Evaluation of the Wellcome Trust strand at the Latitude Festival 2014

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September 2014

Contents

*"As we were walking over here I said what surprised me is this is the first time I've been to Latitude and I don't know much about it and I was surprised that **the thing that has engaged me most of all has been science"** (Audience member 0018)

Summary

This report details the key findings of the evaluation of a series of events sponsored by the Wellcome Trust at this year's Latitude Festival, which took place between 18th and 20th July 2014. In addition, the report includes the complete evaluation kit.

The evaluation included a variety of data collection methods and focused on the audiences' engagement with the activities and on the presenters' motivations for participating, the challenges they faced and the value of including these activities in a festival such as Latitude.

The Science Communication Unit at the University of the West of England, Bristol undertook the evaluation. Details of the team profile can be found in Appendix I.

Key conclusions:

- The inclusion of science-based activities in the programme was warmly welcomed by participants.
- The audience was overwhelmingly positive about the activities and the speakers.
- The audience enjoyed all the activities from classic presentations to interactive performances.
- Presenters were relaxed, friendly and confident. The majority were well prepared for the events and keen to engage with the audience as well as answer their questions.
- Venues were appropriate for the activities, although the Science and Secrets Hub (SSH) was felt to be too small.
- The location of the SSH was appropriate, although some participants felt it was hard to find.

Key recommendations:

- Continue to include science-focussed events within the Latitude Festival.
- Consider introducing a greater diversity of formats for events, such as interactive activities, workshops and dialogue-focussed activities in addition to classic presentations.
- A balance needs to be found between creating a venue that is relaxed and intimate but big enough to be comfortable.
- Increase awareness of the existence of the SSH.

1 Introduction

1.1 About Latitude

Latitude Festival is an annual music festival that takes place in Henham Park (Southwold, Suffolk). Latitude contains a comprehensive bill of musicians, bands and artists across four stages, as well as elements of theatre, art, comedy, cabaret, poetry, politics and literature.[1]

1.2 About the activities

Most of the events evaluated took place in the Wellcome Trust Science and Secrets Hub (SSH) but there were also events involving Wellcome Trust researchers in the Literary Arena and events in the Waterfront and Dance East stages and outdoor performances were linked to the 'Science and Secrets' theme. Many of the events were presentations, usually involving two or more presenters and a host. Several of these presentations were organised in collaboration with Salon London.[2] Other events included dance performances and workshops and informal interactive performances.

For more detail, see Section 3, *Findings*.

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[1] http://en.wikipedia.org/wiki/Latitude_Festival
[2] http://www.salon-london.com/

2   Evaluation methodology

This section outlines the methodology used to generate the data. A variety of methods was selected, to capture the experiences of the participants and presenters involved and to judge the impact of the Wellcome Trust-sponsored activities on participants and presenters. The evaluation methodology received ethical approval from the University of the West of England, Bristol.

The evaluation *aimed* to:

- Evaluate a sample of events in the Wellcome Trust-sponsored strand at the 2014 Latitude Festival (18th–20th July), what worked and what did not, challenges, benefits of participating, etc.

The *objectives* were to assess:

- Impact on the audience: levels of engagement, reasons for participation, visitors' views and reactions to the events (how they were presented, favourite and least favourite aspects, etc.), previous engagement with science, etc.

- Impact on presenters involved: motivations for participation, views on the event, challenges, implications of collaborations between artists and scientists, etc.

Through the use of multiple complementary methodologies, a range of both quantitative and qualitative data was collected.

The evaluation covered a sample of events in each venue: the Literary Arena, the Wellcome Trust Science and Secrets Hub, dance stages and informal performance areas; and a sample of events of different formats: collaborations between artists and scientists, panel discussion, interactive events and performances. All the events were covered by at least one evaluation method and several by two or more. The presenter interviews covered events on all three days. For the full evaluation plan, see Appendix V.

2.1   Exit interviews

'Snapshot' interviews are a quick and focussed method of gathering participants' views. They last between 90 seconds and two minutes, using a small number of consistent, clear and structured questions that allow rapid answers, to capture short and immediate feedback from participants in busy locations. The evaluators attended 10 (of approximately 25) events in the Wellcome Trust strand and sought to interview 5% of audience members at each event, randomly selected. Participants were approached and interviewed shortly after the event. A total of 31 'snapshot' interviews took place with members of the audiences over the three days of the event.

A copy of the audience interview schedule can be found in Appendix II.

2.2   Observations

Observation permits an evaluator to contextualise other research data, become aware of subtle or routine aspects of a process and gather more of a sense of an activity as a whole. The evaluator used a standard observation guide to gather data as efficiently as possible, which was used at several events. For consistency, one evaluator (AG) conducted all the observations. The evaluator was situated in an unobtrusive location and recorded data such as audience size, composition and their reactions. The observation took place throughout each event. In total, 11 observation sessions (of approximately 25 events) were made throughout the Festival, covering a range of pre-selected activities. Detailed notes were taken, supplemented by additional reflections made by the evaluator immediately after the event.

A copy of the observation schedule can be found in Appendix III.

2.3   Interviews with presenters

Interviews with presenters involved took place either face-to-face during the Festival or shortly after via telephone. Interviewees were asked to provide both formal and informal feedback of their impressions of the event. Semi-structured interviews were used, to provide a meaningful discussion of the presenters' experience. Six presenters were invited for interviews and all agreed to participate. The interviews were transcribed in full and analysed for common themes.

A copy of the interview schedule can be found in Appendix IV.

2.4   Autonomous feedback methods

As several of the events occurred simultaneously, the evaluators also used the following autonomous tools, which did not disrupt the flow of events:

- Feedback boards – These included questions or prompts. Participants added their thoughts using post-it notes.

Questions and prompts:

- ✓ What was your favourite part of the activity?
- ✓ How do you feel about neuroscience?
- ✓ What attracted you to this event?
- ✓ What do you think about this activity? Leave us some feedback!

- Suggestion boxes: using previously designed cards with questions/prompts (see Figure 1), members of the audience were encouraged to add their thoughts and suggestions and post the cards in strategically located boxes.

Questions:

- ✓ What was your favourite part of the activity?
- ✓ How do you feel about neuroscience?
- ✓ What attracted you to this event?
- ✓ What do you think about this activity? Leave us some feedback!

Suggestions:

- ✓ How can we improve this activity?
- ✓ What kind of science-based activities would you like to see at Latitude?
- ✓ What do you think about this activity? Leave us some feedback!

Figure 1: Two of the cards used to collect feedback from participants
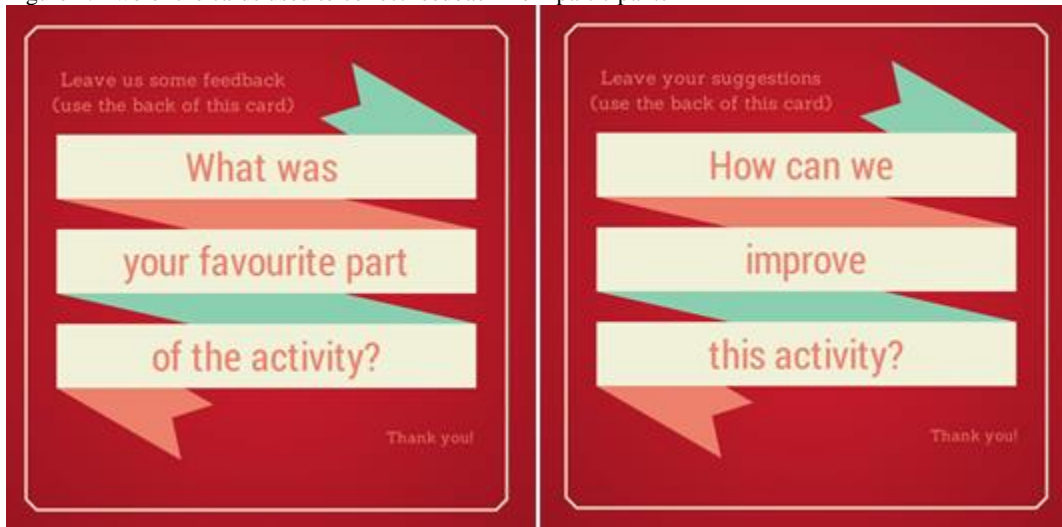
- "**Photo booth":** the evaluators created laminated props such as speech balloons and captions (relevant to the events) for the audience to use (see Figure 2). The plan was to ask participants to take photos with their smartphones and post them on Twitter, Facebook or Instagram using a pre-determined hashtag (#scienceatlatitude). Unfortunately, due to weak Internet and mobile phone coverage this method proved impracticable.

Figure 2: Examples of 'photobooth' prompts

3　Findings

The findings described below are drawn from the exit interviews, observation records, feedback boards, suggestion boxes and presenters' interviews.

3.1　Venues

Events in the Wellcome Trust-sponsored strand were spread around the Festival. Most took place in the Wellcome Trust Science and Secrets Hub (SSH) but there were also events involving Wellcome Trust researchers in the Literary Arena and events in the Waterfront and Dance East stages and outdoor performances linked to the 'Science and Secrets' theme. The events were free and open to all festival participants, with the exception of the Wellcome Trust Breakfast, which was a paid-for and ticketed event.

Figure 3: Layout of the Wellcome Trust Science and Secrets Hub
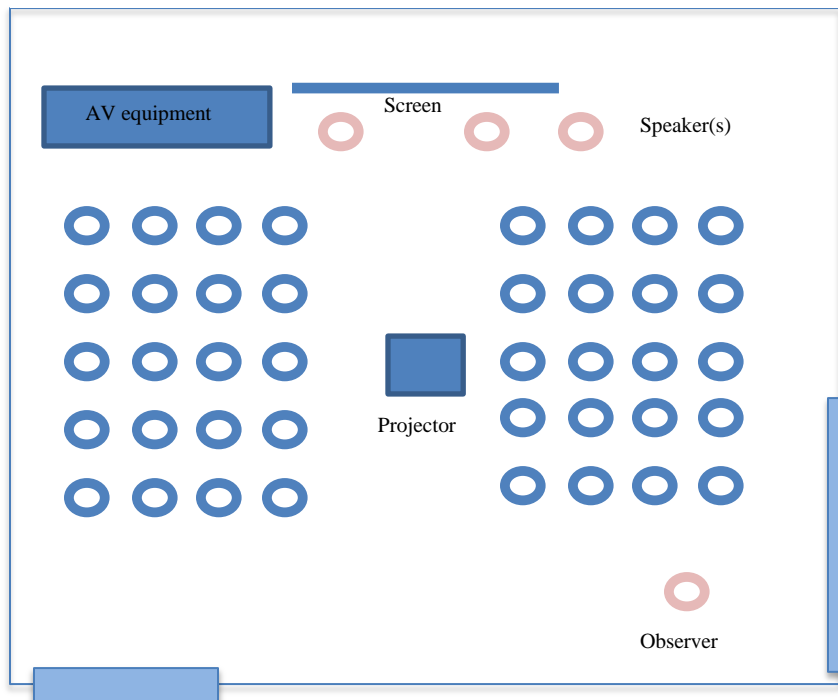
The Science and Secrets Hub was a modestly-sized marquee set up in the 'Faraway Forest' area. This area also included theatre spaces of different sizes, the Shed of Stories (a small story-telling space) and outdoor performance spaces. The Hub was designed as

an intimate venue, with a theatre-style layout with chairs for approximately 40 people (see Figure 3). A fixed screen and data projector were available and there was an amplification system using hand-held microphones.

The Literary Arena was in the central area of the Festival. This was a much larger venue. There were no chairs; the audience sat on the ground in a carpeted area (see Figure 4). This Arena had a raised stage, screen and back-projection data projector and an amplification system that used head-worn microphones.

Figure 4: Layout of Literary Arena
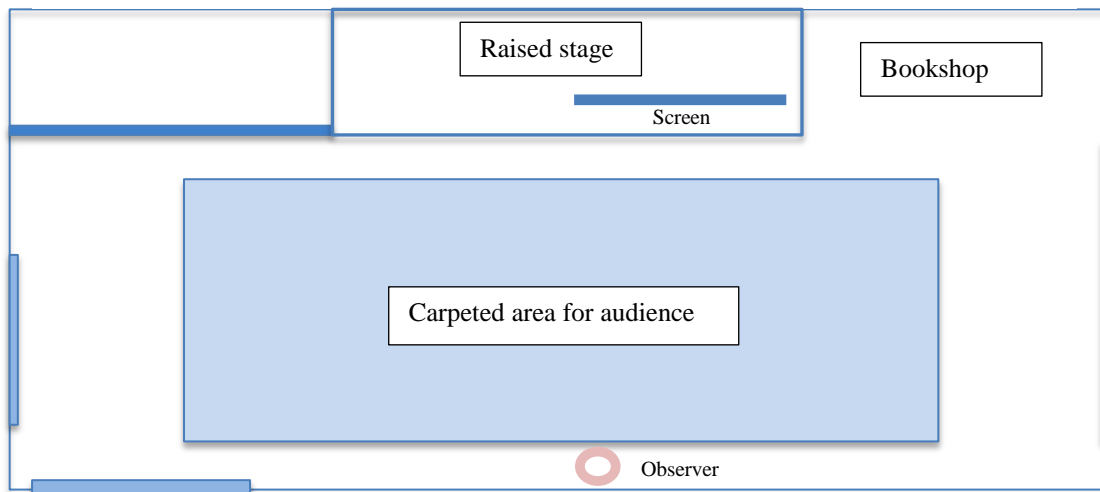
The weather was very hot during the day on Friday and Saturday, with heavy rain and thunder on both nights, however the ground dried out quickly. There was intermittent rain on Sunday but it was mostly dry.

3.2   Format

Most of the events in the SSH and Literary Arena were on a classic 'presentation followed by questions' model. In the SSH, most events involved a host in conversation with one or two scientists; one event was a single scientist with no host. Events in the Literary Arena were either a host in simultaneous conversation with two or three speakers (of whom one was linked to the Wellcome Trust in some way) or three speakers

appearing separately and in series. In both venues, some speakers used presentation software but not all; at least one speaker used notes.

Overall, audience members were happy with the format of the events; writing that 'it was great to combine science with modern culture'; the event 'should have been two hours long - excellent panel - fascinating subject area' and that the events were a 'really great opportunity to see and talk to professionals'. One or two cards suggested that if the events were to run again, they would like to see more interactive events and perhaps science workshops for children and adults.

In the Literary Arena, the speakers wore head-worn microphones; in the SSH, although some chose not to, the size of the audience meant most speakers used hand-held microphones. While this mostly caused no problems, some audience feedback suggested the amplification was insufficient and they microphones also caused some practical difficulties for speakers, who had to co-ordinate different technologies:

> *you had to talk into them in a very specific way or they didn't really work very well, you had to speak into the top of it, and if you spoke into the side of it didn't work [...] and then you had to hold it, so if you were showing slides as I was you had one thing in one hand and the slide thing in the other hand [...] and then you couldn't gesture with your hand because you'd got a mike in one hand and the projector thing in the other* (Presenter 05)

3.3   Presenters

The presenters were confident, relaxed and enthusiastic but (with the notable exception of the performance events), were observed to be rather static in their presentation style – most were sitting down or standing in one place and did not move about much. They were dressed 'festival casual', which matched perfectly with the audience. All the audience comments about the presenters were positive; audiences described them on the feedback cards as 'charismatic', 'fantastic', 'excellent', 'insightful', 'interesting' and 'engaging'.

Audience members welcomed the chance to engage with difficult topics and to talk face to face with presenters:

> *it's always good having this kind of stuff, I mean it's all good watching TED talks online getting information in that respect but it doesn't really have the same effect as if you were able to see someone talking there and then and be able to have questions, question and answer is really important I think it really opens up new levels to talks which there weren't before* (Audience member 0019)

The audiences also felt the presenters pitched the level of their presentations well, using scientifically appropriate language and culture:

> *He unashamedly used pretty good academic language, it didn't feel as though he was spelling everything out but equally he could throw away a sentence like 'correlation does not equal causation' without having to stop and make sure everyone understood [...] he was quite rigorous about picking up on anybody who tried to steer him down a line where it was tending towards that popular and slightly erroneous science* (Audience member 0014)

3.4 Attendance

With one exception, all the events in the SSH were full to capacity and beyond. The seating area was fully occupied before events and the remaining floor space was filled with people, so that there were rarely fewer than 60-70 people in the tent, plus more crowded around the doorways (see Figure 5).

Figure 5: Audience overspill in SSH

Audience members mentioned the size of the tent in interviews:

the tent's not big enough, they need a much bigger space, because we've tried to come to several talks at this particular venue and it's not been big enough for any of them (Audience member 0024)

It was a bit hot in the tent ... there was not enough room to sit but the talk was great (Audience member 0012)

it's a b—y small tent – that was my least favourite thing [...]they have a theatre tent that's that big, they have a cinema tent that's that big, they have a comedy tent that's huge, a separate literary and poetry tent, and their science tent is the size of a fricking shed what the f—k? (Audience member 0020)

In the feedback comments left by audience members (see Figure 6), a variation of 'get a bigger tent please' was the most frequent comment (n= 20). As one feedback card said, the events should have:

A bigger tent to celebrate a phenomenal topic (Feedback card)

Presenters were clearly pleased that the events were popular:

It was nice to get a full tent […] actually more than full (Presenter 01)

they were sitting on the floor and standing at the back and they were standing outside and trying to hear (Presenter 05)

However, this popularity caused problems, not least with the high temperatures inside the tent, which was:

quite small, quite full and very hot! (Presenter 03)

Figure 6: Feedback on the size of the SSH tent

The unexpectedly large audiences meant presenters had to adapt their presentations and style. For example, the event in which Presenter 03 took part was planned as an informal,

seated, conversation between 03 and a scientist but as the tent filled, the audience lapped up against the presenters and they eventually chose to stand. Presenter 02 had planned a series of small experiments for his audience but with twice that number in the tent, they were un-doable:

I was planning on a target audience of sort of 30 or 40 that we were expecting to fit within the tent, but I wasn't thinking of all the people who would be crammed around the outside. One thing we had planned was a kind of semi-installed demo thing but in practice […] it would have needed more space […] it wasn't really feasible (Presenter 02)

Events held in the Literary Arena were also well-attended, although with its greater capacity, overcrowding was less of a problem. Observations showed that was more flow of people into and out of the Arena during events but this could have been the result of audience members being jammed into position in the SSH tent and not able to make an unobtrusive exit.

The location of the SSH caused some difficulties; and indeed, the Festival Director reported it was the most asked-for location at the information point. There were comments on the feedback cards that it was 'difficult to find' and 'needs signposting' but on the other hand, its secluded location encouraged serendipity:

the fact that you've hidden it in the forest and all the people who are getting a bit world weary of all the music might be coming across and then learning something new, I think that that's a good time to get them refreshed you know they might actually be receptive to new ideas because they've been listening to music endlessly and partying hard and that's when their defence system might be down and if you can just pop in here and listen to half an hour's discussion about something that they haven't thought about before (Audience member 0016)

3.5 Audiences

The snapshot interviews and feedback comments showed that many audience members came to events because of existing interest in the subject and planned their attendance:

My eleven year old son actually, he flicked through the one and half inch programme for the whole Latitude Festival and he found this thing, and he really liked the idea of <topic> and he said we should go and watch [...] I found it really interesting (Audience member 0016)

I've seen this gentleman before, I saw him earlier on today, so we made a point of coming (Audience member 0024)

Some audience members were tempted in by overhearing or seeing what was happening:

We were up in the woods and we just passed by and it looked fantastic so we sat down and had a look it was great (Audience member 005)

there was a man heckling, that kind of drew me in (Audience member 003)

While a small proportion was down to serendipity:

The previous talk I came to was really interesting ... to be honest I lost my husband, came back in to look for him spoke to him he said this one is really good so I thought oh well I'll stay for this one as well (Audience member 0026)

The presenters felt the quality of the audiences was high, with, as Presenter 02 noted, an interesting mix of people:

the combination of people being there for fun and also being really seriously interested in the subject matter was very nice, it felt like people didn't see any divide between having a good time and getting to grips with some serious ideas (Presenter 02)

Presenters characterised the Latitude audiences as receptive, open and ready to tackle difficult topics and also able to ask interesting questions:

people that are receptive and open to maybe thinking critically and differently (Presenter 01)

[I] *gain new information back from the audience, sometimes some of the people who are less specialised ask some of the best questions* (Presenter 02)

Observations showed the audiences were varied, from families with children, to younger people in their 20s and 30s, to older people. In the SSH, audiences were dominated by the middle-aged and older, usually attending in couples but with a significant number of people on their own. There were a few children with their parents but almost no teenagers. In the Literary Arena, audiences were younger, with rather fewer families and still very few teenagers. However, in the dance workshops, the participants were about 75% teenage or young adult and overwhelmingly female (around 90%).

3.6 Engagement

The response of audience members to events was very positive:

Fantastic - made so easy and I felt so comfortable (Feedback card)

As noted above, the format of events in the SSH was classic: presentation(s), panel discussion, questions from the audience. Events in the Arena were likewise straightforward: panel discussion or sequential linked presentations. The balance of time in these events therefore tended to be with speakers, who were observed to speak for longer than audience members. However, this did not appear to affect audience members' enjoyment; they asked questions or made comments with intelligence and enthusiasm:

What I really like is the way that you make this stuff really accessible to people [...] the speakers are so well-versed in their field and they've achieved really well and I think it's a real inspiration that it's actually all so very normal (Audience member 0003)

Having a time to ask questions was really important (Audience member 0016)

Figure 7: Sample of feedback cards.
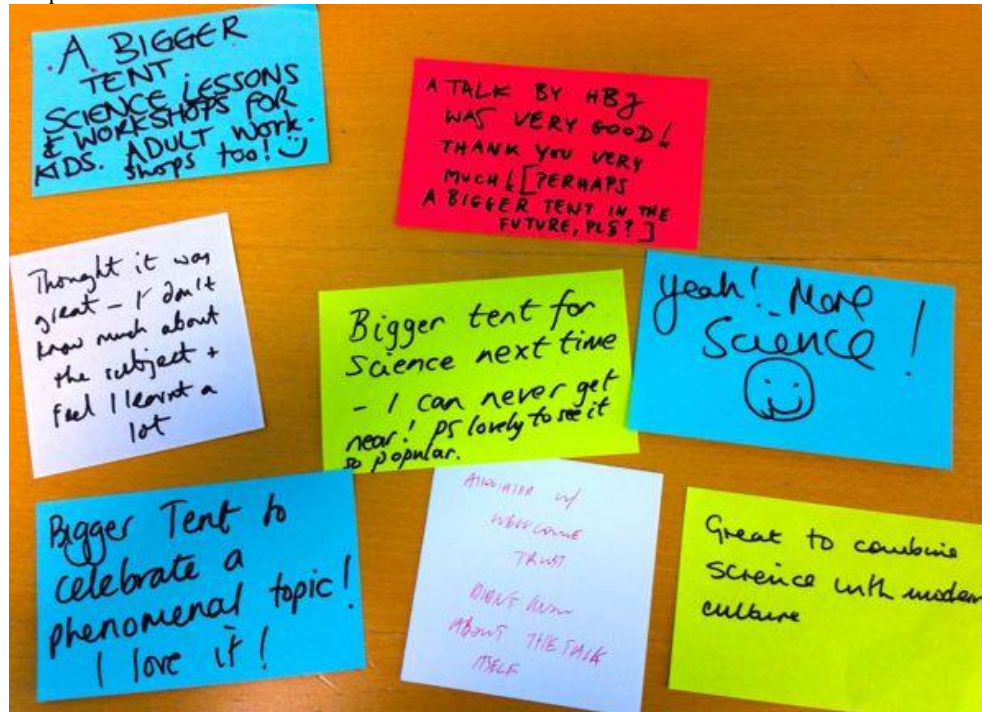
Most presenters found it easy to interact with audiences:

> *there was conversation between the three members of the panel, but people obviously chipped in from the audience and they asked questions during the event and then after the event I was approached by various members of the audience still asking questions or just coming to say that they'd just enjoyed the event, so there was a lot of audience participation* (Presenter 06)

The sex balance of questioners was relatively even, with neither men nor women predominating. At all the events observed, there were more people wanting to ask questions than time allowed; after every events, speakers spent time talking to audience members, as Presenter 06 describes. However, while most presenters were supportive of this extended interaction, it was undoubtedly tiring, especially given the hot weather:

> *There's always a couple of people who … that's the bit I hate … I've just finished I just want to go and get a drink or whatever, just talk about anything but what I've just been talking about but you always get collared by people who want to … in the nicest possible way but I just want to get away and be left alone* (Presenter 01)

There were issues with the audience being unable to hear audience questions; this was the especially noticeable in the SSH:

Sound was an issue - more amplification needed (Feedback card)

However, sound was also an issue in the Arena, where although there was usually a roaming microphone for audience questions, it didn't always get around the audience as quickly as the questions did.

Figure 8: Dance workshop

Events on the dance stages or the promenade performances had a different quality of interaction; one that was more physical and developed more gradually:

it was really good to have a little bit more, kind of connections with the audiences really [...] I delivered the workshop, the lecture and demonstration with <name> [...] actually quite a few people turned up, when we first started there was only about four or five I was thinking 'oh, how's this going to span out' but of course once you start and it all gets a little bit more active, physically active, a lot of people just stood and watched and were genuinely interested (Presenter 04)

The performance events (both promenade and theatre-based) promoted a quality of engagement not seen in the other venues, with extended interactions between performers and audiences; allowing performers to listen extensively as well as talk:

> *I liked that there was a somewhat interactive and performative aspect but that there was also time to talk with the artist about the work that they were doing and why they were doing it and so it was a nice kind of three-pronged experience* (Audience member 0011)

> [Q: what was your favourite aspect of the activity?]
> *Do you know I think it was ... being listened to so attentively and being encouraged to draw out a memory or something in your past and think about why you want to celebrate it and hold on to it* (Audience member 0012)

These events, especially the dance events, were notable in that they attracted more teenagers but also in that the participants were largely female. There was lots of laughter and active involvement and the performers' relationship with the audience was particularly personal and intimate.

3.7   The Wellcome Trust

A small number of audience members commented positively on the involvement of the Wellcome Trust; for example, on a feedback card that asked 'what was your favourite part of the activity?', one person said:

the association with the Wellcome Trust (Feedback card)

Similar comments came from interviews:

we came to some [events] *at Latitude last year which we absolutely loved so again were kind of looking out for Wellcome Trust things* (Audience member 0003)

I know a lot about what the Wellcome Trust does and the fact that they sponsor things like this [...] I think is a really good accolade for them and especially that because the tea and memory piece was very near to the science tent where they're having the talks I think, is really good (Audience member 0012)

4   Reflections and recommendations for future events

In this section the evaluators reflect on the successes and challenges of the Wellcome Trust strand at the Latitude Festival and offer some recommendations for the design of similar events in the future.

- **Size of the venues:** In general, the venues were appropriate for the activities. However, an overwhelming number of comments mentioned that the SSH was too small. It was clear that the organisers wanted an atmosphere of intimacy that encouraged dialogue but although all the events included a short time for questions, it was clear that audiences wanted more. While 'get a bigger tent' was a common request, the question is whether a bigger tent is always a better tent? It was noted that the audience was more relaxed and comfortable in the Literary Arena where they could sat on the carpet, rather than on chairs.

  Recommendation: a balance between a venue that feels intimate and relaxed but it is also big enough needs to be found. One solution would be to have a bigger tent designed to hold a slightly bigger number of people (around 60-70). If the organisers want to keep a smaller venue then a way of limiting the number of attendees needs to be considered. One method would be to use a system such as 'tear-off tickets' posted for each event outside the venue. This would mean that if someone gets a ticket they know they will be able to attend the activity. For the SSH it would be worth considering adopting the Arena seating format.

- **Location:** the location was appropriate and it was obvious that the events were popular. Nevertheless, a couple of comments pointed out to how difficult it was to find and the organisers pointed that the Wellcome Trust tent was the most asked for venue at the information point.

  Recommendation: Better signposting is needed, making it easier for participants to find the tent.

- **Programme:** There was no programme outside the tent which meant that the audience was not always aware of what activity was taking place or what time a specific activity would start, given that not everyone carries around the full festival programme.

  Recommendation: Placing a simple A-board programme outside the tent would be very beneficial for the audience and help make sure fewer participants miss out on events they want to attend.

- **Perceived importance of the activities:** the inclusion of science-based activities in the programme was warmly welcomed by participants. The audience was overwhelmingly positive about the activities and the speakers.

  Recommendation: Continue to include science as part of Latitude's programme.

- **Format:** The audience enjoyed all the activities, from the classic presentations, to interactive performances. Whilst some commented they would like to see more practical activities and workshops, many others mentioned that they would love to see longer presentations. Some participants enjoyed and very much welcomed being able to sit down, listen and then ask questions.

  Recommendation: All the formats worked well but new ones could be tested for presentations in future events. Workshops are a format that would work well in a festival like Latitude, where other types of workshops (literature, music, even knitting) have proved popular. Organisers could also consider introducing more dialogue-focussed activities, such as science cafes, promenade events with several presenters that the audience can circulate around at will and post-presentation 'talking points', where presenters move to a dedicated conversation area for a short time after their event.

- **Presenters:** Presenters were relaxed, friendly and confident. The majority were well prepared for the events and keen to engage with the audience as well as answer their questions. Being able to listen to people perceived as 'professionals' was seen as of value by the audience. Likewise, the opportunity to ask questions and have informal chats with the presenters was appreciated.

  Recommendation: Carefully choosing the speakers has paid off and should be continued in future festivals. Speakers that were confident, knowledgeable and approachable added great value to the audience's experience and to the Festival itself.

Appendix I - Team profile

The project was carried out by Dr Ann Grand and Dr Margarida Sardo. Two UWE MSc students assisted with data collection.

Dr Ann Grand (AG) is a Research Fellow at the SCU. Ann has evaluated various public engagement activities, including the Science for Environment Policy service, a researchers' event at a UWE Open Day (with MS), a pilot evaluation study into the capturing of research impact in a social science-focussed programme of events, the *Continuous Loop* project (funded by the Royal Academy of Engineering) and two projects for the Physiological Society. She is network co-ordinator for the international *Café Scientifique* network. Her research interests are in open science and public engagement mediated through digital technologies. (ann2.grand@uwe.ac.uk)

Role in the Project

> Support evaluation design
>
> Conduct event observations
>
> Conduct on-site interviews
>
> Supervise MSc students conducting snapshot interviews and autonomous feedback on site
>
> Co-lead data collation and analysis
>
> Co-lead on report

Dr Margarida Sardo (MS) is a Research Fellow at the SCU. Margarida has worked as an external evaluator for several projects including Guerrilla Science at the Latitude Festival, Maths Busking (Royal Institution) and a project on the involvement of policy-makers in informal settings. Her postdoctoral research was an in-depth public engagement project involving a thorough investigation of best practice in science communication within informal venues. (margarida.sardo@uwe.ac.uk)

Role in the Project

> Lead evaluation design
>
> Conduct telephone interviews
>
> Co-lead data collation and analysis
>
> Co-lead on report

Appendix II - Snapshot Interview Schedule

> Notes for interviewers:
>
> - *Make sure you obtain verbal consent and record it prior to commencing the interview.*
>
> - *Interviews are audio recorded. Keep a careful eye on the time (aim for 90 seconds to 2 minutes) and also how bored the interviewee is – cut the interview short if you're not getting much info out of them!*

Thank you very much for agreeing to participate. It won't take very long and I'd appreciate it if you could be as honest as possible about what you think about this activity.

Your comments will be made anonymous in all materials and since no personal information will be kept it's not possible to withdraw from the study.

Questions:

- What attracted you to this particular activity (not to the Festival in general)?

- How did you enjoy the activity?

- What was your favourite aspect of the activity?

- What was your least favourite aspect of the activity?

- What do you think the purpose of this activity was?

- Is there any way we could improve this activity for you?

- How do you feel about science more generally?

- Do you usually engage with science-based activities and events?

- Would you like to participate in this sort of event again?

Thank you very much for your time!

Appendix III - Observation schedule

Observation Details:
Location: Date: Time:

Observation Guide

Please use this guide to record as much as possible about the observation. If unobtrusive circulate around the room whilst performing the observation. Record the following observations over a **10-15 minute** time window.

Getting Started:
Estimated Audience Number: **Estimated Male/Female Ratio:**
Audience Type(families, groups of friends, couples, etc. and size of groups, multi-generational, age range?):
Any general pre-problems (accessibility, logistics, weather, scheduling, rowdiness, etc.)?
Getting finished:
Was the discussion curtailed or running out of steam?
Any general problems? (accessibility, logistics, weather, scheduling, rowdiness, etc.)?

The Activity	**Start Time:**	**End Time:**
Environment: (lighting, sound, props etc.)		
Presenters: (age, appearance, confidence, enthusiasm, activity levels etc.)		
Presenter Activity: (question-asking, body language, movement etc.)		
Activity type: (performance, presentation, discussion, experimental, etc.)		
Any other observations:		

Diagram of Venue: Please insert a diagram of the venue either before/after the observation here

Appendix IV – Interview Schedule – Researchers

> Notes for interviewers:
>
> - *Make sure participants read the information sheet and that you obtain written consent prior to commencing the interview.*
>
> - *The interview reference is written in the top right corner of the interviewee's consent form; quote this at the start of each interview (during recording).*

Questions:

Thank you very much for agreeing to participate in this interview. It won't take very long and I'd appreciate it if you could be as honest as possible regarding your views and thoughts about this activity.

1. Did you enjoy participating in this activity? Why?

2. What motivated you to participate in this event (Wellcome Trust at Latitude Festival)?

3. What did you think was the purpose of the event (Wellcome Trust at Latitude Festival)?

4. Did you have any contact with the audience both during or after the activity? If yes, how did the audience respond? e.g. did any of them approach you with questions or comments?

5. How easy of difficult was it to engage the audience in this activity?

6. What was your favourite and least favourite aspect of being involved in the activity?

7. In your opinion, what worked well?

8. And what didn't work so well?

9. How would you improve this activity?

11. Would you like to participate in a similar event again in the future?

Thank you for your time.

Appendix V - Evaluation plan

				Interview	Observation	Snapshots	Autonomous
Fri 18th	**Friday 18th**						
12:30	Them and Us	SS HUB	Panel	x	x		
13:00	Giving the right signals	ARENA	Panel			x	
13:45	Random Dance - Atomos	Waterfront	Performance			x	
14:00	Are you who you think you are?	SS HUB	Interactive	x	x		
15:30	Just what is it you are trying to say?'	SS HUB	Panel	x		x	
15:30	Random Dance - workshop	Dance East	Workshop			x	
17:00	Sex, Drugs & Rock n Roll: The Science of Hedonism	SS HUB	Presentation				x
22:20	Psychology of sleep	ARENA	Interactive		x		
Sat 19th	**Saturday 19th**						
11:00	How fit is your brain?	SS HUB	Panel	x		x	
11:00	What memory would you miss?	Forest	Interactive performance			x	
12:00	Freedom, secrets & lies	ARENA	Panel		x		
12:20	A journey round my skull	Little House	Performance			x	
12:30	Guilty feelings	SS HUB	Panel				x
13:00	Hidden truths	ARENA	Panel				x
14:00	Who are you really?'	SS HUB	Panel				x
14:00	Random Dance - workshop	Dance East	Workshop	x	x		
15:00	The secret life of you and me	Little House	Interactive performance			x	
15:30	A-Z of addiction	SS HUB	Presentation				x
17:00	Everyday risks	SS HUB	Presentation		x	x	
Sun 20th	**Sunday 20th**						
11:00	WT Breakfast	SS HUB	Panel			x	
12:30	Should you follow your gut?	SS HUB	Panel		x		
12:30	Random Dance - workshop	Dance East	Workshop				x
13:45	False memory archive	SS HUB	Film/panel/social media			x	
14:10	Secret you	ARENA	Panel/Activity		x	x	
16:00	Seeing it differently	SS HUB	Presentation/Activity	x		x	