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Robot Thought evaluation summary 3

Venue: Techniquest, Cardiff

Robot experts: Open University

Dates: 17-25 February 2007

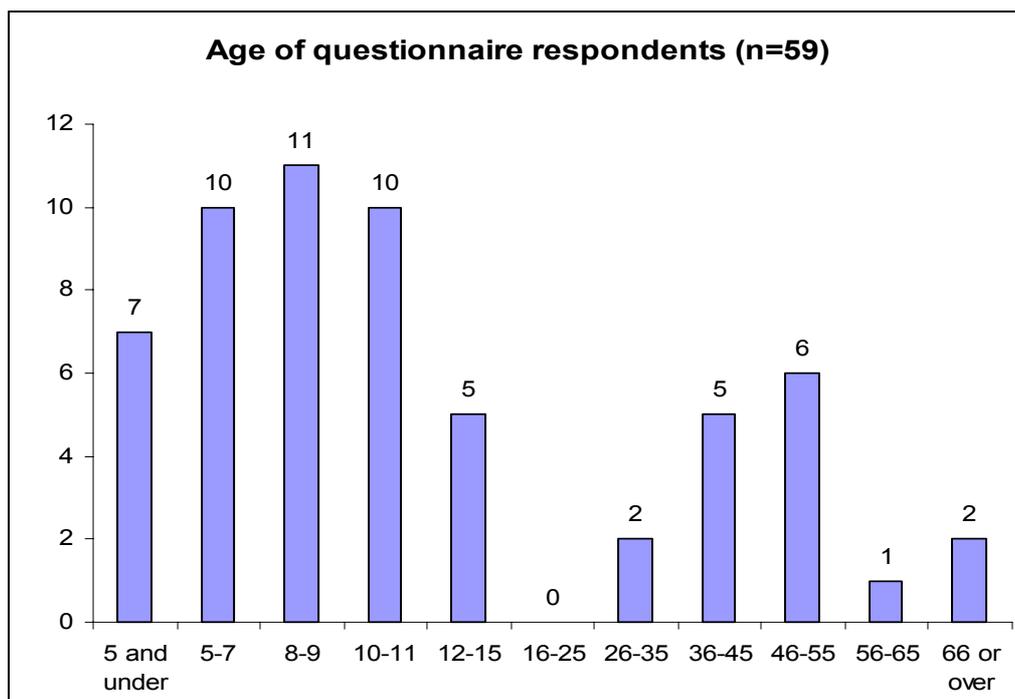
Number of shows: 30

Audiences: Family visitors

Total audience size ~ 4000

Respondent age distribution

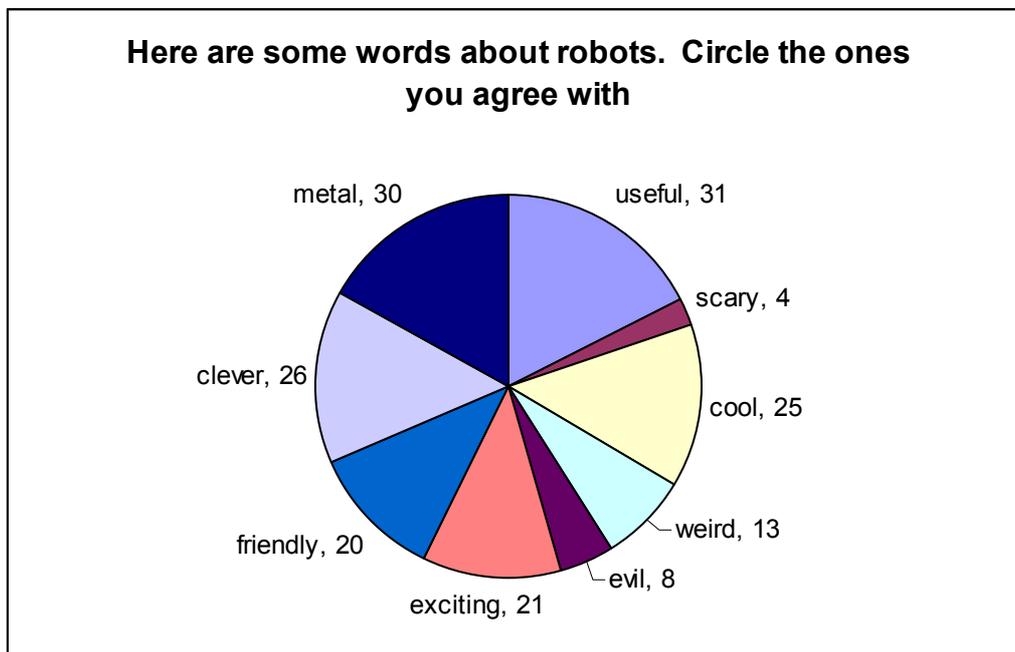
The Think Robot show was evaluated using a short questionnaire (n=39) for 12 and unders, and a long questionnaire (n=20) for older children and adults. This document presents the findings from the audience survey.



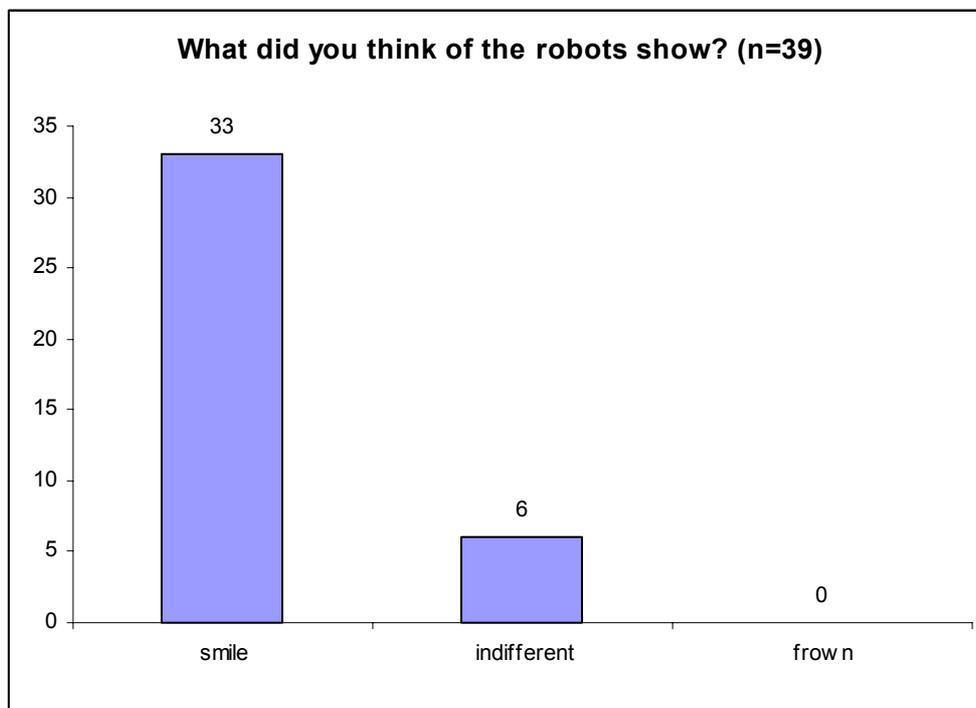
It is likely that the areas of high frequency on the chart correspond to children and their parents or carers.

Short questionnaire summary

The gender balance for the short questionnaire was 53% male and 47% female. 10% of respondents were Welsh speakers and 79% had visited Techniquest before.



Respondents circled a range of words, mostly those with positive connotations. 18 respondents used the space to write some more words about robots. These included positive words like 'good' or 'amazing' as well as some descriptors such as 'strong' or 'space robots'. However three respondents (of the 17 that wrote some more words) added negative comments. They were 'annoying pests', 'unuseful' and 'unfriendly'.



Most of the young people (85%) that completed the questionnaire liked the show, and circled the smiley face on the three-point scale. Six respondents circled the face with the indifferent expression.

When asked to comment on the show, many of the young people gave quite detailed responses. A large majority were positive, describing the show as 'good', 'cool', 'funny', 'interesting' and saying they 'learned about robots'. One respondent said it was difficult to hear the speakers and another described it as 'noisy'. Comments included:

"It was good and helped me learn more about robots" (9 year-old male)

"It was clever fun and I liked the people that did the show" (9 year-old female)

Long evaluation summary (n=20)

Information collected on the audience is summarised here.

- Gender balance for the long questionnaire respondents was 40% male and 60% female.
- Most respondents (85%) were attending with their family.
- Of those who were accompanying children, two thirds (67%) accompanied two or three children, and a fifth (20%) accompanied one child.
- All respondents (100%) were of White British origin.
- No respondents considered themselves Disabled.

Results from the evaluation are summarised here:

- The older respondents were more critical of the show than the children, although the responses were positive on the whole.
- Most of the respondents had heard about the show after they arrived at Technquest, either at the ticket desk, the board at the entrance or on the leaflet handed out on arrival. Two respondents had heard about the show in the *Primary Times*.
- When asked why they had decided to visit the show, most respondents said it was the decision of others in their group (mostly the children). Many also said it sounded interesting. Three respondents said the fact that the show was free was the motivating factor and three had enjoyed Technquest shows they had attended previously.
- When asked to describe the show, most of the over -12s gave positive responses like 'good', 'informative', 'interactive' or 'fun'. However a small number wrote negative words for example 'boring', 'inaudible', 'stereotypical' and 'uneventful'. Of the 56 comments received, 45 were positive (80%) and 11 were negative (20%).
- Over two-thirds (70%) rated the show as 1 or 2 on a five-point scale from good to bad. Three respondents rated it as 3 on the scale, one as 4 and two as 5.
- Most (65%) said that the science was pitched at the right level, although some (35%) felt it was too easy.
- Over half (60%) felt that the language was at the right level. However the remainder felt it was 'too easy' (40%).
- The overriding theme for the best bit of the show was 'participation'. Audiences liked the voting, the audience participation and the volunteers. Three respondents said the demonstrations were the best bit.
- Several respondents said the noise level was the worst aspect of the show. Two respondents also commented on the gender stereotypes they felt the show reinforced: the male police officer and the female cleaner.
- Half of respondents (50%) said they were likely to continue to discuss robotics after the show.
- Respondents' prior knowledge of robotics varied. On a scale of 1 (lots) to 5 (nothing), 32% rated their knowledge as 1 or 2, 58% as 3 and 11% as 4. Nobody claimed to know 'nothing' about robotics.
- Respondents were asked to rate how much they had learned about robotics on a scale from 1 (lots) to 5 (nothing). Most (70%) gave ratings of 2 or 3, with 20% rating it as 2. Five respondents (25%) said they had learned 'nothing'.

- The most common learning point was related to the remote operation of robots, especially in medicine. Some respondents also said they had learned just how much we currently make use of robots.
- Most of the audience rated their prior interest in science as 1-3 on a scale of 1 (really interested) to 5 (not at all interested). However two respondents (10%) rated their prior interest as 5.
- A third of the respondents (35%) said that the show had made them more interested in science, with the majority (60%) reporting no change.