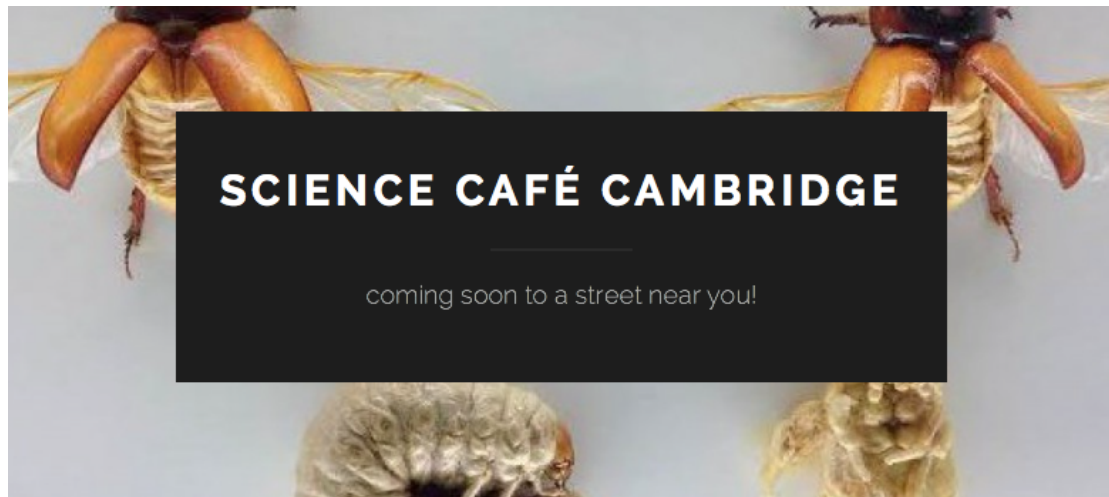


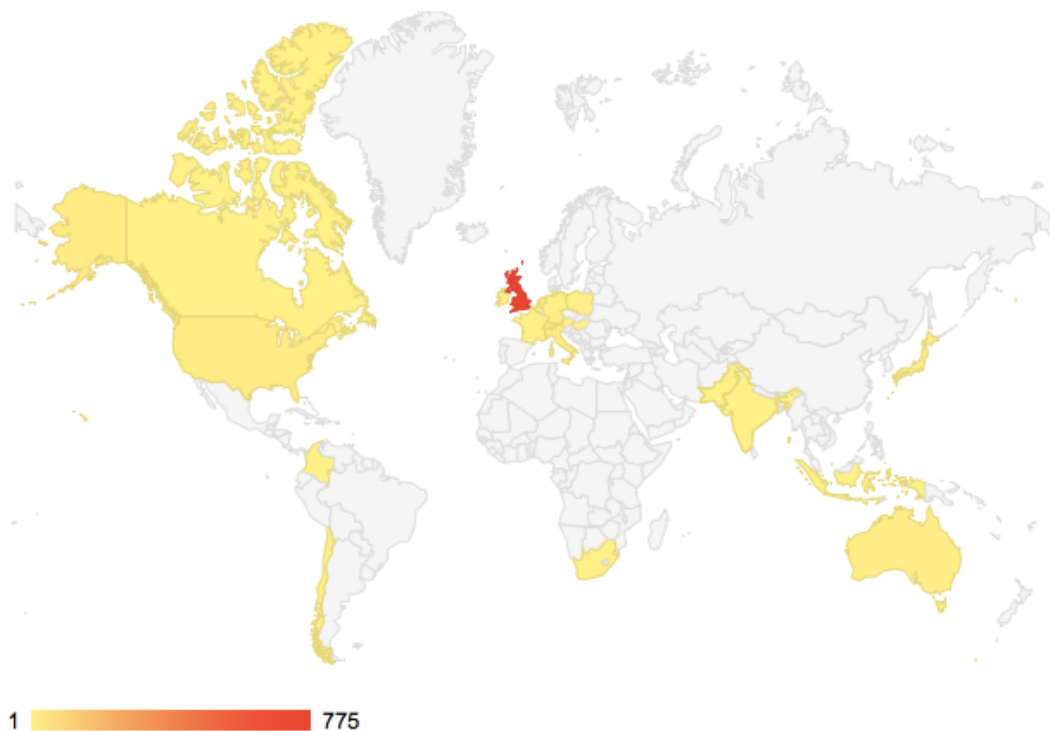
Science Café Impact Report

1. Website
2. Attendance
3. Participant feedback

1. Website



Science Café Cambridge (live at scifacembridge.wordpress.com since Jan 5th 2015) has garnered 876 views mostly, but not exclusively, from within the UK:



Most popular were the events pages (392 views) and the speakers list (206 views), which contained links to researchers webpages. All participants had at least one “click” to their research page.

2. Attendance

- Science Café Market Square – total of 64 visitors
- Science Café Downing Site – total of 92 visitors

3. Participant feedback

(online survey – 20 responses)

a. Did you enjoy being involved in Science Café? Why? (Or why not?)

- Yes - It's always fun to talk to new people about science
- Yes, I almost always enjoy talking about science to interested non-scientists, and it was also a lot of fun spending time with the other participating scientists.
- Yes. I'm very keen to share my passion for science; this was a fun way to do that with one-on-one conversations.
- Yes - always enjoy getting a chance to interact with members of the public & discussing science with them.
- Yes - it was my first public-science outreach activity here and I feel like there is always a great turn-out for these events from the public here and I was excited to be involved.
- Yes - the sun was shining, I got a free coffee and cake and it was interesting to talk to people about science. A really interesting aspect was actually hearing other Zoology people talking about their work in a less formal setting and getting ideas from hearing them explain their research as to how I might better explain my own work in the future.
- Yes. Joining fellow ecologists to share our work with children and parents was fun and rewarding.
- It was a good experience, although I felt I spent a lot of time doing nothing.
- Yes, it's a lot of fun to chat to the public about my research and it was also great to have the opportunity to get to know other members of the department.
- Yes! It was great, loads of people showed interest and it was relatively easy to attract passers-by to have a spin on the wheel!
- Yes and no - it was fun to chat to other researchers and some of the public, but it was also frustrating feeling a bit redundant.
- Absolutely -- it was great to be able to talk to members of the public one-on-one, and the informal setting made it easy to do so.
- Yes! I was surprised that some people passing by were highly interested and

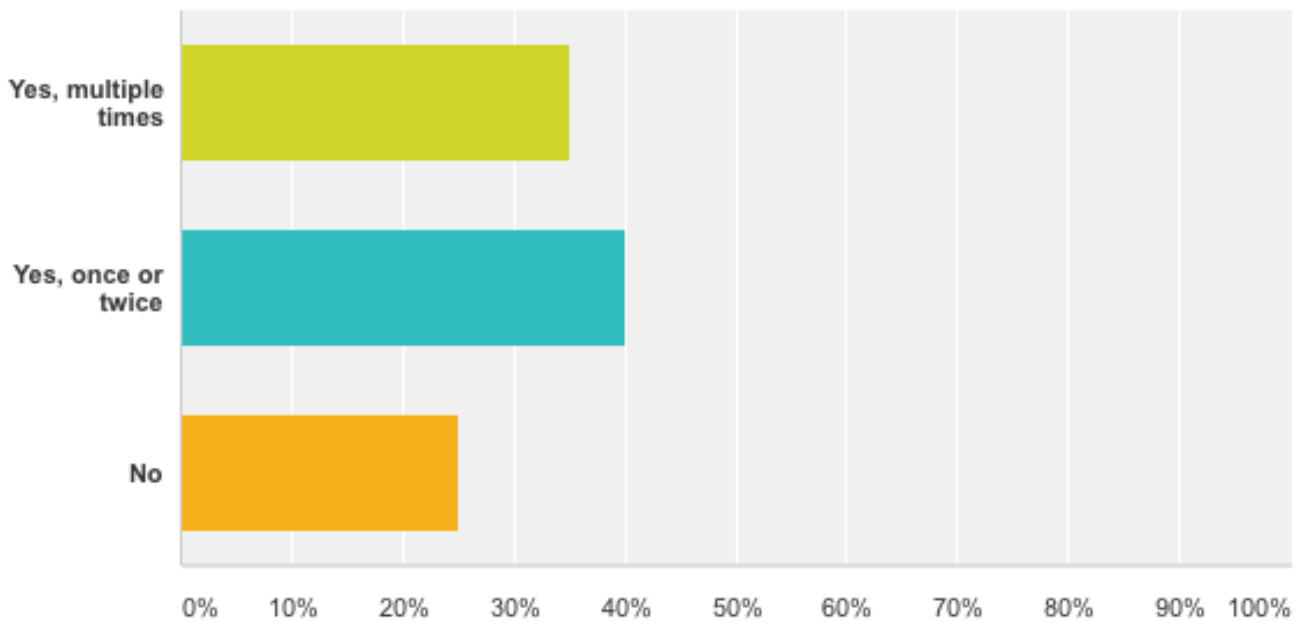
stayed to chat for at least an hour. I ended up talking to people most of the time I was there.

- Yes, because you get to interact with all sort of people from different background
- Yes I would have, but I didn't get to talk to anyone from the public :(I guess I should have been more assertive, but also I think there were too many of us there for the number of people stopping to have a look...
- Yes-talking to people is fun
- Yes, it was good to meet researchers from different departments. It was also enjoyable when members from the public showed interest in the description of our photos

b. How did you hear about Science Café?

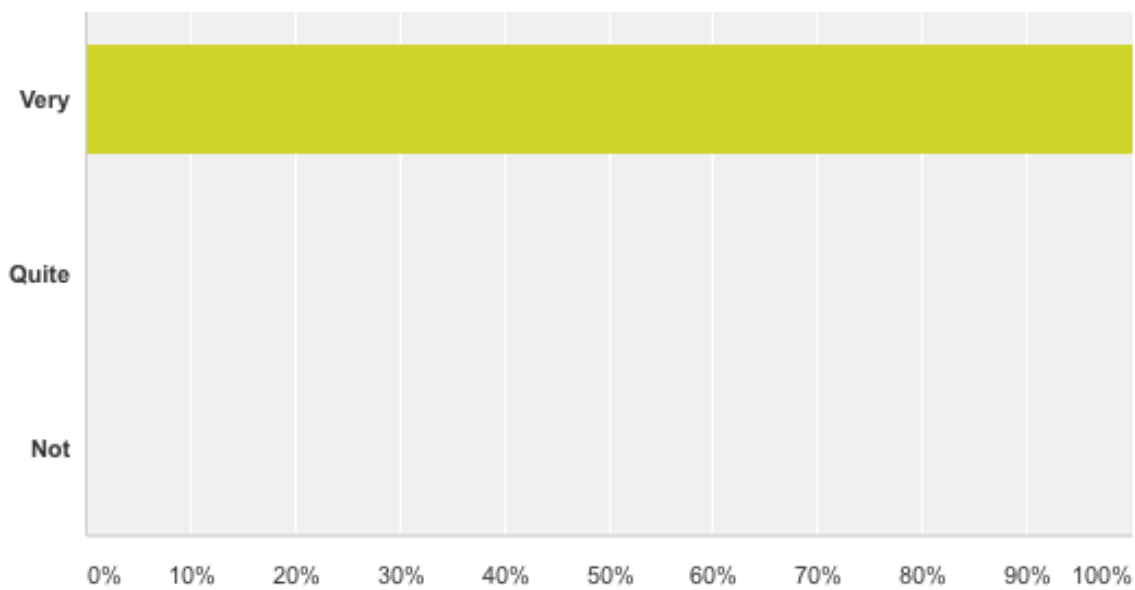
Invited	85.00% (17)
Word of mouth	5.00% (1)
Mailing list	10.00% (1)

c. Had you previously been involved in a science outreach event?

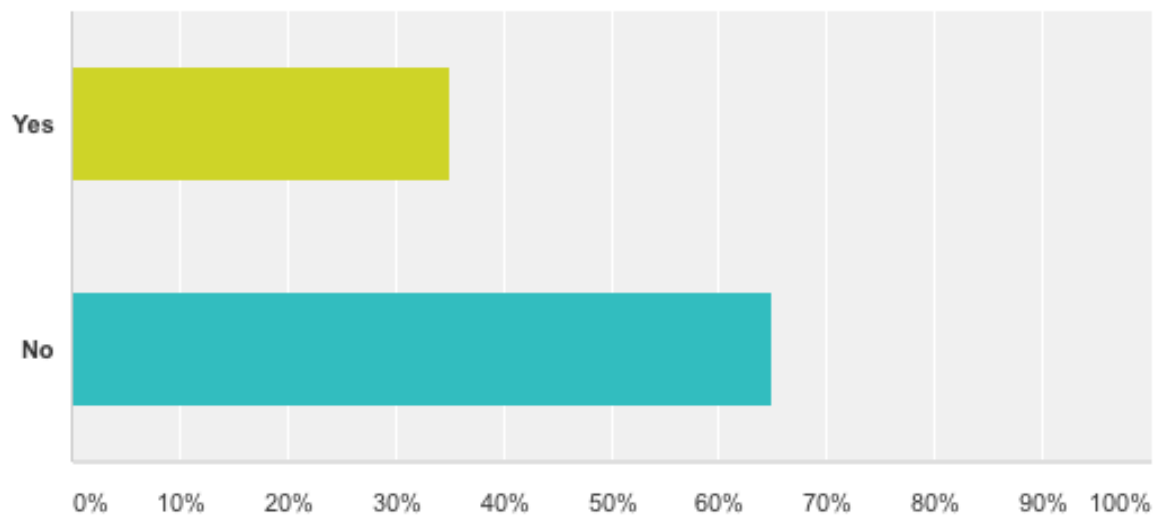


Yes, multiple time	35.00% (7)
Yes, once or twice	40.00% (8)
No	25.00% (5)

d. How likely would you be to get involved in science outreach again?



e. Has being involved in Science Café changed your thoughts about science outreach?



NO:

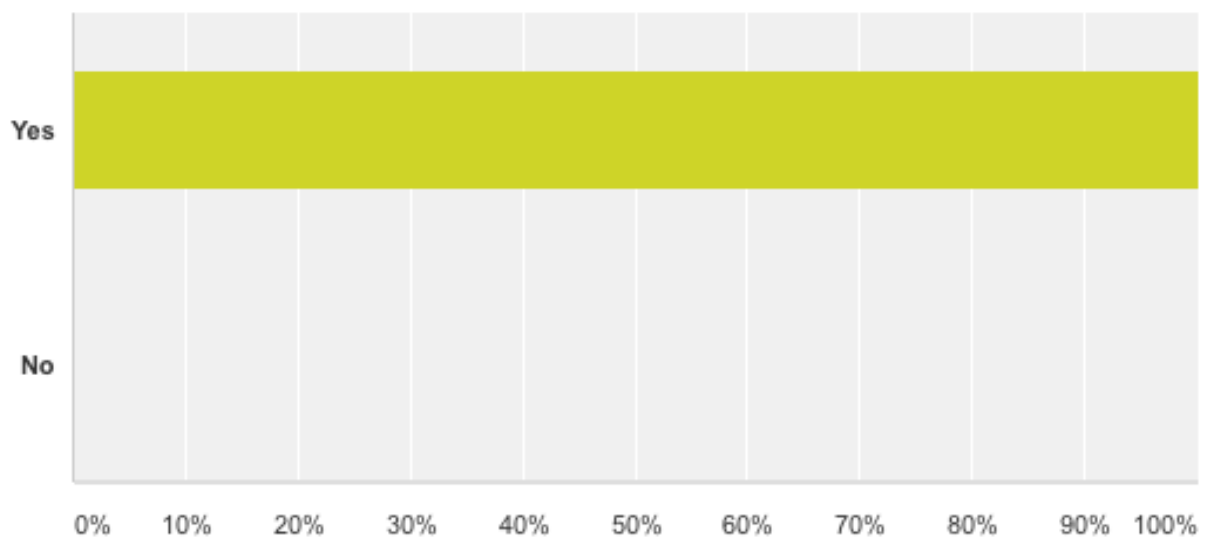
- "I have a lot of experience in science outreach; it reinforced the idea that its challenging to generate strong interest in a public space."
- "I have probably thought more about science outreach than the average person already :)"
- "I was already convinced of its value."
- "I've always strongly believed in the importance of getting scientists to

engage with the public, participating in the Science Cafe reinforced this further.”

YES:

- “I noticed that the public is more interested in hearing about research.
- “I was surprised how many people were actually interested!”
- “I've never been part of anything so informal and personal before -- it's made me think about how different having a one-on-one conversation, as opposed to something more like a presentation, can be.”
- “It is rewarding when members of the public are interested and enthusiastic”
- “I was relieved that people do show interest - I wasn't sure they would! :-)”

f. Would you be interested in being involved in Science Café again (for example, at next year's Science Festival)?



“Thank you for the invitation to get involved, I think it's a great initiative & I'd be very happy to participate again!”

“Yes... but I will have moved away by then...sniff sniff.”

“If I'm still in Cambridge next year, I'd love to take part :)”

“Overall I think it was a success!”