



EUROPEAN RESEARCHERS' NIGHT 2017

SCIENCE@HOME 723003

DELIVERABLE 1 PERIOD 2

REPORT ON THE AWARENESS CAMPAIGN



This report provides an overview of RN2017@Ankara with respect to WP1 devoted to the awareness campaign for the NIGHT under three subtitles, namely means of communication including promotional materials, analytical data from digital communication channels and participation data. At the end of the report, an overview of RN2017@Ankara in comparison with RN2016@Ankara is provided.

Means of Communication including Promotional Materials

All means of offline and online communication of ODTÜ Corporate Communication Office were utilized during the awareness campaign: website, Facebook, Twitter, ODTÜLÜ Magazine, mailings, official invitations, printed materials, etc. For details please review Table 1, which reveals all means of communication utilized for RN2017@Ankara with respective references to their target groups as well as their time frame and brief descriptions.

Analytical Data from Digital Communication Channels

A campaign of posts was shared on ODTÜ's own social media accounts and website, and this promotion was supported effectively through the press and printed materials.

The campaign was launched on Facebook and Instagram on September 19, 2017. Six general "Science@Home" designs, three of which were also used as videos, and five specific designs, which referred to specific House activities, were made. An 11-day plan was prepared so that these general and specific designs and videos would be posted on alternating days, the general message conveyed being that there is science in our everyday lives.

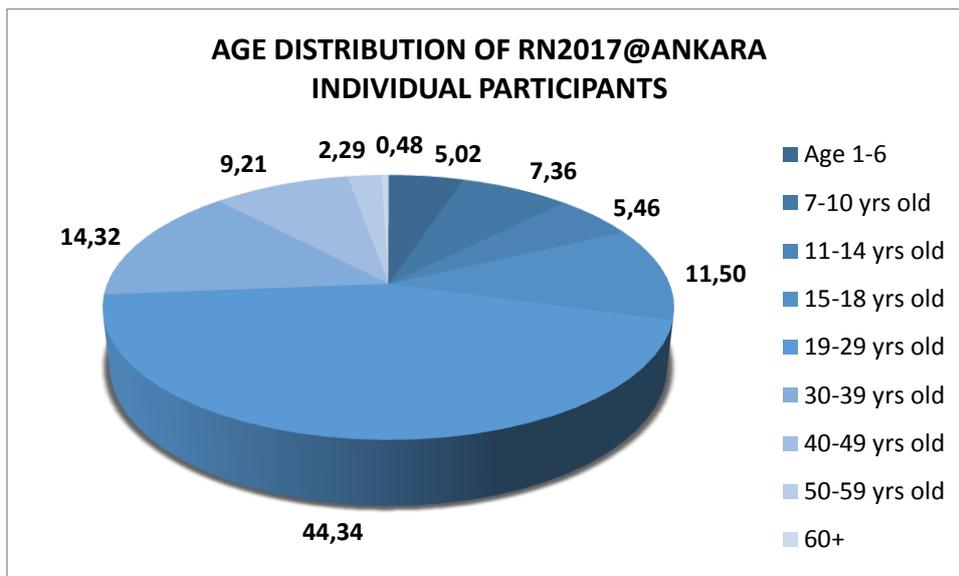
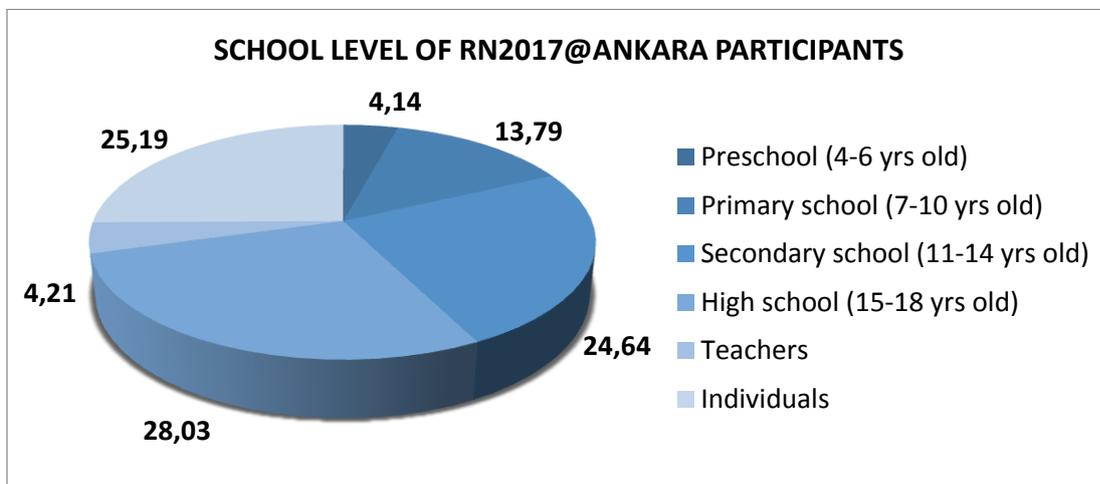
The number of single persons accessed during the total campaign was 395,015 on Facebook and 405,766 on Instagram. The number of individuals accessed during the total campaign was 1,103,704 on Facebook, 1,543,670 on Instagram and 183,213 on Twitter. Ultimately, the total number of single person accesses was 800,781; the total number of accesses was 2,830,587; and the total number of interactions was 76,417. For details please see Table 2.

Overall, the target of making 1.000.000 on-line and indirect beneficiaries aware of European Researchers' Night and its objectives was slightly over-estimated with a nonetheless successful count of approximately 800K on-line and indirect beneficiaries being reached, indicating that the awareness campaign of Science@Home was appropriate and effective.

Participation Data

Based on the head count, nearly 10.000 visitors attended the RN2017@Ankara, including the individual visitors as well as the 157 schools from various municipalities of Ankara. 4 of these were from cities other than Ankara, 2 of which received logistic support through the project. There was a bottleneck at the entrance to the venue in RN2016@Ankara. As explained in detail in Deliverable 2.2, there was a modification to the venue. Moreover, in order to overcome any potential crowd, the participant demographic data was collected prior to the event through an online registration portal. A summary of the results of the participant data collection (number of attendees and their typology, including age, gender, background, etc.) is presented below.

GENDER DISTRIBUTION OF RN2017@ANKARA PARTICIPANTS				
	F	M	F/M	Total
Preschool (4-6 yrs old)	191	189	1,01	380
Primary school (Grades 1-4)	611	656	0,93	1.267
Secondary school (Grades 5-8)	1.145	1.118	1,02	2.263
High school (Grades 9-12)	1.425	1.150	1,24	2.575
Teachers of above school groups	No Data	No Data	No Data	387
Individuals	1.208	1.106	1,09	2.314
GRAND TOTAL	4.580	4.219	1,09	9.186





EDUCATION LEVEL OF RN2017@ANKARA INDIVIDUAL PARTICIPANTS		
	#	% IN TOTAL
Preschool	72	3,17
Primary School Student	171	7,54
Primary School Graduate	15	0,66
Secondary School Student	134	5,91
Secondary School Graduate	40	1,76
High School Student	119	5,24
High School Graduate	205	9,03
2-Year Program Student	35	1,54
2-Year Program Graduate	56	2,47
4-Year Program Student	557	24,55
4-Year Program Graduate	462	20,36
Master's Program Student	96	4,23
Master's Program Graduate	195	8,59
PhD Program Student	32	1,41
PhD Program Graduate	80	3,53
GRAND TOTAL	2.269	100
*As some individuals did not state their education level, missing data was excluded.		

Overall, the target of the project was to host a total of 10.000 on-site participants throughout the NIGHT. The attendance of nearly 10.000 visitors revealed that the awareness campaign of Science@Home was appropriate and effective.

Overview on RN2017@Ankara in Comparison with RN2016@Ankara

The goals of WP1, Awareness Campaign as described in the DoW, were:

- Make as many people as possible aware of the European Researchers' Night and its objectives;
- Attract as large as possible a number of participants to the events organized.

In summary, the targeted number of on-site participants was reached, while the strategy for reaching out to the on-line and indirect beneficiaries was on the right track. Taken as a whole, the major modifications of expanding the venue area, enforcing online registration and collecting demographic data online prior to the event implemented upon the overcrowdedness experienced in RN2016@Ankara turned RN2017@Ankara into a more successful event with a higher level of satisfaction of the participants and/or beneficiaries.



Table 1: Means of communication utilized with respective references to their target groups and time frame

TIME FRAME MEANS COMMUNICATION*	OF	BEFORE	DURING	AFTER	TARGET GROUP	BRIEF DESCRIPTION
One-on-One Meetings		✓			Science Communicators	One-on-one meetings with interested science communicators while they were developing their activities were preferred instead of the proposed Initiation Workshop with all science communicators simultaneously.
Official Invitations		✓			On-site Participants	Formal notices to all the pre-, primary-, secondary- and high-schools in Ankara were sent through the Ministry of National Education.
E-mail Notifications		✓			Science Communicators On-site Participants	Invited to be science communicators: ODTÜ community (academic, student clubs, etc.), ALTRU Network, alumni at various firms Invited to the event: ODTÜ community
Briefs/Manuals		✓			Science Communicators Volunteers	A brief was prepared for science communicators in order to guide them on science communication (see Appendix A), while 2 separate manuals were prepared for science communicators and volunteers to brief them on their responsibilities.
ODTÜ Website		✓		✓	Public@Large	ODTÜ's website is used as the university's channel to inform the public at large – as well as the ODTÜ community - about all organized events. The visitors of the event slider were directed to the Science@Home website for details. The number of unique visitors of ODTÜ's website for September 2017 was ~126,500.
Science@Home Website		✓			Public@Large	The Science@Home website was used to inform the public at large about the details (i.e. the House concept, the programme) of RN2017@Ankara event, as well as the previous year's "Science@Home" event and previous "Science is fun at ODTÜ!" events, and register schools and volunteers. The branding of the awareness campaign was also utilized on this website. The number of unique visitors of Science@Home's website for September 2017 was ~13,400.
Social Media (Facebook, Twitter, Instagram) (for details please refer to Table 2)		✓	✓	✓	Public@Large	Since the summer period was considered low-season in terms of social media hits, the social media awareness campaign was distributed over the 11 days prior to the event. Its posts were renewed every day with a new reference to a different Science@Home phenomenon (general or specific to an activity to be held in the House on the day of the event). All social media channels referred to the



				Science@Home website.
Press	✓	✓	✓	Public@Large <p>Radio: Radio ODTÜ, which has a monthly average of 35-40K listeners, was the official radio sponsor of the event and announced it on a daily basis for one week. One live interview with a representative from the team was held on a national radio channel prior to the event.</p> <p>Journalist: A group of press representatives – various editors in charge of education, columnists and news writers from national and local news-papers, news agencies and TV channels – were hosted during the event.</p> <p>Newspaper (printed and online) and TV: There were tens of references to the event on especially local newspapers (printed and online) prior to and after the event. A majority of the visiting schools made postings about their school trips. The event was publicized in detail twice after the event by a national TV channel.</p> <p>https://www.cnnturk.com/video/bilim-teknoloji/bilim/odtude-cocuklar-bilimle-bulustu</p> <p>https://gazeteistanbul.com/odtude-bilimin-ev-hali-etkinligine-davetlisiniz/</p> <p>http://www.hurriyet.com.tr/odtude-bilimin-ev-hali-senligi-yapildi-40594514</p>
Paper Posters	✓			Public@Large <p>In bus stops (between September 20-27) and metros (between September 18-29) on the main routes of Ankara, on ODTÜ buses, and in ODTÜ campus</p>
Canvas Banners	✓	✓		Public@Large <p>At the gates to the campus before and during the event At the entrance to the House with a disclaimer stating that anyone who enters may be photographed or filmed</p>

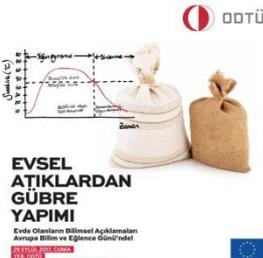


Swallowtail and Sail Flags		✓	On-site Participants	A variety of flags were used at the site to boost the appeal of the venue and its surroundings.
Roll-ups		✓	On-site Participants	EU roll-ups and roll-ups containing the venue map were used at the site.
Flyer		✓	On-site Participants	A flyer comprised of the program and map of the venue area was distributed.
Tangrams		✓	On-site Participants	Tangrams were given to all visitors as a souvenir.
Touchpens		✓	On-site Participants	ODTÜ touchpens were given to all visitors who filled out the questionnaire as a token of appreciation.
T-shirts		✓	✓ Science Communicators Volunteers	A t-shirt specifically designed for Science@Home was provided to all science communicators and volunteers to be worn on the day of the event. A small token of appreciation in the form of a t-shirt specifically designed for Science@Home was given to all in-house helping hands.
Selfie Corner		✓	On-site Participants	Instead of the "Science Tree" defined in the DoW, we had a "Selfie Corner" with an arrow pointing to the "Scientist of the Future". This area became a focal point for souvenir photos.
Styrofoam		✓	On-site Participants	Styrofoam letters spelling out Science@Home in Turkish were displayed near the preschool and primary school venue entrance and secondary and high school venue entrance. These areas became focal points for souvenir photos.
Photographs and Video			✓ Public@Large	The photographs taken during the event were shared on the social media after the event, while two collages were made of the videos filmed during the event. https://www.youtube.com/watch?v=oxbxdjvAy8 https://www.youtube.com/watch?v=C8YkrV8tuCk
Certificate of Participation			✓ Science Communicators Volunteers	Certificates of Participation were given to the science communicators and volunteers after the event.
ODTÜLÜ Magazine			✓ Public@Large	A post-event news report was published in the ODTÜLÜ magazine targeting the public at large, as well as ODTÜ's alumni, with more than 10,000 subscribers https://odtulu.metu.edu.tr/dergiler/63/63.html#p=6

*Reference to EU support with respect to the general guidelines available on the European Commission website was made where appropriate.

Table 2: Analytical data from digital communication channels

A) Featured Visual Ads

Post	Date	Platform	Access	Interaction (Like, Comment, Share, RT, Repost)
 <p>TAKLA ATAN HAVADA UÇAN TERLİK Evde Olmaları Bilimsel Açıklamalarıyla Ayrıca Bilim ve Eğilimler Günü'nde!</p>	Post Date: 9/19/2017 Ad Dates: 9/19/2017 9/20/2017 9/21/2017 9/22/2017	Facebook	Total Access 393.164 people Organic Access 68.982 people Ad Access 324.182 people	3.932
		Instagram	Total Access 237.881 people Organic Access 36.300 people Ad Access 201.581 people	5.247
		Twitter	Total Access 18.688 people Organic Access 18.688 people	1.735
 <p>EVSEL ATIKLARDAN GÜBRE YAPIMI Evde Olmaları Bilimsel Açıklamalarıyla Ayrıca Bilim ve Eğilimler Günü'nde!</p>	Post Date: 9/20/2017	Facebook	Total Access 13.043 people Organic Access 13.043 people	311
		Instagram	Total Access 30.900 people Organic Access 30.900 people	931
		Twitter	Total Access 11.995 people Organic Access 11.995 people	580
 <p>DOĞRANINCA GÖZÜ YAŞARTAN SEBZE Evde Olmaları Bilimsel Açıklamalarıyla Ayrıca Bilim ve Eğilimler Günü'nde!</p>	Post Date: 9/21/2017	Facebook	Total Access 11.972 people Organic Access 11.972 people	231
		Instagram	Total Access 29.400 people Organic Access	857

			Access 29.400 people	
		Twitter	Total Access 11.562 people Organic Access 11.562 people	700
 <p>DENGE KURAMINDAN HABERSİZ OYUNCAK Evde Olanları Bilimsel Açıklamalarıyla Anlamak Bilim ve Eğitimin Gücüdür!</p>	Post Date: 9/22/2017	Facebook	Total Access 13.407 people Organic Access 13.407 people	274
		Instagram	Total Access 29.300 people Organic Access 29.300 people	861
		Twitter	Total Access 13.034 people Organic Access 13.034 people	706
 <p>AÇILIP KAPANAN YATIP DÜZLEŞEN KOLTUK</p>	Post Date: 9/23/2017 Ad Dates: 9/23/2017 9/24/2017 9/25/2017	Facebook	Total Access 390.543 people Organic Access 13.018 people Ad Access 377.525 people	579
		Instagram	Total Access 900.893 people Organic Access 30.400 people Ad Access 870.493 people	26.399
		Twitter	Total Access 39.967 people Organic Access 39.967 people	763
 <p>KIZINCA KIZARTAN SIVI Evde Olanları Bilimsel Açıklamalarıyla Anlamak Bilim ve Eğitimin Gücüdür!</p>	Post Date: 9/24/2017	Facebook	Total Access 22.808 people Organic Access 22.808 people	365
		Instagram	Total Access 31.700 people Organic Access 31.700 people	1.011
		Twitter	Total Access	1.080

			13.676 people Organic Access 13.676 people	
 <p>Post Date: 9/25/2017</p>	Facebook	Total Access 12.319 people Organic Access 12.319 people	198	
	Instagram	Total Access 28.000 people Organic Access 28.000 people	720	
	Twitter	Total Access 12.517 people Organic Access 12.517 people	773	
 <p>Post Date: 9/26/2017 Ad Dates: 9/26/2017 9/27/2017</p>	Facebook	Total Access 95.206 people Organic Access 9.178 people Ad Access 86.028 people	780	
	Instagram	Total Access 108.011 people Organic Access 27.100 people Ad Access 80.911 people	17.074	
	Twitter	Total Access 8.063 people Organic Access 8.063 people	84	
 <p>Post Date: 9/27/2017</p>	Facebook	Total Access 8.218 people Organic Access 8.218 people	132	
	Instagram	Total Access 26.000 people Organic Access 26.000	691	
	Twitter	Total Access 11.923 people Organic Access	318	

			11.923	
 <p>KAYNAYINCA ISLIK ÇALAN TENCERE</p> <p>Post Date: 9/28/2017</p> <p>Ad Dates: 9/28/2017 9/29/2017</p>	<p>Facebook</p>	<p>Total Access 107.015 people Organic Access 14.629 people Ad Access 92.386 people</p>	962	
		<p>Instagram</p>	<p>Total Access 62.685 people Organic Access 27.900 people Ad Access 34.785 people</p>	3.194
		<p>Twitter</p>	<p>Total Access 10.622 people Organic Access 10.622 people</p>	525
 <p>PİLLİ BEBEK KONSERİ</p> <p>Post Date: 9/28/2017</p>	<p>Facebook</p>	<p>Total Access 7.241 people Organic Access 7.241 people</p>	89	
	<p>Instagram</p>	-	-	
	<p>Twitter</p>	<p>Total Access 8.785 people Organic Access 8.785 people</p>	352	
 <p>TAKLA ATAN HAVADA UÇAN TERLİK</p> <p>Post Date: 9/29/2017</p>	<p>Facebook</p>	<p>Total Access 6.687 people Organic Access 6.687 people</p>	134	
	<p>Instagram</p>	<p>Total Access 28.000 people Organic Access 28.000 people</p>	608	
	<p>Twitter</p>	<p>Total Access 8.259 people Organic Access 8.259 people</p>	130	
 <p>Post Date: 9/29/2017</p>	<p>Facebook</p>	<p>Total Access 22.081 people Organic Access 22.081 people</p>	387	



		Instagram	Total Access 30.900 people Organic Access 30.900 people	1,894
		Twitter	Total Access 14.120 people Organic Access 14.120 people	780

Single Person Accesses in Total Campaign [Facebook]: 395.015 people
 Single Person Accesses in Total Campaign [Instagram]: 405.766 people

B) Demographic Distribution Chart

	Male	Female	Unknown	
13-17	41.146	34.171	64	Access
	4.280	3.560	6	Interaction
18-24	138.923	97.650	832	Access
	13.848	12.240	112	Interaction
25-34	130.157	80.117	13.182	Access
	13.864	11.036	1.560	Interaction
35-44	77.109	59.959	8.255	Access
	9.668	11.376	1.044	Interaction
45-54	33.467	33.275	1.664	Access
	5.432	6.576	360	Interaction
Total	420.802	305.172	23.997	Access
	47.092	44.788	3.082	Interaction



APPENDIX A. Brief on science communication translated into English



ODTÜ

BİLİMİN EV HALI



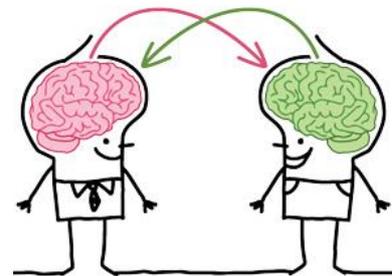
European Researchers' Night

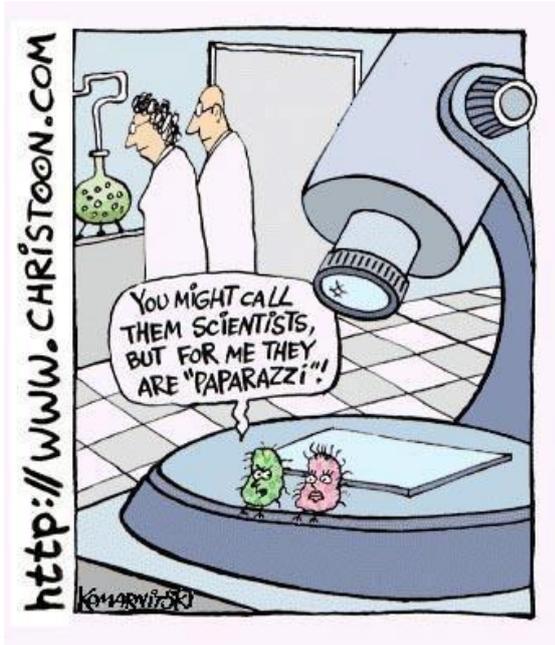
Brief on Science Communication, September 27, 2016

- Always keep in mind that visitors will come to learn *about science and be entertained at the same time* on September 30; ;)
- Even though people do not understand how science and technology “work”, they would like to know the latest developments in science and technology and what they mean for their work or in nature;



- Two critical points regarding language used while transferring information to the public at large and/or media:
 - Use non-technical words
 - Use simple everyday words
 - Try to use a positive communication language; (Do not comment/complain about politics, science policies, institutions, students etc.;;)
 - It would be useful to prepare your speech/preparations in advance so that you can express your research in 10 words;
- Translate what you do into a language that people can understand, give examples, and stay away from jargon;
- Assume that the person you are talking to does not speak a foreign language, so try to avoid using words from other foreign languages in your speech;
- Remember that visitors are children, students and parents who are interested in the topic but need a lot of explanation;
- Suppose you are talking to a relative of yours who has nothing to do with the research you are pursuing; For example, consider how you would describe your experiment to your cousin who manages a textile export business in İzmir;
- Use an analogy, paint with words, try to visualize the subject so that visitors can visualize it in their minds;
- Especially if your visitor is a journalist, you should prepare clear and concise messages to express the phenomena or opinions you want to convey.





- Dividing the information into small pieces using analogies will help visitors understand what you are doing.
 - Decide what your ultimate message is, do not stray too far, and say it as simply as you can to make sure it is understood.
 - By focusing on only three or four points, you can ensure that the visitor/journalist understands what the most important fact/idea is.
 - Think "What would I like to see as the news headline when I open the newspaper tomorrow morning?" The answer to this question is your main message. Two or three secondary messages form the rest of the news. You can use this analogy while story-telling your experiment to children and students.
 - We recommend that you prepare your phrases carefully so that they are not open to misinterpretation.
- If you are talking to a TV reporter, remember that in a routine newsletter, the average time you can spend on the news about your research is no longer than 1.5 minutes.
 - Resource and reading suggestion:
 - A Scientist's Guide to Talking with The Media, Richard Hayes, Daniel Grossman TÜBİTAK Popular Science Books (Published in Turkish)

