**Template – measuring the impact of science communication projects**

Target group: adults

Version 4.0 (last edited 12/2022)

This template can be used to measure the impact of your science communication projects. Throughout the document, you will find instructions and background information in these yellow boxes.

You can add, remove and adjust elements to ensure that the instrument fits your goal, target group and measurement tool. Keep in mind that you will have to use the same questions consistently if you want to make comparisons between impact measurements.

**Step-by-step guide**

1. Complete the information between [these brackets].

2. Delete the yellow boxes on each page.

3. Read the entire document from the perspective of your audience. Check whether the elements form a coherent whole and whether they fit your target audience and project.

Background information on certain items and constructs can be found in our accompanying [paper](http://dx.doi.org/10.5117/tCW2022.3.006.PEET) (currently only in Dutch). You can visit our [website](http://www.impactlab.sites.uu.nl/en) for additional tools and more information about measuring impact.

If you have any questions, remarks or would like to receive some advice, feel free to get in touch!

**Consent**

Always explicitly ask your participants for their consent to collect and process their data. Keep it short and simple, but at least include:

1. The name of your institution/company and

contact information of the head researcher.

1. The purpose of the study.
2. Whether data will be used for purposes

other than the evaluation of your project.

1. The rights of the participant.

If applicable, ask the ethical committee of your institution/company to review your plans.

Read the following text and tick one of the boxes at the end of the form.

* This study is conducted by [name institution/company]. If you have any questions about this study, you can get in touch with [name], [e-mail address].
* The answers collected in this study will be used for the evaluation of [name of event]. The answers will **not be used for other purposes, nor be shared with third parties.**
* The answers collected in this study are **completely anonymous.**
* Participating is **completely voluntary**. The participant can stop at any time.

I declare that I have read and understood the information mentioned above and give the researchers permission to store, analyse and report the anonymised results.

▢ Yes ▢ No

**1. Demographics**

This section includes questions on some general characteristics of your audience, such as their age, education and residence. These questions allow you to examine whom you reached with your project.

|  |  |
| --- | --- |
| How old are you? |  |

|  |  |
| --- | --- |
| I am | ▢ M ▢ F ▢ Other |

|  |  |
| --- | --- |
| Which level of schooling have you last completed? | ▢ Primary school ▢ High school ▢ Vocational education  ▢ Professional education ▢ Academic education |
|  | Other: |

|  |  |
| --- | --- |
| What is your postal code/zip code? |  |

**2. Science Capital**

In this section, you assess the science capital of your audience. The concept of science capital can be used to measure how familiar someone is with science: to what extent does science play a part in their daily lives? Again, these questions allow you to examine whom you have reached with your project.

We would like to know what you think about **science and research**. Science is all about asking questions, being curious, looking for solutions, experimenting and discovering new things. It can for instance be about nature, space, people, language and [the theme of your project].

Read the sentence and choose the answer that best reflects your opinion.

Answering example:

A picture containing text

Description automatically generated

Fully disagree Fully agree

|  |  |
| --- | --- |
| I am generally aware of new scientific discoveries and developments. | Circle  Description automatically generated with medium confidence |
| I am interested in the scientific process and the results it yields. | Circle  Description automatically generated with medium confidence |
| In my spare time, I participate in activities that allow me to learn something about science, such as visiting museums, looking up information online or watching science-related tv shows or videos. | Circle  Description automatically generated with medium confidence |
| I regularly talk about science with other people, e.g. in my free time or in the context of my studies or job. | Circle  Description automatically generated with medium confidence |

**3. Emotional Memory**

In this section, you map the emotional response of your audience. Two elements of emotions play an important role in predicting how well projects and their messages will be remembered: enjoyment and intensity. When your audience experiences positive and intense emotions, your project is more likely to create long-term impact.

Answer the following questions by choosing the circle that best reflects your feelings.

Answering example:



|  |  |  |
| --- | --- | --- |
| **How do you feel after [name of project]?** | | |
| unhappy |  | happy |
| annoyed |  | pleased |
| despairing |  | hopeful |
| unsatisfied |  | satisfied |
| **Which words describe your feelings about [name of project] best?** | | |
| relaxed |  | thrilled |
| dull |  | full of energy |
| calm |  | excited |
| not interesting |  | interesting |

**4. Effect-analysis**

In the last section, you assess whether your project was able to affect the knowledge and attitude of your audience. In addition, you also test whether your project has sparked the audience’s interest in learning more about the topic of your project and whether they would be interested in engaging in similar activities in the future.

Read the sentence and choose the answer that best reflects your opinion.

Answering example:

A picture containing text

Description automatically generated

Fully disagree Fully agree

|  |  |
| --- | --- |
| By participating in [name of project] I now know more about [topic of project]. | Circle  Description automatically generated with medium confidence |
| After participating in [name of project] I want to know more about [topic of project]. | Circle  Description automatically generated with medium confidence |
| By participating in [name of project] my opinion on [topic of project] changed. | Circle  Description automatically generated with medium confidence |
| After participating in [name of project] I would like to attend similar activities in the future. | Circle  Description automatically generated with medium confidence |

The third question in this section measures whether your audience’s attitude has changed. If you want to know in which direction your audience’s attitude has changed, you can replace this question with the following multiple-choice question:

Has your opinion of [subject of project] changed after participating in [name of project]?

▢ I feel a lot more positive about [subject] now.

▢ I feel a little more positive about [subject] now.

▢ My opinion on [subject] has not changed.

▢ I feel a little more negative about [subject] now.

▢ I feel a lot more negative about [subject] now.