

Abstract, Audience Analysis and Evaluation keynote:

This presentation will introduce the theory and practice of evaluation of science communication activities. The presentation covers the general issues around designing an effective evaluation, as well as some of the specific options available in terms of methods of data collection and analysis. Particular detail is provided on how to design a good quality evaluation questionnaire and 'top tips' for ensuring effective evaluation.

Bio:

Dr Eric Jensen is Assistant Professor of Sociology at the University of Warwick, Visiting Senior Research Fellow at the Institute of Zoology, Zoological Society of London / University of Cambridge and Associate Education Fellow at Durrell Wildlife Conservation Trust. He is an experienced evaluation researcher, with numerous peer-reviewed publications on public engagement published in top ranked journals. Dr Jensen's previous research projects include evaluation studies of impacts conducted at ZSL London Zoo, Durrell Wildlife Park, the Cambridge Science Festival and Festival of Ideas and the Fitzwilliam Museum, as well as recent work as a consultant for the Natural History Museum.