

**NASA'S PLANETARY ANALOGS WEBSITE: A NEW SCIENCE COMMUNICATION RESOURCE.** N. Whelley<sup>1</sup>, C. Barry<sup>2</sup>, J. Richardson<sup>1</sup>, and M. Wasser<sup>2</sup>, <sup>1</sup>NASA Goddard/University of Maryland ([nicole.l.whelley@nasa.gov](mailto:nicole.l.whelley@nasa.gov)), <sup>2</sup>NASA Goddard/ADNET Systems Inc. ([caela.e.barry@nasa.gov](mailto:caela.e.barry@nasa.gov)).



*In this pair of panoramas, members of NASA's RISE2 team study volcanoes in New Mexico to better understand volcanoes near the historic Apollo 17 landing site on the Moon. Credit: NASA/Lora Bleacher (top), NASA (bottom).*

**Introduction:** NASA's new Planetary Analogs website, scheduled to launch in February 2021, is a public-facing information hub and a tool for science communication. Scientists who share planetary analog research with broad audiences may find it useful as a resource. Readers can access this content at any time on [solarsystem.nasa.gov](http://solarsystem.nasa.gov).

The website communicates fundamental aspects of planetary analog science in a clear, approachable manner. A multi-phase content launch ensures that key information is available as soon as possible while plans for enriched content move forward.

**Phase 1 Content:** The website's Phase 1 launch provides an overview of planetary analogs, particularly geologic analogs, at approximately an eighth-grade reading level. Verbal and visual storytelling convey Earth's remarkable role in helping scientists to understand our solar system's past, present, and future. Examples of early-career scientists at work in the field feature prominently. Highlighted topics include volcanism, tectonism, erosion, and impact cratering. Specific mission analog and astrobiology analog investigations from the planetary science community, with links to existing NASA websites focused on these topics, are included for additional context. Phase 1

content concludes by emphasizing the value of interdisciplinary collaboration to scientific success.

**Phase 2 and Beyond:** Future additions to Planetary Analogs website content will build on and complement the Phase 1 launch.

*Interactive gallery of planetary comparisons.* Website users will manipulate pairs of images that illustrate visible and scientifically significant similarities between landscapes on different worlds. This feature will use the same infrastructure as the Images of Change gallery on [climate.nasa.gov](http://climate.nasa.gov) (which the authors would also recommend as a resource).

*Expedition gallery.* Visitors will explore analog research field sites around the world through the eyes of NASA scientists at work.

*Spinoff content.* Supporting articles and features will offer additional coverage related to topics introduced on the home page.

**Platform and Presentation:** Phase 1 content is structured as a single web page, located under "About Planets" on NASA's Solar System website. Future phases will likely expand into multiple pages across a dedicated category in the Solar System navigation menu.

**Opportunities for Collaboration:** The NASA Planetary Analogs website will continue to grow and improve over time in order to better meet the needs of a broad public audience. Interested readers, science communicators, and analog scientists all hold valuable perspectives that contribute positively to this process.

*All community members.* The authors welcome input regarding website content and features. Discussion is invited at this conference and through external correspondence.

*NASA-funded expeditions.* Analog researchers who are interested in sharing images of their NASA-funded field work for possible inclusion in future site content are encouraged to contact the authors.

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