

Evaluation of the World Biotech Tour at Scitech – Perth Science Festival



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Presentation to WA
Science
Communicators,
Perth, 27-07- 2017

In this presentation...

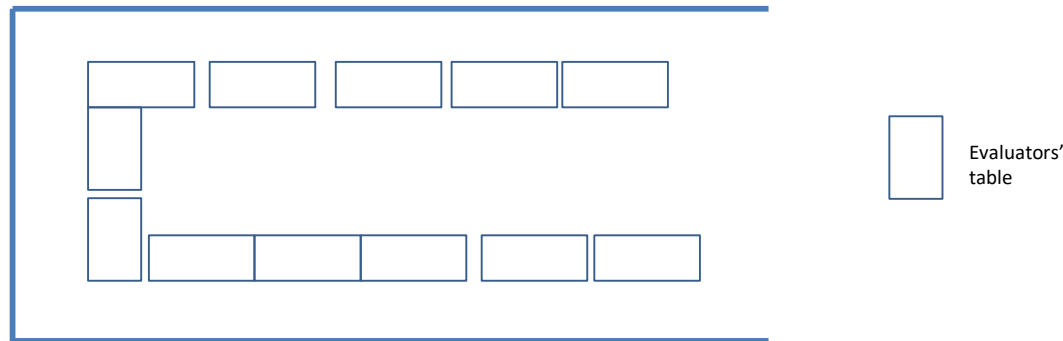
Aim of the World Biotech Tour:

to demonstrate the relevance, excitement and wonder of biotechnology.

- Evaluation at the Perth Science Festival
 - Data collection methods
 - Exit survey
 - Field observations
 - Results of Exit Survey
 - Observations of problems and how it might be done better
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In the Scitech WBT marquee...

Large rectangular tent, open at one end, tables down three sides, presenters usually behind tables



A range of activities and exhibits relating to biotechnology,

- Lab-in-a-Box Activities run mainly by Scitech staff,
 - pairs of Student “Ambassadors” discussing their projects,
 - hands-on displays, including taste testing, virtual reality in a cell, skin sensitivity to sun
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The exit survey

Target audience: anyone who could understand the questions!

But try to get a mix of age and sex

Desirable features:

1. Address the aim of WBT
2. Fit on one page
3. Easy to understand
4. Quick to complete

Content:

1. Demographics: check boxes for age, sex, and why they came
 2. Attitudes: Seven word pairs of opposite meaning
 3. Personal Perceptions: Three rating scale items
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Survey items - demographics

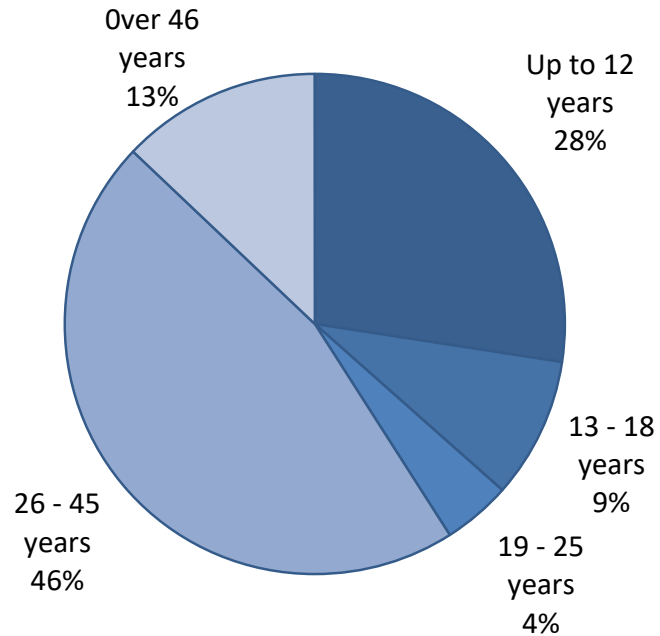


Figure D1. Age distribution of respondents
(n = 317)

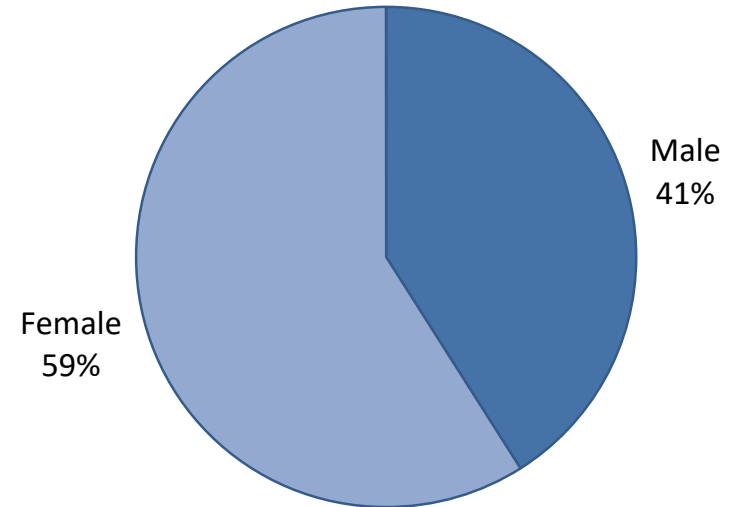
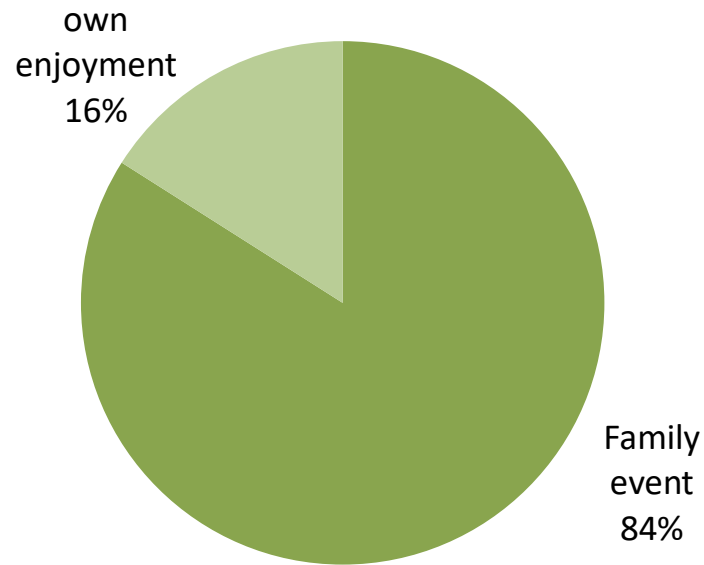


Figure D2. Sex distribution of respondents
(n = 300)

Survey items – demographics, why come?



Survey items - attitudes

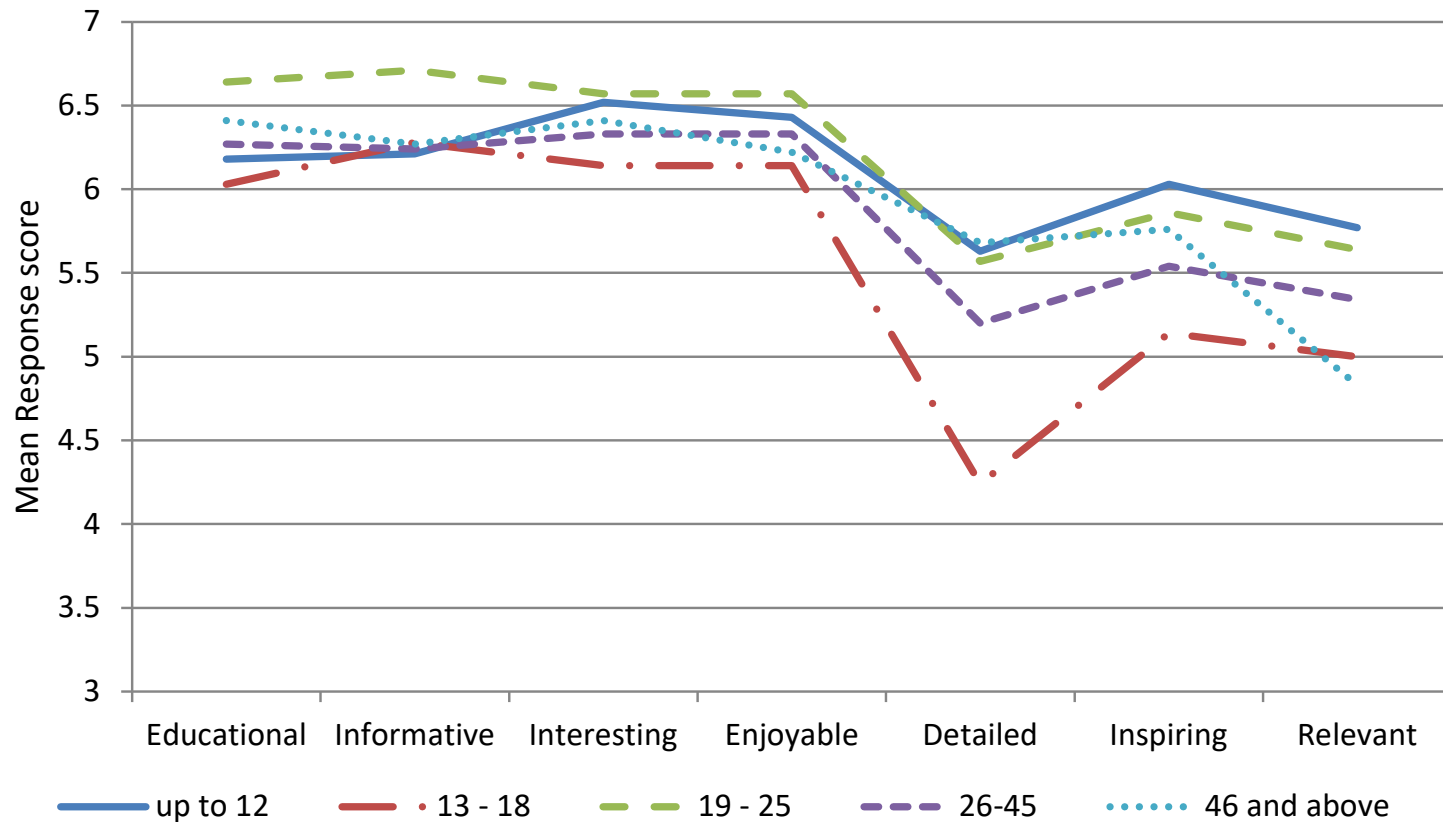


Figure D3. Distribution of mean response scores for different age groups (years)

Survey items - personal perceptions

For the following questions, please tick the box which is right for you.

Did you have any previous knowledge of biotechnology?

Hardly any A little Some Quite a bit A lot

Do you think you learned anything new about biotechnology today?

Nothing new A little Some Quite a bit A lot

Were you surprised how much biotechnology is part of our everyday life?

Not at all A little Some Quite a bit A lot

Survey items - personal perceptions

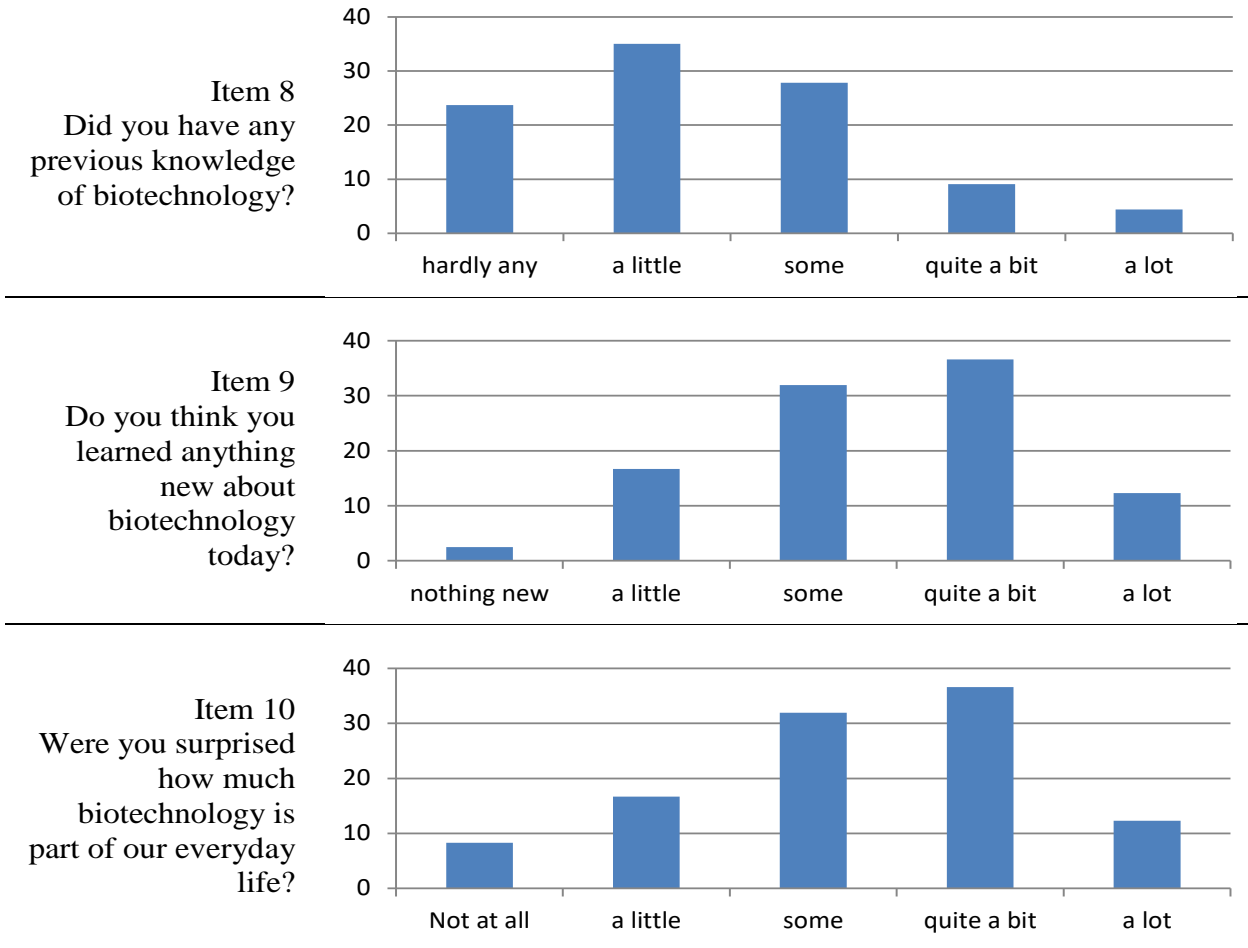


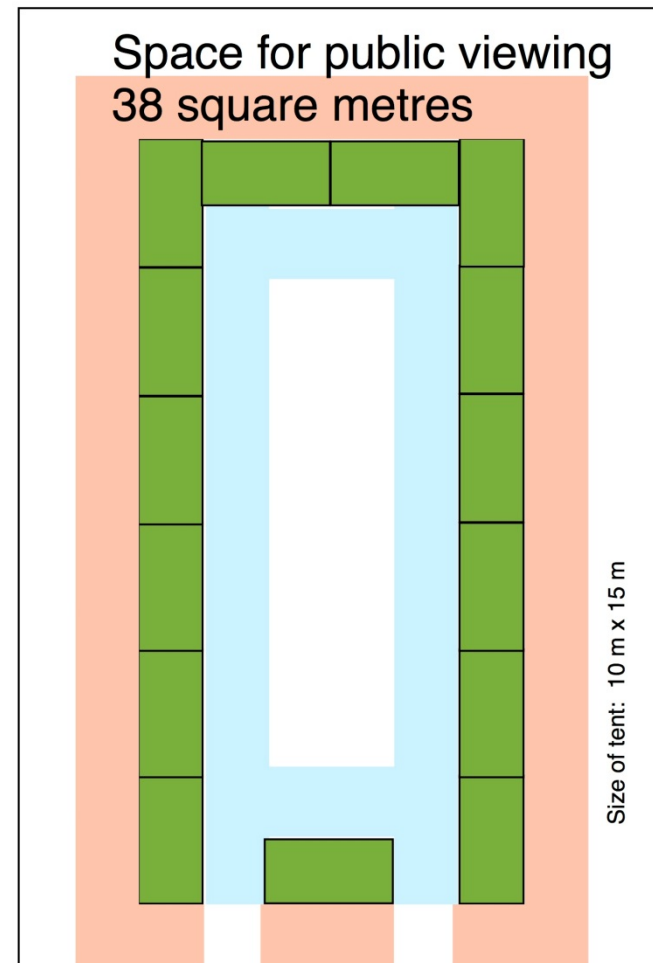
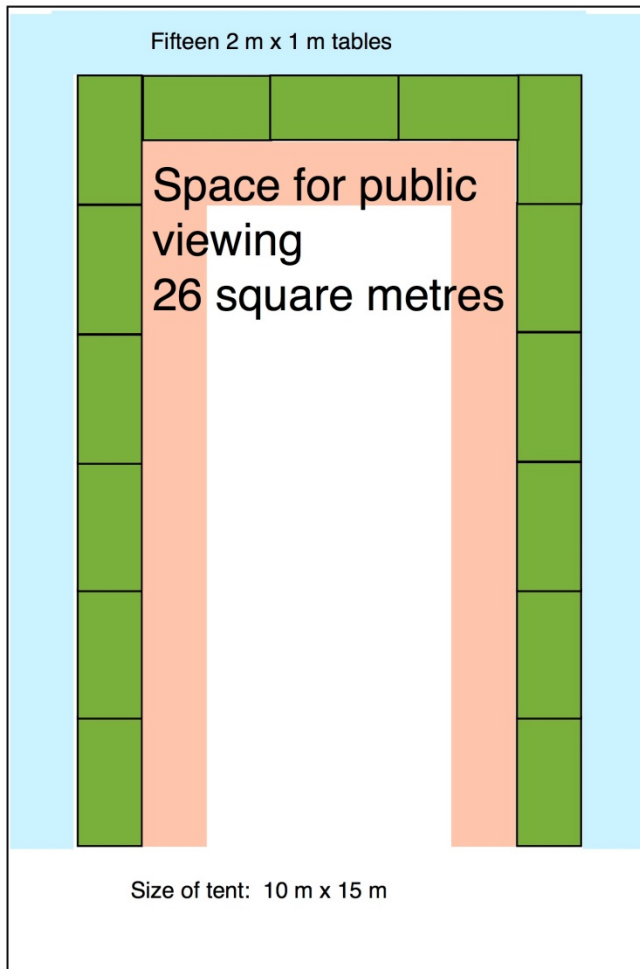
Figure D4. Percentage distribution of responses for Items 8 to 10

Tips for booths...

Parking space for prams?

Crowd management and shape of display area

Shape of booths...




Tips for activities...

People management and nature of activity

- One table per activity
 - Signage and supervision
 - Size of font
 - Width of columns
 - Colour combinations
 - Lamination
-

Signage...



World Biotech Tour
Powered by BIOGEN FOUNDATION & ASTC

Take a Cellfie!

Use biotechnology skill to take a picture of your microscopic self.



World Biotech Tour
Powered by BIOGEN FOUNDATION & ASTC

Take a Cellfie

Your body is composed of very small living cells.



Come and use bio-technology to see some of your cells.



Tips for activities...

People management and nature of activity

- One table per activity
 - Signage and supervision
 - Size of font
 - Width of columns
 - Colour combinations
 - Lamination
 - Sequencing of participants
 - Use of sound
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