



Pilot Notes from NASA

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These are points that helped frame the purpose and expectations of NASASphere participants.

1. Set rules of engagement

Provide boundaries of “*how*” and “*what*” they can discuss in an online social network to keep down or eliminate the “*what I did last night*” postings and focus on work-related questions and comments.

2. Give them a task

Ask participants to do some tasks, like post **X** number of questions or comment on **X** number of questions or ideas. This gives people meaning and purpose for participating during a pilot.

3. Allow them to invite work colleagues

Set restrictions on the back end of your invite system, tell the participants what they are, and then stand back and watch the online social network grow.

How NASA used online social networking for business

Sharing a “day-in-the-life” of a NASA scientist

A young scientist working at NASA’s Ames Research Center on the LCROSS mission connected her Twitter feeds to NASA_{SPHERE}. Her Twitters gave the NASA_{SPHERE} participants a real-time view into the “day-in-the-life” of a scientist as she prepped a NASA mission.

Kimberly Ennico
end of northumberland country today, tomorrow is scottish borders with family for a few days, beautiful grey rainy skies (she says for now)
Updated 21 days ago.

Research Astrophysicist, Science

Recent Activity About Photos Contacts Resumé Worklog

JUNE 12

- posted a message on Twitter
working LCROSS documentation of testing activities to help frame for tomorrow's meeting for paths forward
- posted a message on Twitter
quick cup of tea and it's back to NGST for debriefing on LCROSS payload test activities.
- posted a message on Twitter
reached a stopping point, bed time, then up early to go back to env labs for debrief.
- posted a message on Twitter
still doing data redux and documentation for today's LCROSS electrical testing on the payload, and yes it is 1am and counting!

Level 1: 13 Points

Add to your contacts

Contact

- www.facebook.com
- www.twitter.com
- www.linkedin.com
- www.youtube.com
- www.google.com
- www.yahoo.com
- www.scoop.intel.com

LCROSS is a moon impact mission scheduled to occur in early 2009. The impact will eject material from the crater’s surface to create a plume that specialized instruments will be able to analyze for the presence of water (ice and vapor), hydrocarbons and hydrated materials.

How NASA used online social networking for business

Asking where to find critical information and data to support a NASA task

A young Engineering Trainee in the IT Mission Support group, Office of the Chief Information Officer at NASA's Kennedy Space Center, needed data so he could create a physics-based simulation of the lunar surface. He posted his question to NASA^{SPHERE} and received a name of an expert and sources for data.

Questions

[Add a new Question](#)

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Questions - Science

Where can I find Lunar Terrain Data?


Tue July 01, 2008 4:14 AM

I'm looking for any kind of terrain data for the moon. This includes things like elevations, location, soil content consistency, etc. Does anyone know where I can find this detailed information or who I should speak to in order to get it?

EDIT: The data needs to be detailed enough to create a physics based simulation of the lunar surface.

[Share](#) [Add this question](#)

Answer this question



David Miranda

How detailed do you need it? Paul Spudis' The Once & Future Moon is a fair introduction to selenography, for instance, & 8 of the NASA libraries have a copy. There are several good atlases of the Moon out there, too-see

ANSWERS:

Directions to an expert, atlases and data sets

I recommend looking at lunar data sets from the Planetary Data System. The website below is from the PDS node at Washington University in St. Louis.

<http://pds-geosciences.wustl.edu/missions/mx/index.htm>

How NASA used online social networking for business

Presenting and vetting an idea to NASA's collective intelligence

A senior program/project manager in the Office of the Chief Information Officer at NASA's Jet Propulsion Laboratory has been researching and developing a project idea for several years. The Mars E-mail Project, as it is called, explores new technologies that will enable e-mail communication between the public and interplanetary spacecraft.

The ultimate goal of the project is to use technology in an education and outreach program that will culminate with a K-12 student sending e-mail to a Mars spacecraft/rover and receiving a personal response back. NASA_{SPHERE} provided a new avenue to vet his idea with NASA knowledge workers in a manner that was previously not possible.

The screenshot shows the 'Ideas' section of a website. At the top right is a button that says 'Add a new Idea'. Below it are four tabs: 'Latest Ideas', 'Popular Ideas', 'My Ideas', and 'My Favorite Ideas'. The main content area is titled 'Ideas - Education/Public Outreach' and features a post titled 'Dear Mars (The Mars E-Mail Project)'. The post is dated 'Sun May 11, 2008 9:13 PM' and has a rating of 4.2 based on 5 ratings, represented by four full stars and one half star. To the right of the post is a portrait of a man with a mustache, identified as Douglas. A large blue callout box is overlaid on the bottom half of the post, containing the text: 'COMMENTS: Douglas received 13 postings filled with suggestions and endorsement of his idea.'

How NASA used online social networking for business

Enhancing the employee directory with interests, expertise, and contact info

NASA has an Agency-wide employee directory for employees and contractors that is limited to information such as NASA center, e-mail, and phone number. NASA^{SPHERE} provided an opportunity for NASA^{SPHERE} participants to share rich expertise information, like a profile photo, personal and professional interests, research interests, and job history. NASA^{SPHERE} also allowed pilot participants to share contact information like instant messaging and cell phones numbers.

Celeste Merryman

Demo'ing NASA^{SPHERE} to the Deputy Chief, Knowledge Management (J6K), United States Strategic Command who sought me out to find out more
Updated 20 days ago.

Knowledge Management Leader, Office of the Chief Information Officer

Recent Activity About Photos Contacts **Resumé** Worklog

Level 2: 350 Points

Job History

Knowledge Management Leader - JPL
August, 2006 - May, 2008

Order of oldest to latest description of activities:

- Found, developed, and implemented...
- Supporting NASA Lessons Learned
- Working on getting a much improved Network communities of practice.
- Designed and developed the redesign experience, usability.
- Designed and coordinated the Insider
- Started out with JPL doing NASA.gov publishers to NASA.gov. Traveled at

Information / Web Architecture - Ames
May, 2002 - August, 2006

Most significant were:

- Assisted the Strategic Management funds.
- Assisted in the establishment of the the web site redesign, and proposal

Personal Interests

I play on a women's softball team in a San Jose league. It has been really great. I also really enjoy yoga classes; playing flag football with friends; playing games (current fav is Muncin) with friends; and of course camping with my family which includes a 7 yr and 6 yr old.

Professional Interests

First off, I love innovation and creative thinkings, so I try to get that into my jobs as much as I can.

Your Expertise

Usability, user experience, web analytics

Research Interests

Psychology of social networking and groups, social networking in general, usability, user experience

Favorite Conference(s)

KM World, anything to do with Web 2.0 and beyond (looking for some good ones)