

*This guide was developed as a training tool for intercept surveying at science festival events. This document can be adapted for your organizational use. This instrument was funded by NSF Grant # 1423050.*

Throughout the event, all researchers will use the same system to invite participation. Specifically, researchers will approach the fifth person/group to walk past them to invite them to share their feedback. If the person/group agrees, survey data will be gathered at that time. Once the survey has been completed, the researcher will start the process again by approaching the fifth person/group to invite their participation. Should a person/group choose not to participate, the researcher will start the counting process again.

Procedure for identifying participants:

- Once you are in your assigned spot, approach the fifth person/group you see to invite them to share their feedback.
- Offer to walk with them so that they don't have to stop. You can also hand them the tablet if they prefer.
- If you walk with them, return to your assigned spot once the data have been collected, and start the process again.
- If you approach someone who doesn't want to participate, start the counting process again and then approach the fifth person/group.

### Sample interaction:

Approach the fifth person/group and say, "Do you mind if I walk with you and ask some questions about the Science Festival?"

#### If they say No:

Thank them anyway. Say something like, "OK, thanks anyway. Enjoy the rest of your day."

#### If they say Yes:

Identify one person in the group to talk to; anyone over the age of 14 is eligible to participate. Try to get a mix of participants – that is, those of different ages, gender, race/ethnicity. You can use comments such as:

"I'm only supposed to talk to one person per group, so how about you [indicating the person you have selected]."

"Great – I haven't talked to any teenagers yet today, so is it OK if I get your feedback [indicating a teen in the group]?"

"The last few people I talked to have been women, so why don't I talk to you [indicating a male in the group]."



Once you have determined who will complete the survey, give them the option of telling you their feedback or stopping to complete the survey themselves. Say something like, “I am happy to walk with you to ask my questions or you can stop and fill it out yourself – do you have a preference?”

Gather feedback from only one person per group (i.e., the person who answered the screener questions). If others start providing feedback, acknowledge them but do not record their responses. If others give their ratings before the person you are trying to gather feedback from, try to re-direct the conversation back to your participant by saying “OK, and what do you think?” or “Do you agree with that rating or would you pick something different?”

If you come across someone who isn’t having a good day/time at the event, try to be sympathetic and be a good listener. Say something like, “I’m sorry things haven’t been going that well today, but I’m glad you’re sharing this feedback – it will be really helpful for the event team to hear.”

At the end of the survey, thank them for their time/effort: “Thanks so much. Enjoy the rest of your day.”

Other options for introductory statements as you approach a person/group:

- Would you like to share feedback on today’s event?
- Hi – can I ask you some questions about the Science Festival?
- How is your day going? [wait for a response] Do you mind if I ask you some questions about the Science Festival?

### Administering the Survey

- All intercept survey data will be collected electronically, via tablet.
- Have the survey form loaded and ready to go when you approach a person/group to invite them to complete the survey.
- People typically collect between 10-20 surveys per hour. Keep this total in mind as you go to pace yourself.

### Survey of North Carolina Science Festival Attendees

[Suggestions for administering each item in verbal form are provided below, in brackets, directly before each question. The goal is to make the survey as quick and conversational as possible. Feel free to use your own transitions as you move from question to question so that you are comfortable with the flow of the survey.]



### NCSF Attendee Survey Core Questions

[Feel free to start with something generic like, “OK – here we go” or “Our first question is.” Read the question and the response options.]

#### 1. Did you know that today’s event is part of <insert STEM-oriented event name here>?

Yes  No

**If yes: Have you attended any other Festival events this year?**

Yes  No, but plan to  No

[Read the question and only indicate the responses that people say. You do not need to read the responses options, just check off the answered provided.]

#### 2. How did you hear about the North Carolina Science Festival? (Check all that apply.)

- |  |  |
|--|--|
| <input type="checkbox"/> Through school                | <input type="checkbox"/> Radio   |
| <input type="checkbox"/> Through work                  | <input type="checkbox"/> TV  |
| <input type="checkbox"/> Personal recommendation       | <input type="checkbox"/> North Carolina Science Festival website/e-mail    |
| <input type="checkbox"/> Newspaper                     | <input type="checkbox"/> Other websites (e.g., news, local event listings) |
| <input type="checkbox"/> Flyer/Poster/Banner           | <input type="checkbox"/> Social network website (e.g., Facebook, Twitter)  |
| <input type="checkbox"/> Postcard in the mail          | <input type="checkbox"/> Didn’t know event was part of Festival            |
| <input type="checkbox"/> Other; <i>please explain:</i> |  |

#### 3. How long have you been at today's event?

> 5 mins  6-15 mins  16-30 mins  31-45 mins  46-60 mins  61-90 mins  91+ mins

[This next statement is important and should be read to all participants to help them know what we are talking about in the questions that follow.]

**The next items ask you about STEM, which stands for Science, Technology, Engineering, and Math.**

[Set the stage before you begin this one. Say something like, “For the next several questions, I’m going to ask you to use the same five-point scale to rate the success of today’s event in different areas. Your options are: Strongly Agree, Disagree, Neutral, Agree, or Strongly Agree.” Then read the prompt (i.e., “At today’s event”) and the first item. Don’t feel that you need to repeat the prompt for each question. Repeat the scale, as needed, as you move from item to item.]



At today's event:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4. I learned something new.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I felt inspired by something I did in STEM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[To transition, say something like: "Now I have some questions about things you might have done as part of today's event." Read the questions.]

6. Did today's event make you more aware of how STEM is a part of your life?

Yes  No

7. In the past year, I interacted with someone who works with science or engineering.

Yes  No  Not Sure

8. At today's event, I interacted with someone who works with science or engineering.

Yes  No  Not Sure

[Since we are nearing the end, you might say something like, "Okay – we're in the home stretch." Read the question and the response options.]

9. How would you rate today's event overall?  Poor  Fair  Good  Very Good  Excellent

Why did you pick that rating? [Type their response verbatim, if possible]

[People typically prefer to answer demographic questions on their own, so at this point, say something like, "The last few questions are about you, so I'm going to let you answer these yourself." Hand over the tablet if your participant seems willing to take it. If not, read them each question and the answer options.]

*<Insert STEM-oriented event name here> has a goal to serve all members of our population across the entire state. Please answer the following questions to help us track our progress.*

10. Are you attending the festival with one or more children age 18 or younger?

Yes  No

11. Are you:  Male  Female

12. How old are you?  <14  15-17  18-24  25-34  35-44  45-54  55-64  65+



**13. What is the highest degree you have earned?**

- Less than High School       Associates/2-year       Master's  
 High School       College/4-year       Ph.D./Professional

**14. What is your race/ethnicity?**

- American Indian or Alaska Native       Hispanic or Latino/a  
 Asian       Native Hawaiian or Other Pacific Islander  
 Black or African American       White or Caucasian  
 Other; *please describe:*       Prefer not to answer

**15. What is your ZIP code?** \_\_\_\_\_



UNC  
MOREHEAD PLANETARIUM  
AND SCIENCE CENTER



karen peterman  
CONSULTING

