

European Researchers' Night



D8.1 Impact Assessment (2023)



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PROJECT DETAILS

Project name	G9 GO FOR THE MISSIONS!
Project number	101061455
Project acronym	G9MISSIONS
Call	HORIZON-MSCA-2022-CITIZENS-01
Project starting date	Fixed date: March the 31 th 2022
Project duration	24 months
Project coordinator	University of Cantabria

DELIVERABLE DETAILS

Technical report	D8.1 Impact Assessment 2023
Nature	Report





1. FOREWORD

The institutions that belong to the Group 9 Universities (G-9), coordinated by the University of Cantabria, have come together for the fourth consecutive year to celebrate the European Researchers' Night, held on September 29, 2023. The activities that Group 9 Universities developed were funded by the European Commission (EC) within the framework program for scientific and technological dissemination G9 Missions (UE-22-G9MISSIONS-101061455).

The Universities are:

- University of Castilla La Mancha
- University of Cantabria
- University of Extremadura
- University of the Balearic Islands
- University of Oviedo
- University of the Basque Country
- Public University of Navarra
- University of Zaragoza

The following report presents the impact evaluation results of the activities organized during the European Researchers' Night. The evaluation of the Night is carried out by the Group of Social Studies of Science (CTS Group) of the University of Oviedo, directed by José Antonio López Cerezo.

This Evaluation Report was conducted by Belén Laspra (CTS Group | University of Oviedo), with the collaboration of María Alejandra Rivas, Francisco Martínez García, Iyana Domínguez Allende, and the support of the CTS Group.

The CTS Group thanks the Scientific Culture Units (UCC) of the participating universities for their priceless collaboration throughout the evaluation process and extends its gratitude to all the volunteers who participated in the collection of information.





2. STUDY DESCRIPTION

The evaluation of the impact evaluation of the European Researchers' Night 2023 (N23) was based on a survey conducted the same day of the event, in the venues of the G-9 where the N23 was held. Volunteers recruited by the UCCs from the different venues helped to carry out face-to-face interviews to N23 attendants. The questionnaire (see Annex 1) was also available online, through QR codes.

A total of 783 surveys were collected.

Table 1 Number of surveys collected by university

University	Number of surveys collected	Percentage
University of Castilla La Mancha	40	5.1%
University of Cantabria	110	14.0%
University of Extremadura	125	16.0%
University of the Balearic Islands	79	10.1%
Public University of Navarra	62	7.9%
University of Oviedo	157	20.1%
University of the Basque Country	110	14.0%
University of Zaragoza	100	12.8%
Total	783	100.0%

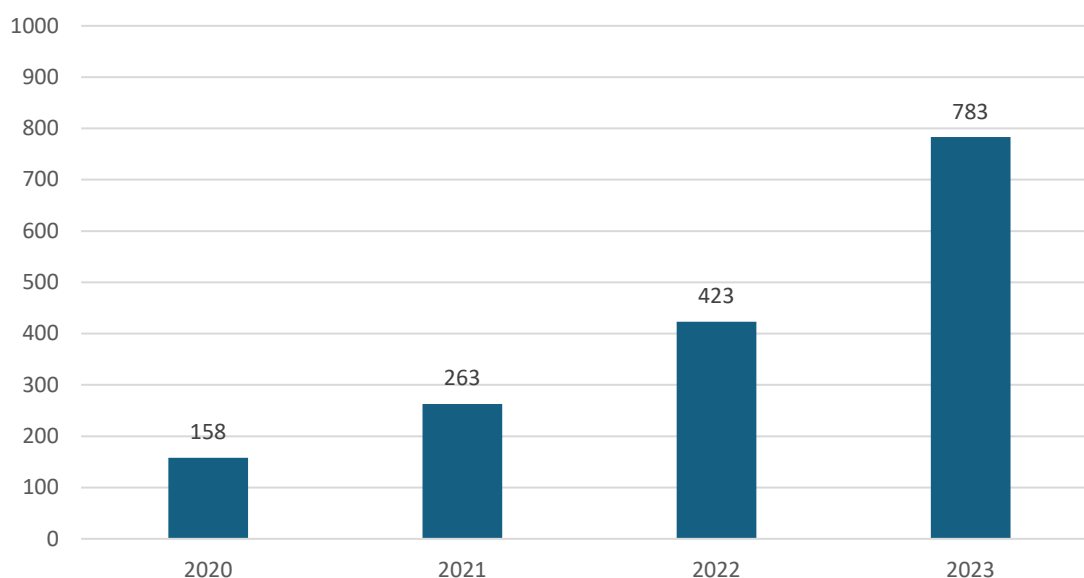
An enhanced questionnaire, and a better coordination among the UCCs has led to an important number of collected responses. The number of responses achieved in this edition is significantly higher compared to the previous editions.

Over the span of four years, a discernible pattern emerges from the survey data collected for the European Researchers' Night evaluation. In 2020, a total of 158 surveys were gathered, followed by a noticeable increase to 263 in 2021. The momentum continued to build in 2022, with 423 surveys, reflecting a substantial leap in participant engagement. However, the most remarkable surge occurred in 2023, reaching a record-breaking 783 surveys, showing a significant and sustained growth in interest and participation. This progression highlights the escalating enthusiasm and attention garnered by the event, as evidenced by the escalating number of surveys over the consecutive years.





Table 2 Number of surveys per year



3. SOCIODEMOGRAPHIC DATA

Summary: The average age of respondents stands at 32 years, reflecting a diverse range of participants aged between 6 and 89 years. The percentage of female respondents is substantially higher in the case of women, 63% of respondents are women, while 33% are men. Regarding the educational level, 57.6% have completed higher education. This is a profile that we have seen before in previous editions of the Researchers' Night. A notable 19.2% of respondents perceived themselves to have both a high level of scientific literacy and a high level of interest in science.

3.1 Age

The survey captured a diverse range of age groups, showcasing a broad spectrum of engagement. A significant portion, 20.7%, comprised participants below the age of 18, highlighting the event's appeal to a younger demographic. Young adults between the ages of 18 and 24 constituted 22.1% of the respondents, emphasizing the involvement of this age bracket in the activities.

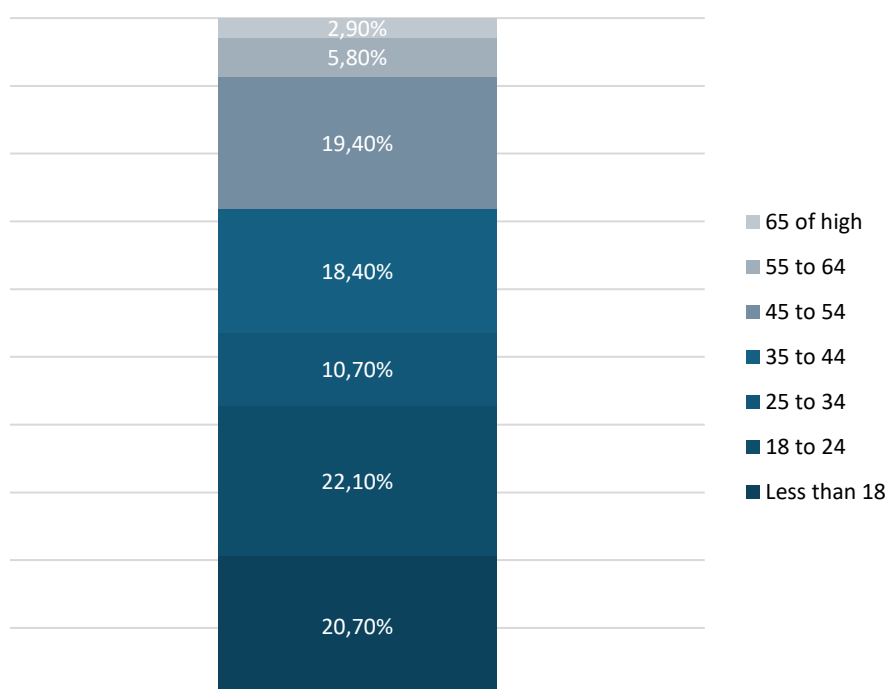
Participants in the 25 to 34 age range accounted for 10.7%, while those between 35 and 44 years old represented 18.4% of the respondents. The event's appeal extended to





individuals between 45 and 54 years old, comprising 19.4% of the surveyed population. A noteworthy 9.7% of participants were aged 55 and above, demonstrating a diverse engagement spanning various age categories. This distribution underscores the event's success in attracting a broad audience, fostering inclusivity across different age brackets.

Table 3 Age respondents



Overall, the average age of respondents stands at 32 years, reflecting a diverse range of participants aged between 6 and 89 years. University-specific averages provide additional context: The University of Castilla La Mancha and the University of Zaragoza demonstrates a youthful participant demographic, with an average age of 29 years. The University of Basque Country, Cantabria, Navarra, Extremadura and Balearic Island shows slightly older participant demographics with average ages between 30 and 33 years. The University of Oviedo stands out with the highest average age at 36 years.

Table 4 Average age respondents by university

University	Average age	Min.	Max.
University of Castilla La Mancha	29 years	6	60
University of Cantabria	31 years	8	89
University of Extremadura	32 years	6	72
University of the Balearic Islands	33 years	7	60



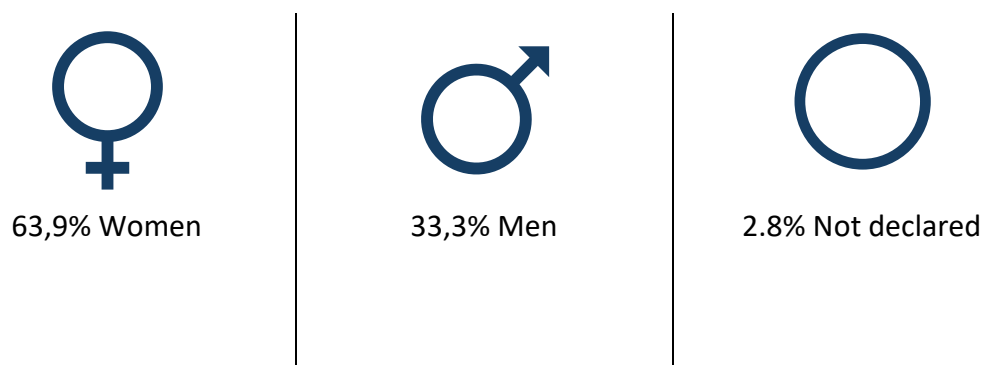


Public University of Navarra	31 years	6	74
University of Oviedo	36 years	8	74
University of the Basque Country	30 years	7	68
University of Zaragoza	29 years	7	71
Total	32 years	6	89

3.2 Gender

The gender distribution among survey respondents presents an intriguing pattern, with a notable predominance of female participants. A significant 63% of respondents identify as women, while 33% identify as men. This consistent trend, observed in previous years, suggests a higher propensity for women to actively engage in the survey and participate in the evaluation of the European Researchers' Night. The elevated percentage of female respondents underscores the importance of understanding and addressing the unique perspectives and contributions of women in the context of this event, further enriching the diversity of voices and experiences represented in the survey results.

Table 5 Gender respondents



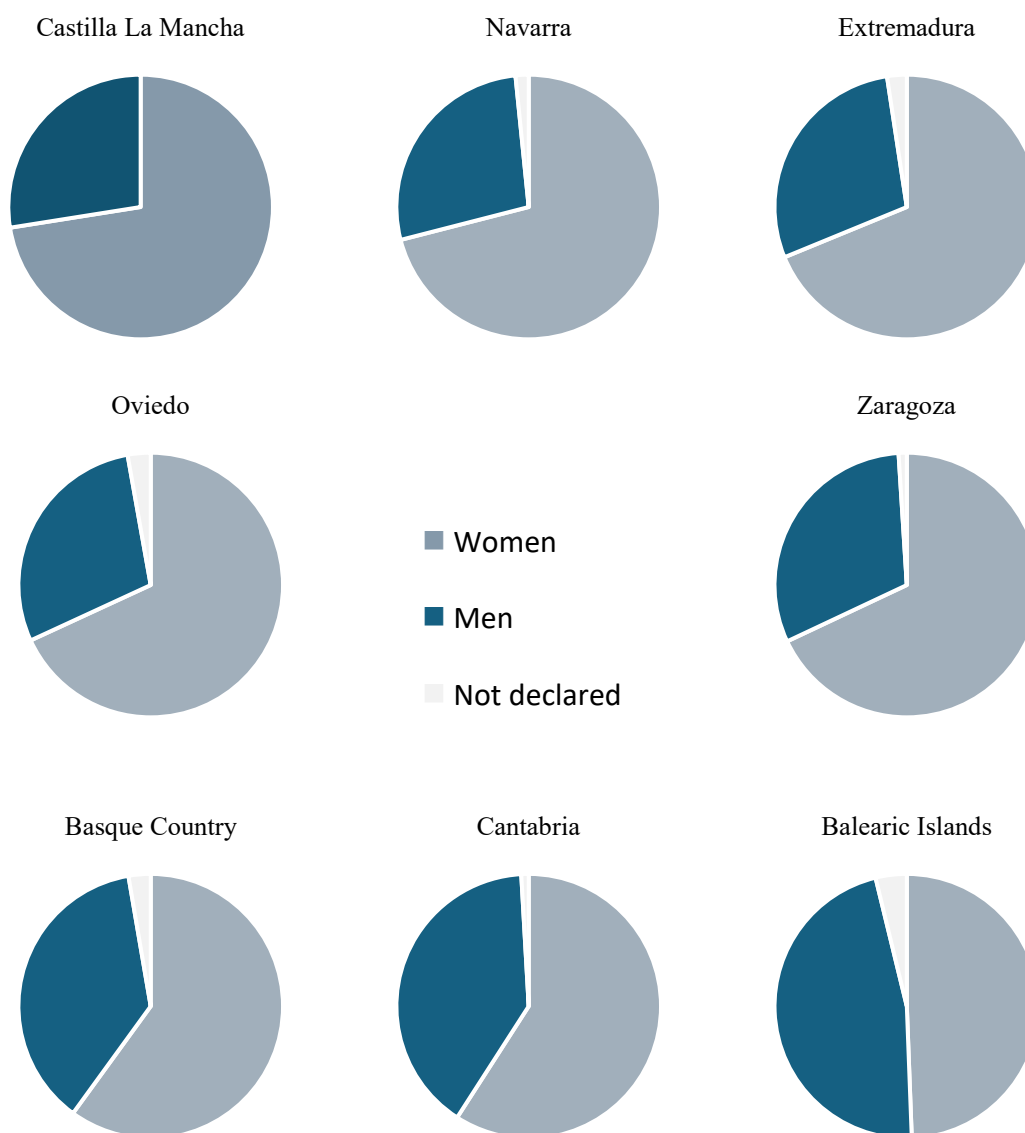
The gender distribution within the overall survey sample reveals a prominent gender imbalance, with 64% of respondents identifying as women compared to 33% as men. The distribution exhibits variations based on the geographical location of data collection. In Castilla La Mancha, Navarra, Extremadura, Oviedo and Zaragoza, these percentages maintain a relatively consistent pattern comparable to the overall sample. However, in the Basque Country, Cantabria, and the Balearic Islands, the gender distribution





assumes a more homogeneous character. In the Basque Country and Cantabria, men and women are distributed in a 40-60% ratio, suggesting a balanced representation of both genders. Particularly in the Balearic Islands, the gender distribution approaches an almost equal split, with men and women comprising nearly 50% each. Oviedo shows the highest percentage of people that do not declare gender.

Table 6 Gender by university



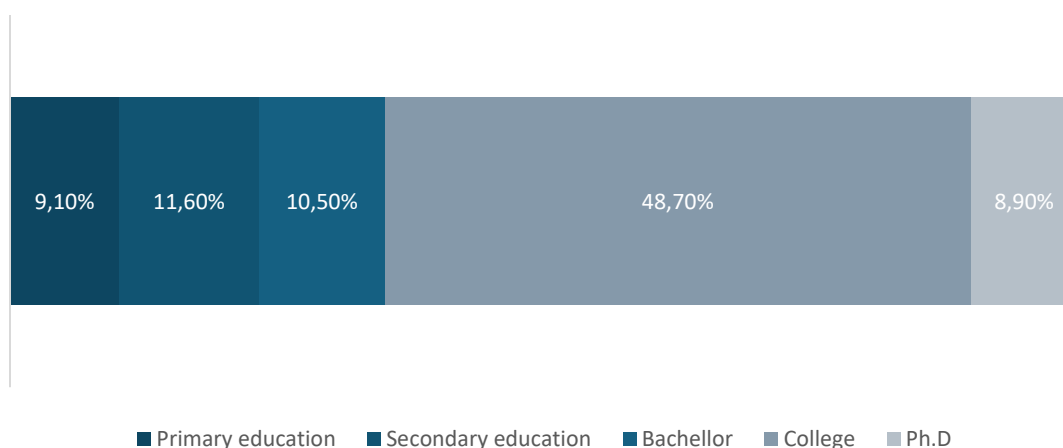


University	Women	Men	Not declared
University of Castilla La Mancha	72.5%	27.5%	0.0%
University of Cantabria	59.1%	40.0%	0.9%
University of Extremadura	68.8%	28.8%	2.4%
University of the Balearic Islands	49.4%	46.8%	3.8%
Public University of Navarra	71.0%	27.4%	1.6%
University of Oviedo	65.6%	28.0%	6.8%
University of the Basque Country	60.0%	37.3%	2.7%
University of Zaragoza	68.0%	31.0%	1.0%
Total	63.9%	33.3%	2.8%

3.3 Educational attainment

The educational profile of survey respondents paints a mosaic of diverse academic backgrounds. A minority of respondents have completed primary studies (1.5%), showcasing a varied representation of participants with foundational educational levels. A noteworthy (9.1%) have pursued secondary education, indicating a substantial presence of individuals with a solid educational foundation. 11.6% of respondents hold a bachelor's degree, signifying a significant cohort with undergraduate-level academic achievements. Nearly 10% of respondents have engaged in professional education (9.7%), emphasizing a diverse group with specialized training beyond conventional academic paths. A substantial 48.7% of respondents boast a college degree, underlining a majority with higher education qualifications and contributing to the intellectual depth of the surveyed population. 8.9% have attained a Ph.D., highlighting the participation of individuals with advanced academic and research backgrounds.

Table 7 Educational attainment

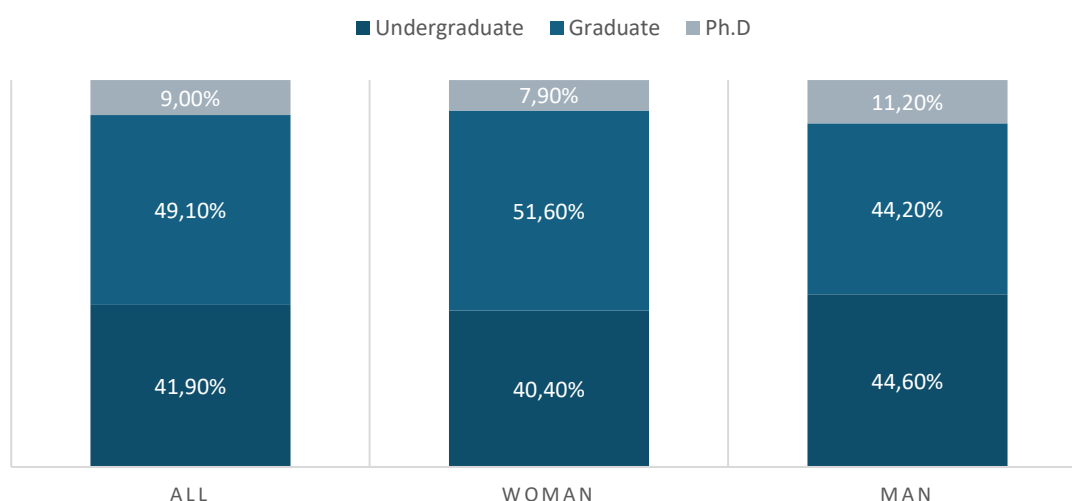




The analysis of education data reveals intriguing gender dynamics, particularly in higher education pursuits. No significant gender differences are observed among respondents with pre-university studies, as both men and women demonstrate comparable percentages in this educational category.

However, distinctions emerge in higher education attainment. Despite an almost equal representation of both genders, with approximately 50% of surveyed women and men claiming to have higher education, a noticeable gender gap surfaces in the pursuit of doctoral degrees. The percentage of men achieving a doctorate is notably higher, standing at 11.2%, compared to women at 7.9%. This four-point difference underscores a disparity in the attainment of the highest academic qualification, emphasizing the need for a nuanced examination of factors influencing gender-based variations in educational achievements within the surveyed population.

Table 8 Educational attainment by gender



3.4 Attentive public to science

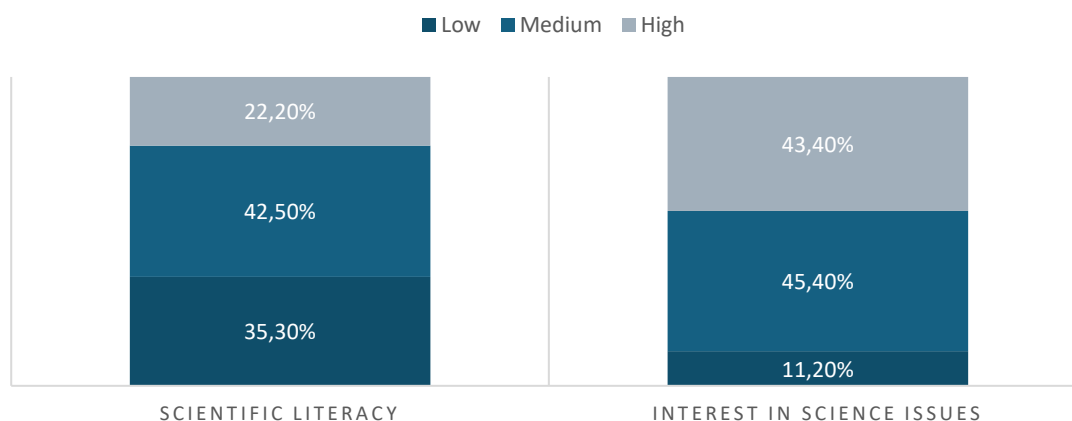
The evaluation survey conducted for the European Researchers' Night (N23) delved into participants' perceptions of their scientific literacy and interest in science issues, yielding insightful results. In terms of scientific literacy, respondents provided varied self-assessments, with 35.3% indicating a low level, 42.5% reporting a medium level, and 22.2% expressing a high level of scientific literacy. Regarding interest in science issues, the responses indicate a notable engagement with the subject matter. A minority, 11.2%, reported a low level of interest, while a substantial 45.4% expressed a medium level of interest. Encouragingly, a significant 43.4% of respondents reported a high level of interest in science issues. This suggests a widespread enthusiasm for scientific topics





among participants, further emphasizing the success of the N23 in fostering curiosity and engagement with science-related content.

Table 9 Level of scientific literacy and interest in science issues



Certainly, the cross-tabulation of perceived scientific literacy and interest in science issues provides a nuanced understanding of the participants' self-assessment. Here are the key findings:

- **High Scientific Literacy & High Interest in Science (19.2%):** A notable 19.2% of respondents perceived themselves to have both a high level of scientific literacy and a high level of interest in science. This group represents individuals who not only possess confidence in their scientific knowledge but also exhibit a strong enthusiasm for science-related topics.
- **Moderate Scientific Literacy & High Interest in Science (18.4%):** Interestingly, 18.4% of participants considered themselves to have a moderate level of scientific literacy but a high level of interest in science. This suggests that a significant portion of the respondents, while acknowledging a moderate understanding of scientific concepts, maintain a heightened curiosity and engagement with science issues.
- **Moderate Scientific Literacy & Moderate Interest in Science (22.0%):** A substantial 22.0% of respondents perceived themselves to have both a moderate scientific literacy level and a moderate level of interest in science. This group reflects individuals with a balanced outlook, maintaining a moderate grasp of scientific concepts alongside a moderate level of interest in science-related topics.





Table 10 Cross-table scientific literacy by interest in science issues

		Interest in science issues		
		Low	Medium	High
Perceived level of scientific literacy	Low	8.7%	20.8%	5.8%
	Medium	2.1%	22.0%	18.4%
	High	0.4%	2.7%	19.2%

Those with high scientific literacy and high interest in science conform the attentive public to science. To be attentive to an issue or set of issues, an individual must report a high level of interest in the issue and a belief that he or she is very well informed about that issue. G.A. Almond first defined issue attentiveness in his landmark analysis of American engagement with foreign policy, and Jon Miller and Ron Inglehart extended this construct to adult attentiveness to science and technology.¹ Using data from the *Spanish Survey on Public Perceptions on Science and Technology*, Belén Laspra and Jon Miller have explored the percentage of Spanish attentive people to science and technology in the beginning of the XXI century, concluding that 20% of the Spanish population can be characterized as public attentive to science and technology.

Analyzing university-specific figures, the University of Castilla La Mancha and the University of Oviedo emerge with the highest percentages of individuals fitting the description of the attentive public, at 27.5% and 24.2%, respectively. Following closely are the University of Extremadura (22.4%) and the University of the Basque Country (20.0%). On the other end of the spectrum, the Universities of Zaragoza (16.0%), Navarra (14.5%), and Cantabria (12.7%) exhibit the lowest levels of an attentive public.

Interestingly, a reverse trend is observed when examining the level of interest in science. In locations where the percentage of the attentive public is lower, the interest in science appears to be higher. For instance, the University of Cantabria (23.6%), the University of Extremadura (21.6%), and the Balearic Islands (31.6%) showcase elevated levels of interest in science, suggesting a broader and more general interest beyond the specific characteristics defining the attentive public. Conversely, regions with higher percentages of an attentive public, such as Castilla La Mancha (12%) and Zaragoza (19%), demonstrate slightly lower levels of general interest in science.

¹ Almond, G.A. (1950) *The American People and Foreign Policy*. New York: Harcourt Brace. Miller, J. & Inglehart, R. (2012) American Attitudes toward Science and Technology. In W.S. Bainbridge (Ed.), *Leadership in Science and Technology: A reference handbook* (pp. 298-306). New York: Sage. Miller, J. & Laspra, B. (2019) Factores que influyen en la cultura científica. In *Percepción social de la ciencia y la tecnología en España 2018* (pp. 39-57). Madrid: FECYT.





Table 11 Attentive and Interested public by university

University	Attentive public to science	Interested public in science
University of Castilla La Mancha	27.5%	15.0%
University of Cantabria	12.7%	23.6%
University of Extremadura	22.4%	21.6%
University of the Balearic Islands	13.9%	31.6%
Public University of Navarra	14.5%	32.3%
University of Oviedo	24.2%	27.4%
University of the Basque Country	20.0%	20.0%
University of Zaragoza	16.0%	19.0%
Total	19%	24.1%

The differences observed between the attentive public and the interested public reveal interesting nuances in how individuals engage with science-related issues. While the attentive public, characterized by both high interest and a belief in being well-informed, constitutes a distinct group with a focused and informed approach, the interested public represents a broader demographic with a general curiosity about science.

The variations between these two groups suggest that there may be differing motivations and levels of knowledge among individuals interested in science. The attentive public may include individuals who actively seek out and engage with scientific information, demonstrating a deeper level of involvement and awareness. On the other hand, the interested public, while showing curiosity in science, may not necessarily perceive themselves as well-informed.

The observed patterns could indeed indicate a potential need for more targeted information dissemination. For the attentive public, providing more in-depth and specialized content could cater to their specific interests and knowledge-seeking behaviors. For the interested public, efforts could focus on making science more accessible and fostering a sense of empowerment by providing information that is engaging, relevant, and easily understandable.

Additionally, understanding these differences can guide science communicators and educators in tailoring their outreach strategies to effectively reach and engage both groups. It highlights the importance of recognizing the diverse motivations and information needs within the broader audience interested in science. Therefore, efforts to enhance science communication should consider a balanced approach that caters to varying levels of interest and information-seeking behaviors among the public.





4. N23 ATTENDANCE

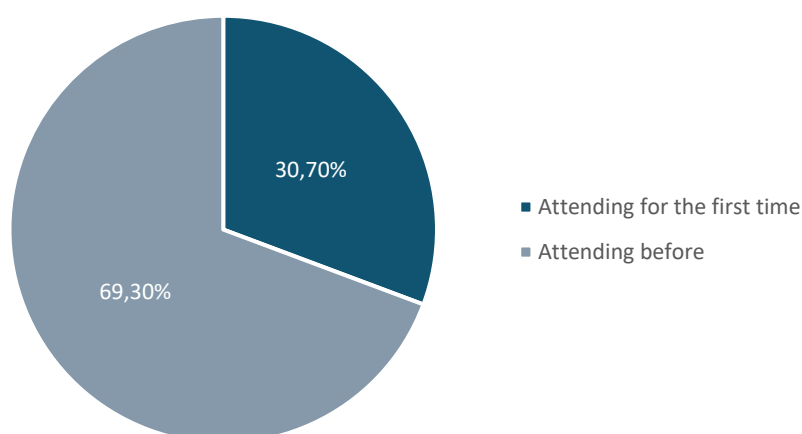
Summary: A substantial 69.3% of participants engaged in the event for the first time, but the patterns of first-time and repeat attendance exhibit interesting variations across different universities participating in the European Researchers' Night. A notable 59.1% of respondents indicated that they had no direct relationship with the university. While 37.1% of respondents mentioned that they heard about N23 through the university, indicating a degree of intentional engagement, a significant 21.3% stated that they attended the event by chance. The university emerges as the most influential source, with a substantial 26.1% of participants citing it as their primary information provider.

4.1 Participation in previous editions

The participation dynamics in the European Researchers' Night (N23) showcase a notable blend of newcomers and dedicated repeat attendees. A substantial 69.3% of participants engaged in the event for the first time, highlighting a considerable influx of fresh interest. Equally noteworthy is the significant portion of individuals (30.7%) who returned for multiple editions, indicating a sustained appeal over the years.

Consistency in participation is evident in the figures from previous editions, mirroring a pattern observed in the two prior events. Specifically, 25.7% of participants attended at least one previous edition, with 37.6% participating in at least two. Further emphasizing the enduring popularity, 18.1% attended at least three times, while 5.9% attended four times. Impressively, 12.7% of attendees have a substantial history with the event, having participated in five or more editions of the European Researchers' Night.

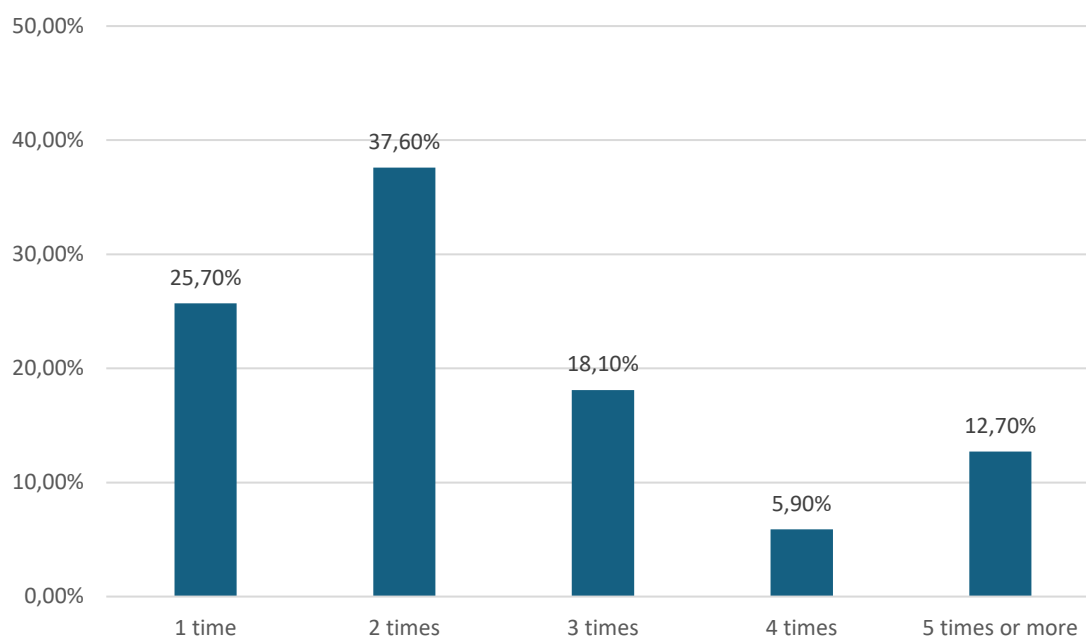
Table 12 Participation in previous editions





These results signify a harmonious balance between attracting a new audience and retaining a dedicated community of repeat participants. The sustained engagement over multiple editions speaks to the event's ability to captivate and retain interest, fostering a sense of continuity and enthusiasm among its diverse audience.

Table 13 Number of times people participating in previous years



The patterns of first-time and repeat attendance exhibit interesting variations across different universities participating in the European Researchers' Night. The University of Basque Country, the Public University of Navarra, and the University of Castilla La Mancha stand out with the highest percentages of first-time attendees, registering 89.1%, 88.7%, and 87.5%, respectively. This indicates a strong influx of new participants in these regions, suggesting a successful outreach in attracting fresh interest.

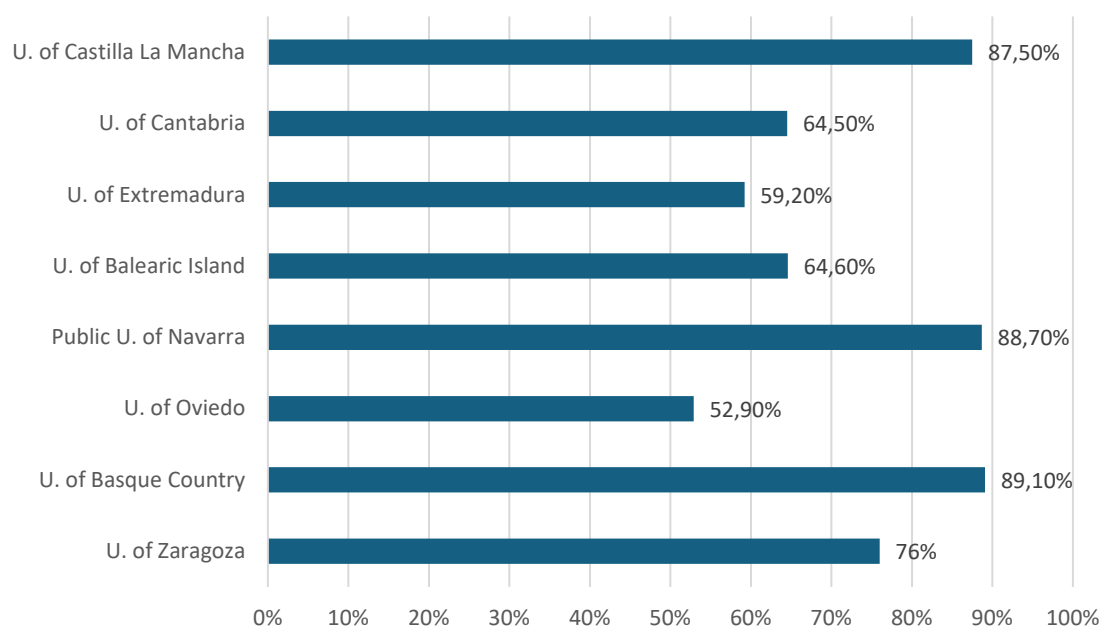
The University of Zaragoza reports a slightly lower but still substantial 76% of new attendants, showcasing a significant number of individuals engaging with the event for the first time. In the third tier, the University of Balearic Island, the University of Cantabria, and the University of Extremadura exhibit varying levels of first-time attendance, with percentages of 64.6%, 64.5%, and 59.2%, respectively.

An interesting contrast emerges with the University of Oviedo. Here, 52.9% of participants are first-time attendees, indicating a more balanced mix of new and returning attendees compared to other universities.





Table 14 First-time attendees by university



4.2 Links with the university

The findings from the direct question about respondents' relationships with the university in the N23 survey challenge initial expectations. Contrary to the intuition that a significant portion of the audience might consist of students, staff, or individuals closely associated with the university, the results suggest a more diverse participant profile.

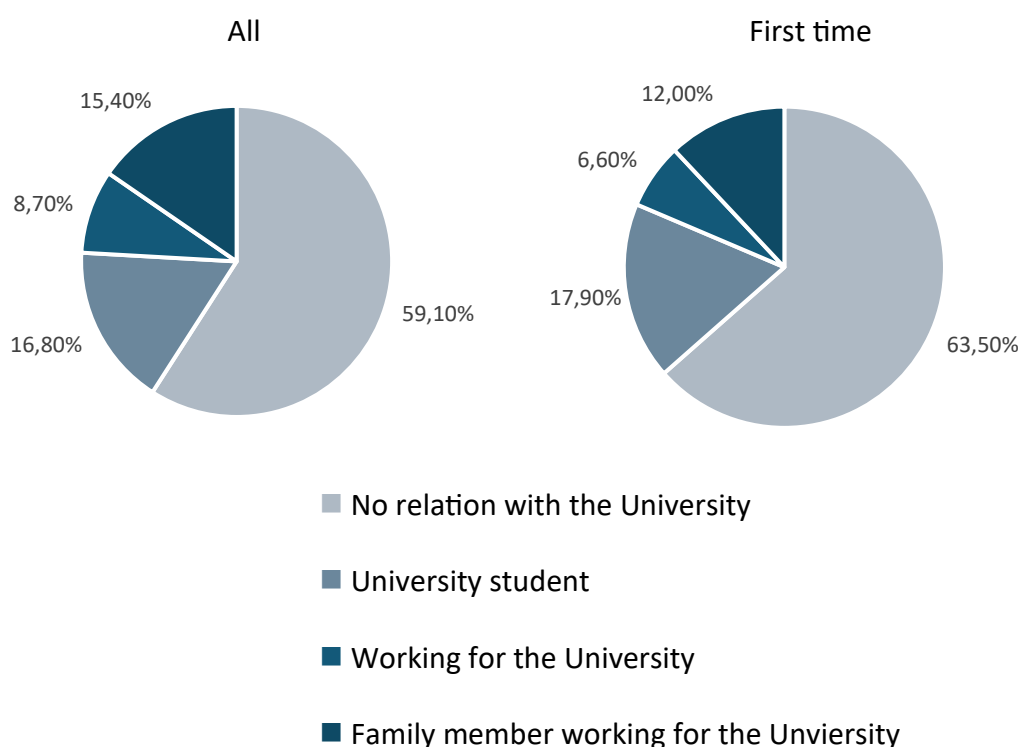
A notable 59.1% of respondents indicated that they had no direct relationship with the university, highlighting a substantial presence of individuals without direct ties to the academic institution. This outcome contrasts with the assumption that a large portion of the audience would have close affiliations with the university.

Breaking down the specific relationships, 16.8% of respondents identified as university students, while 8.7% reported working for the university. Additionally, 15.4% noted having a family member who works at the university. In total, approximately 40% of survey participants had some form of relationship with the university, emphasizing the diversity of the audience.





Table 15 Links to the university. All population and attending for the first time



Interestingly, when examining those attending Researchers' Night for the first time, the distribution remains similar, suggesting that the trend is consistent across both new and returning participants.

These unexpected results prompt a reconsideration of assumptions and provide valuable insights into the broader appeal of the European Researchers' Night beyond the university community. The event seems to attract a diverse audience, extending its reach beyond those directly affiliated with the university.

The responses to additional questions in the survey provide further information. While 37.1% of respondents mentioned that they heard about N23 through the university, indicating a degree of intentional engagement, a significant 21.3% stated that they attended the event by chance. This fortuitous attendance occurred because they happened to pass by the location where the event was taking place.

These findings suggest that the outreach and promotion efforts associated with N23 extend beyond institutional channels. Although a notable portion of the audience learns about the event through the university, a considerable number of participants discover and decide to attend N23 through serendipitous encounters. Understanding these



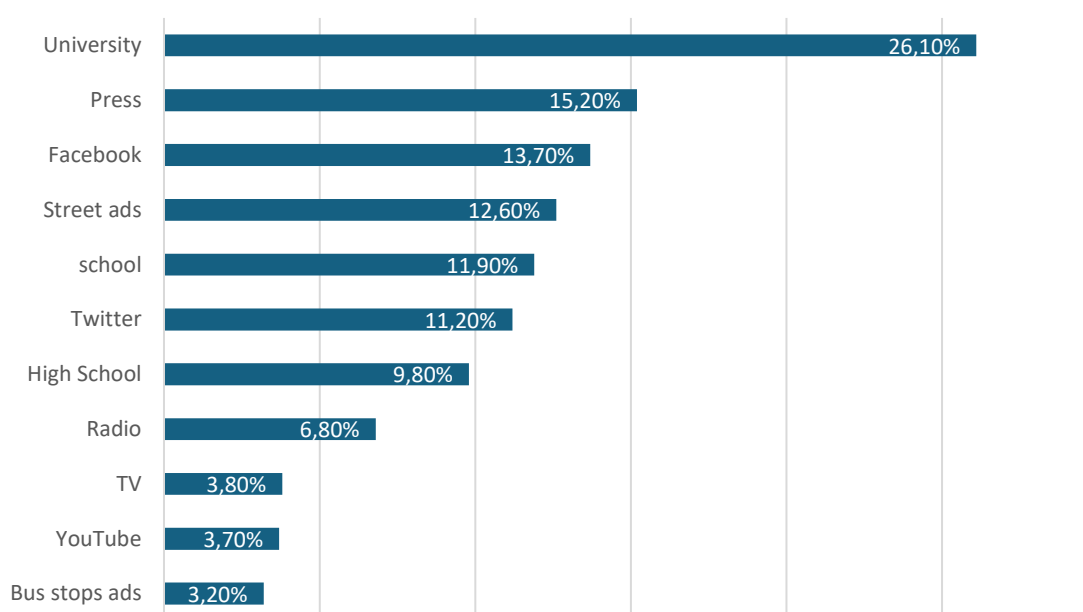


different pathways to participation can inform future event planning and promotional efforts to continue reaching a broad and varied audience.

5. SOURCES OF INFORMATION

The survey delving into the sources through which respondents discovered information about the European Researchers' Night (N23) reveals a multifaceted outreach strategy with diverse channels.

Table 16 Sources of information on N23



The university emerges as the most influential source, with a substantial 26.1% of participants citing it as their primary information provider of the European Research Night. This underscores the significance of university-based promotions in disseminating details about the event. Additionally, traditional channels such as press (15.2%), radio (6.8%), TV (3.8%), street ads (12.6%) and bus stops ads (3.2%) contribute significantly to raising awareness. Social media platforms play a noteworthy role, with Facebook (13.7%) and Twitter (11.2%) featuring prominently in participants' information streams. School-related channels, both High School (9.8%) and school (11.9%), demonstrate substantial reach, suggesting effective engagement with educational institutions.

Here are the sources of information listed in the order of their mentions for each university. If a particular source is not included, it means it was not mentioned by the respondents.





Table 17 Sources of information by university

University of Castilla La Mancha	University of Cantabria	University of Extremadura	University of Balearic Islands	Public University of Navarra	University of Oviedo	University of the Basque Country	University of Zaragoza
School	Street ads	University	University	University	University	University	Press
Facebook	University	Facebook	Press	Street ads	Street ads	Twitter	University
Twitter	High school	Press	Twitter	Press	Press	Radio	School
University	School	School	High School	Bus stop ads	Twitter	Facebook	Facebook
Press	Press	Street ads	Facebook	Facebook	School	Hig school	Radio
Street ads	Radio	Twitter	Street ads	TV	Facebook	School	Twitter
High school	Facebook	Radio	TV	Twitter	High school	YouTube	Youtube
YouTube	TV	High school	Radio	School	YouTube	Press	High school
Radio	YouTube	TV	School	High School	Radio	Street ads	Street ads
	Bus stop ads	YouTube	YouTube		TV	Bus stop ads	TV
	Twitter	Bus stop ads	Bus stop ads		Bus stop ads		

6. IMPACT OF EUROPEAN RESEARCH NIGHT

Here are the outcomes concerning participants' perspectives on the experience of the Researchers' Night. We administered a survey where respondents were asked to assess their **level of agreement or disagreement on a scale of 1 to 5** regarding a set of statements. These statements include: "I have acquired new knowledge", "The experience heightened my interest in science", "Some explanations were challenging to comprehend", "The image of science I initially held differed from what I encountered here", "The N23 effectively portrays the work of researchers" and "The N23 has enhanced my appreciation for the work of researchers". Subsequently, we conducted a crosstabulation analysis between the attentive, interested, and residual public, correlating their responses to these questions and calculating the mean values.





6.1 Attentive, Interested and Residual Public's Perceptions

Means offer a nuanced understanding of how different groups perceive their experience at the European Researchers' Night. The attentive and interested public consistently report higher means across all statements, indicating a positive impact on learning, interest, and appreciation for the work of researchers.

Table 18 Attentive, Interested and Residual Public's Perceptions

	Attentive public	Interested public	Residual public	All
I have acquired new knowledge	4.1	4.4	4.0	4.1
The experience heightened my interest in science	4.2	4.4	3.8	4.0
Some explanations were challenging to comprehend	1.8	2.0	2.4	2.2
The image of science I initially held differed from what I encountered here	2.2	2.6	2.9	2.7
The N23 effectively portrays the work of researchers	3.9	4.2	4.0	4.0
The N23 has enhanced my appreciation for the work of researchers	4.2	4.4	4.2	4.3

I have acquired new knowledge.

The overall average mean across all groups is 4.1, indicating a generally positive consensus among the participants regarding the statement. On average, attendees felt that they gained new knowledge during the N23 event.

Participants classified as the **Attentive Public**, who are likely more engaged and focused on the event, reported an average rating of 4.1. This suggests that individuals who actively sought information and engaged deeply with the N23 event perceived it as a valuable learning experience. They found the event to be informative and conducive to acquiring new knowledge. The **Interested Public** reported the highest average rating of 4.4 for this statement. This indicates that individuals who attended the event out of general interest in science and research had a particularly positive experience in terms of learning. They likely found the event to be rich in informative content, contributing significantly to their knowledge. The **Residual Public**, representing those who attended the event for reasons other than a pre-existing interest, reported an average rating of 4.0. This group still perceived the event as a valuable learning opportunity, suggesting





that the N23 managed to impart new knowledge even to participants who may not have had a specific interest in science.

The experience heightened my interest in science.

The overall average mean across all groups is 4.0, suggesting a generally positive consensus among the participants regarding the statement. On average, attendees felt that the European Researchers' Night successfully heightened their interest in science.

Participants categorized as the **Attentive Public** reported an average rating of 4.2. This indicates that those who were already attentive to the content of the European Researchers' Night experienced a further boost in their interest in science. The event successfully contributed to deepening their enthusiasm for scientific topics. The **Interested Public** reported the highest average rating of 4.4 for this statement. This suggests that the N23 not only met but exceeded the expectations of those already interested in science, further enhancing their passion and curiosity in scientific subjects. The **Residual Public** reported an average rating of 3.8. Despite starting with a lower interest level, this group still experienced a notable increase in their interest in science. The event managed to capture the attention of individuals who may not have initially been deeply engaged with scientific topics.

Some explanations were challenging to comprehend.

Results suggest that the event effectively communicated scientific information to participants, with low difficulty reported in understanding explanations across all groups. The overall average mean across all groups is 2.2, indicating a generally positive consensus among participants regarding the clarity of explanations. On average, attendees did not find it challenging to understand the explanations provided during the European Researchers' Night.

The **Attentive Public** reported a low average rating of 1.8. Individuals in this group generally found the explanations provided at the European Researchers' Night to be clear and comprehensible, indicating a high level of understanding. The **Interested Public** reported a slightly higher average rating of 2.0. While still a low rating, it indicates that this group also found the explanations to be relatively clear. The marginal increase from the Attentive Public could be attributed to varying levels of prior exposure to scientific topics. The **Residual Public** reported an average rating of 2.4. This group, which at first showed little familiarity with scientific concepts, still found the explanations reasonably understandable, though the rating is slightly higher compared to the more engaged groups.





The image of science I initially held differed from what I encountered here.

On average, participants experienced a moderate shift in their perception of science at the event. The low ratings from the **Attentive Public** indicate that the event largely aligned with their existing image of science, while the higher ratings from the **Interested** and **Residual Publics** suggest a somewhat greater difference, though still within a manageable and acceptable range. The overall average mean across all groups is 2.7, indicating a moderate consensus among participants regarding the alignment of their pre-existing image of science with the actual experience at the European Researchers' Night. The **Residual Public**, comprising participants who attended for reasons other than a pre-existing interest in science, reported an average rating of 2.9. This group, starting with potentially lower familiarity with scientific concepts, perceived a somewhat greater difference between their pre-existing image of science and what they encountered at the event. The rating suggests a moderate shift in perception.

The N23 effectively portrays the work of researchers.

Participants across all groups overwhelmingly perceived the European Researchers' Night as providing a realistic and accurate picture of what researchers do. Participants who were actively engaged with the event and likely had a higher level of familiarity with scientific concepts, this is, **Attentive Public**, found the content to be reflective of the realities of research. The **Interested Public** reported an even higher mean rating of 4.2, indicating a very positive perception that the event offered a realistic picture of what researchers do. The Residual Public reported a solid mean rating of 4.0, this positive perception aligns with the overall positive outcomes.

The N23 has enhanced my appreciation for the work of researchers.

The **Attentive Public** reported a high mean rating of 4.2, indicating that, on average, they felt that the European Researchers' Night had a positive impact on their appreciation for the work that researchers do. The **Interested Public** reported an even higher mean rating of 4.4, indicating an exceptionally positive effect on their valuation of researchers' work. The **Residual Public** also reported a robust mean rating of 4.4, showcasing that participants with potentially lower initial interest in science were also impacted positively.

Results suggest that the European Researchers' Night played a pivotal role in fostering a deep appreciation for the contributions of researchers among participants. The high mean ratings across all groups underscore a shared sentiment of increased value and respect, showcasing the event's effectiveness in conveying the importance of research endeavors.





6.2 Women and Men's Perceptions

In examining the survey responses based on gender, minimal differences emerge across various aspects of the European Researchers' Night experience. Both women and men express a similar level of agreement in acquiring new knowledge, with a mean rating of 4.1 on a scale ranging from 1 to 5. Similarly, when considering the statement "The experience heightened my interest in science," women and men display closely aligned means of 4.0 and 4.1, respectively. No significant gender differences are observed regarding the perceived difficulty in understanding some explanations, as both men and women share a mean rating of 2.2. A slight disparity emerges when participants reflect on how the image of science, they initially held differed from the one encountered at the event, with women reporting a mean of 2.8 and men reporting 2.6, resulting in an overall average mean of 2.7. However, consensus prevails across both genders when evaluating statements related to the portrayal of researchers' work, as evidenced by means of 4.0 for "The N23 effectively portrays the work of researchers" and 4.3 for "The N23 has enhanced my appreciation for the work of researchers." These individual means align with the overall average mean, highlighting a harmonious perception across genders.

Table 19 Women and Men's Perceptions

	Women	Men	All
I have acquired new knowledge	4.1	4.1	4.1
The experience heightened my interest in science	4.0	4.1	4.0
Some explanations were challenging to comprehend	2.2	2.2	2.2
The image of science I initially held differed from what I encountered here	2.8	2.6	2.7
The N23 effectively portrays the work of researchers	4.0	4.0	4.0
The N23 has enhanced my appreciation for the work of researchers	4.3	4.3	4.3

6.3 Undergraduates and Graduates' Perceptions

An analysis based on the level of education reveals intriguing differences in the perceptions of attendees at the European Researchers' Night, particularly distinguishing between those with higher education and those without. Both groups, regardless of educational background, share a common perception of having acquired new knowledge, with an identical average rating of 4.1. Similarly, there is parallel agreement on the statement assessing whether the experience heightened interest in science, as both groups exhibit a comparable average. A noteworthy difference surfaces regarding





the difficulty in understanding event explanations. Individuals with higher education, on average, find the contents of N23 less challenging to comprehend (mean of 2.0), compared to their counterparts without higher education (mean of 2.2). A divergence emerges concerning the alignment between the initial image of science and that portrayed by the N23. Those with higher education perceive a closer match (mean of 2.5), while those without higher education find the image more similar to their expectations (mean of 2.5). Evaluating the effectiveness of N23 in showcasing researchers' work, the mean for those with higher education is 3.9, slightly lower than the mean for those without higher education, which is 4.1. This trend aligns with the assessment of the previous statement. However, no discernible differences surface regarding agreement on whether N22 encourages appreciation for the work of scientists, with both groups sharing an average rating of 4.3.

Table 20 Undergraduates and Graduates' Perceptions

	Undergraduate	Graduate	All
I have acquired new knowledge	4.1	4.1	4.1
The experience heightened my interest in science	4.0	4.1	4.0
Some explanations were challenging to comprehend	2.4	2.0	2.2
The image of science I initially held differed from what I encountered here	3.0	2.5	2.7
The N23 effectively portrays the work of researchers	4.1	3.9	4.0
The N23 has enhanced my appreciation for the work of researchers	4.3	4.3	4.3





Table 21 Respondents' Perceptions by University

	Castilla La Mancha	Cantabria	Extremadura	Balearic Islands	Navarra	Oviedo	Basque Country	Zaragoza	All
I have acquired new knowledge	4.2	4.2	4.1	4.1	3.9	4.3	3.9	4.2	4.1
The experience heightened my interest in science	4.0	4.0	4.1	4.1	4.0	4.2	3.9	4.0	4.0
Some explanations were challenging to comprehend	1.8	2.2	2.1	2.0	2.4	2.4	2.1	2.2	2.2
The image of science I initially held differed from what I encountered here	2.9	2.7	2.7	2.4	2.6	2.9	2.6	2.7	2.7
The N23 effectively portrays the work of researchers	3.8	3.9	3.9	4.0	3.9	4.2	4.0	4.1	4.0
The N23 has enhanced my appreciation for the work of researchers	4.3	4.2	4.2	4.3	4.3	4.4	4.2	4.3	4.3

7. RESPONDENT'S PERCEPTIONS BY UNIVERSITY

7.1 University of Castilla La Mancha Respondents' Perceptions

Participants from this university reported a particularly high mean for "I have acquired new knowledge" at 4.2, slightly exceeding the overall average of 4.1. Similarly, for "The experience heightened my interest in science," the university's mean of 4.0 aligns closely with the overall average of 4.0. Participants from this university found the event explanations less challenging to comprehend, with a mean of 1.8, contrasting with the overall mean of 2.2. In terms of the alignment between the initial image of science and the one encountered at the event, the university's mean of 2.9 differs from the overall mean of 2.7. Evaluating the portrayal of researchers' work, the mean for "The N23 effectively portrays the work of researchers" at 3.8 is slightly lower than the overall mean of 4.0. However, the university's participants strongly agreed with "The N23 has enhanced my appreciation for the work of researchers," mirroring the overall mean at 4.3.





7.2 University of Cantabria Respondents' Perceptions

Participants from this university reported a notably high mean for "I have acquired new knowledge" at 4.2, surpassing the overall average of 4.1. Similarly, for "The experience heightened my interest in science," the university's mean of 4.0 aligns closely with the overall average of 4.0. Participants at the University of Cantabria found some explanations slightly more challenging to comprehend, reflected in a mean of 2.2, though this aligns with the overall mean of 2.2. Regarding the alignment between the initial image of science and the one encountered at the event, the university's mean of 2.7 is consistent with the overall mean of 2.7. When evaluating the portrayal of researchers' work, the mean for "The N23 effectively portrays the work of researchers" at 3.9 is slightly lower than the overall mean of 4.0. However, participants from the University of Cantabria strongly agreed with "The N23 has enhanced my appreciation for the work of researchers," reflecting the overall mean at 4.3.

7.3 University of Extremadura Respondents' Perceptions

Participants from this university reported a commendable mean for "I have acquired new knowledge" at 4.1, aligning closely with the overall average of 4.1. Similarly, for "The experience heightened my interest in science," the university's mean of 4.1 closely mirrors the overall average of 4.0. Participants at the University of Extremadura found some explanations slightly less challenging to comprehend, as reflected in a mean of 2.1, slightly lower than the overall mean of 2.2. Regarding the alignment between the initial image of science and the one encountered at the event, the university's mean of 2.7 closely aligns with the overall mean of 2.7. Evaluating the portrayal of researchers' work, the mean for "The N23 effectively portrays the work of researchers" at 3.9 is slightly lower than the overall mean of 4.0. However, participants from the University of Extremadura strongly agreed with "The N23 has enhanced my appreciation for the work of researchers," aligning closely with the overall mean at 4.3.

7.4 University of Balearic Islands Respondent's Perceptions

Participants from this university reported a commendable mean for "I have acquired new knowledge" at 4.1, in line with the overall average of 4.1. Similarly, for "The experience heightened my interest in science," the university's mean of 4.1 closely mirrors the overall average of 4.0. Remarkably, participants at the University of Balearic Islands found some explanations less challenging to comprehend, reflected in a mean of 2.0, lower than the overall mean of 2.2. Regarding the alignment between the initial image of science and the one encountered at the event, the university's mean of 2.4 aligns with the overall mean of 2.7. Evaluating the portrayal of researchers' work, the mean for "The N23 effectively portrays the work of researchers" at 4.0 is consistent with the overall mean of 4.0. Additionally, participants from the University of Balearic Islands





strongly agreed with "The N23 has enhanced my appreciation for the work of researchers," aligning closely with the overall mean at 4.3.

7.5 University of Navarra Respondents' Perceptions

Participants from this university reported a mean of 3.9 for "I have acquired new knowledge," slightly below the overall average of 4.1. Similarly, for "The experience heightened my interest in science," the university's mean of 4.0 aligns closely with the overall average of 4.0. Participants at the University of Navarra found some explanations slightly more challenging to comprehend, as reflected in a mean of 2.4, higher than the overall mean of 2.2. Regarding the alignment between the initial image of science and the one encountered at the event, the university's mean of 2.6 aligns closely with the overall mean of 2.7. Evaluating the portrayal of researchers' work, the mean for "The N23 effectively portrays the work of researchers" at 3.9 is consistent with the overall mean of 4.0. Additionally, participants from the University of Navarra strongly agreed with "The N23 has enhanced my appreciation for the work of researchers," aligning closely with the overall mean at 4.3.

7.6 University of Oviedo Respondents' Perceptions

Participants from this university reported a commendable mean of 4.3 for "I have acquired new knowledge," surpassing the overall average of 4.1. Similarly, for "The experience heightened my interest in science," the university's mean of 4.2 outstrips the overall average of 4.0. Participants at the University of Oviedo found some explanations slightly more challenging to comprehend, reflected in a mean of 2.4, higher than the overall mean of 2.2. Regarding the alignment between the initial image of science and the one encountered at the event, the university's mean of 2.9 aligns closely with the overall mean of 2.7. Evaluating the portrayal of researchers' work, the mean for "The N23 effectively portrays the work of researchers" at 4.2 is consistent with the overall mean of 4.0. Additionally, participants from the University of Oviedo strongly agreed with "The N23 has enhanced my appreciation for the work of researchers," aligning closely with the overall mean at 4.4.

7.7 University of Basque Country Respondents' Perceptions

Participants from this university reported a mean of 3.9 for "I have acquired new knowledge," slightly below the overall average of 4.1. Similarly, for "The experience heightened my interest in science," the university's mean of 3.9 aligns closely with the overall average of 4.0. Participants at the University of the Basque Country found some explanations slightly more challenging to comprehend, as reflected in a mean of 2.1, higher than the overall mean of 2.2. Regarding the alignment between the initial image of science and the one encountered at the event, the university's mean of 2.6 aligns closely with the overall mean of 2.7. Evaluating the portrayal of researchers' work, the





mean for "The N23 effectively portrays the work of researchers" at 4.0 is consistent with the overall mean of 4.0. Additionally, participants from the University of the Basque Country expressed a strong agreement with "The N23 has enhanced my appreciation for the work of researchers," aligning closely with the overall mean at 4.2.

7.8 University of Zaragoza Respondents' Perceptions

Participants from this university reported a commendable mean of 4.2 for "I have acquired new knowledge," surpassing the overall average of 4.1. Similarly, for "The experience heightened my interest in science," the university's mean of 4.0 aligns closely with the overall average of 4.0. Participants at the University of Zaragoza found some explanations slightly more challenging to comprehend, reflected in a mean of 2.2, matching the overall mean of 2.2. Regarding the alignment between the initial image of science and the one encountered at the event, the university's mean of 2.7 aligns closely with the overall mean of 2.7. Evaluating the portrayal of researchers' work, the mean for "The N23 effectively portrays the work of researchers" at 4.1 is consistent with the overall mean of 4.0. Additionally, participants from the University of Zaragoza strongly agreed with "The N23 has enhanced my appreciation for the work of researchers," aligning closely with the overall mean at 4.3.





8. RESPONDENTS' EVALUATIONS ON N23

	Castilla La Mancha	Cantabria	Extremadura	Balearic Islands	Navarra	Oviedo	Basque Country	Zaragoza	All
Variety of activities (workshops, talks, stands, etc.)	4.1	4.2	4.5	4.3	4.4	4.4	4.2	4.3	4.3
Diversity of topics (science, humanities, art, etc.)	4.2	4.2	4.3	4.2	4.2	4.3	4.2	4.1	4.2
Cutting-edge topics (AI, new technologies, etc.)	4.3	4.2	4.4	4.2	4.3	4.4	4.3	4.2	4.3
Aimed at a child audience	4.1	4.1	4.3	4.3	4.3	4.2	4.1	4.3	4.2
Aimed at a youthful audience	4.4	4.1	4.2	4.0	4.1	4.1	4.1	4.3	4.1
Aimed at an adult audience	4.0	3.9	4.0	3.7	3.9	3.9	3.9	4.1	3.9
Kindness and obligingness of the researchers	4.7	4.6	4.8	4.9	4.7	4.8	4.8	4.7	4.8
Possibility of manipulating objects and materials in the stands	4.3	4.4	4.4	4.4	4.5	4.3	4.5	4.5	4.4
Materials that you were able to take as souvenirs	3.6	4.0	3.8	3.8	3.8	3.8	3.7	3.9	3.8
Possibility of expanding information on the topics that interest you	4.2	4.1	4.2	4.1	4.1	4.2	4.2	4.2	4.2
Explanations provided by the researchers	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.3	4.5
Quality of the experiments conducted	4.4	4.3	4.4	4.3	4.5	4.3	4.2	4.4	4.3
Available information prior to the event	3.5	3.3	3.5	3.5	3.1	3.5	3.1	3.1	3.3
Information about the stands	3.7	3.8	3.7	3.7	3.9	3.8	3.6	3.7	3.7
The distribution of the tables in the stands	4.2	4.0	3.9	4.0	4.0	3.9	3.9	4.0	4.0
Acoustics (background noise, sound, etc.)	3.0	3.7	3.2	3.3	3.3	3.7	3.2	3.6	3.4
Lighting (there is enough light, the stand is clearly visible, etc.)	4.1	4.2	4.1	4.3	4.2	4.0	4.1	4.1	4.1
The place, the location of the activities	4.5	4.3	4.4	4.3	4.4	4.2	4.3	4.2	4.3
Accessibility	4.5	4.3	4.4	4.5	4.5	4.3	4.4	4.4	4.4





8.1 University of Castilla La Mancha Respondents' Evaluation

Activities: Participants from the University of Castilla La Mancha expressed a high level of satisfaction with the European Researchers' Night. The variety of activities, including workshops, talks, and stands, received a commendable mean rating of 4.1, indicating a diverse and engaging program. The event's coverage of diverse topics garnered a positive mean rating of 4.2. The emphasis on cutting-edge topics was well-received with a notable mean rating of 4.3. Researchers at the event were highly praised for their kindness and obligingness, receiving an exceptional mean rating of 4.7. Participants appreciated the opportunity to manipulate objects and materials at stands, with a mean rating of 4.3. While the availability of materials as souvenirs received a slightly lower rating of 3.6, other positive evaluations included the quality of explanations provided by researchers (4.5) and the overall quality of experiments conducted (4.4).

Audience: The event was well-received as being aimed at a child audience, with a positive mean rating of 4.1. Moreover, participants found the event to be particularly engaging for a youthful audience, as indicated by a high mean rating of 4.4. The event's appeal extended to an adult audience, garnering a positive mean rating of 4.0.

Logistics: Participants shared their perspectives on event logistics, accessibility, and the overall environment. The available information prior to the event received a mean rating of 3.5, indicating moderate satisfaction with the pre-event communication and details. Regarding the information about the stands, participants gave it a mean rating of 3.7, suggesting a satisfactory level of awareness about the showcased content. The distribution of tables in the stands received positive feedback with a mean rating of 4.2, highlighting the effective organization and layout. Acoustics at the event, including background noise and sound quality, received a mean rating of 3.0, indicating room for improvement. On the other hand, participants expressed satisfaction with the lighting, giving it a mean rating of 4.1, and praised the place and location of activities with a high mean rating of 4.5. Additionally, the event was deemed highly accessible, with a mean rating of 4.5.

8.2 University of Cantabria Respondents' Evaluation

Activities: At the University of Cantabria, participants highly praised the variety of activities, which encompassed workshops, talks, and stands, earning a commendable mean rating of 4.2. The diverse range of topics also received positive feedback with a mean rating of 4.2. Attendees appreciated the cutting-edge topics, garnering a mean rating of 4.2. The researchers' kindness and obligingness received a high mean rating of 4.6, contributing to a positive and engaging event atmosphere. Participants found ample opportunities for hands-on engagement, with the possibility of manipulating objects and materials at stands receiving a mean rating of 4.4. The availability of materials as souvenirs was well-received, earning a mean rating of 4.0. Attendees expressed





satisfaction with the possibility of expanding information on topics of interest, providing a mean rating of 4.1. Explanations provided by researchers received positive feedback, with a mean rating of 4.5, and the quality of experiments conducted was well-appreciated, earning a mean rating of 4.3.

Audience: Attendees perceived the event as well-suited for a child audience, earning a commendable mean rating of 4.1. Similarly, the event catered to a youthful audience with a mean rating of 4.1. While still positively received, the event targeting an adult audience garnered a slightly lower mean rating of 3.9.

Logistics: Participants expressed varied perceptions about the available information prior to the event, with a mean rating of 3.3. Regarding information about the stands, the mean rating was 3.8, reflecting participants' perceptions of the clarity and accessibility of information during the event. Evaluating the distribution of tables in the stands, participants gave a mean rating of 4.0, indicating satisfaction with the layout and organization. Additionally, considerations such as acoustics and lighting were positively perceived, with mean ratings of 3.7 and 4.2, respectively. The place and location of the activities received a high mean rating of 4.3, highlighting participants' appreciation for the event's venue. Moreover, the event demonstrated a commitment to accessibility, earning a commendable mean rating of 4.3 in this aspect.

8.3 University of Extremadura Respondents' Evaluation

Activities: Participants gave an excellent mean rating of 4.3, indicating their satisfaction with the inclusion of science, humanities, and art in the event. The variety of activities received high praise with a mean rating of 4.5, showcasing the success of the event in offering engaging and diverse content. The focus on cutting-edge topics was well-received, earning a notable mean rating of 4.4. Participants highlighted the exceptional kindness and obligingness of the researchers, giving it a mean rating of 4.8. The opportunity to manipulate objects and materials in the stands was appreciated, as indicated by a mean rating of 4.4. While materials available as souvenirs received a positive mean rating of 3.8, participants valued the possibility of expanding information on topics of interest (mean rating of 4.2). Researchers' explanations were considered of high quality, receiving a mean rating of 4.5, as was the overall quality of experiments conducted, with a commendable mean rating of 4.4.

Audience: The mean ratings for the event being aimed at a child audience, a youthful audience, and an adult audience were all positive, with means of 4.3, 4.2, and 4.0, respectively.

Logistics: The mean ratings reflected a generally positive experience in terms of available information prior to the event (3.5) and information about the stands (3.7). However, there were aspects that could be further improved, with participants





expressing a need for enhanced acoustics (3.2) and more favorable ratings for the distribution of tables in the stands (3.9). On the other hand, positive feedback was received for lighting conditions (4.1), the overall accessibility of the event (4.4), and the location of the activities (4.4).

8.4 University of Balearic Islands Respondents' Evaluation

Activities: The mean ratings for the variety of activities (4.3), diversity of topics (4.2), and cutting-edge topics (4.2) indicated a well-received and engaging program. Participants acknowledged the exceptional kindness and obligingness of the researchers (4.9), emphasizing the positive interpersonal aspects of the event. The possibilities for hands-on experiences, including manipulating objects and materials in the stands (4.4), contributed to a favorable perception. Additionally, the mean ratings for materials available as souvenirs (3.8), expanding information on interesting topics (4.1), explanations provided by researchers (4.5), and the quality of experiments conducted (4.3) reflected a well-rounded and enriching experience for participants from the University of Balearic Islands.

Audience: The mean ratings indicated a positive reception across different age groups, with a rating of 4.3 for being aimed at a child audience, 4.0 for a youthful audience, and 3.7 for an adult audience.

Logistics: The feedback indicates that while the event received positive ratings, there were areas with room for improvement. Acoustics, including background noise and sound, received a mean score of 3.3, suggesting some concerns in this aspect. Similarly, the availability of information prior to the event and details about the stands received mean scores of 3.5 and 3.7, respectively, indicating potential areas for enhancement. On the positive side, participants appreciated the distribution of tables in the stands (4.0), the lighting at the event (4.3), the place and location of activities (4.3), and the overall accessibility (4.5).

8.5 Public University Navarra Respondents' Evaluation

Activities: Participants from the University of Navarra appreciated the diverse array of activities, ranging from workshops to talks and stands, with a mean score of 4.4. The event's commitment to covering a broad spectrum of topics was acknowledged with a mean of 4.2. Participants found the discussions on cutting-edge topics, as indicated by a mean score of 4.3. Researchers were praised for the clarity of their explanations (mean: 4.5) and the quality of experiments conducted (mean: 4.5). The event's atmosphere fostered participant engagement, allowing for hands-on experiences with a high score of 4.5 for the possibility of manipulating objects and materials. While the availability of materials as souvenirs received a slightly lower mean of 3.8, participants





highly valued the kindness and obligingness of the researchers, earning a commendable mean score of 4.7.

Audience: The event was perceived as particularly suitable for a child audience, in the high mean score of 4.3. The engagement extended to a youthful audience, with a commendable mean score of 4.1, showcasing an inclusive approach that resonated with young adults. While the mean score for an adult audience was slightly lower at 3.9, it still indicated a positive reception, suggesting that the event effectively catered to the interests and curiosity of attendees across different age groups.

Logistics: While the available information prior to the event received a mean score of 3.1, indicating a moderate level of satisfaction, the subsequent components demonstrated a higher level of approval. The acoustics, with a mean score of 3.3, were generally satisfactory, contributing to a conducive environment for engagement. Participants found the information about the stands and the distribution of tables in the stands particularly helpful, as reflected in mean scores of 3.9 and 4.0, respectively. Additionally, the positive experience extended to lighting (4.2), the place and location of activities (4.4), and accessibility (4.5).

8.6 University of Oviedo Respondents' Evaluation

Activities: Participants from the University of Oviedo expressed a highly positive response to their experience during the European Research Night, as evident from the provided ratings. The variety of activities, with a mean score of 4.4, and the diversity of topics, with a mean score of 4.3, showcased the success of the event in catering to a broad spectrum of interests. The cutting-edge topics, rated at 4.4, indicated the incorporation of innovative and contemporary themes. The kindness and obligingness of the researchers received high acclaim, earning a mean score of 4.8. Attendees appreciated the interactive elements, such as the possibility of manipulating objects and materials at the stands, which scored 4.3. The availability of materials as souvenirs received a moderate mean score of 3.8, but data shows positive ratings for expanding information (4.2), explanations by researchers (4.5), and the quality of experiments (4.3).

Audience: Participants noted that the activities were well-received by a broad audience, as indicated by the ratings. With a mean score of 4.2 for being aimed at a child audience and 4.1 for a youthful audience, it is evident that the content and engagement strategies resonated well with these demographics. Even for the adult audience, the mean score of 3.9 reflects a positive perception, showcasing the inclusivity and adaptability of the event to cater to various age ranges.

Logistics: Participants expressed satisfaction with the available information prior to the event, with a mean score of 3.5, indicating a reasonably informative prelude to the





activities. The stands' information and distribution also received favorable reviews, scoring 3.8 and 3.9, respectively. Attendees noted a satisfactory acoustic environment, with a mean score of 3.7, indicating that the background noise and sound levels were conducive to engagement. Additionally, the event's lighting, with a mean score of 4.0, was deemed sufficient, ensuring that stands were clearly visible. The location of the activities received high praise, with a mean score of 4.2, emphasizing the positive impact of a well-chosen venue. The overall accessibility of the event was rated favorably, achieving a mean score of 4.3, indicating that attendees found the event easily reachable and accommodating to diverse needs.

8.7 University of Basque Country Respondents' Evaluation

Activities: The University of the Basque Country's event was well-received by participants, who appreciated the variety of activities, diversity of topics, and the inclusion of cutting-edge subjects, with mean scores of 4.2, 4.2, and 4.3, respectively. Researchers' kindness and obligingness garnered high praise, achieving a notable mean score of 4.8, indicating a positive and engaging interaction between researchers and attendees. The stands allowed for hands-on experiences, as indicated by a mean score of 4.5 for the possibility of manipulating objects and materials. Attendees expressed satisfaction with the materials available as souvenirs, although with a slightly lower mean score of 3.7. The event's informative nature, with a mean score of 4.2 for expanding information on topics of interest, showcased a commitment to providing engaging and educational content. The explanations provided by researchers and the quality of experiments conducted also received positive evaluations, with mean scores of 4.5 and 4.2, respectively.

Audience: The University of the Basque Country's event demonstrated a balanced appeal across different age groups, with participants providing mean scores of 4.1 for being aimed at both a child and youthful audience. The event slightly lagged in its appeal to an adult audience, garnering a mean score of 3.9.

Logistics: The event scored well in lighting, earning a mean score of 4.1, indicating ample light and clear visibility at the stands. The location of activities also received positive feedback, with a mean score of 4.3, suggesting a favorable venue choice. Additionally, participants acknowledged the event's accessibility, providing a mean score of 4.4, indicating ease of navigation and accommodation for individuals with different needs. However, there is room for improvement in pre-event information dissemination (mean score of 3.1) and details about the stands (mean score of 3.6).

8.8 University of Zaragoza Respondents' Evaluation

Activities: Attendees praised the variety of activities, giving it a commendable mean score of 4.3, suggesting a diverse and engaging program. The event's focus on cutting-





edge topics, with a mean score of 4.2, indicates a forward-looking and innovative approach. Participants expressed satisfaction with the kindness and obligingness of the researchers, receiving a high mean score of 4.7, reflecting a positive interaction between attendees and event contributors. The opportunity for hands-on experiences was well-received, with a mean score of 4.5 for the possibility of manipulating objects and materials at the stands. While the quality of experiments conducted received a favorable mean score of 4.4, there is room for improvement in providing materials as souvenirs, with a mean score of 3.9, suggesting an area for organizers to enhance the memorabilia aspect of the event.

Audience: With mean scores of 4.3 for both a child and youthful audience, and a slightly lower score of 4.1 for an adult audience, the event demonstrated its versatility in engaging participants across different life stages.

Logistics: Participants expressed satisfaction with the available information prior to the event, giving it a mean score of 3.1. The information about the stands and the distribution of tables received favorable ratings with mean scores of 3.7 and 4.0, respectively. Attendees also appreciated the event's acoustics and lighting, as reflected in mean scores of 3.6 and 4.1. The location of activities and accessibility received high praise, with mean scores of 4.2 and 4.4, respectively.

9. CONCLUSIONS

A total of 783 surveys were meticulously collected, capturing a comprehensive snapshot of participant feedback. The average age of respondents is 32 years, showcasing a diverse age range spanning from 6 to 89 years. Notably, 63% of respondents are women, highlighting a significant female representation compared to 33% men. In terms of education, 57.6% have completed higher education, a recurrent profile observed in previous editions of the Researchers' Night. A noteworthy 19.2% of respondents self-identified with both high scientific literacy and a keen interest in science.

The data indicates a substantial number of respondents who attended the European Researchers' Night through the University, despite lacking any pre-existing affiliation with the institution. This is encouraging news for the Scientific Culture Units, signifying the successful dissemination of the event beyond the university community. Engagingly, 69.3% of participants experienced the event for the first time, revealing variations in attendance patterns across universities participating in the European Researchers' Night. Surprisingly, 59.1% had no direct affiliation with the university, while 37.1% learned about N23 through intentional engagement with the university. A significant 21.3% attended the event serendipitously. The university played a pivotal role, serving as the primary information source for 26.1% of participants.





On average, attendees reported gaining new knowledge, heightened interest in science, and increased appreciation for researchers' work. They perceived the event as offering an authentic portrayal of researchers' activities. Universally, attendees highly valued the diversity of activities, thematic variety, and exposure to cutting-edge science and technology. The interactive nature of the European Researchers' Night, including the opportunity to manipulate objects, engage with researchers, and take-home mementos, received commendation.

The commitment of Scientific Culture Units to delivering a quality experience is evident in the positive assessments of organizational and logistical aspects such as lighting, acoustics, and spatial distribution. However, there remains an opportunity to enhance the pre-event dissemination of activity details.





ANNEXE 1 European Research Night Survey

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Hello! We would like you to respond to this survey which aims to collect the impressions of people attending the European Research Night 2023 (N23). The survey is voluntary, anonymous and the data will be treated confidentially. No matter how old you are, your opinion is very valuable.

1. Date of birth
2. City of residence
3. Current or achieved educational level
 - Primary school
 - Secondary education
 - Sixth Form
 - Professional development
 - Degree
 - PhD
4. Have you participated in previous Nights?
5. In how many Nights have you participated?
6. What is your relationship with the university that organizes the Night?
 - I am a student of the University
 - Someone in my family works at the University
 - I am staff of the University (teaching and research staff or administration and services staff)
 - I have no relationship with the University
7. Have you heard about N23 from someone who worked at the University?
8. Have you come across the N23 by chance, because you were passing by and saw it?
9. Have you seen or heard information about the Night through... (check all that apply)
 - Twitter
 - Facebook
 - YouTube
 - Press
 - Television
 - Radio
 - Streets ads
 - Bus stop ads
 - School
 - High School
 - University





10. What would you say is your level of scientific knowledge?
11. What would you say is your interest in science issues?
12. How much do you agree or disagree with the following statements?
 - I have acquired new knowledge
 - The experience heightened my interest in science
 - Some explanations were challenging to comprehend
 - The image of science I initially held differed from what I encountered here
 - The N23 has enhanced my appreciation for the work of researchers
13. The N23 has enhanced my appreciation for the work of researchers Rate the following aspects of the Night from 1 to 5
 - Variety of activities (workshops, talks, stands, etc.)
 - Diversity of topics (science, humanities, art, etc.)
 - Current topics (AI, new technologies, etc.)
 - Aimed at a child audience
 - Aimed at a youthful audience
 - Aimed at an adult audience
 - Kindness and obligingness of the researchers
 - Possibility of manipulating objects and materials in the stands
 - Materials that you were able to take as souvenirs
 - Possibility of expanding information on the topics that interest you
 - Explanations provided by the researchers
 - Quality of the experiments you have carried out
 - Available information prior to the event
 - Information about the stands
 - The distribution of the tables in the stands
 - Acoustics (background noise, sound, etc.)
 - Lighting (there is enough light, the stand is clearly visible, etc.)
 - The place, the location of the activities
 - Accessibility

