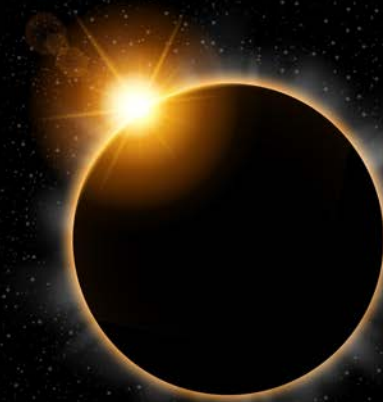


EXPECTATION MANAGEMENT: What to expect when you are expecting an eclipse

Dr. Kate Russo

Founder, Being in the Shadow

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BEING
IN THE SHADOW COM

TOTALITY: A UNIQUE AND AWE-INSPIRING EVENT



ABOVE YOU

The only time you can see the ethereal solar corona, and some beautiful features such as the diamond ring, Baily's beads, prominences, and chromosphere



AROUND YOU

The temperature drops as the Moon's shadow dramatically casts an eerie darkness, with gorgeous sunset colours on the horizon



WITHIN YOU

A range of unexpected emotions happen, including primal fear, goosebumps, awe, feelings of insignificance, connection, euphoria. Your sense of time changes, and you are immersed in the moment

ARE WE IN DANGER OF OVERHYPE?

OVERHYPE - "...to make exaggerated claims about an event; publicize or promote excessively." (Oxford dictionary)



Idaho man falls victim to 'eclipse over-hype,' loses \$20,000 on weekend event for small crowd

Cascade, Idaho – in the path of totality. Much of the overhype for the eclipse relates to repeated media focus on 'eclipse Armageddon' – the overreporting of expectations of numbers, crowds, traffic chaos.



[Digital Culture](#)

I'll never care about your overhyped eclipse

Pro-space purists over-promote celestial events, and we need to form a #resistance.

By [Heather Dockray](#) on August 18, 2017



“As long as I can remember, people have been pushing these “once-in-a-lifetime” space events down my throat. They're underwhelming and far too frequent. Think the eclipse is any different? You're wrong.”

THE ISSUE

The total solar eclipse as an experience is actually worthy of the hype...

BUT only for those in the path of totality.

Outside of the path, the 'hype' does not apply.

The majority will be viewing outside of the path of totality.

How can we manage eclipse expectations for the majority?

**OVERHYPE CREATES
LARGE GAP BETWEEN
EXPECTATION &
REALITY**



EXPECTATION



Drop of disappointment

REALITY

The age of over-hype



SUPER MOON
JUNE 23, 2013

THIS YEAR'S LARGEST AND CLOSEST "SUPER MOON" WILL OCCUR ON JUNE 23, 2013.

THIS SUPER FULL MOON IS NOT ONLY THE CLOSEST AND LARGEST FULL MOON OF THE YEAR, IT ALSO PRESENTS THE MOON'S CLOSEST ENCOUNTER WITH EARTH IN A LONG TIME.



 **Amar Adatia** ✓
@amaradatia [Follow](#)

Expectation vs reality #supermoon 😂

12:48 AM - 15 Nov 2016

👤 206 ❤️ 414

SUGGESTIONS

- Try to curtail any media overhype you encounter, especially related to 'eclipse Armageddon'; instead focus on the ongoing planning for capacity
- Try to educate about what to expect within and outside of the path without minimising the experience of others
 - i.e. within the path totality lives up to the hype
 - Outside of the path, the partial eclipse is interesting and enjoyable
- Be proactive with the media so they are less likely to zone in on overhype stories
- Be aware that messaging that only focuses on 'get into the path of totality' is meaningless for towns and communities not located in the path! You cannot move a town.

TOTALITY: A UNIQUE AND AWE-INSPIRING EVENT



ABOVE YOU

The only time you can see the ethereal solar corona, and some beautiful features such as the diamond rings, Baily's beads, prominences, and the chromosphere



AROUND YOU

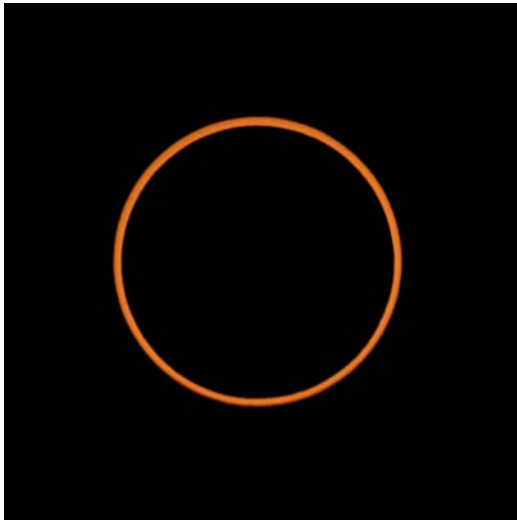
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WITHIN YOU

A range of unexpected emotions happen, including primal fear, goosebumps, awe, feelings of insignificance, connection, euphoria. Your sense of time changes, and you are immersed in the moment

ANNULARITY: AN INTENSE EVENT LEAVING YOU WANTING MORE



ABOVE YOU

Through solar filters, you will see the Moon's disc cover the Sun's center, leaving a ring.



AROUND YOU

Over time, the intensity and quality of light will dim and temperature may drop.

PARTIAL SOLAR ECLIPSE: AN INTERESTING EVENT TO OBSERVE

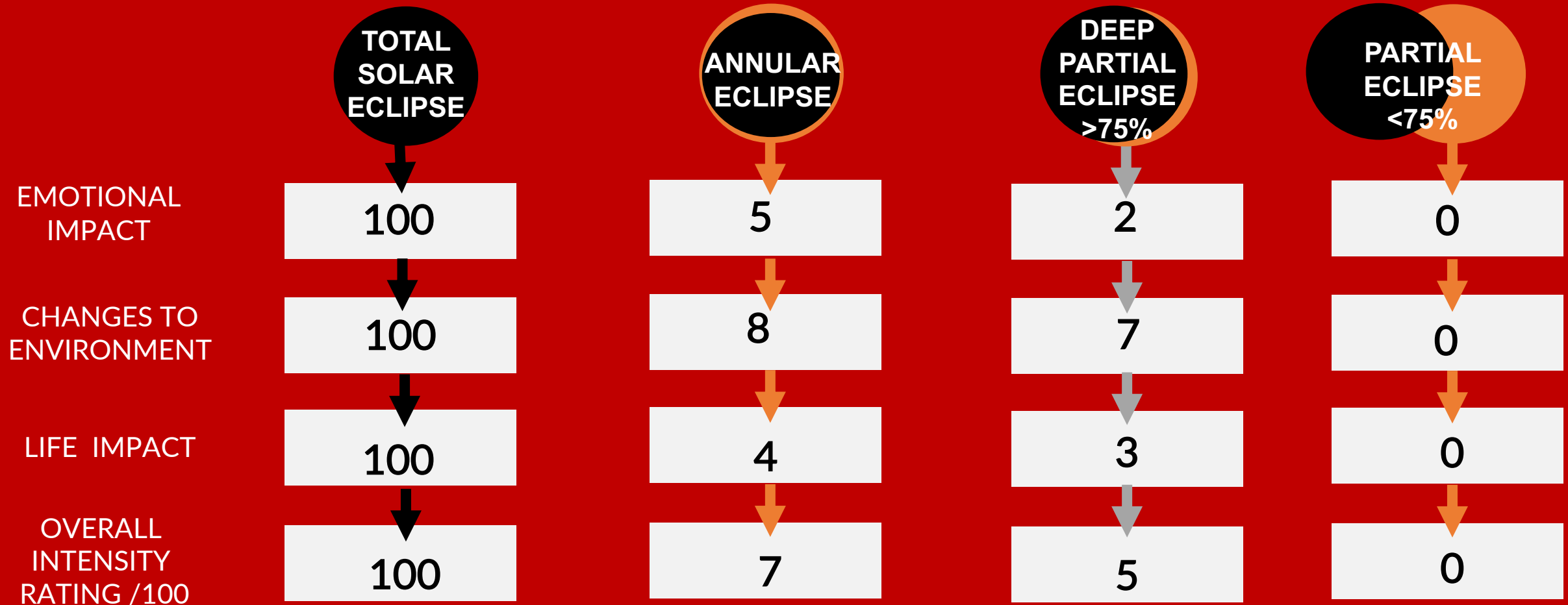


ABOVE YOU

Through solar filters, you will see the Moon's disc blocking out the Sun.



Kate's Eclipse Expectations: subjective guide



DISCUSSION POINTS

- Use of subjective table, helpful? Other categories to rate?
- What about the experiences of those on 'the edge' – reports of edge phenomenon are more intense in some respects than near the centreline of the path (e.g., see below article, and especially section on 'naked eye view of eclipse' from the edge of the path)
- See poster of my work with Shire of Ashburton, where Onslow is on the edge of the path (99.3%), but within the path for 2038, and how we are preparing



Estimation of the Eclipse Solar Radius by Flash Spectrum Video Analysis

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LEVERAGING MULTIPLE TOTAL ECLIPSE OPPORTUNITIES IN AUSTRALIA

An Eclipse & Dark Sky Strategy for the Shire of Ashburton, Western Australia
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shire of Ashburton