



Surveying Impact

Questionnaires as a Method of Evaluating Impacts

THE UNIVERSITY OF
WARWICK

Seminar Programme

Session Title	Description	Speaker	
Begins 11am (Arrivals from 10:30)			
10:30	Registration	Coffee/Tea available upon arrival	-
11:00	Welcome, Introductions and Overview of Seminar	<p>'Introducing Surveys and Impact Evaluation'</p> <p>This session briefly reviews evaluation design principles and the role of surveys as a versatile quantitative and/or qualitative evaluation data collection tool.</p>	Dr Eric Jensen (Warwick University)
11:20	Surveying Impact at the Science Museum	<p>Background and First Thoughts</p> <p>Introducing the science museum's use of surveys in impact evaluation and the 'Atmosphere' case study</p>	Marie Hobson (Senior Audience Advocate, Audience Research & Advocacy, Learning & Audience Development Unit, Science Museum)
11:40		<i>Open Discussion: Questions, Comments</i> (Pick up a tea / coffee and a biscuit)	
11:50	Introduction to Sampling	<p>'An informative few':</p> <p>Introducing the key principles of sampling. Essentially, how do you get a 'representative' sample?</p>	Dr Eric Jensen
12:10		<i>Open Discussion: Questions and Comments</i>	
12:15	Best Practice in Survey Design: First Thoughts		Dr Eric Jensen
12:30	LUNCH		
13:30	Best Practice in Survey Design Continued	Building a Good Questionnaire	Dr Eric Jensen
14:00	Surveying Impact at the Science Museum	How the Science Museum uses questionnaires to create audience-	Marie Hobson (Science Museum)



focused exhibitions: A case study of how questionnaires were used during the front-end, formative and summative stages of the development of the new atmosphere ... exploring climate science gallery. Covering exit interviews, visitor surveys, accompanied visits, accompanied web surfs and prototype testing, this session will discuss why each method was chosen and what the impact the findings had on the exhibition design.

14:25

Open Discussion

14:30 (or a bit later)

COFFEE / TEA BREAK

15:00 Surveying Impact at the Science Museum -
Continued

Marie Hobson

15:15 Practical Exercise:
DIY Survey

Practice designing and piloting your own impact evaluation survey questions

Facilitated by Jensen and Hobson

15:45 Top Tips on Evaluating Impacts with Surveys

Dr Eric Jensen

15:50 Closing Thoughts and Top Tips

Marie Hobson

15:55 Closing Remarks

Dr Eric Jensen

16:00

END

Location:

University of Warwick main campus, 3rd floor of Ramphal Building, Gillian Rose Room

Seminar Series Official Website:

<http://www2.warwick.ac.uk/fac/soc/sociology/news/scd/publicengagement/>

For further information, contact the seminar series organiser Dr Eric Jensen (e.jensen@warwick.ac.uk) and seminar series support officer Monae Verbeke (m.verbeke@warwick.ac.uk)