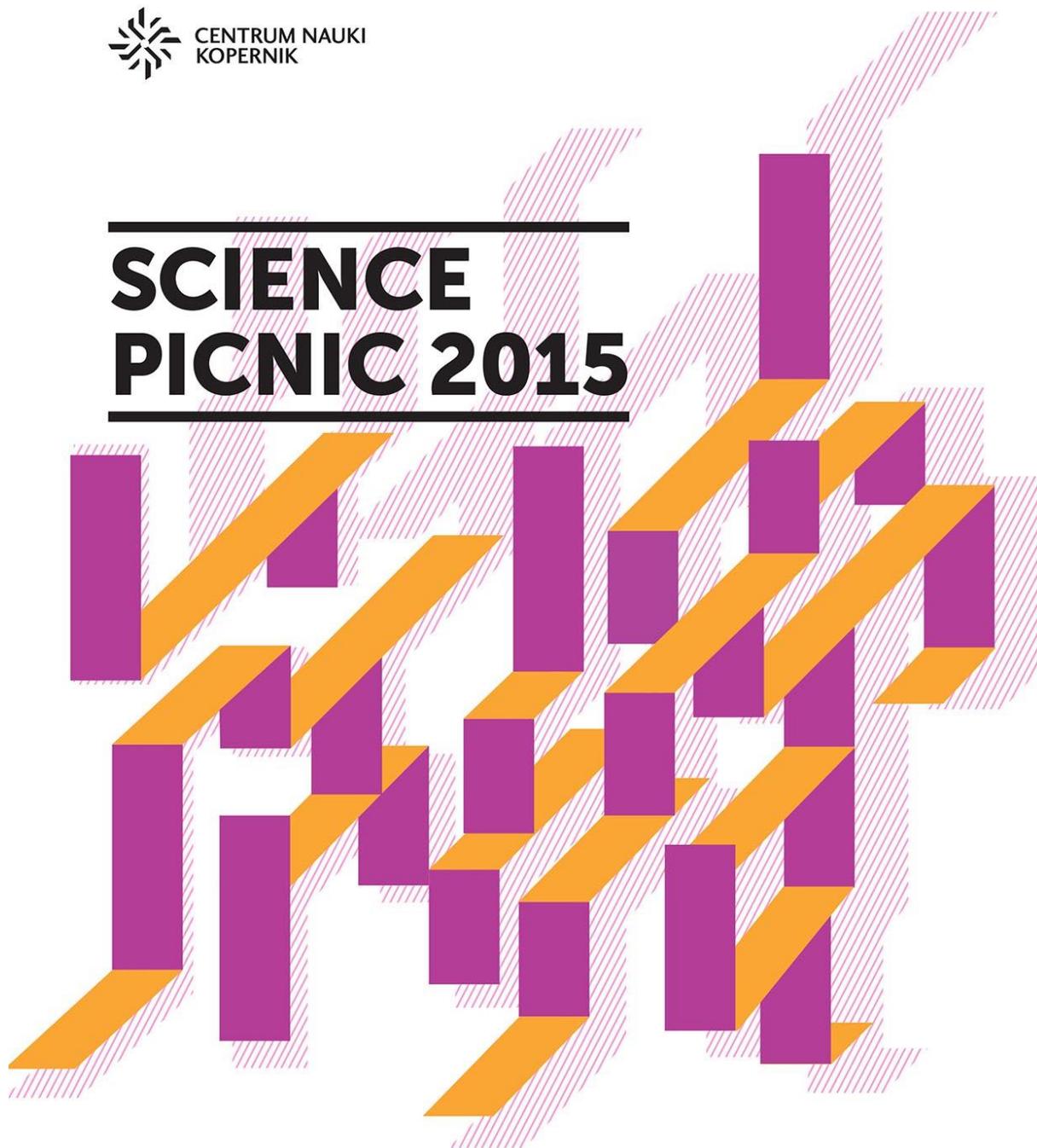

SCIENCE PICNIC 2015



Summary of the evaluation
report, by Public Opinion
Research Center for
Copernicus Science Center

June 2015

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INTRODUCTION

The Science Picnic of Polish Radio and the Copernicus Science Centre is the largest outdoor event popularizing science in Poland. The Picnic was held at the National Stadium in Warsaw in 2015. Over one hundred thousand people participated in it, visiting exhibit stands set up by nearly two hundred science and research institutions. This document presents some basic survey data concerning the nineteenth edition of the Picnic, its evaluation as well as its perception by the public.

INFORMATION ABOUT THE SURVEY

The survey was conducted on May 9th, 2015 at the request of the Copernicus Science Centre by the Public Opinion Research Centre at the National Stadium on a sample of 1000 participants of the 19th Science Picnic. The survey was carried out from 12:00 noon to 8:00 pm. Opinions about the Science Picnic were collected among its participants aged over 10. Only people who had completed their tour of the site and left the National Stadium were questioned.

- The sample group was selected by the "customer flow" method, with respondents being selected by interviewers at 6 exit gates. Approximately 125 interviews were carried out per hour. Given that the Science Picnic was a mass public event, this controlled principle of systematic sampling was used (instead of stratified sampling) to ensure broad dispersal of the sample group.
- This sample group cannot be considered as representative for all the Picnic participants, because the parameters for the entire population participating in the event are unknown. Nevertheless, the selection principle ensured that the people surveyed belong to different social groups, and thus it enables one to conclude which traits, opinions and attitudes are predominant or only sporadic.
- Surveys were carried out using two methods, depending on the age of a given respondent and on how they reacted. Some of them filled out the questionnaire on their own – if they so wished – whereas others, especially the youngest participants, were interviewed by the survey researcher directly.

A SOCIO-PSYCHOLOGICAL PORTRAIT OF 2015 PICNIC PARTICIPANTS

SOCIO-DEMOGRAPHIC CHARACTERISTICS

The Science Picnic is an attractive event to both men/boys and women/girls. In Poland, women account for more than half of society (51.6%) and more women than men have higher education, so it comes as no surprise to find that female participants predominate in a large-scale mass event devoted to science and education.

Sex		2014	2015
	Man/boy	44.9%	41.6%
	Woman/girl	55.1%	58.4%

The Science Picnic is to a large extent a cross-generational event. Young people, of school or university age, make up the largest share of participants. If participants are middle-aged, they usually attend together with children (usually of school age, averaging 14 years old, with median age 13 years and mode 10 years).

Age		2014	2015
	up to 15 years	12.7%	7.3%
	16–18 years	13.7%	13.3%
	19–24 years	12.9%	14.5%
	25–34 years	18.2%	19.6%
	35–50 years	24.4% <i>With 17.9% being people who came with children</i>	28.5% <i>with 20.2% being people who came with children</i>
	51–65 years	11.6%	9.6%
	over 65 years old	4.5%	3.5%
	no data/refusal	2.0%	3.7%

In terms of their place of residence, the breakdown of 2015 Picnic participants is almost the same as for 2014:

- Residents of the smallest districts of Warsaw (Wilanów, Wesoła and Rembertów – each with approx. 25,000 inhabitants) account for the smallest share of Warsaw inhabitants attending the Picnic, residents of the city's the largest districts (Mokotów, Praga Południe and Ursynów – each with above 144,000 inhabitants) for the largest share.
- A significant share of Picnic participants live outside Warsaw proper or outside its metropolitan area. Residents of all Poland's provinces (voivodeships) are represented among this group, but such attendees are most often residents of the Masovian Voivodeship (the province surrounding Warsaw).

Individuals attending school or university account for one in three attendees (32.9% in 2014 and 31.1% in 2015). Most attendees who are no longer furthering their education hold higher-education degrees¹. Such visitors slightly more often hold degrees in the humanities, social sciences, or economics than in the technical or natural sciences, a fact that can be interpreted in two ways.

- Firstly, as confirming the universality of the Picnic, which is not an event addressed to specialists or people interested in one particular field of science.
- Secondly, as a reflection of the fact that among the Polish population at large, people do more prevalently hold degrees in the humanities, social sciences, or economics than in the technical or natural sciences.

A VISIT TO THE COPERNICUS SCIENCE CENTRE

Two-thirds of Picnic participants had already been to the Copernicus Science Centre (59.8% in 2014 and 65.8% in 2015). There were not any differences between men and women in this regard. Among young people (below 18 years), it is essentially commonplace to have visited the Centre.

- A significant shift in the age breakdown of Copernicus Science Centre visitors was observed in 2015. The percentage of older visitors increased. The Centre has probably become a place eagerly visited also by people who are no longer furthering their formal education. This may be due to the attractiveness of what the Centre has to offer adults or other factors unidentified in this study.

¹ Nationwide, people with higher-education degrees constitute 17.0% of Poland's population (Central Statistical Office Demographic Yearbook 2014).

HOBBIES AND PASSIONS

We can flesh out our portrait of Picnic participants with some information about their hobbies and passions, and on this basis we can observe a certain impact exerted by the annual Picnic theme. In 2014, when one of the attractions of the event was a presentation of the fastest car in the world and an automotive industry zone, cars were the more frequently mentioned hobby, whereas in 2015 they made a much weaker showing.

- In 2015, as in 2014, more than 200 different interests were listed, which demonstrates that Picnic participants are people with diverse tastes and passions.
- Participants consistently listed various forms of involvement in culture and interests in mathematics and natural sciences, with interests of this sort being mentioned most often in relative terms. However, such as cars, for instance, are likely to be variable elements in the breakdown of audience hobbies/passions, at least partly hinging upon the Picnic's annual theme and the selection of exhibitors.

PARTICIPATION IN EARLIER SCIENCE PICNICS

- The 19th Science Picnic attracted (as usual) many new participants and numerous regular visitors. Of them, 9.3% are people who attended the Picnic for the fifth time or more.
- Devoted Picnic attendees, i.e. those who had been to all or almost all Picnics (18 or 19), constituted 0.7% of this year's participants.
- The Science Picnic remains a very attractive form of interaction and contact with science, reaching out to consecutive age groups with its mission. Like in 2014, in 2015 more women/girls than men/boys participated in the Picnic for the first time. The differences, however, are not statistically significant and the notion that the Picnic might be "growing more feminine" was not corroborated.

PICNICS AS AN INSPIRATION TO BECOME INTERESTED IN SCIENCE

All participants who were not attending the Picnic for the first time were asked whether the earlier editions of the event had piqued their interest in any field of science or the scientific method, or had inspired or encouraged them to do anything. The breakdown of answers has not changed from 2014 to 2015: in both surveys, such respondents most often recalled a specific field of science they had taken an interest in. In the next most common type of response, participants described various ways previous Picnics had influenced their attitudes and behaviour, their own and/or their families' lives. This influence was multifaceted. Some participants had felt encouraged to broaden their knowledge or to learn science. In others a passion for learning was aroused. Some of them felt encouraged to choose a science-related education profile at school or a science major at university. Others mentioned gaining new teaching methods for their own children or children at school (if a respondent was a teacher). Some participants felt inspired to experiment on their own or to tap into the scientific literature, etc. A similar percentage of respondents did not give any specific answer.

MOTIVATION FOR PARTICIPATION

What motivated you to come to this year's Picnic? ² Please mark up to three answers.	
To search for something interesting, stimulating food for thought,	40.9%
It's a nice way to spend free time	33.5%
I wanted to see what the Science Picnic looks like	27.5%
To enjoy the fact that science is interesting and unusual	22.1%
To break away from everyday affairs, step into a different world	19.6%
I wanted to make my child / my children interested in science	19.0%
I wanted to broaden my knowledge and understanding of science	17.3%
I wanted to learn more about things which I find interesting or am passionate about	14%
I have a tradition of coming to the Picnic	13.8%
I wanted to see the National Stadium	13.8%
I did not make earlier plans to come to the Picnic; I decided to come on the spur of the moment	7.7%
The children wanted to come to the Picnic	7.2%
I wanted to sense the energy of the people at the Picnic and recharge my batteries	6.7%
The theme of the Picnic corresponds with my professional interests – I am a scientist	3.9%
Coming to the Picnic is simply something that one should do	1.9%
No data	0.7%

The two most frequently chosen replies: *to search for something interesting, stimulating food for thought* and *it is a nice way to spend free time* are types of motivation specific or characteristic for interest in science. In this respect, results were similar to 2014. Given that this was a multiple-choice type of question, we calculated how many respondents chose at least one out of the five answers that denoted strictly science-related kinds of motivation. As it turned out, nearly half of all respondents, or 48.8%, had indicated at least one of the following responses: *to enjoy the fact that science is interesting and unusual, I wanted to broaden my knowledge and understanding of science, I wanted to learn more about things which I find interesting or am passionate about, I wanted to sense the energy of the people at the Picnic and recharge my batteries, and the theme of the Picnic corresponds with my professional*

interests – I am a scientist). Only the National Stadium proved as great an attraction as it had been in 2014. Additionally:

- Women (20.0%) more often than men (13.5%) indicated an eagerness to their broaden own knowledge and understanding of science.
- Much more frequently than other age groups, 35- to 50-year-olds named a desire to make a child interested in science (45.6%). At the same time, they stated the least often that they wanted to learn more about things they themselves find interesting or are passionate about (6.7%).
- The Picnic was seen as a nice way to spend leisure time more often for younger people (up to 34 years) than for the oldest participants (aged 66 and above).
- A desire to broaden one’s own knowledge and understanding of science served as motivation more often for people of *educational age* (up to 24 years) and for the oldest attendees (older than 66 years) than for participants who finished their period of intense education and are probably busy in their jobs (25–65 years).
- It is mainly citizens of Warsaw and its metropolitan area who cultivate a tradition of coming to the Picnic.
- The opportunity to see the National Stadium is the most common motivation for people living outside Warsaw and its metropolitan area.

	male	female
To search for something interesting, stimulating food for thought,	43.8%	38.9%
To break away from everyday affairs, to step into a different world	17.5%	21.1%
I wanted to feel the energy of the people at the Picnic, recharge the batteries	6.7%	6.7%
To enjoy the fact that science is interesting and unusual	22.1%	22.1%
I wanted to see what the Science Picnic looks like	26%	28.6%
I have a tradition of coming to the Picnic	16.3%	12%
I wanted to broaden my knowledge and understanding of science	13.5%	20%
I wanted to make my child / my children interested in science	16.8%	20.5%
I wanted to learn more about things which I find interesting or am passionate about	13.7%	14.2%
The theme of the Picnic corresponds with my professional interests – I am a scientist	4.1%	3.8%
It's a nice way to spend free time	33.9%	33.2%
Coming to the Picnic is simply something that one should do	2.6%	1.4%
The children wanted to come to the Picnic	7.2%	7.2%
I wanted to see the National Stadium	14.9%	13.0%
I did not make earlier plans to come to the Picnic; I decided to come on the spur of the moment	7.7%	7.7%

PEOPLE WHO ACCOMPANIED THE RESPONDENTS

The Picnic is both a family and social event, which is attended in the company of friends or partners.

Who did you come with to the Picnic? Please mark all the appropriate answers.	2014	2015
with my spouse (husband/wife)	18.8%	19.7%
with my partner	14.3%	17.2%
with my father	4.3%	3.9%
with my mother	5.5%	4.2%
<i>with both of my parents</i>	2.3%	1.9%
with my child/children	25.3%	29.6%
with my siblings (brother/sister)	7.2%	7.2%
with distant family (aunt/uncle, etc.)	2.7%	2.7%
with friends, colleagues, acquaintances	31.3%	24.4%
with someone else	5.5%	4.3%
I came alone	12.5%	13.4%

NOTE: The respondents were people aged 10+, i.e. including children, hence the share of responses about attending the Picnic with the respondent's father/mother.

TIME SPENT AT THE PICNIC

Respondents were asked about the exact time of their arrival at the Picnic, then the time of the interview was noted down. On the basis of this information, the time they had spent at the event was calculated. The largest share of respondents had spent 2 hours or more at the Picnic.

		2014	2015
Time spent at the Picnic	up to an hour	5.1%	5.3%
	more than 1–2 hours	26%	22.5%
	more than 2-3 hours	29.3%	33.3%

	more than 3-4 hours	20.9%	19.3%
	more than 4 hours	18.7%	19.4%
	No data	0.0%	0.2%

The most time was spent at the Picnic by those participants who were looking for something inspiring, energizing (*to search for something interesting, stimulating food for thought*) or whose motivation was strictly science-related (*to enjoy the fact that science is interesting and unusual, I wanted to broaden my knowledge and understanding of science*) or who were motivated by a desire to educate their child. People who are "regular visitors" at the Picnic also spent a lot of time there (with statistically significant differences in average duration).

Motivation for participation	How much time did you spend at the Picnic? (in hours and minutes)			
	Average	Median	Mode	Standard deviation
To search for something interesting, stimulating food for thought,	3:05	2:45	2:00	1:31
To break away from everyday affairs, to step into a different world	2:55	2:35	3:00	1:26
I wanted to sense the energy of the people at the Picnic and recharge my batteries	2:40	2:22	2:00	1:16
To enjoy the fact that science is interesting and unusual	3:11	2:45	2:30	1:32
I wanted to see what the Science Picnic looks like	2:45	2:30	2:00	1:19
I have a tradition of coming to the Picnic	3:20	2:51	2:30	1:36
I wanted to broaden my knowledge and understanding of science	3:15	2:50	2:20	1:35
I wanted to make my child / my children interested in science	3:31	3:20	2:00	1:37
I wanted to learn more about things which I find interesting or am passionate about	2:48	2:36	2:00	1:15
The theme of the Picnic corresponds with my professional interests – I am a scientist	2:46	2:35	3:40	1:20
It's a nice way to spend free time	2:52	2:31	2:20	1:21
Coming to the Picnic is simply something that one should do	3:07	2:30	2:30	1:46
The children wanted to come to the Picnic	3:13	2:54	2:00	1:33
I wanted to see the National Stadium	2:38	2:20	2:00	1:18

I did not make earlier plans to come to the Picnic; I decided to come on the spur of the moment	2:23	2:15	1:30	1:25
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An analysis of visit duration based on socio-demographic factors showed that age is a differentiating factor. The longest period of time was spent by the youngest participants (below 15 years of age), people with children (30 to 35 years of age) and slightly older people (51 to 65 years of age). All other differences are statistically insignificant.

SCIENTIFIC COMPETENCES OF PICNIC PARTICIPANTS

Most Picnic participants do not deal with science or with its direct practical application on a daily basis. Among attendees holding higher-education degrees, however, one in every four is in some way associated with science (23.2%); this dependency is statistically significant.

Are you a scientist or do you work/cooperate with a company/institution which directly uses achievements of science?	I am a scientist	4.2%
	I work/cooperate with a company/institution which directly utilizes the achievements of science	9.5%
	No – my job has nothing to do with the scientific sector in its broad sense	44.7%
	Not applicable – I do not work, I'm a school pupil / university student / pensioner	38%
	Another answer	3.1%
	No data	0.5%
	In total	100%

CHOOSING FROM WHAT THE PICNIC HAS TO OFFER

THE MOST INTERESTING THEMES

Most of the exhibitors represented natural or technical sciences, and this offer was appreciated by the participants of the Picnic. Data obtained from the survey among the exhibitors and the participants' preferences are amazingly consistent. The specialty of the greatest number of exhibitors was Physics, which was the most interesting theme to the Picnic visitors. The order of the other branches of science is also considerably coherent with an exception of History, which many participants find interesting and which was represented at the Picnic only by the Institute of National Remembrance (pol. IPN).

Branch of science represented by exhibitors (data from interviews conducted among exhibitors)		Which themes at this year's Picnic were the most interesting for you, the themes you devoted most of your time to?	
Physics	23.5%	Physics	35.7%
Engineering / robotics / drones etc.	17.0%	Engineering / robotics / drones etc.	27.9%
Biology and biotechnology / medicine	16.1%	Chemistry	26.5%
Chemistry	13.0%	Biology and biotechnology / medicine	23.1%
Archaeology	7.8%	History	13.7%
Social Sciences	6.5%	Archaeology	13.2%
Mathematics	5.2%	Art	10.8%
Art	4.3%	Mathematics	8.6%
History	3.9%	Social Sciences	7.5%
Geology / Geography	2.2%	Geology and geography	7.1%
Linguistics and literature	2.2%	Linguistics and literature	6.7%
Economic Sciences	0.9%	Economic Sciences	3.4%
another field, <i>including:</i>	16.5%	Nothing was interesting to me at this year's Picnic	2.8%
<i>other exact / natural sciences, such as astronomy, molecular biophysics, computer science</i>	5.7%	other topics including:	8.7%
<i>other humanities / social sciences, such as philosophy, culture, speech therapy</i>	5.2%	<i>other detailed questions pertaining to physics and other exact sciences</i>	2.0%
		<i>life sciences (such as ecology, natural history, oceanarium)</i>	1.0%
		<i>other detailed questions pertaining to social sciences / humanities</i>	1.0%

		<i>Radio / journalism / mass media</i>	0.9%
		<i>Other detailed questions pertaining to engineering/technology</i>	0.5%
I don't deal with any field of science	5.7%	no available data	0.1%
no available data	0.4%		

A multiple-choice question (in both samples)

CONTACT WITH SCIENTISTS AND SCIENCE POPULARIZERS

Half of the respondents (50.3%) in 2015 took advantage of the opportunity to engage in direct contact with scientists and science popularizers, which is one of the key objectives of the Picnic. This represented a considerable change for the better as compared to the previous year's figure, even though the level of such declarations was already then considered relatively high (40.2% of respondents).

Like last year, middle school pupils were the least eager for such direct contact (excluding vocational school students here, as there were only three of them in the sample) whereas the most active ones were primary school pupils, people aged from 35 to 50 years (with children), and those with higher education.

The results for 2015 turned out to indicate that women/girls may also be less active: more than half of them did not talk to any scientist at the Picnic. All of the aforementioned differences are statistically significant.

		2014	2015
Did you talk directly to any of the researchers/popularizers of science presenting some phenomena or experiments? Did you ask them any questions?	Yes, to one of the scientists/popularizers of science	25.1%	17.9%
	Yes, to more than one scientist/popularizer of science	15.3%	32.4%
	No, to none	59.1%	48.4%
	No data	0.5%	1.3%

As a follow-up to this, responders were asked *With whom did you talk?* and asked to name the scientists/popularizers of science themselves, or their institution, or the field that they dealt with. Generally, people's names were rarely remembered, the name of an institute or university was mentioned more often, and a subject or field of science was named most frequently. The list of such fields is similarly extensive as in 2014 (with over 200 different items).

- In both 2014 and 2015, conversations about natural sciences (especially physics and chemistry) and technical sciences were most prevalent. Among representatives of social sciences, archaeologists were the most popular.
- A certain percentage of respondents were unable to give any information about the conversation they said they had with a scientist/popularizer, and their declarations were probably unreliable (9.1%).

		2015			
		Did you talk in person to any of the researchers/popularizers of science presenting any phenomena or experiments at the Picnic? Did you ask them any questions?			
		Yes, to one of the scientists / popularizers of science	So, to more than one scientist / popularizer of science	No, to none	no available data
Sex	Male	19.0%	35.1%	44.5%	1.4%
	Female	17.1%	30.5%	51.2%	1.2%
Age	up to 15 years	11.0%	27.4%	61.6%	0.0%
	16–18 years	25.6%	28.6%	45.9%	0.0%
	19–24 years	14.5%	30.3%	55.2%	0.0%
	25–34 years	14.8%	24.5%	59.2%	1.5 %
	35–50 years	15.4%	45.3%	36.8%	2.5%
	51–65 years	24.0%	27.1%	47.9%	1.0%
	over 65 years old	22.9%	34.3%	37.1%	5.7%
Education (completed)	below secondary	13.6%	18.2%	63.6%	4.5%
	secondary/post-secondary education (below undergraduate)	17.1%	25.1%	56.0%	1.7%
	Higher	18.0%	39.0%	41.6%	1.5 %
Education Level	attends a primary school.	9.5%	47.6%	42.9%	0.0%
	attends a middle school	11.9%	23.8%	64.3%	0.0%

	attends a secondary school	28.4%	30.5%	41.1%	0.0%
	attends a basic vocational school	33.3%	0.0%	66.7%	0.0%
	studies at a college or university	16.7%	28.7%	53.7%	0.9%
Place of residence	Warsaw	18.5%	34.0%	46.4%	1.1%
	Warsaw Metropolitan Area	17.8%	31.1%	50.0%	1.1%
	Outside Warsaw and outside the Warsaw Metropolitan Area	15.6%	27.1%	55.3%	2.0%

PICNIC IMAGE

For the first time in 2015, questions were asked about the Picnic's public perception. Responders were asked to evaluate two statements were of a positive character (*The Picnic is a unique event ..., it enjoys a well-deserved popularity*) and two of a negative character (*The Picnic is not scientific enough..., there are too many exhibitors, for whom it is only a form of advertising*).

For the positive statements there were no significant differences of opinion; the vast majority of visitors see the Picnic as exceptional and deserving its popularity.

	I strongly disagree	2	3	4	I strongly agree	No data
The Picnic is a unique event, popularizing science, nothing can replace it	3.1%	4.8%	15.6%	28.2%	46.8%	1.5%
The Picnic enjoys a well-deserved popularity	2.7%	4.1%	8.6%	23.9%	58.4%	2.3%
The Picnic is full of institutions/exhibitors, for whom it is only a form of advertising	14.5%	22.4%	25.5%	16.8%	18.6%	2.2%
The Picnic is not scientific enough – it is too similar to a festival	25.2%	24.7%	20.6%	15.8%	10.6%	3.1%

EVALUATION OF THE PICNIC 2015

OVERALL EVALUATION OF THE 19TH PICNIC

The breakdown of the overall evaluations given in 2014 and 2015 year is very similar: there were few dissatisfied people among the Picnic's participants and positive reviews of the event predominated, although in 2015 there was a greater disparity between the highest ratings, i.e. "very interesting", and satisfactory ones, i.e. "quite interesting".

		2014	2015
In general, how do you rate the program of this year's Picnic?	Very interesting	38.4%	29.5%
	Quite interesting	39.9%	41.8%
	A part of the program was interesting and a part of it uninteresting.	17.5%	22.0%
	Not very attractive	1.9%	2.7%
	Completely uninteresting	0.2%	0.7%
	It is hard to say	1.9%	3.3%
	No data	0.2%	0.0%
	In total	100%	100%
	Average rating on a scale from 1 (completely uninteresting) to 5 (very interesting)	4.17	4.00

Since the vast majority of participants view the Picnic's programme positively, there is not much variation in the opinions. Age plays a certain role: the youngest participants (up to 15 years) and older ones (over 35 years) gave the 19th Picnic better ratings. Current level of education does as well: university students assessed the Picnic as worse, while middle school and primary school students gave higher ratings.

EVALUATION OF KNOWLEDGE TRANSFER METHODS USED

Picnic participants are great supporters of experimental methods carried out under the supervision of a scientist and of demonstrations. Also, independence and manifestation of one's own ingenuity was highly valued, but not as highly as the first two aforementioned methods. Conversing with a scientist is rated even more poorly: evidently some people experience a certain barrier here (A competence-related one? A communication-related one? It is difficult to theoretically decide). Passive methods of knowledge transfer are the least valued. The structure of responses in the two surveys is almost identical.

Evaluation of the method	worthless, not encouraging to broaden one's knowledge	2	3	4	very valuable, encouraging to broaden one's knowledge	No data
A show or display (a scientist conducts an experiment themselves, visitors watch it)	3.6%	5.1%	14.3%	24.8%	50.4%	1.8%
Experiments (visitors carry out certain experiments themselves, under the supervision of a scientist)	2.1%	3.1%	7.8%	19.6%	65.5 %	1.9%
Free activities (a scientist generally instructs on what can be done, the invention depends on the visitors, e.g. games, workshops)	2.3%	6.8%	16.6%	26.2%	45.1%	3.0%
Conversation with a scientist	3.0%	6.6%	19.4%	28.9%	38.7%	3.4%
A lecture (a longer one, minimum 15 minutes long scientist's statement)	9.6%	23.8%	29.1%	18.0%	14,8%	4,7%
Leaflets, posters (lie or are placed on a stand, you can read them yourself)	15.4%	26.4%	24.2%	15.9%	15.8%	2.3%

MORE INFORMATION ABOUT THE STUDY

More information about the results of the evaluation of the 19th Science Picnic can be obtained from the Department of Evaluation and Analysis of the Copernicus Science Centre.

Researchers and interested persons are asked to contact us at: ewaluacja@kopernik.org.pl