



DREAMS PROJECT

“DREAMS European Researcher’s Night

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Deliverable 3.1 – Impact assessment and samples of questionnaires, enquiries



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DEVELOPMENT AND CRITERIA OF THE ANALYSIS

The data analysis has been developed by extracting data from a survey available on the Frascati Scienza website, cleaning, then re-encoding the data and by using Excel and SPSS statistical softwares .

The exact total of the questionnaires received is 927 units (n. 304 Ex-ante and n. 623 ex-post) of a non-probabilistic sample of respondents. In processing them, we have also reported missing items for each variable.

The cities/areas in which questionnaires have been distributed, with the number of completed questionnaires are:

EX-ANTE QUESTIONNAIRES (TOT = 304)			EX-POST QUESTIONNAIRES (TOT = 623)		
TUSCOLANA	AREA	= 90	TUSCOLANA	AREA	= 91
BARI	=	26	BARI	=	23
BOLOGNA	=	1	BOLOGNA	=	0
CAGLIARI	=	0	CAGLIARI	=	76
FERRARA	=	0	FERRARA	=	17
MILAN	=	7	MILAN	=	196
PAVIA	=	3	PAVIA	=	5
PISA	=	0	PISA	=	26
ROME	=	145	ROMA	=	150
TRIESTE 4			TRIESTE = 9		
OTHER	=	24	OTHER = 25		
NO SELCTION = 4			NO SELECTION = 5		

Analysis purpose

The analysis aims to present a picture of the target people and an the information received from the respondent.

The purpose is to collect suggestions that will be useful for improvements of future events and to confirm the expected performance, through the use of graphics, i.e. elaborations that further strengthen the expectations, demonstrating the reliability of the study carried out. These are the steps that have been followed:

- 1- Definition of the target audience reached during the Week of Science and European Researchers' Night 2015 within the context of the DREAMS project.
- 2- Measuring the expectations about commitment, knowledge and understanding of the researchers' activities.

- 3- Understanding how much difference between Italy and Europe is perceived by the public, regarding financing and consideration given to the research.
- 4- Analyzing how much the role of research is considered important in Italy and in Europe.
- 5- Evaluating how much and which type of medium and advertising items have been affected the release of the information about the Researchers' Night.
- 6- Identifying the level of appreciation of the events and of the performance of the organisation practices.

Analysis limits

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

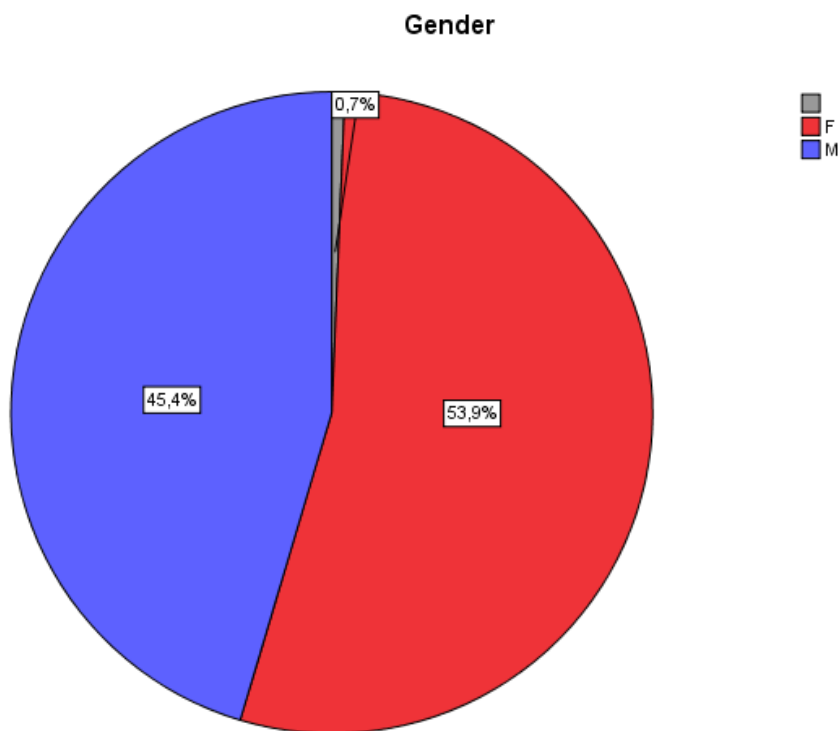
EX-ANTE DATA ANALYSIS

1.1) Gender – Tab 1

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	,7	,7	,7
F	164	53,9	53,9	54,6
M	138	45,4	45,4	100,0
Total	304	100,0	100,0	

1.2) Gender – Fig 1



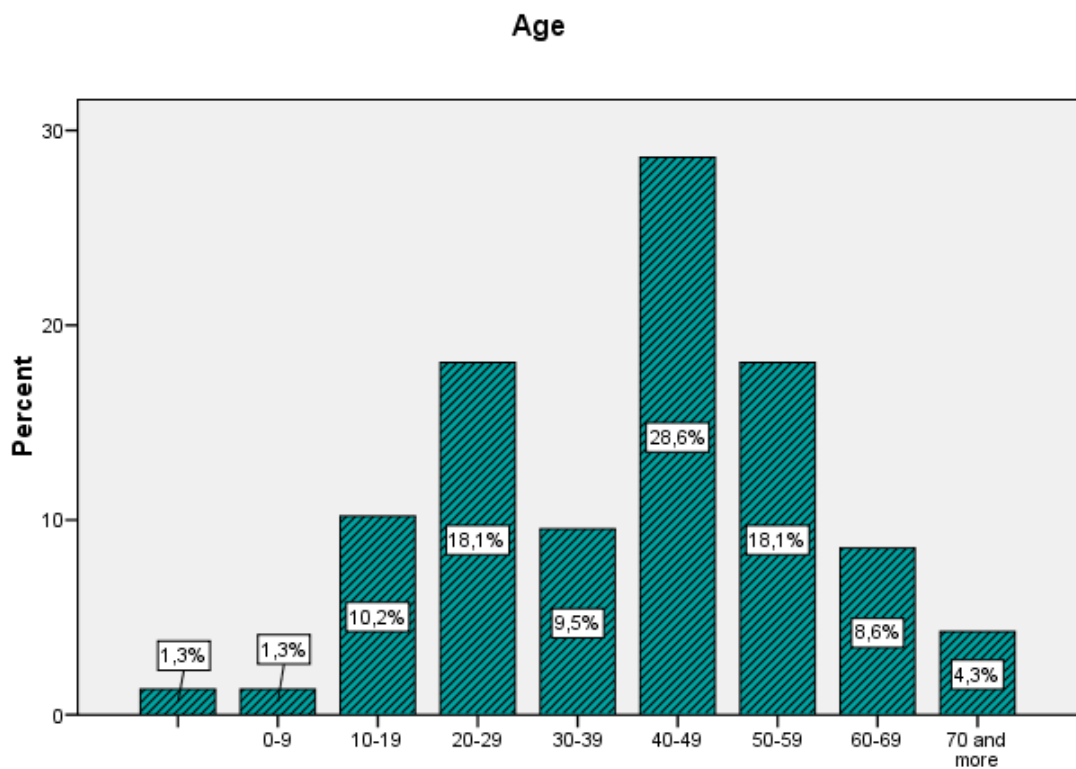
Compiling ex-ante questionnaire, the large number of men and women is almost comparable, with approximately 9 percentage points of difference in favor of women's representation.

2.1) Age- Tab 2

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1,3	1,3	1,3
0-9	4	1,3	1,3	2,6
10-19	31	10,2	10,2	12,8
20-29	55	18,1	18,1	30,9
30-39	29	9,5	9,5	40,5
40-49	87	28,6	28,6	69,1
50-59	55	18,1	18,1	87,2
60-69	26	8,6	8,6	95,7
70 and more	13	4,3	4,3	100,0
Total	304	100,0	100,0	

2.1) Age- Fig 2



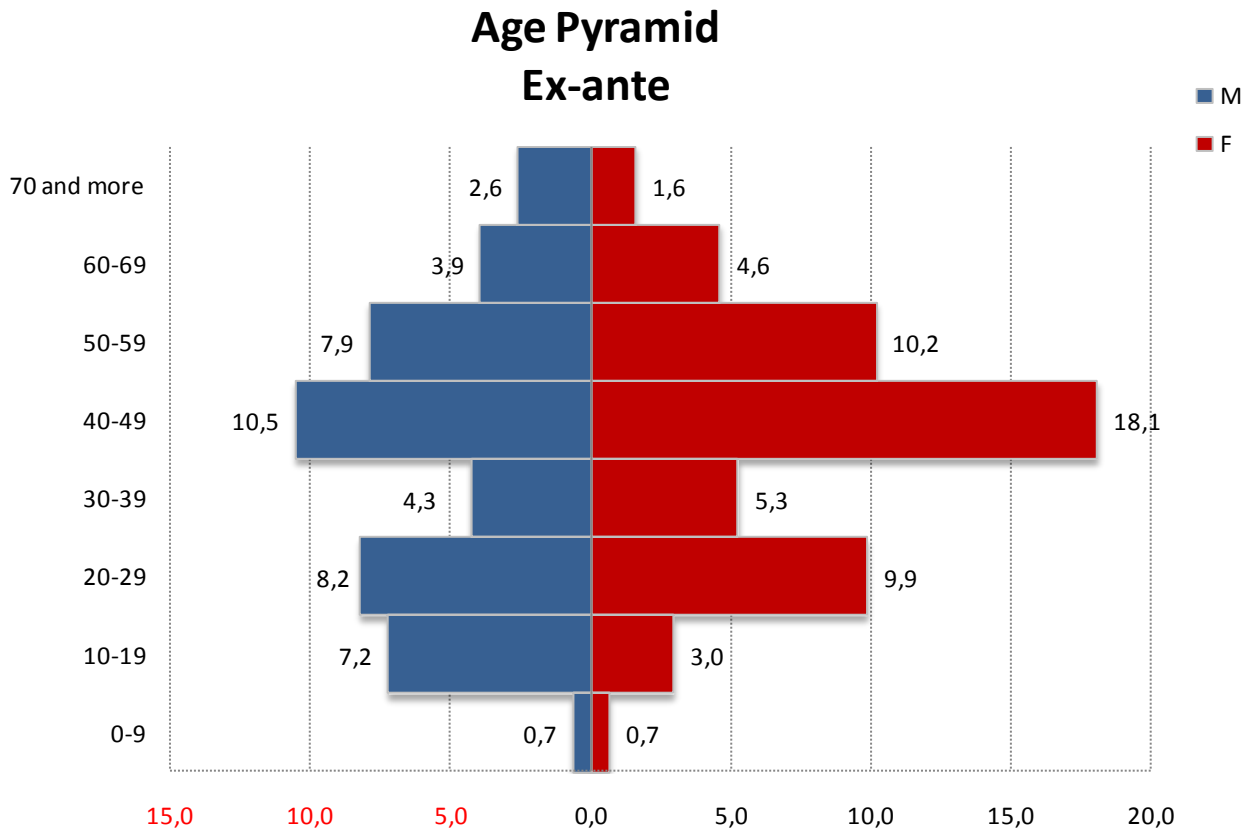
The highest percentage, of those who filled in the ex-ante questionnaire, refers to the class 40-49 years old, followed by 50-59 and 20-29. Unlike the event in 2014, it seems there is no significant representation of the 30-39 age group.

3.1) Age*Gender – Crosstabulation 3

Age * Gender Crosstabulation

		Gender			Total
			F	M	
Age	Count	2	2	0	4
	% within Age	50,0%	50,0%	,0%	100,0%
	% within Gender	100,0%	1,2%	,0%	1,3%
	% of Total	,7%	,7%	,0%	1,3%
0-9	Count	0	2	2	4
	% within Age	,0%	50,0%	50,0%	100,0%
	% within Gender	,0%	1,2%	1,4%	1,3%
	% of Total	,0%	,7%	,7%	1,3%
10-19	Count	0	9	22	31
	% within Age	,0%	29,0%	71,0%	100,0%
	% within Gender	,0%	5,5%	15,9%	10,2%
	% of Total	,0%	3,0%	7,2%	10,2%
20-29	Count	0	30	25	55
	% within Age	,0%	54,5%	45,5%	100,0%
	% within Gender	,0%	18,3%	18,1%	18,1%
	% of Total	,0%	9,9%	8,2%	18,1%
30-39	Count	0	16	13	29
	% within Age	,0%	55,2%	44,8%	100,0%
	% within Gender	,0%	9,8%	9,4%	9,5%
	% of Total	,0%	5,3%	4,3%	9,5%
40-49	Count	0	55	32	87
	% within Age	,0%	63,2%	36,8%	100,0%
	% within Gender	,0%	33,5%	23,2%	28,6%
	% of Total	,0%	18,1%	10,5%	28,6%
50-59	Count	0	31	24	55
	% within Age	,0%	56,4%	43,6%	100,0%
	% within Gender	,0%	18,9%	17,4%	18,1%
	% of Total	,0%	10,2%	7,9%	18,1%
60-69	Count	0	14	12	26
	% within Age	,0%	53,8%	46,2%	100,0%
	% within Gender	,0%	8,5%	8,7%	8,6%
	% of Total	,0%	4,6%	3,9%	8,6%
70 and more	Count	0	5	8	13
	% within Age	,0%	38,5%	61,5%	100,0%
	% within Gender	,0%	3,0%	5,8%	4,3%
	% of Total	,0%	1,6%	2,6%	4,3%
Total	Count	2	164	138	304
	% within Age	,7%	53,9%	45,4%	100,0%
	% within Gender	100,0%	100,0%	100,0%	100,0%
	% of Total	,7%	53,9%	45,4%	100,0%

3.2) Age Pyramid – Fig 3



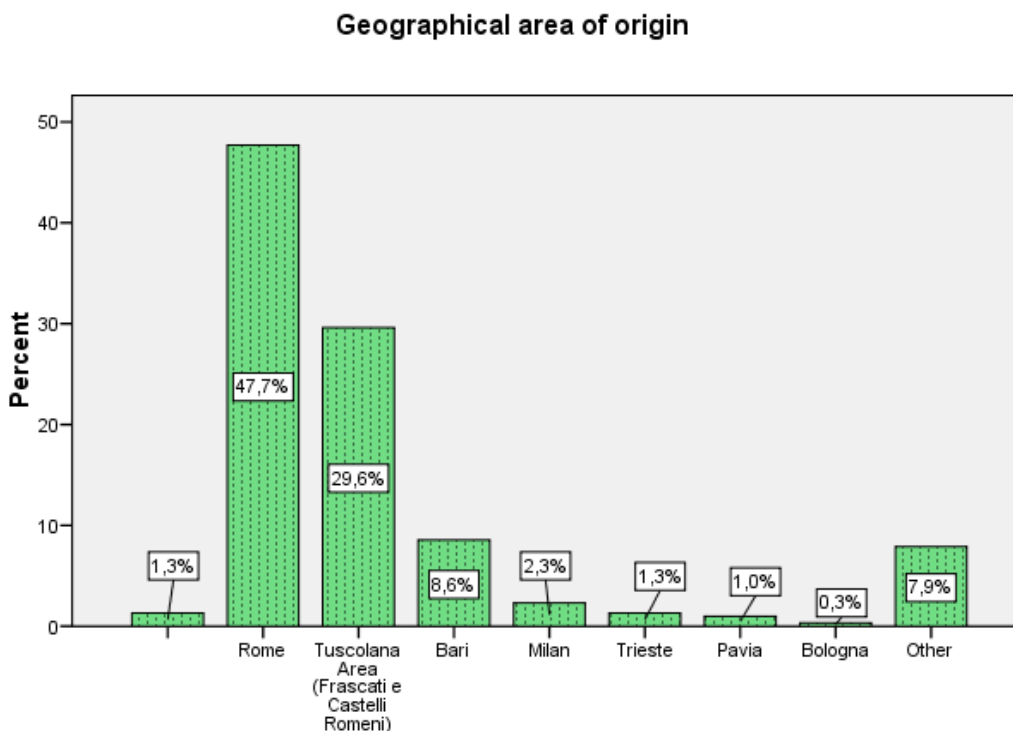
There is an important representation of women in the range 40-49 years old (18%) with halved percentage, and further below, for the younger groups. Even for men, the age group 40-49 is the most numerous, although lower than that of women, followed by the class 20-29 (8%). For the representation of women, it can be detected a percentage comparable between classes 20-29 and 50-59 (10% approximately).

4.1) Geographical area of origin – Tab 4

Geographical area of origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1,3	1,3	1,3
Bari	26	8,6	8,6	9,9
Bologna	1	,3	,3	10,2
Milan	7	2,3	2,3	12,5
Other	24	7,9	7,9	20,4
Pavia	3	1,0	1,0	21,4
Rome	145	47,7	47,7	69,1
Trieste	4	1,3	1,3	70,4
Tuscolana Area (Frascati e Castelli Romeni)	90	29,6	29,6	100,0
Total	304	100,0	100,0	

4.2) Geographical area of origin – Fig 4



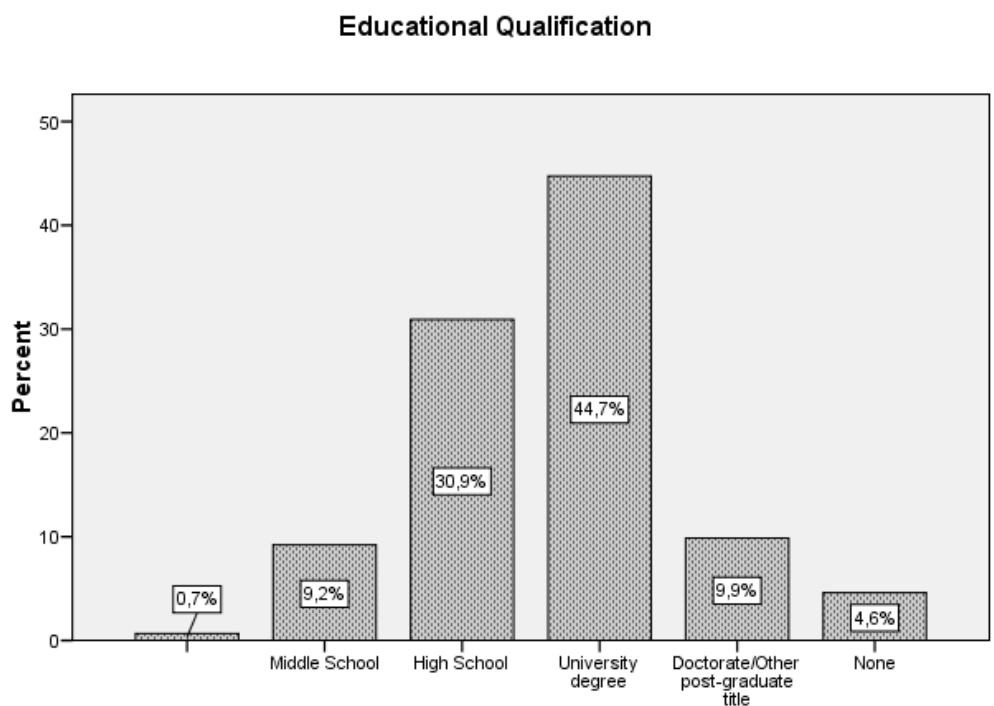
Ex-ante questionnaires were mostly filled in by the Municipality of Rome and the Tuscolana Area.

5.1) Educational Qualification – Tab 5

Educational Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	,7	,7	,7
Doctorate/Other post-graduate title	30	9,9	9,9	10,5
High School	94	30,9	30,9	41,4
Middle School	28	9,2	9,2	50,7
None	14	4,6	4,6	55,3
University degree	136	44,7	44,7	100,0
Total	304	100,0	100,0	

5.2) Educational Qualification – Fig 5



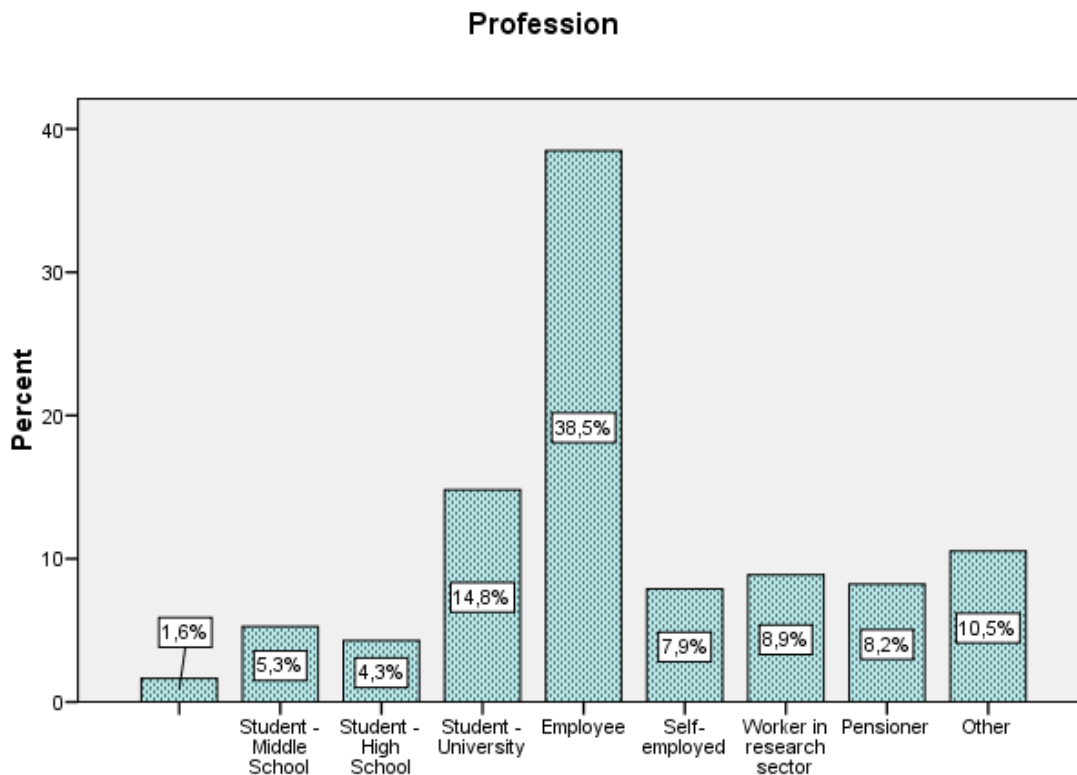
The qualification more stated is University degree (45%,) followed by High school (31%).

6.1) Profession – Tab 6

Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1,6	1,6	1,6
Employee	117	38,5	38,5	40,1
Other	32	10,5	10,5	50,7
Pensioner	25	8,2	8,2	58,9
Self-employed	24	7,9	7,9	66,8
Student - High School	13	4,3	4,3	71,1
Student - Middle School	16	5,3	5,3	76,3
Student - University	45	14,8	14,8	91,1
Worker in research sector	27	8,9	8,9	100,0
Total	304	100,0	100,0	

6.2) Profession – Fig 6



39% of the interviewed ex ante population is employee (39%) and University student (15%).

7.1) How did you hear about the European Researchers' Night/Week 2015? - Medium of communication

Tab 7

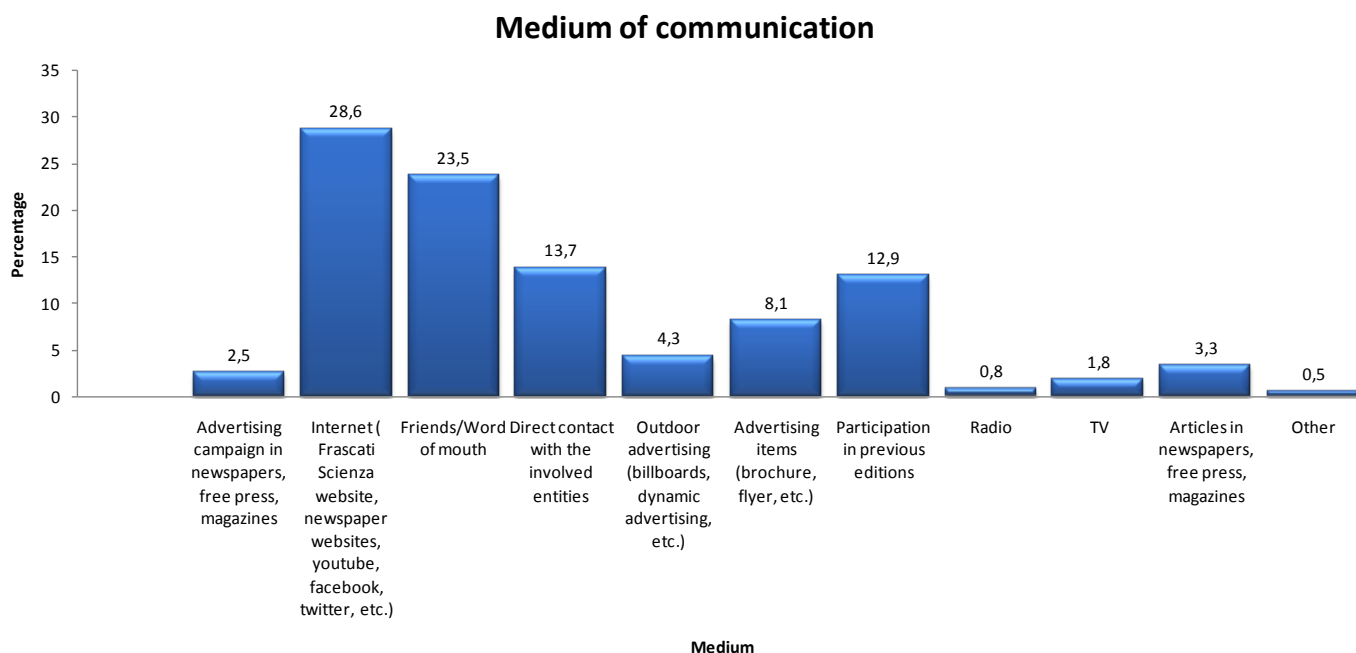
Medium of communication - Frequencies

Medium of communication ^a	Responses		Percent of Cases
	N	Percent	
V1-Advertising campaign in newspapers, free press, magazines	10	2,5%	3,3%
V2-Internet (Frascati Scienza website, newspaper websites, youtube, facebook, twitter, etc.)	113	28,6%	37,4%
V3-Friends/Word of mouth	93	23,5%	30,8%
V4-Direct contact with the involved entities	54	13,7%	17,9%
V5-Outdoor advertising (billboards, dynamic advertising, etc.)	17	4,3%	5,6%
V6-Advertising items (brochure, flyer, etc.)	32	8,1%	10,6%
V7-Participation in previous editions	51	12,9%	16,9%
V8-Radio	3	,8%	1,0%
V9-TV	7	1,8%	2,3%
V10-Articles in newspapers, free press, magazines	13	3,3%	4,3%
V11-Other	2	,5%	,7%
Total	395	100,0%	130,8%

a. Dichotomy group tabulated at value 1.

7.2) How did you hear about the European Researchers' Night/Week 2015? - Medium of communication

Fig 7



The respondents of ex-ante questionnaire affirm that the communication tools most used to become aware of the event are: Internet (Frascati Scienza and newspaper websites, youtube, facebook, twitter)(29%) and Friends/Word of mouth (24%). They represent almost half of the answers of the interviewed public.

8.1) Did you ever participate in other editions of the European Researcher's Night/Week?

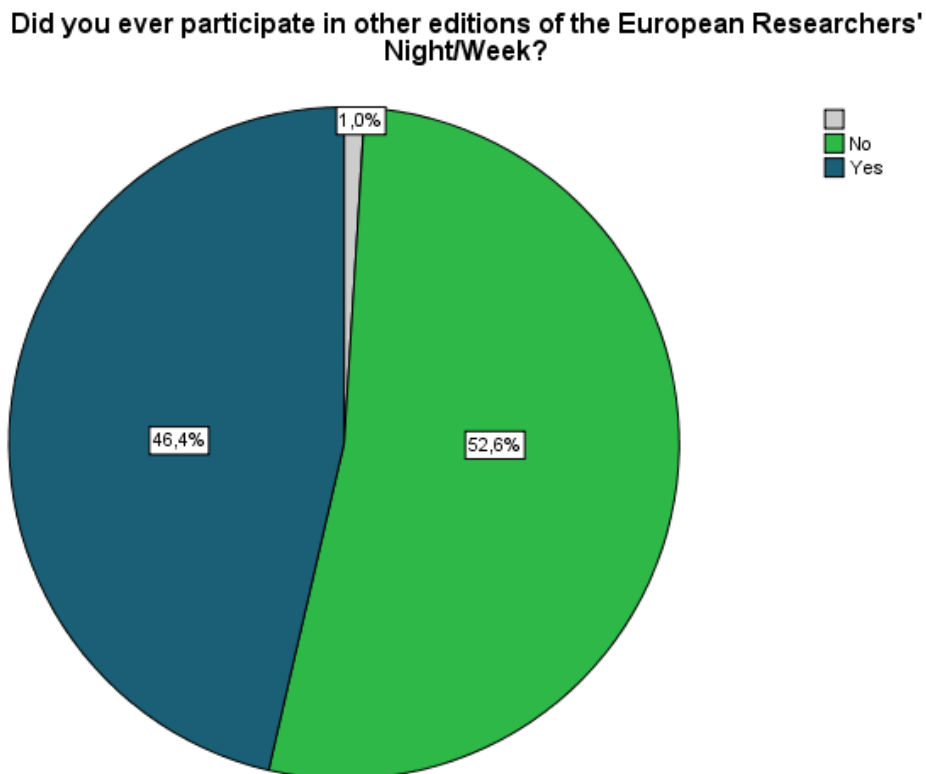
Tab 8

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1,0	1,0	1,0
No	160	52,6	52,6	53,6
Yes	141	46,4	46,4	100,0
Total	304	100,0	100,0	

8.2) Did you ever participate in other editions of th European Researcher’s Night/Week?

Fig 8



Half of the respondents claim to have attended at the previous editions.

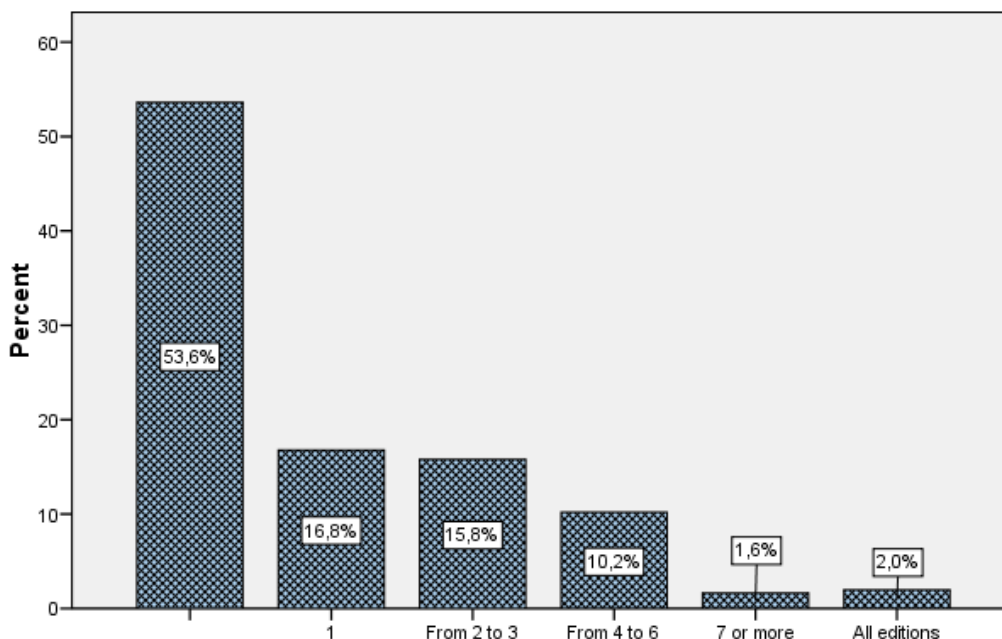
9.1) How many editions? – Tab 9

How many editions?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	163	53,6	53,6	53,6
1	51	16,8	16,8	70,4
7 or more	5	1,6	1,6	72,0
All editions	6	2,0	2,0	74,0
From 2 to 3	48	15,8	15,8	89,8
From 4 to 6	31	10,2	10,2	100,0
Total	304	100,0	100,0	

9.2) How many editions? – Fig 9

How many editions?



Half of the people interviewed did not respond to this question, 17% claim to have attended at least one edition and 16% states 2 or 3 editions.

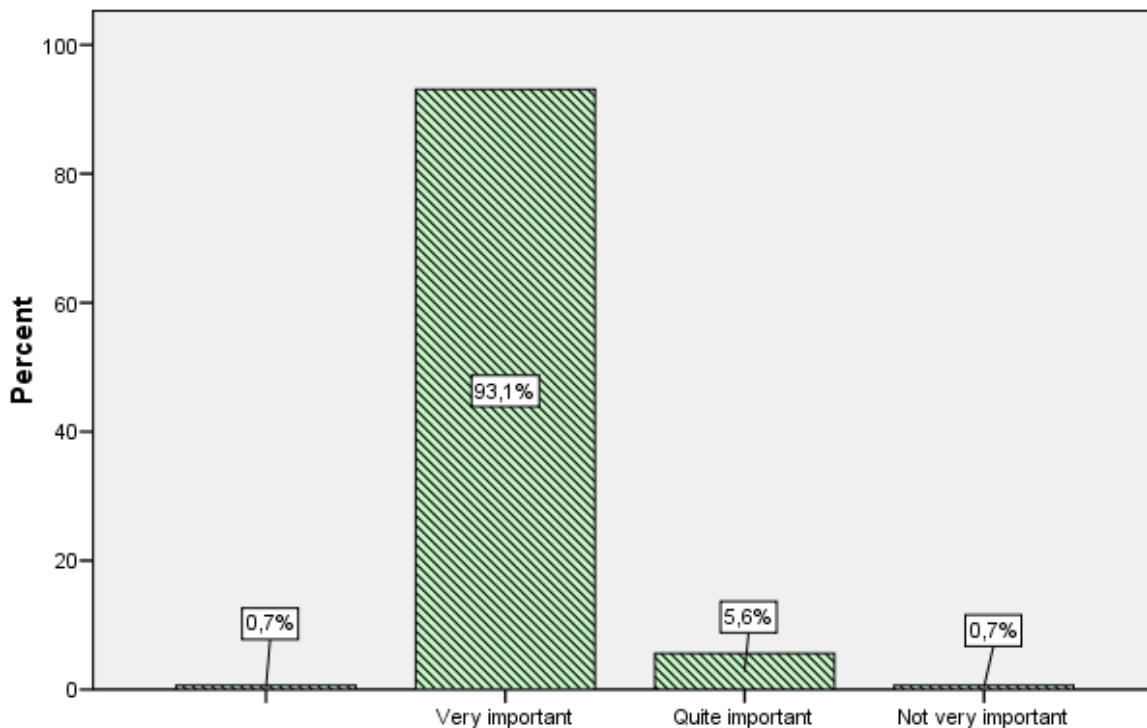
10.1) Research role is important for the development in Italy – Tab 10

The research role is important for the development in Italy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	,7	,7	,7
Not very important	2	,7	,7	1,3
Quite important	17	5,6	5,6	6,9
Very important	283	93,1	93,1	100,0
Total	304	100,0	100,0	

10.2) Research role is important for the development in Italy – Fig 10

The research role is important for the development in Italy

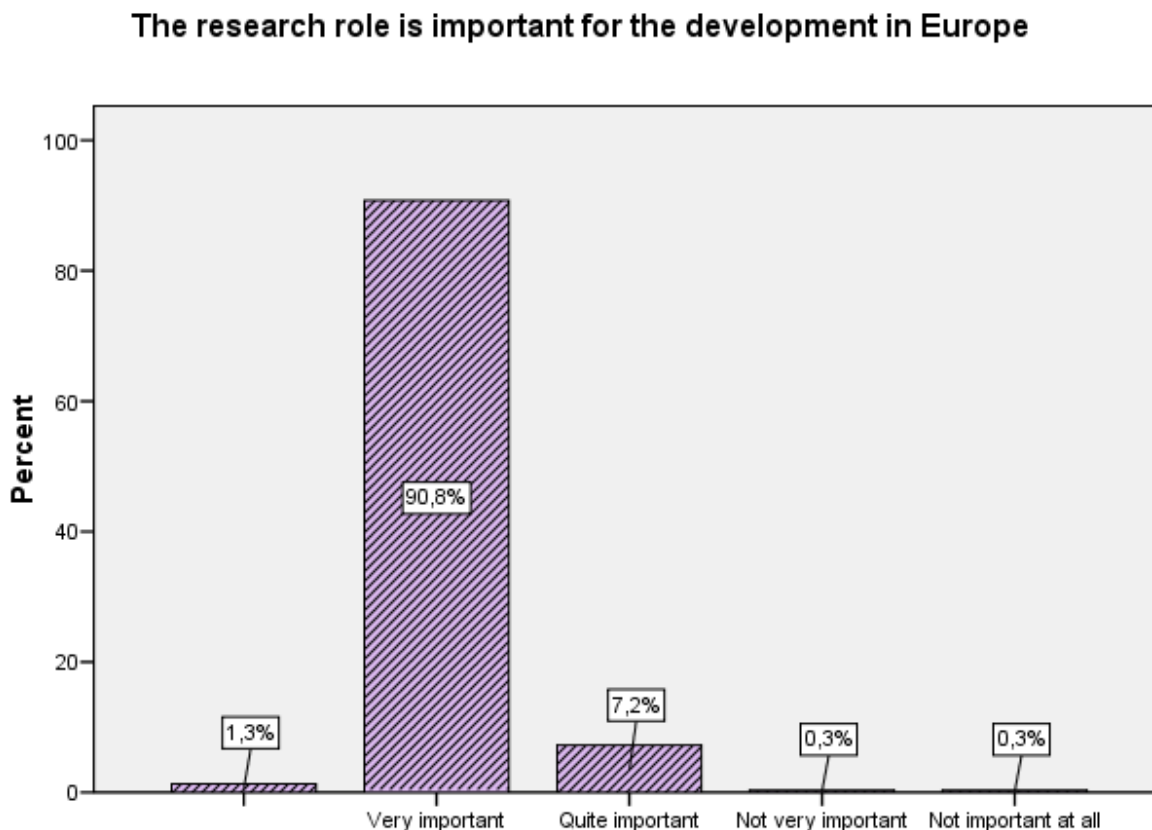


11.1) Research role is important for the development in Europe – Tab 11

The research role is important for the development in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1,3	1,3	1,3
Not important at all	1	,3	,3	1,6
Not very important	1	,3	,3	2,0
Quite important	22	7,2	7,2	9,2
Very important	276	90,8	90,8	100,0
Total	304	100,0	100,0	

11.2) Research role is important for the development in Europe – Fig 11



Almost all respondents assign much importance to the role of research both for the development in Italy and in Europe.

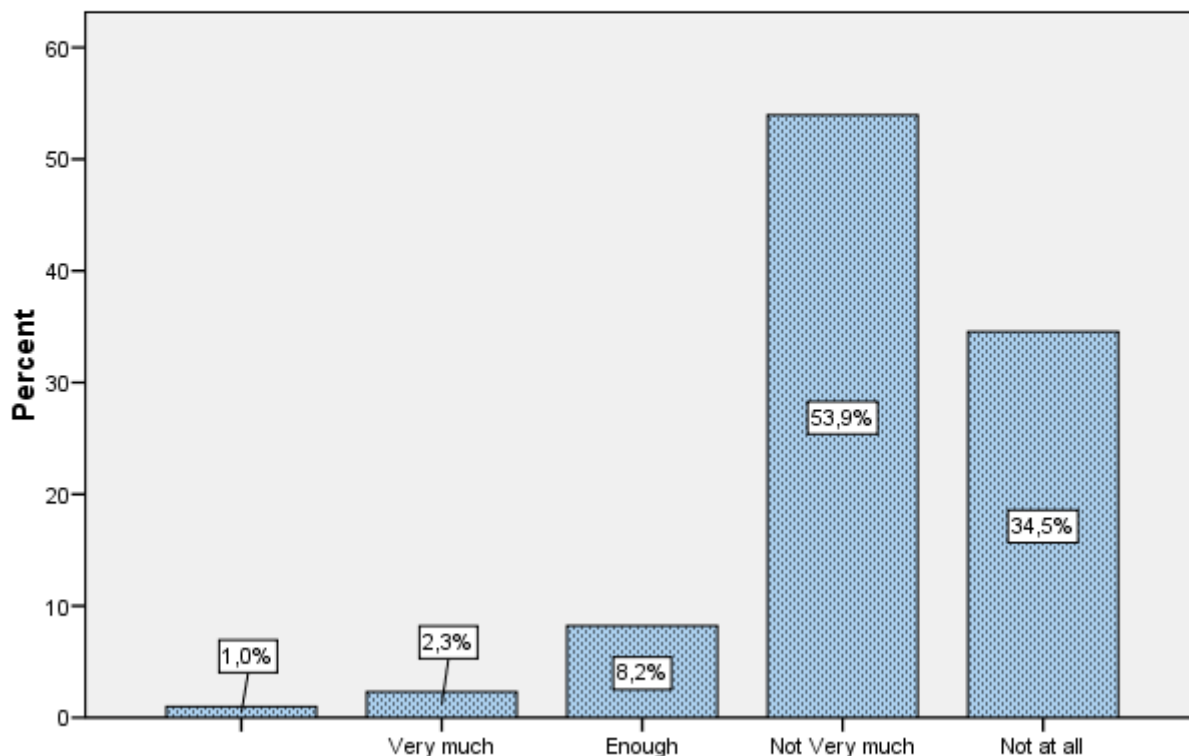
12.1) In Italy research and initiatives relating to them are adequately funded – Tab 12

In Italy the research and the initiatives relating to them are adequately funded

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1,0	1,0	1,0
Enough	25	8,2	8,2	9,2
Not at all	105	34,5	34,5	43,8
Not Very much	164	53,9	53,9	97,7
Very much	7	2,3	2,3	100,0
Total	304	100,0	100,0	

12.2) In Italy research and initiatives relating to them are adequately funded – Fig 12

In Italy the research and the initiatives relating to them are adequately funded



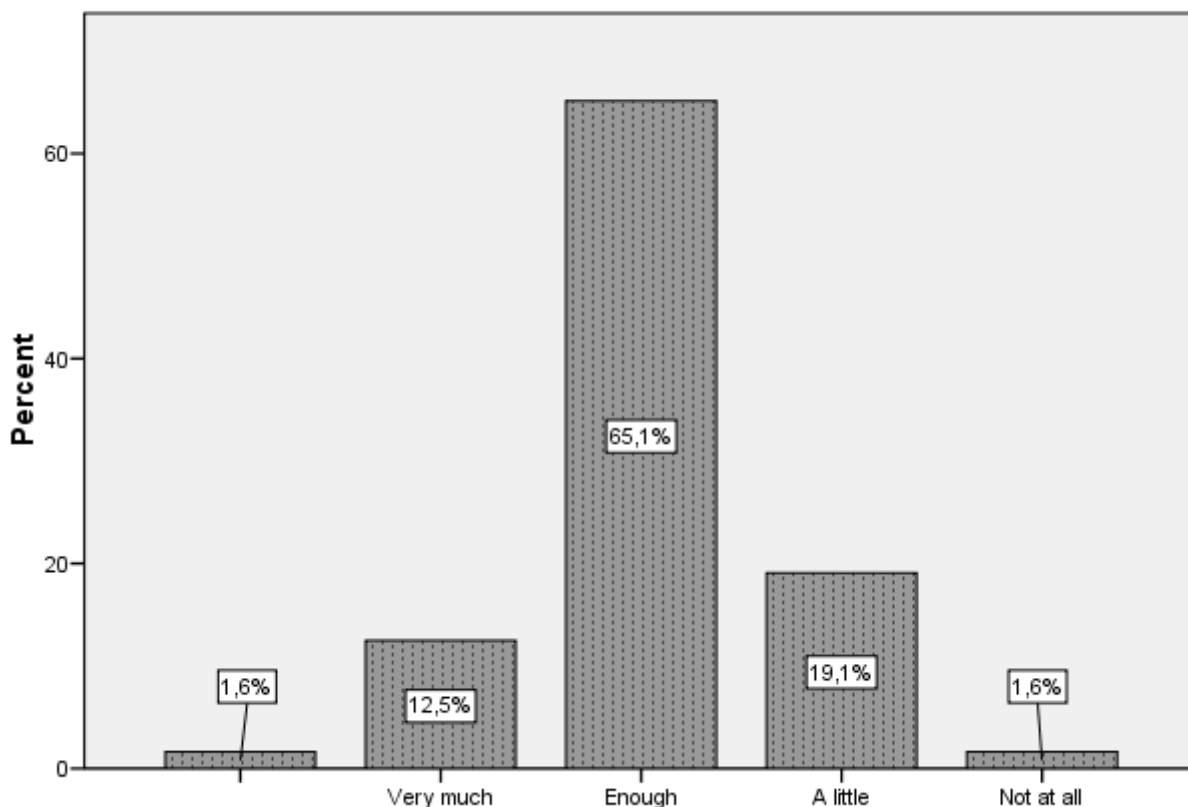
13.1) In Europe research and initiatives relating to them are adequately funded – Tab 13

n Europe the research and initiatives relating to them are adequately funded

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1,6	1,6	1,6
A little	58	19,1	19,1	20,7
Enough	198	65,1	65,1	85,9
Not at all	5	1,6	1,6	87,5
Very much	38	12,5	12,5	100,0
Total	304	100,0	100,0	

13.2) In Europe research and initiatives relating to them are adequately funded – Fig 13

In Europe the research and initiatives relating to them are adequately funded



54% of the respondents believes that research and initiatives relating to them are not very much adequately funded in Italy. While, they think that they are quite financed in Europe (65%).

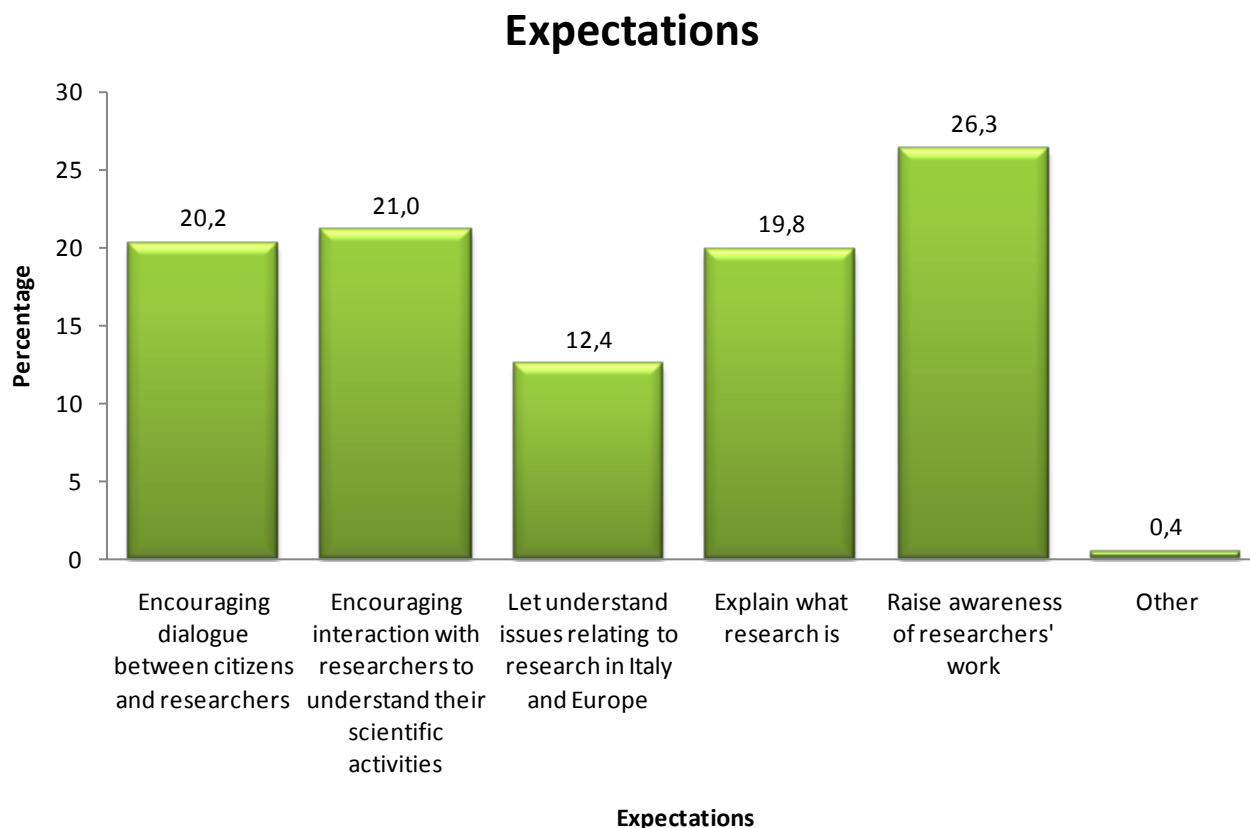
14.1) Expectations – Tab 14

Expectations - Frequencies

	Responses		Percent of Cases
	N	Percent	
\$Expectations ^a Encouraging dialogue between citizens and researchers	153	20,2%	51,0%
Encouraging interaction with researchers to understand their scientific activities	159	21,0%	53,0%
Let understand issues relating to research in Italy and Europe	94	12,4%	31,3%
Explain what research is	150	19,8%	50,0%
Raise awareness of researchers' work	199	26,3%	66,3%
Other	3	,4%	1,0%
Total	758	100,0%	252,7%

a. Dichotomy group tabulated at value 1.

14.2) Expectations – Fig 14



Expectations of 26% of the target are, mainly, to raise awareness of researchers' work (26%) and encourage interaction and dialogue with researchers and explain what research is (21% and 20%).

14.3) Other impressions

Other impressions
To know research institutes. Something that doesn't happen anymore.
To understand the importance of research for the development and progress in the society.
Exciting curiosity in people who aren't in this sector to explore scientific topics
A pinch of scientific spreading more.

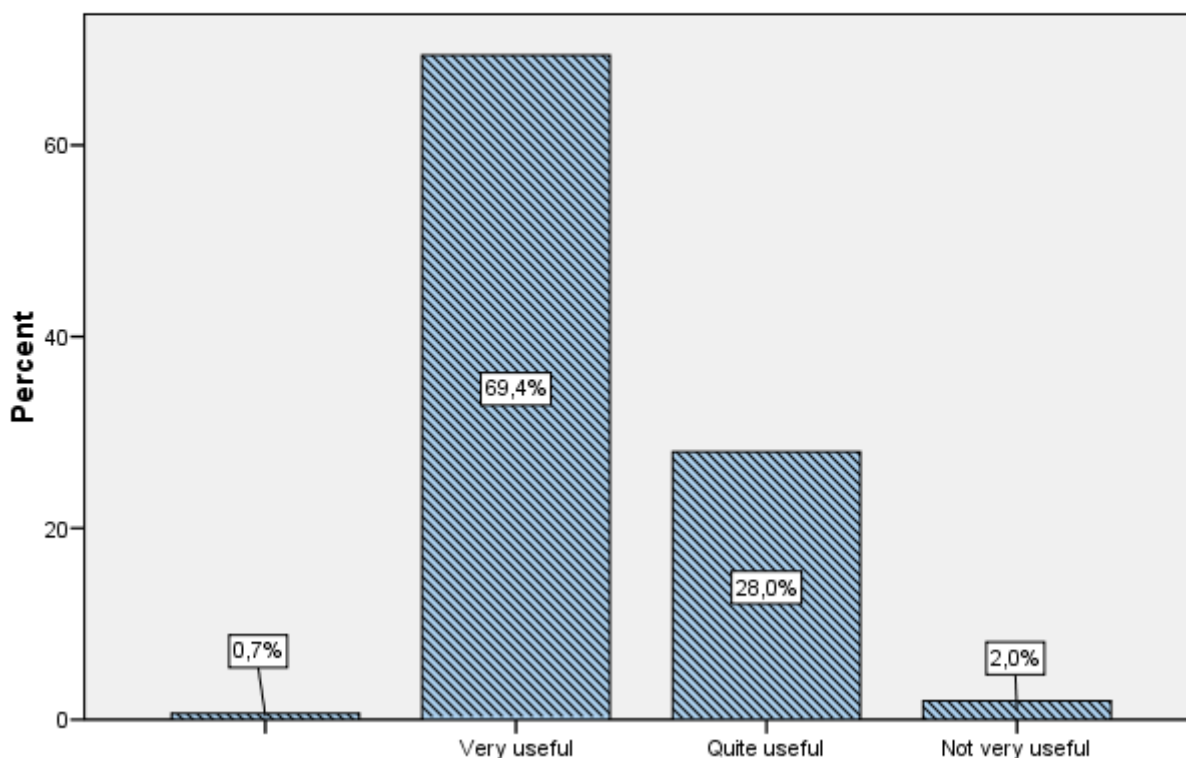
15.1) This type of event is useful to promote the role of the researcher – Tab 15

This type of event is useful to promote the role of the researcher

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	,7	,7	,7
Not very useful	6	2,0	2,0	2,6
Quite useful	85	28,0	28,0	30,6
Very useful	211	69,4	69,4	100,0
Total	304	100,0	100,0	

15.2) This type of event is useful to promote the role of the researcher – Fig 15

This type of event is useful to promote the role of the researcher



Most of the interviewed think this type of events are useful to promote the figure of the researcher (70%). There is however also a certain percentage of those who respond enough (28%).

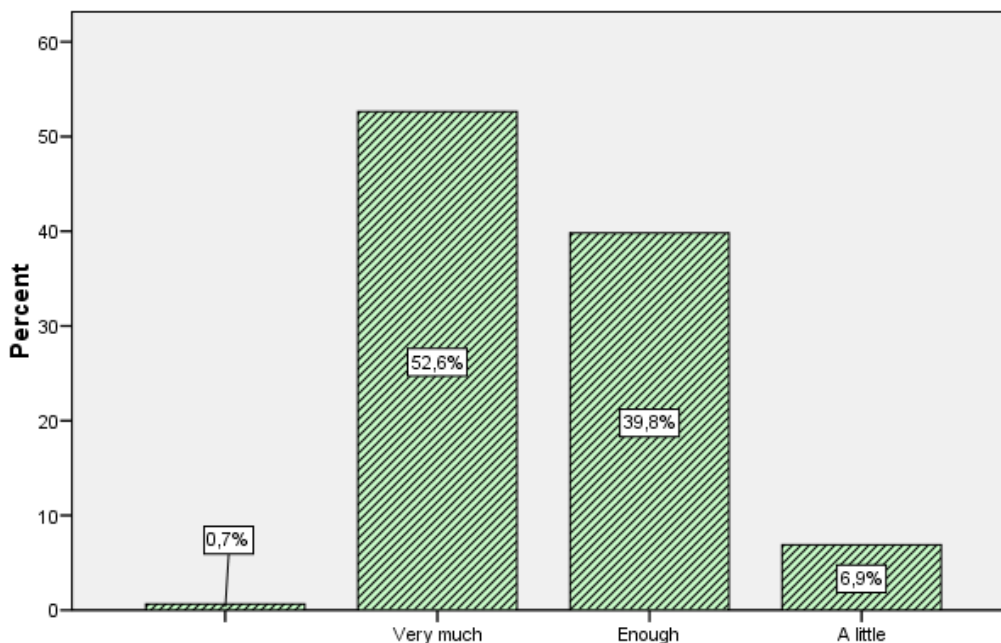
16.1) This type of event could encourage the choice of young people to pursue a career in science – Tab 16

This type of event could encourage the choice of young people to pursue a career in science

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	,7	,7	,7
A little	21	6,9	6,9	7,6
Enough	121	39,8	39,8	47,4
Very much	160	52,6	52,6	100,0
Total	304	100,0	100,0	

16.2) This type of event could encourage the choice of young people to pursue a career in science – Fig 16

This type of event could encourage the choice of young people to pursue a career in science



For this question, percentage of people who believe quite useful the event to encourage the choice of young people to pursue a career in science has grown (40%) and half of those who completed the ex-ante questionnaire ante considers it useful to this purpose.

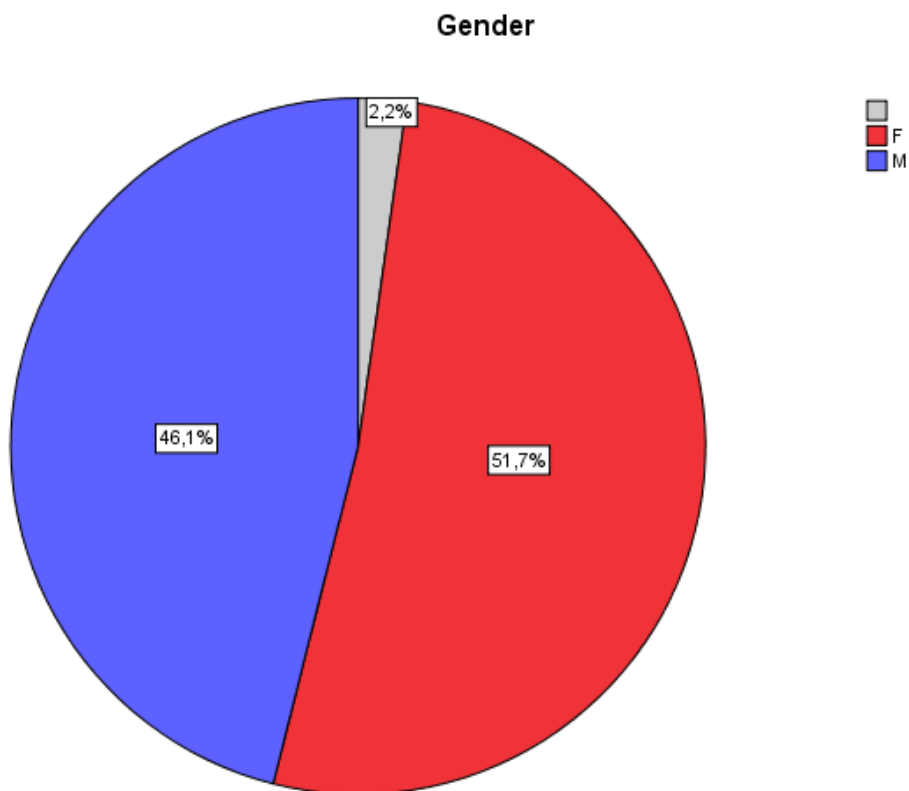
EX-POST ANALYSIS

17.1) Gender – Tab 17

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14	2,2	2,2	2,2
F	322	51,7	51,7	53,9
M	287	46,1	46,1	100,0
Total	623	100,0	100,0	

17.2) Gender – Fig 17



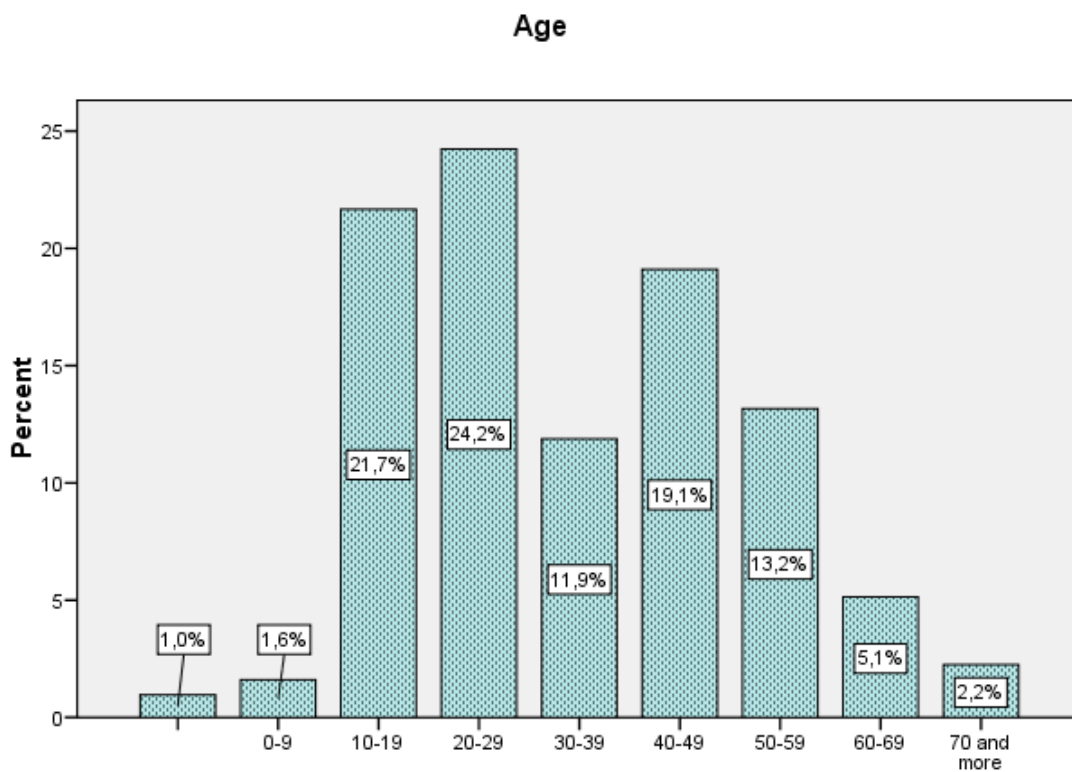
Even in the post-event interviews, men and women note a comparable numerosity of participants, with slight majority of female representation.

18.1) Age – Tab 18

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1,0	1,0	1,0
0-9	10	1,6	1,6	2,6
10-19	135	21,7	21,7	24,2
20-29	151	24,2	24,2	48,5
30-39	74	11,9	11,9	60,4
40-49	119	19,1	19,1	79,5
50-59	82	13,2	13,2	92,6
60-69	32	5,1	5,1	97,8
70 and more	14	2,2	2,2	100,0
Total	623	100,0	100,0	

18.2) Age – Fig 18

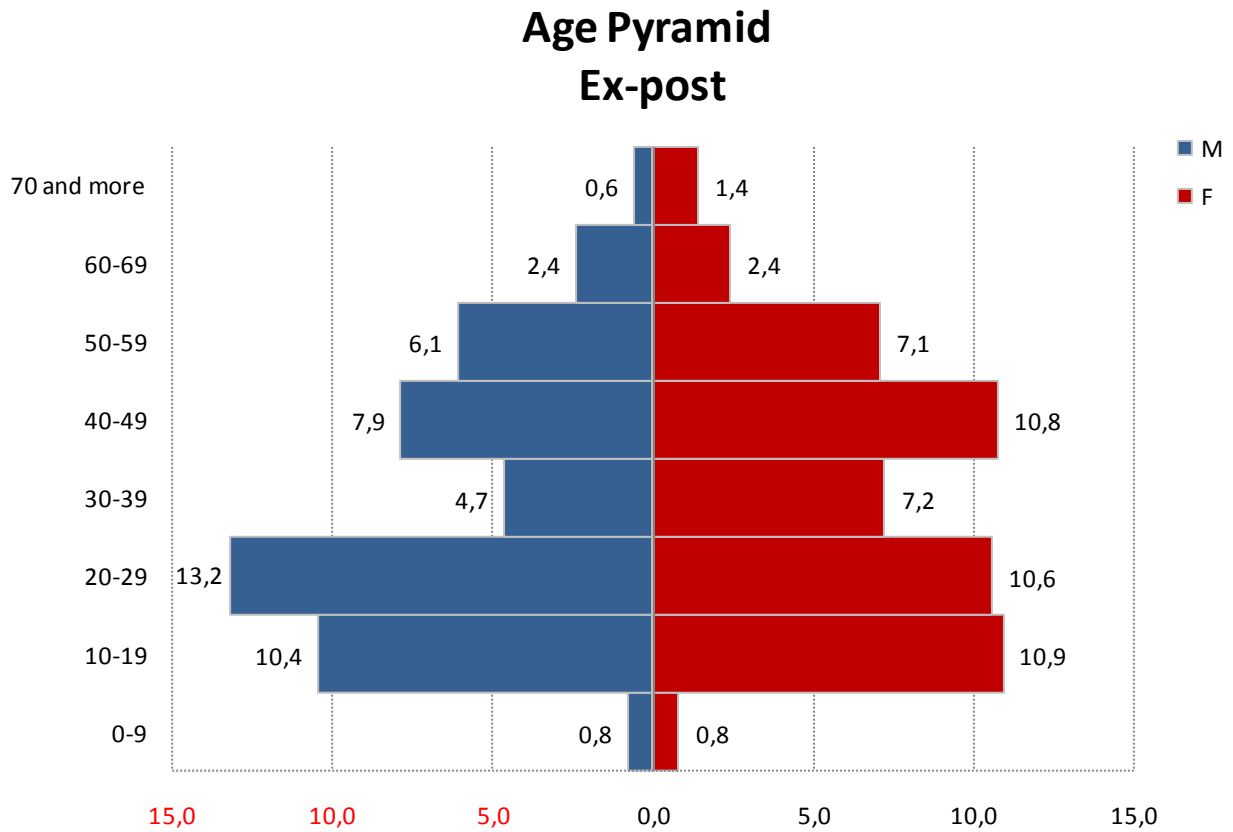


Participants to ex-post interviews are in strong percentage in the age 20-29 years old (24%), 10-19 (22%) and 40-49 (19%). It remains a lower percentage of those who fall in the range 30-39 years old, but the percentage of younger classes increases. It also happened during the ex-post phase of the event, in 2014.

19.1) Age*Gender – Crosstabulation 19**Age * Gender Crosstabulation**

		Gender			Total
			F	M	
Age	Count	3	3	0	6
	% within Age	50,0%	50,0%	,0%	100,0%
	% within Gender	21,4%	,9%	,0%	1,0%
	% of Total	,5%	,5%	,0%	1,0%
0-9	Count	0	5	5	10
	% within Age	,0%	50,0%	50,0%	100,0%
	% within Gender	,0%	1,6%	1,7%	1,6%
	% of Total	,0%	,8%	,8%	1,6%
10-19	Count	2	68	65	135
	% within Age	1,5%	50,4%	48,1%	100,0%
	% within Gender	14,3%	21,1%	22,6%	21,7%
	% of Total	,3%	10,9%	10,4%	21,7%
20-29	Count	3	66	82	151
	% within Age	2,0%	43,7%	54,3%	100,0%
	% within Gender	21,4%	20,5%	28,6%	24,2%
	% of Total	,5%	10,6%	13,2%	24,2%
30-39	Count	0	45	29	74
	% within Age	,0%	60,8%	39,2%	100,0%
	% within Gender	,0%	14,0%	10,1%	11,9%
	% of Total	,0%	7,2%	4,7%	11,9%
40-49	Count	3	67	49	119
	% within Age	2,5%	56,3%	41,2%	100,0%
	% within Gender	21,4%	20,8%	17,1%	19,1%
	% of Total	,5%	10,8%	7,9%	19,1%
50-59	Count	0	44	38	82
	% within Age	,0%	53,7%	46,3%	100,0%
	% within Gender	,0%	13,7%	13,2%	13,2%
	% of Total	,0%	7,1%	6,1%	13,2%
60-69	Count	2	15	15	32
	% within Age	6,3%	46,9%	46,9%	100,0%
	% within Gender	14,3%	4,7%	5,2%	5,1%
	% of Total	,3%	2,4%	2,4%	5,1%
70 and more	Count	1	9	4	14
	% within Age	7,1%	64,3%	28,6%	100,0%
	% within Gender	7,1%	2,8%	1,4%	2,2%
	% of Total	,2%	1,4%	,6%	2,2%
Total	Count	14	322	287	623
	% within Age	2,2%	51,7%	46,1%	100,0%
	% within Gender	100,0%	100,0%	100,0%	100,0%
	% of Total	2,2%	51,7%	46,1%	100,0%

19.2) Age Pyramid – Fig 19



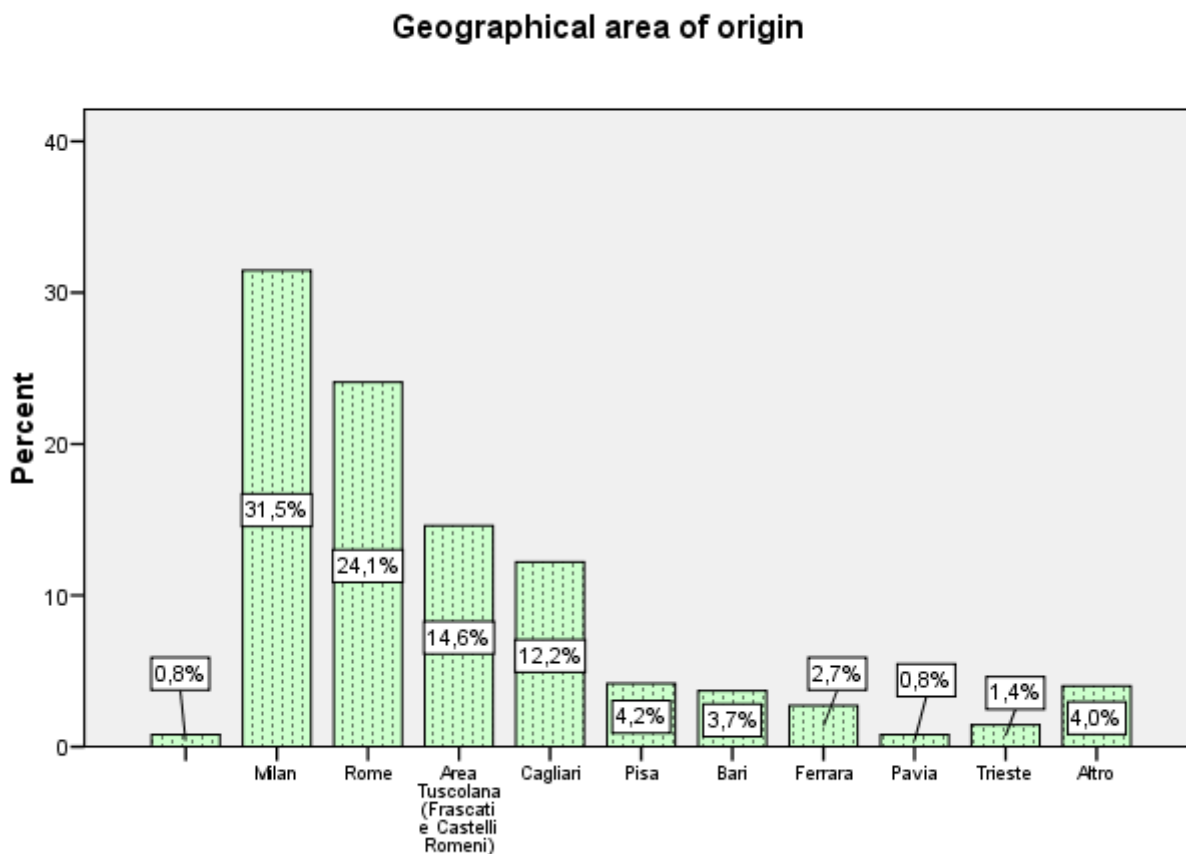
Ex-post respondents increase in the younger age groups in both male and female representation, with a slightly higher percentage of men in the 20-29 range. It could show that the percentage of women is evenly distributed in the age groups 10-19, 40-49 (about 11% each). The class of 30-39 years old, among central ages, remains the most scarce.

20.1) Geographical area of origin – Tab 20

Geographical area of origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	,8	,8	,8
Altro	25	4,0	4,0	4,8
Area Tuscolana (Frascati e Castelli Romeni)	91	14,6	14,6	19,4
Bari	23	3,7	3,7	23,1
Cagliari	76	12,2	12,2	35,3
Ferrara	17	2,7	2,7	38,0
Milan	196	31,5	31,5	69,5
Pavia	5	,8	,8	70,3
Pisa	26	4,2	4,2	74,5
Rome	150	24,1	24,1	98,6
Trieste	9	1,4	1,4	100,0
Total	623	100,0	100,0	

20.2) Geographical area of origin – Fig 20



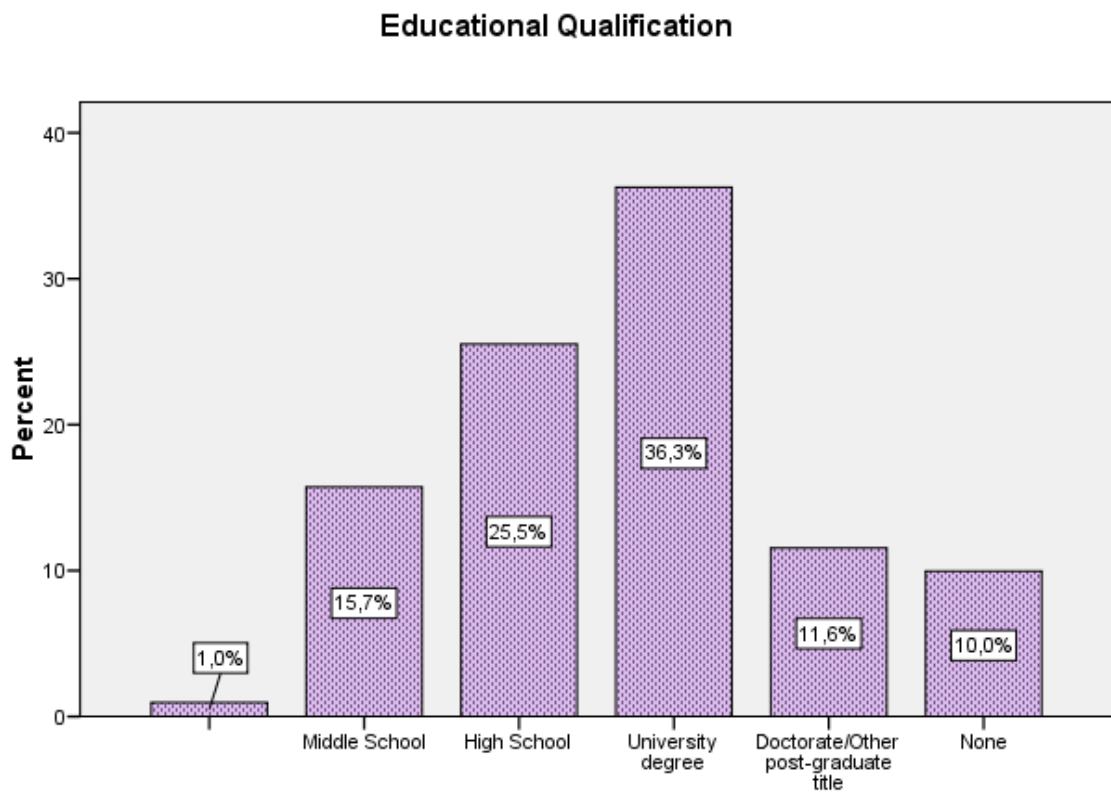
In the ex-post analysis, the highest percentage of respondents belongs mainly to the city of Milan (32%), followed, with about 8 percentage points away, by Rome (24%). It could therefore assume that the people who actually attended the event come mainly from Milan and Rome, or they probably are the cities where the questionnaire have been mostly filled in.

21.1) Educational Qualification – Tab 21

Educational Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1,0	1,0	1,0
Doctorate/Other post-graduate title	72	11,6	11,6	12,5
High School	159	25,5	25,5	38,0
Middle School	98	15,7	15,7	53,8
None	62	10,0	10,0	63,7
University degree	226	36,3	36,3	100,0
Total	623	100,0	100,0	

21.2) Educational Qualification – Fig 21

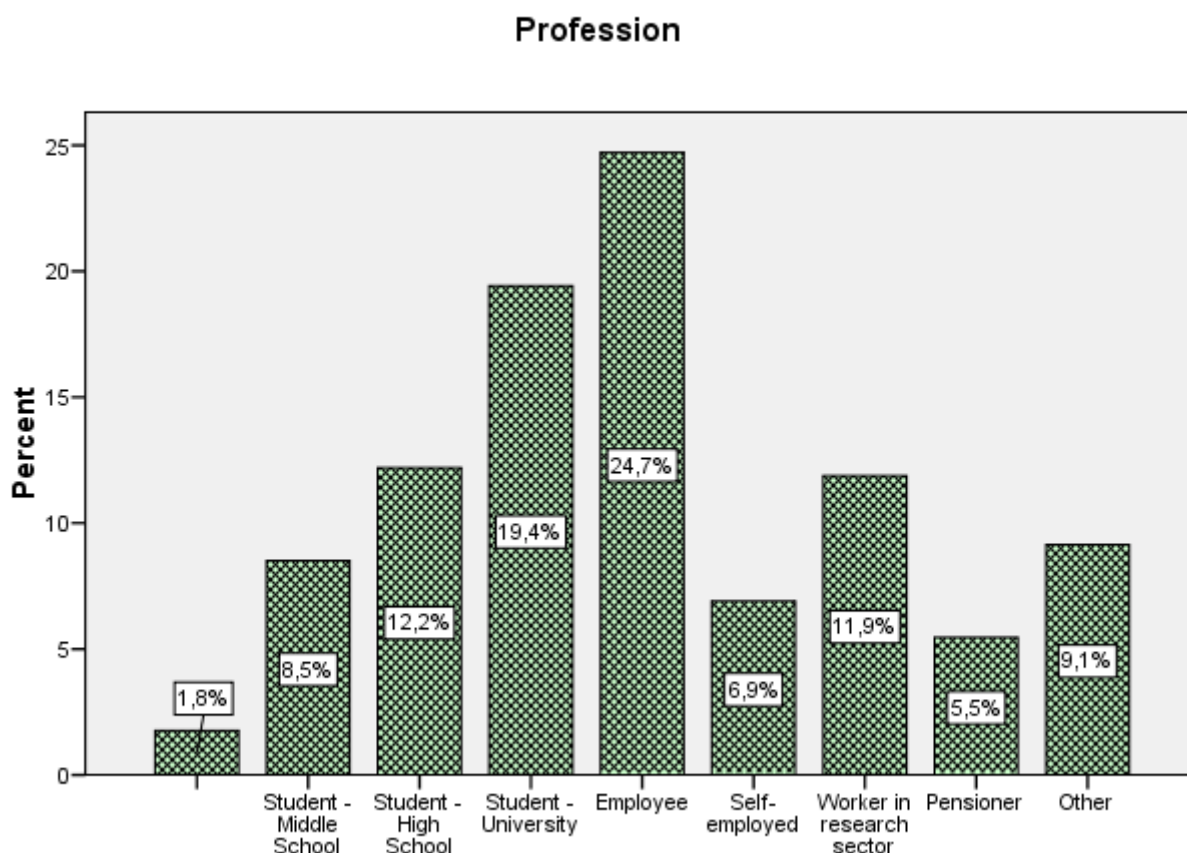


Those who attended the event have mostly an University degree (36%) or a High school Diploma (26%).

22.1) Profession – Tab 22

Profession				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	1,8	1,8	1,8
Employee	154	24,7	24,7	26,5
Other	57	9,1	9,1	35,6
Pensioner	34	5,5	5,5	41,1
Self-employed	43	6,9	6,9	48,0
Student - High School	76	12,2	12,2	60,2
Student - Middle School	53	8,5	8,5	68,7
Student - University	121	19,4	19,4	88,1
Worker in research sector	74	11,9	11,9	100,0
Total	623	100,0	100,0	

22.2) Profession – Fig 22



25% of respondents is employee and 19% represents university students

23.1) How did you hear about the European Researchers' Night/Week 2015? - Medium of communication

Tab 23

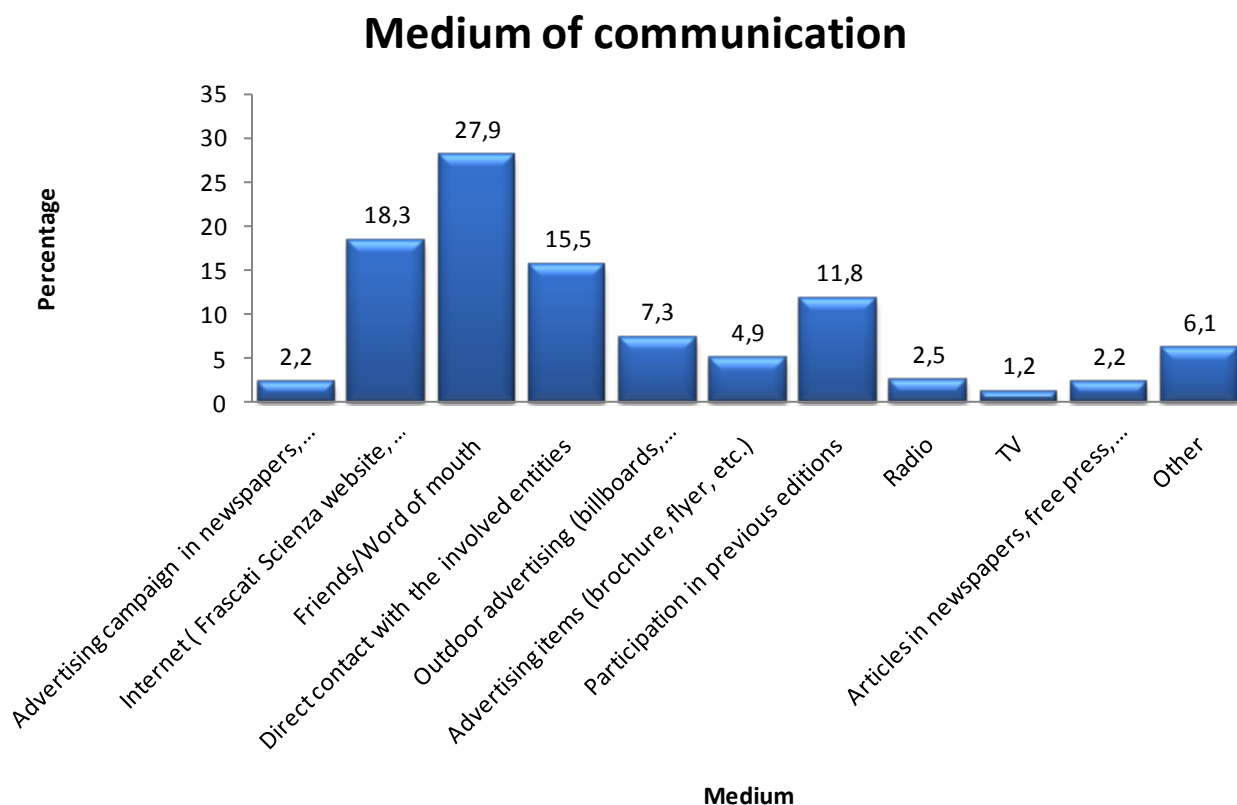
Medium of communication - Frequencies

	Responses		Percent of Cases
	N	Percent	
\$Mediumcommunication ^a			
V1-Advertising campaign in newspapers, free press, magazines	19	2,2%	3,1%
V2-Internet (Frascati Scienza website, newspaper websites, youtube, facebook, twitter, etc.)	155	18,3%	25,2%
V3-Friends/Word of mouth	237	27,9%	38,5%
V4-Direct contact with the involved entities	132	15,5%	21,4%
V5-Outdoor advertising (billboards, dynamic advertising, etc.)	62	7,3%	10,1%
V6-Advertising items (brochure, flyer, etc.)	42	4,9%	6,8%
V7-Participation in previous editions	100	11,8%	16,2%
V8-Radio	21	2,5%	3,4%
V9-TV	10	1,2%	1,6%
V10-Articles in newspapers, free press, magazines	19	2,2%	3,1%
V11-Other	52	6,1%	8,4%
Total	849	100,0%	137,8%

a. Dichotomy group tabulated at value 1.

23.2) How did you hear about the European Researchers' Night/Week 2015? - Medium of communication

Fig 23



For the public interviewed after the event, the means of communication most used to become aware of the Night 2015 is Friends/Word of mouth (28%) and, thereafter, Internet (18%) and Direct contact with the Entities Involved (16%). From Night 2014, Friends/Word of mouth is still the prevailing medium stated by respondents.

23.3) Other Medium

Other Medium
Banca del Tempo
School
E-mail
Enea
Relative
Museum
FS newsletter
Direct participation

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

Tab 24

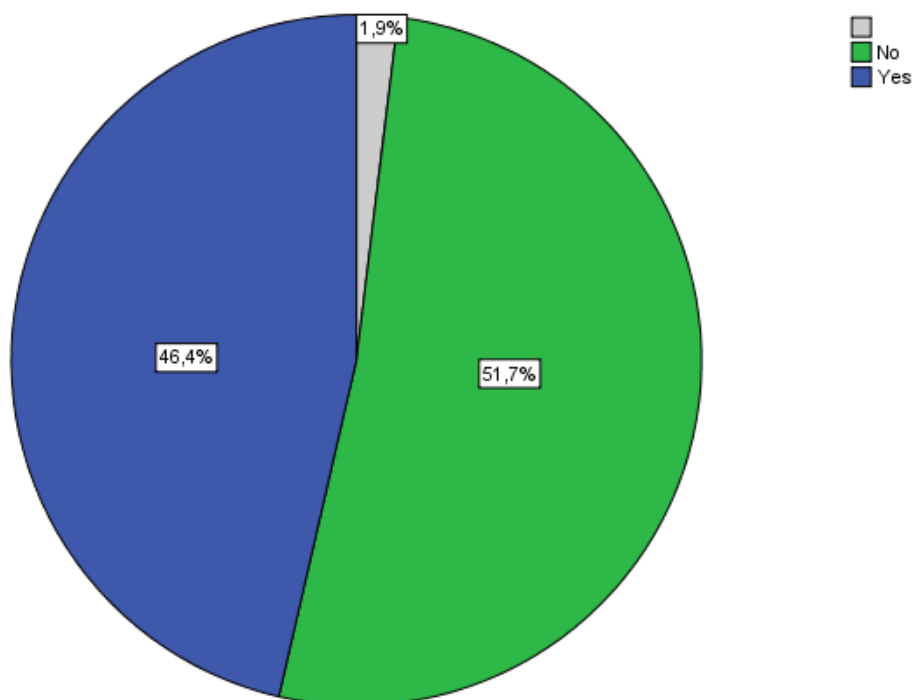
Did you ever participate in other editions of the European Researchers' Night/Week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	1,9	1,9	1,9
No	322	51,7	51,7	53,6
Yes	289	46,4	46,4	100,0
Total	623	100,0	100,0	

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

Fig 24

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

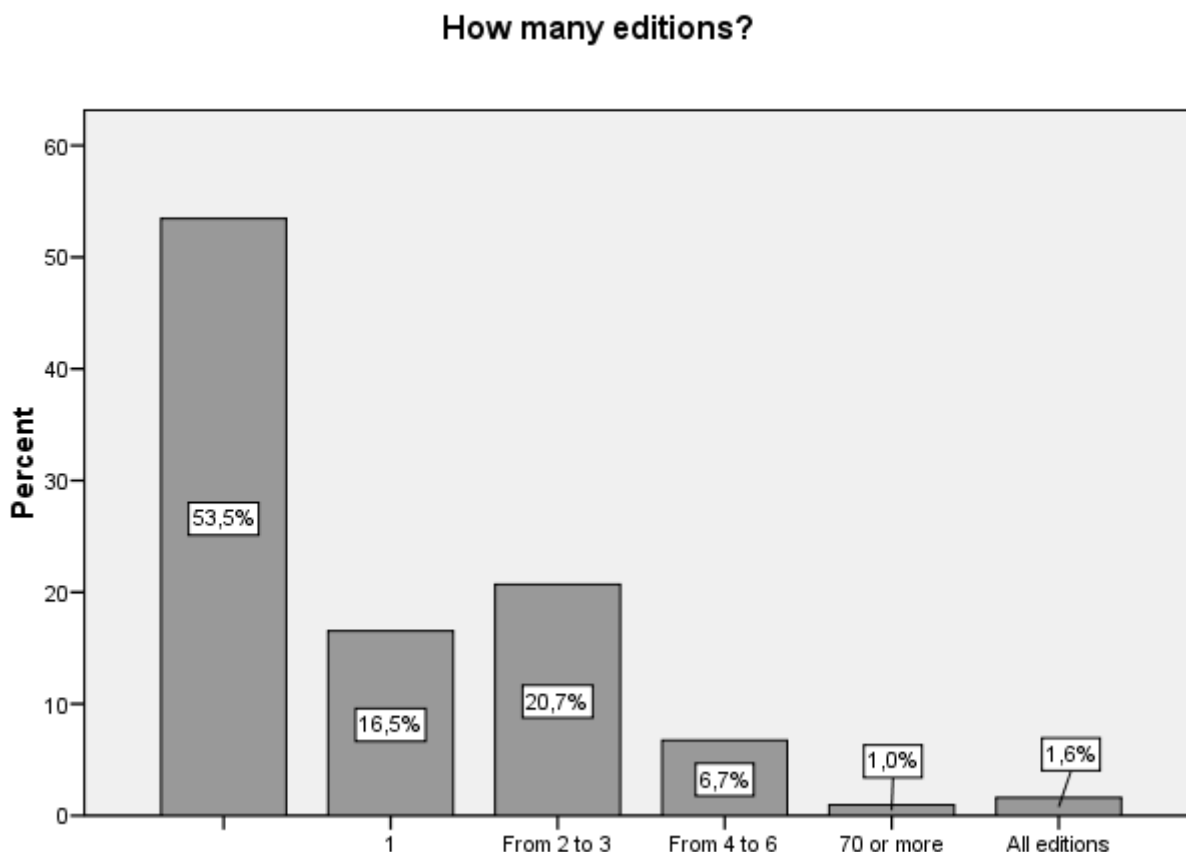


25.1) How many editions? – Tab 25

How many editions?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	333	53,5	53,5	53,5
1	103	16,5	16,5	70,0
70 or more	6	1,0	1,0	70,9
All editions	10	1,6	1,6	72,6
From 2 to 3	129	20,7	20,7	93,3
From 4 to 6	42	6,7	6,7	100,0
Total	623	100,0	100,0	

25.2) How many editions? – Fig 25



Half of the people who attended the event did not answer the question and, the other half, 21% affirms to have participated in 2 or 3 nights, 17% at 1 edition, and 7% from 4 to 6 editions.

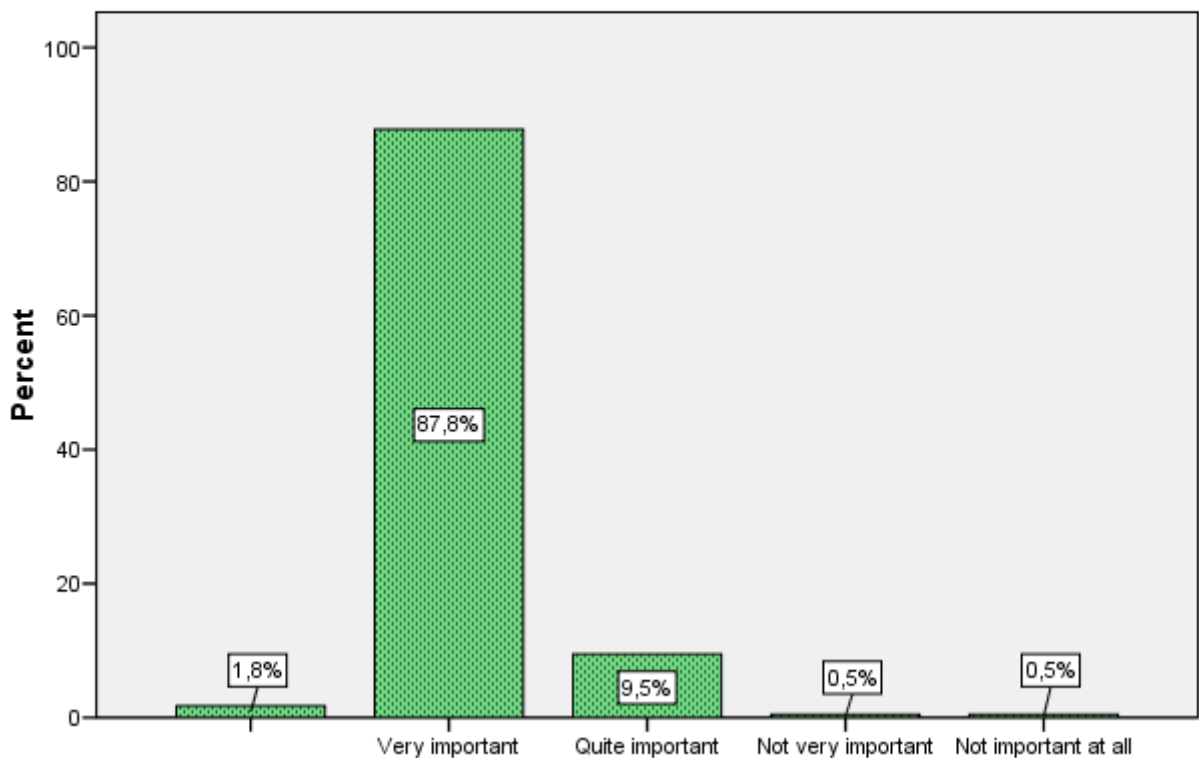
26.1) Research role is important for development in Italy – Tab 26

The research role is important for the development in Italy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	1,8	1,8	1,8
Not important at all	3	,5	,5	2,2
Not very important	3	,5	,5	2,7
Quite important	59	9,5	9,5	12,2
Very important	547	87,8	87,8	100,0
Total	623	100,0	100,0	

26.1) Research role is important for development in Italy – Fig 26

The research role is important for the development in Italy



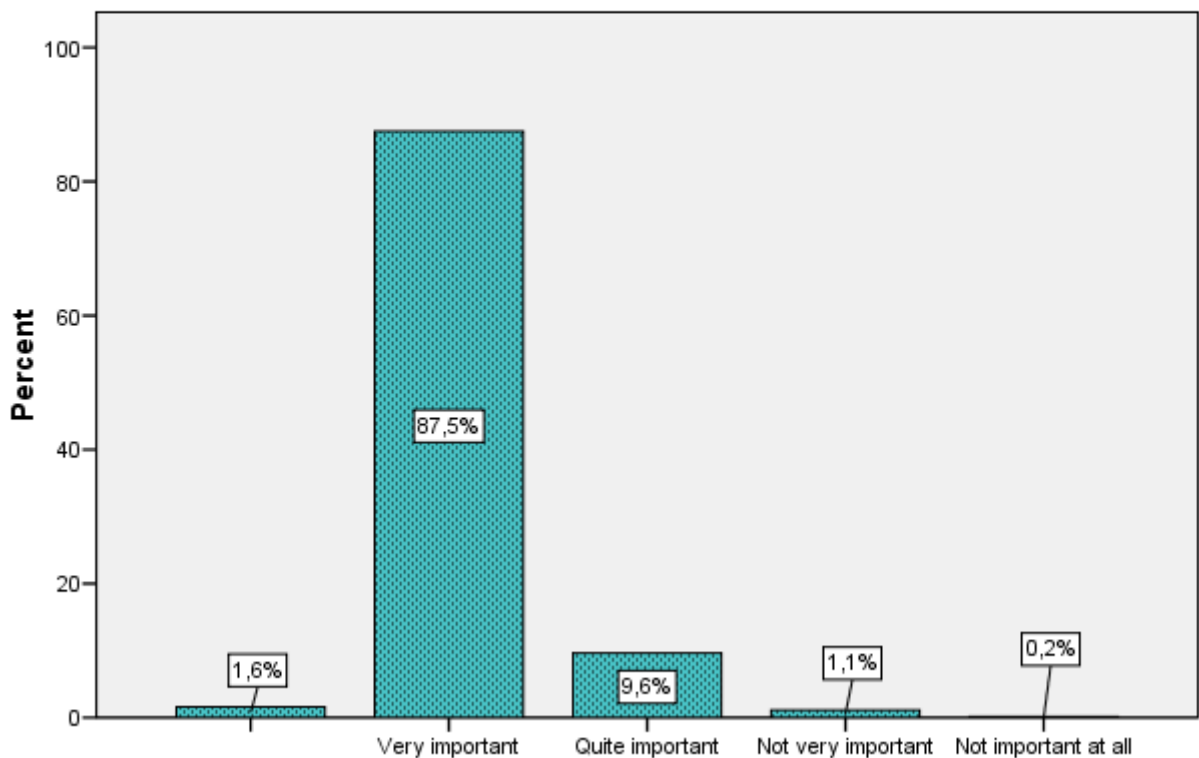
27.1) Research role is important for development in Europe – Tab 27

The research role is important for the development in Europe

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	1,6	1,6	1,6
Not important at all	1	,2	,2	1,8
Not very important	7	1,1	1,1	2,9
Quite important	60	9,6	9,6	12,5
Very important	545	87,5	87,5	100,0
Total	623	100,0	100,0	

27.2) Research role is important for development in Europe – Fig 27

The research role is important for the development in Europe



Both in Italy and in Europe, the role of research for development is considered very important by nearly all collective ex-post interviewed.

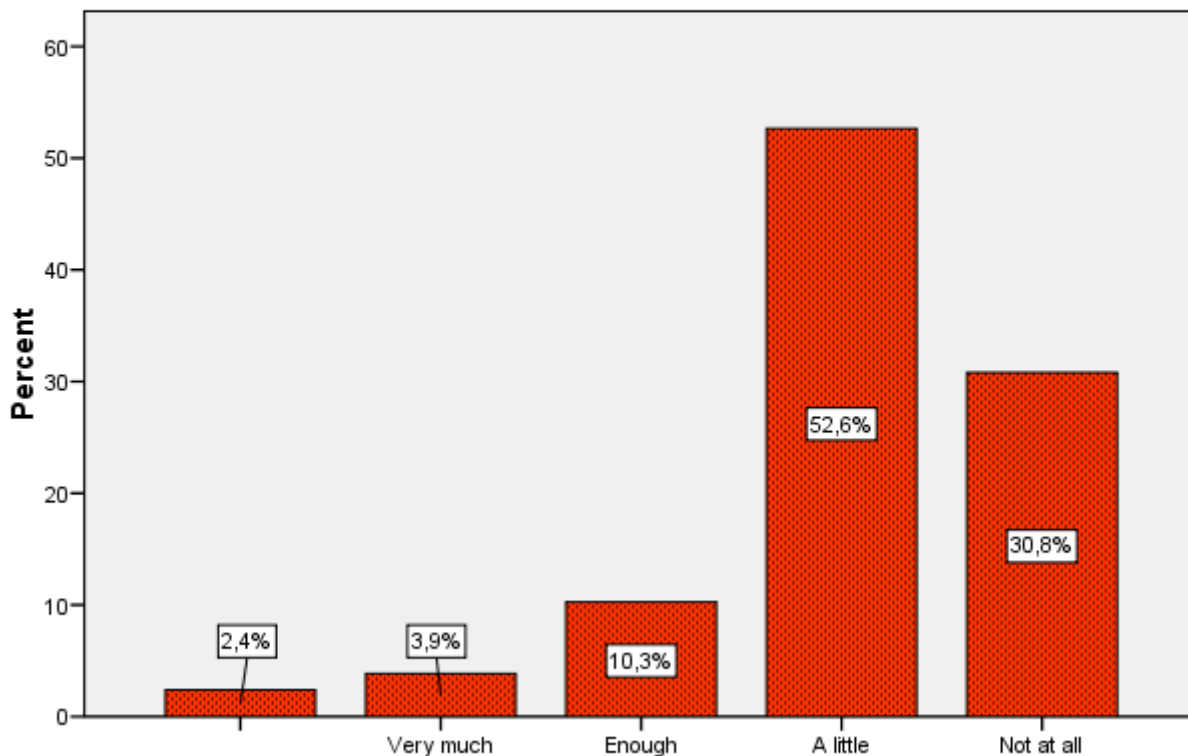
28.1) In Italy research and initiatives relating to them are adequately funded – Tab 28

In Italy the research and the initiatives relating to them are adequately funded

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	2,4	2,4	2,4
A little	328	52,6	52,6	55,1
Enough	64	10,3	10,3	65,3
Not at all	192	30,8	30,8	96,1
Very much	24	3,9	3,9	100,0
Total	623	100,0	100,0	

28.2) In Italy research and initiatives relating to them are adequately funded – Fig 28

In Italy the research and the initiatives relating to them are adequately funded



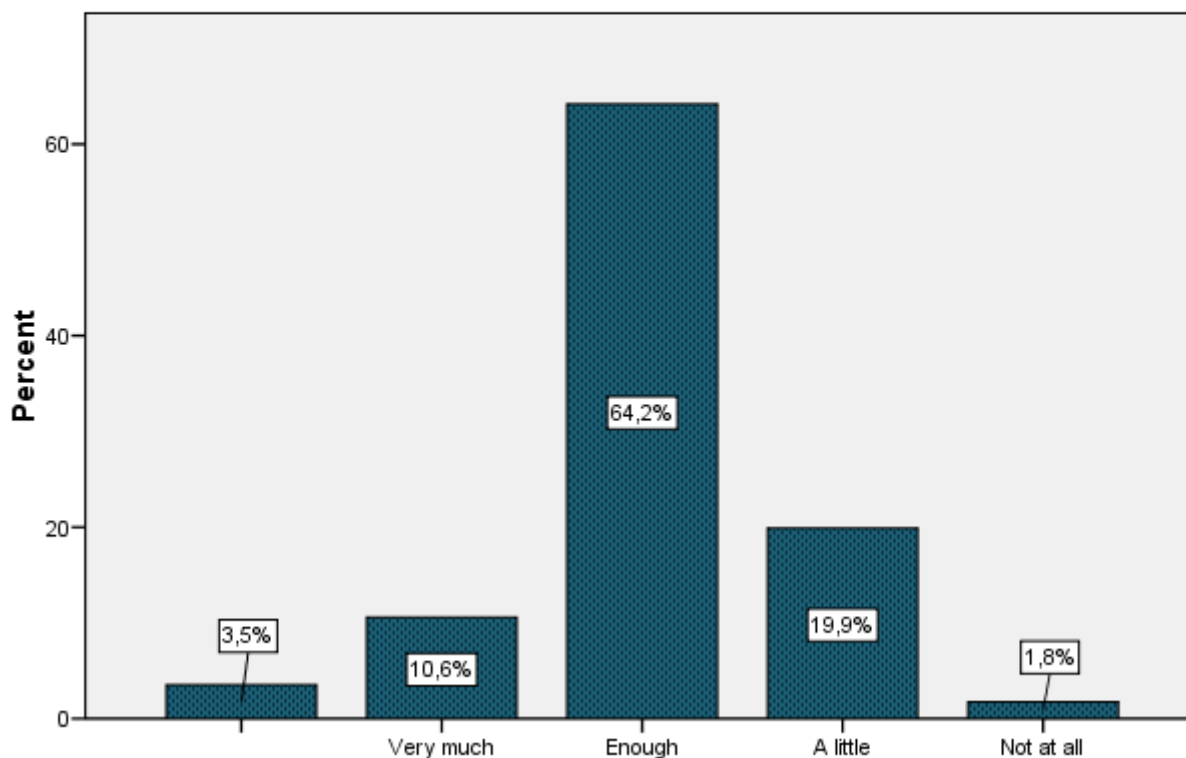
29.1) In Europe research and initiatives relating to them are adequately funded – Tab 29

In Europe the research and the initiatives relating to them are adequately funded

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22	3,5	3,5	3,5
A little	124	19,9	19,9	23,4
Enough	400	64,2	64,2	87,6
Not at all	11	1,8	1,8	89,4
Very much	66	10,6	10,6	100,0
Total	623	100,0	100,0	

29.2) In Europe research and initiatives relating to them are adequately funded – Fig 29

In Europe the research and the initiatives relating to them are adequately funded



As in the Night 2014, the results report the same type of answer: for Italy, research and initiatives relating to them are not so adequately funded (53%), while in Europe the respondents *are more confident and believe that research is* quite adequately financed (64%).

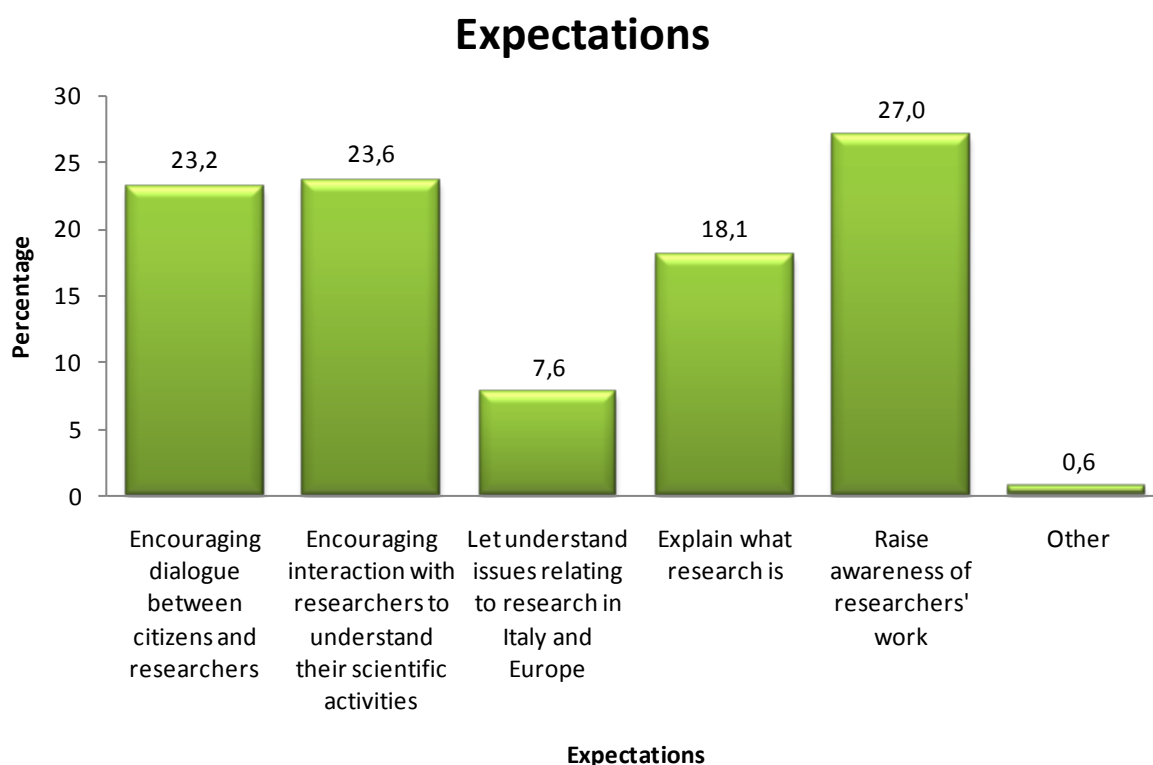
30.1) Expectations – Tab 30

Expectations - Frequencies

	Responses		Percent of Cases
	N	Percent	
\$Expectations ^a Encouraging dialogue between citizens and researchers	304	23,2%	50,8%
Encouraging interaction with researchers to understand their scientific activities	310	23,6%	51,8%
Let understand issues relating to research in Italy and Europe	100	7,6%	16,7%
Explain what research is	237	18,1%	39,6%
Raise awareness of researchers' work	354	27,0%	59,1%
Other	8	,6%	1,3%
Total	1313	100,0%	219,2%

a. Dichotomy group tabulated at value 1.

30.2) Expectations – Fig 30



There are not particular differences between the expectations of the public prior to the event compared to those of the post-event. In view of the fact that those who completed the questionnaires before and after may not coincide in all of those surveyed, this figure could however imply that the expectations of the participants have been met to a large extent. The expectations most desired are: raise awareness of researchers' work (27%) and encouraging interaction and dialogue with researchers (24% and 23%).

30.3) Other impressions ex-post

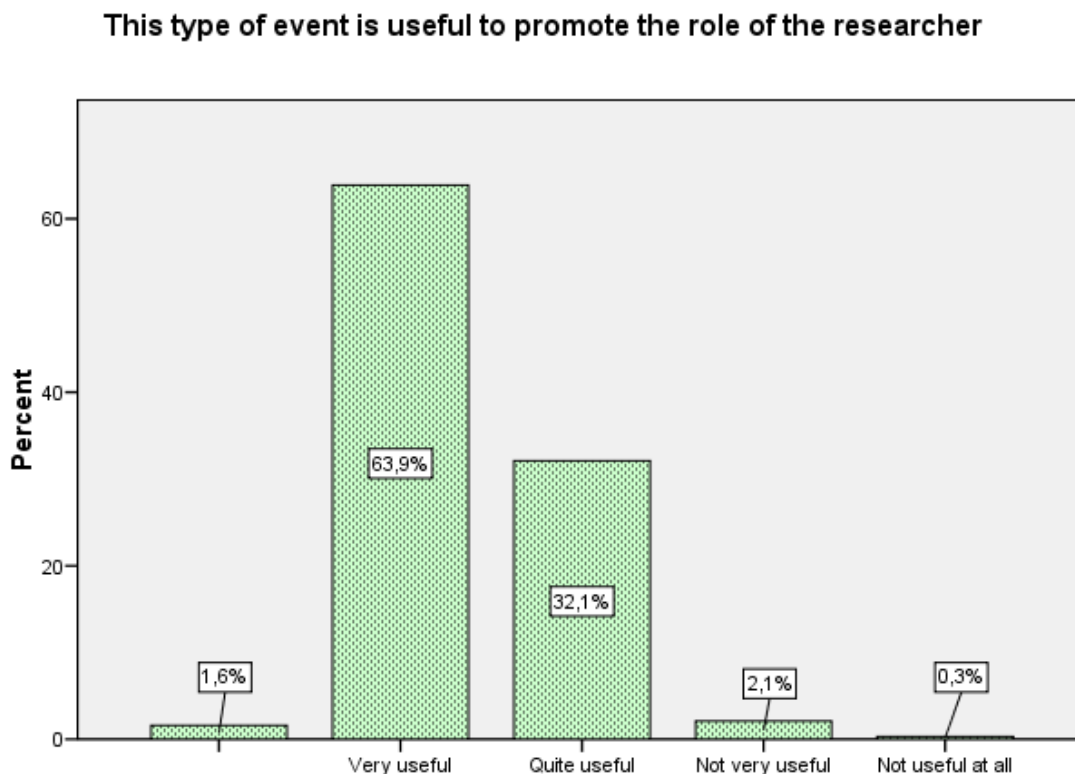
Other impressions
Deepening scientific knowledge
Bringing students of High schools, and not, to the study of physics.
To understand that science is accessible to all
Encouraging dialogue with students
Guide students toward a career in science
make people more cultural (bring culture)
Raise awareness among young people about a certain type of economy
Waste money
Stimulate ideas and, for my children, enrich the imagination
Amusement

31.1) This type of event is useful to promote the role of the researcher – Tab 31

This type of event is useful to promote the role of the researcher

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	1,6	1,6	1,6
Not useful at all	2	,3	,3	1,9
Not very useful	13	2,1	2,1	4,0
Quite useful	200	32,1	32,1	36,1
Very useful	398	63,9	63,9	100,0
Total	623	100,0	100,0	

31.2) This type of event is useful to promote the role of the researcher – Fig 31



32.1) This type of event could encourage the choice of young people to pursue a career in science

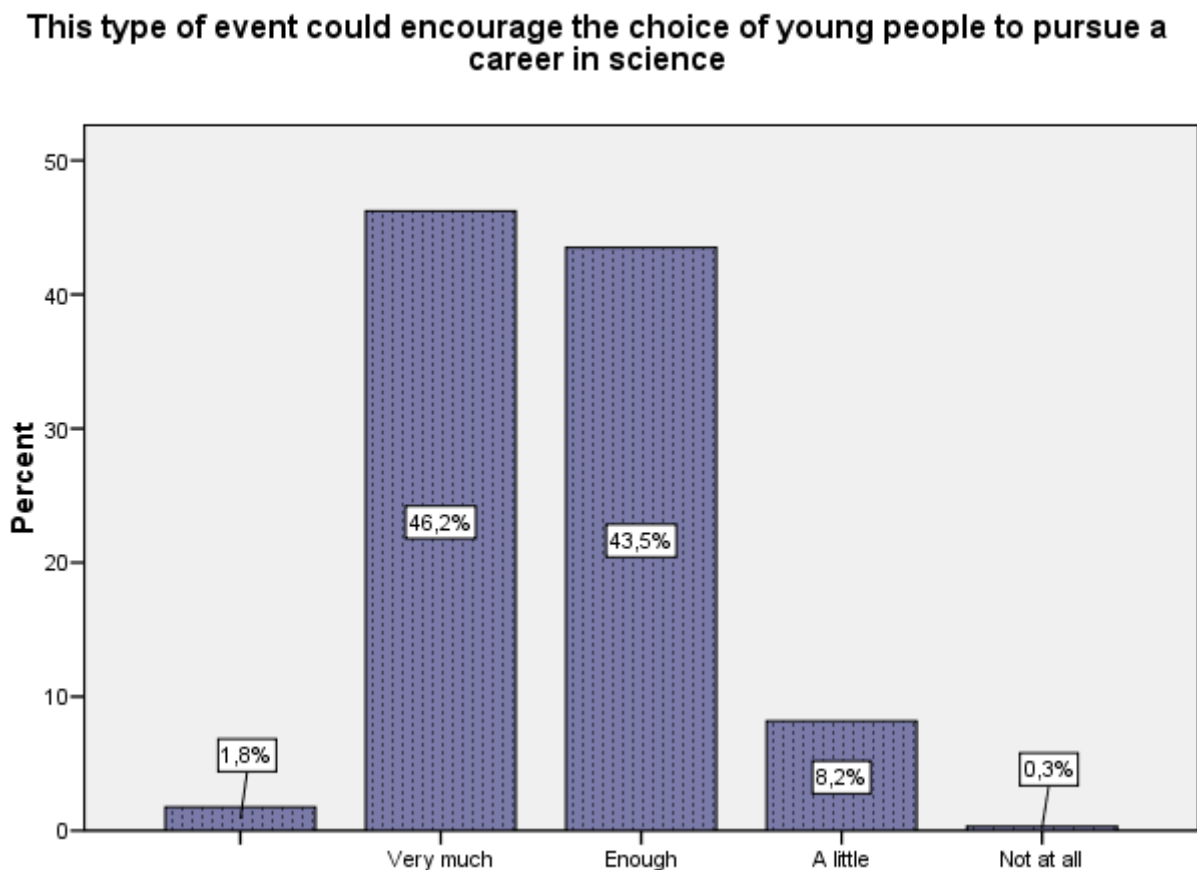
Tab 32

This type of event could encourage the choice of young people to pursue a career in science

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	1,8	1,8	1,8
A little	51	8,2	8,2	10,0
Enough	271	43,5	43,5	53,5
Not at all	2	,3	,3	53,8
Very much	288	46,2	46,2	100,0
Total	623	100,0	100,0	

32.2) This type of event could encourage the choice of young people to pursue a career in science

Fig 32



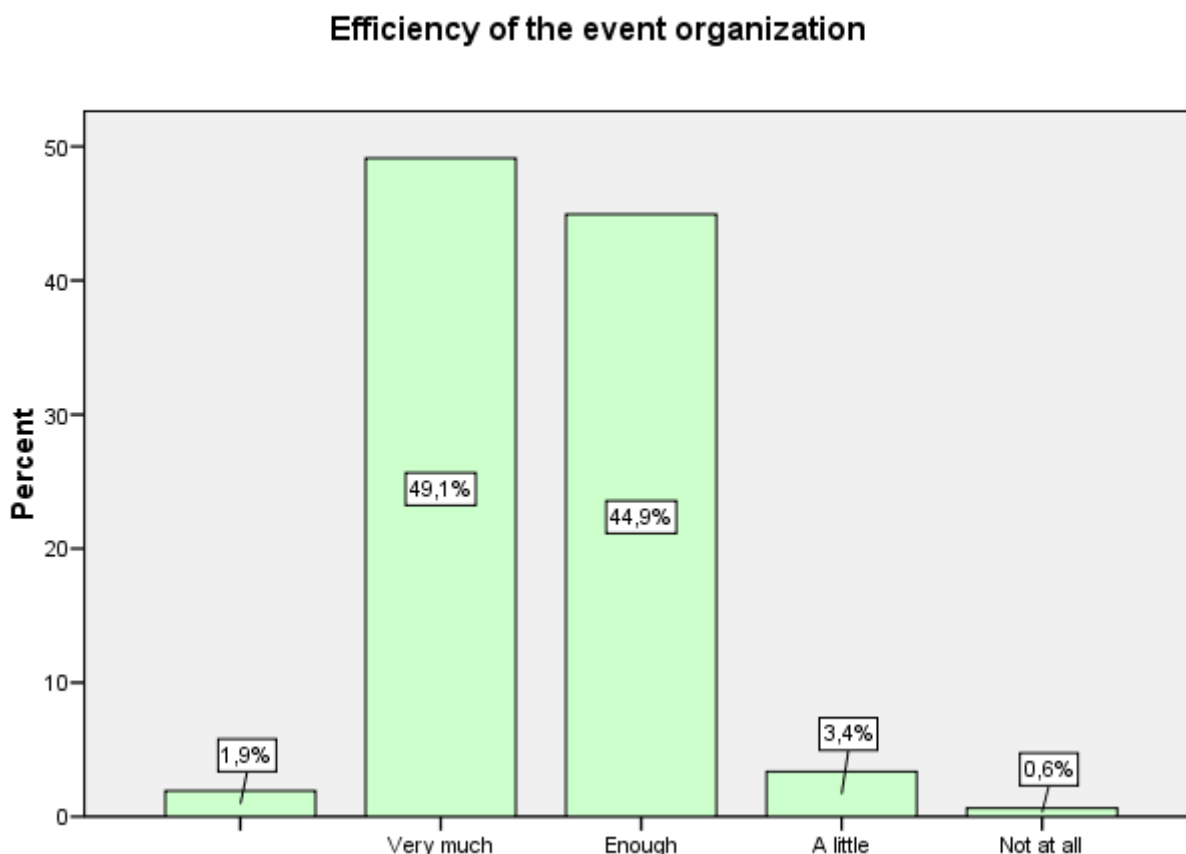
Even in the Night 2015, as in 2014, almost all the respondents believe that this type of event is useful to promote the role of the researcher and it could encourage the choice of young people to pursue a career in science.

33.1) Efficiency of the event organization – Tab 33

Efficiency of the event organization

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	1,9	1,9	1,9
A little	21	3,4	3,4	5,3
Enough	280	44,9	44,9	50,2
Not at all	4	,6	,6	50,9
Very much	306	49,1	49,1	100,0
Total	623	100,0	100,0	

33.1) Efficiency of the event organization – Fig 33



The level of participants' satisfaction, regarding the efficiency of the organization, remains high and constant over the years.

34) Comments and suggestions

Overall, most of the participants expressed enthusiasm, and congratulate to the organization for the professionalism and the choice of speakers.

A part of them asks for increasing advertising and promotion of the event, in general, and in the surrounding areas, not just limited to the event locations.

Someone asks for anticipating time for kids' activities, too, a greater involvement of the schools, organizing more visits, but being careful of not making too many events that may overlap, and concentrated in spaces too tight. People also asked for doing this type of initiatives throughout the year.

WORLD CAFÉ - RESEARCHERS' NIGHT 2015

During the European Researchers' Night 2015, for the second consecutive year, the Association Frascati Scienza collected impressions and suggestions by the participants about the event through the World Café methodology.

The objectives of the 2015 event were: to bring out the views of the public to analyze strengths and weaknesses, opportunities and criticalities, but above all Frascati Scienza was interested to collect ideas for future editions of the European Researchers' Week/Night reasoning in a practical, fun and productive way all together.

The roundtable have been held at SAPERmercato inFrascati, the new reinvented space dedicated to science, involving an audience of about 40 people consisting of both adults and children, in a broad debate for identifying interesting ideas.

In order to promote an orderly and systematic dialogue, a series of keywords have been proposed to participants for each theme to help people to focus on the issues .

About opportunities and criticalities Frascati Scienza presented the following keywords:

- Collaborations / partnerships between cities, institutions, associations;
- Project value as contributions to “Tuscolana Area”;
- Developing the concept of "sustainability" also for Night 2015;
- Multidisciplinary thematic proposals.

The analysis of the **Opportunities** showed particular appreciation for the event for being able to learn new things and engaging them in the practice of the experiments. According to the participants, the Researchers' Night 2015 has constituted an opportunity to access more reliable information because during the event you can speak directly with researchers. It also emerged as the event can promote the Tuscolana area, transmitting the knowledge of what it has been done from the inside perspective.

About **Criticalities** participants have raised doubts on the schedules of events and the fact that sometimes have been concentrated too many activities have been concentrated together and they would need more time in order to participate in. In fact, it is useful to extend the rally even on weekends or in other occasions during the year. About the critical issues some people rated the programme of the event unclear and advised to make the website more usable.

The World Café 2015 also discussed the Strengths and the Weaknesses of the event focusing the discussion on the following keywords:

- General organization;
- Easy registration and access location / activities;
- Innovativeness events;
- Usability issues;

- Technical and scientific, arguments;
- Promotion and communication event;
- Involvement and collaboration.

Regarding the **Strengths**, the participants considered easy to understand the issues proposed. They have enjoyed the open and direct dialogue between the audience and the speakers. Children had the opportunity to deal many curiosities with researchers. During the debate, some people appreciated the passion of the researchers. The accessibility to the events has considered adequate and the website excellent. The advertising was effective and the public felt pampered by Frascati Scienza staff.

About the **Weaknesses**, some practical aspects emerged, such as the acoustic of some rooms and the need to carry out these activities in larger spaces. On the other hand, some issues emerged more related to communication, such as to anticipate event information in June and in particular the promotion of those dedicated to schools, giving a proper notice. Not all participants found comfortable starting times of the events and it would be better to postpone them. About organization, it would be desirable to have a pause time after the events and to increase the number of the stands with the experiments considered useful and fun, as well as increasing the number of workshops for younger children (under 6). It also has been asked to play more events in kindergartens throughout the year.

Finally, during the World Café, Frascati Scienza asked participants to focus on **Suggestions for the Future** to be taken into account for the organization of the next editions. Also in this case, we have prepared some keywords on which to focus the attention:

- Organization;
- Reservations and access to the website;
- Location activities;
- Type of activities;
- Interaction with researchers;
- Future topics to be treated;
- Any further collaborations/partnerships can be developed;
- Communication/advertising Night event and related activities.

The participants focused on some issues they would like to go deeper in through laboratories and experiments, such as ecology, chemistry and mathematics. Especially children would like to talk about the Big Bang and they would also increase the number of experiments dedicated to them, which in general are very helpful and fun. Some participants, finally, stressed that some activities require more space to accommodate the large number of attendees in order to give everyone the opportunity to participate comfortably.

CONCLUSIONS

Both in ex-ante and ex-post questionnaires, men and women show a comparable numerosity of participants, with always a slight majority of female representation. The highest percentages are represented by the range 40-49 years old and the class 20-29. In the ex-post interviews, percentage of people with younger age grows, too (females: 22%, males: 11%).

Even if percentage of younger classes increases, unfortunately, as in European Researchers' Night 2014, the class most penalized is 30-39 years old: it remains the most scarce (from 4% to 7%).

The highest percentage of actual participants belongs mainly to the city of Milan (32%), Rome (24%) and Tuscolana Area (15%). I could therefore assume that people who actually attended the event come mainly from the cities of Milan and Rome.

As the event in 2014, those who attended the event have mostly an University degree (36%) or a diploma of High school (26%). Moreover, 25% of the respondents is employee and 19% represents university students.

Even if these data are related also to the type of target present at the event, (age group 20-29: University students), in reference to the older age group previously observed (40-49), it is possible to hypothesize the presence of the people with an high cultural level.

After the event, the means of communication most used to become aware of the Night 2015 are Friends/Word of mouth (28%) and, thereafter, Internet (18%) and Direct contact with the Entities Involved (16%). From Night 2014, Friends/Word of mouth is still the prevailing medium stated by respondents.

This result may depend on the choice of the organization in relation to the means used for the dissemination of the advertising campaign.

In the half of people who answered the question, the same percentage (17%), before and after the event affirms to have participated at least at 1 edition, and about 21% of respondents, post-event, state they were present in 2 or 3 events, during the different years. This could mean that, for the most part, it comes to new participants.

Both in Italy and in Europe, the role of research for development is considered very important by nearly all collective interviewed ex-post.

As in the Night 2014, the results report the same type of answer: for Italy, research and Initiatives relating to them are not so adequately funded (53%), while in Europe the respondents are more confident and believe that research is quite adequately financed (64%).

There are not particular differences between the expectations of the public prior to the event compared to those of the post-event. In view of the fact that those who completed the questionnaires before and after may not coincide in all of those surveyed, this figure could however imply that the expectations of the participants have been met to a large extent. The expectations most desired are: raise awareness of researchers' work (27%) and encouraging interaction and dialogue with researchers (24% and 23%).

Even in the Night 2015, as in 2014, almost all the respondents believe that this type of event is useful to promote the role of the researcher and it could encourage the choice of young people to pursue a career in science.

The level of participants' satisfaction, regarding the efficiency of the organization, remains high and constant over the years.

Overall, most of the participants expressed enthusiasm, and congratulate the organization for the professionalism and the choice of speakers.

A part of them asks for increasing advertising and promotion of the event, in general, and in the surrounding areas, not just limited to the event locations.

Someone asks for anticipating time for kids' activities, too, a greater involvement of the schools, organizing more visits, but being careful of not making too many events that may overlap, and concentrated in spaces too tight. People also asked for doing this type of initiatives more times during the year.

Summary of target profile and opinions

Target -Type of reached population:

- Age: young and mature
- Qualification: high cultural level
- Probably people interested in research for work or because they would like to pursue a career in science.

Type of communication medium:

- Friends/Word of mouth and internet.

Expectations:

- Expectations met mainly in: raise awareness of researchers' work, encouraging interaction with researchers to understand their scientific activities and Encouraging interaction with researchers to understand their scientific activities.

Consideration of research:

- Almost all the respondents think that role of research is important and are interested in scientific careers, but they have more confidence in EU funding than of Italian's grants.

Participant satisfaction:

- Generally, high level of satisfaction related to event organization.