

Summary of Visitor Feedback for “Higgs Boson”

The Higgs Boson Exhibit was part of the The Royal Society Summer Science Exhibition, running from 1-7 July 2013, see <http://sse.royalsociety.org/2013/exhibits/higgs-boson>

A total of 307 feedback surveys were completed by visitors and analysed by Mursheda Ahad and Zoe Babb, during a work experience placement at Birmingham University in July 2013.

This report summarises their findings of the feedback received. Nigel Watson 27/09/2013

Of the 307 questionnaires completed:

Gender

171 male, 136 female

Age (years)

under 12: 9 12—18: 145 19—29: 69 30—65: 74 65+: 10

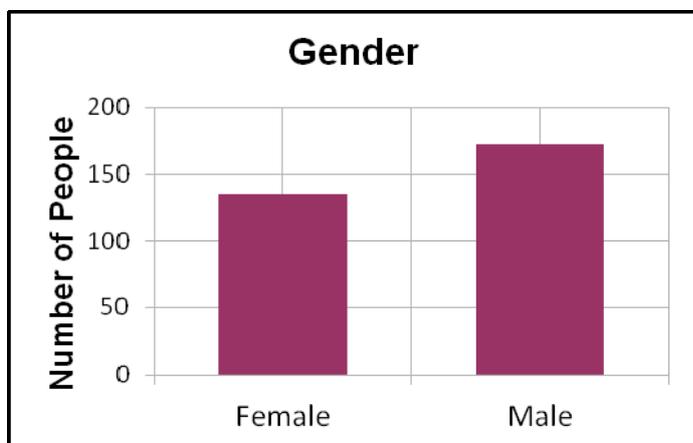
Visitor type

Individual: 54 family/friends: 174 teachers (pupils) in school group: 22 (57)

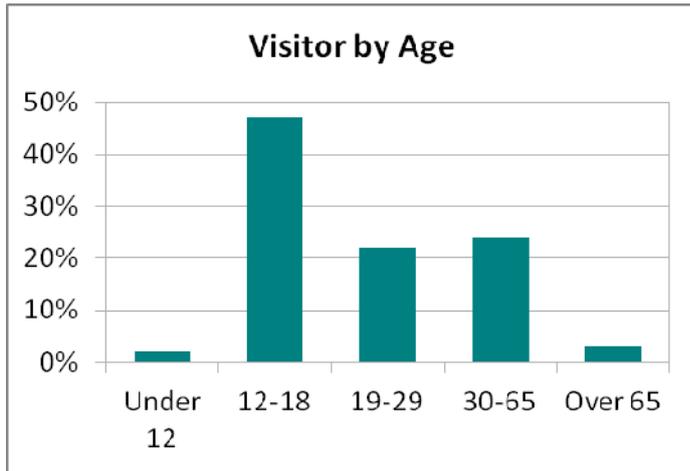
Based on the qualitative feedback received, the exhibition was successful, with 64% finding it very informative and fewer than 1% finding it completely uninformative.

In addition, 81% left with an increased interest in physics and fewer than 1% remained uninterested after their visit to the exhibition.

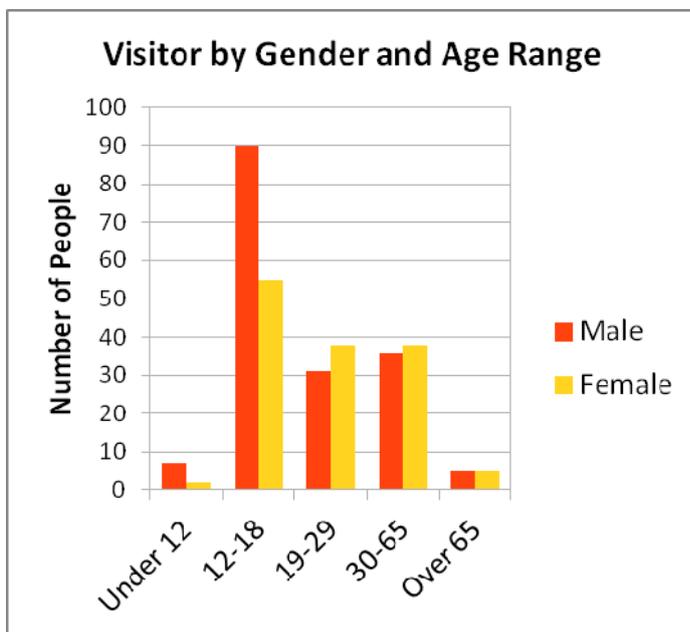
Graphical summary of questionnaire responses



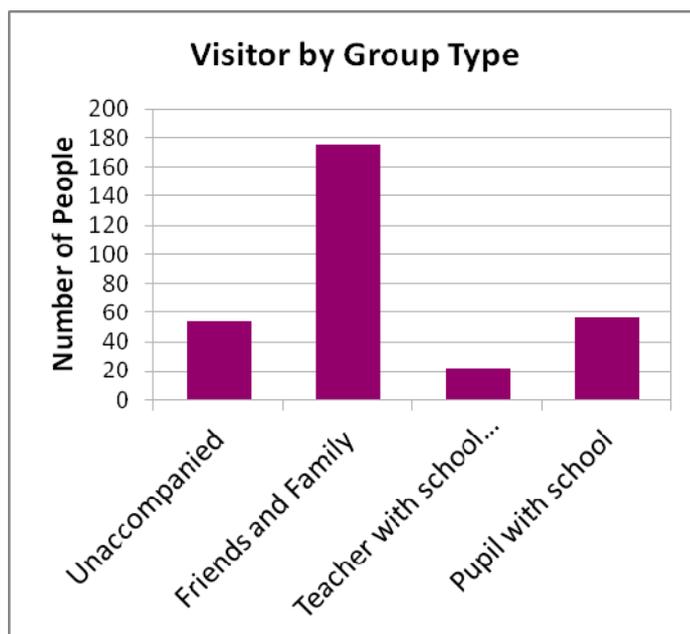
Of the visitors who completed a questionnaire, there were approx. 25% more male than female respondents.



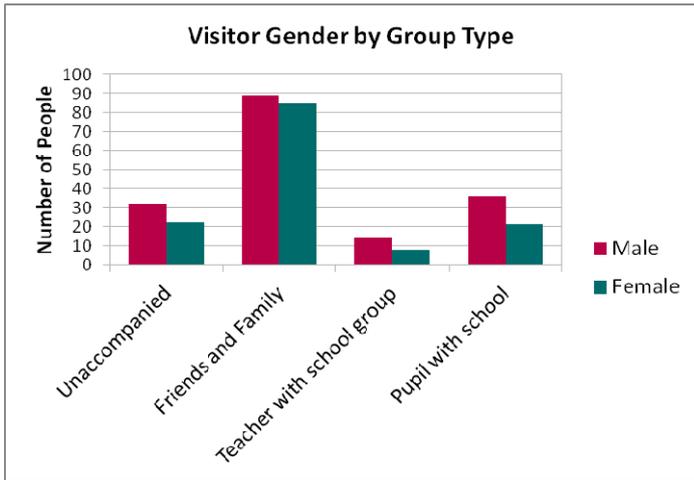
The largest number of visitors who completed questionnaires were in the secondary school age range, 12–18 year old (47%), with approximately 23% in each of the 19–29 and 30–65 year age groups.



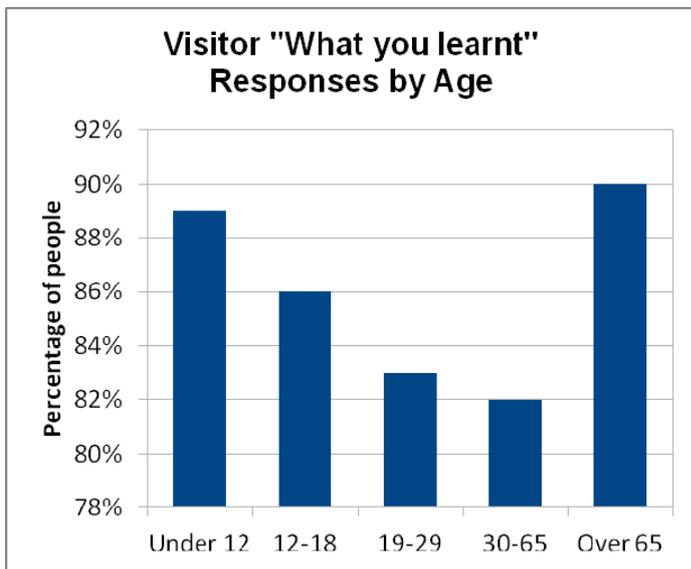
There were significantly more male visitors in the dominant 12–18 year age group, with smaller imbalances in other categories.



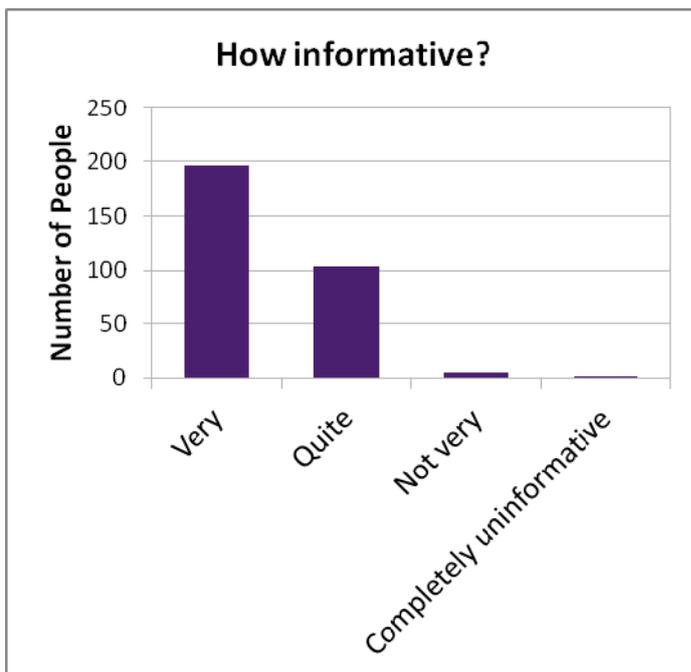
Most visitors attended with family and friends, suggesting that the exhibition had a significant recreational as well as school-based attendance.



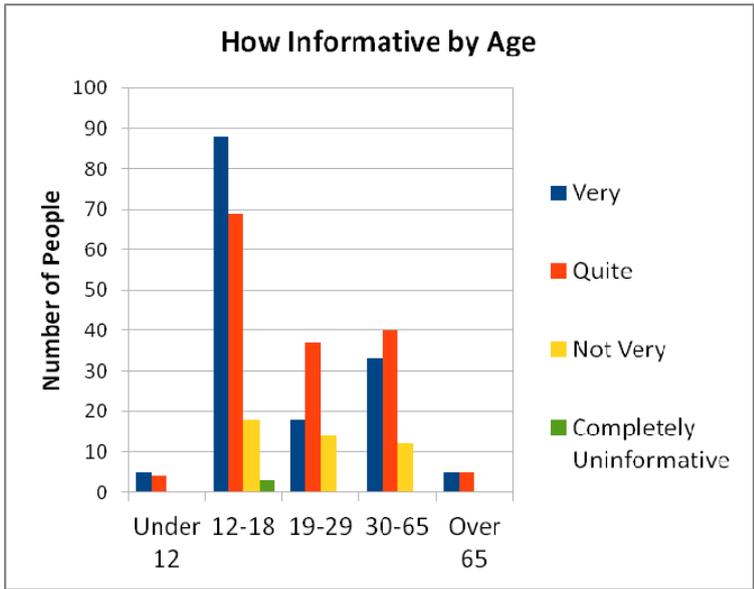
There were more male than female visitors in all categories, with the largest imbalance noted in school groups.



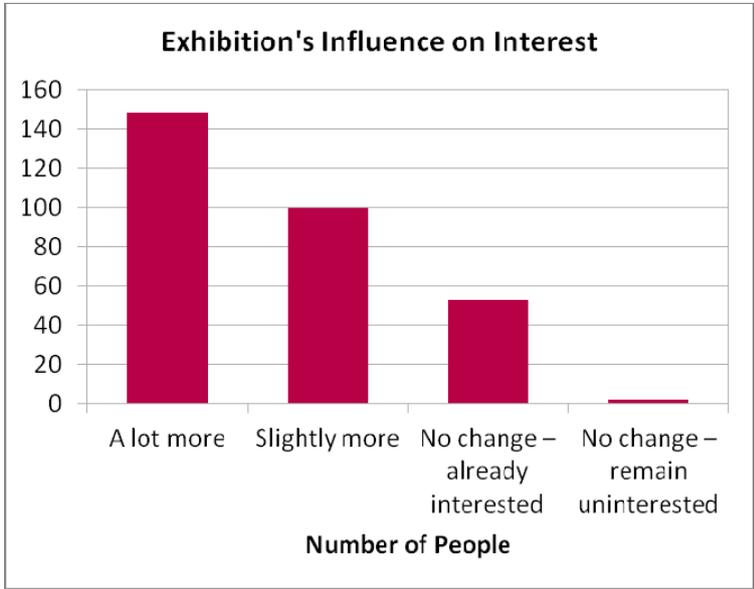
84% of respondents gave a free format response to this specific question, while only 30% volunteered a response to "any other comment".



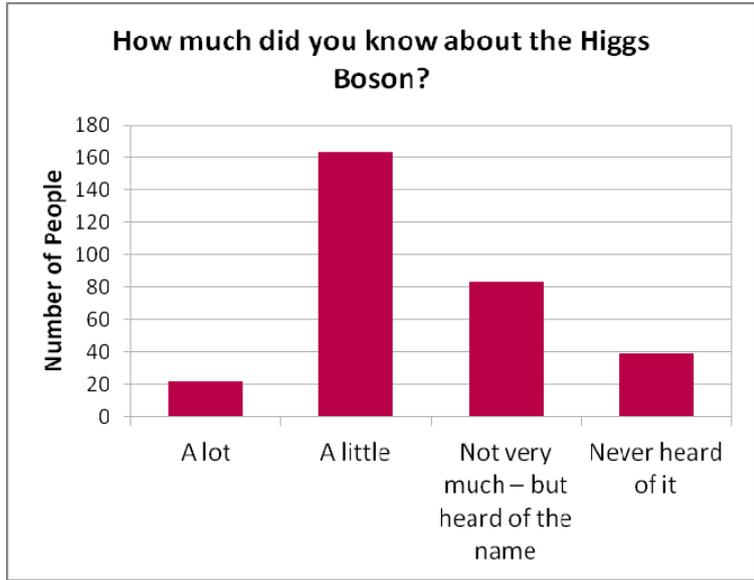
Most people found the exhibit to be very informative.



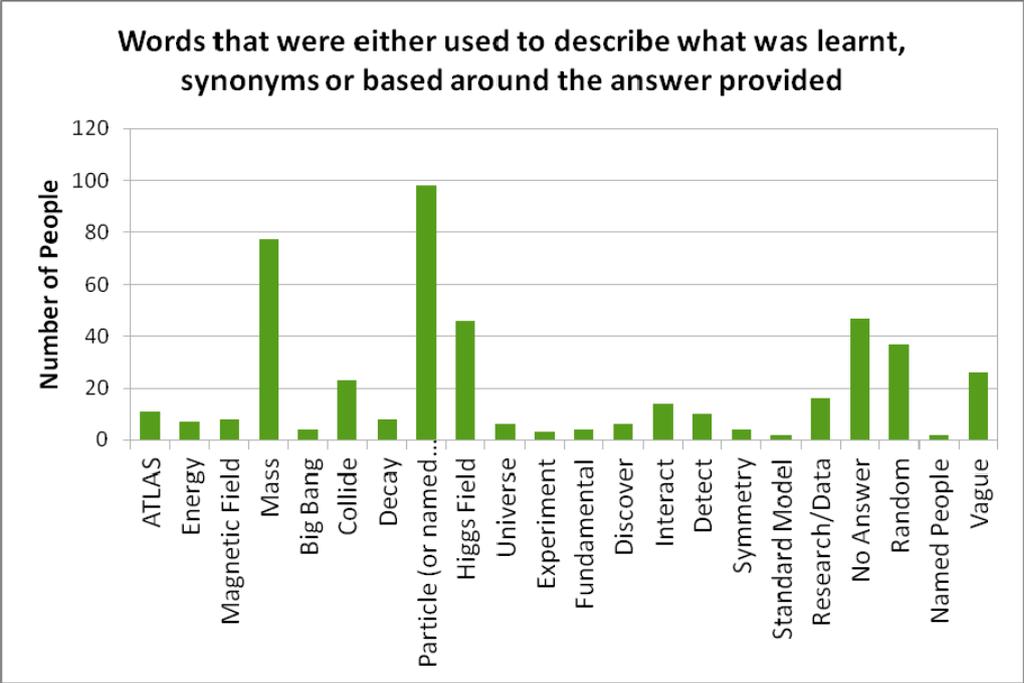
Those who felt that they had learnt the most were in the 12–18 age range.



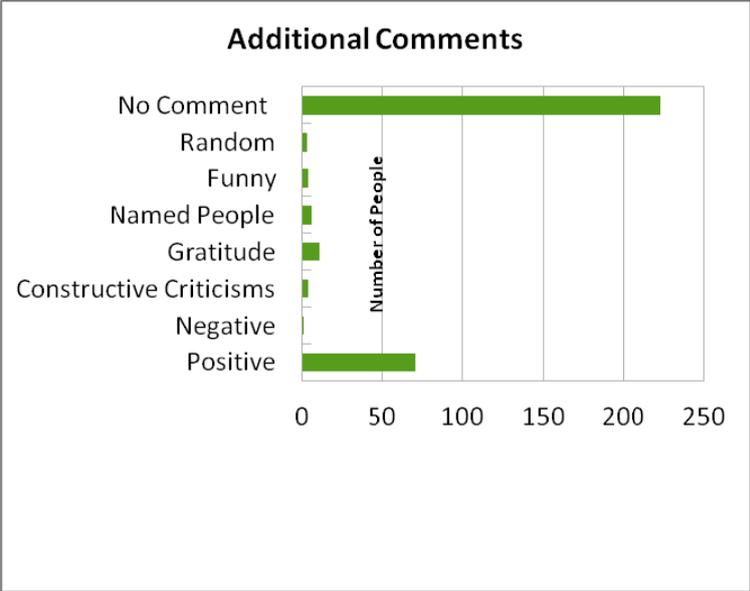
Most respondents felt that the exhibition had increased their interest.



A large number of visitors knew a little about the Higgs boson in advance of their visit – a success!



An analysis of the key words used in describing what visitors had learnt from the exhibit.





PRIZE DRAW

Give feedback, and have the chance to win one of these particle-physics-themed prizes:

The Infinity Puzzle: the personalities, politics, and extraordinary science behind the Higgs boson, signed by author Frank Close

Wonders of Life, signed by author Brian Cox

Hunt the Higgs card game

Particle Zoo Higgs boson

ATLAS Discovery in 3D

Voyage to the Heart of Matter: the ATLAS experiment at CERN, pop-up book

CMS prism or cube

CMS chocolate box

Understanding the
**Higgs
Boson**

understanding-the-higgs-boson.org

Five of each prize listed are available to be won during the Royal Society Summer Science Exhibition, 1st-7th July 2013. Each day of the Exhibition, five or six of the prizes, selected at random, are on offer in an instant-win draw of 150 numbers. Anyone who submits a feedback form is invited to draw a number, until all of the day's prizes have been distributed. Only one number may be drawn per person. Prizes not assigned on any day are to be retained. This is a free prize draw, organised by the team of Understanding the Higgs boson.

FEEDBACK FORM

To help with planning for future events, please take a few minutes to answer the questions below. When you've finished, please give this form to one of the exhibitors for Understanding the Higgs boson, and ask about the draw for the prizes listed overleaf. Thanks!

Are you male or female?

male female

What age range are you?

Under 12 12 to 18 19 to 29 30 to 65 over 65

Did you visit Understanding the Higgs boson by yourself or with others?

unaccompanied with family or friends

teacher with a school group pupil with a school group

Before today, how much did you know about the Higgs boson?

A lot A little Not very much, but recognise the name Never heard of it

How informative did you find Understanding the Higgs boson?

Very informative Quite informative

Not very informative Completely uninformative

If a friend asked you to tell them one thing that you learnt today about either the Higgs field or the Higgs boson, what would you say?

Has Understanding the Higgs boson made you more interested in hearing about the latest physics research?

A lot more interested Slightly more interested

No change – was already interested No change – remain uninterested

Any other comments?