

# *perspectives 2007*



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# 1 Executive summary

## 1.1 Aims of the scheme

- To encourage practising scientists and engineers, at an early stage in their careers, to articulate their research in a social framework by exploring the ethical, social, economic and other societal implications of their work
- To train scientists and engineers in visual and verbal communication
- To provide an opportunity for scientists and engineers to publicise and promote their work
- To encourage scientists and engineers to engage with a public audience and with teenagers as career role models
- To encourage scientists and engineers to visit the BA Festival of Science

## 1.2 *perspectives* in 2007

Applications for *perspectives* rose again in 2007 to 82 in total. This is an increase of 21% compared to last year's applications. 36 finalists, each funded by the UK research councils, were chosen to take part. They attended a one-day workshop on communication and design in London at the start of the scheme. This introduced them to public engagement, provided ideas for a thought-provoking poster, and created opportunities for finalists to practice their communication skills.

35 attended the BA Festival of Science in York (one individual dropped out before the workshops to focus on the final year of her PhD), where they presented their posters to the public from Monday 11 to Thursday 14 September. Seven judges chose the three main prize-winners:

- **Overall winner:** Marco Colombo, University of Edinburgh
- **Runners up:** Bronia Arnott, Durham University  
Claire Chandler, London School of Hygiene and Tropical Medicine
- **People's choice:** Sarah Moller, University of York (selected by public vote)

Posters covered topics from the workings of the gulfstream to intelligence in the Caledonian crow. Finalists came from universities and research institutions across the UK. All posters can be seen at <http://www.the-ba.net/perspectives>

## 1.3 Key outcomes

Finalists and judges were asked to give feedback from the scheme, and several key points emerged.

The workshops were very popular, with almost all finalists' expectations being met or exceeded. All finalists rated all parts of the workshops as being good or excellent.

69% of finalists enjoyed taking part in the scheme over all. This was not as popular as 2006 when 100% of finalists said they enjoyed taking part. Several factors contributed to this and these are discussed in full below. This year's finalists particularly enjoyed meeting other young researchers and talking to the public about their research.

43% of finalists described the lack of people visiting the posters as their least favourite aspect of the scheme.

Less than half of all finalists had previous experience in public engagement. Since taking part in *perspectives*, **67% of the finalists said that they had plans to take part in future public engagement activities**, and **57% stated that taking part in *perspectives* had increased their likelihood of taking part in public engagement activities in the future**. Finalists listed a broad range of future activities, including science festivals, events at their institutions, and becoming Science and Engineering Ambassadors.

**93% of finalists felt their communication skills improved as a result of the scheme.**

**No problems were expressed by finalists with the process for the People's Choice**, an improvement on last year's scheme, when voting irregularities were noted by staff and finalists.

**Judges said they felt well-briefed in advance of judging.** All said that they felt that the scheme was worthwhile and that they enjoyed taking part.

**The hustings and the x-change in their new format were very popular with finalists.** Many of those who didn't have a hustings slot at the x-change said afterwards that they wished they had taken part, and those who did take part said that they had enjoyed it and it had boosted their confidence.

## 2 Feedback

### 2.1 Finalists – workshop feedback

Finalists in the *perspectives* competition were invited to attend one of three workshops held at the Dana Centre in summer 2007.

Data was collected from finalists using a questionnaire (see appendix A). All three workshops elicited similar responses in the questionnaires.

#### 2.1.1 Scheme awareness

Finalists were asked how they heard about *perspectives*. Some finalists gave more than one source. Most cited an email mailing list, their university/institution department, or a friend or colleague.

Publicity changes this year are discussed in section 3.1.1.

#### 2.1.2 Support from colleagues

Finalists had received overwhelmingly positive responses from colleagues, with 26 of the 35 finalists (74%) stating that their participation had been well received or encouraged. Others stated either that they hadn't told anyone about it (5 finalists) or that they'd had a neutral response response (4 finalists). This is an improvement on last year's comments on the subject, when several supervisors had been negative about the scheme and only 57% of finalists stated that colleagues had expressed support.

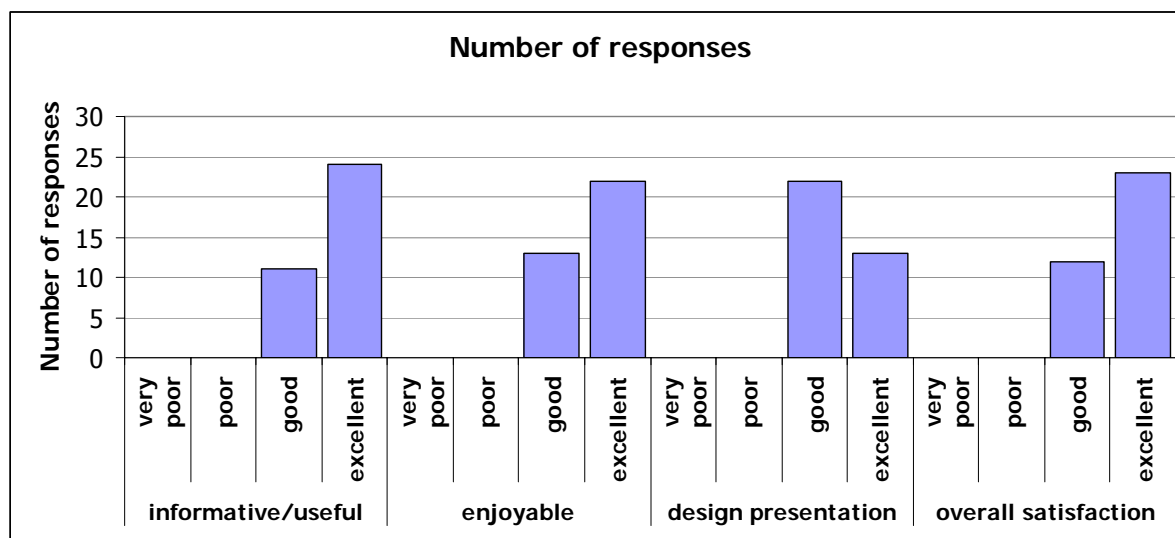
#### 2.1.3 Workshop expectations

Finalists had a range of expectations from the workshop, including:

- advice and feedback on poster design (51%)
- information about the Festival & the *perspectives* scheme (37%)
- advice on presentation & communication (26%)

**All but one of the finalists who had expectations felt that they were met or exceeded.** Responses were, almost without exception, positive, citing the **useful group sessions** and the **advice on poster design** as particularly useful. The one person who stated they would have liked something more said that they had found the workshop useful, but wanted some advice on software for poster design.

#### 2.1.4 Workshop ratings



**100% of ratings described elements of the workshop as good or excellent.**

Finalists particularly enjoyed **practicing presenting their posters, getting feedback and ideas**, and taking part in the **group activities**. Several also mentioned that they enjoyed the **relaxed and informal atmosphere** and the **friendly and helpful staff**.

**Half of the finalists did not comment on anything they disliked about the workshop.** Seven of those who did make comments mentioned that time was short, particularly with the designer.

When asked about catering and general facilities, all finalists who mentioned food and venue made positive comments. Negative comments about the overnight accommodation provided to a few finalists were noted and alternative accommodation was used for the final workshop.

### 2.1.5 Further comments

Although some finalists commented on the lack of time during the workshop, most finalists who commented at the end of the feedback form made positive comments.

“Thanks very much, was a great day and the BA and RCUK staff giving talks and help were really friendly and knowledgeable”

“It was a great experience, looking forward to York”

## 2.2 Finalists – scheme feedback

### 2.2.1 General feedback

After the 2007 BA Festival of Science in York, 30 finalists (86%) returned online questionnaires evaluating the *perspectives* scheme.

Finalists described why they had applied for the scheme.

- 80% hoped to improve their skills in communicating with the public
- 57% sought to improve their skills in poster presenting
- 50% wished to present their work to new audiences
- 47% had applied at least partly because the scheme allowed them to attend the BA Festival of Science
- 33% wanted to explore new issues connected with their research

Other reasons that finalists applied included wanting to improve their CV and sharing their enthusiasm for their research. Interestingly, one PhD student from overseas stated that he wanted to learn more about science communication in the UK so that he could take that expertise back to his home country.

**69% of respondents enjoyed taking part in *perspectives*.** Most stated that they particularly enjoyed meeting other young researchers. Many commented that they particularly enjoyed speaking to the public and to judges. Finalists also enjoyed attending the BA Festival of Science and exploring the wider implications of their research.

“[It was a] different challenge, rather than putting my work across to scientists in the same field, to take a step back and think of the wider implications of what I do.”

“[I most enjoyed] looking at other people’s posters and finding out about other completely different areas of research. You don’t get to do that often when you are focused on one tiny area of research that is your PhD.”

The two finalists who said they did not enjoy taking part in *perspectives* said that their expectations had been too high, that they had thought they would have a far greater audience at the Festival than they actually did, and that the Festival took up too much of their time.

Four finalists said that they weren’t sure if they’d enjoyed the scheme. All four stated that they found the lack of general public visitors to the posters very disappointing and the lack of facilities on the York campus contributed to finalists’ discontent.

Finalists were also asked to describe the aspects of the scheme they had enjoyed the least. These again generally reflected the lack of visitors to the posters (43% of finalists mentioned this), the lack of visitors who were not scientists, the layout of the room where the posters were displayed, and the lack of facilities on York campus.

A discussion of these issues can be found in sections 3.2.4 and 3.2.5.

## 2.2.2 Hustings

7 people who took part in the hustings during the x-change commented on the experience. All of these said that they had enjoyed the experience, and some suggested ways of expanding the hustings – perhaps making an entire separate session of hustings for finalists, or allowing time for questions from the audience.

8 people who didn't take part in the hustings commented none the less. They all stated that they enjoyed the hustings, and 4 said that they wished they had taken part themselves

"It was a good chance to try talking to a very different type of audience in a very informal environment. Mixing the *perspectives* talks up with the other speakers worked well."

"I probably should have taken part - it seemed like good fun and a good opportunity to reach a wider audience."

## 2.2.3 The Festival

Finalists were asked to comment on what they enjoyed about the Festival outside their experience of *perspectives*. Of the 28 who commented, 12 (43%) mentioned the broad range of subjects covered and 9 (32%) stated that they had most enjoyed the x-change. Others mentioned particular sessions that they had attended and meeting other people taking part in the Festival.

22 (73%) of finalists stated that they would attend the Festival again, if given the opportunity. Many said that they would attend if there were particular events that were relevant to them and if the Festival was being held locally. Those who said that they would not attend again said that they had felt they were not in the target audience of the Festival.

## 2.2.4 Other public engagement activities

Less than half of the finalists (43%) had prior experience of public engagement before taking part in *perspectives*. Out of all finalists who gave feedback, **57% stated that taking part in *perspectives* had increased their likelihood of taking part in public engagement activities in the future.** These finalists felt that *perspectives* had increased their confidence in these events, and they had enjoyed talking to a new audience and designing their poster.

40% said that they were no more or less likely to take part in public engagement activities, as they were already interested in these activities, and would continue to take part with or without the scheme. One finalist felt they were less likely to take part in public engagement activities as they felt that it caused political difficulties amongst academics. They also stated that they felt the public had little interest in their research as it was not directly applicable to society.

**67% of the finalists said that they had plans to take part in future public engagement activities,** including science festivals, events at Science Oxford, National Science and Engineering Week, Brain Awareness Week and through BA branches and SETPOINTS.

**73% of finalists said that their confidence had increased as a result of taking part in *perspectives*.** No finalist said that their confidence had decreased. **93% of finalists said that they felt their communication skills had improved to some extent** as a result of the scheme.

"I have signed up for the BA North West hub and hope to stay involved with your activities. Please let me know if you can think of a way I can contribute to your work in the future, I feel very privileged to have had the opportunity to participate in *perspectives* this year."

The BA is particularly keen to encourage finalists to take part in other public engagement activities, and seek to make links with other organisations. Several participants have been or will be involved in subsequent events at Science Oxford. We have also taken steps to get finalists involved in Researchers in Residence, BA branches and cafes scientifique.

## 2.2.5 Relationship between research and society

**43% of finalists said that participating in the scheme changed their views on the impact of research on society.** 17% said that they did not know if their views had changed and 40% said their views had not changed.

Finalists who commented, independent of whether *perspectives* had changed their views, said that they had thought about the impact of their research more, or in a different way, and had also benefitted from receiving new ideas and feedback from visitors to the posters and other finalists.

"I was unsure about the impact of my research on society prior to the exhibition, because it is strictly 'blue skies'. This forced me to think about issues that I wouldn't have considered before."

**37% of finalists said that participating in the scheme changed their views on the impact of society on their research.** 23% said that they did not know if their views had changed and 40% said their views had not changed.

Over the last few years, fewer and fewer finalists have stated that their views on the relationship between society and their research had changed. Several finalists felt that they had already considered their work in a social context. As discussed in previous *perspectives* evaluations, this is an aspect of research that scientists are increasingly encouraged to think about, particularly in grant applications. It is likely that each year, more of the scientists who take part in *perspectives* have been exposed to ideas about public engagement, and consequently, the scheme is likely to have a progressively less impressive impact on the scientists' viewpoint.

## 2.2.6 Comments and recommendations for the future

12 finalists made comments and suggestions at the end of the form. Some were simply positive comments and thanks. Others gave suggestions for improving the scheme. As described in the data for the least-enjoyed aspects of the scheme, a significant number of comments suggested ways of increasing the numbers of visitors to the posters, and these took several approaches. Some examples of comments received are included here.

"I think it would be valuable to really examine the extent to which ordinary members of the public are aware of and engaged with the Festival each year. Unfortunately, my impression was that there were a lot of scientists and not many members of the public, at least at the poster session.

I think you could give *perspectives* more of an interactive web presence, and that might reach more people, particularly students. You could see a poster along with a brief (~60 seconds) YouTube clip of the researcher explaining it, and 3 more clips answering 3 of the most commonly put or interesting questions. In the city where the Festival is taking place, you could put up large touch screens (a few dotted around the city), which would display a poster and associated interactive content for a couple of minutes, then cycle to the next one. Interactive content could include a vote on a key social aspect of the research, the video clips as previously mentioned, and information on where and when you could talk to the researcher if you were particularly interested."

"I felt that the finalists could have been used for other things during the Festival - we are a group of 30-40 highly motivated young scientists from a wide range of fields who I am sure would be willing to do more to engage with the public during the week (I am thinking particularly about the schools groups) - perhaps helping with the events organised specially for the school groups, for example. I feel that the BA could have taken more advantage of having such a group in one place at one time with all those impressionable minds nearby!"

"I had the feeling the poster session is too overwhelming for any prospective audience, and too much in the corner of the ticket room. Maybe it would be more attractive, if posters are spread around the campus in small groups? Also outside of our hours the place looked too deserted which is not comforting for the random person to loiter there. I think we got visited only by people who were dedicated to come and see *perspectives*.

I would suggest having just four or five posters at each main lecture hall so that people will look at them before a talk or during the coffee breaks."

"I would recommend *perspectives* to any postgrad or postdoc. It was a really good experience. It helps you to think outside the box. I had a very narrow focus throughout my PhD and *perspectives* helped me widen my horizons again."

"I had a thoroughly good experience that has helped improve my communication skills. I made good friends and all the organisers were very friendly and helpful."

## 2.3 Judges' feedback

In 2007 there were seven judges, one more than 2006

These were:

- **Anjana Ahuja**, Journalist, the Times
- **Alastair Fitter FRS**, Professor of Plant Sciences, University of York
- **Ben Johnson**, Creative Director, Graphic Science
- **Nancy Mendoza**, Press Officer, Science Media Centre
- **Courtenay Norbury**, University of London, scientist and former BA Media Fellow
- **Dianne Stilwell**, Public Relations Manager, Institute of Physics
- **Jaume Urgell**, Director of Marketing and Communications, European Science Open Forum

Each judge judged 15 posters, spending 5 minutes with each finalist. Each poster was seen by three judges.

Judges were asked for their comments on the scheme. All considered *perspectives* to be a good way to encourage young scientists to think about the wider issues surrounding their work. They had some suggestions for improving the scheme, including having debates and discussions between the researchers. One also suggested that communicating about their research is less easy for scientists not in the social or medical research field.

Judges didn't always feel that finalists had addressed the question adequately, and several mentioned that they felt the finalists should be briefed to distinguish the implications of their work from the applications, and focus on the former.

Judges also pointed out that it was difficult for them to get a grasp on the topic of the poster *and* talk to the finalist in the 5 minute session. Several made suggestions about improving the judging process, some stating that each discussion with a scientist should be longer, and also that there could be a second round of judging in which all judges saw a shortlist of, say, six that had been selected from the finalists in an earlier judging session.

All judges who commented stated that they felt they had received sufficient information about the scheme and judging prior to the day.

Some representative judges' comments are shown here.

"I really enjoyed judging *perspectives* and the standard was excellent."

"I think the competition was overall very well organized."

"Giving [the scientists] a focus to think about [the social issues surrounding their work] and challenging them to explain the issues to a lay audience is definitely useful."

"I thought the briefing the judges received on the day was comprehensive and clear."

"Presenters should be given clear direction (perhaps they are but in this case they're not taking it in!) as to whether the poster is a story in itself - the points are able to be clearly understood by a reader without the presenter there; or whether they are a trigger for discussion."

## 3 Developments in 2007

### 3.1 Before the Festival

#### 3.1.1 Marketing

In order to gain as many applications as possible, a wide range of people were contacted via a number of routes. For example, graduate associations in universities and university departments across the country were contacted and the scheme was advertised widely through the Research Councils and through various websites for graduate students and postdocs.

In order to publicise the scheme at the Festival, a flyer about the scheme was sent to all people who booked tickets and passes for the Festival (around 2000 people). The scheme, and the schools session, was also mentioned in letters to teachers sent by the young people's programme team.

#### 3.1.2 *perspectives* film

Alex Tate of Slipstream Productions produced a short explanatory film that was shown in Central Hall near the posters. This was filmed at the first summer workshop of 2007 and featured interviews with finalists at the workshop and a voice-over explaining the scheme.

Feedback about this film was difficult to obtain, but informal comments to BA staff indicated that the film was useful to people visiting the posters.

#### 3.1.3 New guidance and rules

Strict rules about voting in the People's Choice were introduced in 2007 following problems in 2006. Finalists were told at the workshops that they could not pre-fill voting forms for visitors to the posters and also that they were not allowed to keep a store of the forms to hand out. In 2007, no finalist mentioned any concerns about vote-rigging and BA staff were not aware of any problems on this front.

### 3.2 During and after the Festival

#### 3.2.1 Involving finalists in other schemes

Two finalists took part in **BAckchat**, a session for school students to talk to people in scientific careers. The finalists who took part in the session felt it was valuable for developing their skills in communicating with teenagers about their research. They also felt it helped them to communicate about their posters during the other poster sessions.

In 2007, the BA has fostered links with the Oxford Trust at **Science Oxford** (<http://www.oxtrust.org.uk>). This has led to a number of events featuring *perspectives* finalists, and also the display of the posters at Science Oxford in October and November 2007.

As described in section 2.2.4, finalists have become involved in several other schemes, including Researchers in Residence, science festivals and BA events.

#### 3.2.2 Hustings

This year's hustings used a new format to build on a promising start last year. In order to promote their posters, 12 self-selecting finalists were given a two minute slot in the x-change, an informal round-up of the day's events at the Festival. In contrast to 2006, when the hustings preceded the x-change, in 2007 the finalists' two minute presentations were interspersed throughout the x-change. Crucially, the two minutes were strongly policed, preventing the over-running that occurred in 2006.

The hustings were very popular with finalists (as described in point 2.2.2), who enjoyed the challenge of a different audience and atmosphere. Several comments from the x-change feedback indicated that the hustings was also a popular part of the evening for the x-change audience.

#### 3.2.3 Schools quiz & session

A session particularly for schools was scheduled for the Tuesday poster session. Although several schools were contacted by the BA, only two schools were booked into the session due to the busy schedules of the groups. These schools were sent copies of the quiz form in advance and also provided with extra copies on the day.

The quiz form contained ten questions rather than last year's longer form. The ten questions could be answered without the finalists being at their posters. This was an advantage as the more accessible questions could be

selected for the quiz, and the quiz sheet could be compiled as soon as ten reasonable questions had been received.

34 quiz forms were completed, and the winner was selected from correct entries. The winner, Daniel Harding of Woodkirk High Specialist Science School, was awarded an ipod shuffle, as was his school.

In coming years, it would be useful if *perspectives* is listed differently in the Festival's school programme, so that teachers know they can arrange a session for their classes there. We will continue to work closely with the young people's programme team to recruit school groups for the schools session.

### **3.2.4 Visitors to the posters**

As in previous years, attendance at the posters was low, something that many of the finalists commented on. They also pointed out that many of the visitors to the posters were scientists themselves, skewing the kind of conversation that the finalists were able to have about their work.

Because of this problem, some finalists expressed dissatisfaction with the scheme in 2007, and it probably compounded other problems with the York campus (see section 3.2.5). Finalists had many suggestions to improve the situation (as summarised in section 2.2), and these included lengthening poster sessions, moving them so that they did not clash with the most interesting talks, and moving the posters to somewhere more accessible to the public. A couple of *perspectives* finalists also mentioned that they would like to be at the Festival for a shorter time. However, the opportunity for finalists to attend the entire Festival is central to the *perspectives* experience and we are not likely to alter this requirement.

In 2007, 117 people voted in the People's Choice award, a 24% decrease from 2006. This may reflect the apparently low audience numbers in 2007.

### **3.2.5 Finalists at the Festival**

Finalists were given accommodation and lunch at the Festival, and had their expenses paid for their travel to and from the Festival and workshop. There were several problems with York University campus in 2007, including the lack of catering facilities on or near campus. This meant that it was a real struggle for finalists to find food each evening.

Finalists also commented that there was no free internet access on campus. Some felt that this is essential to allow them to keep up with their research while they were away.

Both of these problems were unexpected by BA staff, but we will take them into consideration and hopefully avoid similar problems in 2008.

### **3.2.6 Post-Festival contact with finalists**

In previous years, finalists felt that the Festival ended for them in rather a weak way. We attempted to counter this by giving them their certificates at the Thursday x-change when the winners were announced. The finalists themselves also helped by running their own award ceremony at the end of the Thursday night x-change, as discussed in section 3.2.7.

Individual feedback was also provided to all finalists. Dan Chambers, the designer at the workshops, commented on the posters and feedback was gathered from the judges' deliberation and emailed to each finalist a week after the Festival.

After the Festival, letters were sent to all heads of departments and supervisors, which was popular. For example, one finalist from a social science background wrote

"Let me also take the opportunity to thank you for the lovely letter you sent out to the finalists' heads of department & supervisors. It made a really big impression, especially as the BA is perhaps not as well known in the social sciences as it is in the natural sciences. I believe that my department is now encouraging other students to get involved in BA activities."

### **3.2.7 *perspectives* finalists and BA staff**

Comments about the BA team were very good this year, with many positive notes in the feedback and also accompanying returned expenses forms and post-Festival email. For the first time, each of the team received chocolates from the finalists at the end of the Festival!

The finalists seemed to form a very coherent group in 2007, collecting together at the end of the last x-change to present prizes of their own to each finalist. Many are now part of a group for *perspectives* finalists on the internet social networking website facebook.

## Appendix A – Application form

Background information:

1. Please describe your research in a way that is accessible to a non-scientist.  
(250 words max.)
2. Please provide details of your current research position and university qualifications.  
(250 words max.)

Social aspects of your research:

3. What impact does your research area have on society (direct and/or indirect)?  
(250 words max.)
4. How has your research (or research area) been shaped by society?  
(250 words max.)

My current research is funded by (please select the research council you are funded by and your position (postdoc/PhD student)

How did you hear about *perspectives*?

Please tick all that apply:

Email list (please specify)

Advert

University magazine (please specify)

Poster

BA website

BA-lert

Friend or colleague

Head of department or equivalent

Previous perspectives finalist

Other (please specify)

*Personal information*

## Appendix B – Finalists’ workshop feedback

Thank you for attending today’s workshop. Please take a couple of minutes to give us some feedback.

1. How did you find out about *perspectives*? Please tick all that apply.

- email list (please specify) .....
- publication from your research council (please specify) .....
- website (please specify) .....
- friend or colleague
- past finalist
- your university department
- graduate association at your university (please specify) .....
- BA flyer

2 .How has your participation in *perspectives* been received in your research group/dept?

.....  
 .....

3. What were your expectations of this workshop?

.....  
 .....

4. Were your expectations met? Please explain.

.....  
 .....

5. Please rate today on a scale 1-4:

very poor          poor          good          excellent

	1	2	3	4
Informative/useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design presentation on 'layout & design'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What did you like most about today?

.....

7. What did you like least about today?

.....

8. Please comment on any aspects of catering, venue, or accommodation.

.....

9. Any further comments:

.....

Many thanks for your comments. Please hand this form to a BA staff member 26/06/07

## Appendix C – Finalists – scheme feedback

Collected via a webform at <http://www1.the-ba.net/scicomm/perspectives/feedback/>

*perspectives* 2007 finalists - evaluation

Please fill in as much information as possible. You do not need to give your name if you don't want to. There are 14 questions and filling in the form needn't take more than about 7 minutes.

1. Why did you apply for the scheme? (please tick all relevant answers)

- to present my work to new audiences
- to improve my skills in poster presentation
- to go to the BA Festival of Science
- to improve my skills in communicating with the public
- to explore new issues connected with my research
- other (please specify). *Text box provided*

2. Did you enjoy participating in *perspectives*?

- Yes
- No
- Don't know

3. What did you enjoy most about *perspectives* and why? *Text box provided*

4. What did you enjoy least about *perspectives* and why? *Text box provided*

5. If you participated in the hustings at the x-change, did you feel you benefited from taking part?

- Yes
- No
- Don't know
- Didn't take part

Do you have any further comments on the hustings whether you took part or not? *Text box provided*

6a. Excluding *perspectives*, what did you enjoy most at the Festival? *Text box provided*

6b. Would you attend the Festival again?

- Yes
- No

Please explain your answer. *Text box provided*

7. Did you have any experience of public engagement events before participating in *perspectives*?

- Yes
- No
- Don't know

8. Has *perspectives* influenced whether you will participate in public engagement events in the future?

- Yes, increased likelihood
- No, made no difference
- Yes, decreased likelihood

Please explain your answer. *Text box provided*

9. Have you taken part, or do you plan to take part, in any other public engagement events now your participation in *perspectives* is over?

- Yes
- No

If yes, please describe the activity and include any corresponding weblinks if possible. *Text box provided*

10. Following *perspectives*, has your confidence in talking to the public about your research changed?

- Yes, more confident
- No change
- Yes, less confident

11. Has the scheme improved your visual and verbal communication skills?

- A lot
- A little
- Not at all

12. Did participating in the scheme change your views on the impact your research has on society?

- Yes
- No
- Don't know

In what way? *Text box provided*

13. Did participating in the scheme change your views on the impact society has on your research?

- Yes
- No
- Don't know

In what way? *Text box provided*

14. Please share any comments you have about the scheme or recommendations you have for *perspectives* in the future. *Text box provided*

## **Appendix D – finalists in *perspectives* 2007**

**Gudbjorg Aradottir** (BBSRC)

Department of Plant & Invertebrate Ecology, Rothamsted Research

*Could willow aphids sap our energy?*

**Bronia Arnott** (ESRC)

Department of Psychology, Durham University

*Mind-reading mums and dads*

**Paul Armstrong** (MRC)

William Harvey Research Institute, Queen Mary, University of London

*Aspirin - protecting the hearts of the world*

**Simon Blainey** (EPSRC)

Department of Civil and Environmental Engineering, University of Southampton

*The station now arriving*

**Katherine Bristowe** (ESRC)

Department of Language and Linguistics, University of Essex

*Can we improve communication between doctors and patients?*

**Clare Chandler** (ESRC & MRC)

Department of Infectious and Tropical Diseases, London School of Hygiene and Tropical Medicine

*Trust me. I'm a doctor*

**Keri Collins** (EPSRC)

Department of Mechanical Engineering, University of Bath

*Efficient propulsion*

**Marco Colombo** (EPSRC)

School of Mathematics, University of Edinburgh

*Optimization - the science of the "best"*

**Alice Courvoisier** (PPARC)

Applied Mathematics, University of Leeds

*The magnetic Sun*

**Joanna Crocker** (MRC)

Primary Care and Public Health, Cardiff University

*Antibiotics - GOOD or BAD for our children?*

**Donna Ghezzi** (ESRC)

School of Psychological Sciences, The University of Manchester

*Disaster - who am I to help?*

**Ruth Habibi** (ESRC)

Department of Psychology, University of Sussex

*A face in the crowd*

**Alison Hand** (EPSRC)

Engineering Materials, University of Sheffield

*Can computers help in the quest for scar-free skin?*

**Fiona Jordan** (AHRC)

Centre for the Evolution of Cultural Diversity, University College London

*Does culture evolve?*

**Tamsin Langley** (BBSRC)

Institute of Psychiatry, King's College London

*Rats and magnets help combat depression!*

**Joanne Lloyd** (ESRC)

Department of Psychiatry, University of Oxford

*Internet gambling*

**James Lord** (BBSRC)

Centre for Plant Sciences, University of Leeds

*Mustard power*

**Joseph Luxmoore** (EPSRC)  
Department of Mechanical Engineering, University of Sheffield  
*Why can't Janet open her curry jar?*

**Joanne Martin** (BBSRC)  
Department of Biological Sciences, University of Southampton  
*From burgers into blood: the spread of mad cow disease*

**Maria-Belen Mayo Martin** (BBSRC)  
Department of Physiology and Pharmacology, University of Bristol  
*Your neurons can talk*

**Sarah Moller** (NERC)  
Department of Chemistry, University of York  
*Ozone*

**Keiron Nicholson** (EPSRC)  
Department of Computer Science, Heriot-Watt University  
*Can designing games be educational?*

**Michelle O'Brien** (ESRC)  
School of Psychology, University of Wales, Bangor  
*ADHD on the up*

**Alison Parker** (NERC)  
School of Earth and Environment, University of Leeds  
*Can I drink it?*

**Steve Robertson** (NERC)  
Civil Engineering and Geosciences, Newcastle University  
*Much more than mushrooms*

**Matthew Robinson** (BBSRC)  
School of Clinical Veterinary Science, University of Bristol  
*Attack of the blood-suckers*

**James Rossiter** (EPSRC)  
Electronic, Electrical and Computer Engineering, University of Birmingham  
*How do we talk to robots?*

**Giancarlo Russo** (EPSRC)  
School of Mathematics, Cardiff University  
*Everything flows... but how?*

**Catherine Sebastian** (BBSRC)  
Institute of Cognitive Neuroscience, University College London  
*The teenage brain*

**Amrita Shrivastava** (NERC)  
Atmospheric, Oceanic and Planetary Physics, University of Oxford  
*Why does the Gulf Stream leave the American coast?*

**Hannah Stower** (MRC)  
Institute of Biomedical Research, University of Birmingham  
*Identity: it's not all in the DNA*

**Nikola Venkov** (EPSRC)  
Division of Applied Mathematics, University of Nottingham  
*How does the human brain tick?*

**Joanna Wimpenny** (BBSRC)  
Department of Zoology, University of Oxford  
*Bird-brained and brilliant*

**Roland Young** (NERC)  
Atmospheric, Oceanic and Planetary Physics, University of Oxford  
*Spin away those bad weather blues*

**Anna Zimdars** (ESRC)  
Institute for Social Change, University of Manchester  
*Education, education, education*