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

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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.
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

Drop of disappointment
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.

Expectation vs reality #supermoon 😂
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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.
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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

**Emotional Impact**
- Total Solar Eclipse: 100
- Annular Eclipse: 5
- Deep Partial Eclipse (>75%): 2
- Partial Eclipse (<75%): 0

**Changes to Environment**
- Total Solar Eclipse: 100
- Annular Eclipse: 8
- Deep Partial Eclipse (>75%): 7
- Partial Eclipse (<75%): 0

**Life Impact**
- Total Solar Eclipse: 100
- Annular Eclipse: 4
- Deep Partial Eclipse (>75%): 3
- Partial Eclipse (<75%): 0

**Overall Intensity Rating /100**
- Total Solar Eclipse: 100
- Annular Eclipse: 7
- Deep Partial Eclipse (>75%): 5
- Partial Eclipse (<75%): 0
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