Going up a mountain and coming down a hill:

Researching engagement in different environments

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Researching engagement at the Natural History Museum, London





Amy Seakins



Researching engagement in different environments

- PhD research project: What are the impacts of meeting scientists on visitors to the Natural History Museum?
- Three challenges



Capturing participants in your field

- Who is coming?
- Who are you looking for?
- How much time do you need before session starts?



Affecting behaviour in the field

What are we really interested in measuring?

 How much does pre-interview affect behaviour?





What about when they leave the field?

 How do you follow up with participants?

 Ensuring good success rate

Why it's important









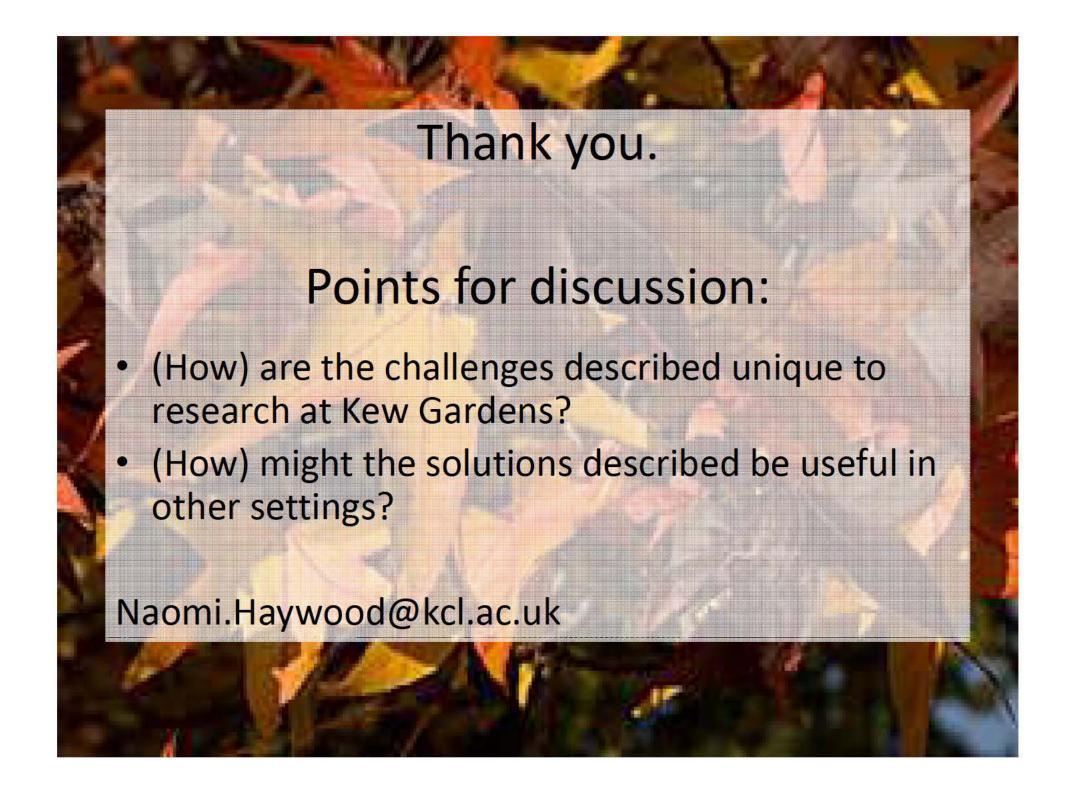


Second challenge: Not influencing family visits... but getting 'useful' information

What worked?

- Spend time with families and develop a role:
 - Kew Gardens associate
 - Researcher
 - Fellow parent





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Identifying Impact at the

The Reach Out

Imperial College London

Alexander Moss



Evaluating or Researching Impact?
The challenge of addressing different stakeholder expectations.

Chief aims of the Reach Out Lab?

Official line: Through more practical and experimental work

- Raise student aspirations to pursue STEM subjects at university (preferably Imperial)
- Increase engagement and interest in the STEM subjects
- Foster a deeper understating and appreciation of what science and being a scientist is.

What about other expectations?





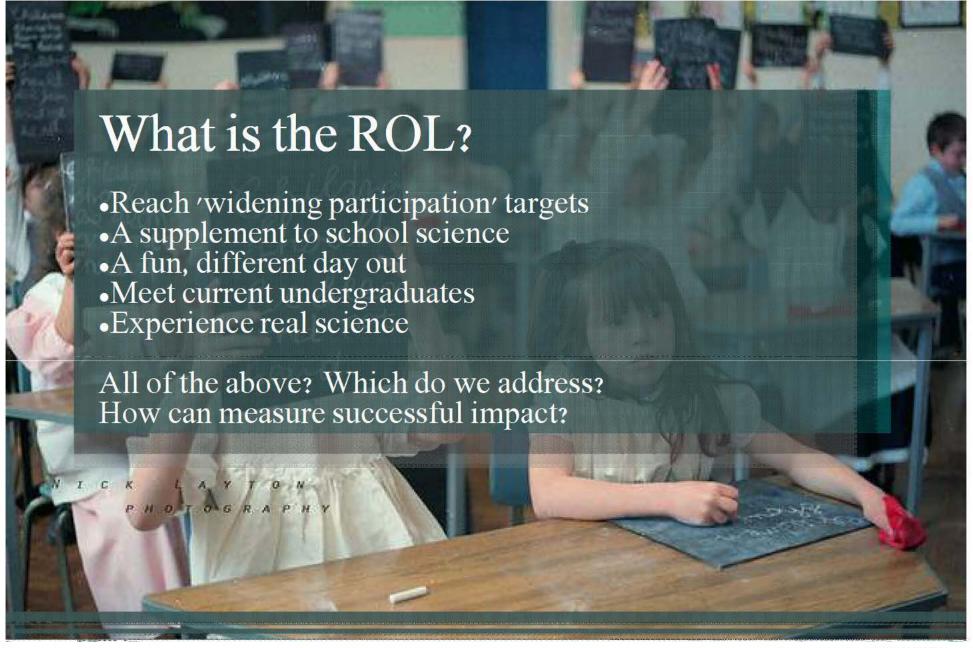






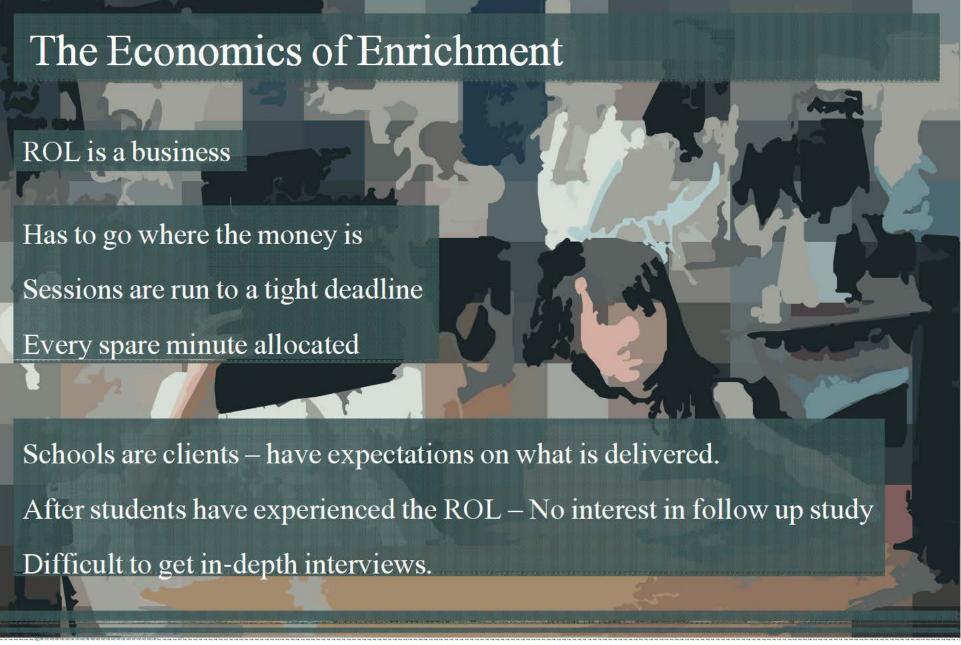






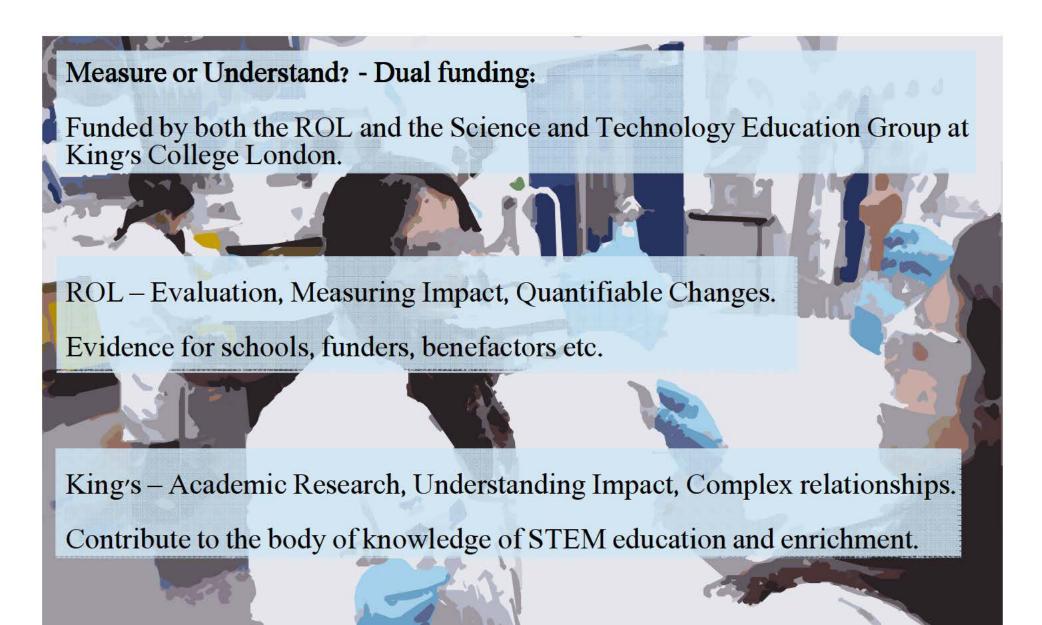














Addressing the Issues

Logistical:

Embed follow up research, interviews, into intial program specification. Offer discounts to schools who participate?

The ROL has precarious relationships with schools, tread very lightly.

Theoretical:

Mixed methods approach;

Quantitative measuring of attitudes, behaviours and psychometric properties (lots of numbers)

Focusing research on axiomatic constructs affecting STEM engagement and lifecourse choices (Careers, University)

Personality and Identity - covers multifarious issues





