

**Research summary of the 10th Science Picnic of the BIS Polish Radio
3rd June 2006, New Market Square and Podzamcze, Warsaw**

Warsztaty Analiz Socjologicznych (Workshops of Sociological Analyses) designed and conducted the research of the 10th Science Picnic.

The aim of the research was to investigate:

- a) the socio-demographic profile of the visitors,
- b) their reasons for coming to the Picnic as well as their expectations towards the event,
- c) public evaluation of the Picnic, general and detailed, concerning selected elements.

The objective was also to verify the following hypotheses:

- 1) The experience gained by the visitors at the Science Picnic has a positive effect on the level of their knowledge, which results in the growth of their willingness to widen this knowledge on their own.
- 2) Taking part in the Science Picnic impacts the way its visitors perceive the role of science in the contemporary society.

The results of the research show that the Science Picnic is visited mostly by the public under 30 years old (58,1%). A numerous group is formed by students (46,2%). The Picnic visitors are very well educated – 76,3% of them declare having at least secondary education. Warsaw inhabitants constitute almost 75% of the public.

The most common reason for coming to the Picnic is "a wish to spend Saturday in an interesting way" (58,35%), as well as "a willingness to widen knowledge" (50,05%). Every third person underlines the variety of presentations. The Picnic is perceived as a family event – 35,4% of the respondents indicate their case as a "family trip to the Picnic".

The results of the research carried out at the 10th Science Picnic show that the event is viewed very positively (average note = 4,96). The visitors come back in large numbers - 47,5% of this year public were people who visited the Picnic for at least the second time. Almost 90% of the respondents declare they will come to the Picnic next year.

The Picnic fulfills the task of science dissemination - 76,8% of the researched visitors feel that the level of their knowledge has increased. In most cases it concerns fields such as physics (53,4%), new technologies (41,9%), chemistry (36%), biology (27,5%) and archaeology (23,3%).

Influenced by the Picnic, 57,3% of the visitors change their opinion about the role of science in society. 100% admit that the Science Picnic is a good way to promote science in society. The visitors often declare that after the Picnic they will be eager to see a popular scientific programme on television (83,8%), listen to a similar programme on radio (60,95%), visit a museum or an exhibition (71%).

People who come to the Picnic identify themselves as "interested in the determined stands and presentations" (36,8%) and a "family trip to the Picnic" (35,4%). This confirms the adequate identification of the Picnic as a scientific event where everyone can find something interesting to learn about.

The most often mentioned source of information about the Picnic are friends and colleagues (34,1%). The second one is radio (21,3%), the third one are billboards (19,1%) and the fourth one are leaflets (17,9%).

The visitors view the Picnic positively and say that the first recommended change should be "to prolong the Science Picnic to two days" (58,3%). The stands prepared by the foreign institutions arouse large interest, so it is obvious that the second recommended change (48,3%) is "to invite more scientists from other countries". The next change should be "to increase the number of presentations and plays for children" - 31,3% of the respondents express this need.

The results of the research show that the Picnic is a valued event. The visitors view positively the idea of science dissemination during an all-day outdoor event. Coming to the Picnic is a good opportunity to spend a whole day in an interesting way with their families, widen their knowledge and get to know a scientist's workshop.