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Holding and Evaluation “Real Stargazing Party” at an Anime Festa in a Region

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1. Introduction

2. What is “TOYAKO Manga Anime Festa”?

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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

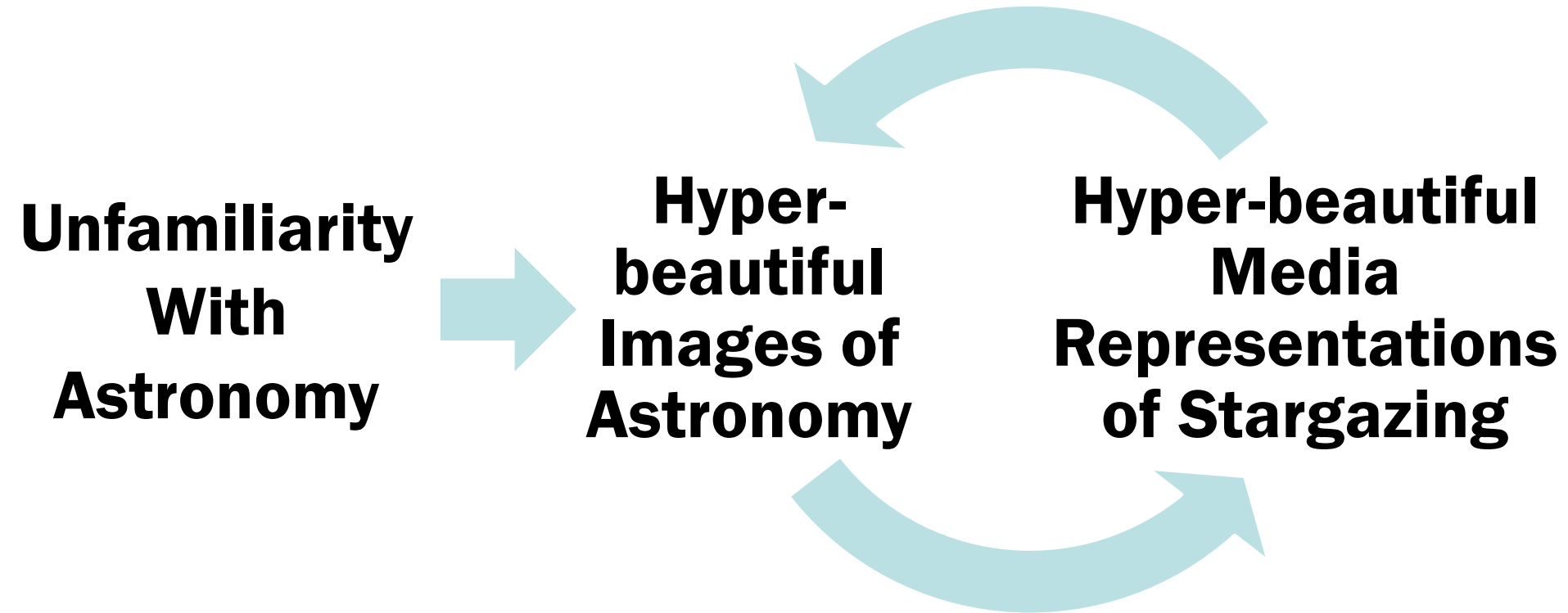
“Kimi no Shiranai Monogatari”

“Bakemonogatari”

“Brynhildr in the Darkness”



Recursive Reinforcement of the Images of Astronomy



“Real Stargazing Party”



“Kimi no Shitteru Monogatari”



“Akatsuki o Mirunhirude”



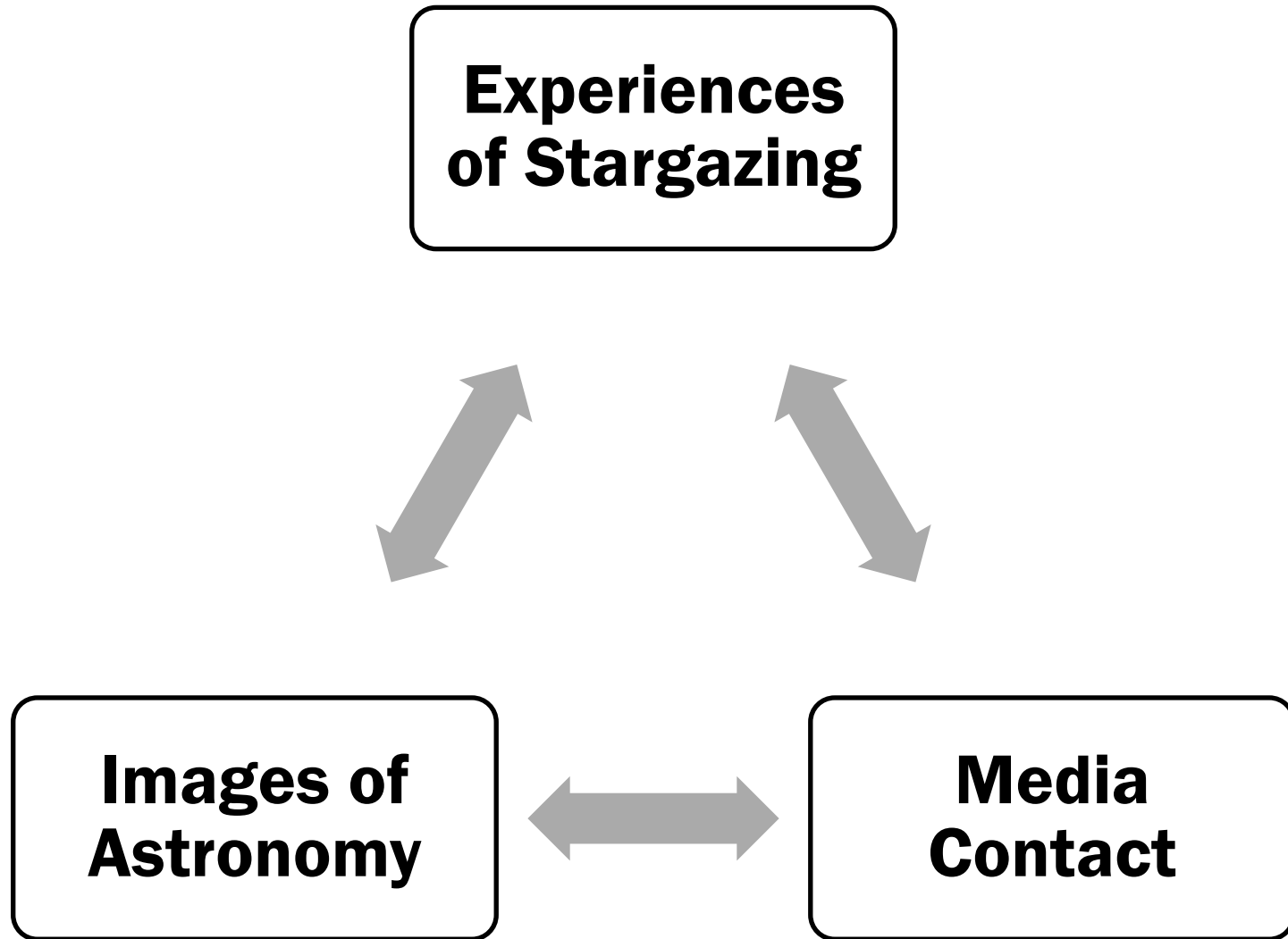
“Augmented Realistic Imagination” Shown in the “Anime Pilgrimage”

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 most recent TMAF was marked a record of 53,000 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.



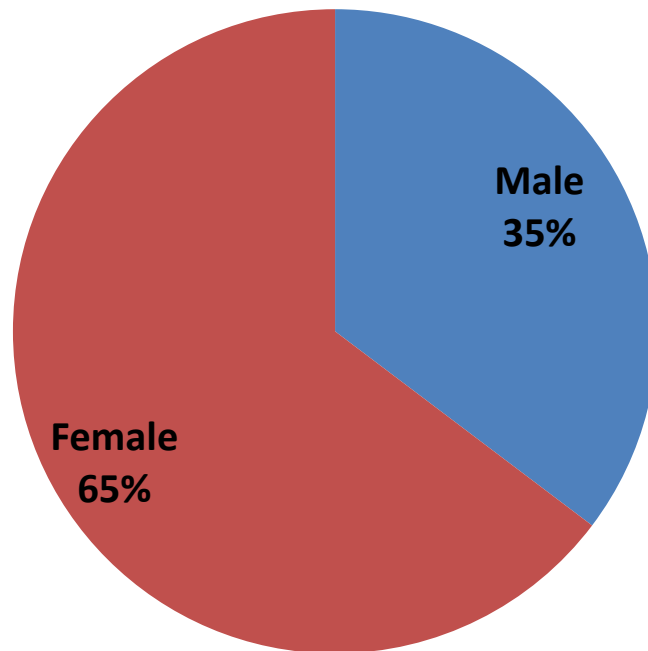
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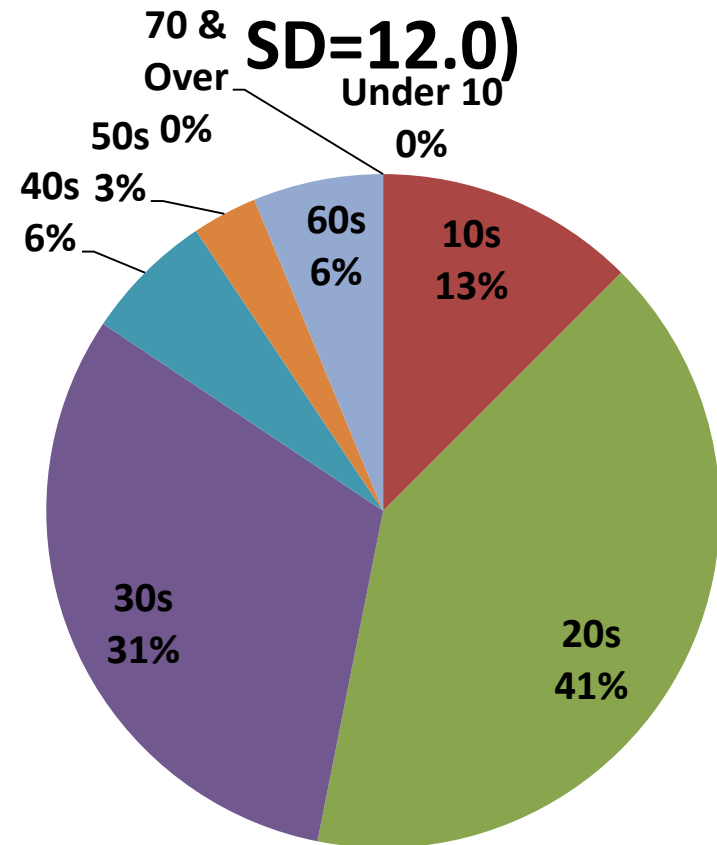


Gender & Age

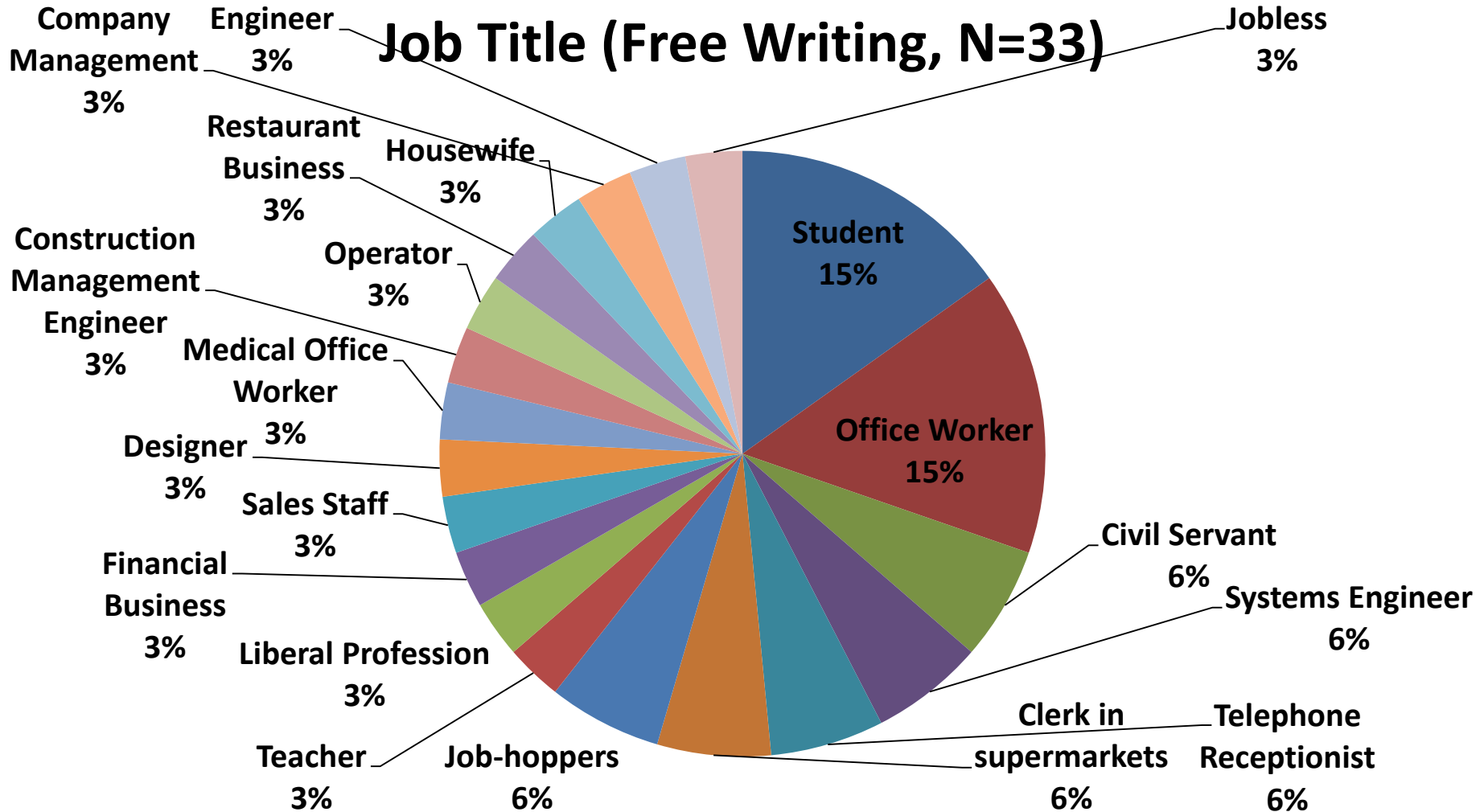
Gender (N=34)



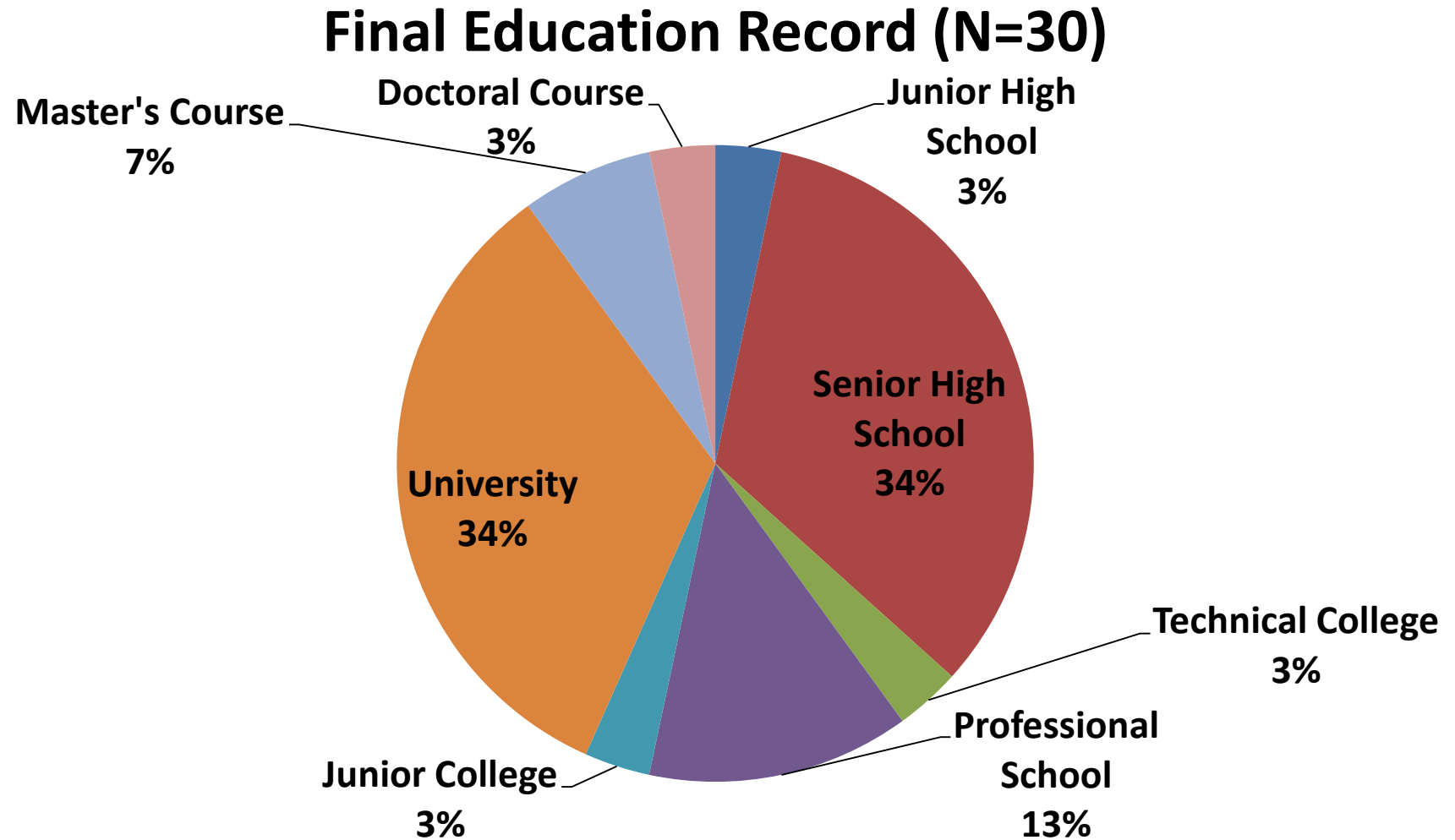
Age (N=32, M=31.0, SD=12.0)



Job Title

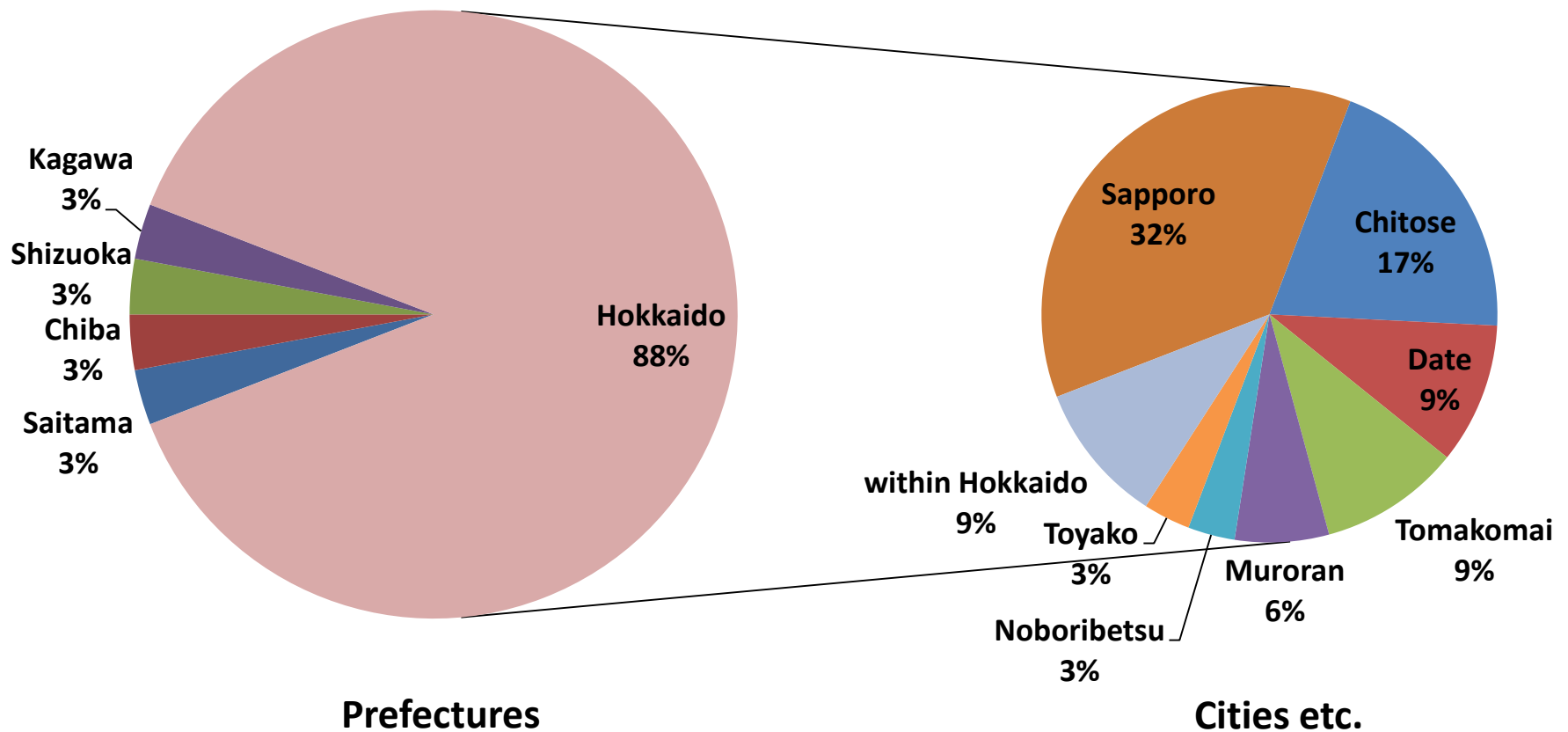


Final Education Record

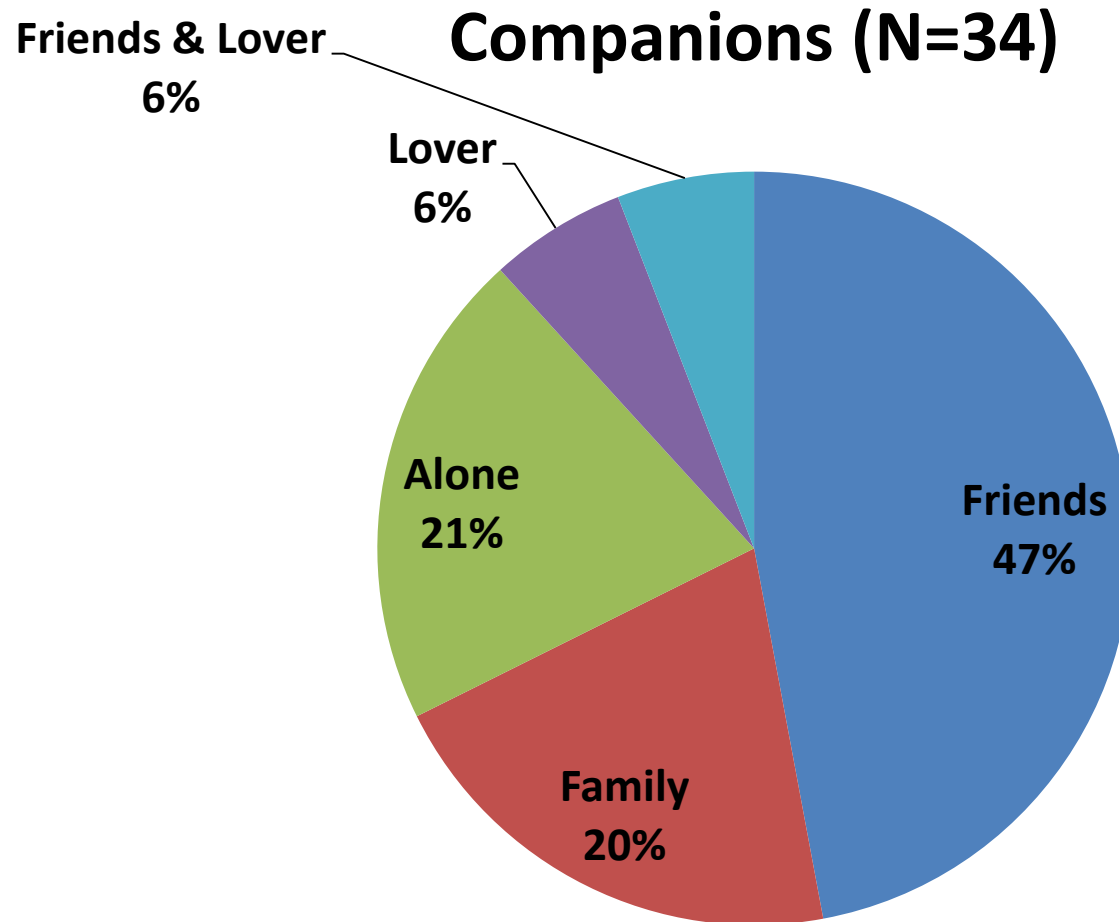


Address

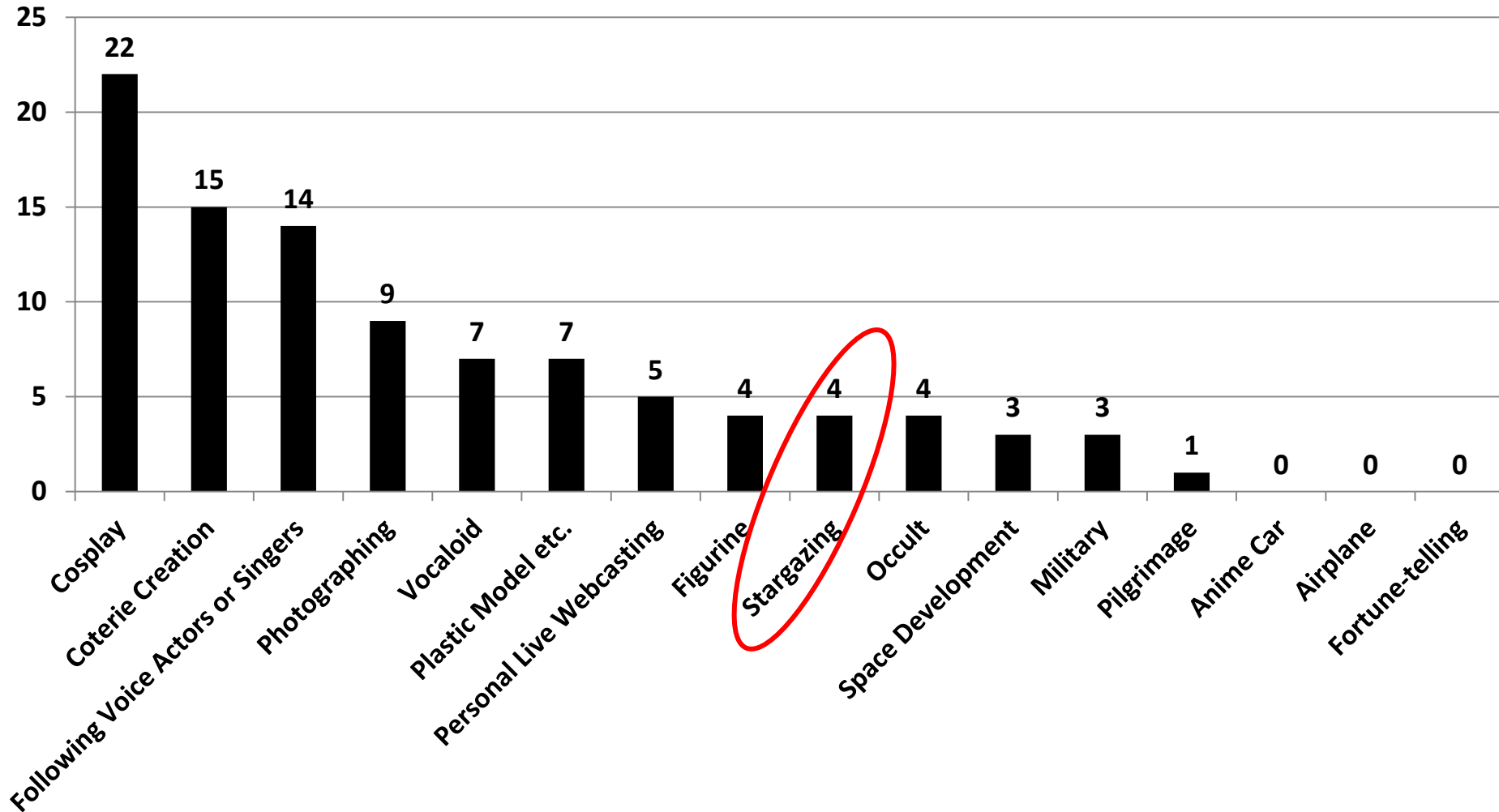
Address (N=34)



Companions

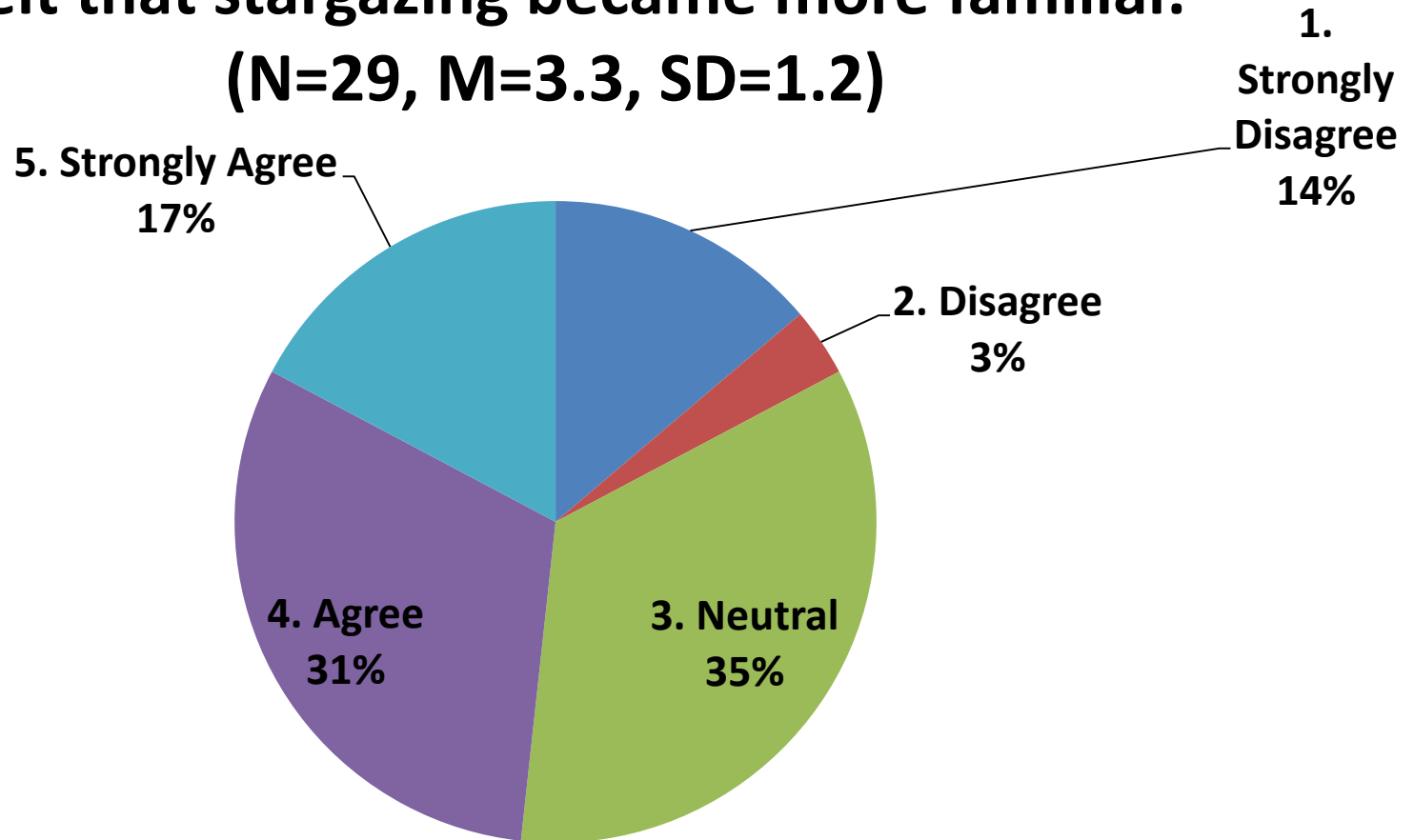


Weighted Sums Calculated From the Number of Respondents Whose “Hobbies” Correspond to Each of These Choices (N=17)



Evaluation Items of Impression (5-point scale)

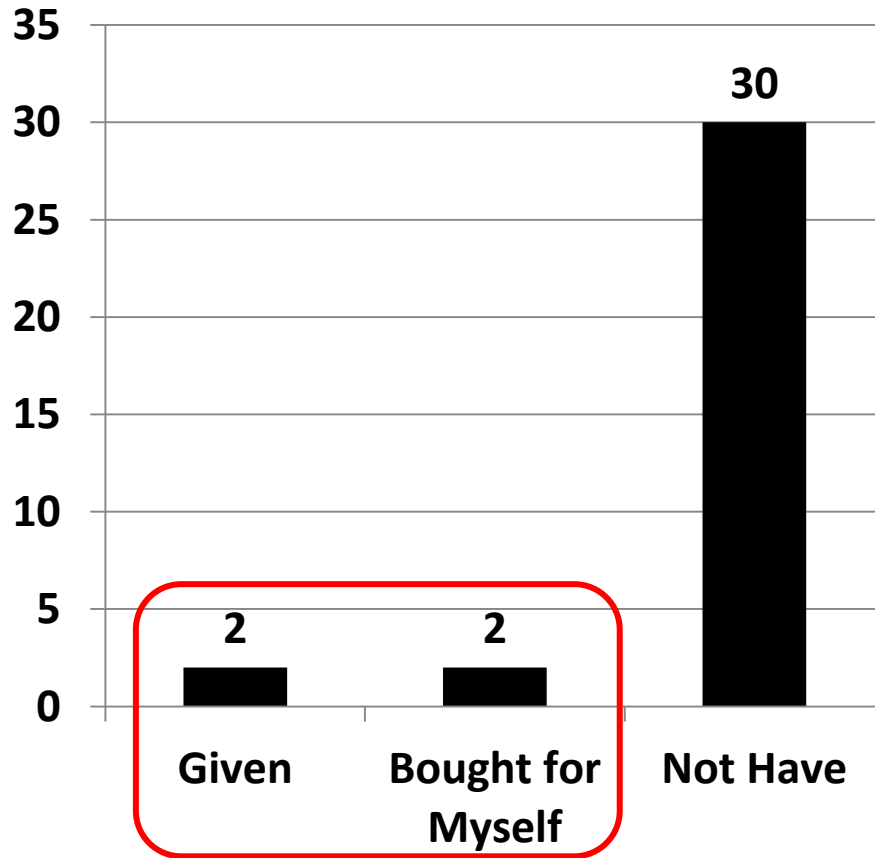
I felt that stargazing became more familiar.
(N=29, M=3.3, SD=1.2)



Ownership of Telescopes

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

men



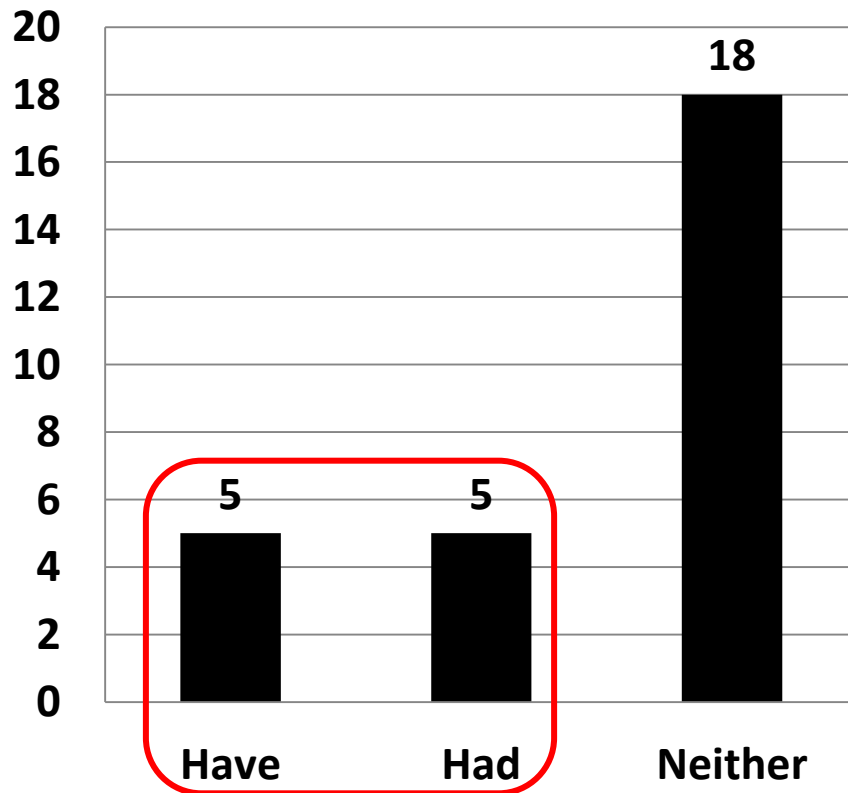
- The respondents were given telescopes by their fathers or mothers.
- The respondents had been given or bought telescopes during 12-15 years of age.



People Liking Stargazing Around the Respondents

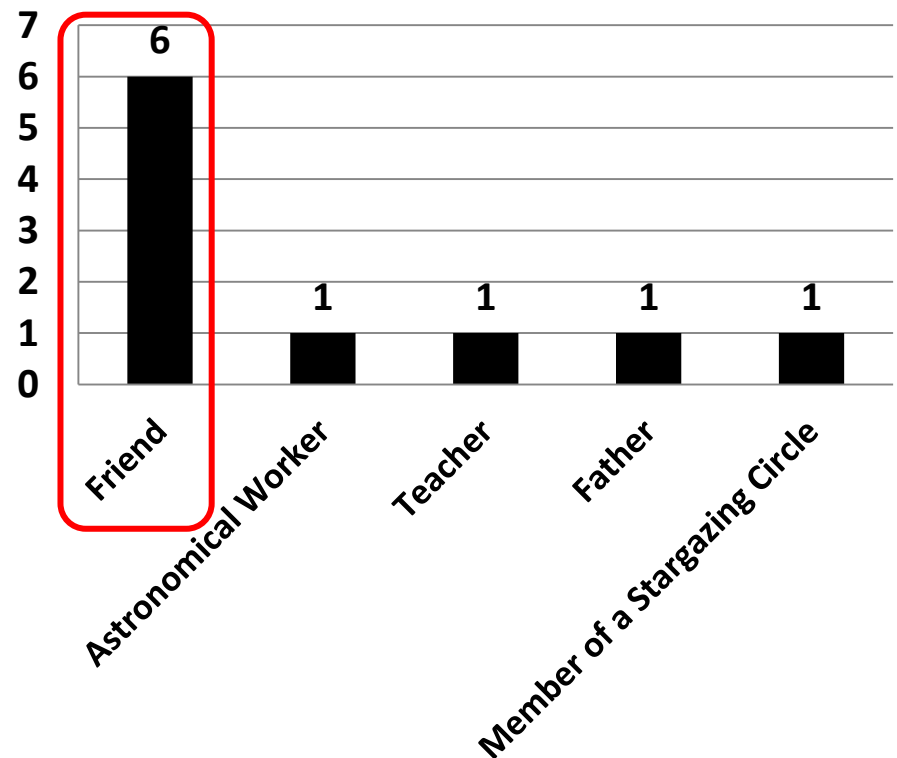
Do you have people liking stargazing around you?
(Multiple Choice, N=28)

men



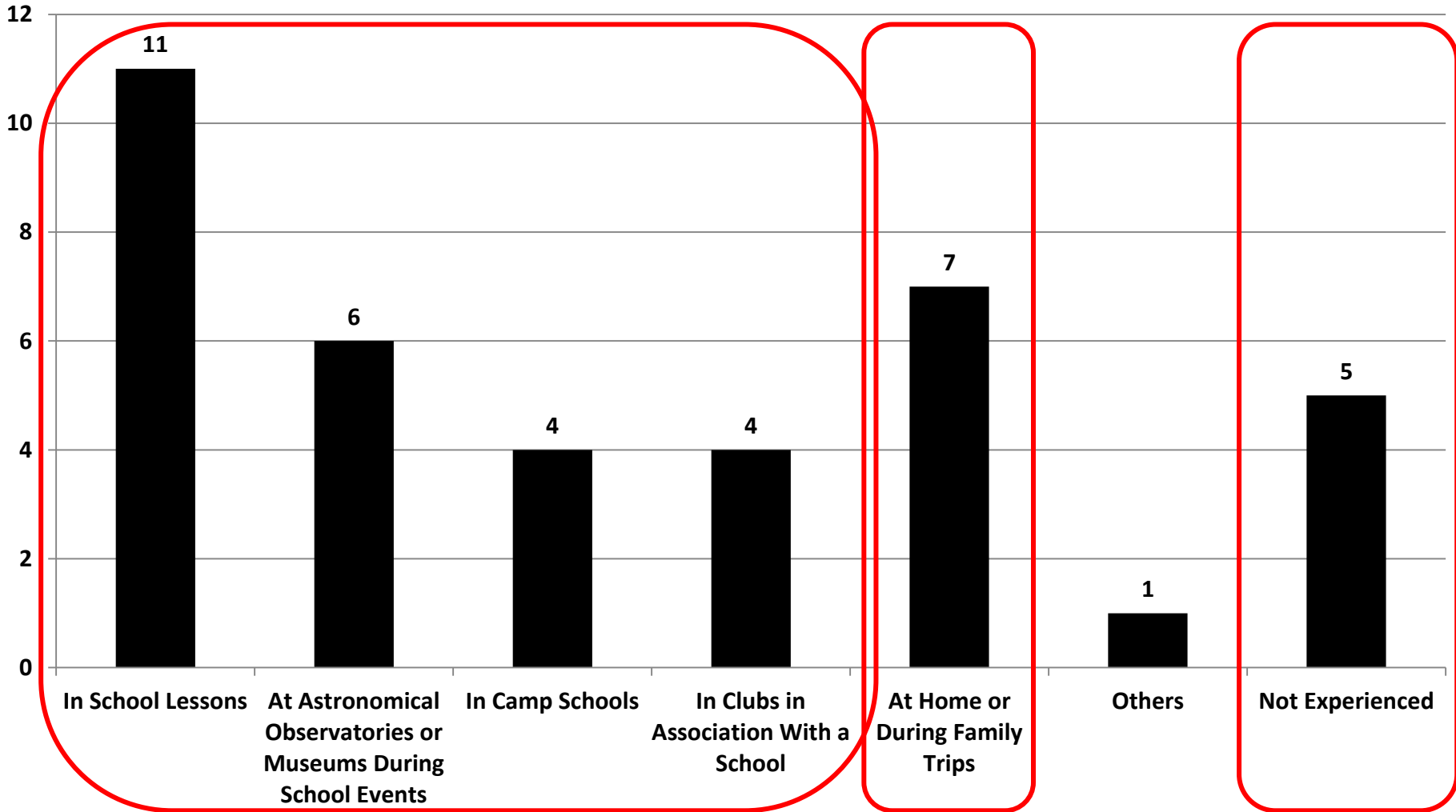
The Relation With the People
From the Viewpoint
of the Respondents
(Free Writing, N=9)

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)

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

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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.
- The future task is revealing the following:
 - The relation between people’s experiences in stargazing in the past, their images of astronomy, and media representation



Acknowledgement

I'd like to express my gratitude to the following: Mr. Daisuke Oda of Messier Card Co., Ltd., who helped me to hold the stargazing party, all members of The Committee for the Promotion of TOYAKO Manga Anime Festa/ Lake Toya Hot Spring Tourism Association, who let me hold the party and cooperated variously, Mr. Takayoshi Yamamura of Hokkaido University Center for Advanced Tourism Studies and all members of Society for the Study of Contents Tourism, who helped me to hold the party diversely, and all the respondents of the questionnaire survey.



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