“IN3B” PROJECT: OBJECTIVES

Main question:
Are the visits useful for educational objectives and marketing activities of the laboratories?

Which outcomes-effects are the visits producing? Why?

Which changes are valuable for visitors?

Which are the main factors in particular changes?

Specific objectives:
Who are the visitors?
Are they satisfied of the visits?
How to improve the organization of the visits?
OPERATION OF “EFFECTS” CONCEPT

CLASSIFICATION OF THE EFFECTS PRODUCED DURING THE VISITS

• BEFORE THE VISIT (short term)
  • Intention of researching further information about the subjects met during the visit
  • Knowledge increase
  • Research of further information about the subjects met during the visit
  • Knowledge increase
  • Changes in attitude towards physics and laboratories

• THREE MONTHS AFTER THE VISIT (medium term)
  • Intention of researching further information about the subjects met during the visit
  • Knowledge increase
  • Research of further information about the subjects met during the visit
  • Knowledge increase
  • Changes in attitude towards physics and laboratories
FACTORS THAT CAN CONDITION THE VISIT EFFECTS

(B = before; A = after; F = follow-up):

• Ways of approaching the visit (B)
• Expectations towards the visit (B)
• Former knowledge/1 – instruction level (B)
• Cultural consumption (B)
• Attitudes towards science (B)
• Former knowledge/2 – general and specific scientific knowledge (B)
• Sociological and personal characteristics of interviewed people (gender, age, residence, professional conditions) (B)
• Education (B)
• Ways of doing the visit (A)
• Evaluation after the visit (A e F)
HYPOTHETICAL STRUCTURE OF THE RELATIONS AMONG VARIABLES:

- Socio-personal characteristics
  - education
  - cultural consumption

- Former knowledge

- Attitudes towards science

- Approach ways

- Expectations towards the visit

- Visit

- Visit evaluation

- Effects
STRATEGIC DIRECTION OF THE RESEARCH PROJECT -1

visitors data collection & visitors observation

- before visit (ex-ante)
- immediately after visit (ex-post)
- after a certain period (follow-up) (visitors versus control group)
- during the visit (in itinere)
STRATEGIC DIRECTION OF THE RESEARCH PROJECT - 2

A.1 - experimental

&

A.2 - systematic

A.1.2 – on the field

A.1.3 - “natural”

A.1.3 - qualitative cases selection
SELECTION OF THE COLLECTION
TECHNIQUES

visitors data collection

&

face-to-face standard questionnaire (ex-ante and ex-post)
Conversation interview (ex-post)

Standard questionnaire by telephone (follow-up visitors and control group)

Visitors observation

Ethnographic observation (in itinere)
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<th>OPERATIVE OBJECTIVE</th>
<th>LENGTH (months)</th>
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<td>Collecting instruments, define sampling criteria to select visitors</td>
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<td><em>ex-ante, in itinere, ex-post</em> collection data</td>
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**total 24 months**
PRODUCTS AND EXPECTED TARGET

PRODUCTS
- Research report for every laboratory
- Comparative research report
- Articles, scientific essays
- Suggestions and guidelines for the visits

TARGET
- Laboratories involved in the project
- Members of the research group
- European Union
- Scientific community
- Laboratories involved in the project
- European Union
- Other research organisations
ACTORS IN THE RESEARCH PROCESS
(define problem/objectives)

a) Research group

b) Customer

c) Visitors

d) Guides

international

national

European Union

sociologists

visits

managers
ACTORS IN THE RESEARCH PROCESS
(definition of the research project)

a) Research group
b) customer

c) visitors
d) guides

international
national

sociologists
Visits manager
ACTORS OF THE RESEARCH PROCESS
(Network of the research project and its implementation)

a) Research group
b) customer
c) visitors
d) guides

international
national

sociologists
Visits manager
European Union
First results – Open days interviews
LNGS Italy

Decision process: in a brief time (max. 1 week), people generally visit with other persons

Information: via web, advertising

Aim of the visit: comprehension of natural phenomenon
First results – Open days interviews

Knowledge: different findings with respect of expectations, non specific knowledge

Particular needs: information in details, more commodities in displacements

Other: good welcome for children with specific programme and toys