Contribution ID: **137** Type: **Oral Presentation**

# O02 - Astronomy Meets Pop Culture: On the Movements of Stars and Fandoms

*Monday, 23 November 2026 10:45 (15 minutes)*

This presentation examines how popular culture, including animation, music, films, and K-pop, can be used to bring astronomy closer to Thai audiences. It presents a selection of successful social media posts that linked popular topics with astronomical ideas, helping the content reach people beyond the usual science audience.

The presentation will also discuss how these connections were developed, what made them work, and how to keep the content engaging while maintaining scientific accuracy. The case studies offer practical lessons for science communicators who want to introduce astronomy to audiences whose main interests may lie elsewhere.

**Primary author:** THERDTHAMPAISAL, Hathaichanok (NARIT)

**Presenter:** THERDTHAMPAISAL, Hathaichanok (NARIT)

**Session Classification:** Contributor Session

**Track Classification:** Communicating Astronomy with the Public