



**PROGRAMME PEOPLE - RESEARCHERS' NIGHT 2013**

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**Project acronym: TRAIL**  
**Project title: Taste the researchers' life**

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**Annexes: Questionnaires utilised for impact assessment**

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## **Introduction**

This document represents the deliverable D3 Report on the Impact assessment of the TRAIL project which describes the activities and the achievements carried out under the Workpackage 3 Impact assessment.

## **Workpackage objectives**

The main objectives of the Workpackage 3 Activities during the Night were aimed at evaluate the actual impact of the activities carried out by the project on the enhancement of the public perception and recognition of researchers and of their role in modern society.

## **Workpackage progress and achievements**

The main Workpackage' tasks consisted of:

- Collection of data regarding the current public perception of researchers (EUROBAROMETER, questionnaires, interviews, previous assessments);
- Identification of indicators and parameters for assessing the achievement of the objectives, both qualitative and quantitative;
- Choosing the methodology for the selection of the sample (face to face interviews to be conducted prior to the event; ex-ante questionnaires filled up via web site by the potential participants to the events; ex-post questionnaires filled up face to face by the participants to the events and via the web site project;
- Setting up of questionnaires and guidelines for face to face interviews, with 2 compulsory questions, i.e. what other roles do play the scientists in our society? Has tonight made you think about the role or importance of scientists further?
- Training of pollsters;
- Organisation of the collection of answers (off and on line, on site and after the event), data processing analysis and conclusions;

Two semi-structured questionnaires have been designed in collaboration with the corso di Laurea in PSICOLOGIA E PROCESSI SOCIALI, Facoltà di Medicina e Psicologia University of Rome Sapienza. The impact evaluation of the TRAIL project has been done in collaboration with four students of the faculty as the final dissertation for their master degrees.

Two of them designed and analysed the semi-structured questionnaires and the other organized and conducted direct interviews with the attendees at the event. The questionnaires have been evaluated in a quantitative way, the qualitative aspects have been taken into account by the evaluation of the interviews.

The data analysis was conducted with the aim of achieving useful indications to determine the type of target that has attended the events and in order to gather the necessary information to be used for further improvements in the organization of future events. A sample of the questionnaire used is annexed at the end of the present document.

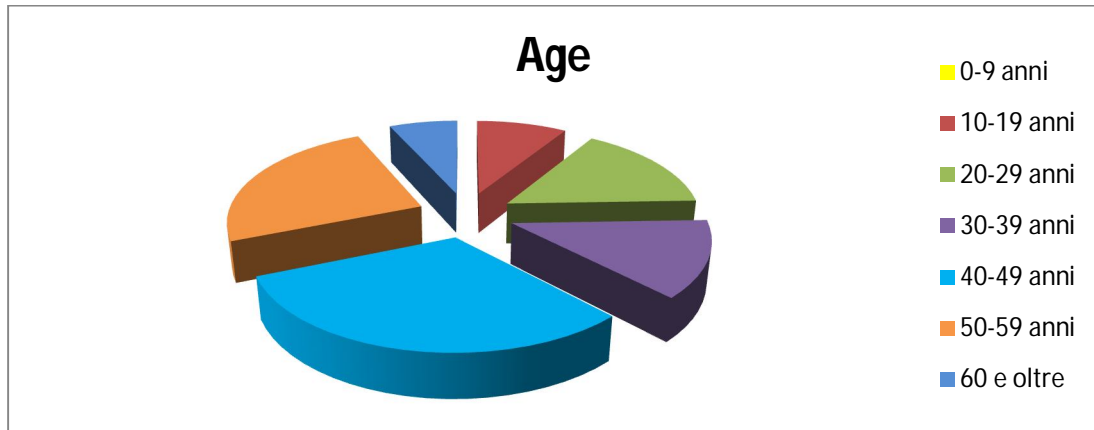
## **Respondents' profile and data analysis**

### Ex-ante questionnaire

A total of 90 EX-ANTE semi-structured questionnaires were administered before the Night events containing 14 questions.

Data analysis was performed using SPSS statistical software, in order to collect the necessary information on the respondents, and their expectations for the event.

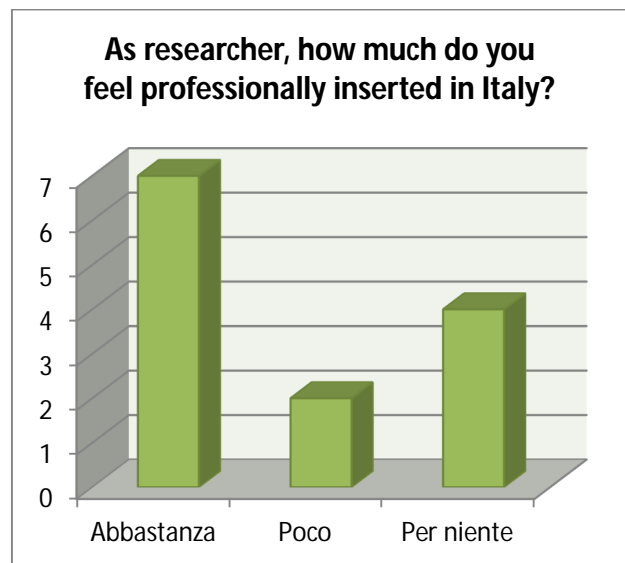
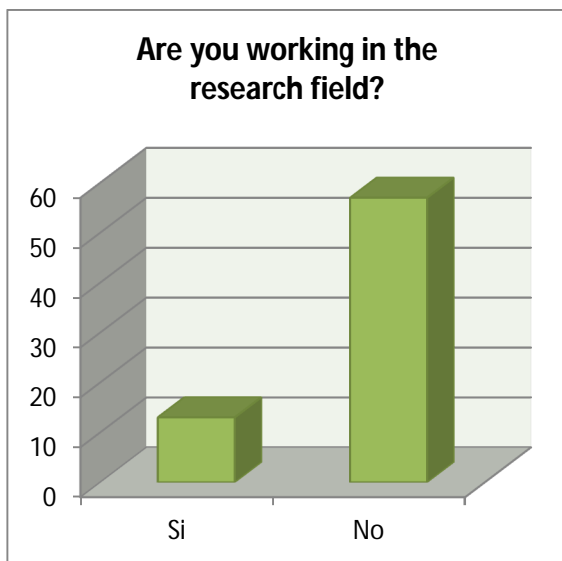
The 49.5% of participants were female, compared with the remaining 47.3% male.



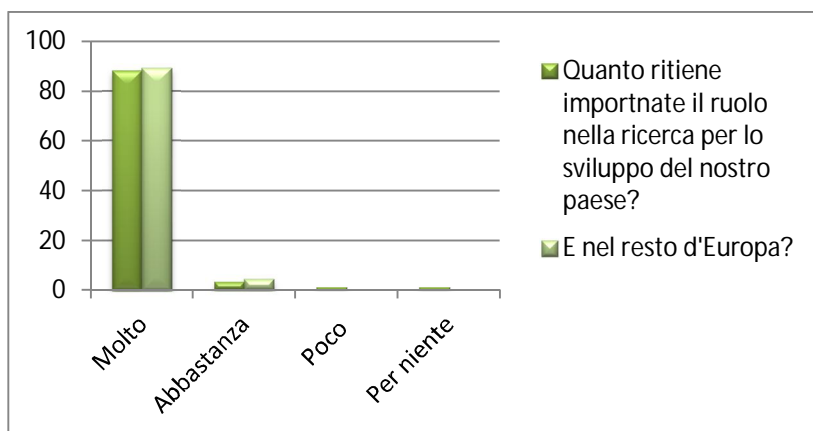
The analysis of the age groups noted that most of the respondents fall in the bands 40-49 (30.1%) and 50-59 (23.7%), followed by 15.1% in the third band (20-29), a 12.9% in the fourth (30-39) and 15.1% having 60 or more years and between 10-19; it does not appear to be any interview between 0-9, most likely because in those years the internet is not used often, and especially for this kind of thing.

The 43% of respondents claimed to have a bachelor's degree, whilst 34.4% have a high school diploma.

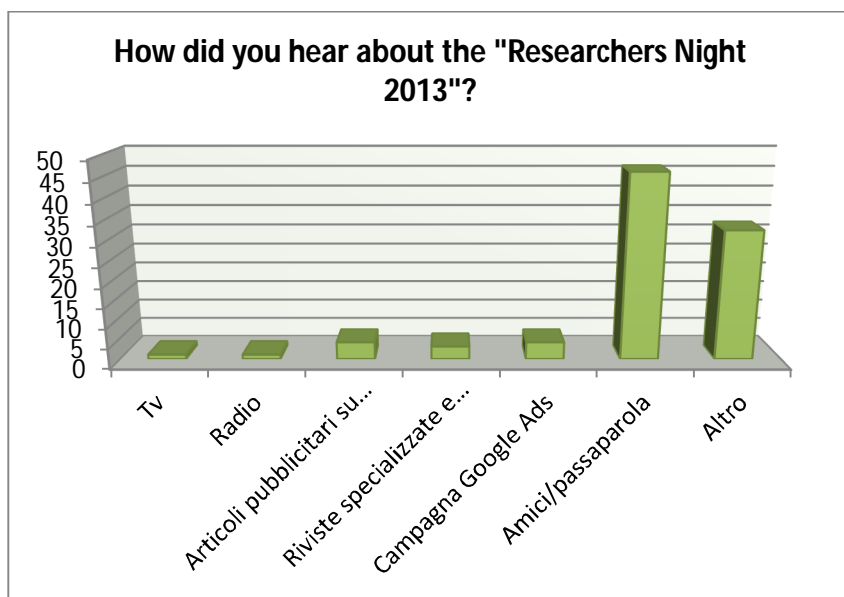
With regard to the profession, the results show a 20.4% of students and 14% of employees; only 13 respondents work in the field of research (15%) and among these 7 have reported feeling fairly included in the Italian context, against the remaining 6 who feel professionally "little" or "not" inserted.



Even if not researchers, almost all participants (82%) consider very important the role of research for the development of our country and (83%) for Europe.



As far as the most effective means through which the respondents were aware of the event, seems to prevail "word of mouth" and the entries between "friends" (> 50%).

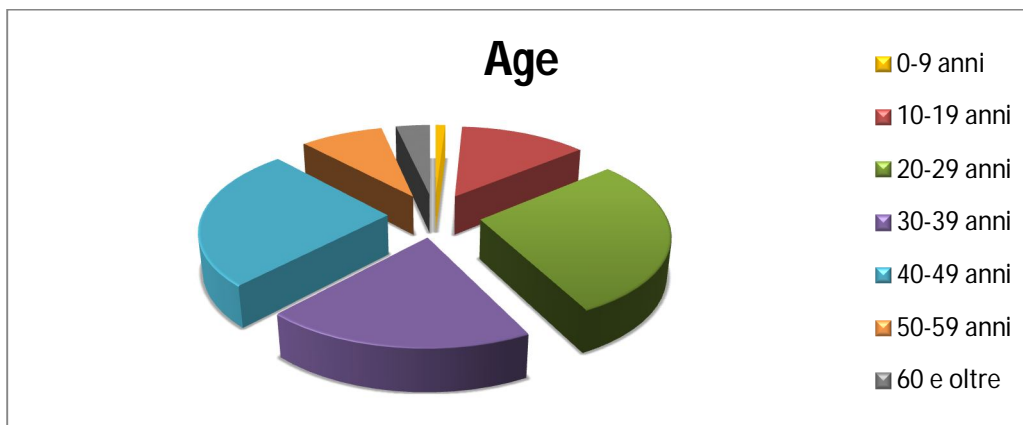


The 55.9% of participants said they had already participated in previous event; all participants expect to be able to learn more about the researchers and their activities, to have a clearer vision on the research, and understand the issues related to it.

#### Ex-post questionnaire

A total of 200 EX-POST semi-structured questionnaires containing 23 questions were administered during the events of the Night.

Data analysis was performed using the SPSS statistical software collecting the necessary information on the respondents, the strengths and weaknesses of the organization in 2013 in order to improve the future editions. The 57.5% of participants were female and the remaining 42.5% were male.



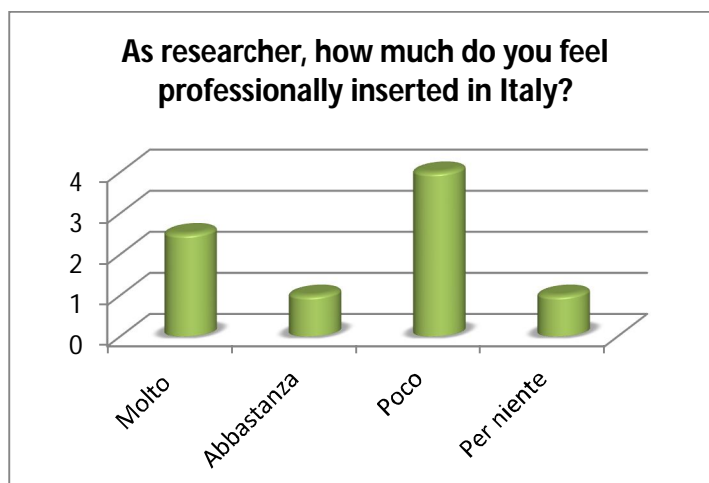
The analysis of the age groups noted that most of the respondents fell in the bands 20-29 (28.5%) and 40-49 (26%), followed by 19.5% in the fourth band, 13% in the second (10 -19), 12% having 50 years or more and only 1% between 0-9 years.

Obviously the lack of participation of children is attributed primarily to the questionnaire itself, perhaps too complex for them or at least one thing "unattractive" to do when waiting for you there are so many more interesting and engaging activities.

The majority of people being of medium / large age is not surprising given that for both the types of events and the fact that it is precisely the latter which accompanied the children visitors.

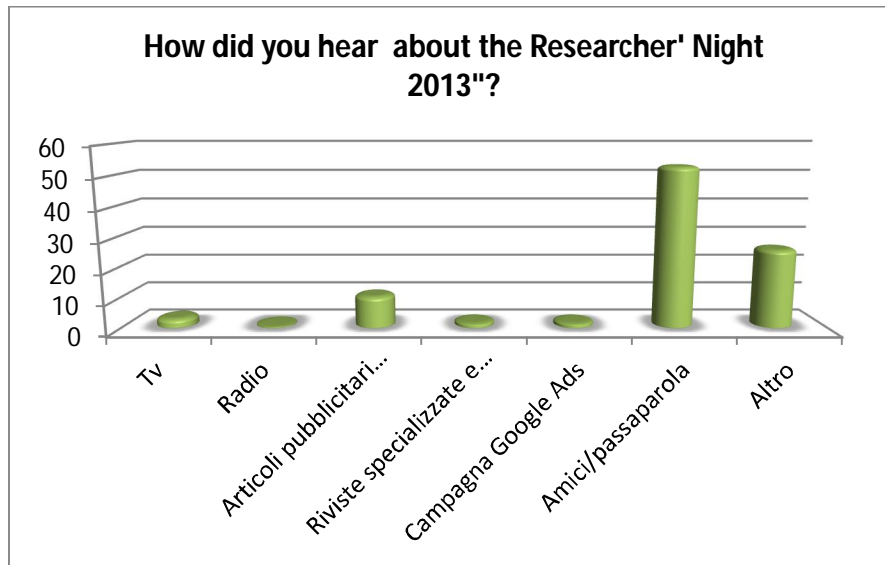
Half of the participants said to possess a diploma of secondary education, followed by a 32.5% of graduates.

As far as the class of the profession, the study shows a strong presence of students (34%) and employees (12%), only 15 out of 200 participants stated that they work in the field of research, and of these, 8 have claimed to feel professionally "little" inserted in Italy.



The fact more surprising is the means through which over half of the visitors became aware of the event.

The 53% received the news through friends and word of mouth, 26% through other situations (e.g. walking around Frascati or via facebook); all the other means of communication have reached the remaining 47% of visitors.

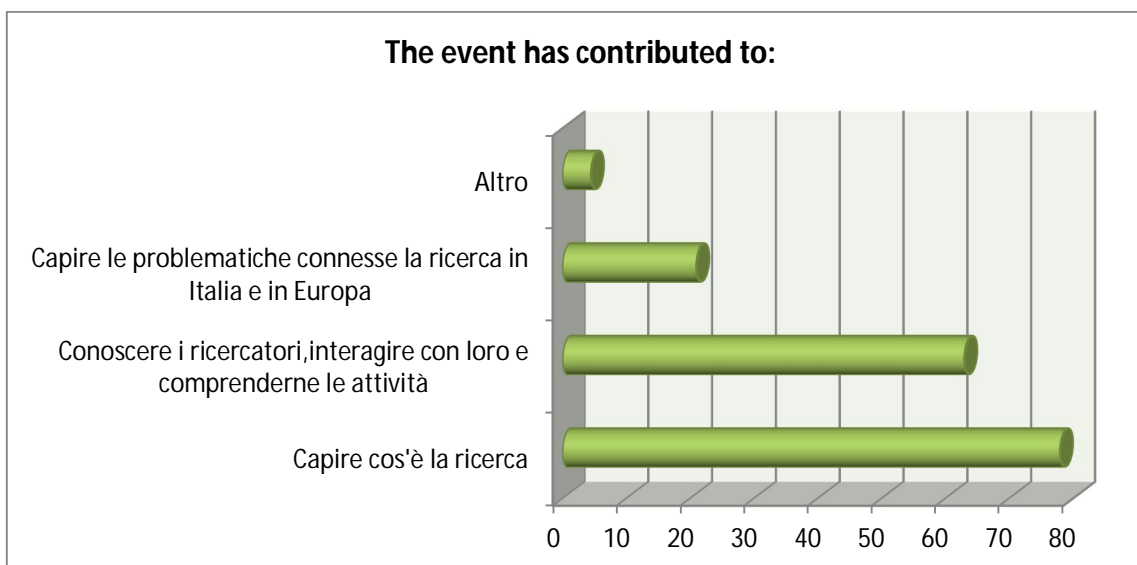


For 128 visitors out of 200 it was the first edition in which they participated.

The 84.5% of the respondents recognize the very important role of research in Italy and in Europe (86.5%) and similarly that enough funds are allocated.

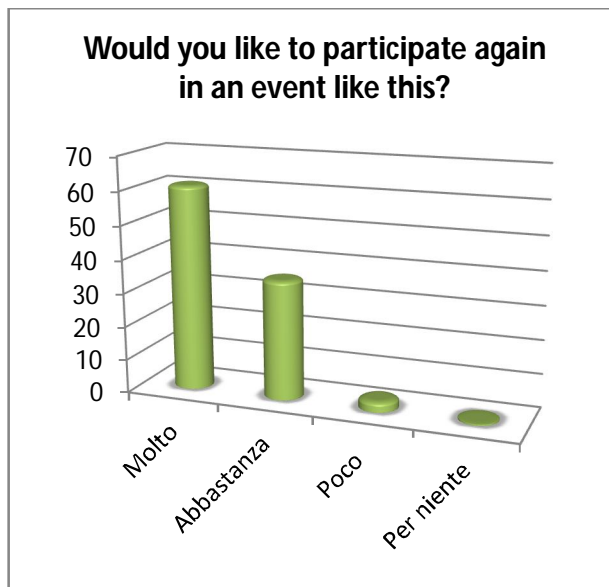
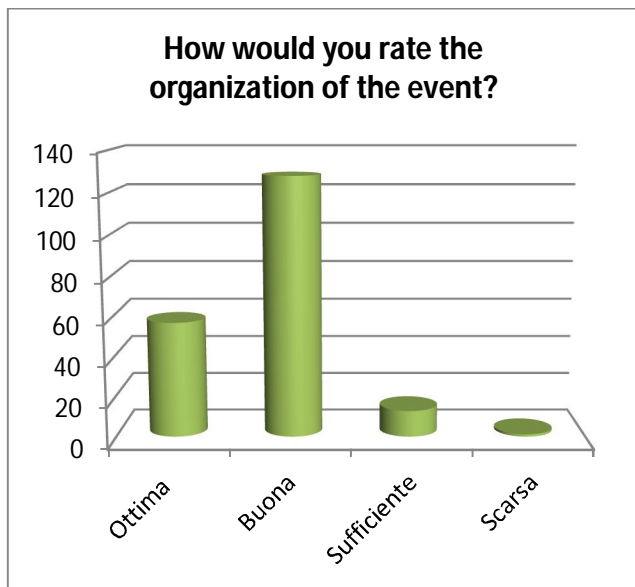
As for as to the Italian situation the 95% of visitors think that initiatives for the research in Italy are not funded adequately.

The Researchers' Night event seems to favor the figure of the researcher both Italy and in Europe; furthermore it seems to have played an important role in promoting the figure of researchers to public as the 70% of visitors said they have changed positively the idea that he had about the researchers after participating in the event.



Thanks to the "Researchers' Night" visitors are coming to have a clearer picture on the subject of research, as well as a closer and more direct contact with the figure of the researcher, being able to better understand some of the activities.

The 64% of the participants stated that there was a good organization and 61% of them would repeat the experience.



The overall analysis of the results show a positive impact; consequently the need to share and promote education on scientific research and its communication to the public at large through a dissemination and permanent communication networks between researchers and citizens has been useful.

### Interviews

The interviews collected were 25 (12 men and 13 women); the age range being between 14 and 67 years and all the interviewees came from Rome and province.

#### *Publicity of the event*

For 23 subjects out of 25 this year was the first participation in the event "Researchers' Night". The major part of the respondents heard about them through word of mouth from friends and family.

The issue of the promotion of the event is raised by many respondents; many of them were aware of the "Researchers' Night" just by chance, or through friends and sons "internal" to the world of scientific research.

#### *Public perception of the researcher*

The perception of the research that emerges from the interviews is an extremely prepared person, inspired mostly by passion for the subject and a desire to know, which plays a key role within the society, as he is considered the architect of the change and progress: 'the pillar of knowledge', as claimed by one of the participants in the event.

Almost all respondents state that participation in the event has not changed the idea that they had of the researcher, because they had a well-established opinion before this initiative. Perhaps this is due to the fact that many of the respondents were not outsiders to the field of research. The impression is that, perhaps

in the face of a lack of visibility of the event to "non-experts", most visitors have already had a contact, albeit indirectly, with the research environment. It is also true that people involved in science might have a greater interest in participating in this type of event.

#### *Rating of the event*

The overall rating on the implementation of the "Researchers 'Night 2013' is positive for all respondents: the majority of them are pleasantly surprised by the content of their visits (laboratories, equipment, design research), but also on the ability popularizing researchers and their human side.

#### *The role of research*

All respondents declare that they recognize the fundamental role of research for the progress of society and culture; "research is fundamental because this develops the knowledge of a country" said an interviewee; "it is the only way to learn, to explore, to find solutions to problems" claimed another interviewee. Furthermore many people express concern about the Italian policy of cutting funding for research carried out in recent years and the trend, more and more frequent, expatriation abroad by our researchers. The gap between state funding granted to research in Italy compared to those provided in Europe is another point stressed by several respondents.

#### Conclusions

The data analysis shows that the impact results are positive and in line with those expected.

#### *Qualitative impact*

- Overall positive feedback regarding the events (activities, interest, concrete organisation, schedule, contacts with researchers...);
- General interest to take part in a similar future action;
- Increased interest for research careers and researchers' life;
- Increased appreciation of the researchers' job and their societal importance (consideration that the researchers are the pillars of knowledge);
- Heterogeneous typology of visitors, from kids to elderly, with various social and educational backgrounds;

#### *Quantitative impact*

- About 10 million people made aware of the Researchers' Night and its objectives;
- About 18.530 visitors having taken part to the various activities offered.



**ANNEXES (EX ANTE and EX POST Questionnaires)**

DATA: \_\_\_\_\_



**QUESTIONARIO DI VALUTAZIONE EX ANTE**

1. Sesso  M  F

2. Età:

- 0-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60 e oltre

3. Comune di residenza: \_\_\_\_\_

4. Indichi il suo lavoro (definizione e/o una breve descrizione):

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5. Titolo di studio:

- Nessuno
- Diploma di scuola media inferiore
- Diploma di scuola media superiore
- Laurea
- Dottorato o altro titolo post-universitario

6. Se è un lavoratore, lavora nell'ambito della ricerca?  Sì  No

7. Se è un ricercatore, quanto si sente professionalmente inserito in Italia?

- Molto  Abbastanza  Poco  Per niente

8. Come è venuto a conoscenza della “Settimana/Notte dei Ricercatori 2013”?

- Tv
- Radio
- Articoli pubblicitari su quotidiani
- Riviste specializzate e non
- Campagna Google Ads
- Amici/passaparola
- Altro \_\_\_\_\_

9. Ha partecipato alle precedenti edizioni?  Si  No

10. Se si, in quale anno? \_\_\_\_\_

11. Quanto ritiene importante il ruolo della ricerca per lo sviluppo del nostro paese?

- Molto
- Abbastanza
- Poco
- Per niente

12. E nel resto dell'Europa?

- Molto
- Abbastanza
- Poco
- Per niente

13. Indichi le discipline nelle quali ritiene importante il ruolo della ricerca (può indicare più di una disciplina):

- Medicina
- Fisica
- Psicologia
- Astronomia
- Statistica
- Tecnologia
- Economia
- Discipline Umanistiche
- Giurisprudenza
- Altro \_\_\_\_\_

14. Ritiene che la manifestazione contribuirà a fare:

- Capire cos'è la ricerca
- Conoscere i ricercatori, interagire con loro e comprenderne le attività
- Capire le problematiche connesse alla ricerca in Italia e in Europa
- Altro \_\_\_\_\_

DATA: \_\_\_\_\_



## QUESTIONARIO DI VALUTAZIONE EX POST

1. Sesso  M  F

2. Et :

0-9

10-19

20-29

30-39

40-49

50-59

60 e oltre

3. Comune di residenza: \_\_\_\_\_

4. Indichi il suo lavoro (definizione e/o una breve descrizione):

\_\_\_\_\_

5. Titolo di studio:

Nessuno

Diploma di scuola media inferiore

Diploma di scuola media superiore

Laurea

Dottorato o altro titolo post-universitario

6. Se   un lavoratore, lavora nell'ambito della ricerca?  S   No

7. Se   un ricercatore, quanto si sente professionalmente inserito in Italia?

Molto

Abbastanza

Poco

Per niente

8. Come   venuto a conoscenza della "Settimana/Notte dei Ricercatori 2013"?

Tv

Radio

Articoli pubblicitari su quotidiani

- Riviste specializzate e non
- Campagna Google Ads
- Amici/passaparola
- Altro \_\_\_\_\_

9. Ha compilato il questionario ex-ante, presente on-line prima della manifestazione Settimana/Notte Europea dei Ricercatori 2013?  Si  No

10. Ha partecipato alle precedenti edizioni?  Si  No

11. Se si, in quale anno? \_\_\_\_\_

12. Quanto ritiene importante il ruolo della ricerca per lo sviluppo del nostro paese?

- Molto  Abbastanza  Poco  Per niente

13. E nel resto dell'Europa?

- Molto  Abbastanza  Poco  Per niente

14. Pensa che in Italia la ricerca e le iniziative che la riguardano siano finanziate in maniera adeguata?  Si  No

15. E nel resto dell'Europa?  Si  No

16. Indichi le discipline nelle quali ritiene importante il ruolo della ricerca (può indicare più di una disciplina):

- Medicina
- Fisica
- Psicologia
- Astronomia
- Statistica
- Tecnologia
- Economia
- Discipline Umanistiche
- Giurisprudenza
- Altro \_\_\_\_\_

17. Ritiene che la manifestazione abbia contribuito a fare:

- Capire cos'è la ricerca
- Conoscere i ricercatori, interagire con loro e comprenderne le attività
- Capire le problematiche connesse alla ricerca in Italia e in Europa
- Altro \_\_\_\_\_

18. Ritiene utile una manifestazione del genere per promuovere la figura del ricercatore in Italia?

Molto       Abbastanza       Poco       Per niente

19. E nel resto dell'Europa?

Molto       Abbastanza       Poco       Per niente

20. Ritiene che l'evento le abbia fatto cambiare l'immagine che aveva del ricercatore?

Sì, in positivo  
 Sì, in negativo  
 No

21. Le piacerebbe partecipare di nuovo ad un evento di questo tipo?

Molto       Abbastanza       Poco       Per niente

22. Ritiene che l'evento possa favorire la scelta dei giovani ad intraprendere una carriera scientifica in Italia?

Molto       Abbastanza       Poco       Per niente

23. Come valuta l'organizzazione della manifestazione?

Ottima       Buona       Sufficiente       Scarsa