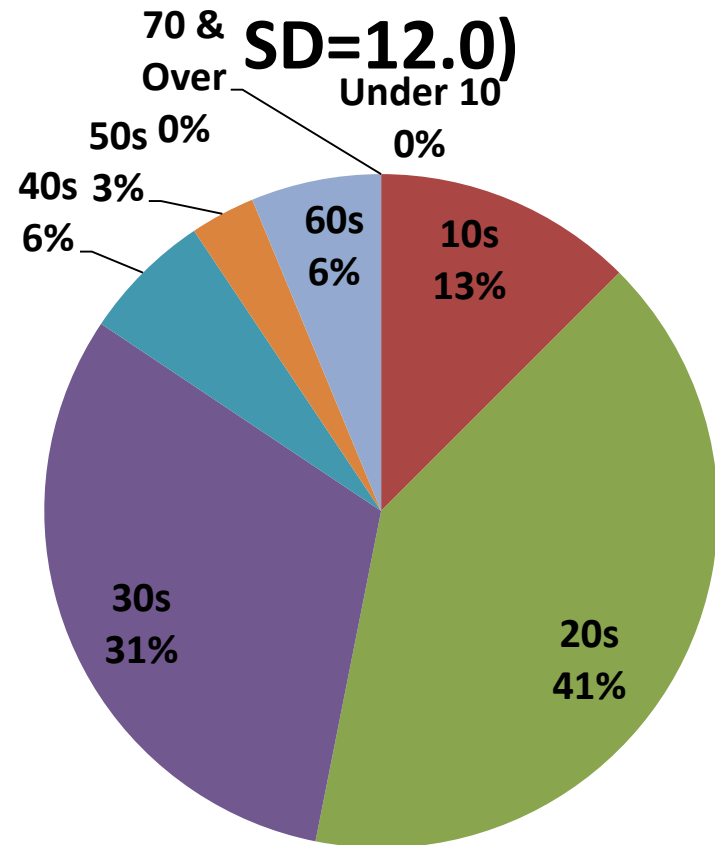


## Gender & Age

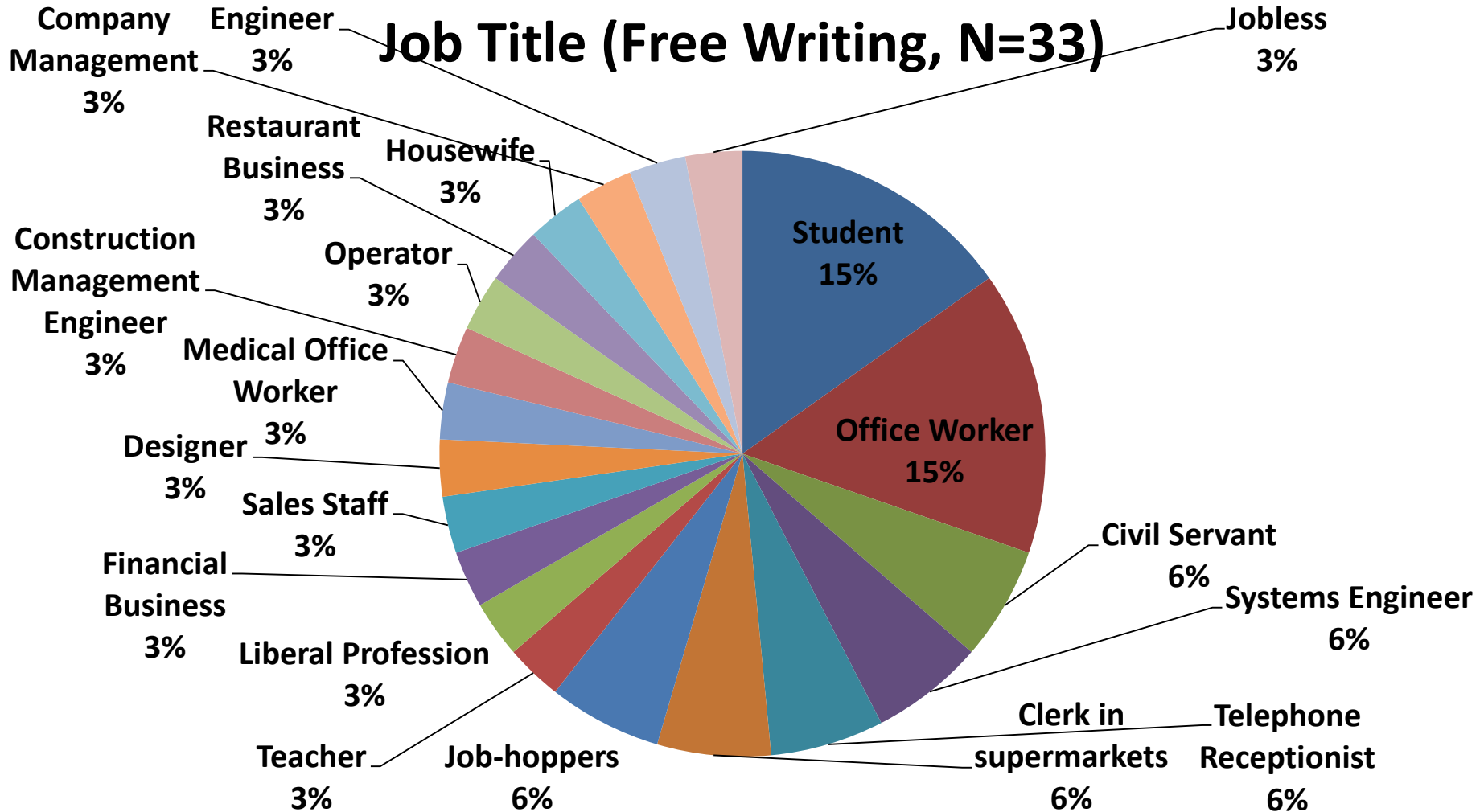
**Gender (N=34)**



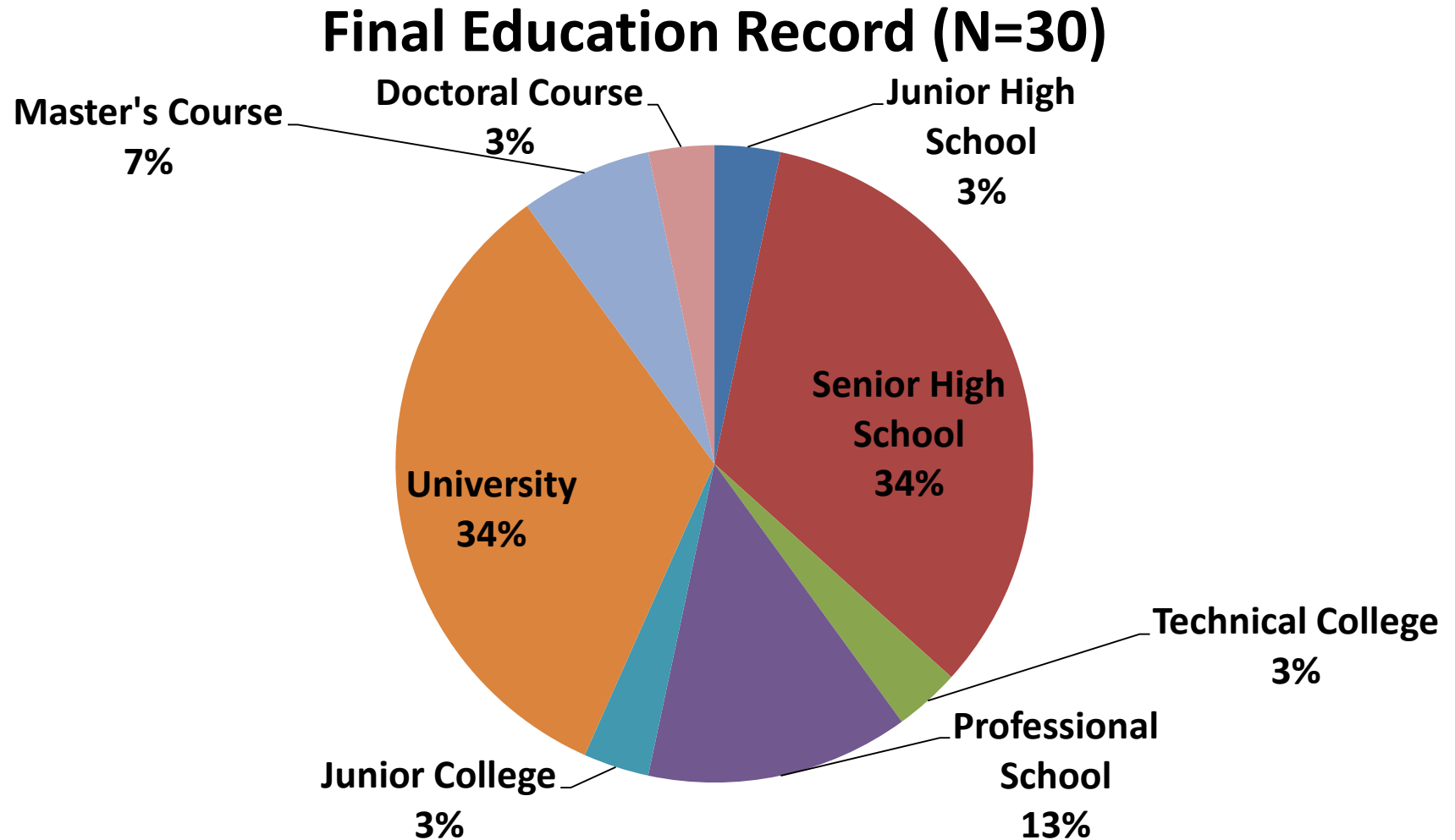
**Age (N=32, M=31.0, SD=12.0)**



## Job Title

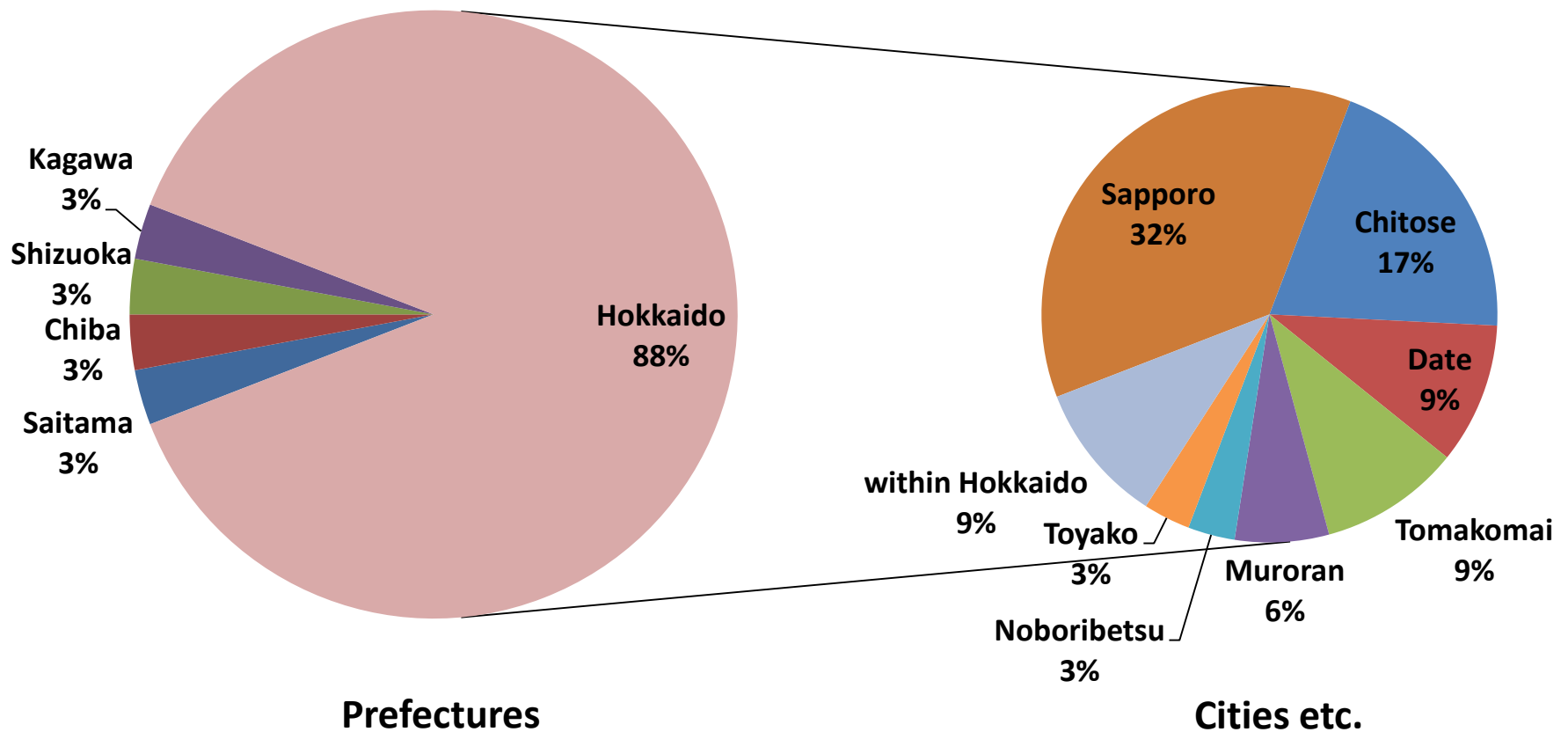


## Final Education Record

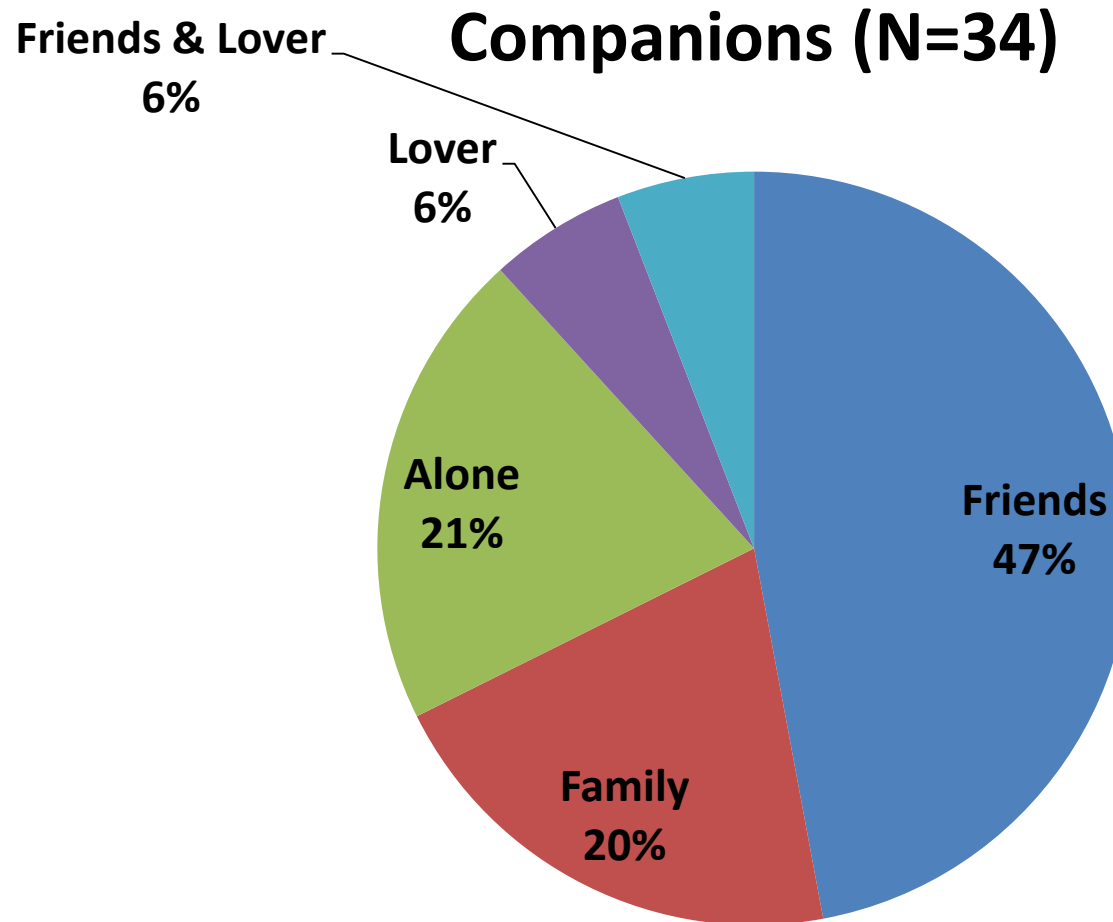


## Address

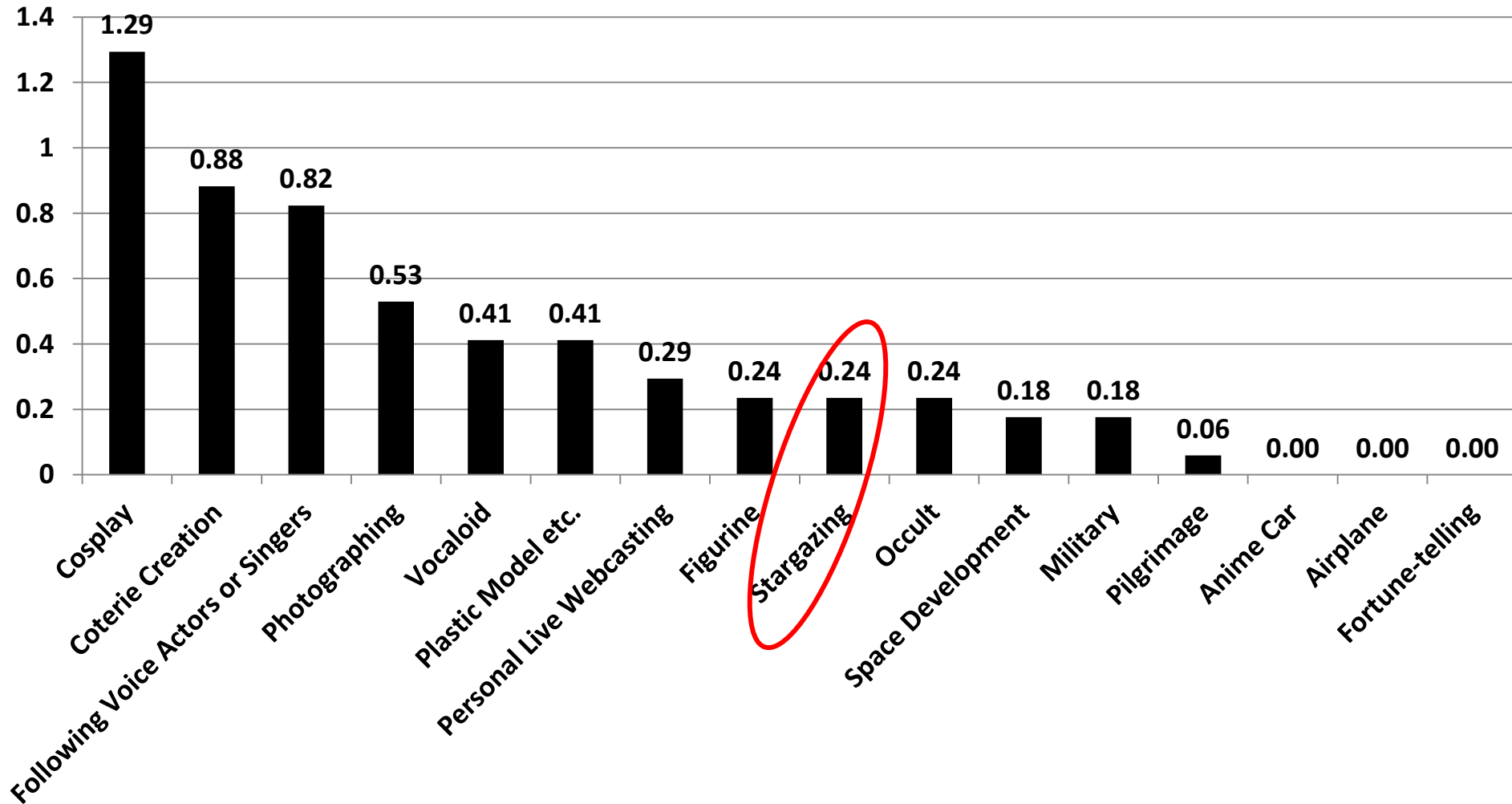
### Address (N=34)



## Companions

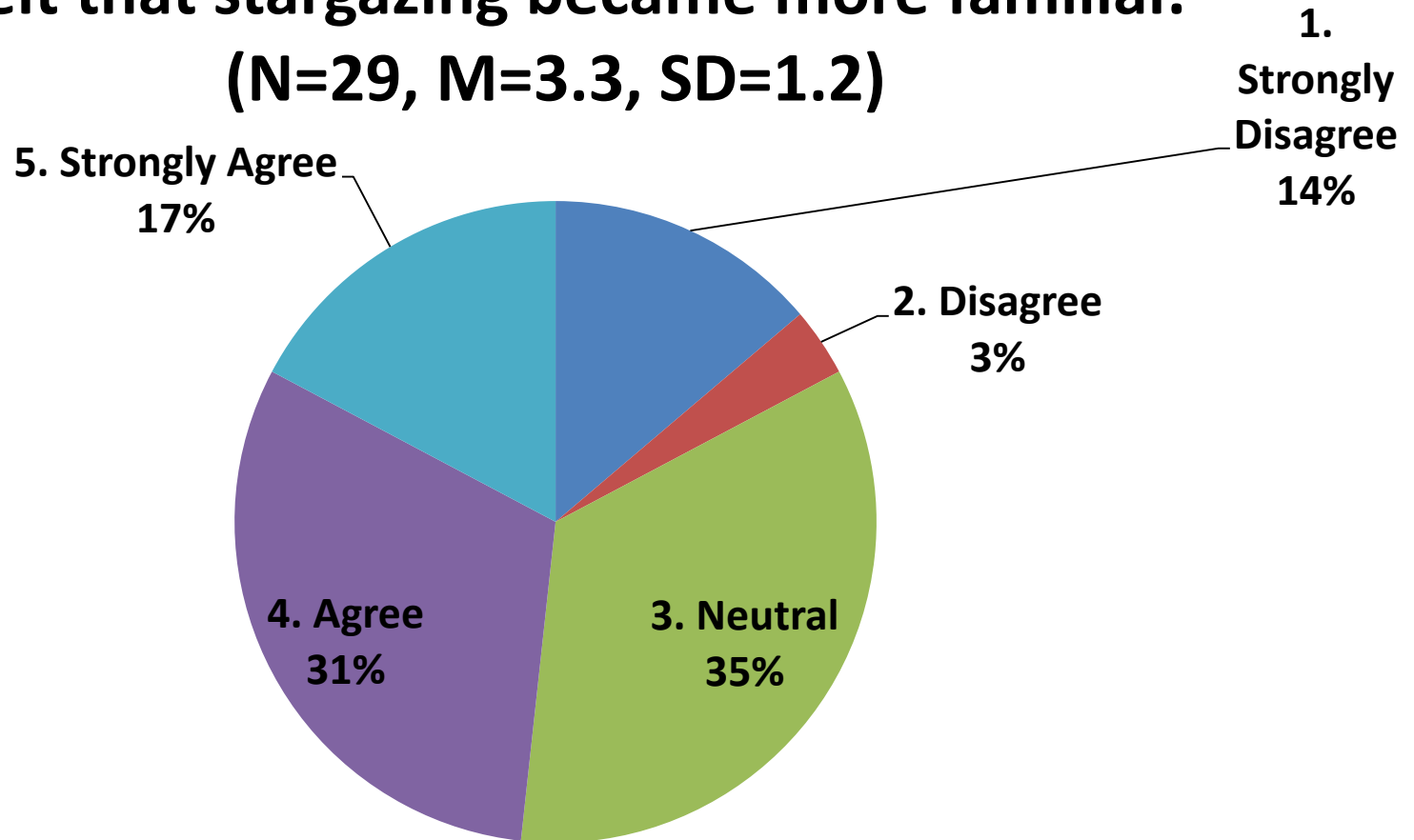


## Weighted Means Calculated From the Number of Respondents Whose “Hobbies” Correspond to Each of These Choices (N=17)



## Evaluation Items of Impression (5-point scale)

**I felt that stargazing became more familiar.**  
**(N=29, M=3.3, SD=1.2)**

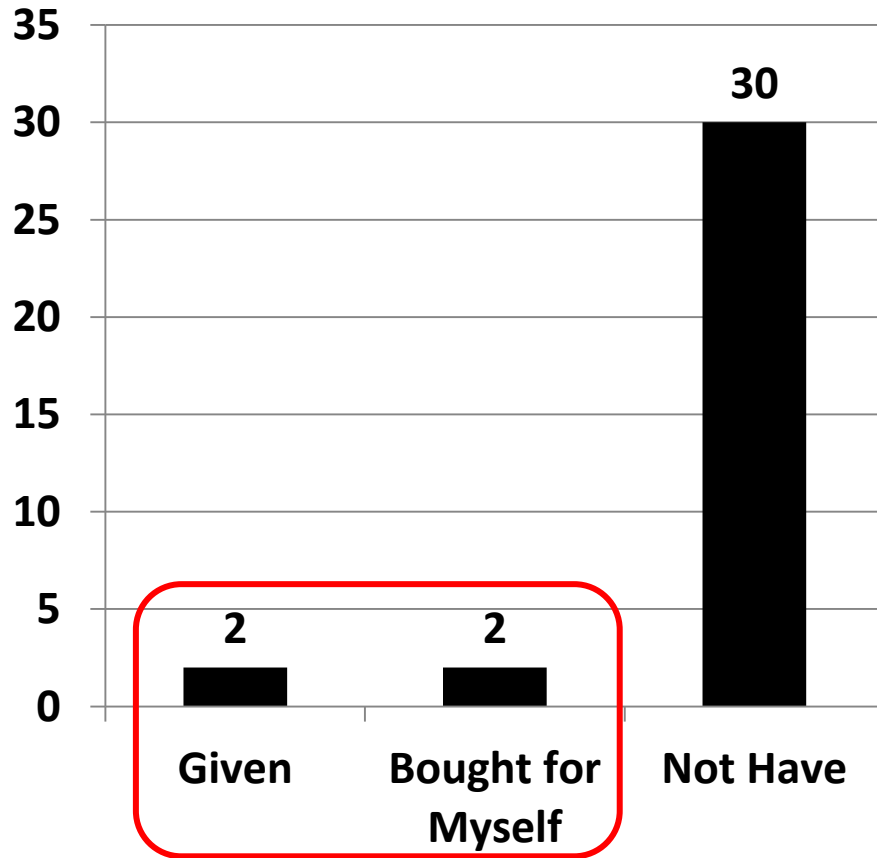




## Ownership of Telescopes

Do you have telescopes?  
(Multiple Choice, N=34)

men



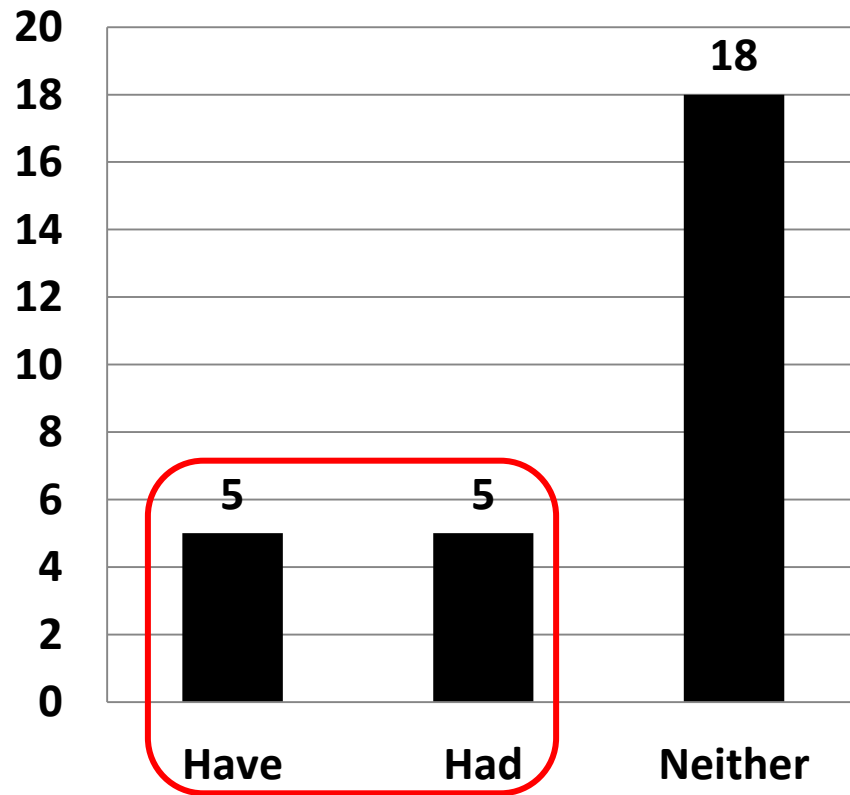
- The respondents were given telescopes by their fathers or mothers.
- The respondents had been given or bought telescopes during 12-15 years of age.



## People Liking Stargazing Around the Respondents

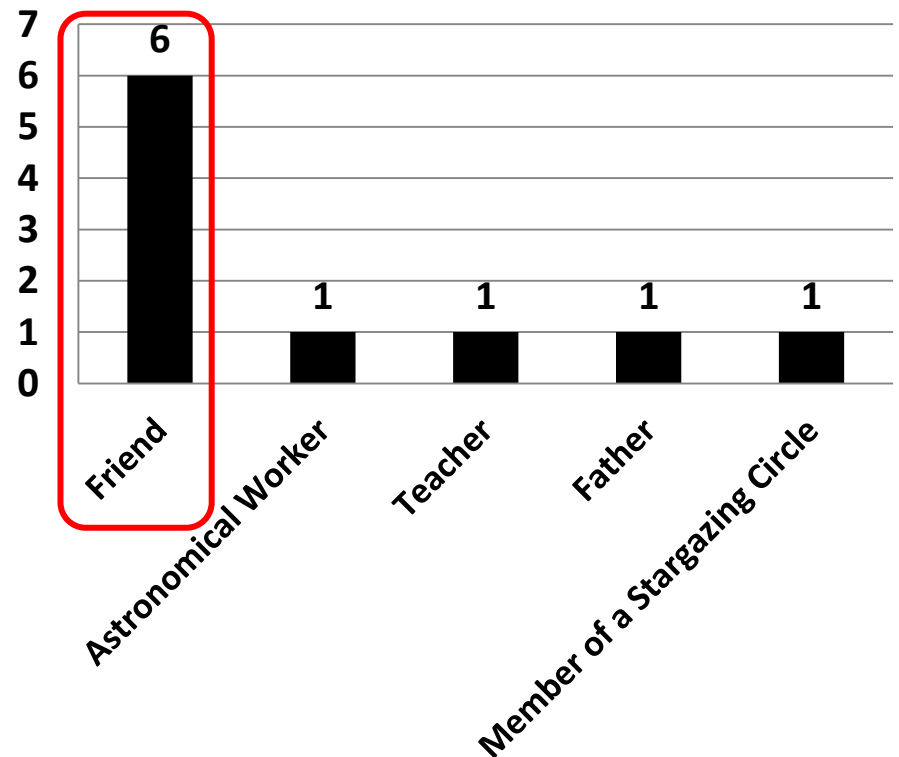
Do you have people liking stargazing around you?  
(Multiple Choice, N=28)

men



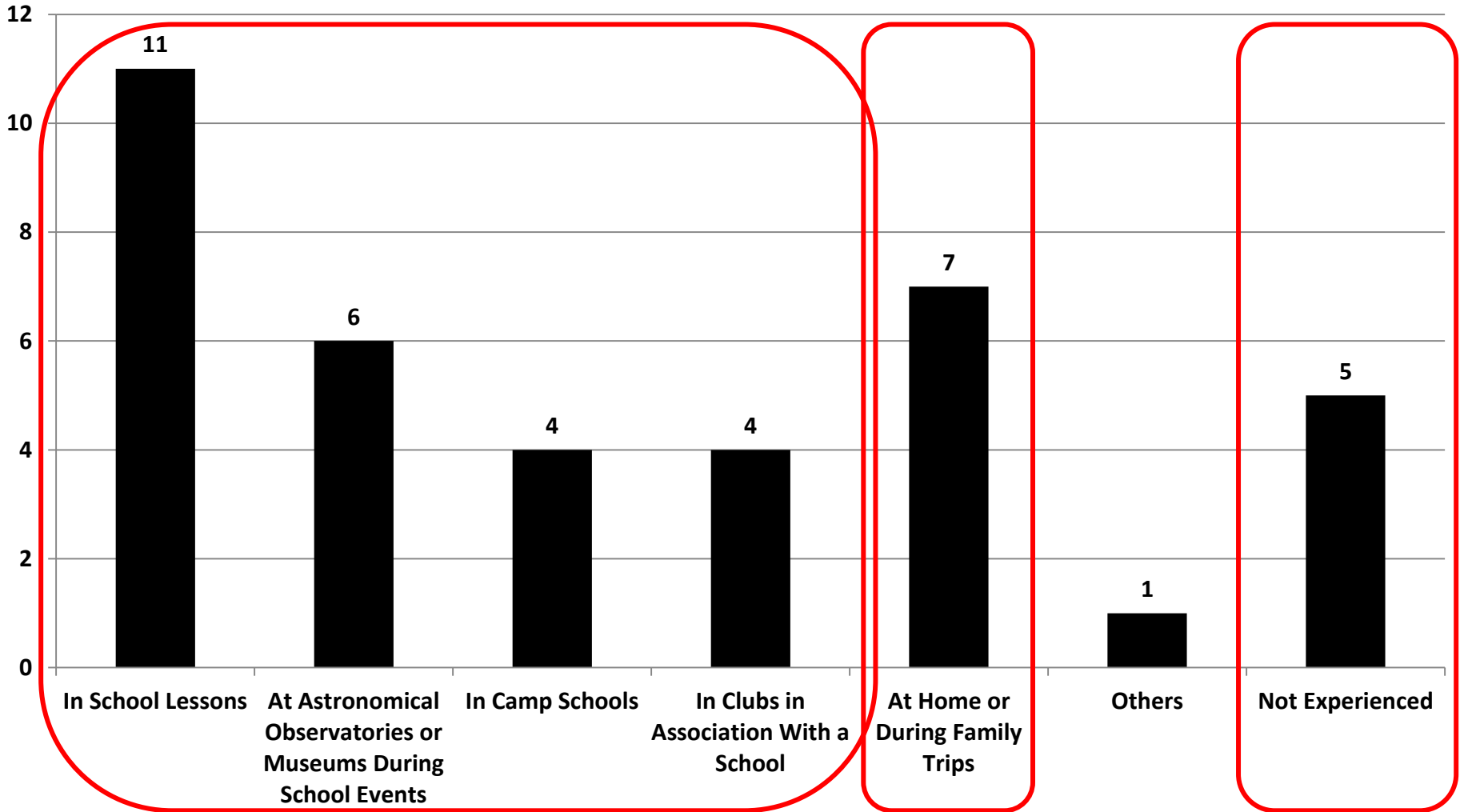
The Relation With the People  
From the Viewpoint  
of the Respondents  
(Free Writing, N=9)

men



# Where had you looked through a telescope in the past? (Multiple Choice, N=26)

men



## **“Media Content” Which Have Scenes of Stargazing or a Starry Sky and Left Impressions on Respondents’ Mind (Free Writing, N=12)**

<b>Content Types</b>	<b>Titles etc.</b>
<b>Novels and Young-adult Fictions</b>	
<b>Songs</b>	“Onaji Hoshi”, “Tentai Kansoku”, “Starry Heavens”, “Kimi no Shiranai Monogatari”, “Meteor”, “Planetarium”, “Iteza Gogo Kuji Don't be late”
<b>Comics</b>	“Hoshi no Hitomi no Silhouette”, “Natsu no Rocket”
<b>Anime</b>	”Space Battleship Yamato”, “Macross”, “Bakemonogatari”
<b>Computer Games</b>	
<b>Actual Photos and Films</b>	Photos of Stars Got From an Astronomical Worker at Akashi City, Hyogo Pref.
<b>Others</b>	

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## Conclusion

- It was difficult to appeal to “augmented realistic imagination”, because the author’s cosplay wasn’t understood.
- The participants seemed to feel that stargazing became more familiar.
- Future tasks are revealing the following:
  - Details of effects of the stargazing party
  - The relation between the respondents’ experiences in stargazing in the past, their images of astronomy, and media representation



## Acknowledgement

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