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ACRONYMS

Acronym/Term	Definition
PhD	Doctor of Phylosophy
TV	Television

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EXECUTIVE SUMMARY

This report provides an evaluation and analysis of the actual impact of the “Night 2014” activities organised by the DREAMS project on the enhancement of the public perception and recognition of researches and their role in modern society.

Methods of analysis include setting up of ex-ante and ex-post semi-structured questionnaires and at the same time set up of the guidelines for conducting the “World Cafè” methodology and estimation of the questions to be asked during the group dialogue.

Subsequently the collection of answers of 450 ex-ante semi-structured questionnaires and 547 ex-post semi-structured questionnaires and their data processing analysis was done carefully. Also the collection of answers of the focus group and their interpretative analysis was completed. Two semi-structured questionnaires have been designed in collaboration with five phd candidates of Sapienza University of Rome and their analysis was carried by the same team.

The focus group was conducted by the above-mentioned phd candidates and a professor of Sapienza University of Rome. They all played the role of hosts and after that continued with the interpretation of the answers.

The questionnaires have been evaluated in a quantitative way, on the contrary the qualitative aspects have been taken into account by the evaluation of the “World Cafè” results.

Results of the data analysed show that this methodology enabled to assess precisely how the participation at the “Research Night” event influenced the idea of researcher. Comparing the output of the ex-ante and ex-post questionnaires was possible to evaluate the impact of the events on public and to check how the image of the researchers was improved in the participants of the event after the night.

Also the data analysis was realized 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 improvements of future editions. Especially two of three questions conducted during the dialogue group, i.e. Which is the way to explain to public the role of researchers? How do you evaluate the “European Research Night ‘event? have led interesting results and suggestions.

INTRODUCTION

To achieve the main goal of evaluating the impact of the 'European Research Night/Week' event in the public perception of the researchers and their work, quantitative and qualitative analysis were realized. Taking into consideration also the previous implemented editions, the methodology to measure the impact was identified consisting in and "World Cafè" method. Differently from the last edition this year was decided to conduct a dialogue group through the "World Cafè" methodology instead of face to face interviews for more discussion to be emerged.

The "World Cafè" methodology comparing to others working discussion groups structures a group dialogue in a more efficient, flexible and creative way.

Analysis of the results of the questionnaires and dialogue group and therefore the production of a global assessment impact report (perception on the researchers and on the research) was concluded successfully.

Interesting results came out about the fact that participation in the event has changed or not the idea that they had of the researcher.

Almost all respondents of the questionnaires stated that participation in the event has not changed the idea that they had of the researcher because they already 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 specific field of research (even just 1 of 5 respondents were primarily researchers).

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 somehow in science might have a greater interest in participating in this type of event.

Differently the participants in 'World Cafè' were predominantly teenager scholars from Lazio (Italy) as a result they had few knowledge about researchers and their work. Accordingly the participants underlined the absence of a specific definition of research worker and most of them thought that a researcher spend all his/her life only to research without having a social and family life.

Moreover, participants consideration of researchers was only about scientists that work in labs, neglecting the amounts of other fields from different subjects. This was pointed to the scarce information and implication of population to the world of research, maybe possible with specific initiatives using mainly social networks.

Both respondents of questionnaires and focus group express concern about Italian policy of cutting funding for research carried out in recent years and the trend, more and more frequent of expatriation abroad by our researchers. Another point stressed by several respondents is the gap between state funding granted to research in Italy compared to those provided in Europe.

The overall rating on the implementation of the ‘European Research Night/Week ‘is positive for all respondents: the majority of them are surprised by the pleasantly content of their visits (laboratories,equipment,design research), but also on the ability popularizing researchers and their human side. The only fault they found, especially the “World Cafè” participants was the incorrect form of publicity.

Since they are teenengers they suggest that more intensive social media based publicity is needed for the next editions.

CHAPTER 1. METHODOLOGY

The report is based on two questionnaires (ex-ante and ex- post) and the comparison of the answers. The sample was chosen by face to face interviews conducted prior to the event through ex-ante questionnaires and ex-post questionnaires filled up by the participants to the events (face to face) and via the invitations contained in the Frascati scienza newsletter.

This methodology aimed at assessing precisely how the participation at the NIGHT event influenced the idea of researcher. The ex-ante questionnaire was realized and distributed online through the NIGHT website some months before the event and during the awareness campaign to a public at large through different tools figured out in a specific distribution plan (some of these will be the website and other multimedia tools) and to the targeted students. The ex-ante questionnaire was given to the participants at their arrival to the Researchers' NIGHT. It was possible to fill the ex-post questionnaire online, always on the NIGHT website, up to October. By comparing the outputs of the two questionnaires it was possible to evaluate the impact of the events on public and to check how the image of the researchers improved in society after the event. All these activities contributed to provide a realistic assessment of the impact of the Researchers'.

To assess achievement of the objectives indicators and parameters were introduced: Qualitative: public opinion on researchers and their job (associations with the word "researcher", characteristics of the actual researchers and "ideal "ones, interest expressed for science and research, interest expressed for research careers amongst young people, (in particular pupils from primary and secondary schools), motivation for being or not interested in a science career, typology of attendees (age gender, education...), intention to attend similar future events, preferred activities...; Quantitative: number of attendees, number of participants in the various activities offered, number of hits/unique users on website, of entries in competitions, number of friends and followers on social networks, number of promotional items distributed, number of questionnaires filled in, media coverage.

1.1 The World Café methodology for assessing impact of the European Researchers' Night¹

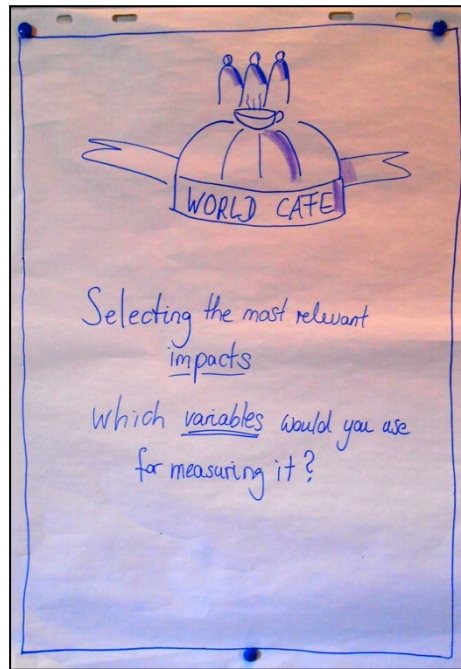


Figure 1 - One of the posters used during the World Café session

Beside the questionnaires and the social networks campaign, the impact assessment of the NIGHT will also take benefit of a number World Café session during which groups of about 25-30 participants will describe and exchange their opinion about the participation to the event and the research environment in general.

Specific areas were arranged in order to host and animate the World Café sessions, representing also an incentive to participate in the NIGHT assessment.

The World Café is a methodology for structuring a group dialogue in an effective, flexible and creative way. The process helps to discuss specific questions by bringing in various perspectives and group insights and therefore leading to results that are widely shared by the group and that go beyond traditional plenary or working group discussions. This is caused by the fact that the method allows the various groups to stay connected all the time during the session.

The methodology is widely used in facilitation processes for various purposes, e.g. organisational changes, politics, strategy development, education, the knowledge economy,

¹ The description is based on the following references:

Gray, D., Brown, S., Macanufo, J. (2010). *Gamestorming*. O'Reilly Media, Sebastopol

Brown, J., Isaacs, D. and the World Café Community (2005). *The World Café: shaping our futures through conversations that matter*. Berrett-Koehler Publishers, San Francisco

www.theworldcafe.com

conflict resolution, futures research, etc. and can be flexibly adapted to the group, context, topic and location.

1.1.1 Set-up and implementation

The World Café follows a series of steps, which can be flexibly adapted to the specific purpose of a meeting.

Preparation:

Context set-up: the organiser of the World Café session should identify relevant question(s) to be discussed by the participants, which reply to the intended purpose and expected achievement of the World Café session.

Prepare a café atmosphere: the World Café methodology assumes that participants discuss more freely and are more creative when being welcomed in an informal surrounding, e.g. as in a café. Therefore, the discussion tables shall be prepared in a way that they reflect the atmosphere of a café. Tables are distributed accordingly in the room. There shall be as many chairs as people in the group distributed to the various tables. Each table shall be equipped with big-size sheets of paper or tablecloth where participants can write on, as well as pens, post-its and other material to support a creative group process.

Implementation:

Each participant chooses a table where she/he wishes to start the session.

Welcome and introduction: the facilitator presents the question(s) to be explored, the method and rules to the participants.

Then three app. 20-minutes rounds of discussions on the question(s) presented before will be conducted. If there is more than one question, each question shall be discussed at least in two rounds. Each group shall leave evidence for the following one, e.g. by writing, drawing, etc.

After 20 minutes all participants move to another table of her/his choice, except of one person that stays behind (“host”) and presents the results to the new group. Participants moving around are “ambassadors” and go “around the world”, bringing the ideas from the table they left to the new group. At the next round, the “host” gives a brief introduction to the next group about the results of the previous group at the table; afterwards the new group starts to discuss on the question again, starting from the presented results and the ideas they got at the other tables.

During the discussion rounds each participant is encouraged to contribute. Contributions and perspectives will be connected. Usually patterns and insights emerge during the rounds.

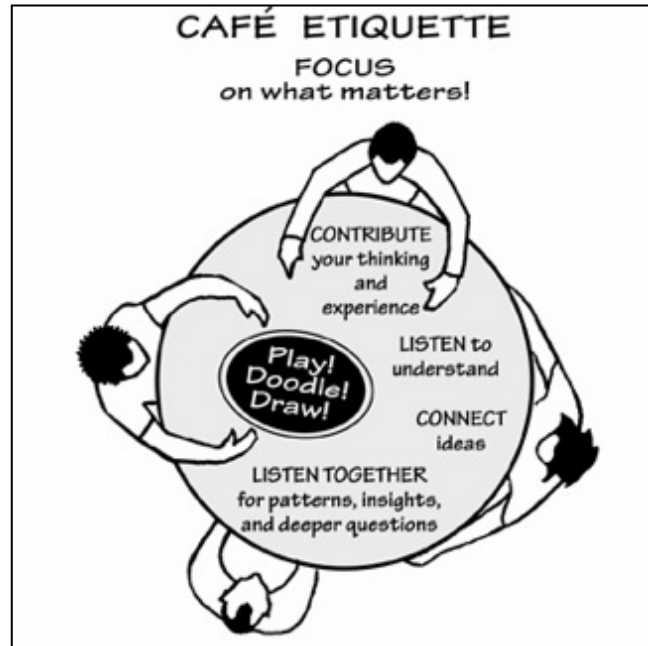


Figure 2 – The World Café Etiquette (Source: <http://www.theworldcafe.com>)

After the conclusion of the third round, one person of each table presents the main results of the table to the plenary.

For the NIGHT it was decided to use the World Café methodology to assess with the participants the specific impacts of the NIGHT and ask them to suggest further improvements. On each table the participant had the mental map picturing the areas of impact that the NIGHT team is interested in analysing. Besides, on each table the impacts the participant should focus on were written. The overall question discussed was:

Which is the experience that you bring with you after participating to the NIGHT?

The map has been built by analysing the impacts as reported from the previous NIGHTS.

CHAPTER 2. EX ANTE SURVEY

A total of 450 ex-ante semi-structured questionnaires containing 24 items were administered during the 2014 edition of the European Researchers' Night, sponsored by the European Commission.

The information collected was the following:

1. Gender
2. Age
3. City of Origin
4. Profession
5. Qualification
6. If you are a worker works in research?
7. As a researcher you know the side events at the Night at the European level?
8. If yes, provide a description of the activities / events
9. If you are a researcher, what it feels professionally inserted in Italy?
10. How did you hear of the "Week / Researchers' Night 2014"?
11. Specify other means of communication
12. Select any previous editions that were attended
13. Do you feel the important role of research for the development of our country?
14. And in the rest of Europe?
15. Do you think that in Italy the research and initiatives are funded adequately?
16. And I the rest of Europe?
17. Indicate the subjects in which you feel the important role of research
18. Specify other discipline
19. What will help make the event?
20. Specify other contribution
21. Consider sharing a rally to promote the role of the researcher in Italy?
22. And in the rest of Europe?
23. Do you think that the event may favor the choice of young people to pursue a scientific career in Italy?
24. How do you evaluate the organization of the event?

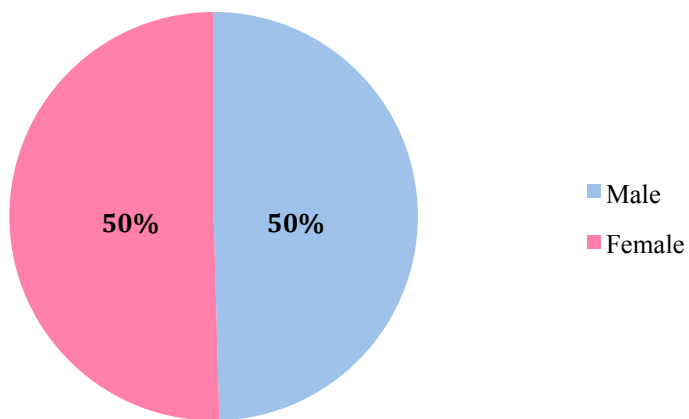


Figure 3 - Gender

The chart shows a balance of participants: 223 male and 227 female, about 50-50%.

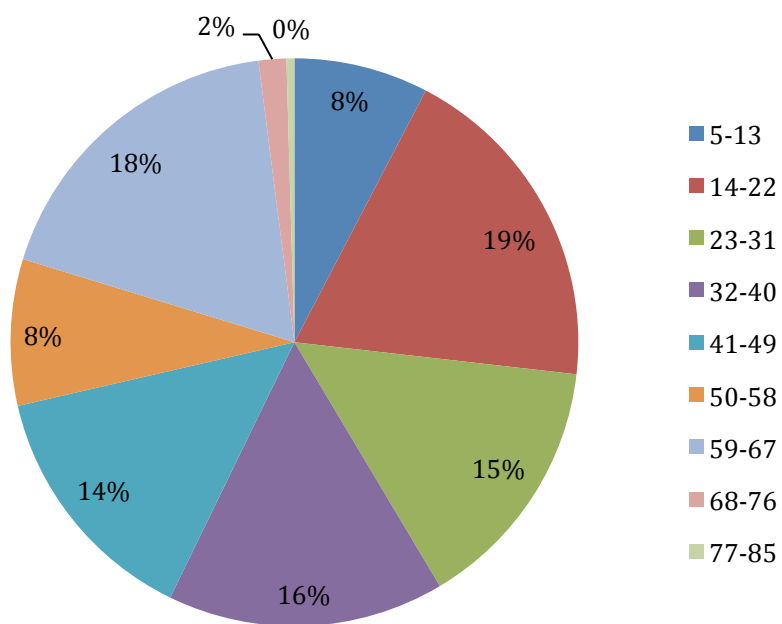


Figure 4 - Age

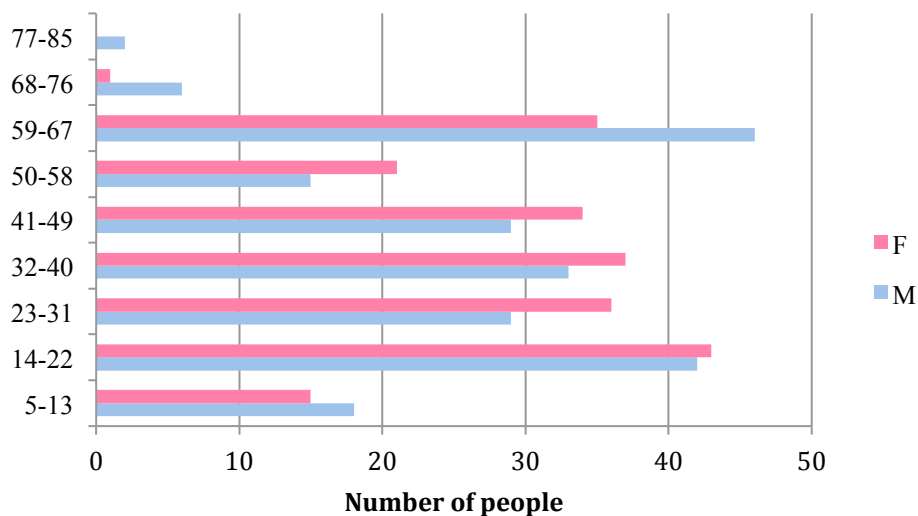


Figura 5 - Age/gender segmentation

The age of all participants was divided into nine classes and analyzed the gender belonging in each class (Figura 5). There are two data meanings: the majority of female (43) belongs to the second class, between 14 and 22 years, while male participants (46) belong to the seventh class, between 59 and 67 years.

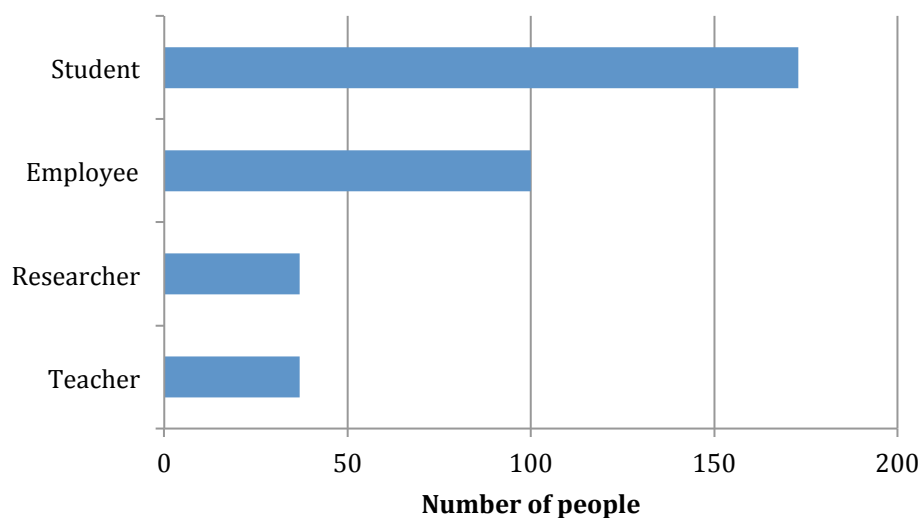


Figure 6 - Profession

The professions of people participating at the event were divided into 4 categories, therefore we can observe the following distribution (Table 1).

Ranking	Professions	Number of participant	Percentage
1°	Student	173	50%
2°	Employee	100	29%
3°	Researcher	37	11%
4°	Teacher	36	10%

Table 1 - Profession

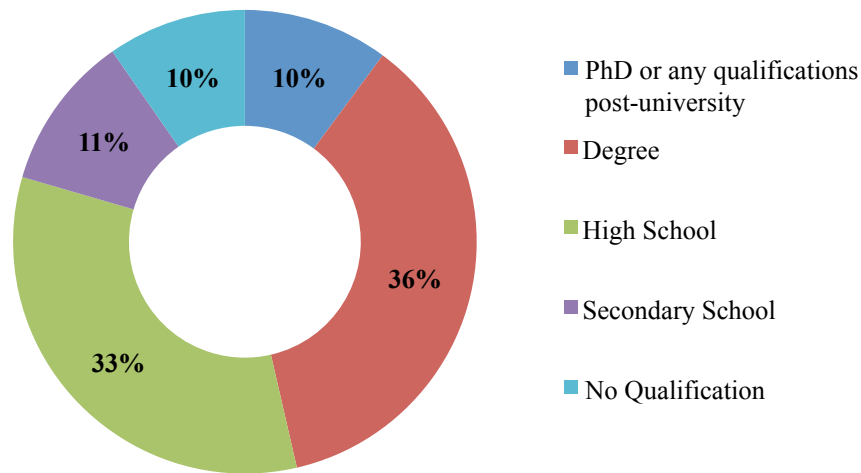


Figura 7 - Qualification

The interviewees have 36% the degree, the 33% upper secondary school , and about 10% the PhD or any qualifications post-university that includes for example master, specialization schools and other courses (Figura 7).

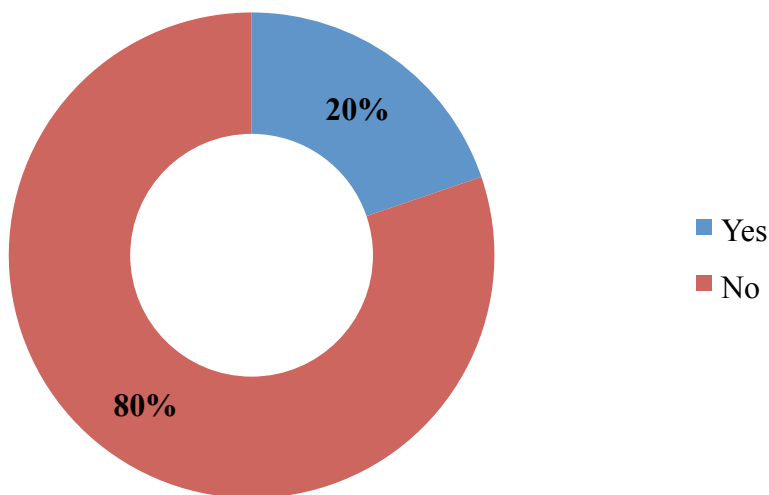


Figure 8 – Work in the research

The first item (Figure 8) is “If you are a worker works in the research?”, 1 of 5 say “yes”, then 280 people don't work in the research fields.

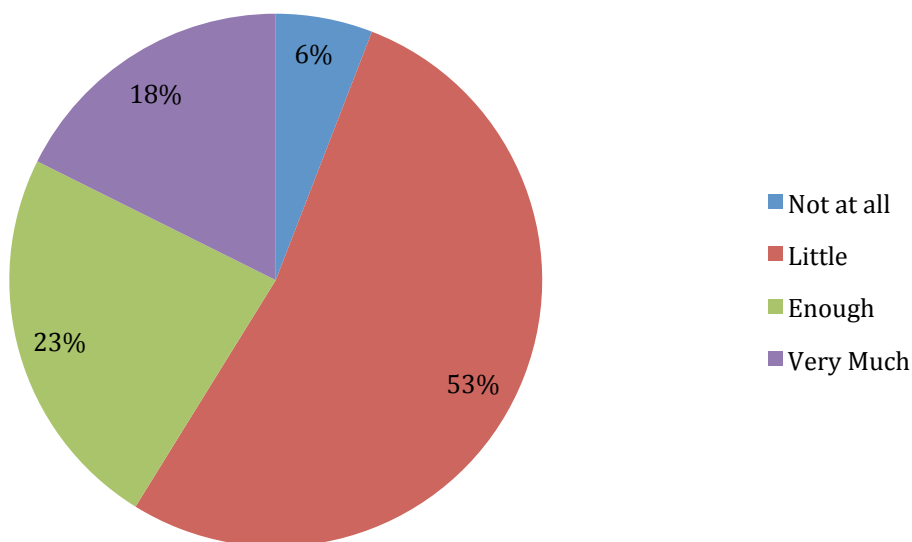


Figure 9 – If you are a researcher, you feel professionally inserted in Italy?

The second questions (Figure 9) is “If you are a researcher, you feel professionally inserted in Italy?”, the distribution answers is divided into 53% “little”, 23% “enough”, 18% “very much” and only 6% in “not at all”.

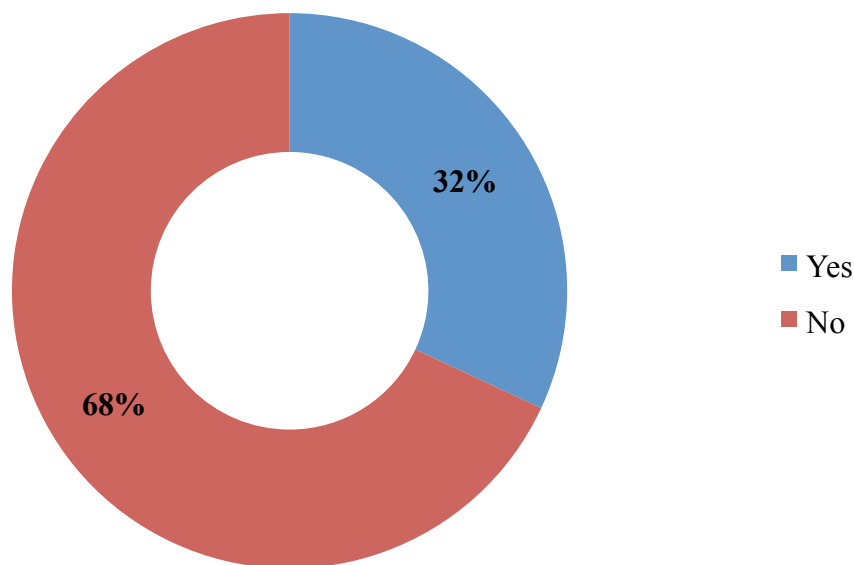


Figure 10 - As a researcher you know the side events of the Night at the European level?

The third item (Figure 10) concerns the knowledge of the side events of the night at the european level, about 2 of 3 (68%) doesn't know the side events of the european researchers night.

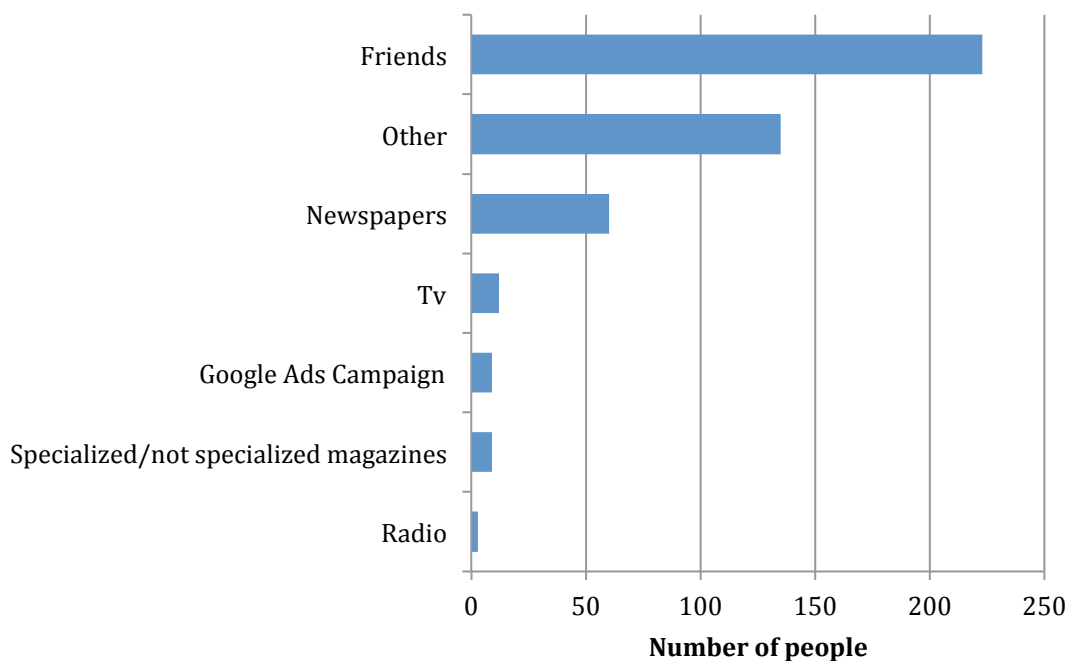


Figure 11– How did you hear of the Researchers' Night 2014?

When we asked "How did you hear of the" Week / Researchers' Night 2014? ", the feedback was of 446 people, and the results were as follows: Friends/word of mouth 49%, Papers 13%, TV 3%, Google Ads Campaign and Specialized Magazines about 2%, Radio 1% and Other 30% (Figure 11).

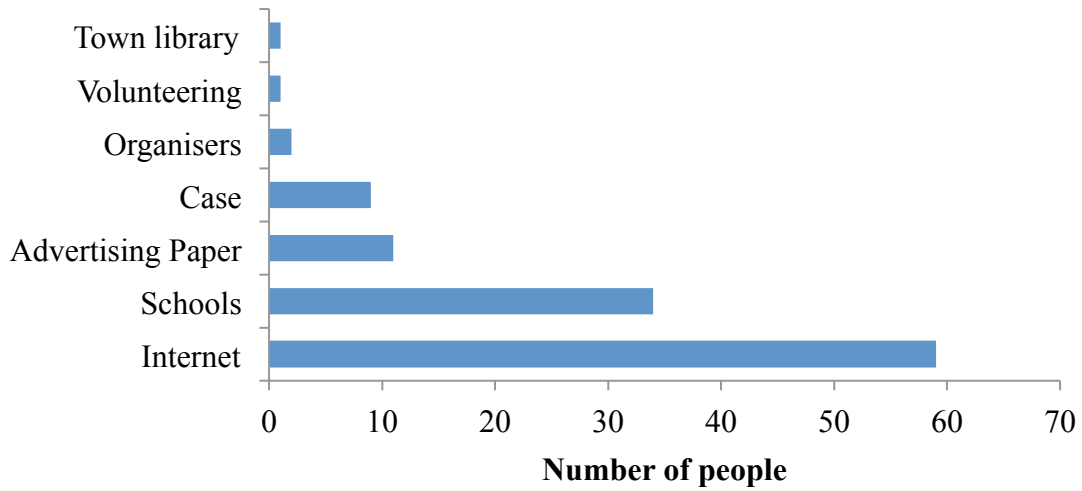


Figure 12 – Other means clustering of communication

Therefore were asked to specify the other means clustering of communication (Figure 12): the Internet is the kind of mass-media more widespread with about 50% of use.

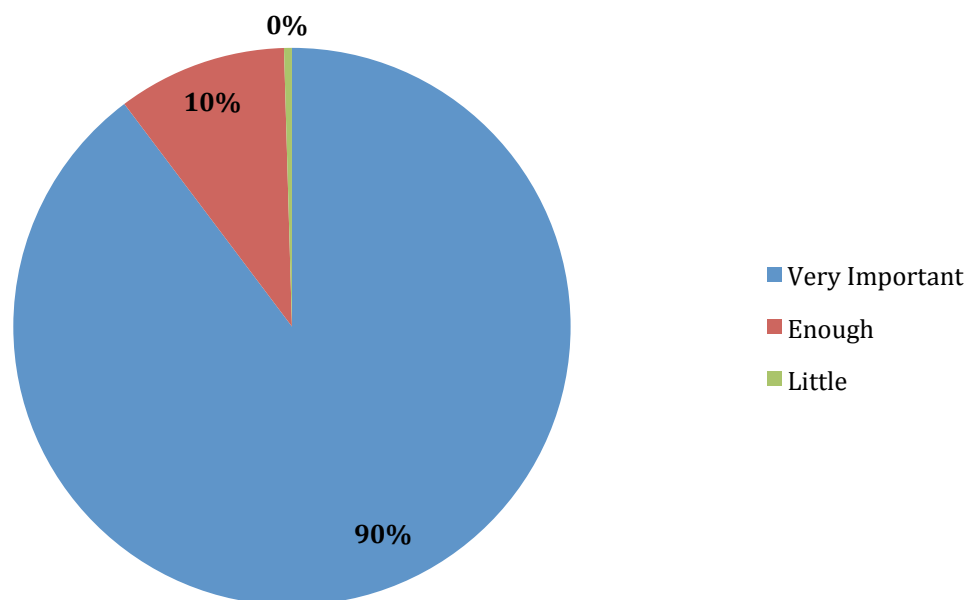


Figure 13 – The importance role of research for the development in Italy

The seventh item concerns the importance role of research for the development in Italy (Figure 13) and in the Europe (Figure 14). The results leave no doubt: 90 and the 91% of the people believe in a fundamental role of research for the development of the countries.

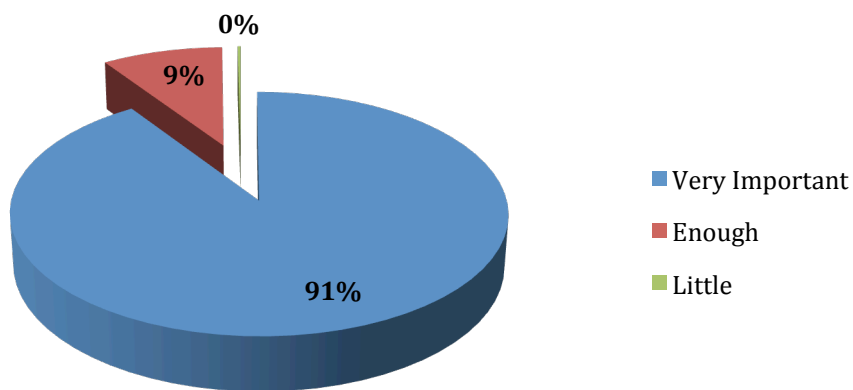


Figure 14 – The importance role of research for the development in Europe

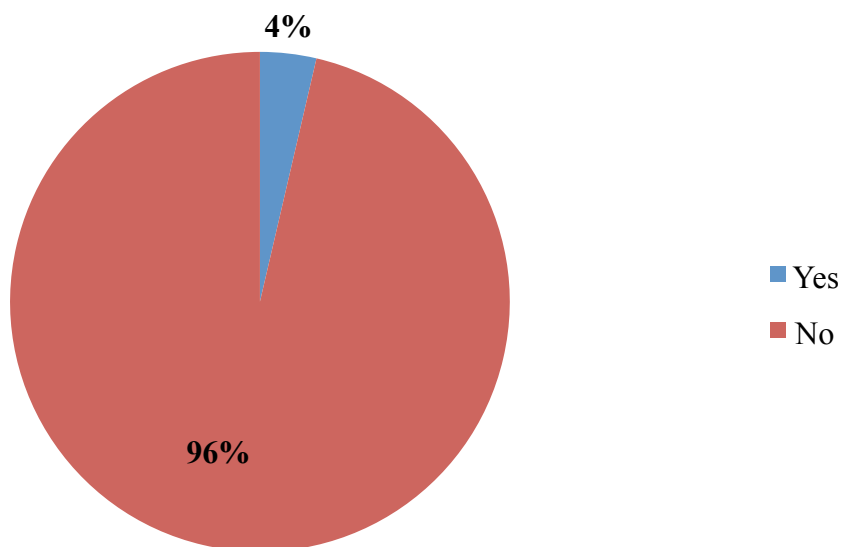


Figure 15 – Do you think that in Italy the research and initiatives are funded adequately?

It's been requested also the opinion about the research financing: in the Figure 15, about 96% of the people think that in Italy the research is not well founded, while about 66% in Europe the initiatives are adequately founded (see Figure 16)

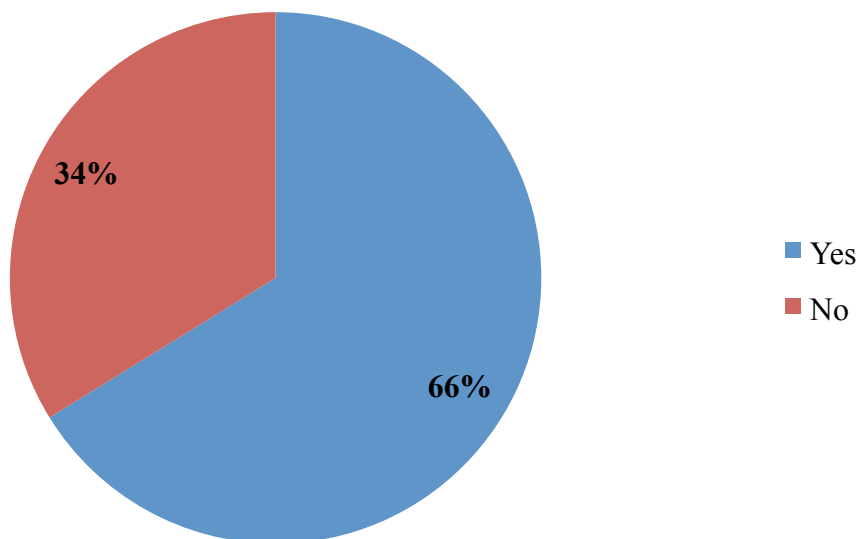


Figure 16 – Do you think that in Europe the research and initiatives are funded adequately?

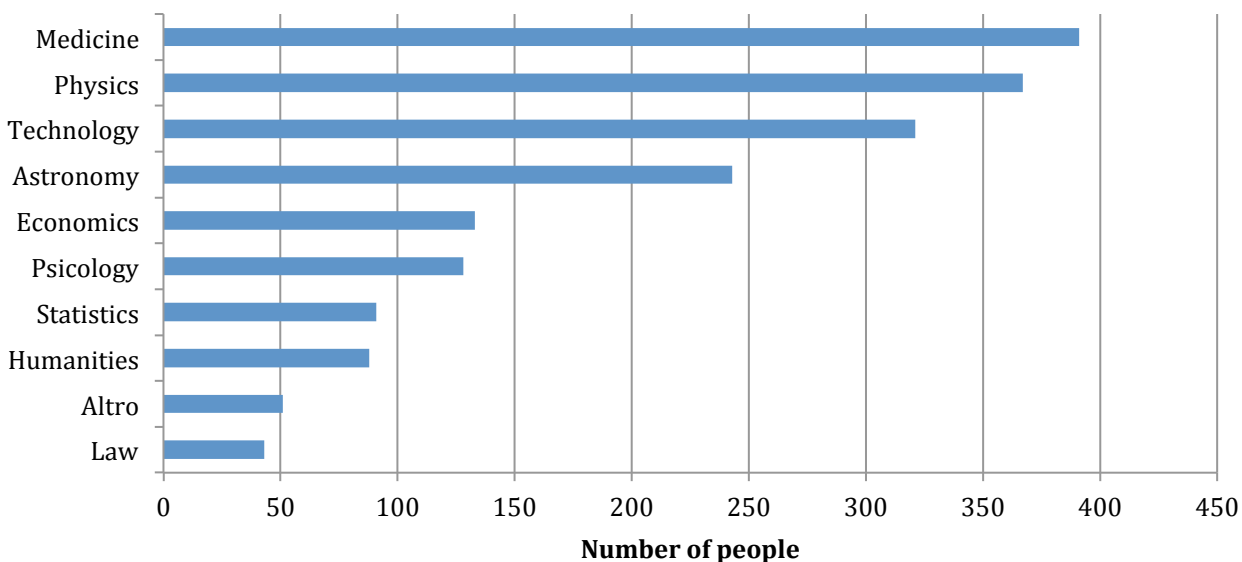


Figure 17– the subjects in which you feel the important role of research

In addition to other items, the participants mentioned the relevant fields for the research (Figure 17). More important subjects selected are: medicine with 21%, physics (20%), technology (17%) and astronomy (13%) of responses.

It was asked to specify other discipline (Figure 18), about 50% the interest is on chemical substances.

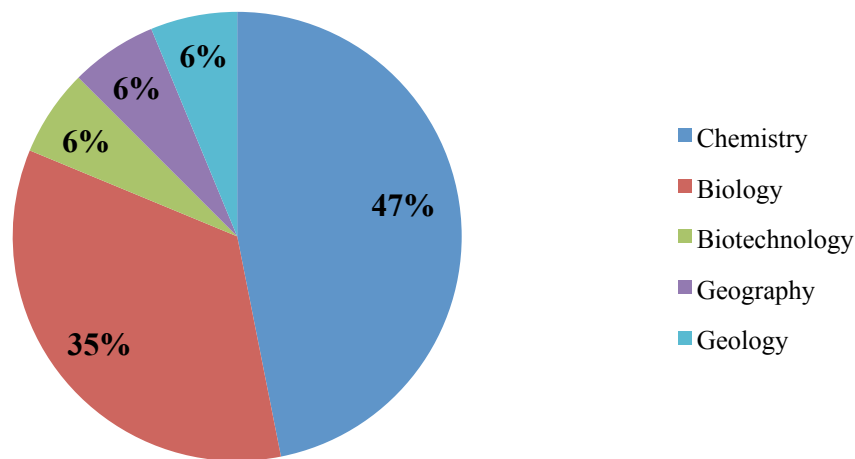


Figure 18 – Other discipline

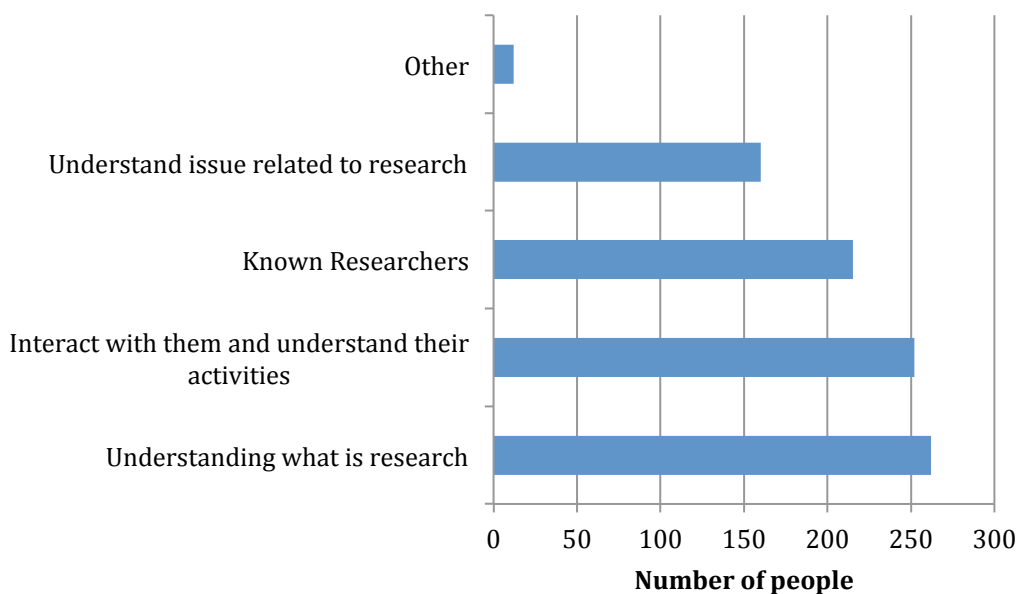


Figure 19 – Contribution event

About 30% of people believe that the event will help to understanding what is the research, 28% to interact with the researchers and understand their activities, 24% to know the researchers, 18% to understand issue related to research.

The results show in Figure 19.

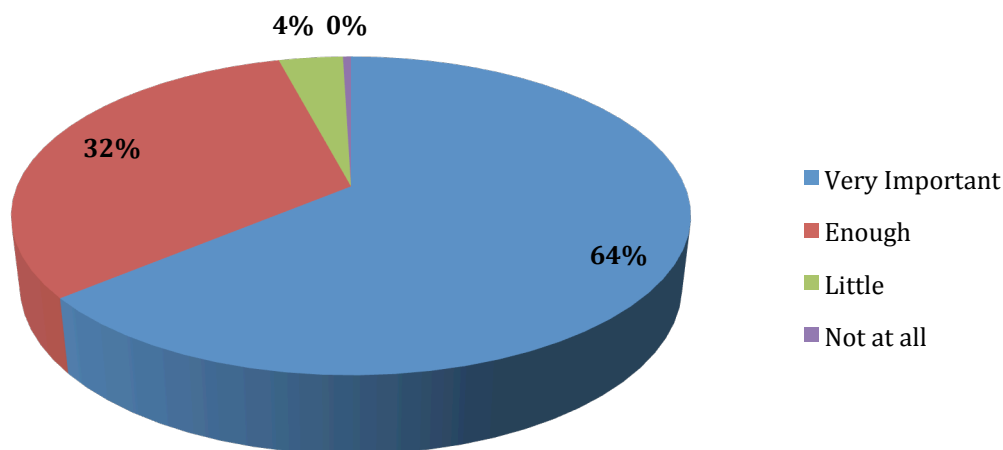


Figure 20 – Consider sharing a rally to promote the role of the researcher in Italy?

A particular question is administered (Figure 20), so the result shows how many people, about 64%, consider with the “very much” sharing the event to promote the role of the researcher in Italy, 32% “enough” and about 4% “little”. In Europe (Figure 21) the result with “very much” is lower (58%), about 36% “enough”, 5% “little” and 1% for “not at all”.

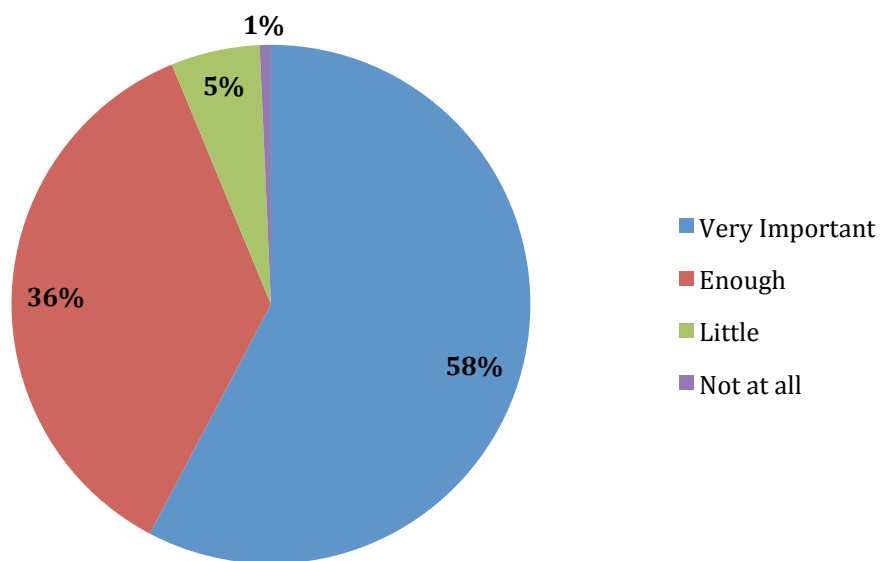


Figure 21 – Consider sharing a rally to promote the role of the researcher in Europe?

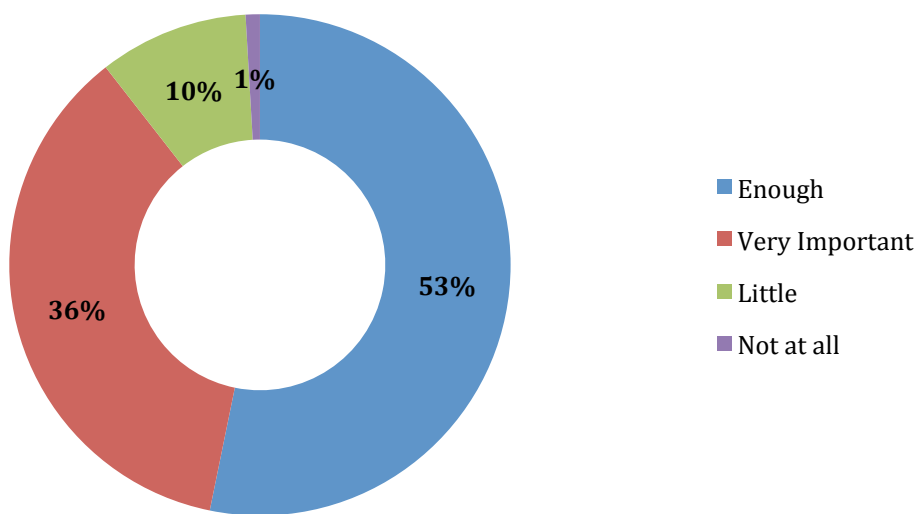


Figure 22 - Do you think that the event may favor the choice of young people to pursue a scientific career in Italy?

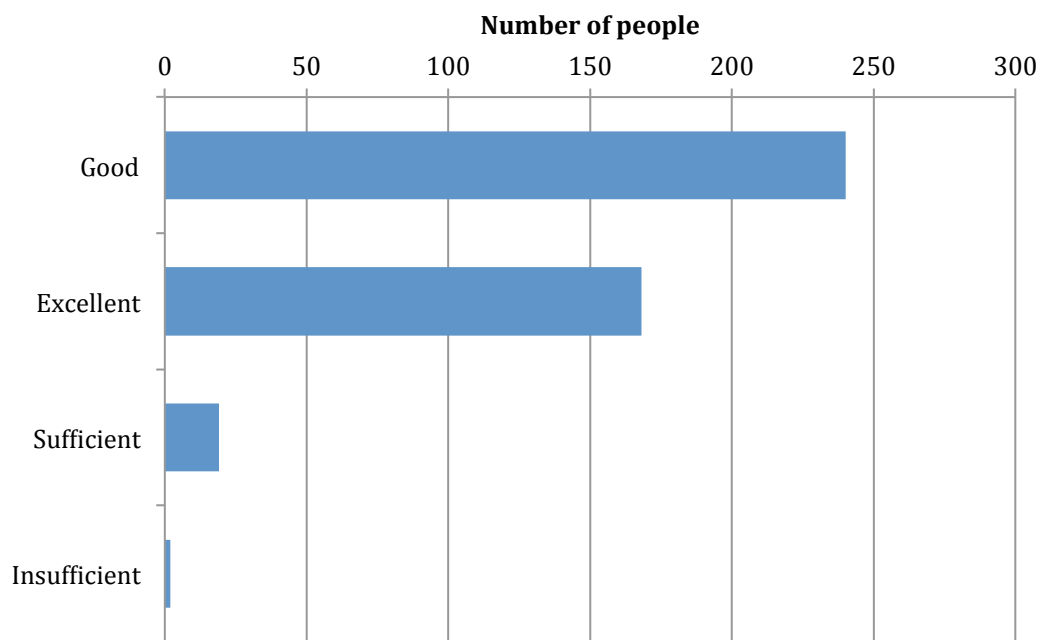


Figure 23 – How do you evaluate the organization of the event?

Do you think that the event may favor the choice of young people to pursue a scientific career in Italy? is the question number twenty-three (Figure 22). About 53% of the people say “enough”, 36% “very much”, 10% “little” and about 1% “not at all”. Last but not least is the twenty-four question “How do you evaluate the organization of the event?” (Figure 23). About 56% evaluates "good" the organization of the event, 39% “excellent”, 4% “sufficient” and 1% “insufficient”.

CHAPTER 3. EX POST QUESTIONNAIRE

A total of 543 Ex-post semi-structured questionnaires containing 27 questions were administered during the event of the Night. The response rate was 99 %². The first six questions were strictly related to demographic information (sex, age, education), the second part of the questionnaire aimed at collecting data about strengths and weaknesses of the event in order to improve the future editions. Data analysis was conducted using the excel sheet.

The Figure 24 shows a slightly greater prevalence of females over males.

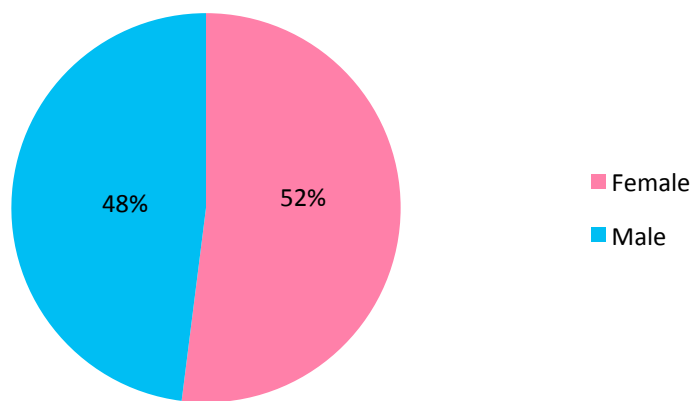


Figure 24 - Gender

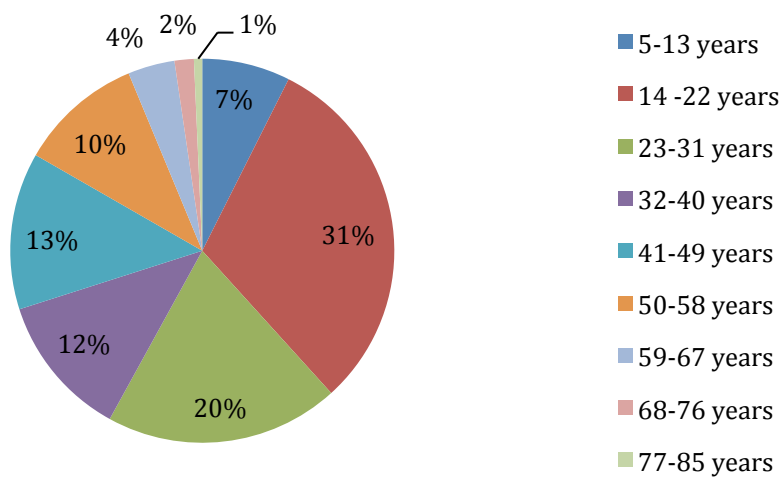


Figure 25 - Age

² The response rate was calculated basing on of completeness of response to each question. So partial response were excluded from an analysis.

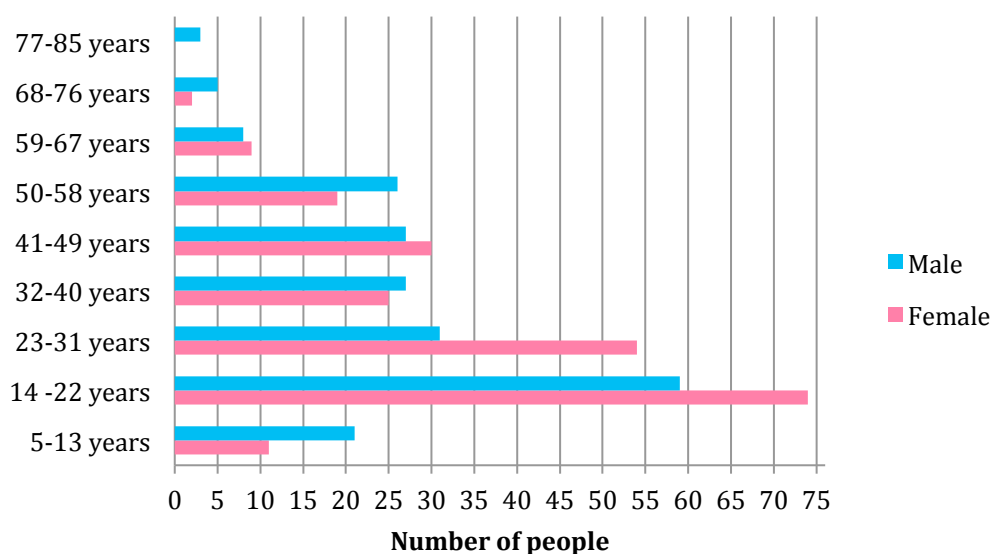


Figure 26 - Age/gender segmentation

The analysis of the age (Figure 25 and Figure 26) of the sample permitted to note that more than the half of the respondents fell in the bands 14-22 (31%) and in 23-31 (20%), followed by almost equal percentage in the fourth, fifth and the sixth band that covers the range between 32 and 58 years. The contribute of other classes might be consider quite modest hence the remaining band achieved together only 14 %. This distribution that focus mainly on the second and the third group is not surprising. At that age decisions regarding the choice of university and future directions in terms of carrier are taken.

As far as the class of the profession, the study shows a strong presence of students (43%). The Table 2 - Professionshows the classification of profiles that occurred more frequently. Anyway, due to diversity of profiles that have participated the event, there is enormous heterogeneity of jobs.

Ranking	Professions	Number of participant	Percentage
1°	Students	238	44%
2°	Employee	41	8%
3°	Teacher	37	7%
4°	Researcher	34	6%
5°	Retired	31	6%
6°	Unemployed	8	1%

Table 2 - Profession

With regard to educational qualifications (Figure 27) about 27% of the participants said to possess a diploma of secondary education, followed by a 35% of degrees. Only 9% of total respondents said to possess PhD or any post graduate qualification. The 9% of no educational qualifications was mentioned by the students that have not received a diploma yet.

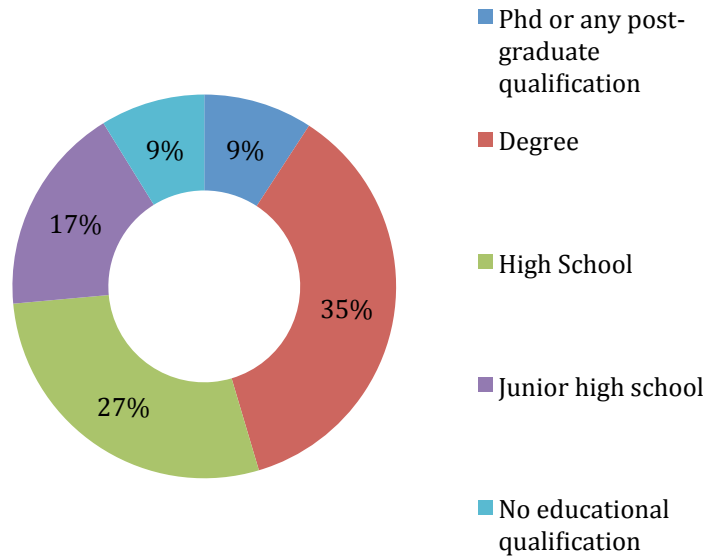


Figure 27 - Qualification

The Figure 28 shows the percentage of respondents working in field. It has been introduced in order to find that 19% of participants worked in a field of research and 10 % of them is directly related to the research area, like PhD student, post-doctoral, researchers and professors.

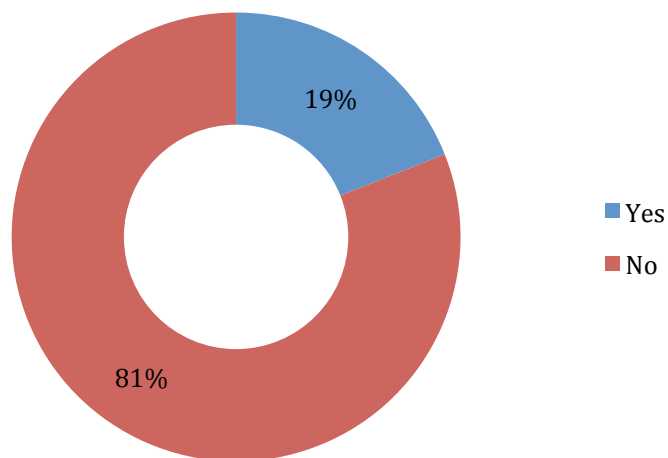


Figure 28 - Work in the research

In order to investigate the situation of researchers in Italy, the following question was asked: “If you are a researcher, you feel professionally inserted in Italy?”. From Figure 29 it can be deduced that the perception that the researchers have about their situation is rather pessimistic. More than the half of researchers stated to feel little or not at all inserted professionally in Italy. Only 19 % or researchers felt completely inserted in professional world of research.

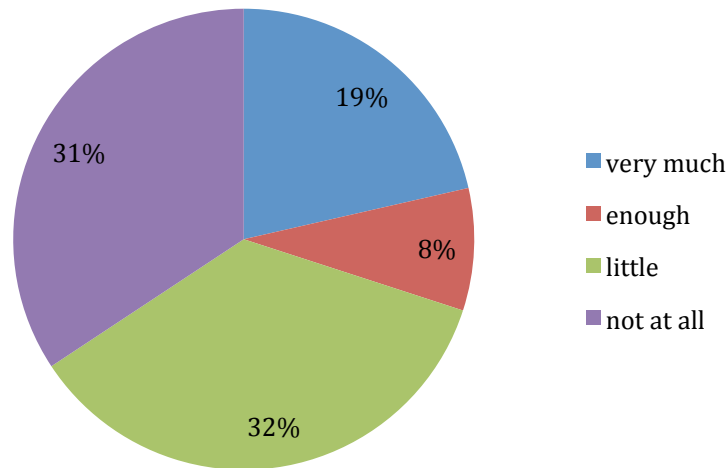


Figure 29 - If you are a researcher, you feel professionally inserted in Italy?

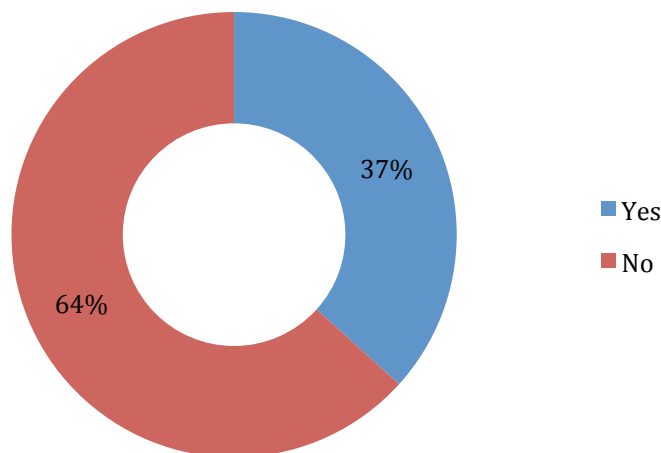


Figure 30 - As a researcher you know the side events of the Night at the European level?

To assess the effectiveness of publicity campaigns made to shorten the distance between world of researchers and people working in areas that are not related to the research, the following question was asked to the category of researchers: “As a researcher you know

the side events of the Night at the European level?”. As a Figure 30 shows, 37 % of researches stated to be aware of side events of “Researchers’ night” at European level. When it comes to appoint at least some of them, only one person indicated “European day of research” held in Paris. The majority of participants stated to know few other related events held mainly at the national level in different cities - Siena, Florence, Pisa - through seminars, round tables or conferences. Then we can deduce that there is a relatively poor understanding of the events at the European level. On the one hand, this situation can be attributed to the lack of publicity of European initiatives in our territory. On the other hand, may depend on limited interest shown by researchers.

More than 50% of participants became aware of event through friends and word of mouth, 15% through advertisement on newspapers, or specialized and not specialized magazines (3%), 5% through advertisement on Tv, radio and internet and 26% from other sources. In view of these percentages, it is notable that the traditional media (Tv, radio) are less effective in terms of reaching the desired public (Figure 31).

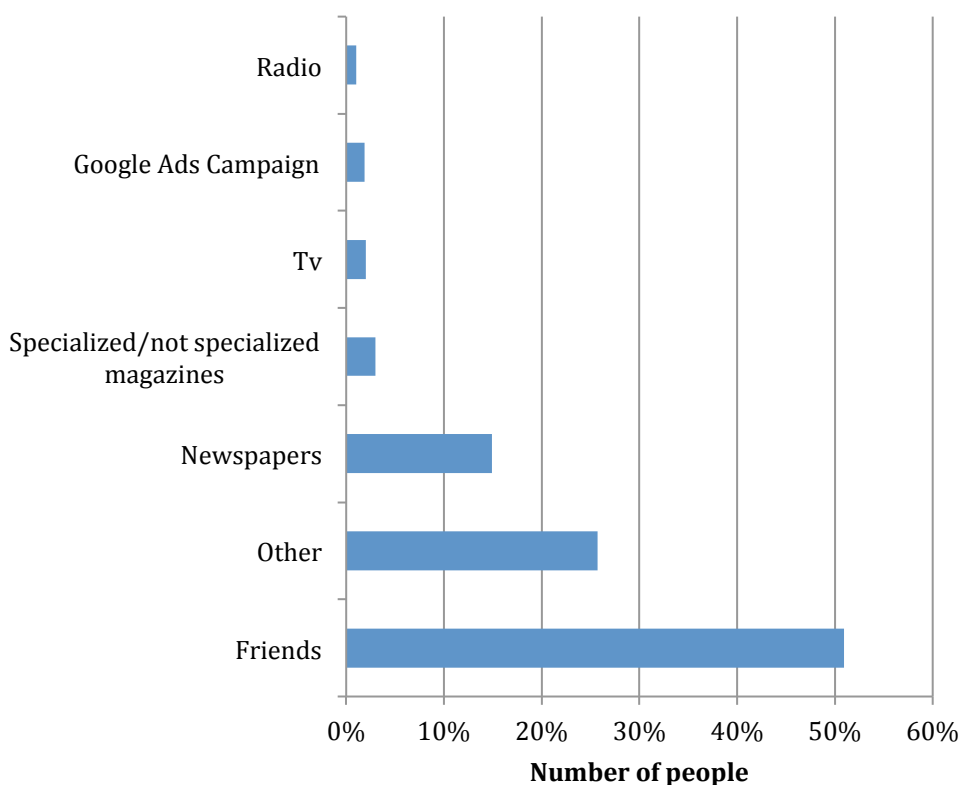


Figure 31 - How did you hear of the Researchers' Night 2014?

On the other hand there is a high proportion of mysterious “other” means. The Figura 32 shows the classification of means by which respondents have become aware of the event. As it might seem obvious, the internet was mentioned by 50 % of people, where by “internet” were meant different social networks, like facebook or twitter. The

communication at schools and universities has been done by mailing lists, flyers, posters or just by professors.

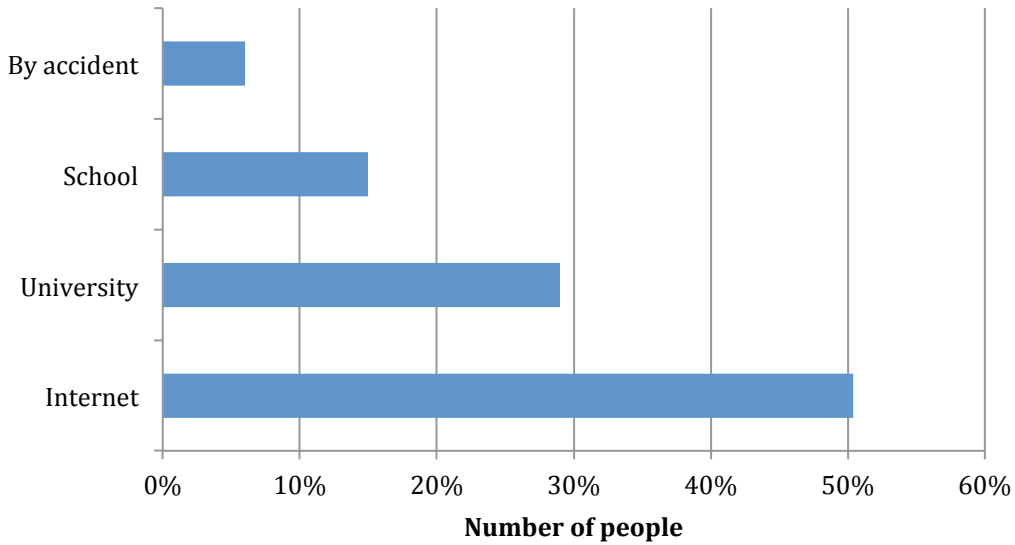


Figura 32 - Other means of communication

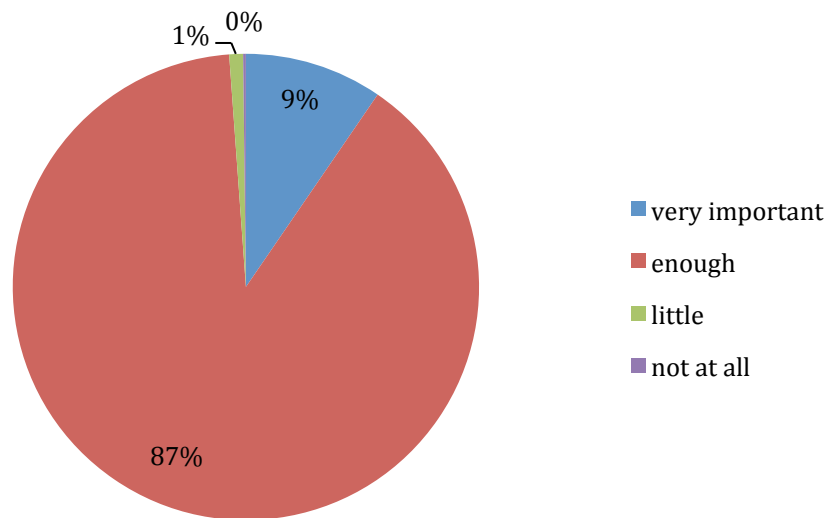


Figure 33 - The importance role of research for the development in Italy

For 96% of respondents the role of the research is enough and very important for development of our country (Figure 33). For Europe the high importance of research is shared by 95% of respondents (Figura 34). It might be assume that that there is a common

direction of Italy and Europe related to the significance of research for the future both Italy and whole continent.

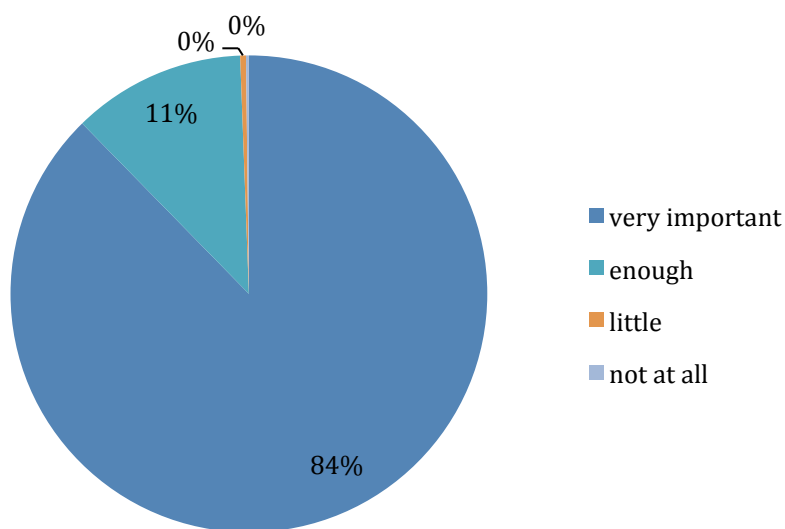


Figura 34 - The importance role of research for the development in Europe

There is enormous differences when we deal with financing of research projects in Italy and Europe. An overwhelming majority of respondents stated to be aware of not appropriate financing of the research in Italy (Figure 35).

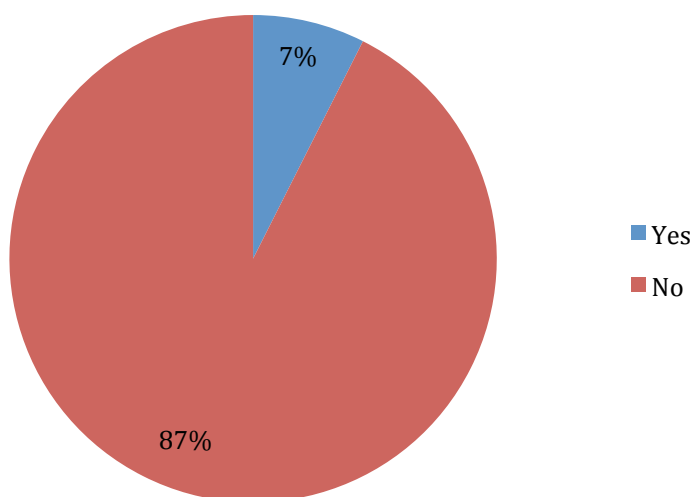


Figure 35 - Do you think that in Italy the research and initiatives are funded adequately?

While in Europe the research initiatives are believed being financed sufficiently for almost 64 % of respondents (Figure 36).

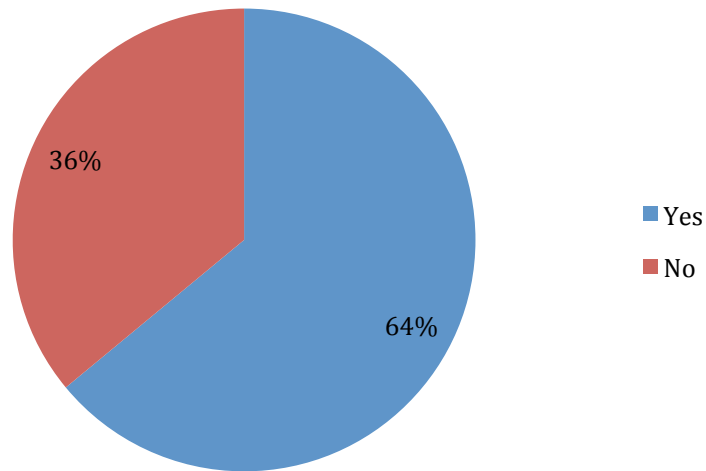


Figure 36 - Do you think that In Europe the research and initiatives are funded adequately?

Comparing these two realities, Italy and Europe, it can be observed that participants are aware of completely different ways and opposite trends in terms of research financing. The Figure 37 shows that about 24% of respondent indicated medicine like their choice among the several options of the fields where worth doing research, followed by 21% that agreed the importance of investing in the physics area, technology (18%), 14% Astronomics, Economics has been mentioned by 8% of respondents, Statistics (6%), Human Sciences (5%), Law and other (2%).

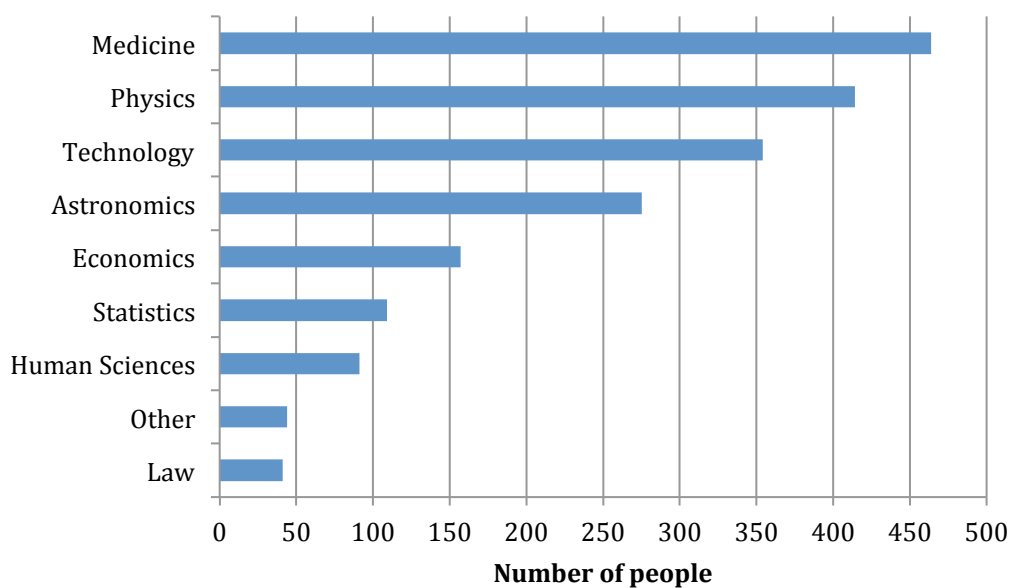


Figure 37– The subjects in which you feel the important role of research

The Figure 38 shows that only 7% of respondents has indicated additional research areas in which could be profitable conduct or develop research projects. Biology and chemistry were indicated by 29% of respondents as a possible and valid research areas. Followed by 16% that considered profitable conducting the research in all disciplines through maintaining of equilibrium.

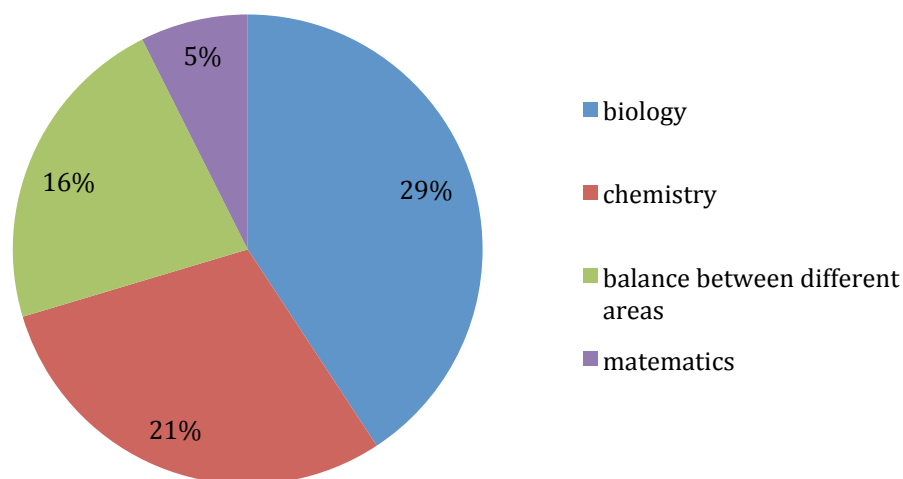


Figure 38 - Other disciplines

The event has managed to change the image of researcher in a positive way for 71% participants but it remains the same for 23% (Figure 39).

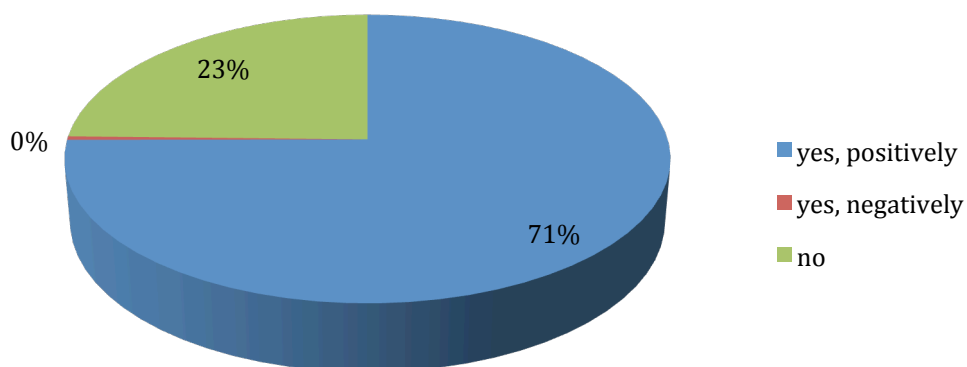


Figure 39 - Immagine of the researcher

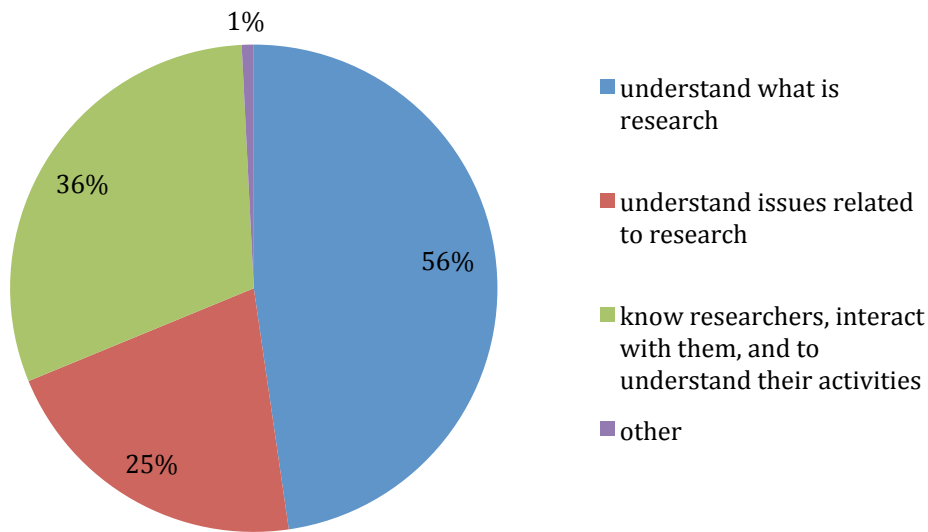


Figure 40 - Contribution of the event

The event “Researchers’ night” contributed to give a clearer imagine of what is research for 56% of participants, for 25% was useful to understand issues related to research, and 36% claimed that this initiative is helpful to learn about the figure and the role of researcher in Italy.(Figure 40). The event was considered to be very useful to promote the role of researcher for 63% (Figure 41).

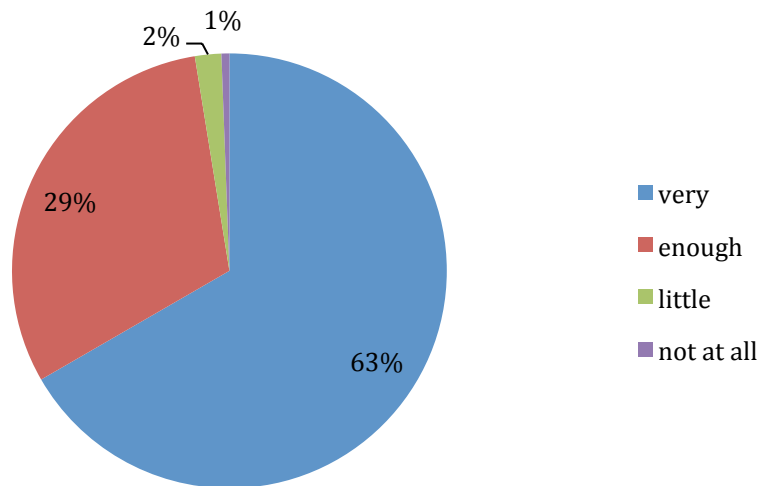


Figure 41 – Consider sharing a rally to promote the role of the researcher in Italy?

For almost 87% believed that this event may facilitate the choice of young people to pursue scientific carrier. The event was judged positively by 88% of participants:46% judged this event to be organized in an excellent way, for 42% in a good way (Figure 42).

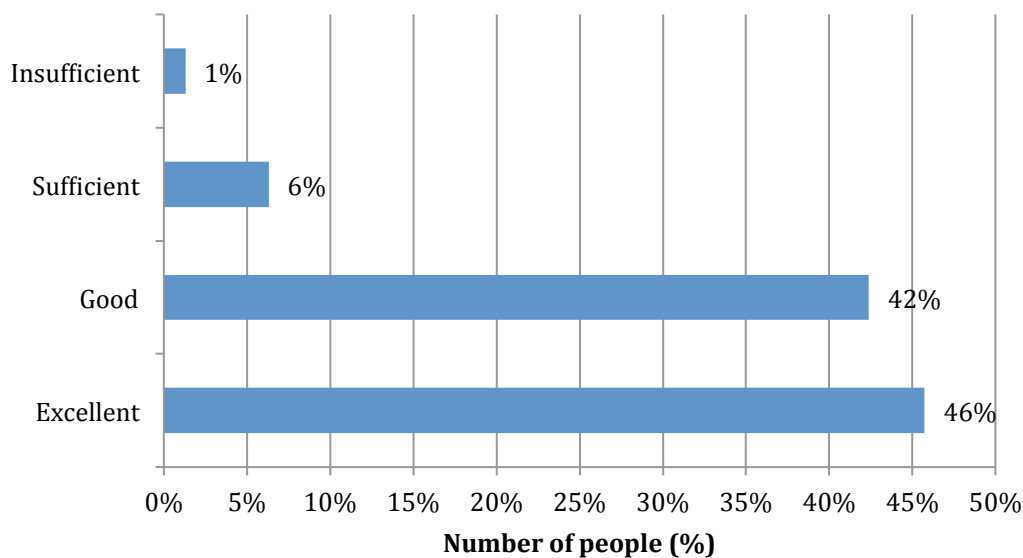


Figure 42 - How do you evaluate the organization of the event?

Among the other contribution that the event Researchers night could produce, few participants indicated: attracting and involving students toward university and explain its main goals, stimulating curiosity, increase awareness of importance of research and understanding its difficulties, creating new link between researchers and facilitate communication between them.

It was a “big party for researchers and about research”.

CHAPTER 4. WORLD CAFÈ

In the World Cafè space, hosts asked to participants three questions in different rounds and shifts of discussions. Participants to the event were predominantly teenager scholars from Lazio, Italy. The questions were oriented to investigate the public opinion about research and researchers and to make a quality evaluation of the event.

4.1 Questions

- How do you evaluate the importance of research works for development politics of Italy and European Countries?
- Which is the way to explain to public the role of researchers?
- How do you evaluate the “European Research Night/Week” event?

The first discussion was about the rule of research in Italian and European politics of development. The necessity of public or private investments and loans for projects realization emerged as the only way to achieve important results for development in every sector, from industry to medicine or any other social one. Universities and Research Institutes have to be supported by funds to allow groups of research with great knowledges and skills to work as well as possible and in a stimulating environment. So funding cuts to public instruction and university researches seemed to be the worst decision on which base economic and social development of a country. Furthermore, also lays and bureaucratic procedures prevent the development of patents, resulting by years and years of research works. Participants took considerations about the difference of research aspects in Italy from the rest of European countries and USA. They underlined how similar politics of funding are necessary for the future of Italian country and they asked themselves why in Italy such aspect is underestimated. This consequently lead young researcher to go away from Italy, but work with dignity in the natal country is a deliverable right for all people. The continuous cuts to funds for university and schools have brought a sense of disbelief in these public institutions, that in students comes the desire to leave the country or as the worst solution to leave their studies preferring a job with greater economic stability .

The second question investigated how people consider research work. Surprising themselves, participants underlined the absence of a specific definition of research worker and most of them thought that a researcher spend all his/her life only to research without having a social and family life. Only people with a great will and courage can undertake the work of a researcher, challenging themselves and investing time on a working future uncertain. Moreover, participants consideration of researchers was only about scientists that work in labs, neglecting the amounts of other fields from different subjects. This was pointed to the scarce information and implication of population to the word of research,

maybe possible with specific initiatives using mainly social networks. For example speakers suggested the growth of meetings in city squares useful to researches for describing their activities and to involve public in their discoveries. Furthermore, this initiatives could be also useful to know potential investors. Other ideas to bringing the word of research to citizens were about television programs in which people ask their curiosity to researchers that could explain their projects and their works. The participants of World Cafè, being teenagers, focused in the necessity of using in particular, social network to explain better with forum, websites or videos the importance of research for a country development and to explain what is and what do a research in every European countries. They also express the will to bring university researches into school to sensitize since the early years of schools students about the importance of studying and researching. An event like this, may be an optimal space in which scholars could interact and understand better the word of university, a quite obscure, to make the better decision for their next instruction.

Finally, hosts asked to participant en evaluation of the “European Research Night” event. A great enthusiasm emerged. For all participants was the first time they participate to a similar event, and even though they had participated only one day in the events , their judgment on the activities was very positive. They were intrigued by the all activities dealt with several subjects present in different part of the cities and they hope that next similar event may include more educational activities in which people can work closely with researchers. The only fault they found was the lack of participation of the public. Few people take part to discussion, activities and this fact underline the absence of contact between researcher and them. For the next edition, maybe a more intensive publicity, using medias and social networks need. All participants will participate willingly in the next edition.

4.2 Keywords emerged in discussions

	1st Question: How do you evaluate the importance of research works for development politics of Italy and European countries?	2nd Question: Which is the way to explain to public the role of researchers?	3rd Question: How do you evaluate the “European Research Night/Week event”?
Key Words	Project realizations Bureaucratic procedures	No social life Will and courage Lab experimental	Great enthusiasm Beautiful activities
Key Concerns	Public or private investments	Television program	Few public participation

	Cuts to funds	Specific initiatives Researchers in school Scarce information	More intensive publicity
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CHAPTER 5. CONCLUSIONS

The data analysis shows that the impact results are positive and in line with those expected. The “Researchers Night” activities enhanced significantly the public perception of the important role of researchers and their work in the modern society.

Dual qualitative and quantitative impact was generated and valued.

Compared to the previous editions the qualitative impact is significantly exploded owing to the different method of “World Cafè” instead of face to face interviews. So due to the new method introduced, that implements a group dialogue in an informal space, a more freely and creative discussion occurred and accordingly interesting key concerns emerged.

The previous edition methodology consisting in face to face interviews generated patterns and keywords of perception of the researchers and their role. The description that emerged about the researcher is that he is an extremely prepared person, inspired mostly by passion for the subject and a desire to explore, which plays a key role within the society, as he is considered the architect of the change and progress: the pillar of knowledge.

In addition to face to face interviews, the new methodology World Cafè, engendered not only patterns and keywords but also interesting key concerns. Not doing on purpose the participants of World Cafe were teenagers with limited knowledge about research figure and their role therefore the group dialogue generated different key words respectively the previous editions.

Emerged key concerns and insights can lead to the development of patterns of improvements for the coming editions.

In attempt to reassume the qualitative impact we can propose the following list.

- Overall positive feedback regarding the events (activities, interest, concrete organisation, schedule, contacts with researchers...).
- General willingness to participate in the future editions.
- Increased interest for research careers and researchers' life.
- Increased appreciation of the researchers' job and their societal importance.
- Heterogeneous typology of visitors, from kids to elderly, with various social and educational backgrounds.

The quantitative impact is in line with our expectations (Figure 43).

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

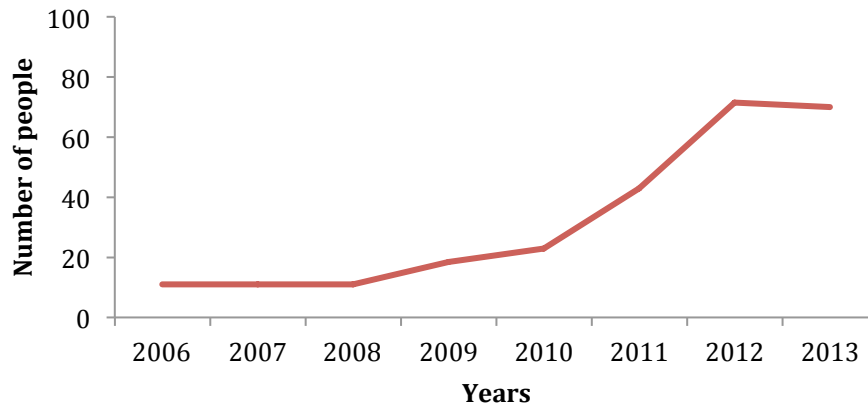


Figure 43-An upward trend of average numbers of participants over the years

The fact that some suggestions that have been reported is quite positive, and should be seen as result of constructive criticism. At the same time could indicate an enormous involvement and interest of the participants toward this kind of event and toward the world of research. The suggestions (Figure 44) outlined by most were related to a greater involvement of the schools. Some indicated the necessity to put a major focus on advertising and spreading information through publicity about the event.

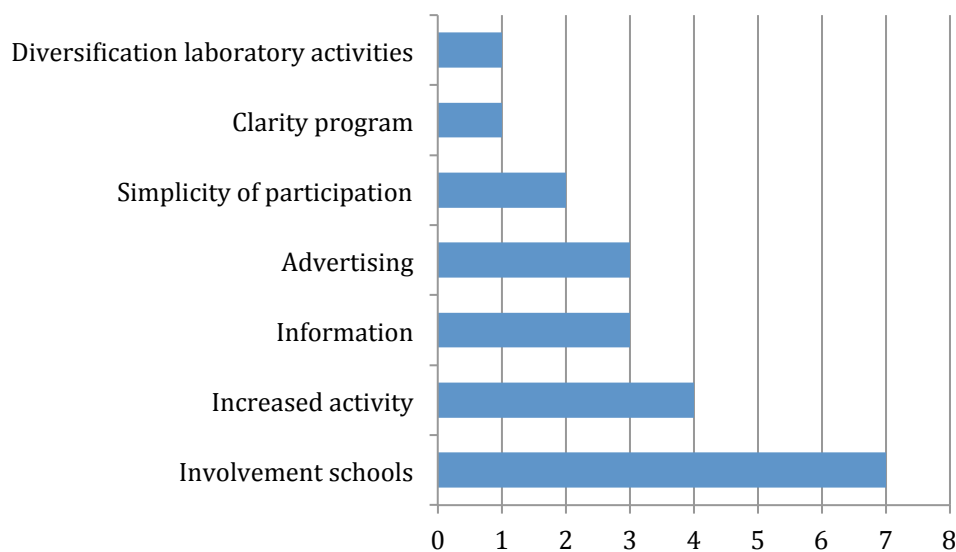


Figure 44 -Suggestions mainly expressed by participants for further editions

ANNEX I SAMPLE OF EX-ANTE QUESTIONNAIRE



QUESTIONARIO DI VALUTAZIONE EX ANTE

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. In quanto ricercatore è a conoscenza di eventi collaterali alla Notte a livello Europeo?

Si No

Se si, fornire una descrizione delle attività/eventi (una breve descrizione):

9. Come è venuto a conoscenza della "Settimana/Notte dei Ricercatori 2014"?

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

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 possa favorire la scelta dei giovani ad intraprendere una carriera scientifica in Italia?

- Molto Abbastanza Poco Per niente

21. Come valuta l'organizzazione della manifestazione?

- Ottima Buona Sufficiente Scarsa

22. Ritiene che sia necessario apportare dei miglioramenti alle eventuali prossime edizioni della notte dei ricercatori? Sì No

Se si può fornire suggerimenti in merito? (una breve descrizione):

ANNEX II – SAMPLE OF EX-POST QUESTIONNAIRE



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. In quanto ricercatore è a conoscenza di eventi collaterali alla Notte a livello Europeo?

Si No

Se si, fornire una descrizione delle attività/eventi (una breve descrizione):

9. Come è venuto a conoscenza della "Settimana/Notte dei Ricercatori 2014"?

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

10. Ha compilato il questionario ex-ante, presente on-line prima della manifestazione Settimana/Notte Europea dei Ricercatori 2014? Si No

11. Ha partecipato alle precedenti edizioni? Si No

12. Se si, in quale anno? _____

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

Molto Abbastanza Poco Per niente

14. E nel resto dell'Europa?

Molto Abbastanza Poco Per niente

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

16. E nel resto dell'Europa? Si No

17. 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 _____

18. 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 _____

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

- Molto Abbastanza Poco Per niente

20. E nel resto dell'Europa?

- Molto Abbastanza Poco Per niente

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

- Sì, in positivo
- Sì, in negativo
- No

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

- Molto Abbastanza Poco Per niente

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

- Molto Abbastanza Poco Per niente

24. Come valuta l'organizzazione della manifestazione?

- Ottima Buona Sufficiente Scarsa

25. Ritiene che sia necessario apportare dei miglioramenti alle eventuali prossime edizioni della notte dei ricercatori? Sì No

Se si può fornire suggerimenti in merito? (una breve descrizione):
