



## EUROPEAN RESEARCHERS' NIGHT MADE IN SCIENCE 722952

# DELIVERABLE 3 PERIOD 1 REPORT ON THE IMPACT ASSESSMENT



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Researchers' Night



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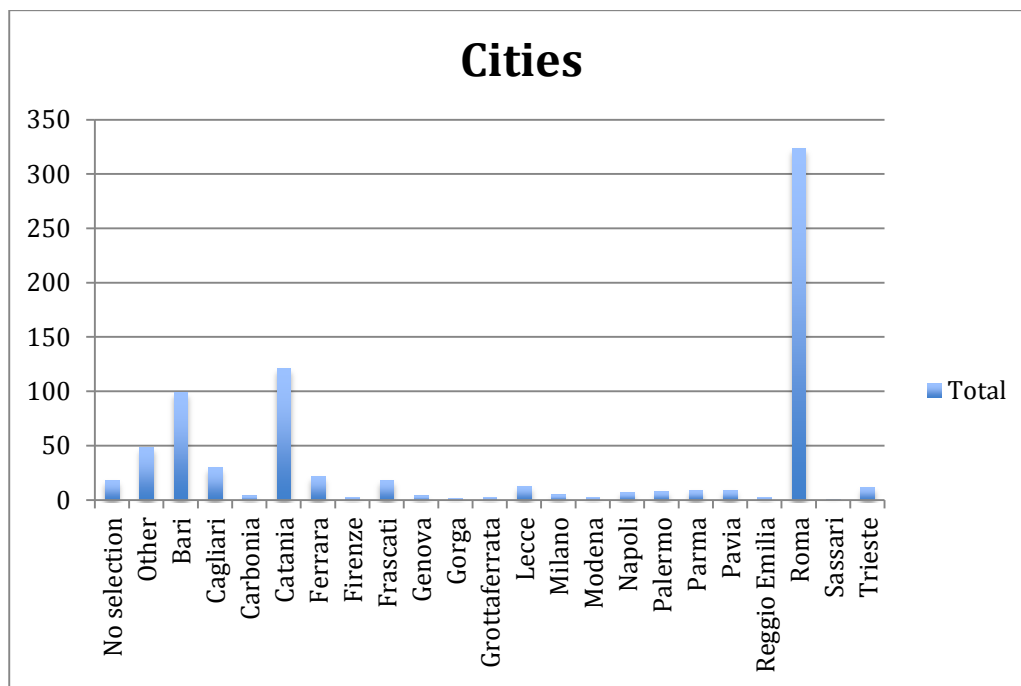
**DEVELOPMENT AND CRITERIA OF THE ANALYSIS**

- Data collected through a survey available on the Frascati Scienza website;
- Re-encoding of data through Ms Excel software;
- Total number of feedbacks collected: 1.523, of which. 767 ex-ante and 756 ex-post);

Display of ex ante questionnaire amongst cities involved

Ex-Ante Questionnaires (Total = 767)

<b>Cities</b>	<b>Total</b>	<b>Percent/Tot</b>
No selection	18	2,35%
Other	49	6,39%
Bari	99	12,91%
Cagliari	30	3,91%
Carbonia	4	0,52%
Catania	121	15,78%
Ferrara	22	2,87%
Firenze	3	0,39%
Frascati	18	2,35%
Genova	4	0,52%
Gorga	2	0,26%
Grottaferrata	3	0,39%
Lecce	13	1,69%
Milano	5	0,65%
Modena	3	0,39%
Napoli	7	0,91%
Palermo	8	1,04%
Parma	9	1,17%
Pavia	9	1,17%
Reggio Emilia	3	0,39%
Roma	324	42,24%
Sassari	1	0,13%
Trieste	12	1,56%

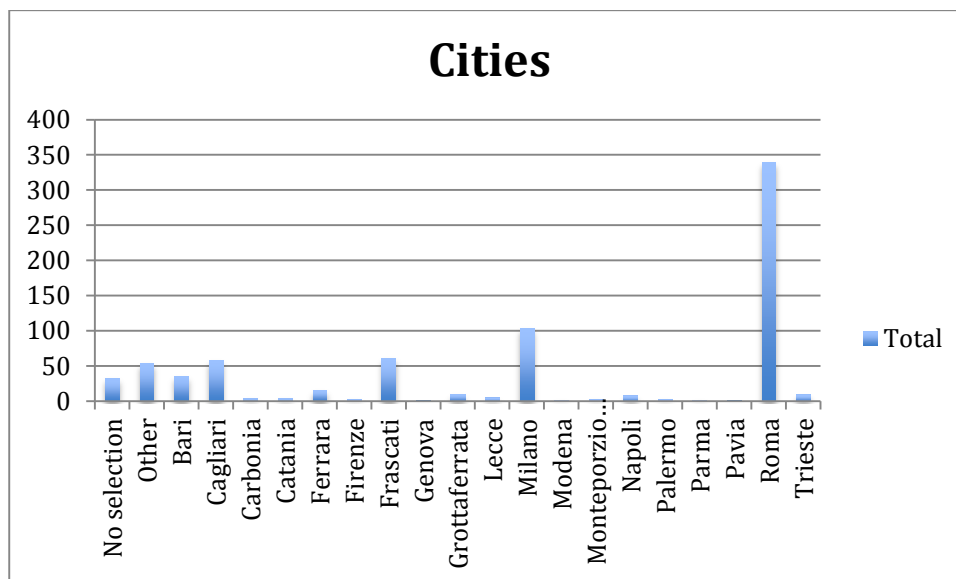


Histogram of the Ex-Ante Questionnaires (tot.767)

Display of ex-post questionnaire amongst cities involved

Ex-Post Questionnaires (Total = 756)

Cities	Total	Percent/Tot
No selection	32	4,23%
Other	54	7,14%
Bari	36	4,76%
Cagliari	58	7,67%
Carbonia	4	0,53%
Catania	4	0,53%
Ferrara	16	2,12%
Firenze	3	0,40%
Frascati	61	8,07%
Genova	1	0,13%
Grottaferrata	10	1,32%
Lecce	5	0,66%
Milano	104	13,76%
Modena	2	0,26%
Monteporzio Catone	3	0,40%
Napoli	8	1,06%
Palermo	3	0,40%
Parma	2	0,26%
Pavia	1	0,13%
Roma	340	44,97%
Trieste	9	1,19%



Histogram of the Ex-Post Questionnaires (tot.756)

### Analysis purpose

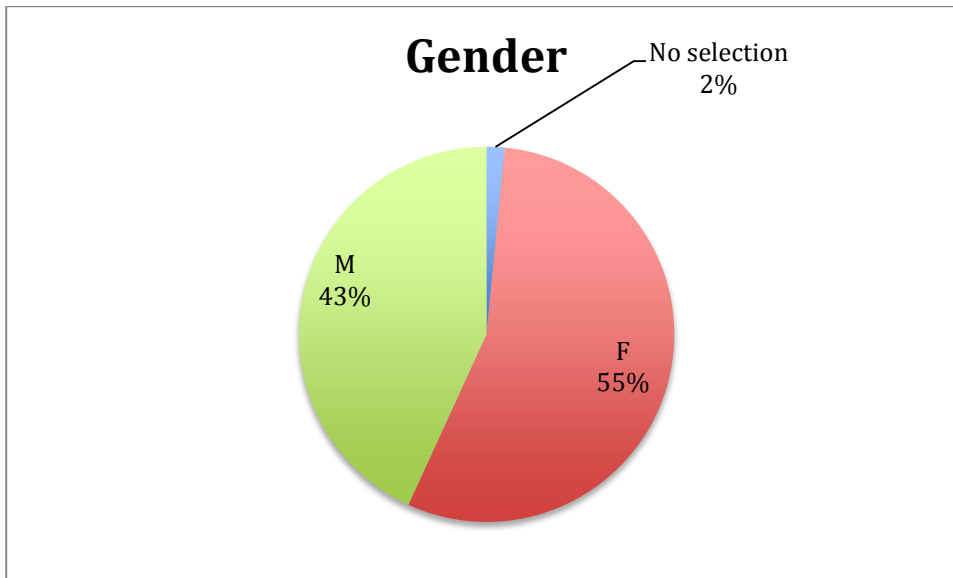
- Aim:
  - Offering a picture of the target people to present the participants' opinion about the events of the 2016 European Researcher's Night edition;
  - Collecting suggestions for improvements of future events;
  - Identifying the ways of reinforcing the action's impact and performances;
- Various steps :
  - Definition of the target audience reached during the Science Week and the European Researchers' Night 2016;
  - Measuring the expectations related to commitment, knowledge and understanding of the researchers' activities;
  - Understanding the differences between Italy and Europe as perceived by the public, regarding financing and consideration given to the research;
  - Analyzing how much the role of research is considered important in Italy and in Europe;
  - Evaluating which type of media and advertising were effective towards the objectives;
  - Identifying the level of appreciation of the events and the performance of the organisational processes.

### Limits of the analysis

The group interviewed during ex post may not coincide with that interviewed ex-ante.

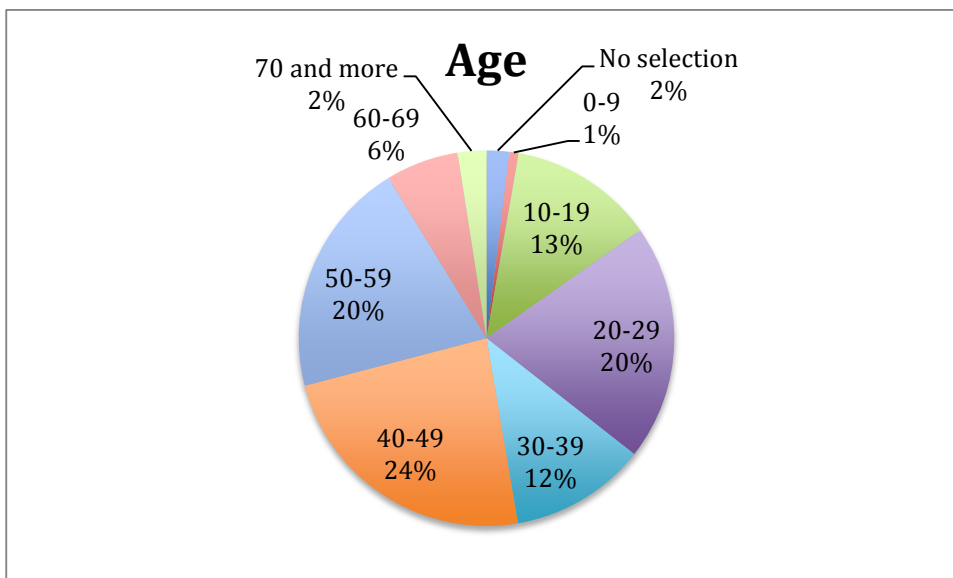
## EX-ANTE DATA ANALYSIS

### Gender



Gender	Total
No selection	12
F	424
M	331

### Age

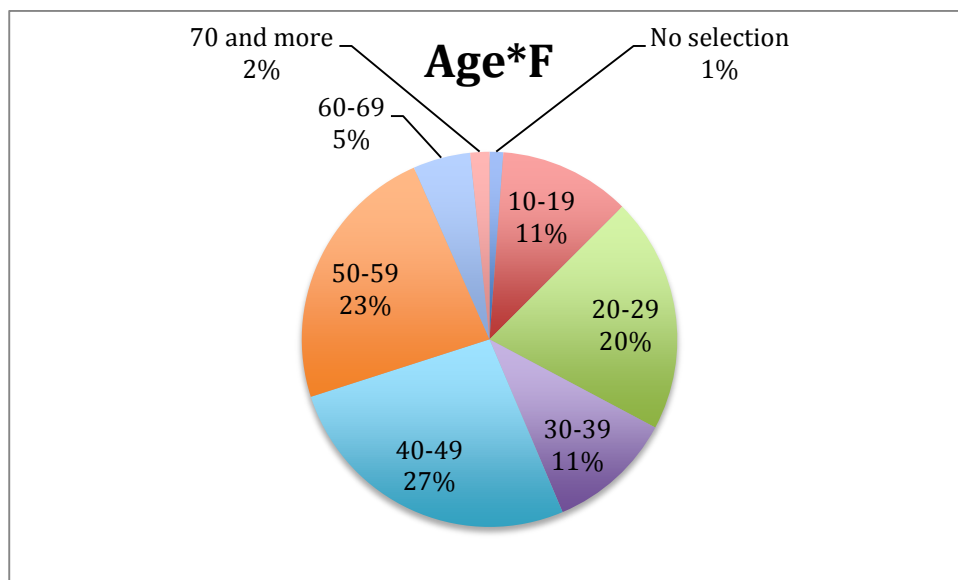


Age	Total
No selection	15
0-9	6
10-19	96

20-29	156
30-39	90
40-49	181
50-59	156
60-69	48
70 and more	19

**Age for Gender**

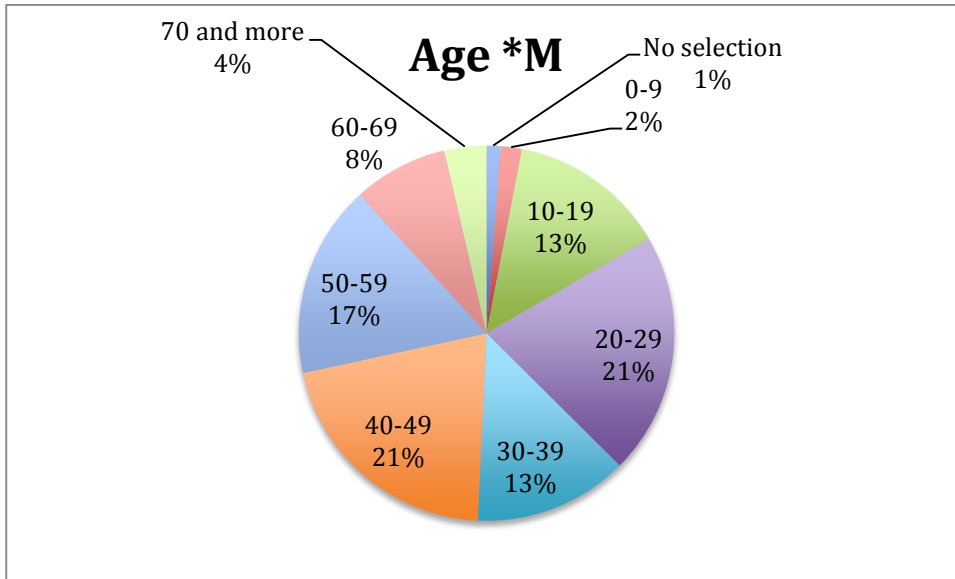
Age*F	Total = 424	Perc/Tot
No selection	5	1,18%
10-19	48	11,32%
20-29	86	20,28%
30-39	46	10,85%
40-49	112	26,42%
50-59	99	23,35%
60-69	21	4,95%
70 and more	7	1,65%



**Age for Female – Fig.**

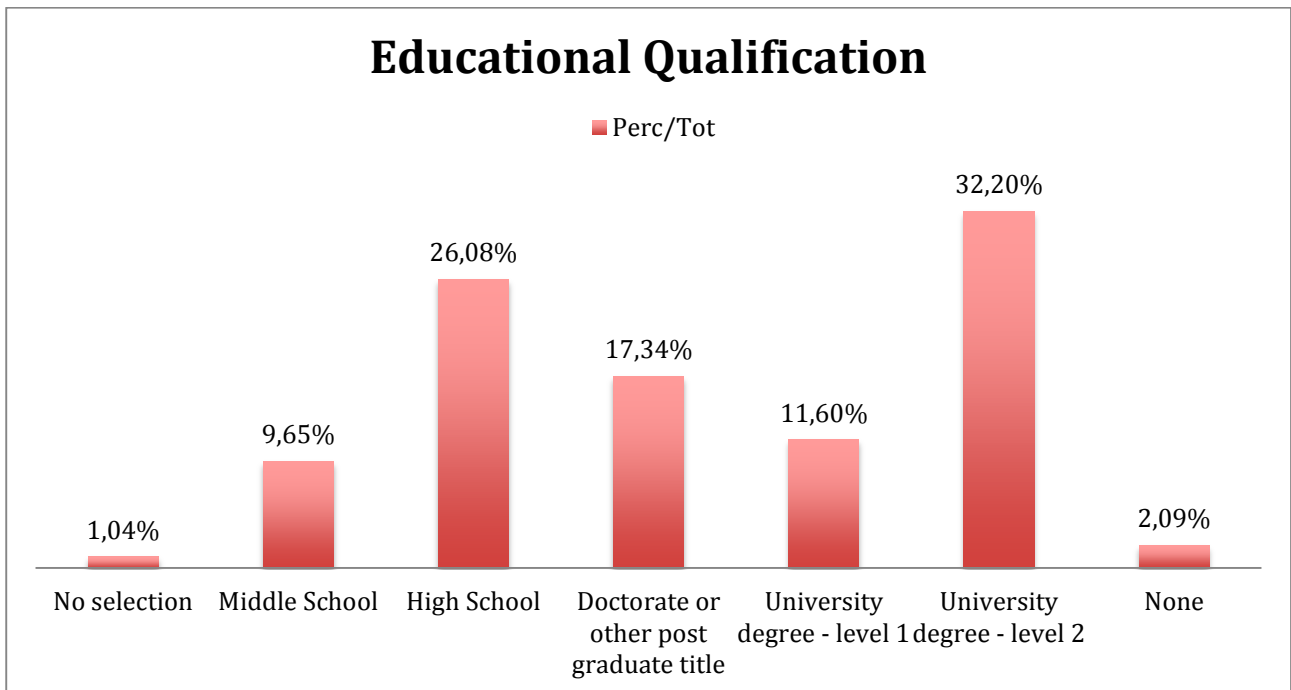
Age	Total = 331
No selection	4
0-9	6
10-19	45
20-29	69
30-39	44
40-49	69
50-59	55
60-69	27
70 and more	12

**Age for Male – Tab.**



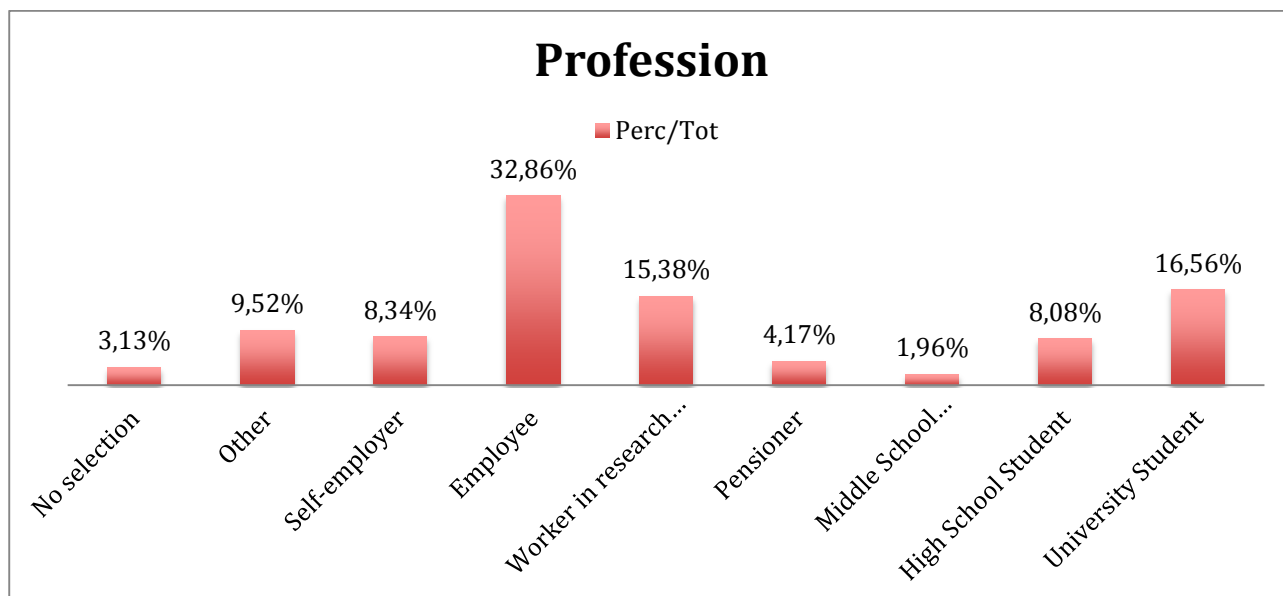
Age for Male Gender – Fig.

### Educational Qualification



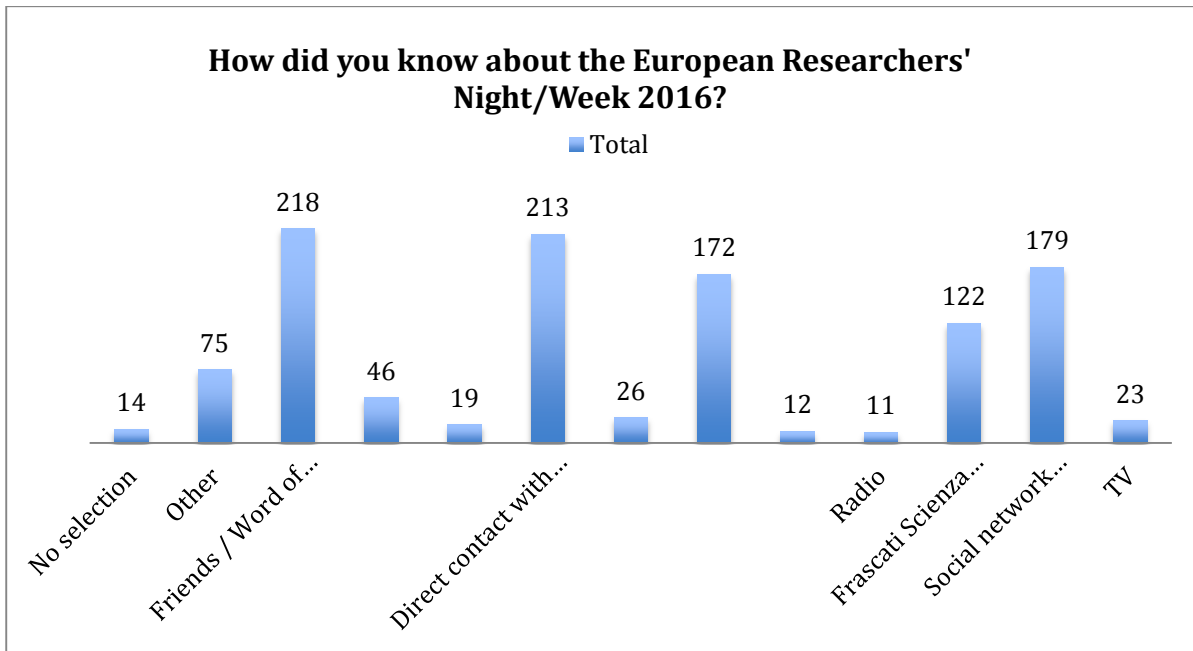


**Profession**



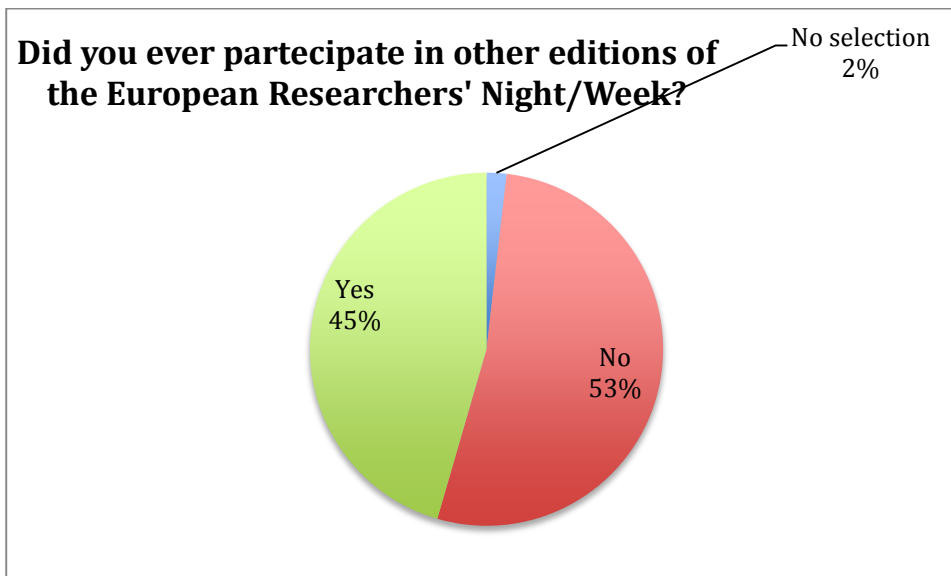
**Knowledge about the European Researchers' Night/Week 2016? (Multiple choice question) - MEDIA**

How did you know about the European Researchers Night/Week 2016? (Multiple Choise Question) - Media	Total	Perc/Tot
No selection	14	1,83%
Other	75	9,78%
Friends / Word of mouth	218	28,42%
Articles in newspapers, free press, magazines	46	6,00%
Advertising campaign in newspapers, free press, magazines	19	2,48%
Direct contact with the involved entities	213	27,77%
Advertising items (brochure, flyer, etc.)	26	3,39%
Participation in previous editions	172	22,43%
Outdoor advertising (billboards, dynamic advertising, etc.)	12	1,56%
Radio	11	1,43%
Frascati Scienza Website	122	15,91%
Social network (YouTube Facebook Twitter instagram etc)	179	23,34%
TV	23	3,00%



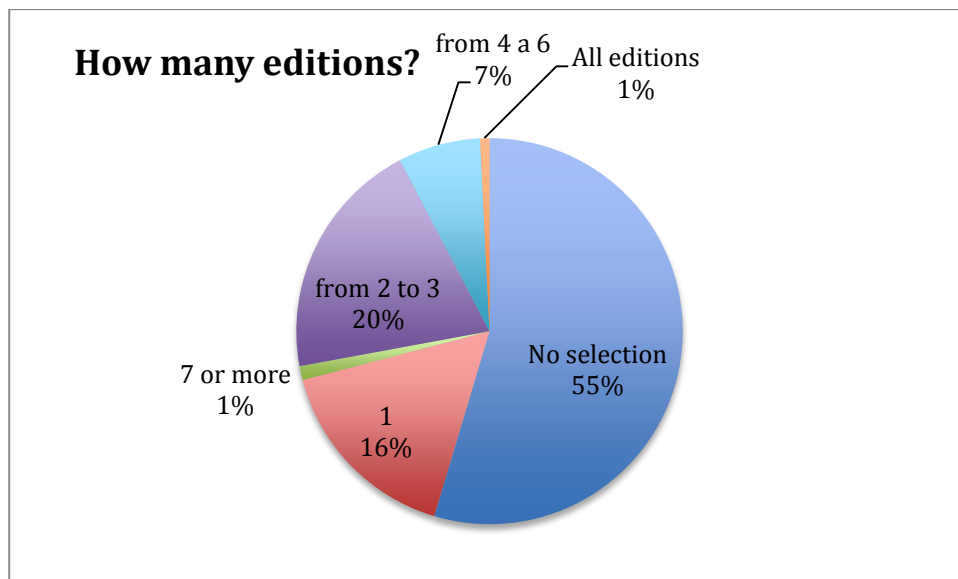
#### Newcomer or not in the European Researchers' Night/Week?

Did you ever participate in other editions of the European Researchers' Night/Week?	Total	Perc/Tot
No selection	14	1,83%
No	404	52,67%
Yes	349	45,50%



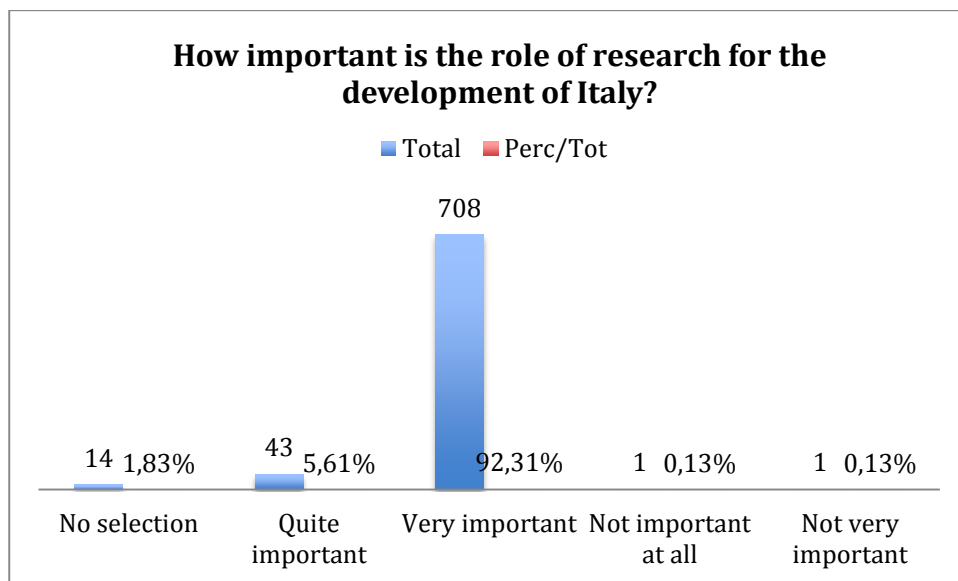
**How many editions did you take part in?**

How many editions?	Total	Perc/Tot
No selection	419	54,63%
1	125	16,30%
7 or more	9	1,17%
from 2 to 3	155	20,21%
from 4 a 6	53	6,91%
All editions	6	0,78%



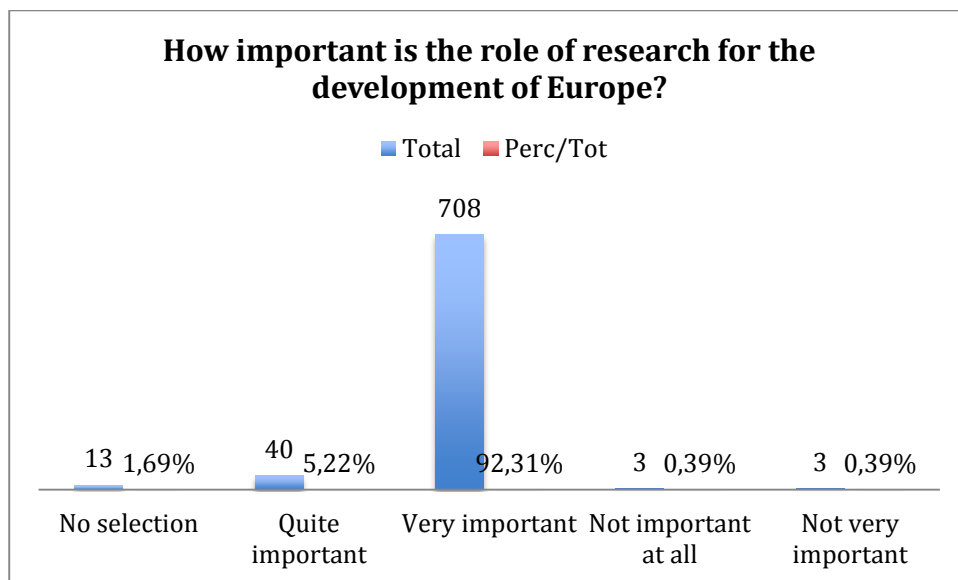
**How important is the role of research for the development of Italy?**

How important is the role of research for the development of Italy?	Total	Perc/Tot
No selection	14	1,83%
Quite important	43	5,61%
Very important	708	92,31%
Not important at all	1	0,13%
Not very important	1	0,13%



### How important is the role of research for the development of Europe?

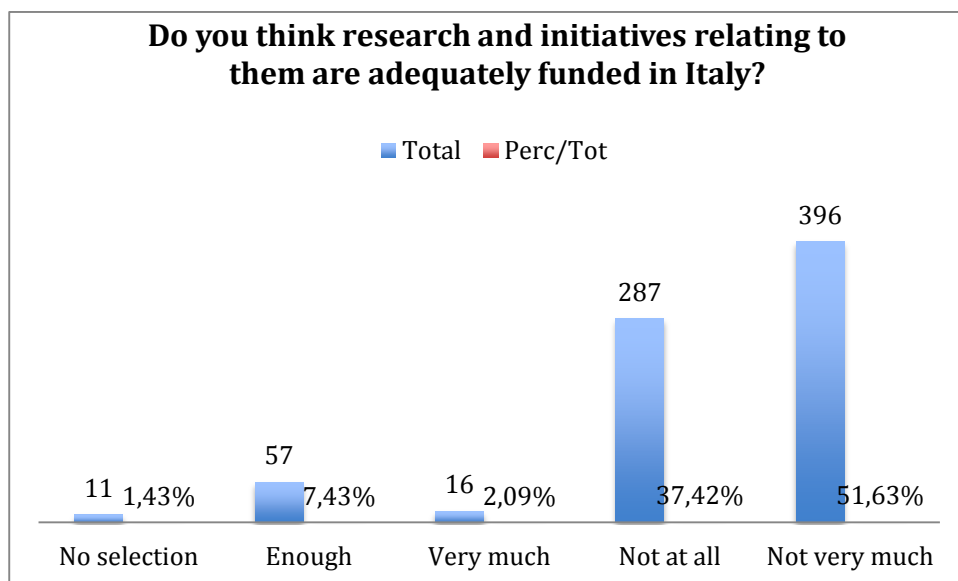
How important is the role of research for the development of Europe?	Total	Perc/Tot
No selection	13	1,69%
Quite important	40	5,22%
Very important	708	92,31%
Not important at all	3	0,39%
Not very important	3	0,39%



### Do you think research and initiatives relating to them are adequately funded in Italy?

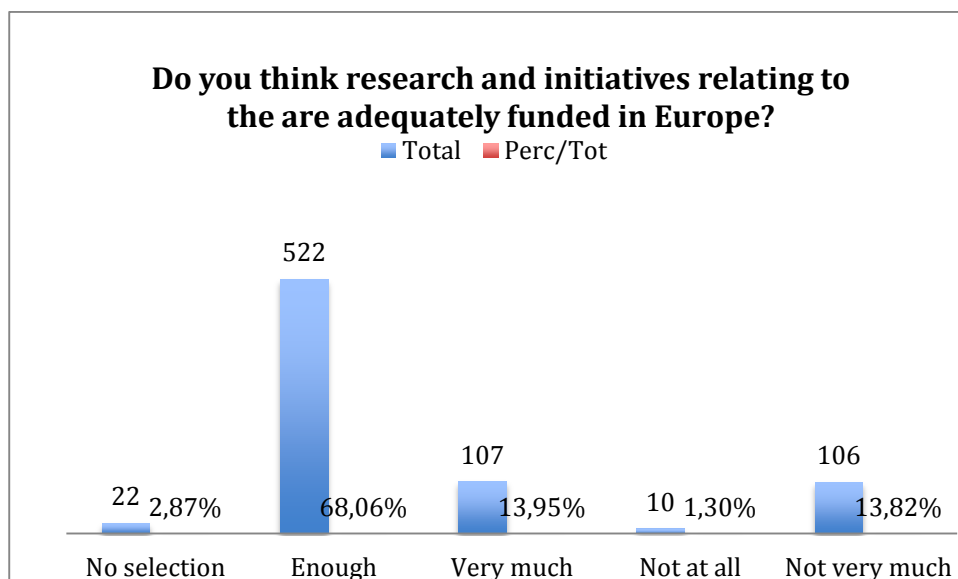
Do you think research and initiatives relating to them are adequately funded in Italy?	Total	Perc/Tot
No selection	11	1,43%
Enough	57	7,43%

Very much	16	2,09%
Not at all	287	37,42%
Not very much	396	51,63%



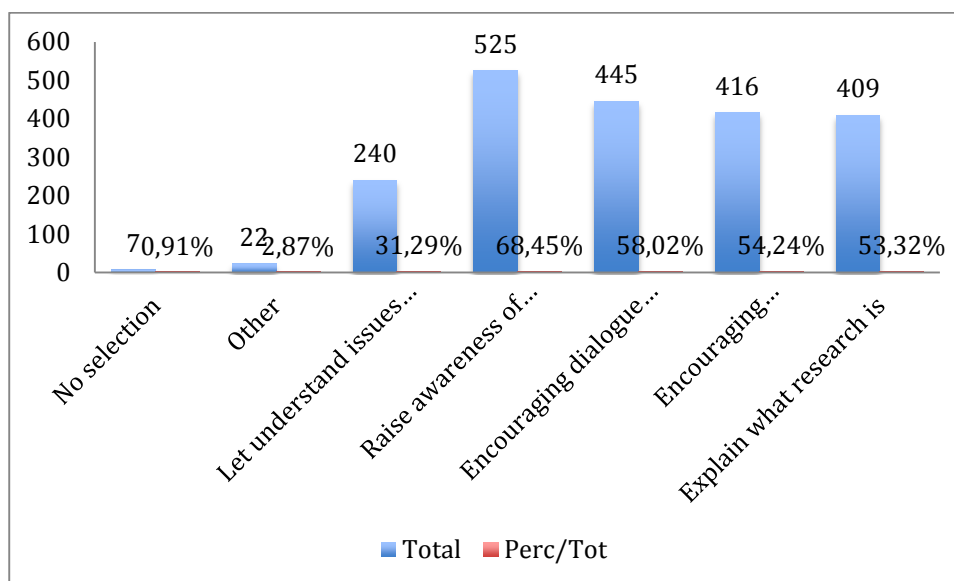
**Do you think research and initiatives relating to them are adequately funded in Europe?**

Do you think research and initiatives relating to them are adequately funded in Europe?	Total	Perc/Tot
No selection	22	2,87%
Enough	522	68,06%
Very much	107	13,95%
Not at all	10	1,30%
Not very much	106	13,82%



**Expectations. You think the event will help to:(multiple choice question)**

<b>You think the event will help to: (multiple choice question)</b>	<b>Total</b>	<b>Perc/Tot</b>
No selection	7	0,91%
Other	22	2,87%
Let understand issues relating to research in Italy and in Europe	240	31,29%
Raise awareness of researchers' work	525	68,45%
Encouraging dialogue between citizens and researchers	445	58,02%
Encouraging interaction with researchers to understand their scientific activities	416	54,24%
Explain what research is	409	53,32%



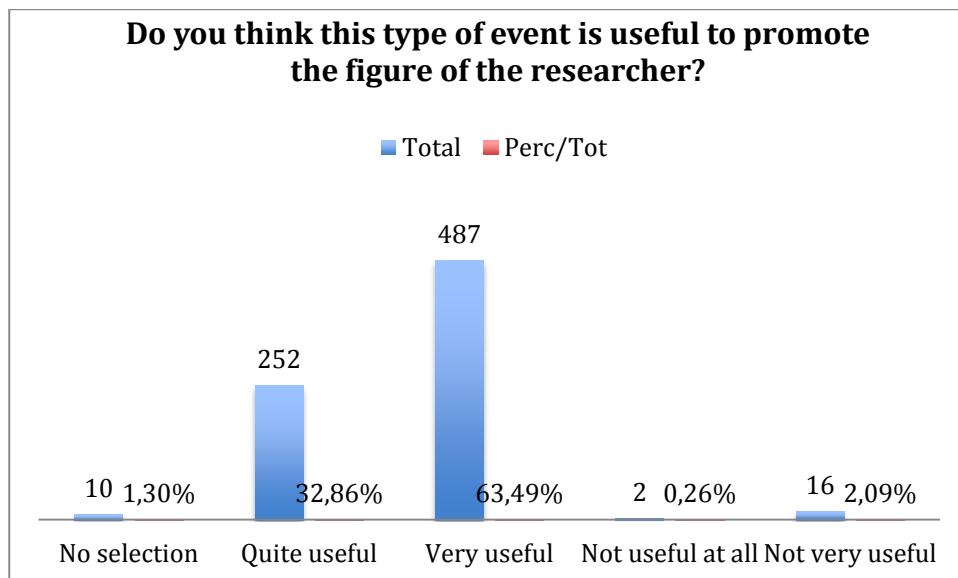
**Other impressions (ex-ante)**

<b>Other impressions</b>
To introduce students to the sciences
To create a contact between science and the average citizen
To make it clear that the research is convenient
To suggest curiosities in guys
To increase scientific awareness of citizenship
To show the different horizons of current science to give aspiring researchers a clearer picture on their education and possible future jobs
To stimulate the curiosity of young people to science
To help people to grow
To introduce children to scientific careers
How to protect ourselves (eg. earthquakes) or how to use energy mean that the citizen can feel also an actor in everyday life through correct actions. Very important at this time is for example the seismic-volcanoes-hydrogeological-climate change (landslides-flooding ....)
To spread and popularize science
Ecosystems
To have fun with science

To teach many things
AWARENESS and INFORMATION to understand complex phenomena in a simple way
To understand medicine
To show the place of work or the tools used for research in this area
To understand energy resources
To stimulate the desire for knowledge of students of all levels

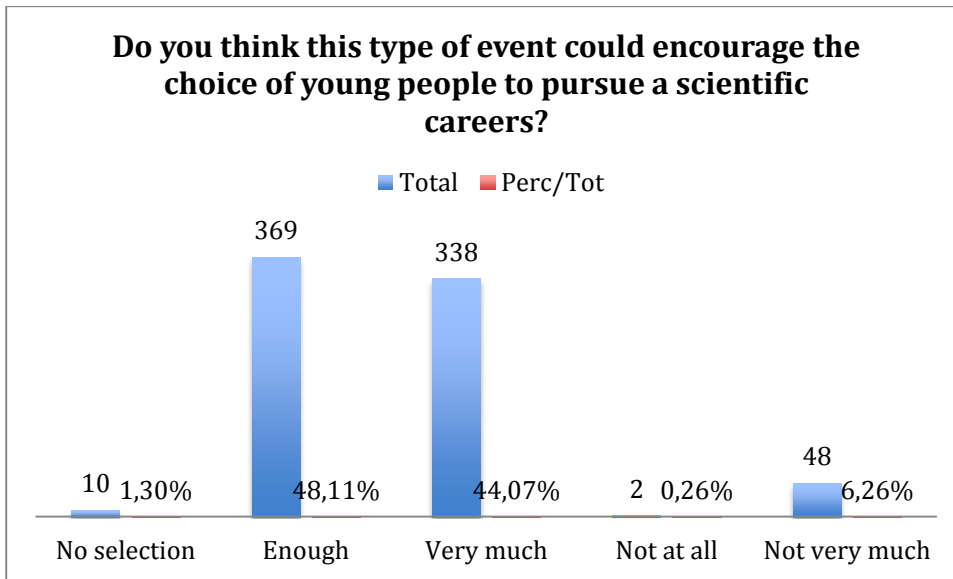
**Do you think this type of event is useful to promote the figure of the researcher?**

<b>Do you think this type of event is useful to promote the figure of the researcher?</b>	<b>Total</b>	<b>Perc/Tot</b>
No selection	10	1,30%
Quite useful	252	32,86%
Very useful	487	63,49%
Not useful at all	2	0,26%
Not very useful	16	2,09%



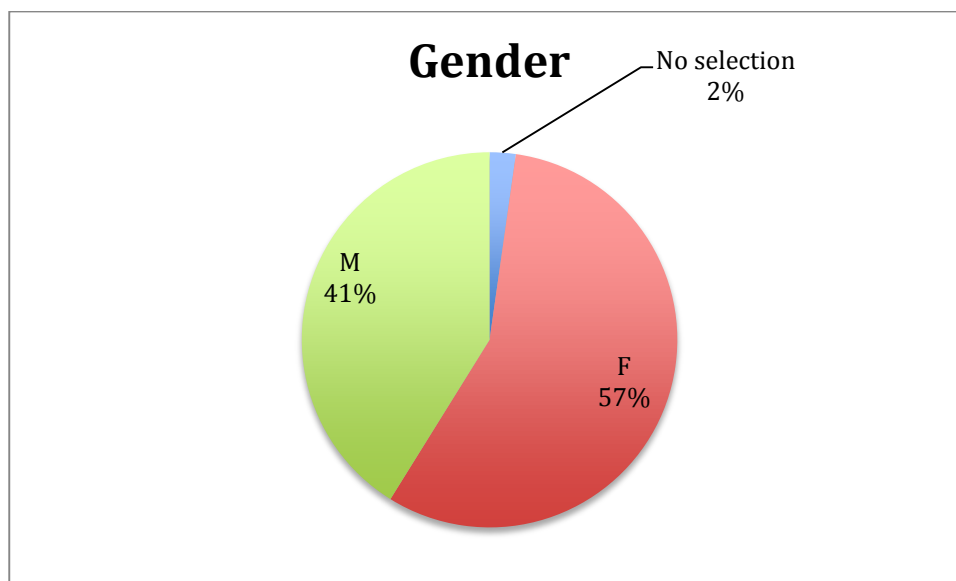
**Do you think this type of event could encourage the choice of young people to pursue a scientific careers?**

<b>Do you think this type of event could encourage the choice of young people to pursue a scientific careers?</b>	<b>Total</b>	<b>Perc/Tot</b>
No selection	10	1,30%
Enough	369	48,11%
Very much	338	44,07%
Not at all	2	0,26%
Not very much	48	6,26%



## EX-POST DATA ANALYSIS

### Gender

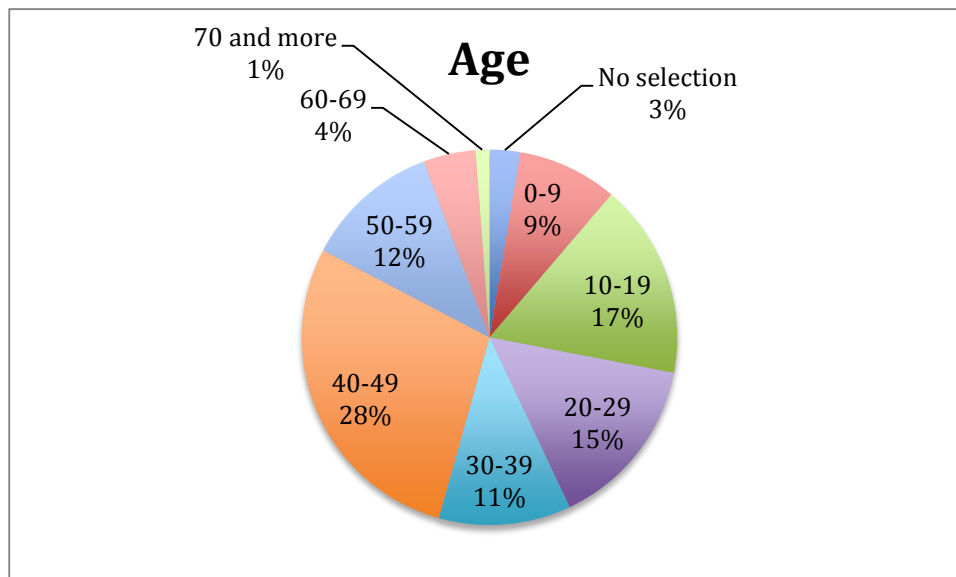


Gender	Total
No selection	17
F	428
M	311

Comaprable distribution with the ex ante analysis.



## Age



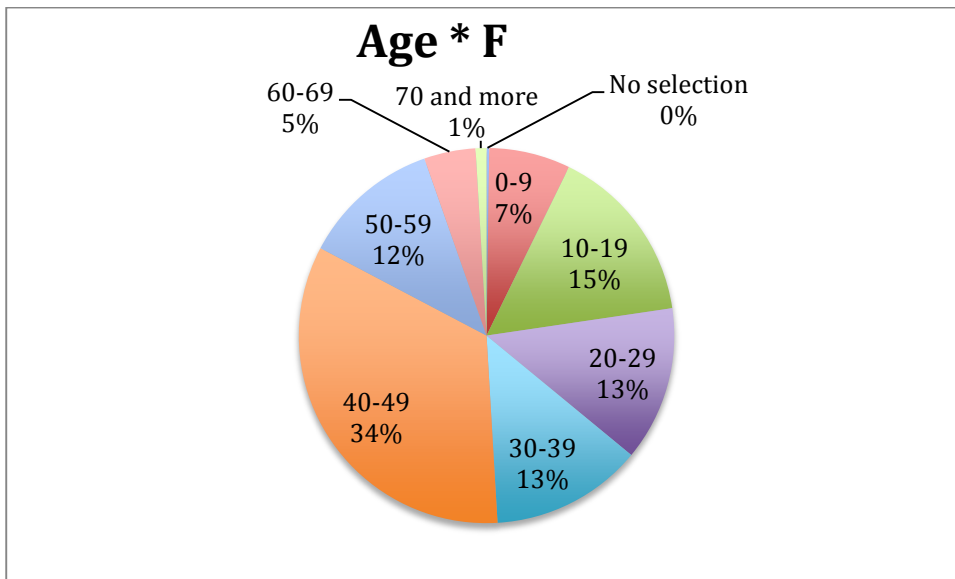
Age	Total
No selection	20
0-9	65
10-19	127
20-29	113
30-39	86
40-49	214
50-59	88
60-69	34
70 and more	9

- Highest percentage aged 40-49 (28%), followed by 10-19 (17%) and 20-29 (15%);
- Lower percentage of aged 30-39 years (11%), but the percentage of younger classes is increased;
- Limited representation of the 0-9 age group (9%).

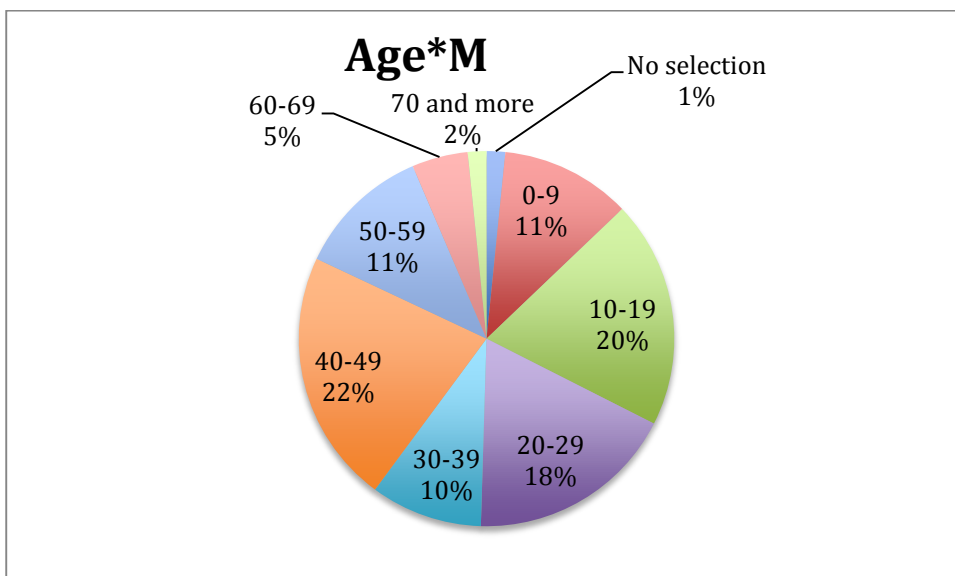
## Age for Gender

Age*F	Total = 428	Perc/Tot
No selection	1	0,23%
0-9	30	7,01%
10-19	66	15,42%
20-29	57	13,32%
30-39	56	13,08%
40-49	144	33,64%
50-59	51	11,92%
60-69	19	4,44%

70 and more	4	0,93%
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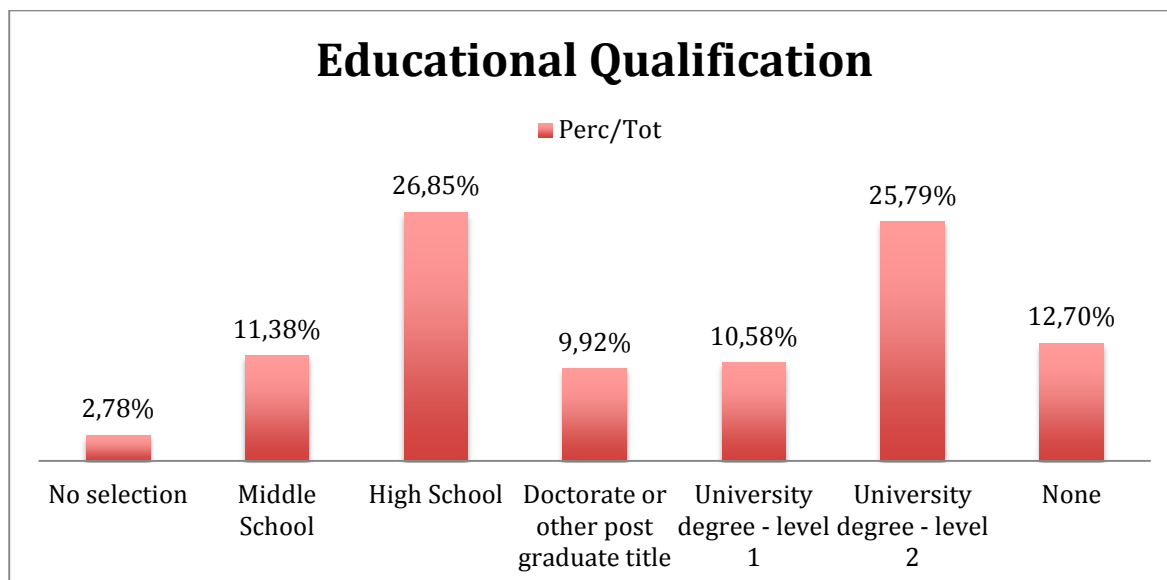


Age*M	Total = 311	Perc/Tot
No selection	5	1,61%
0-9	35	11,25%
10-19	61	19,61%
20-29	56	18,01%
30-39	30	9,65%
40-49	68	21,86%
50-59	36	11,58%
60-69	15	4,82%
70 and more	5	1,61%

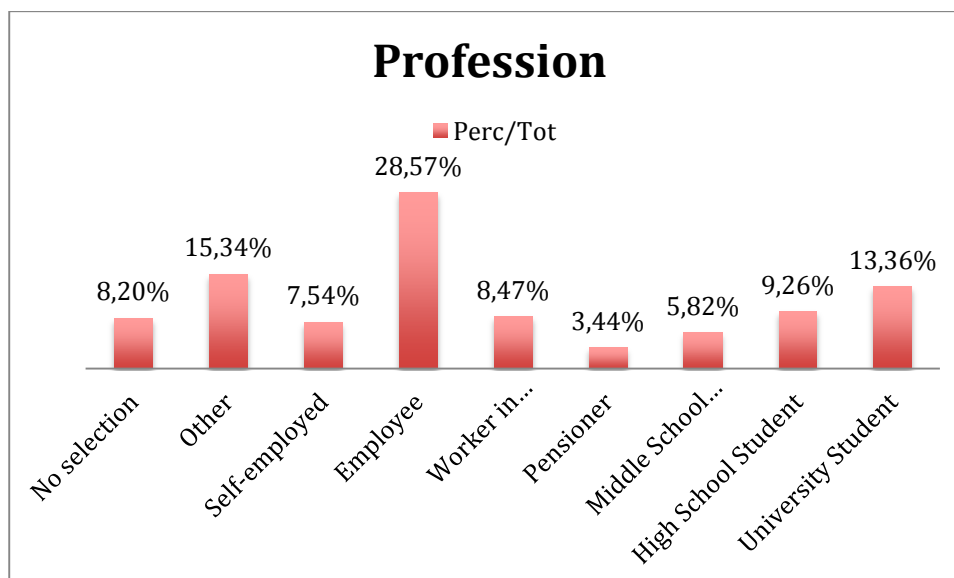


- Increased number of younger people, both male and female, compared to ex ante study;

### Educational Qualification



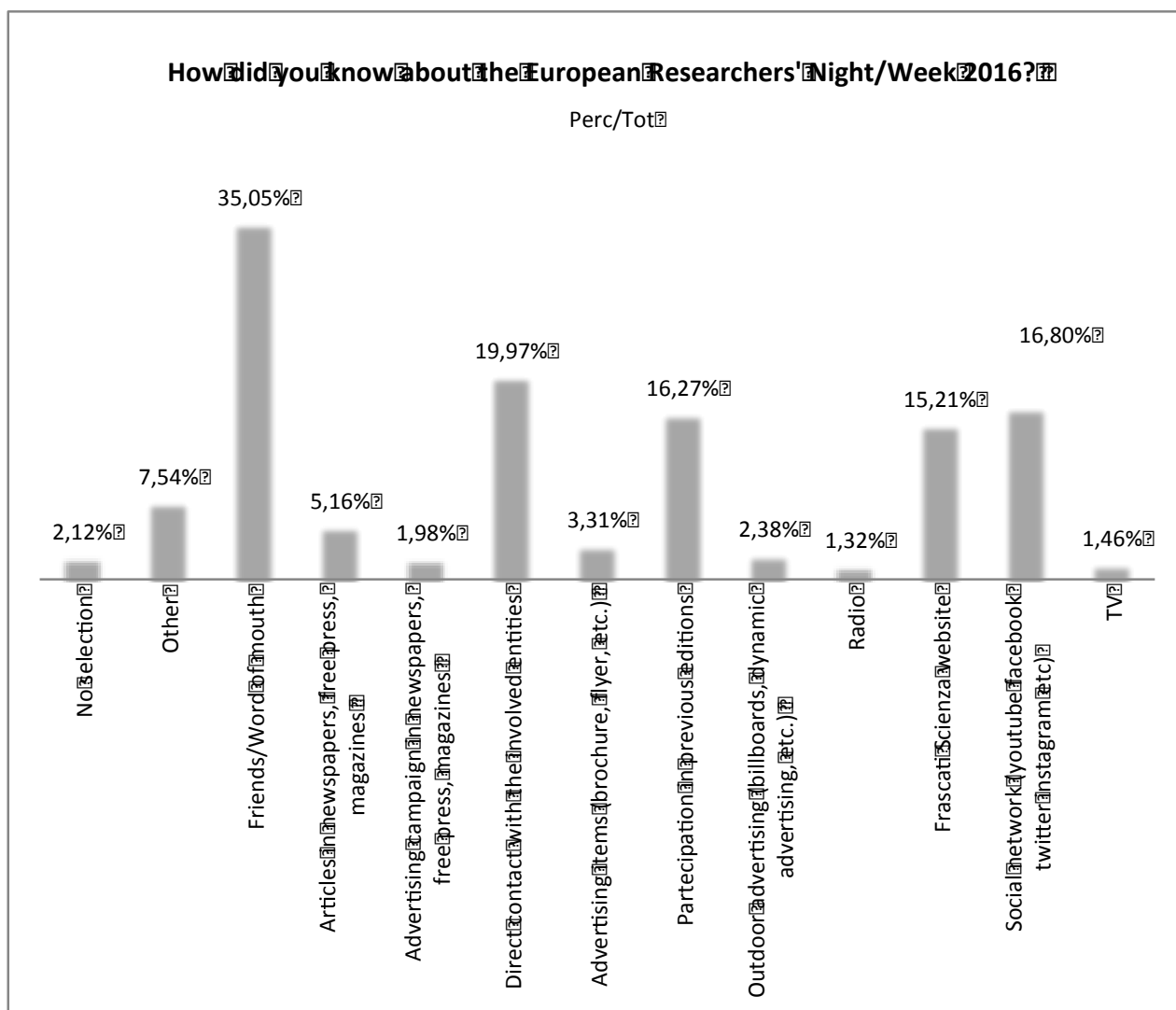
### Profession



### Knowledge about the European Researchers' Night/Week 2016

How did you know about the European Researchers' Night/Week 2016? (Multiple choice question) - Media	Total	Perc/Tot
No selection	16	2,12%
Other	57	7,54%
Friends/Word of mouth	265	35,05%

Articles in newspapers, free press, magazines	39	5,16%
Advertising campaign in newspapers, free press, magazines	15	1,98%
Direct contact with the involved entities	151	19,97%
Advertising items (brochure, flyer, etc.)	25	3,31%
Partecipation in previous editions	123	16,27%
Outdoor advertising (billboards, dynamic advertising, etc.)	18	2,38%
Radio	10	1,32%
Frascati Scienza website	115	15,21%
Social network (youtube facebook twitter instagram etc)	127	16,80%
TV	11	1,46%



- 35% word of mouth (friends and family), followed by direct contact with institutions involved (20%);
- Comparable rate for word of mouth as in 2014 and 2015;
- Good performances also of previous participation, project website, and social networks;

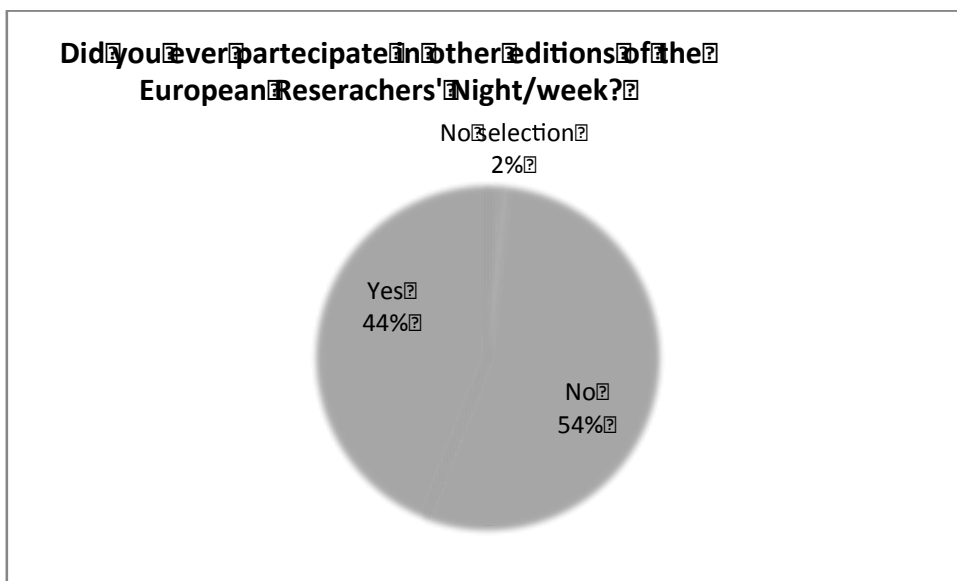
**Other Media**

<b>Other Media</b>
Alternanza scuola-lavoro
Mamma/Papà/Nonna/Genitori/Fratelli
Passeggiando alla cartiera Latina (evento di lancio edizione 2016)
Ricerca su google eventi in città
Scuola
Professore/insegnanti
lescienze.it

- Significant role of teachers and professors in disseminating the news;
- Reinforced monitoring of the schools' parameters next year;

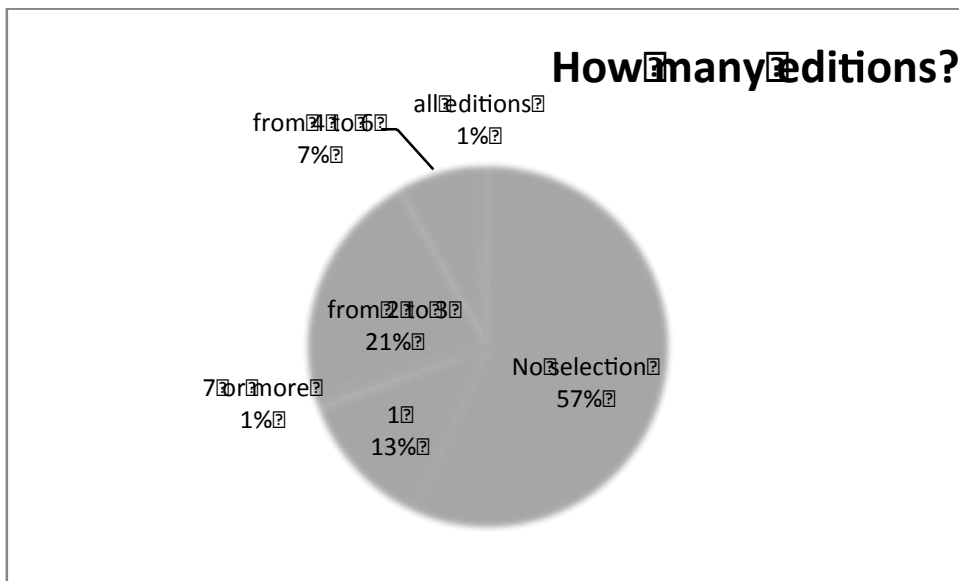
**Did you ever participate in other editions of the European Researchers' Night/Week?**

<b>Did you ever participate in other editions of the European Researchers' Night/Week?</b>	<b>Total</b>	<b>Total</b>
No selection	13	1,72%
No	410	54,23%
Yes	333	44,05%



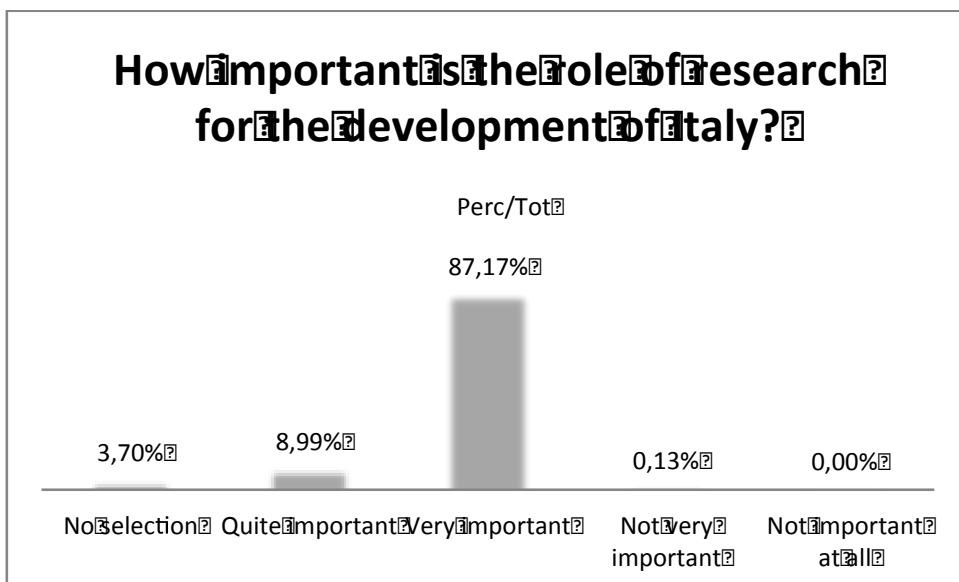
**How many editions did you take part in?**

<b>How many editions?</b>	<b>Total</b>	<b>Perc/Tot</b>
No selection	428	56,61%
1	97	12,83%
7 or more	7	0,93%
from 2 to 3	162	21,43%
from 4 to 6	50	6,61%
all editions	12	1,59%



#### How important is the role of research for the development of Italy?

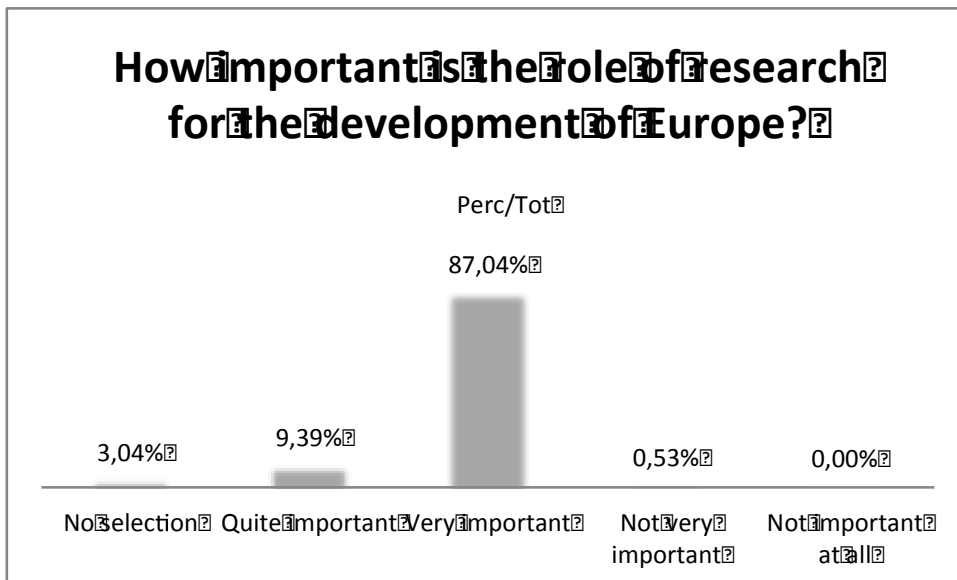
How important is the role of research for the development of Italy?	Total	Perc/Tot
No selection	28	3,70%
Quite important	68	8,99%
Very important	659	87,17%
Not very important	1	0,13%
Not important at all	0	0,00%



#### How important is the role of research for the development of Europe?

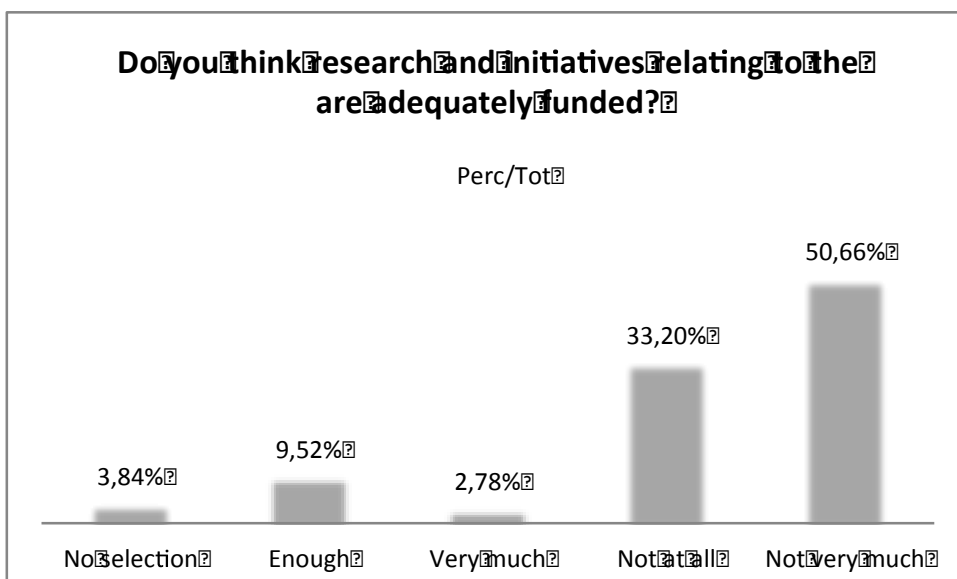
How important is the role of research for the development of Europe?	Total	Perc/Tot
No selection	23	3,04%
Quite important	71	9,39%

Very important	658	87,04%
Not very important	4	0,53%
Not important at all	0	0,00%



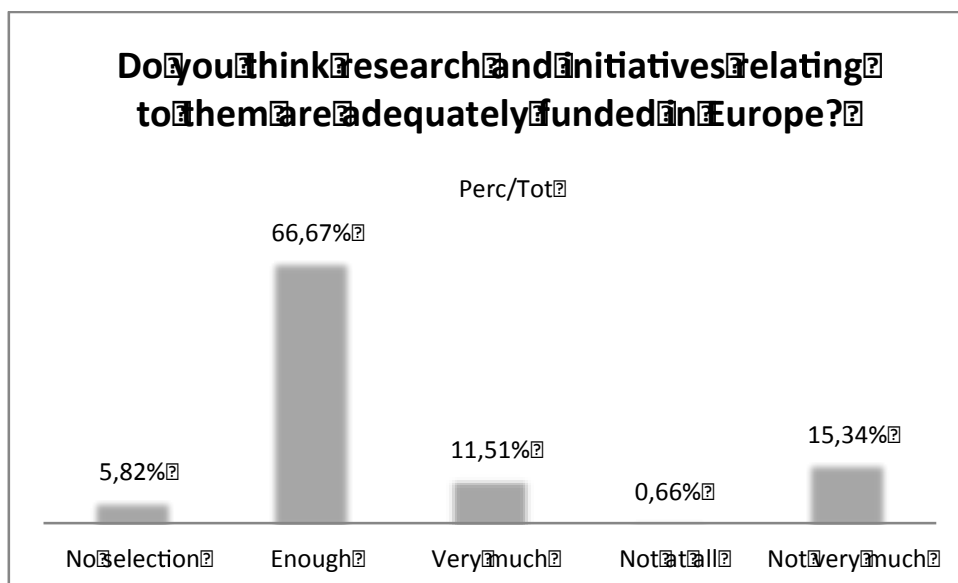
**Do you think research and initiatives relating to them are adequately funded in Italy?**

Do you think research and initiatives relating to them are adequately funded in Italy?	Total	Perc/Tot
No selection	29	3,84%
Enough	72	9,52%
Very much	21	2,78%
Not at all	251	33,20%
Not very much	383	50,66%



**Do you think research and initiatives relating to them are adequately funded in Europe?**

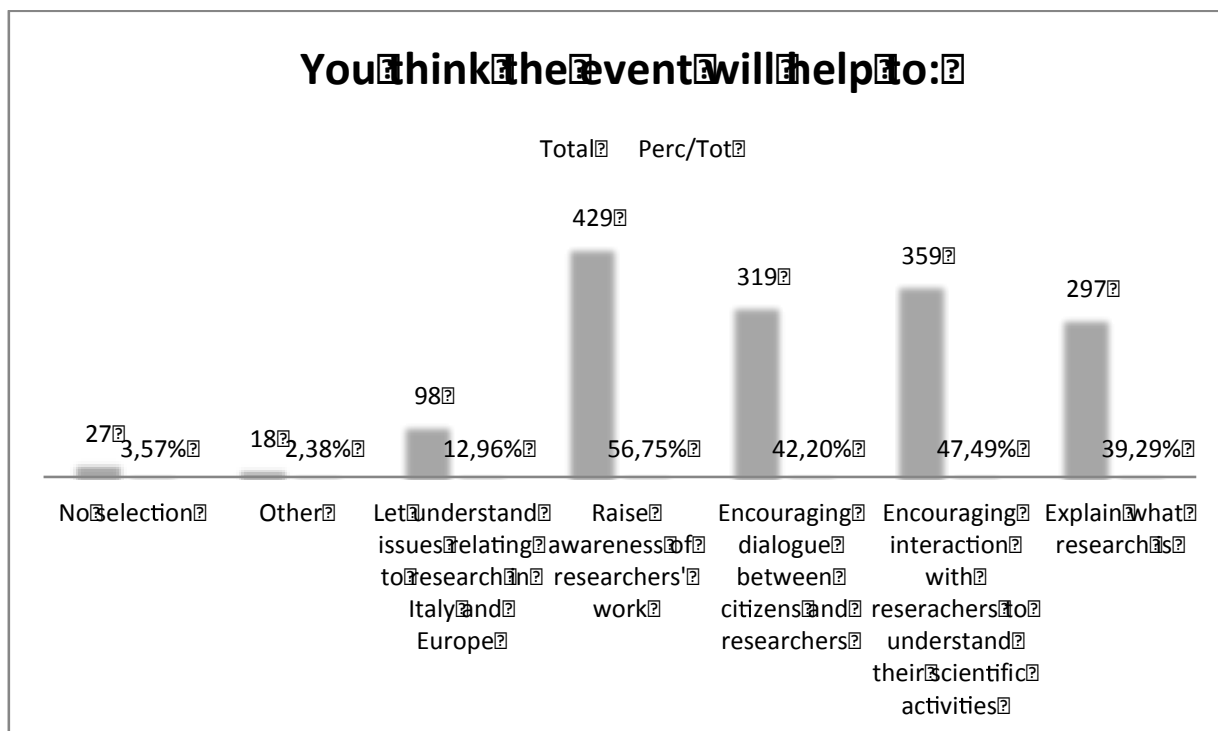
Do you think research and initiatives relating to them are adequately funded in Europe	Total	Perc/Tot
No selection	44	5,82%
Enough	504	66,67%
Very much	87	11,51%
Not at all	5	0,66%
Not very much	116	15,34%



**Expectations. You think the event will help to: (multiple choice question)**

You think the event will help to: (multiple choice question)	Total	Perc/Tot
No selection	27	3,57%
Other	18	2,38%
Let understand issues relating to research in Italy and Europe	98	12,96%
Raise awareness of researchers' work	429	56,75%
Encouraging dialogue between citizens and researchers	319	42,20%
Encouraging interaction with reserachers to understand their scientific activities	359	47,49%
Explain what research is	297	39,29%





- o No significant differences in expectations expressed prior and after the events;
- o For both: most relevant expectation being "Raise awareness of researchers' work" (429), followed by "Encouraging interaction with researchers to understand their scientific activities" (359) and "Encouraging dialogue between citizens and researchers" (319), and finally by "Explain what research is" (297).

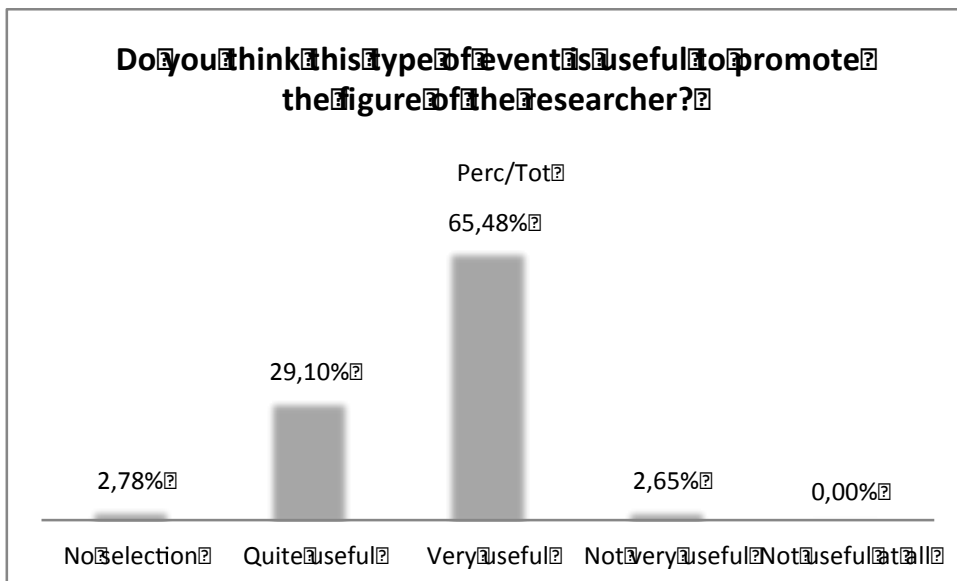
**Other impressions (ex-post)**

Other impressions
No selection
To thrill people towards scientific subjects
Open your mind to other realities and make it known even to kids
Attracting people to the science
To bring young people (kids and teens) towards science / math
Let known other choices in employment for young people
Let know science to people
Interesting in science
Stimulating curiosity
To give answers to specific curiosity
Let know that science is understandable and connected to reality
Interesting more people towards research

**Do you think this type of event is useful to promote the figure of the researcher?**

Do you think this type of event is useful to promote the figure of the researcher?	Total	Perc/Tot
No selection	21	2,78%
Quite useful	220	29,10%
Very useful	495	65,48%
Not very useful	20	2,65%

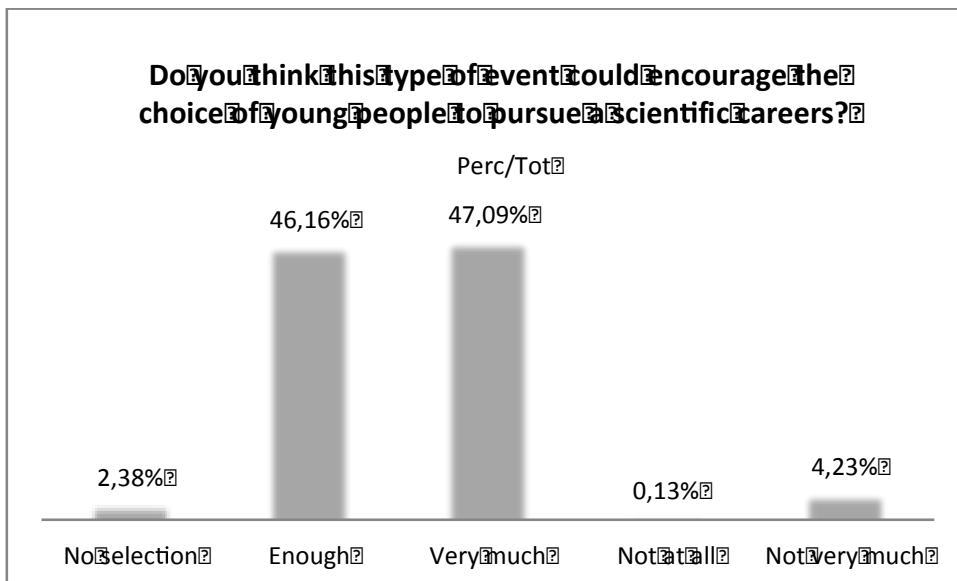
Not useful at all	0	0,00%
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- 94 % responders consider the event quite or very useful for promoting the researcher figure;
- 65% consider it "very useful" in such purpose;

**Do you think this type of event could encourage the choice of young people to pursue a scientific careers?**

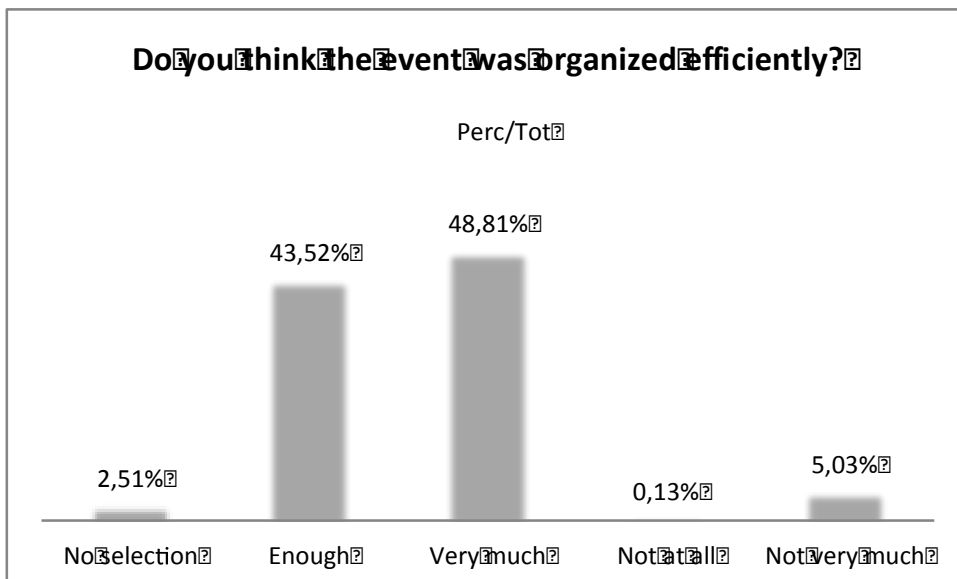
Do you think this type of event could encourage the choice of young people to pursue a scientific careers?	Total	Perc/Tot
No selection	18	2,38%
Enough	349	46,16%
Very much	356	47,09%
Not at all	1	0,13%
Not very much	32	4,23%



93,19 % responders consider the event relevant for encouraging young people to opt for a science career.

**Do you think the event was organized efficiently?**

Do you think the event was organized efficiently?	Total	Perc/Tot
No selection	19	2,51%
Enough	329	43,52%
Very much	369	48,81%
Not at all	1	0,13%
Not very much	38	5,03%



92,33 % of satisfied attendees, stable level throughout the years.

## Comments and suggestions

- Overall positive appreciation of the events (activities, contacts with researchers, selection of speakers, organisation, venues, scheduling, professionalism...);
- Need for further checking researchers' presentations (as to avoid slang or Anglicisms), although researchers' availability and accessibility was praised at the same time;
- Wish for reinforced advertising and promotion of the event, notably beyond the cities involved;
- Some wishes an intensification of the activities addressing kids (more numerous, more schools involved, more visits);
- Although general appreciation of the locations, some confusion signalled in some cases;
- Wish for multiplying such kind of activities throughout the year;
- Overall positive feedback about the organisation, the relevance for all levels of education, the accessibility and friendliness of the staff, and the very interest of the event towards the objectives pursued.

## **OTHER TOOLS**

### **TRIVIA NIGHT QUESTIONNAIRE**

*20 questions. 1 prize.*

*Can you be first in the most exciting quiz of the Night?*

*The scientist is not the one who knows all the answers, but one who knows how to ask the right questions. Levi-Strauss said so and now we want to play with some fascinating questions about science.*

*This is the funniest challenge of the European Researchers' Night, a quiz in teams that awaits players prepared to get involved to discover the wonders of Science.*

*Special guests will be four researchers, who will be the judges of the game and determine the winner team of the ultimate prize. Biology, Physics, Chemistry and Mathematics are waiting for you with interactive tests and experiments for all ages.*

During the European Researchers' Night 2016 it was held the Trivia Night event, an exciting quiz in teams, through which the Frascati Scienza staff (from wp3 and wp2) has engaged the general public to gather impressions and suggestions about the event and, at the same time, to lead it away, discovering the wonder of Science.

Among the objectives of the event: to bring out the public's views and to analyze the strengths and weaknesses, opportunities and above all to gather ideas for future editions of the European Researchers' Night / Week, reasoning in a fun way together with the Frascati Scienza staff.

The game has been held at the Sapermercato of Frascati, a historic market place of the city reinvented and dedicated to science, and it has involved an audience of about 40 people (divided into 5 teams) consisting of both adults and children.

The game have been structured on 20 questions divided as follows: 12 questions about several scientific disciplines (Physics, Biology, Chemistry and Mathematics) and 8 questions about the category #ERN (European Researchers' Night). For the occasion, 4 researchers also participated as "testimonials" in the following disciplines: Biology, Physics, Chemistry and Mathematics to act as the jury and explain the evidence and science-themed experiments.

The following report contains the information emerged within the #ERN category, in order to investigate the public's views on this event.

Evidence that interviewed the people about the European Researchers' Night Strengths revealed the following keywords:

- Ricerca / research
- Scoperta / discovery
- Invenzione / invention
- Divertimento / fun
- Studio / study
- Scienza / science
- Curiosità / curiosity
- Magia / magic
- Apprendere / learn
- onde gravitazionali / gravitational waves
- Sapermercato
- Frascati
- Empatia / empathy

The answers that emerged on Strengths have found that participants have appreciated the theme of scientific research in the various forms (discovery, invention, fun, study) and places (Frascati: Mura Valadier and Sapermercato) proposed by the event. They also have demonstrated how the event stimulates curiosity and learning. The empathy as strength point implies a strong appreciation of the open and direct dialogue that it has been established between the public and researchers during the event and that the public felt to be welcome and pampered by the Frascati Scienza staff.

Through another #ERN test participants had to complete a Scoreboard of the European Researchers' Night by assigning a score from 0 to 10 on the following aspects:

- The European Researchers' Night Website:  $8 - 10 - 8 - 10 - 7 = 8,6$
- The Event Advertising:  $7 - 9 - 10 - 8 - 8 = 8,4$
- The Program's Wealth:  $9 - 10 - 10 - 9 - 10 = 9,6$
- The Attractiveness of scheduled events:  $10 - 10 - 9 - 10 - 10 = 9,8$
- The Originality of scheduled events:  $10 - 9 - 9 - 10 - 10 = 9,6$
- The Event's location:  $9 - 10 - 7 - 10 - 9 = 9$

As can be seen from the detail of the votes cast and the averages calculated on the individual aspects, the attractiveness of the program is the one that has got the highest rating (9,8) of the report card. Following both the richness of the program and the originality, the proposed events have obtained 9,6. Even to the choice of the events' location has been awarded a very high rating (9). Finally they have been well appreciated, among the aspects of the communication, also the website (8,6) and the advertising (8,4) dedicated to the event.

To analyse the effectiveness of the Communication Media adopted by Frascati Scienza it has been made a question about some useful tools to communicate the event:

- Social network
- TV
- Radio
- Newsletter Frascati Scienza
- Frascati Scienza website
- Papers' advertising
- Brochure and flyer
- Banner on other websites
- Press articles
- Advertising through outdoor billboards

An analysis of the answers given by the participants about the most effective media to communicate the European Researchers' Night, shows to be Social Network (Facebook, Twitter, Instagram, etc.), while TV is considered the less efficient. The answers were however a bit contrasting and among the least effective means were also counted newsletters, press articles and banners on other websites.

Another #ERN evidence concerned the Weaknesses and the possible areas for improvement. In this regard, it has emerged it would be desirable to increase advertising in schools in order to collaborate more with them. Also it would be good to increase the activities for younger children. Other aspects to be improved are related to the possibility choose larger spaces depending on the type of activity (sometimes too crowded) and the time allocated for each one. Some would like that the event would last at least a couple of weeks. Someone suggested the need to improve the website's reservation system and the event's advertising.

In another test, Frascati Scienza asked to the participants to focus on suggestions for the future to consider the organization of the next editions. Participants, including many children, have explained what they would like to see or to do in the next European Researchers' Night. The responses revealed a desire to continue to participate in laboratory work to do experiments together with researchers and to follow them in their many interesting projects. Others would like to find again G.Eco (Frascati Scienza partner), to see robots, to see a real spaceship and to stargazing through telescopes from Frascati. Still others would like to deepen the flight simulation in the absence of gravity, participate in experiments on the transformation of matter and maybe meet the Nobel Prizes in physics and chemistry.

Within another #ERN category test we would like to investigate the researcher stereotype by asking participants to make an identikit (Researcher), describing strengths and weaknesses. Among the merits of researchers have emerged: intelligence, knowledge, ingenuity, passion, patience, perseverance, reflexivity, being methodical, witty, curious, creative, precise and pioneers. Among the defects we find the disorder but also to be picky and fussy, being latecomers, geeks and introverts. Researchers are sometimes too serious and "know-it-all", not always understandable, but rather stubborn and anxious. Finally, they are poorly paid and this is considered a flaw by the popular imagination.

Finally among the #ERN trials, it has been proposed an analysis of the opportunities arising from participation in an event like the Researchers' Night. This analysis has shown special appreciation from the audience to the event for knowing new things, a better understand of science and scientists and for making experiments and fun discoveries through some games. The Researchers' Night is an opportunity to expand the own mind and to discover that science is for all and it is not boring as sometimes at school so the children have an opportunity to love and enjoy science. Through this event, it is easy to learn even the most difficult concepts and to discover, for example, that you can inflate the balloons without losing your breath. The guys have the opportunity to test themselves and to discover their passion about science, sometimes they can discover hidden talents. Also the parents appreciate what they had almost forgotten. The Researchers' Night is an opportunity to have fun and learn at the same time. For people is nice to talk directly with the researchers about their experiments and learn the importance of science in our lives.

## A SOCIAL PROJECT #HUMANSOFERN

Among the activities of WP3, this year a social photography project was proposed, inspired by the blog/book bestseller "Humans of New York" consisting of portraits and interviews gathered on the streets of NYC.

In the design of the WP3 and in collaboration with WP1, the project was entitled #humansofERN and we have tried to collect some meaningful shots with relative interviews of people who has participated in the events of the European Researchers' Night/Week 2016 to gather their emotions and impressions. We have acquired about twenty photo-interviews currently being published on Instagram profile of Frascati Scienza. We also had the opportunity to take a picture of some kids who have participated to this edition. We have considered this project still experimental, but we love the idea of collecting the stories of citizens who participate in our events, to get even closer to them and ask them directly what they really know about science and researchers. These people are the real testimonials of Frascati Scienza and we hope they are happy to witness they love to join us by participating to our events.

## CONCLUSIONS

- Gender: major female representation both ex ante and ex post: 53% ex ante and 57 % ex post; nevertheless, relative gender balance in both cases;
- Age: major representation of people aged 40-49, with 17% aged 10-19 (ex post), 15% 20-29 (ex post) and 11 % 30-39 (ex post), as well as 9 % aged 0-9 (ex post);
- Geographical origin: 45 % from Rome, 14 % from Milan and 8% from Frascati;
- Educational background: university degree (26%) or a diploma of High school (27%), 29 % employees and 13% university students (consequently high cultural level);
- Knowledge about the event: "Friends/Word of mouth" (35%), followed by "Direct contact with the entities involved" (20%), "Social networks" (17%) "Frascati Scienza website" (15%) and the "Participation in previous editions" (16%); numerous answers related to "school, teacher or professor", parameter that should be monitored in a stronger way in 2017;
- Most attendees newcomers: 21 % having already attended several events and 13% at least at 1;
- Role of research for development: considered very important (87%, ex post);
- Research funding: similar results compared to previous years: not so adequately funded (51%) 33% even "Not at all" (while in Europe quite adequately financed for 67% responders);
- Similar expectations prior and after the event: "raise awareness of researchers' work" (57%) , "Encouraging interaction with researchers to understand their scientific activities" (47%), "Encouraging dialogue between citizens and researchers" (42%) and "Explain what research is" (39%);
- Usefulness of the event: 65% "very useful" and 29% "quite useful", meaning 94 % considering it useful to promote the role of the researcher and it could encourage the choice of young people to pursue a career in science;

## MADE IN SCIENCE Project (Contract n° 722952)

- 92 % satisfaction rate and appreciation of the organisation, constant over the years;
- Many wishes for an increased advertising of the event, especially in the schools to promote the event among the students and beyond the cities involved;
- Also wishes for a reinforcement of the kids' programmes;
- Need for solving the space-issues, sometimes too crowded;
- Overall satisfaction about staff professionalism, availability and accessibility.



## **ANNEX I** **SAMPLE OF EX ANTE QUESTIONNAIRE**

### DATI ANAGRAFICI

#### **1. Sesso:**

- M
- F

#### **2. Età**

- 0-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 e più

#### **3. Area geografica di provenienza**

- Bari
- Cagliari
- Carbonia
- Cassino
- Catania
- Ferrara
- Firenze
- Frascati
- Genova
- Gorga
- Grottaferrata
- Milano
- Modena
  
- Monteporzio Catone
- Napoli
- Palermo
- Parma
- Pavia
- Reggio Emilia
- Lecce
- Roma
- Sassari
- Trieste
- Altro

#### **4. Titolo di studio:**

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

**5. Tipologia di professione:**

- Studente medie inferiori
- Studente medie superiori
- Studente universitario
- Lavoratore nell'ambiente della ricerca
- Lavoratore autonomo
- Lavoratore dipendente
- Pensionato
- Altro

**6. Come sei venuto a conoscenza della Settimana/Notte dei Ricercatori 2016?**

- Radio
- TV
- Articoli su quotidiani / free press, riviste specializzate e non
- Campagna pubblicitaria su quotidiani, free press, riviste specializzate e non
- Pubblicità esterna (affissioni, dinamica, etc.)
- Social network (youtube, facebook, twitter, instagram etc.)
- Sito web Frascati Scienza
- Materiale pubblicitario (brochure, flyer, etc.)
- Amici / Passaparola
- Partecipazione alle edizioni precedenti
- Contatto diretto con gli enti coinvolti
- Altro \_\_\_\_\_ con campo libero

**7. Hai partecipato ad altre edizioni della Settimana/Notte Europea dei Ricercatori?**

- SI
- NO

**8. Se hai risposto SI alla domanda precedente, a quante edizioni ricordi di aver partecipato?:**

- 1
- da 2 a 3
- da 4 a 6
- 7 o più
- tutte

**9. Quanto ritieni importante il ruolo della ricerca per lo sviluppo dell'Italia?**

Per niente  Poco  Abbastanza  Molto

**10. Quanto ritieni importante il ruolo della ricerca per lo sviluppo dell'Europa?**

Per niente  Poco  Abbastanza  Molto

**11. Pensi che in Italia la ricerca e le iniziative che la riguardano siano finanziate in maniera adeguata?**

Per niente  Poco  Abbastanza  Molto

**12. E nel resto dell'Europa?**

Per niente  Poco  Abbastanza  Molto

**13. Ritieni che la manifestazione contribuirà a:**

- Spiegare che cosa è la ricerca
- Far conoscere il lavoro dei ricercatori
- Favorire un'interazione con i ricercatori per comprenderne le attività scientifiche
- Far comprendere le problematiche connesse alla ricerca in Italia e in Europa
- Favorire il dialogo tra cittadini e ricercatori
- Altro\_\_\_\_\_ con campo libero

**14. Ritieni utile una manifestazione del genere per promuovere la figura del ricercatore?**

Per niente  Poco  Abbastanza  Molto

**15. Ritieni che l'evento possa favorire la scelta dei giovani a intraprendere una carriera scientifica?**

Per niente  Poco  Abbastanza  Molto

## ANNEX II

### SAMPLE OF EX-POST QUESTIONNAIRE

#### 1. Sesso:

- M
- F

#### 2. Età

- 0-9
- 10-19
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 e più

#### 3. Area geografica di provenienza

- |  |   |
|--|---|
| <input type="checkbox"/> Bari          | <input type="checkbox"/> Modena             |
| <input type="checkbox"/> Cagliari      | <input type="checkbox"/> Monteporzio Catone |
| <input type="checkbox"/> Carbonia      | <input type="checkbox"/> Napoli             |
| <input type="checkbox"/> Cassino       | <input type="checkbox"/> Palermo            |
| <input type="checkbox"/> Catania       | <input type="checkbox"/> Parma              |
| <input type="checkbox"/> Ferrara       | <input type="checkbox"/> Pavia              |
| <input type="checkbox"/> Firenze       | <input type="checkbox"/> Reggio Emilia      |
| <input type="checkbox"/> Frascati      | <input type="checkbox"/> Lecce              |
| <input type="checkbox"/> Genova        | <input type="checkbox"/> Roma               |
| <input type="checkbox"/> Gorga         | <input type="checkbox"/> Sassari            |
| <input type="checkbox"/> Grottaferrata | <input type="checkbox"/> Trieste            |
| <input type="checkbox"/> Milano        | <input type="checkbox"/> Altro              |

#### 4. Titolo di studio:

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

#### 5. Tipologia di professione:

- Studente medie inferiori
- Studente medie superiori
- Studente universitario
- Lavoratore nell'ambiente della ricerca
- Lavoratore autonomo
- Lavoratore dipendente
- Pensionato
- Altro

#### 6. Come sei venuto a conoscenza della Settimana/Notte dei Ricercatori 2016?

- Radio
- TV
- Articoli su quotidiani / free press, riviste specializzate e non
- Campagna pubblicitaria su quotidiani, free press, riviste specializzate e non

- Pubblicità esterna (affissioni, dinamica, etc.)
  - Social network (youtube, facebook, twitter, instagram etc.)
  - Sito web Frascati Scienza
  - Materiale pubblicitario (brochure, flyer, etc.)
  - Amici / Passaparola
  - Partecipazione alle edizioni precedenti
  - Contatto diretto con gli enti coinvolti
  - Altro
- 

**7. Hai partecipato ad altre edizioni della Settimana/Notte Europea dei Ricercatori?**

- SI
- NO

**8. Se hai risposto SI alla domanda precedente, a quante edizioni ricordi di aver partecipato?:**

- 1
- da 2 a 3
- da 4 a 6
- 7 o più
- tutte

**9. Quanto ritieni importante il ruolo della ricerca per lo sviluppo dell'Italia?**

Per niente  Poco  Abbastanza  Molto

**10. Quanto ritieni importante il ruolo della ricerca per lo sviluppo dell'Europa?**

Per niente  Poco  Abbastanza  Molto

**11. Pensi che in Italia la ricerca e le iniziative che la riguardano siano finanziate in maniera adeguata?**

Per niente  Poco  Abbastanza  Molto

**12. E nel resto dell'Europa?**

Per niente  Poco  Abbastanza  Molto

**13. Ritieni che la manifestazione abbia contribuito a:**

- Spiegare che cosa è la ricerca
  - Far conoscere il lavoro dei ricercatori
  - Favorire un'interazione con i ricercatori per comprenderne le attività scientifiche
  - Far comprendere le problematiche connesse alla ricerca in Italia e in Europa
  - Favorire il dialogo tra cittadini e ricercatori
  - Altro
-

**14. Ritieni utile una manifestazione del genere per promuovere la figura del ricercatore?**

Per niente  Poco  Abbastanza  Molto

**15. Ritieni che l'evento possa favorire la scelta dei giovani a intraprendere una carriera scientifica?**

Per niente  Poco  Abbastanza  Molto

**16. Ritieni che l'evento sia stato organizzato in modo efficiente?**

Per niente  Poco  Abbastanza  Molto

**17. Commenti e suggerimenti:**

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Grazie per la collaborazione!