

**Portal to the Public Guiding Framework:  
Determining the Value of a Model for Scientist-Visitor Interactions**

March 2011

**Appendix A: Instruments**

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**Visitor Questionnaire**

Name:	
Position:	
Institution:	
Interview Day/Time:	

## First I'd like to discuss your overall role in PoP:

- 1. How would you describe your role in Portal to the Public?**
  - *Specifically: While working on the PoP project, what types of interactions have you had with scientists and researchers?*
  - *Can you describe the nature of your relationships with PoP scientists/ researchers?*
  - *How have these experiences been different from any previous experiences you've had with scientists?*
- 2. What do you see as the main characteristic of the project? What, in your perspective, is this project about?**

## I'd like to discuss with you how you see the value of PoP:

- 3. Based on the past few years of experience, how do you think PoP has impacted you personally?**
  - *Has PoP shaped your understanding of science overall? (describe)*
  - *Has PoP influenced your understanding of (current) science in any way? (describe)*
  - *Has PoP influenced your relationship to science-based professionals? In what ways?*
  - *Has PoP influenced you as an informal science education professional?*
  - *How have you personally & professionally benefited from your involvement in PoP?*
  - *How has PoP changed the nature of your work? [if at all, please describe]*
- 4. How has PoP impacted your institution?**
  - *Given your experience, how do you think PoP fits in with your institution's mission and/or public programming strategy?*
- 5. How has PoP impacted your community (broadly speaking)?**
- 6. What do you think is the most significant impact PoP has made so far to the field of informal science education or to the community of informal science institutions?**

We discussed the notion of "cost," or overall effort that is or was required to create or maintain a project like PoP.

- 7. Considering all of your responsibilities at your institution and all your roles on PoP, approximately how much time would you say you are committing to PoP?**
- 8. What was the most time-intensive aspect of your work in PoP?**
- 9. What would you say are the biggest challenges you encountered as you implemented PoP?**

- 10. Will you personally continue with PoP or something like PoP when the grant period ends? Explain.**

Now I'd like to switch a little to the nature of the project:

- 11. In your opinion, what are the most effective elements of the Portal to the Public project overall and at your venue?**

→ *What were PoP's biggest strengths?*

- 12. Conversely, what elements of this project do you think can still be improved upon?**

- 13. Do you think this program is sustainable in its current form? What changes might you make? What resources/commitments at your institution are needed to make this happen?**

Finally...

- 14. Is there anything else about your PoP experience that we have not discussed that you'd like to share?**

## I. Core Team Focus Group:

**Core Team:** People who have been actively involved with the PoP project since its inception. These people are very familiar with the project's goals and progress over the course of the past 2.5 years.

**Focus Group Format:** Recorded telephone conference. Open discussion of approximately one hour. This group will include two or three core members from each partner site.

1. **Reflect on the value of PoP for informal science education – what value have we created?**
2. **Reflect on PoP as a potential model for informal science institutions: what are its strengths, and what are its limitations?**

## II. Extended Team Focus Group:

**Extended Team:** Staff from each site that are not part of the Core Team and although have participated in various PoP activities (i.e., special events coordination, data collection, activity support, etc.), they are not intimately part of PoP on a day-to-day basis.

**Focus Group Format:** Onsite, face-to-face, facilitated discussion. Core team will identify the appropriate staff members for this conversation. At minimum, we need two people per site.

1. **Let's go around the table and briefly describe your role or involvement with Portal to the Public**  
[Make sure that names are not included here]
2. **Describe to me what you think PoP is? What is the nature of this program?**  
[INTENT: a discussion, possibly with differing opinions where people tell others, correct each other, etc. we want to make sure we hear from all; and they can refer to previous speakers; give concise summary at the end]
3. **How does this project fit within your institution?**
4. **From your vantage point, what were some positive aspects of the project that you can identify?**
5. **Has the project had an influence on you personally or professionally? Explain**
6. **What were some challenges you have experienced, seen, or heard about?**
7. **PoP is meant to provide a specific approach towards involving science-based professionals in engaging science museum visitors. That approach provides science-based professionals with professional development in communicating with the public in informal learning environments and provides them with opportunities to engage with the public in face-to-face programs. What do you think about this approach? Does it work? What other approach could one use?**
8. **Do you think that you can sustain the PoP project or its underlying initiative at your institution? Why or why not?**

9. **Based on your experience, do you think PoP needs to change at all from its current form in order to make it sustainable?**
  
10. **Is there anything else about your PoP experience that we have not discussed that you'd like to share?**

<i>Name:</i>	
<i>Position:</i>	
<i>Institution:</i>	
<i>Interview Day/Time:</i>	

## Overall PoP

1. What is your involvement in or relationship to the Portal to the Public project?
2. What do you see as the main characteristic of the project? What, in your perspective, is this project about?
3. How does the PoP project fit with your institution's overall strategic plan or mission?

## Impact of PoP

4. Based on the past few years of experience, how do you think PoP has impacted your institution?
  - a) Staff
  - b) Programs
  - c) Relationship with scientific organizations (e.g. NOAA, Los Alamos, LGH)
  - d) Community
5. Do you think these impacts would have happened without your institution's participation in PoP? And/or what other ways could these impacts have been achieved?
6. How would you compare PoP to other ways your institution connects to the public?
  - a) Where is it better?
  - b) Where is it worse?
  - c) What other initiatives are comparable to PoP?
7. What do you think is the most significant impact PoP can make to the field of informal science education or to the community of informal science institutions?

## Sustainability of PoP

8. Do you think that you can sustain the PoP project or its underlying initiative at your institution? Why or why not? What would you have to give up to do so?
9. Based on your experience, do you think PoP needs to change at all from its current form in order to make it sustainable?
10. What resources do you need to sustain this program?
  - How do you intend to obtain them?

## Conclusion

11. Is there anything else about your PoP experience that we have not discussed that you'd like to share?

### **INTRODUCTION:**

Thank you all for coming today. Before we begin... let me briefly say that the purpose of this conversation today is for you to reflect about your overall experience in the Portal to the Public program. We want this to be a discussion where you can reflect on your experiences in light of the experience that others in the group may have had. We are hoping for an inspiring discussion amongst all of you that will give us a good sense of your perspectives.

I would like to audio-record the conversation if you all agree. I expect this discussion to take about 60 minutes. Are there any questions before we begin? Great, let's get started...

### **QUESTIONS:**

- 1. How did you like participating in the Portal to the Public (PoP) project?**
  - a) What was the best part?
  
- 2. Tell me about your interactions with visitors. What were some of the challenges, successes, or surprises?**
  - a) Have you used something from your Portal to the Public experience somewhere else? Does this go beyond Portal to the Public for you?
  
- 3. Reflecting on your experience in the project, how (if at all) has participation in PoP influenced your thinking about best ways to engage the public in your work?**
  
- 4. How has the participation benefited you personally and professionally as a researcher/scientist?**
  - a) Let's start with any professional benefits? What about the project conveys these benefits?
  - b) How about personal benefits? What about the project conveys these benefits?
  - c) Reflecting on your experience in the project, how (if at all), has participation in Portal to the Public influenced your thinking about best ways to engage the public in your work?
  - d) How has participation in Portal to the Public influenced the way you think about your research?
  
- 5. What were the trade-offs for participating in the project? [e.g., time, missing work, giving up weekends]**
  - a) Was it a reasonable effort?
  
- 6. Engaging general audiences, even visitors to science centers, is probably not core to your work. How do your colleagues, friends, family – your social and professional environment – respond to your engagement in such efforts?**



## **Participating Science-Oriented Professionals Focus Group Guide**

- 7. Imagine Portal to the Public as a model for science centers and researchers, in general, something that could be implemented throughout the country. What suggestions for improving the overall approach can you make, if any?**
  
- 8. Overall, was or is it worth it? Why?**
  
- 9. Any other thoughts or comments about the Portal to the Public project that we haven't already talked about?**



**INTRODUCTION:**

Hi, this is \_\_\_\_\_ at the Institute for Learning Innovation calling about the Portal to the Public project. Is now still a good time to talk? [If so, proceed with rest of orientation to the call. If not, ask if there is another time that would be better for them.]

As I indicated in my email to you, we are researching the Portal to the Public (or PoP) project that your institution has participated in with [*name of museum site*]. If at any time you need to stop this call, please let me know. I anticipate this call lasting about 30 minutes.

**1. Why is your institution participating in the Portal to the Public (PoP) project?**

- a) Who initiated the contact? Someone at the museum/science center or someone within your organization?
- b) Did PoP build upon existing relationships/activities that your institution and the museum/science center already had? How? What is the nature of these relationships?
- c) Is outreach and public engagement part of your institution's mission?

**2. Has your institution done something similar before? I.e., participated in partnerships with another organization that communicated current science or research.**

- a) IF YES: Is connecting to outside organizations for the purpose of communicating science something that is institutionalized somehow, i.e., something your organization is set up to do?
- b) IF YES: Could you compare this partnership with your previous experience? Is it the same or different? And if it is different, in what ways?

**3. How has participation in PoP benefited your institution?**

- a) [If not specified in prior answer] Who has benefited? Individuals or the institution as a whole?
- b) What was the value in partnering in PoP in reaching your institution's strategic priorities?

**4. What were the trade-offs for participating in the PoP project?**

- a) What were the risks, if any?
- b) How much effort was it to recruit participants within your institution?
- c) What were the institutional barriers, if any?

**5. Has your institution received positive or potentially negative feedback from within the institution about participation in PoP?**

- a) What was that feedback? And from whom? [E.g. participating scientists, non-participating scientists, leadership, administration]

- 6. Has your institution received positive or potentially negative feedback from outside the institution about your participation in PoP?**
  - a) What was that feedback? And from whom? [E.g. other science organizations, the media]
  
- 7. Overall, was participation in PoP worth it? In what ways? Would you do this again? Please discuss why or why not.**
  
- 8. Would you recommend that other science organizations like yours participate in PoP?**
  - a) What advice would you give them if they were just starting out?
  
- 9. Is there anything else I haven't asked that might help me understand your perspective on this partnership?**

# Portal to the Public

## Welcome!

You have been asked to take part in the research study of the Portal to the Public project because you have worked with either the Pacific Science Center, Explora, or the North Museum to create public programming at their museum on a current science topic. The purpose of the research is to understand the usefulness of the Portal to the Public model for connecting scientists and the public at museums around topics of current science. [[language will be modified, according to the consent document template, for scientists who did not participate in programs]]

If you agree to participate in this research, you will complete the following online survey which includes questions on your views on outreach to the public in general, outreach at your institution, and the Portal to the Public project as a model for connecting scientists and the public in museums. The survey will take about 10 minutes to complete.

We do not anticipate any risks or benefits to you by participating in this study. **Your answers will be anonymous.** The records of this survey will be kept private, accessible only by the researchers. Your e-mail address, name, or institution will not be associated with your responses. No identifying information will be included in any reports resulting from this study.

**Taking part is voluntary:** Taking part in this study is completely voluntary and there are no consequences to you if you choose not to participate. You may skip any survey questions that you do not want to answer, and you are free to quit the survey at any time. If you do exit the survey partway through, your answers will not be cached or included in any data analysis. Only those participants who fully complete the survey will have their responses counted.

**If you have questions about this study or would like a copy of this consent page,** please contact the director of the Portal to the Public research:

Jessica Sickler  
Senior Research Associate  
Institute for Learning Innovation  
[sickler@ilinet.org](mailto:sickler@ilinet.org)  
(410) 956-5144

By clicking "Next Page" below, I indicate that I have read the above information, had the chance to ask questions and receive answers, and I consent to take part in the research.



\* "Portal to the Public" is a collaboration between the Pacific Science Center, Explora, the North Museum of Natural History & Science, and the Institute for Learning Innovation (ILI), with major support from the Informal Education Division of the National Science Foundation under award number 0639021.

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## About Engaging the General Public

*[This section will be in both participating scientists and colleagues surveys]*

1. **What do you think are the main reasons for scientists and researchers to engage with the general public?** [Check all that apply]

- To counteract misconceptions about science
- To contribute to the public understanding of research
- To inspire others about science or to promote science
- Because it is personally rewarding for the researcher / scientist
- Because it is a duty to science and a commitment to society
- Due to expectations / requests (funding requirements, extension work, media, public funding)
- To improve the public perception of the scientist's institution
- To influence policy and regulation, make science matter
- It is part of the scientific process to communicate its findings broadly, including the public
- Other (please specify): \_\_\_\_\_

*[Page Break]*

2. Do you feel that your institution is generally supportive towards scientists/researchers who take part in activities to engage the general public in science?

- Very supportive
- Supportive
- Don't know / neutral
- Unsupportive
- Very unsupportive

3. Do you feel that your peers and colleagues are generally supportive towards scientists/researchers who take part in activities to engage the general public in science?

- Very supportive
- Supportive
- Don't know / neutral
- Unsupportive
- Very unsupportive

4. Do co-workers/colleagues at your institution take part in activities that engage the general public in science?

- Most of them
- Some of them
- One or two of them
- None of them
- Don't know / not sure

[Page Break]

5. Below are some things people have said about engaging with the general public about science and engineering. Please rate each of the following on a scale of 1 to 5, where 5 is strongly agree and 1 is strongly disagree.

	Strongly Agree 5	4	3	2	Strongly Disagree 1
Scientists who communicate a lot with the general public are not well regarded by other scientists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engaging with the general public might help researchers make new contacts for their research.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funders of scientific research should help scientists communicate with the general public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scientists have a moral duty to engage with the general public about the implications of their research.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't think my research is interesting to the general public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The main reason to engage with the general public is to get their support for science and engineering.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I simply don't have time to engage with the general public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would not want to be forced to take a public stance on the issues raised by my research.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science communication to the general public is best done by trained education professionals and journalists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engaging the general public in science is personally rewarding.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

My research is too specialized to make much sense to the general public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would need help to personally engage the public with my work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would be happy to take part in a science engagement activity that was organized by someone else.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public engagement could help with my career.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engaging with the general public is best done by senior researchers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Page Break]

**6. How important do you feel it is that you personally engage with each of the following groups about your research?** Please rate each of the following on a scale of 1 to 5, where 5 is very important and 1 is not at all important.

	Very Important 5	4	3	2	Not at all important 1
General media (i.e., in press, TV and radio, documentaries)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Popular science journalists (e.g., from <i>New Scientist</i> )	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School administrators and school teachers (K-12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policy-makers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industry / business community (other than where directly concerned with funding your research)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The general public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alumni of your institution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-Governmental Organizations (NGOs) / professional societies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your professional peers in the science community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family / friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors to informal science institutions (e.g., museums, science centers, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**7. How much time would you like to spend engaging with the general public about science and research?**

- More than I currently do
- About as much as I do now
- Less than I currently do

[Page Break]

**8. What is currently limiting your activities to engage the general public in science and research?**  
[Check all that apply]

- I am too junior in my career
- I have serious time constraints
- I lack opportunities or a venue to do so
- Outreach is not encouraged, promoted or valued by my superiors
- Outreach is not encouraged, promoted or valued by my peers
- I am only in the US for a limited period
- There is no senior level support
- I lack the skills to be effective

- I have difficulty conveying my research to the general public
- English is not my first language
- I would have to do it in my own time
- I feel that someone with more experience in education/communication should do this
- Nothing is limiting my activities to engage the public in science and research
- Other (please specify): \_\_\_\_\_

**[Page Break]**

## About Your Portal to the Public Experience

*[This section will be in the participating scientists' survey only]*

9. What was the main benefit of participating in the Portal to the Public project? [Open-ended essay]

*[Page Break]*

10. What were your professional reasons for participating in Portal to the Public? [Open-ended essay]

11. Please rate the degree to which you achieved your professional goals for participating in Portal to the Public.

Completely achieved: 5	4	3	2	Not at all achieved: 1	N/A: I did not have any professional goals
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Please explain your answer above. [Open-ended essay]

*[Page break]*

13. What were your personal goals for participating in Portal to the Public? (if different from your professional goals)

14. Please rate the degree to which you achieved your personal goals for participating in Portal to the Public.

Completely achieved: 5	4	3	2	Not at all achieved: 1	N/A: I did not have any personal goals
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Please explain your answer above. [Open-ended essay]

*[Page Break]*

16. Thinking back to before you began participating in the Portal to the Public project, how well equipped did you personally feel you were to engage with the general public about your research?

- Very well equipped
- Fairly well equipped
- Neutral / don't know
- Under equipped
- Very under equipped

17. Now that you have participated in the Portal to the Public project, how well equipped do you personally feel you are to engage with the general public about your research?



- Very well equipped
- Fairly well equipped
- Neutral / don't know
- Under equipped
- Very under equipped

[Page Break]

**18. For each of the following statements, please rate the degree to which you agree with that statement, where 5 is Strongly Agree and 1 is Strongly Disagree.**

	Strongly Agree: 5	4	3	2	Strongly Disagree: 1
My participation in Portal to the Public has influenced the way I think about my research.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My participation in Portal to the Public has positively influenced the way I think about the public's ability to understand or engage in thinking about my research.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend participating in Portal to the Public to a colleague	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portal to the Public was worth the time and effort I put in.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will continue to be involved in Portal to the Public efforts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would choose to participate in another museum-based effort like Portal to the Public.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am looking for other non-museum opportunities to apply what I learned from my Portal to the Public Experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portal to the Public has encouraged me to do more to communicate my research to non-experts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**19. Briefly discuss your perspective on whether your overall efforts to take part in PoP were worth it?**  
[Open-ended essay]

[Page Break]

We are trying to understand the potential impact and perception of Portal to the Public among scientists or researchers who did not directly participate in the project. Please suggest two science/research colleagues or professional peers of yours who *did not* participate in Portal to the Public who we may contact to ask about their impressions on outreach to the public, in general, and Portal to the Public, specifically. These individuals will be contacted via email to take a short online survey.

**Contact 1**

First name:

Email address:

**Contact 2**

First name :

Email address:

## Thinking about the Portal to the Public Project

*[This section will be in the colleagues' survey only]*

*Text to be included at the opening of the survey. Integrated with the consent:*

At least one of your colleagues took part in a project, called Portal to the Public, at a local museum or science center. With the goal of engaging visitors with current science and research, the Portal to the Public project provided scientists or researchers with professional development opportunities about communicating with the public, as well as the opportunity to deliver face-to-face interactions and activities with the public at the science center or museum.

**20. Drawing on what you know about the Portal to the Public effort (from the above description or previous experience), what do you see as benefits for scientists to engage in a project of this kind?**  
[Open-ended essay]

**21. What do you see as the costs or downsides for scientists who participate in projects of this kind?**  
[Open-ended essay]

*[Page Break]*

**22. Would you counsel your colleague/peer to continue in this or similar kinds of efforts?**

- Yes
- No
- Don't know/can't tell

**23. Please tell us why you chose the answer above.** [Open-ended essay]

**24. How well equipped do you personally feel you are to engage with the general public about your research?**

- Very well equipped
- Fairly well equipped
- Neutral / don't know
- Under equipped
- Very under equipped

*[Page Break]*

## Please tell us about yourself.

All personal information is kept confidential and used for research purposes only.

*[This section will be in both versions: participating scientists and colleagues, with changes where noted]*

### 25. Which best describes your affiliation?

- Academia → go to Q26
- Industry → go to Q27
- Government (agency) → go to Q27
- Non-Profit Organization → go to Q27

### 26. Which of these best describes your current position? [Choose one]

- Associate Dean or above
- Professor
- Associate Professor
- Assistant Professor
- Visiting Scientist
- Research Associate
- Extension Associate
- Lecturer
- Postdoc
- Technician / other support staff
- Ph.D. student
- M.S. Student
- B.S. Student

### 27. Which of these best describes your current position? [Choose one]

- Senior Researcher
- Researcher
- Management
- Technician / Research Support Staff
- Education/Outreach Coordinator
- Other, specify \_\_\_\_\_

### 28. Are you...?

- Female
- Male

### 29. How would you describe yourself? [Check all that apply]

- White or Caucasian
- Black or African-American
- Latino or Hispanic
- Asian or Asian-American
- American Indian / Alaska Native
- Native Hawaiian / Pacific Islander
- Other (please specify): \_\_\_\_\_

### 30. Is English your first language?

- Yes

- No

***[For PoP Participants only]***

**31. At which museum or science center did you participate in the Portal to the Public project?**

- Explora (in Albuquerque, NM)
- The North Museum (in Lancaster, PA)
- Pacific Science Center (in Seattle, WA)

**32. When did you participate in workshops at the museum or science center? [Check all that apply]**

- March 2008 – September 2008
- October 2008 – July 2009
- August 2009 – Present
- I don't remember
- Other (please specify)

***[For colleagues only]***

**33. What state do you work in?**

- New Mexico
- Pennsylvania
- Washington
- Other (please specify): \_\_\_\_\_

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Click the "Previous Page" button to review your answers, or click "Submit Survey" to send in your responses.

Thank you for completing the "Portal to the Public" survey. Your ideas and thoughts are very important to us and will contribute to a better understanding of science communication and developing innovative and effective public engagement programs.

# Visitor Survey

Please help us learn more about this program!

Interview #: \_\_\_\_\_ Date: \_\_\_\_\_  
 AM  / PM  Weekday  / Weekend

1. How interested are you in science? *[Circle one]*

*Not at all interested*

*Very interested*

1            2            3            4            5            6            7

2. What was the most interesting or exciting thing you discovered today during this program?

3. Were you aware that the people who facilitated these experiences today were local professional researchers, scientists or university students?

- Yes
- No
- I wasn't sure

4. After my experience with a scientist(s) or researcher(s): *[Check all that apply]*

- All my questions were answered.
- New questions or ideas came up for me.
- I'm interested to learn more about the topic.
- I'd like to come to the next program like this here at the museum.

5. Please share with us one or two new questions or ideas that the experience might have brought up in you:

6. How satisfied were you with the following? *[Please circle the appropriate rating for each.]*

*Not at all satisfied*

*Completely satisfied*

Your overall experience with a scientist(s) today.	1	2	3	4	5	6	7
The scientist(s)' ability to communicate about science.	1	2	3	4	5	6	7
The activity used by the scientist/researcher to communicate about science.	1	2	3	4	5	6	7
The scientist(s)' ability to connect with you personally.	1	2	3	4	5	6	7
The scientist(s)' ability to involve your whole group.	1	2	3	4	5	6	7

PLEASE TURN OVER ➔

7. Which of these are most important to you when interacting with a scientist or researcher at an event like this?

Please check your **TOP 3 reasons**.

- A. Gaining an appreciation of how science works
- B. Experiencing current science, science in the making, science that is not in textbooks
- C. The expertise of a scientist or researcher
- D. That the information is trustworthy
- E. That the information is clear and understandable
- F. The excitement of meeting a “real scientist”
- G. Seeing that scientists are “normal people”
- H. Realizing that scientists are my neighbors in this community
- I. Learning about science and research happening in this community
- J. Learning more about science careers or hobbies
- K. Meeting a good role model for myself or my children
- L. Learning more about the specific topic that the scientists work on
- M. Experiencing hands-on materials related to a scientist’s work
- N. Experiencing the excitement that the scientists or researchers have for their work

### Tell us about yourself:

**What museum are you visiting today?** [Check one]

- Explora! – Albuquerque, NM
- North Museum of Nature & Science – Lancaster, PA
- Pacific Science Center – Seattle, WA

**Are you a member at this museum?**  Yes  No

**Who did you visit with today?** [Check one]

- Alone
- Group of one or more adults (no children)
- Group of adults and at least one child under 18
  - ▶ How old is the YOUNGEST child in your group:  
\_\_\_\_\_ years old

**How often do you visit this museum?** [Check one]

- Today is my first visit.
- Haven’t been for many years (more than 4 years)
- Once every few years
- About once a year
- 2-4 times per year
- 5+ times per year

**Do you:** [Check one]

- I work in a science, engineering or technology-related field
- I work as a scientist, engineer or medical professional
- I am trained as a scientist, engineer or medical professional
- None of the above

**I am:**  Male  Female

**What year were you born?** \_\_\_\_\_

**What is your zip code?** \_\_\_\_\_

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**THANK YOU FOR YOUR TIME.**  
*Please return this survey to a staff member.*  
**HAVE A GREAT DAY.**