Virtual Communities for Public Communication of Astrobiology A. Rubio-Garcia[1,2], A. Segura[3], M. Gómez-Salazar[2], F. López-Veneroni[3], L. Olivé-Morett[4], [1]Posgrado en Filosofía de la Ciencia, [2]Facultad de Filosofía y Letras, UNAM; [3]Instituto de Ciencias Nucleares, UNAM, [3]Facultad de Ciencias Políticas y Sociales, UNAM, [4]Instituto de Investigaciones Filosóficas, UNAM.

Introduction: Most efforts regarding public outreach of science in Mexico (magazines, websites, blogs, radio and t.v. spots and shows) subscribe to the practice of *interruption* [1] strategies. From this strategy, public outreach of science may well be reduced to a product, which competes in an asymmetrical way in a large media environment; mostly because of a lack of resources whether they are human, financial, or related to almost non existent distribution channels between audiences and scientists. This Project proposes an internet platform (website) for public communication of astrobiology that takes advantage of the knowledge built through the interaction between scientists, science communication experts and specific audience within the third environment (3E) in order to fulfill the main objective of public science communication: establishing a link between the world of science and other worlds.

Methodology: We start from making a critical analysis of two different perspectives: The first one comes from the 3E, in McKenzie's Wark *Hacker's Manifesto* which offers a cognitive tool: *hacking* [2], that enables the construction of new planes of interaction within the virtual space between users from different knowledge communities. It configures itself as a principle of social innovation that may bring a humanized perspective into the 3E. The second perspective comes from the academy and belongs to Javier Echeverria. It is known as Knowledege Republics [3] and its main argument revolves around the importance of the cognoscent subject as an agent, capable of introducing action principles, under an axiological notion, that promotes the adoption of democratic and republican values to the practices within the 3E. From the analysis of these perspectives and trough the recognition of different levels of expertise from the users of the 3E, we have a constructed an intermediate proposal, which in turn is the project guide, characterized by: a) its consideration to the multiculturality of the individuals involved in this science communication proposal b) collaboration between diverse disciplines in the production of the information c) its free and unrestricted access d) guided by the needs of the original communities of the 3E users. This theoretical framework is represented in the internet as a website (Fig. 1) that freely shares webcomic, video and brief blog articles developed through the interaction of scientists, science communicators and members from specific audiences.

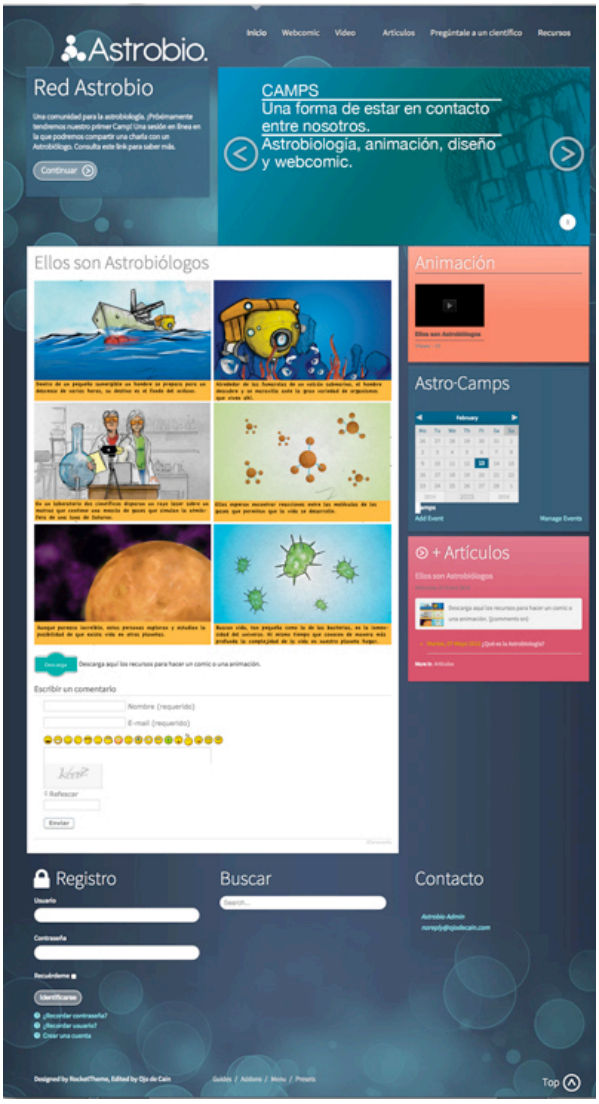

Figure 1. Red Astrobio Website

References: [1] Godin, S. 2000. Do You Zoom Inc, pp. 13-17. [2] Wark, M. 2004. A Hacker´s Manifesto.Harvard University Press, Cambridge, Massachusetts & London, England. [3] Echeverría, J. 2009. in Suárez, R. (Coordinador) *Sociedad del Conocimiento. Propuestas para una Agenda Conceptual*. UNAM. México, D.F., p. 45. [4] Trench, B. (2008). *in Handbook of public communication of science and technology*. Routledge International Handbooks. [5] Collins, H. M. andEvans, R. 2002.The Third Wave of Science Studies: Studies of Expertise and Experience, *Social Studies of Science,* 322,235-296.