



DANA CENTRE ANNUAL AUDIENCE RESEARCH REPORT

September 2006 – July 2007

**Elin Simonsson
September 2007**

**Audience Research Group
Science Museum**

EXECUTIVE SUMMARY

- During September 2006 - July 2007, a total of 6275 participants visited the 97 Dana Centre events developed and delivered by the Science Museum. An average of 67 participants per event.
- During this period 13 events were evaluated in-depth. The audience-led project with the Chinese community continued and resulted in two successful events aimed at this community. A new audience-led project with the Black African and Caribbean community was set-up and is still on-going. In addition a quantitative survey with speakers was conducted.

EVENT EVALUATION

- Dana Centre events continued to be successful and engaging for its target audience, non-specialist adults. Overall, those who visit continued to be very positive about the events, but also the Dana Centre in general.
- There is strong evidence that different forms of learning occur during Dana Centre events. For example, during the *Science of Singing* series, participants acquired new knowledge related to singing and also reported having learned new skills to help them develop their singing further.
- The Dana Centre continued to use innovative and experimental event formats, for example, mobile phone sms dialogue, singing workshops, comedy quiz, and a cluedo-style format. The majority of these were successful in engaging and entertaining those who took part. They created informal, friendly and non-threatening atmospheres that appeared to encourage active engagement.
- Evaluation showed that event formats should never solely rely on technology to be successful, such as in the event that used mobile phone sms dialogue. The technology did not work as planned and created many barriers to dialogue, engagement and enjoyment.
- The poor acoustics of the Dana Café continued to be a physical barrier during events and often affected speakers and visiting participants' ability to hear comments, questions and discussions. This had a negative impact on their experiences during events.

SURVEY WITH SPEAKERS

- The vast majority of invited speakers found their experience of participating in an event positive and worthwhile. Furthermore, when speakers were asked to rate their overall experience of participating in an event, three quarters of respondents rated their experience as Very Good and one quarter as Good.
- Speakers particularly appreciated the many opportunities to interact with other participants during the event, speakers as well as those who visited.
- However, nearly half of the speakers who took part in the survey indicated that they would have liked to be better prepared and said that they wanted the Dana Centre to provide them with more information before the events. Knowing as much as possible about nature of the format and the way the topic is going to be approached would help them prepare their contributions.

AUDIENCE-LED WORK

- Continued work with community groups has resulted in successful audience-led events and has helped to improve the way we conduct audience-led consultation processes.
 - Audience-led work has enabled us to learn more about the specific needs and barriers of particular groups. For example, the perceived lack of Black history and Black role models acts as a barrier for the Black African and Caribbean community to visit the Dana Centre as well as the Museum. Another barrier is linked to our staff not being sufficiently diverse and a worry that our members of staff have not been trained in working with audiences from diverse backgrounds.
 - Work with community groups also suggests that we must continue to find ways of actively engaging new audiences with the Dana Centre and to understand their needs.
-

1. INTRODUCTION

During the research period September 2006 - July 2007, a total of 6275 participants visited the 97 Dana Centre events developed and delivered by the Science Museum, an average of 67 / event. Compared to last year, this represents an increase of 8% in the total number of participants.

During this period, 13 of the 97 events were evaluated in-depth. Evaluation continued to ensure; that Dana Centre events maintain their high quality; that they continually improve; and that they are engaging, interesting and appealing to those who participate. Evaluation also aimed to measure the success of any new, innovative and experimental event formats that were used during this period. Audience-led consultation continued: The audience-led project with the Chinese community was concluded and resulted in two events in November 2006. A new consultation project was set-up with the Black African and Caribbean community. This is still on-going and will result in an event series delivered during Black History Month 2007.

This report contains a summary of findings from audience research conducted between September 2006 - July 2007. Individual reports are available from the Science Museum's Audience Research Group, contact Elin Simonsson: elin.simonsson@sciencemuseum.org.uk. For further information about the audience-led work with the Black African and Caribbean community, contact Michelle Foggett: michelle.foggett@sciencemuseum.org.uk

2. EVALUATION SEPTEMBER 2006 – JULY 2007: AIMS AND METHODOLOGIES

This evaluation period September focused a range of areas and used different methodologies:

EVENT EVALUATION

- Event evaluation aimed to ensure that Dana Centre events are successful, e.g. that they are interesting, engaging and appealing to the target audience. Evaluation aimed to monitor that quality of events were not only maintained, but also improved, and that any innovative and experimental event formats were tested.
- In total, 13 events were evaluated during this year's evaluation period (see Appendix). These were different in nature, covered a range of subjects and included different event formats, some of which were new to the Dana Centre.
- At each of the 13 events a detailed observation was conducted. This allowed participants' reactions to be observed and any barriers to engagement and enjoyment to be recorded.
- Email questionnaires were sent to randomly selected members of the audience after nine of the events.
- Accompanied visits were trialled at three events. This methodology follows a group of visiting participants throughout the event and provides an in-depth case-study of a visit. When used, it was always combined with shorter face-to-face interviews with other visiting participants.
- A focus group was conducted with members of the target audience after one of the events.

SURVEY WITH SPEAKERS

- A post-event survey was conducted with speakers to find out about their experiences when participating in an event.
- Between 1 February and 31 July a post-event questionnaire was emailed to 84 speakers. 60 responded, which represents a return rate of 71%.
- The speakers who took part in this survey were from a variety of occupational backgrounds, and included individuals who work within the field of science, medicine, technology, as well as art and social sciences.

AUDIENCE-LED PROJECTS

- During the evaluation period September 2005 and July 2006 the consultation with the Chinese community group was completed and the project with the Black African and Caribbean community was set-up.

- These projects aimed to 1) involve a target audience group in identifying how to approach a specific event topic and influencing the format of the event both before and during the event development; and 2) generate an understanding of the needs, expectations, barriers and motivations of the selected audience group involved in the audience-led project.
- 1 focus group was conducted to conclude the audience-led consultation process with the Chinese community.
- The audience-led project with the Black African and Caribbean community has at this stage included: 2 focus groups; a trip to Blythe house followed by discussion, and online discussion forum. The events will be delivered during Black History Month 2007.

3. SUMMARY OF FINDINGS SEPTEMBER 2006 – JULY 2007

3.1 EVENT EVALUATION

- Evaluation during September 2007 and July 2006 showed that the audience continue to be very positive about the events they take part in, as well as about the Dana Centre in general.

"I love Dana, I never saw myself as scientific and still don't, but I've learned that science is not boring or for clever people only. Science is about how things work, nothing more complicated than that"

Participant visiting the event

- Those who visit the events like that they have a relaxed, friendly and informal atmosphere, and often indicate that this was a major factor for making the event enjoyable. This supports findings from previous Dana Centre evaluation.

"I think that overall the event worked so well because of the whole atmosphere with the topic and the speakers... and of course it was an informal setting, which made the overall event interesting."

Participant visiting the event

INNOVATIVE EVENT FORMATS

This period included the evaluation of event formats that used very innovative and experimental formats. For example:

- Highly interactive singing workshops
- Innovative ways to incorporate gaming elements
- Mobile phone sms text dialogue

INTERACTIVE SINGING WORKSHOPS

- The ***Science of Singing*** series included highly interactive singing workshops which were lead by professional singing coaches and performers. During these, visiting participants had the opportunity to get involved in a very active way. The workshops gave participants the chance to develop their singing skills and allowed them to actively try different singing styles.
- These workshops were extremely popular with those who took part for several reasons. Participants enjoyed being able to actively get involved in something they were genuinely interested in. During the workshops, they were able to join in and actively try techniques and skills that helped them improve their singing. They found this engaging, fun and enjoyable. Furthermore, participants valued that the workshops were lead by professionals in the field.
- The workshops worked well in breaking down emotional barriers to active participation. This was achieved by a combination of factors, for example, the informal atmosphere that was created during these events appeared to make participants more comfortable. In addition, the workshop leaders were also skilled in encouraging participants to join in and were able to make them feel comfortable about singing in front of people who were strangers to them. Some workshop leaders also used humour which worked well for making participants feel more at ease during the singing workshops.
- The social aspect of these interactive workshops was seen as positive and participants appeared to find it easier to join the interactive activity as a result of being part of a larger group that supported each other with

the guidance of the workshop leader. Allowing participants to collaborate with each other during activities, such as singing together, seemed give them the confidence to do things they would not do alone.

INNOVATIVE USE OF GAMING ELEMENTS

- Two of the evaluated events used innovative ways of incorporating gaming elements into the event format. Overall, these were successful in engaging its participants in an active and interesting way. Gaming has previously been used at the Dana Centre, however not in such an experimental and innovative form as during these events.
- Event formats that use elements of gaming to engage participants in different science issues work well, especially when combined with humour. They create a friendly, informal and fun atmosphere, in which participants often appear to feel more comfortable to engage in discussion with others at the event, even when the subject area can be viewed as sensitive and personal.
- The **LGB Healthy Sex** event was organised as a Cluedo-style game, in which the audience members gathered clues about crimes that had been committed, which led to sexually transmitted diseases. The Dana Centre was divided into four areas: a kitchen, a bedroom, a conservatory and an examination room. The kitchen, the bedroom and the conservatory were located in the Dana café, while the examination room was located in a room on the first floor. One actor in character and two sex experts were present in each of the areas located in the Dana centre café. One curator was present in the examination room.
- This format worked well as it was innovative, fun, interesting, and intriguing, but also because it created an informal and friendly atmosphere that helped those who attended the event to talk about an otherwise quite sensitive subject area, sexual health.
- The informal nature of the event was partly created by the actors playing very extreme characters. This appeared to make the audience feel that whatever they themselves said they could not be as outrageous as the characters. As a result, visiting participants were encouraged to speak frankly about their experiences and ask any questions without feeling intimidated.

“Because the characters were just so crazy it didn’t really matter what you said, it would never be as stupid as what the characters said. That was really good because you’re never going to look like an idiot for asking a silly question.”

Participant visiting the event

- The extravagant settings of the room contributed towards creating an atmosphere in which participants felt that they were characters in a game rather than their real selves. This allowed them to ask questions and comment on issues that they may not normally have the courage to.

“The rooms were decorated so well and that made me feel like I was a character myself and could therefore speak more openly about sex.”

Participant visiting the event

- The nature of this event format also allowed participants to get involved to an extent they felt comfortable with. Many who attended this event specifically pointed out that they liked being able to participate without feeling forced to.
- The event format of **Clinical Trials** used a combination of different elements of gaming, for example roulette and card games, in order to engage visiting participants and invited speakers in discussions related to clinical trials.
- This format acted as an interactive way to provide participants with information that they could use as a background for discussion with the invited speakers. The gaming elements also acted as an ice-breaker which seemed to make participants feel more welcomed and relaxed. As a result, those who visited this event appeared encouraged to enter into discussion, to ask questions and comment.
- Most participants seemed to react positively to the game and its different parts. It served as an informal and fun way to get participants engaged in discussion. However, there were a few individuals who had not expected this format and thought that they had come to take part in a lecture and discussion session and as a result they felt a bit disappointed. This supports previous evaluation findings: we must manage participants’

expectation through clearly communicating the format of the event in the marketing material. This is particularly important when using experimental formats.

- The gaming part of the event also felt somewhat chaotic and a bit confusing at times. For example, it took some time at the beginning of the event before some participants had worked out what to do, and some were observed to look confused and unsure of how to join in. This highlights the importance of clearly explaining any complex event formats to participants. It should also be considered whether complex event formats can be simplified.

SMS TEXT DIALOGUE

- The **Sex txt** event focused on a very innovative and experimental format: text-based dialogue via mobile phone sms technology. This format was thought to be especially suitable for a dialogue format about sex-related issues, as participants could ask questions or comment anonymously. Participants who visited the event texted their questions using their mobile phones. Questions were then passed on to the invited experts who answered these online, even though nearly all were present at the Dana Centre venue. Questions and answers were displayed on the screens in the D Café.
- Although participants liked the potential for asking questions anonymously, this format did not work for several reasons and there were many barriers to dialogue taking place. There were difficulties with the technology receiving the text messages and as a result, questions were often not received, and therefore not answered by the invited experts. This was highly frustrating for participants attending the event.
- Moreover, it took a long time before answers and questions were displayed on the screen, especially as text messages had to be moderated and sometimes re-written before being displayed. Furthermore, speakers said that they found it slower to write a well formulated answer than answering a question verbally. A combination of these issues made the event slow and quite tedious at times.
- Some participants were also frustrated that they were not able to approach the invited experts present in the Dana Café to talk to them directly. Instead they had to wait for speakers' written responses to appear on the screen, which was frustrating for some participants. However, the end of the event a combination of the failing technology and participants wanting to have a verbal face-to-face discussion, resulted in a spontaneous discussion session towards the end of the event.
- Despite many technological problems during this event, it was very important that this experimental format was tested and many learning points were gained from it. Overall, the SMS technology could work well as an additional element to a Dana Centre event, but the success of a whole event should not solely rely on this technology. If the technology used during an event fails, there must be other elements of the format that can keep the event going.

LEARNING DURING DANA CENTRE EVENTS

Dana Centre evaluation considers how those who participate engage with the subject matter of the event and whether learning occurs. By learning we mean more than just the acquisition of new information and the learning that occurs in an informal learning environment, such as a Dana Centre event, can fall into one or more of five categories: Cognitive; Affective; Social; Develop Skills; and Personal (see table 1). When evaluating Dana Centre events we also look for potential barriers to learning taking place.

- Evaluation this year continues to show that participants often acquire new knowledge as a result of taking part in a Dana Centre event, and often when asked, they rate their opportunities to learn during the event as high. This seems to indicate that participants are engaged with the subject matter during events.

"There was a lot of information that I didn't know before...I didn't know that much about all the ways in which sexual diseases can be transmitted"

Participant visiting the event

"I did not know technical definition of tone deafness [before coming to the event] and I did not know what amusia was"

Participant visiting the event

Table 1: Categories of learning (after Gammon 2003)

Cognitive	Acquire new knowledge; reinforce prior knowledge through repetition/direct concrete experience; accommodate/assimilate new knowledge into existing schemas; set prior knowledge into context; learn how to apply existing knowledge e.g. experimenting, problem solving, finding creative solutions; connect concepts; draw analogies
Affective	Challenge beliefs attitudes and values; increase understanding and empathy with other people's view-points
Social	Develop skills of co-operation, communication, helping others to learn; developing social capital
Developing skills [mental and physical]	Prediction, deduction, problem solving, investigation, observation, measuring, classification, making telling stories, decision making Physical skills e.g. manual dexterity, craft skills etc Skills of artistic appreciation and criticism Skills of numeracy, literacy, use of Information Technology Skills of research and science process – designing experiments and fair tests, data collection, testing theories data analysis, drawing conclusions, assessing evidence
Personal	increase self-confidence and self-efficacy; motivate to investigate further; associate curiosity and thinking with enjoyable experiences; inspire interest and curiosity; inspire awe and wonder; increased sense of identity and self-worth

- Some responses also indicate that the information participants' acquire during Dana Centre events is useful for their everyday life.

"The things they said about acupuncture are really important to me because I think that they might help my daughter"

Participant visiting the event

"There was a lot of talk about food and drink that I regularly use. It's made me think about what I eat and drink and how this may influence my health"

Participant visiting an event

- During some Dana Centre events, for example the *Science of Singing* events, those who took part felt that they had learnt new skills, e.g. techniques and exercises for improving their singing. Some participants particularly pointed out that would use what they had learnt during the interactive workshops in the future.

'I'm looking very much forward to more singing. We'll be able to use all the exercises and tips from the singing workshop.'

Participant visiting an event

- Most Dana Centre events generate evidence of those taking part in the event becoming more confident throughout the event. For example, increased confidence was clearly seen during the *Science of Singing* interactive workshops, where those who took part became increasingly confident to sing in front of people that were strangers to them.

"(I liked) the singing session – I felt involved and safe enough to try it out in company of strangers"

Participant visiting an event

- It is also clear that for a few participants, the events offer opportunities to learn about other people's perspectives, which lead them to challenge their own opinions and ideas.

I didn't realise that dark skinned women felt the same as I do in reference to their confidence and how they feel treated in comparison with their lighter skinned peers."

Participant visiting an event

"It was really positive to meet people with vitiligo who were able to talk openly about their experiences of coping or not with the condition, and who were able to help me, a person who does not have vitiligo, to understand a bit more about the challenges that they have and continue to face in managing their vitiligo."

Participant visiting an event

- Dana Centre events often create an informal, friendly and non-threatening atmosphere during events, an environment that is likely to promote engagement and learning as emotional barriers are reduced.

However, there are also barriers to learning during events, for example:

- Evaluation findings show that participants often were affected by the poor acoustics in the Dana café and as a result sometimes found it difficult to hear during events. This represents a serious physical barrier: if participants find it difficult to hear during the event, it will affect their enjoyment and learning.

"Sometimes you could not hear what the speaker said"

Participant visiting an event

- When there are limited or no opportunities for participants who visit the event to ask questions this often appears to be annoying and frustrating, especially as visitors to Dana Centre events often are keen to find out more and discuss with the invited speakers. When this happens it creates an intellectual barrier. Having a discussion period *after* the event does not constitute a replacement for being able to discuss *during* the event as some participants might find it difficult to approach invited speakers in setting that is not facilitated.

3.2 SURVEY WITH INVITED SPEAKERS

- Responses from speakers who took part in this survey indicate that overall, the vast majority found it an interesting, enjoyable and worthwhile experience. Furthermore, when speakers were asked to rate their overall experience of participating in an event, three quarters of respondents rated their experience as Very Good and one quarter as Good. None of the speakers selected Adequate, Poor or Very Poor.
- When asked what they liked the most about participating as a speaker, three quarters of respondents referred to the opportunities to interact with other participants at the event - other invited speakers as well as visiting participants. Comments suggest that many highly valued this aspect of being a speaker at a Dana Centre event.
- Responses suggest that these speakers appreciated the following aspects of interacting with others at the event: sharing knowledge and opinions; being able to hear comments and feedback; the high level of interest expressed by visiting participants.
- When invited speakers were asked what they liked the most about participating in an event, over half mentioned different aspects of the event format. Some of those appreciated that the format had created a very informal atmosphere, others that the formats allowed for extensive interactions with others at the event.
- Over a fifth of the respondents who had participated in a small group discussion format commented spontaneously that they felt that this set-up had worked well for them as a speaker. However, this format also has barriers for some speakers, for example: some speakers felt that they were not given enough time in each group and a few felt that they had missed out on hearing other speakers' contributions.
- Although the vast majority of speakers were very positive about their overall experience, their responses also indicate that there were barriers to speakers' enjoyment and engagement. For example, over a fifth of speakers who took part in this survey commented that it was difficult to hear during the event due to the layout and nature of the space. If speakers are not able to hear what others say, this is likely to have a negative impact on the event overall as they will not be able to follow the discussion.

“I have trouble hearing when there is background noise, and there was quite a lot during the group discussions – some kind of hum in the background plus four groups talking at once. So I kept having to ask people what they said”

Invited speaker

- Furthermore, nearly half of the speakers who took part in the survey indicated that they would have liked to be better prepared and said that they wanted the Dana Centre to provide them with more information before the events. Knowing as much as possible about nature of the format and the way the topic is going to be approached would help them prepare their contributions.

3.3. AUDIENCE-LED CONSULTATION

During this evolution period the audience-led work with the Chinese community was concluded and a new consultation project was set up with the Black African and Caribbean community. This project is still ongoing and will result in an event series during Black History Month 2007.

CONSULTATION WITH THE CHINESE COMMUNITY

- The event series produced as a result of the audience-led work with the Chinese community was delivered. It was successful in attracting members of this community to the Dana Centre, see figure 1.

Table 1: The ethnic profile of participants who visited the *Chinese Traditions go West* series.

Ethnicity	21 November	28 November
	East-west medical matters	Chinese Kitchen Medicine
	%	%
Chinese	30	22
Chinese British	30	13
Other BME group	10	13
White	30	52

- The participants who were consulted during this audience-led work project were largely positive to the event they attended, *East-West Medical Matters*. They said that they found interesting and informative, and all spontaneously said that they had learned something new about Chinese Medicine, the focus of the event.
- However, the event did not relate to the people’s everyday lives and interests to the extent that they had hoped. In addition, some in the group had expected the event to be more interactive and to include demos and displays. They felt that the second event in the series, *Chinese Kitchen Medicine*, would be more successful in meeting these needs.
- Overall, those who were part of this consultation project said that they valued having had the opportunity to influence this Dana Centre event series. They felt that many of their ideas had been listened to and taken on board, but they also indicated that they would have liked extended opportunities to influence the event during its development. Some said that they would have liked this to happen in a group, for example a focus group or through an online discussion forum, which one of the participants suggested.
- Although the group mentioned that using flyers and advertising on a community website are very useful ways of targeting this community, they also highlighted that marketing the event must have a stronger element of word-of-mouth.

CONSULTATION WITH THE BLACK AFRICAN AND CARIBBEAN COMMUNITY

- This project used a moderator from this community, an approach to community consultation that has been used previously at the Science Museum, but that was new to the Dana Centre. The moderator recruited the participants and also moderated the focus groups. This was a successful approach as participants trusted the moderator as a respected member of the community. As a result, recruitment appeared more efficient and the discussions more open.
- This audience-led work took on many learning points from the work with the Chinese community. For example, this group has been able to influence the events during development through both meetings and an online forum.
- These audience-led events were initially linked to the bicentenary of the abolition of trans-Atlantic British slave trade. However, when the participants were recruited they expressed being tired of this subject area and felt it

had already been covered extensively by other cultural institutions. Instead, several of the participants mentioned they really wanted the event series to cover the topic scientific racism. It was agreed to follow this recommendation by the Dana Centre and Science Museum management.

- During this audience-led consultation, this group discussed what barriers there are at the Dana Centre and the Science Museum to this community visiting. Barriers were often linked to the nature of representation of Black history. The group identified that Black history and Black role models need to be more visible in the Museum to attract members of that community to engage and get involved with an organisation.
- Barriers to visiting the Dana Centre, as well as the Museum, also included our staff not being diverse enough and a worry that our members of staff are not trained in working with audiences from diverse backgrounds. It was very important to them that staff behave in an inclusive way, demonstrating sensitivities and abilities to work with diverse audiences with diverse needs.
- During the early stages of this project, members of this group had reservations of the Science Museum's intentions for involving them in this project. They questioned if the Museum was being tokenistic or if we genuinely wanted to work with this community on a long-term basis to deliver better programming with them. This highlights the needs for genuinely sustainable relationships between the Museum / Dana Centre and the community groups we work with.
- During the first focus group, the group discussed various aspects of science and race that they wanted the Dana Centre to explore, including: The history of scientific racism; Racism in science today; How racism effects the Black experience in Britain today. All participants came to the focus group prepared with ideas about the topic and potential event formats, demonstrating their interest and passion for exploring the subject.
- The group were keen for the first event to focus on the history of science and race. They felt it was vital to provide context before moving on to explore contemporary issues. They also felt it was important for participants at the events to understand the history of science and race from a Black perspective. The group reached a consensus that the second event should focus on science and race in society today. They wanted this event to explore how scientific racism hurts our society, what the Black experience in Britain is today. They also wanted to explore how people use 'science' or 'facts' as a justification to do things that are widely considered wrong. The group also discussed speakers that they wanted to hear from at the events.
- After the first focus group, the Dana Centre carefully considered the ideas and suggestions given by the participants and used these to develop ideas for two events. These were discussed and developed during two meetings with the participants to give them a real opportunity to influence the direction of the events. An online discussion group was also used for direct communication between the members of the group and the Dana Centre. The event series *Scientific Racism* will be delivered during Black History Month 2007.

A SUMMARY OF WHAT WE HAVE LEARNED ABOUT AUDIENCE-LED CONSULTATION PROCESSES

- The use of a moderator from the community to lead a Dana Centre audience-led project in collaboration with the Museum had very positive effects. Recruiting focus group members was made easier using the moderator's networks. Moreover, using a respected individual from the community to moderate the discussion help to build trust and to bridge the gap between the community group and the Dana Centre.
- When working with community groups it appears to be more suitable for the audience-led process to be more flexible regarding the chosen subject area. For example, a group might feel that the pre-selected topic area is neither interesting nor appropriate for their own community, they should be able to influence it.
- It worked well to let the individuals involved in the audience-led project influence the consultation process. They were able to inform the Dana Centre of how they wanted the consultation to take place and in what form they wanted it to happen. This meant that they were able to select means of consultation that were most appropriate to their needs.
- Increasing participants' opportunities to influence the events during the development appears to have worked well and participants have been keen to take part in this process. This will make sure that participants feel that they have been genuinely involved in informing the events and that they are less likely to feel that the event did not match their expectations.

ACKNOWLEDGMENTS

Thanks to the following individuals for taking part conducting the event evaluation between September 2006 – July 2007:

Rachel Church
Sofie Davis
Susie Fisher
Michelle Foggett
Naomi Haywood
Khadija Khan
Nora Maddock
Teresa Teixeira

REFERENCES

Gammon, B. 2003. *Assessing learning in museum environment*. A practical guide for museum evaluators. Unpublished Science Museum paper.

APPENDIX

EVENTS EVALUATED SEPTEMBER 2006 - JULY 2007

Table 2. Events evaluated between September 2006 - July 2007. Separate event evaluation reports are available from the Science Museum's Audience Research team.

	Date	Event	Information	Methodology
1	21 Nov	East West medical matters	Chinese medicine event series. Informed by audience-led consultation process with members of London's Chinese community Small group discussion format	Detailed observation Post-event email survey with participants Focus group with members of the audience-led project with the Chinese community
2	28 Nov	Chinese kitchen medicine	Chinese medicine event series. Informed by audience-led consultation process with members of London's Chinese community Small group discussion combined with drop-in tea tasting.	Detailed observation Post-event email survey with participants
3	14 Feb	Comic's Carnal Knowledge	Sex series Quiz with discussion. The event had both comedians and sex experts present	Detailed observation Post-event email survey with participants
4	22 Fe	LGB Healthy sex	Sex series Cluedo-style format, participants involved in solving sexual crime mysteries. The event used actors in character as well as sex experts and a curator from the Museum	Detailed observation Post-event email survey with participants
5	28 Feb	Sex txt	Sex series Use of sms mobile phone technology. Participants texted sex questions, sex experts answered by computer. Questions / answers shown on screen in Dana Centre.	Detailed observation Focus group
6	17 May	Clinical trials	Gaming format with different gaming elements that were used to discuss issues surrounding clinical trials.	Detailed observation Post-event email survey with speakers
7	22 May	Skin colour: Vitiligo	Skin colour series Small group discussions	Detailed observation Post-event email survey with participants
8	31 May	Skin Colour: Changing shades	Skin colour series Film followed by small group discussions	Detailed observation Post-event email survey with participants
9	3 July	Blogger's Guide to Singing	Science of Singing series Format used a mixture of talks, small group discussions and singing workshops	Detailed observation Accompanied visit with one group Short face-to-face interviews
10	5 July	Be a Beatbox	Science of Singing series Format used a mixture of talks, small group discussions, performances and beatboxing workshops	Detailed observation Accompanied visit with one group Short face-to-face interviews Post-event email survey with speakers/performers

11	12 July	Voice Gym	<p>Science of Singing series</p> <p>Format used a mixture of talks, small group discussions and singing workshops</p>	<p>Detailed observation</p> <p>Accompanied visit with one group</p> <p>Short face-to-face interviews</p> <p>Post-event email survey with speakers/performers</p>
12	17 July	Voice Makeover	<p>Science of Singing series</p>	<p>Detailed observation</p> <p>Short face-to-face interviews</p> <p>Post-event email survey with participants</p>
13	25 July	Tone-Deaf Tune-In	<p>Science of Singing series</p> <p>Format used a mixture of talks, small group discussions and singing workshops</p>	<p>Detailed observation</p> <p>Post-event email survey with participants</p>