European Researchers' Night 2019
Evropska noč raziskovalcev 2019
"An inspiration to follow"
"Sledimo navdihu"
Ta Evropska noč raziskovalcev je financirana s strani Evropske komisije, ukrepi Marie Skłodowska-Curie, št. pogodbe 818968. This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie actions, grant agreement No. 818968.

SAWE - SAFE WITH SCIENCE

EUROPEAN RESEARCHERS' NIGHT 2019

REPORT ON IMPACT ASSESSMENT[1]

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SUMMARY

Report on impact assessment is a part of European Researchers' Night (ERN) project and consists of two surveys, i.e. survey on the image of the researchers and participants' satisfaction survey of the SAWE – Safe with the Science – an European researchers' night event, carried out in September 2019 with the purpose of evaluating Slovenian residents' perceptions about researchers and science in Slovenia, as well as their satisfaction with the ERN events. In the first study, we assessed the public image of researchers and attitudes to science among the general public and among visitors of ERN. The results showed that respondents perceive Slovenian researchers as very useful for society (58 %), future-oriented (63,6 %), responsible (51,2 %) and diligent (54,5 %). They assessed researchers also as partly to very organized, respected in the environment, respectful and reasonable. Moreover, they believe that the most important attributes which should be represented among scientists are honesty, integrity and usefulness for society. Respondents estimate that science in Slovenia contributes to the development of Slovenia (50,1 %) and is useful for society (47,1 %), although more than one-third of respondents believe that it is a poorly paid profession. More than half of respondents attended ERN event once or twice in the past years, and than 80 % say that scientific content is interesting (with the more than 41 % of respondents answering with "*I find them very interesting*", and another 45 % with "*Find them interesting*"). Two-thirds of Slovenian respondents agree that the information they receive about science is true. More than 75% of respondents agree with the statement that science will make everyday life easier. Two-thirds of Slovenian respondents agree with the statement that science has such an important part in their lives that they should all be part of it. Resident of Slovenia are not well informed about science in general or about individual scientific fields. Very few people in Slovenia are very knowledgeable about scientific results. The percentage of those who are fairly knowledgeable about research achievements is slightly higher. Study respondents are best acquainted with climate change and research in the field of renewable sources and vacation of people on against diseases, and least in the field of nanotechnology, stem cell development and the results of clinical studies. More often than women, men reported having knowledge of nanotechnology, renewable energy, nuclear energy and the development of science as such, and women reported statistically more frequently that they were familiar with the evolution of science in disease vaccination, social development, and the use of animals in research.

The second part of a study, which was carried out among visitors of 2019 ERN event, showed that the respondents were satisfied with the event (90 %) and believe that the main purpose of such events is to promote a job of a researcher in general public. Consistently with these findings, the majority of them said that they would choose a profession of a researcher (more than one third answered with "*Yes, gladly*", and another 43 % with "P*robably yes*"), which implies that people recognize the opportunities in science and respect the profession of a researcher. The 85 % responders of survey after of the ERN SAWE – Safe with the Science event said they would like to attend another ERN event in the future. In the survey after 2018 ERN event we realized that 72 percent of respondents have never participated at the European researchers' night, 15 % participated once, and the rest of a sample participated twice or more times. We can conclude that the participation at the ERN event in 2019 was higher, so we can assume the 2018 events participants visited also the 2019 ERN events.

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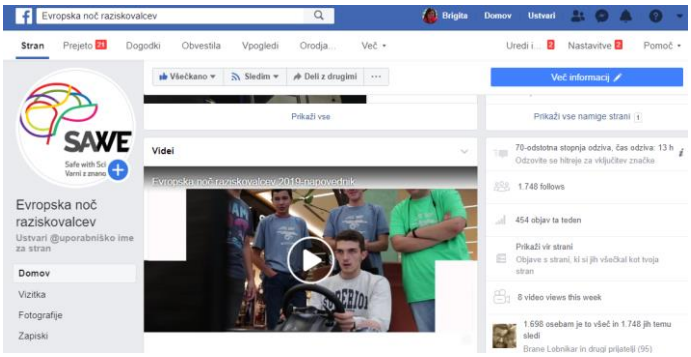
I. SURVEY ON THE IMAGE OF RESEARCHERS – ERN 2019 IN SLOVENIA

a. DESCRIPTION OF METHODOLOGY, INSTRUMENT AND SAMPLE

For the purposes of our study, which was to evaluate public perceptions about researchers and science on general, we created a questionnaire with several content categories. The questionnaire was a result of a review of past work at previous ERN events (2009-2017), the questionnaire from the 2018 SEAWE ERN project, and the questions we acquired from our Lithuania partners in SAWE project. For data collection, we used online-web surveying (link was provided on the project website, posters, and shared over social network profiles) and paper-and-pencil personal surveying in the various locations, based on common instructions provided by the coordinator. These two survey approaches were based on voluntary participation and resulted in a non-probabilistic convenient sample.

A special Facebook page was created to inform public about various events in the ERN project. Estimated number of people who were acquainted with the ERN and its objectives was high (see Appendix 1) for the main event (up to 14.0000) in all places and for the pre-events (up to 20.000 impressions). The 1049 e-mail was sent to primary and secondary school addresses; the twitter account of SAWE ERN project had 6565 impressions and up to 160 account visit by the end of September 2019.



FB account of ERN SAWE event

The aim of a study was to analyse general public opinion on researchers and science in Slovenia. The questionnaire included several question categories related to: public image of researchers and their job; public image of science and its potential impact on citizens' daily lives; interest expressed by young people for career in science; opinion on policies in the research field; evaluation of researchers themselves. In the questionnaire we also analysed perceived attributes and types of behaviour that can be (or not) a characteristic of a professional researcher. We described these characteristics in a form of an opposite pair. For each pair of opposing characteristics, respondents were asked to circle the symbol that in their opinion best describes a professional researcher. In the continuation of the survey, the participants were also asked to indicate what characteristics and types of behaviour that should or should not be characteristic for a professional researcher.

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The study included 10 such descriptions, and for the first part (perceptions of actual characteristics) the Cronbach alpha coefficient of internal consistency was .867, and for the second part of the survey (the perceptions of desired characteristics) the Cronbach alpha was .88. Conclusively the data gathered with questionnaires was appropriate for further analysis.

In the second part of the questionnaire, we asked participants to evaluate some characteristics of science. For each pair of opposing characteristics, respondents were asked to circle the symbol that in their opinion best describes science. The Cronbach alpha for these part of the questionnaire for Slovenian sample was .845.

At the end of the questionnaire, we also asked participants some additional questions, such as:

a. Do you find scientific contents interesting?
b. Would you ever decide for a researcher profession?
c. Have you already attended events of the European Researchers' Night?
d. Do you plan to attend any future events of the European Researchers' Night?

We also collected the data on participants' gender, education and age.

Data collection was carried out in two time frames. The first data collection took place one week before the ERN event, which took place on 27 September 2019. For this purpose, we used the online version of the questionnaire, and people were invited to participate through various social networks (FB, Twitter), as well as by personal e-mail invitations, where we used the snowball method. The second part of the study was carried out on the day of the ERN event. The participants of the event were, after the visit, personally invited to answer the same questions as we asked the participants in the first part of the study.

Following, the demographic data on respondents are presented:

Type of respondent					
		Frequency	%	Valid %	Cumulative %
Valid	Online survey prior to the event ERN	232	37,8	37,8	37,8
	personal interviewing after an ERN event	381	62,2	62,2	100,0
	Total	613	100,0	100,0	

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Gender

		Frequency	%	Valid %	Cumulat. %
Valid	male	197	32,1	34,3	34,3
	female	377	61,5	65,7	100,0
	Total	574	93,6	100,0	
Missing	System	39	6,4		
Total		613	100,0		

Education

		Frequency	%	Valid %	Cumulative %
Valid	Primary school	88	14,4	15,3	15,3
	Secondary school	168	27,4	29,2	44,5
	Higher education, University (first Bologna cycle)	137	22,3	23,8	68,3
	Specialisation, Master's degree (second Bologna cycle)	121	19,7	21,0	89,4
	PhD	61	10,0	10,6	100,0
	Total	575	93,8	100,0	
Missing	System	38	6,2		
Total		613	100,0		

Status of respondents

		Frequency	%	Valid %	Cumulative %
Valid	Elementary or secondary school student, university student	223	36,4	39,2	39,2
	Employed, self-employed	303	49,4	53,3	92,4
	Not employed	34	5,5	6,0	98,4
	Retired	9	1,5	1,6	100,0
	Total	569	92,8	100,0	
Missing	System	44	7,2		
Total		613	100,0		

Are you currently involved in formal education?

		Frequency	%	Valid %	Cumulative %
Valid	YES	240	39,2	42,5	42,5
	NO	323	52,7	57,2	99,6
Missing	System	51	8,1		
Total		613	100,0		

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Age of respondents

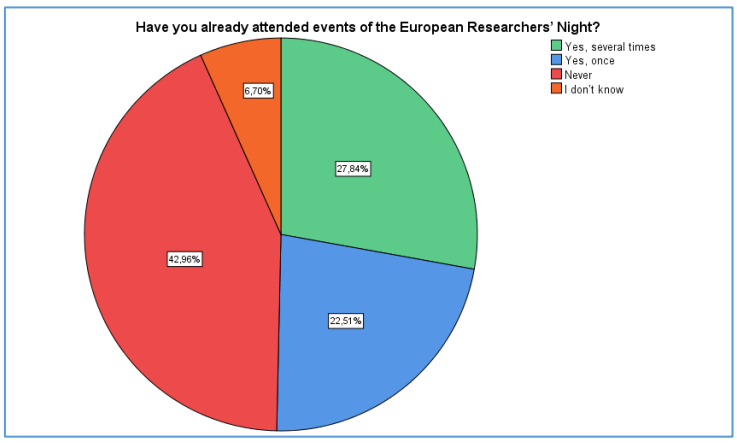
		Frequency	%	Valid %	Cumulative %
Valid	respondents aged 18 or under	201	32,8	35,1	35,1
	respondents over 18 years of age	371	60,5	64,9	100,0
	Total	572	93,3	100,0	
Missing	System	41	6,7		
Total		613	100,0		

Living environment

		Frequency	%	Valid %	Cumulative %
Valid	Countryside or village	246	40,1	43,0	43,0
	Suburbs or smaller town	127	20,7	22,2	65,2
	Larger town or municipality	199	32,5	34,8	100,0
	Total	572	93,3	100,0	
Missing System		41	6,7		
Total		613	100,0		

All together, in 2019 613 respondents participated in the survey. Approximately one-quoter of a sample has a secondary school level of education, slightly less have either BA or postgraduate level of education, 14 % have a primary school. One third of responders were male, majority comes from countryside of villages.

The figure below shows the results of the answers to the question whether the respondents have ever attended any of the ERN events. We can see that more than a half of them already have at least one experienced in this event. ***In the survey after 2018 ERN event we realized that 72 % of respondents have never participated at the European researchers' night, 15 % participated once, and the rest of a sample participated twice or more times. We can conclude that the participation at the ERN event in 2019 was higher, so we can assume the 2018 events participants visited also the 2019 ERN events.***



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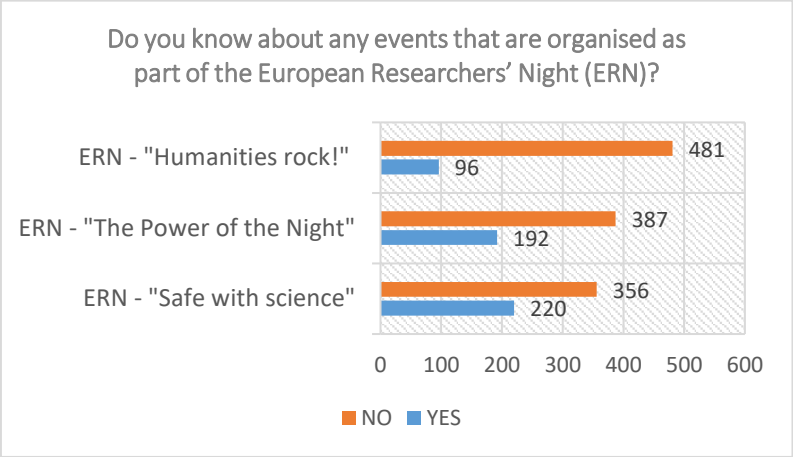
b. RESULTS

We asked the participants of the survey if they knew any of the ERN events organized in Slovenia. The answers are shown in the figure below. Under the umbrella of ERN, three events were carried out in Slovenia in 2018 and 2019: "*Noč ima svojo moč*" [Night has its power] organized by Hiša eksperimentov and partners, *"Humanistika, to si ti!"* [Humanities rock!] organized by University of Ljubljana, Faculty of Arts and partners and "*Varni z znanostjo*" [Safe with Science], organized by University of Maribor, University of Primorska and Gimnazija Fran Miklošič Ljutomer. Since the survey was conducted in the context of the SAWE event, it is not surprising that respondents most often recognized this event.



As part of the European Researchers' Night project, a survey was conducted on the image of researchers in Slovenia and the way the residents of Slovenia see the importance and position of science in Slovenia. In the following paragraphs results about the perceptions of Slovenian respondents about scientists/researchers and science are presented. We asked respondents to evaluate certain characteristics that might or may not be typical for professional researchers in Slovenia. For each pair of opposite characteristics, respondents circled the symbol (ie. <<, <, o, >, >>) that in their opinion best describes a Slovenian professional researcher (researcher as an occupation). In Table 1 results on respondents' evaluation on the characteristics of a Slovenian professional researcher are presented.

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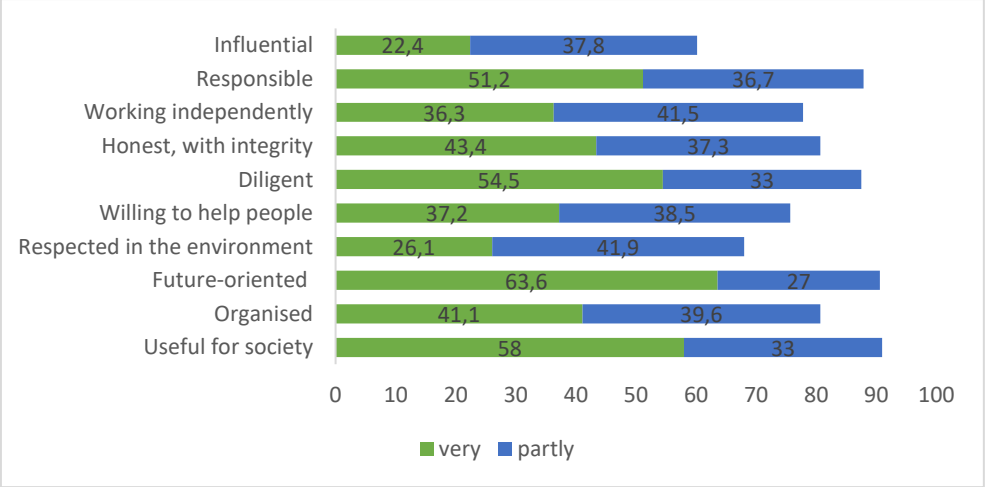
Table 1: Opinion on the characteristics of a Slovenian professional researcher: »*Below are some characteristics and types of behaviour that can be or are not characteristic for a professional researcher in Slovenia. For each pair of opposite characteristics, please circle the answer that in your opinion BEST DESCRIBES a Slovenian professional researcher (researcher as occupation)*«.

A Slovenian researcher is:	**<< very %**	**< partly %**	**neither one nor the other %**	**> partly %**	**>> very %**	
Useful for society	58,0	33,0	5,6	2,5	1,0	Useless to society
Organised	41,1	39,6	14,3	3,9	1,0	Distracted/Disorganised
Future-oriented	63,6	27,0	7,1	1,5	0,8	Focused on the past
Respected in the environment	26,1	41,9	21,2	9,7	1,1	Not respected in the environment
Willing to help people	37,2	38,5	18,0	4,7	1,6	Indifferent to people
Diligent	54,5	33,0	10,0	2,0	0,5	Lazy
Honest, with integrity	43,4	37,3	16,0	2,6	,7	Dishonest, corrupt
Working independently	36,3	41,5	14,1	5,9	2,1	Dependent on others
Responsible	51,2	36,7	9,0	2,5	0,7	Irresponsible
Influential	22,4	37,8	24,3	12,5	3,0	With no influence

In following figure, the results form Table 1 are summarised.



The results showed that respondents perceive Slovenian researchers as very useful for society (58 %; 59,1 in 2018 survey), future-oriented (63,6 %; 53,6 % in 2018 survey), responsible (51,2 %; 38,9 % in 2018 survey) and diligent (54,5 %; 46,2 % in 2018 survey). They assessed researchers also as partly to very organized, respected in the environment, respectful and reasonable. On average, we can say that the assessment of the image of researchers by the survey participants in 2019 is better than the assessment of researchers

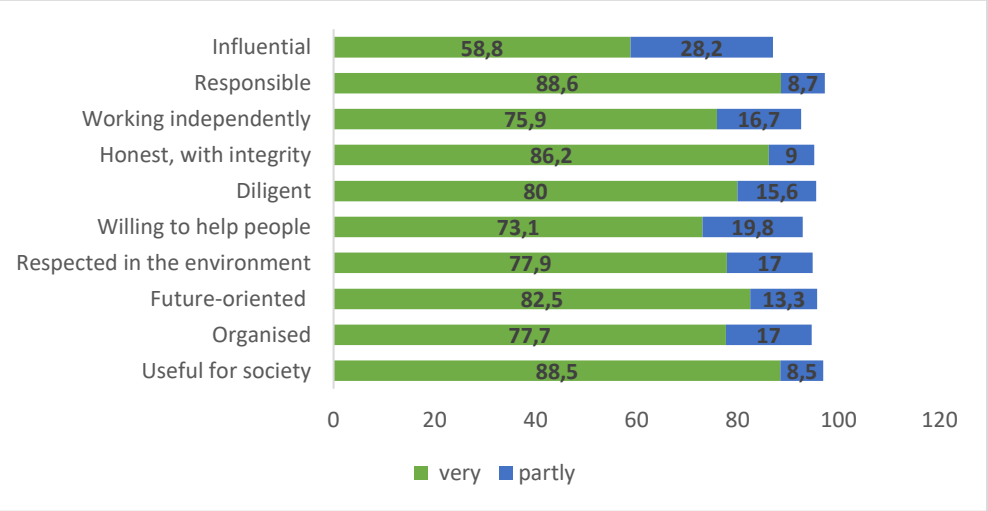
in the research we conducted in the context of the ERN event in 2018. Less than 25 % of respondents see researchers as influential.

Further, we asked respondents to indicate the appreciated characteristics of researchers in Slovenia. The results are presented in Table 2.

Table 2: Opinion on appreciated characteristics of a Slovenian professional researcher: »*Below are some characteristics and types of behaviour that should or should not be characteristic for a professional researcher in Slovenia. For each pair of opposite characteristics, please circle the answer that in your opinion best describes what a researcher SHOULD BE LIKE*.

A Slovenian should be like:	**<< very %**	**< partly %**	**neither one nor the other %**	**> partly %**	**>> very %**	
Useful for society	88,5	8,5	1,5	1,0	0,5	Useless to society
Organised	77,7	17,0	3,6	1,1	0,5	Distracted/Disorganised
Future-oriented	82,5	13,3	3,0	1,0	0,3	Focused on the past
Respected in the environment	77,9	17,0	3,6	1,1	0,3	Not respected in the environment
Willing to help people	73,1	19,8	6,1	0,5	0,5	Indifferent to people
Diligent	80,0	15,6	3,6	0,0	0,8	Lazy
Honest, with integrity	86,2	9,0	4,1	0,3	0,3	Dishonest, corrupt
Working independently	75,9	16,7	5,7	1,0	0,7	Dependent on others
Responsible	88,6	8,7	1,6	0,5	0,7	Irresponsible
Influential	58,8	28,2	10,6	1,3	1,1	With no influence

As is sown in the table and figure bellow, the ***ideal type of Slovenian researcher is a person who is useful for society, is future oriented, with integrity, responsible and diligent***.



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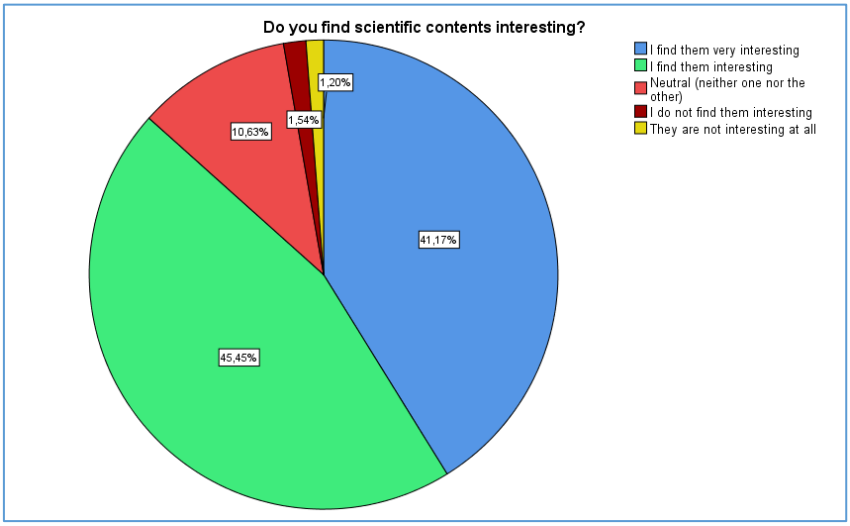
Below, we have compared the answers between the actual and desirable characteristics of researchers in Slovenia. The results are shown in Table 3 below. Although Slovenian researchers are on average highly rated, public expectations seem to be even higher. *It can be concluded that the discrepancy between the actual characteristics and the desired characteristics is statistically significantly different in all descriptions. Respondents expect even more integrity, better organization, a greater commitment to helping people, and a higher level of independence. At the same time, we can see that the respondents are of the opinion that researchers in Slovenia should be more respected.*

Table 3: Comparison between actual and desired characteristics of researchers

Slovenian professional researcher:		Mean	N	ST.D.	t-test / (p)
Pair 1	IS: useful for society	1,55	608	,79	12,8
	SHOULD BE: useful for society	1,16	608	,53	(0,000)
Pair 2	IS: organised	1,84	606	,88	15,48 (0,000)
	SHOULD BE: organised	1,30	606	,64	
Pair 3	IS: future-oriented	1,49	605	,76	8,70
	SHOULD BE: future-oriented	1,24	605	,58	(0,000)
Pair 4	IS: respected	2,18	608	,97	21,44 (0,000)
	SHOULD BE: respected	1,29	608	,62	
Pair 5	IS: willing to help people	1,95	609	,94	15,58 (0,000)
	SHOULD BE: willing to help people	1,35	609	,66	
Pair 6	IS: diligent	1,61	607	,79	11,11 (0,000)
	SHOULD BE: diligent	1,25	607	,58	
Pair 7	IS: honest	1,79	604	,84	15,11 (0,000)
	SHOULD BE: honest	1,19	604	,53	
Pair 8	IS: working independently	1,96	608	,97	15,98 (0,000)
	SHOULD BE: working independently	1,34	608	,69	
Pair 9	IS: responsible	1,65	611	,80	15,11 (0,000)
	SHOULD BE: responsible	1,16	611	,52	
Pair 10	IS: influential	2,36	608	1,05	17,57 (0,000)
	SHOULD BE: influential	1,58	608	,82	

Further, we asked the respondents if they found the scientific content interesting. The answers are shown in the figure below. *More than 86 % of the respondents find the scientific content interesting.*



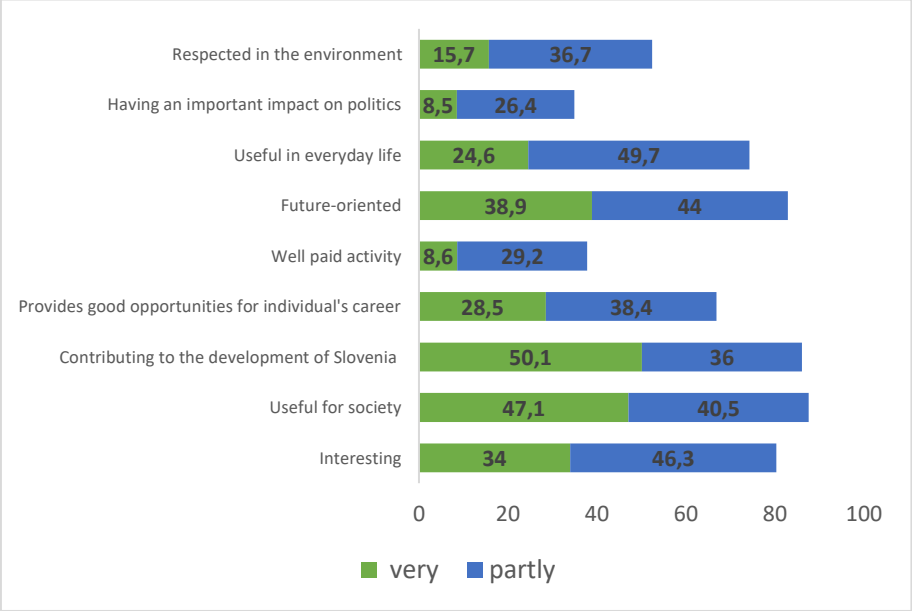
In the following, we asked the respondents how they view science in Slovenia. Results are presented in Table 4.

Table 4: Perceptions of science in Slovenia

	<< very %	< partly %	neither one nor the other %	% partly >	% very >>	
Interesting	34,0	46,3	14,9	3,9	0,8	Boring
Useful for society	47,1	40,5	9,5	2,4	0,5	Useless to society
Contributing to the development of Slovenia	50,1	36,0	10,0	2,7	1,2	Having no influence on the development in Slovenia
Provides good opportunities for individual's career	28,5	38,4	19,7	11,4	2,0	Not interesting for individual's career
Well paid activity	8,6	29,2	24,6	22,2	15,4	Poorly paid activity
Future-oriented	38,9	44,0	12,6	3,6	1,0	Focused on the past
Useful in everyday life	24,6	49,7	16,4	8,0	1,4	Useless in everyday life
Having an important impact on politics	8,5	26,4	28,1	23,2	13,9	Having no impact on politics
Respected in the environment	15,7	36,7	26,2	17,4	4,1	Not respected in the environment

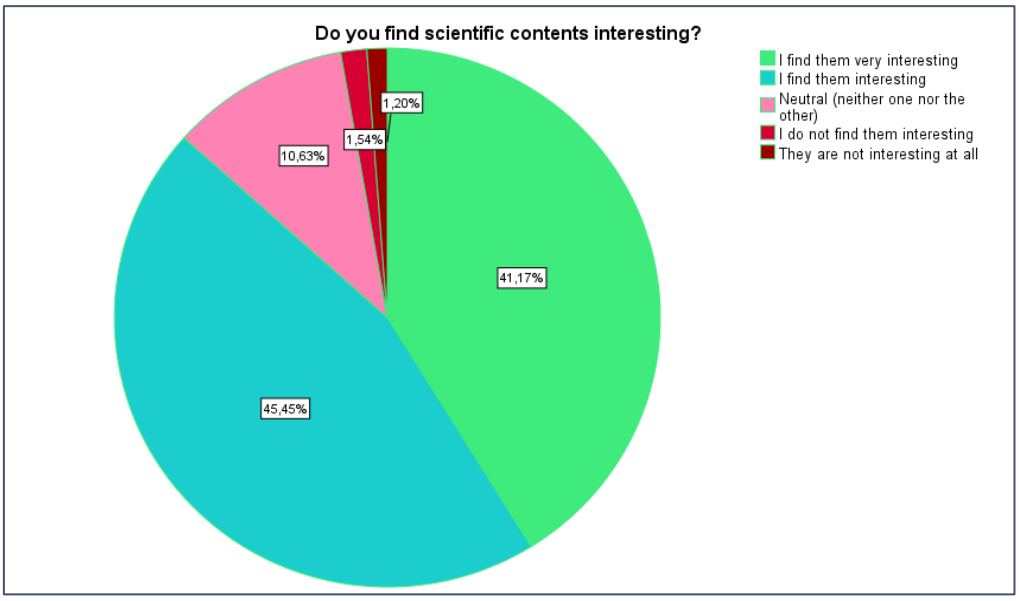
Respondents estimate that science in Slovenia contributes to the development of Slovenia (50,1 %); and is useful for society (47,1 %), and for everyday life of citizens and future oriented. Although more than one-third of respondents believe that it is a poorly paid profession and do not have important impact on politics. Around two-thirds of respondents think that science represent at least partly a good opportunity for an individual's career. One third of respondents perceive science as an interesting activity. Upon the respondents'

opinion, the science in Slovenia in 2019 is not well respected. The summarized results are shown in the figure below.

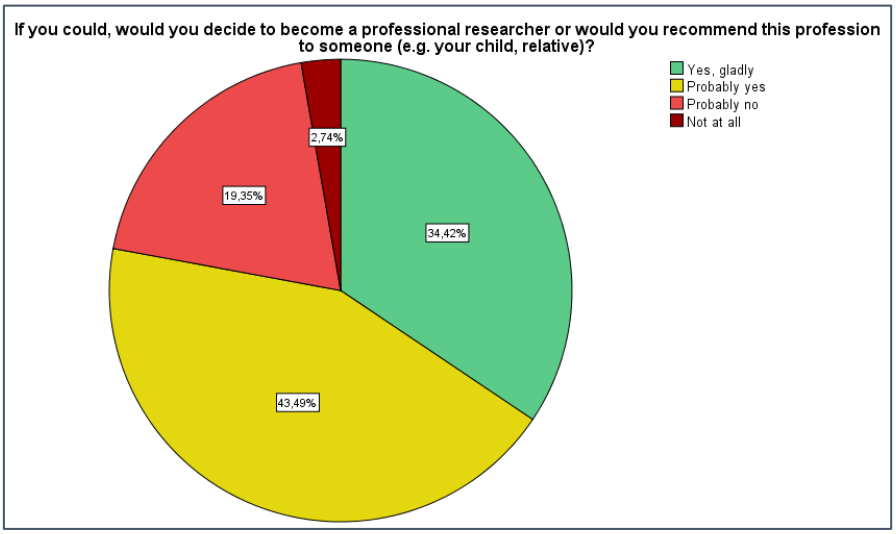


Perception of science in Slovenia

However, more than 80 % say that scientific content is interesting. We can see this in the figure below.

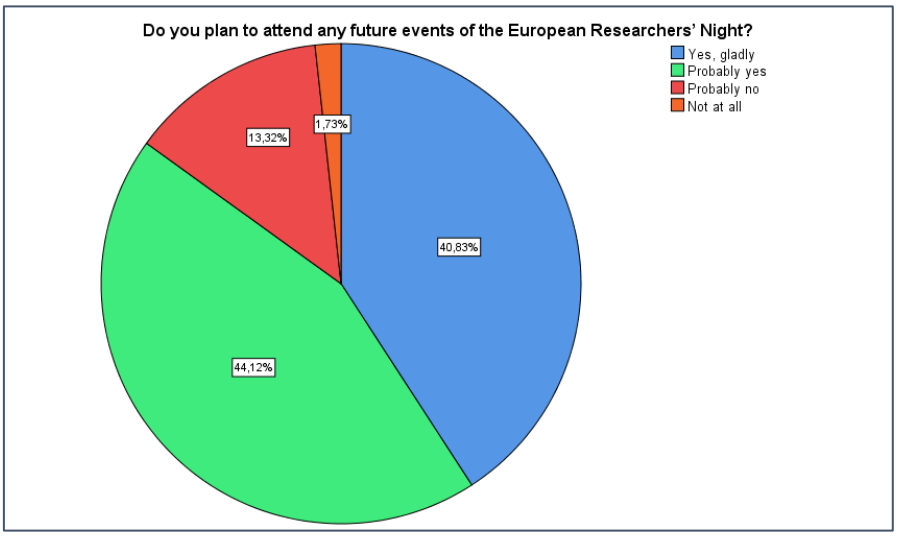


We also asked the research participants whether they would choose the researcher's job as their career. The results are shown in the figure below.



34.4% of respondents answered "yes, gladly" when asked whether they would choose a research profession for their careers (or whether they would advise their child on that profession). A further 43.49% of respondents said "probably yes". It can be concluded that the profession of researcher is perceived as attractive because it represents a very good choice for one third of the respondents, and the profession itself is interesting for almost 80 % of the respondents. In 2018, we asked the participants of the ERN 2018 event the question whether they would choose the profession of a researcher for their professional career. The vast majority, 65%, answered affirmatively, which indicates that the profession of a researcher in Slovenia is an attractive choice.

Finally, we asked them if they would attend an ERN event in the future. 85 % said yes. In both 2018 and 2019, we have found that ERN event participants like this way of popularizing science, and that they are happy to attend such events.



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II. VISITORS' SATISFACTION SURVEY OF THE EUROPEAN RESEARCHERS' NIGHT EVENT in 2019 (and a comparison with 2018)

a. Description of methodology, instrument and sample

For the purposes of this study, we created a short survey about visitors' satisfaction with the European Researchers' Night event. Qualified interviewers (a paper-and-pencil personal surveying) invited ERN event participants to fill out the survey. Participation in the survey was voluntary and the participants were assured anonymity and confidentiality of their answers. Satisfaction with the events survey was implemented as personal paper-and -pencil filling in on sites.

In 2018 the final analysis included 473 respondents, of whom 59.7 % were females. The survey was conducted in eight locations in Slovenia, where the ERN event took place, on the 28th of September 2018. The average age of the respondents was 18.18 years (S.D. 15.05), the youngest respondent was eight years old, while the oldest was 83. The distribution of respondents according to their status in 2018 survey is shown in the table below.

Table 5: Status of respondents in 2018 survey

	Frequency	%	Valid %	Cumulative %
Pupil	33	7,0	7,1	7,1
Unemployed	9	1,9	1,9	9,0
Student	125	26,4	26,7	35,7
Retired	23	4,9	4,9	40,6
Secondary school	128	27,1	27,4	67,9
Employed	150	31,7	32,1	100,0
Total	468	98,9	100,0	
Missing Value	5	1,1		
Total	473	100,0		

In 2019 survey, a total 381 respondents were included in final analysis satisfaction study of ERN 2019 event, 67,7 % were females. The 2019 survey was conducted in all locations in Slovenia, in last Friday of September, where ERN 2019 event took place. The average age of the respondents was 24,54 years (S.D. 15,82.), the youngest respondent was ten years old,

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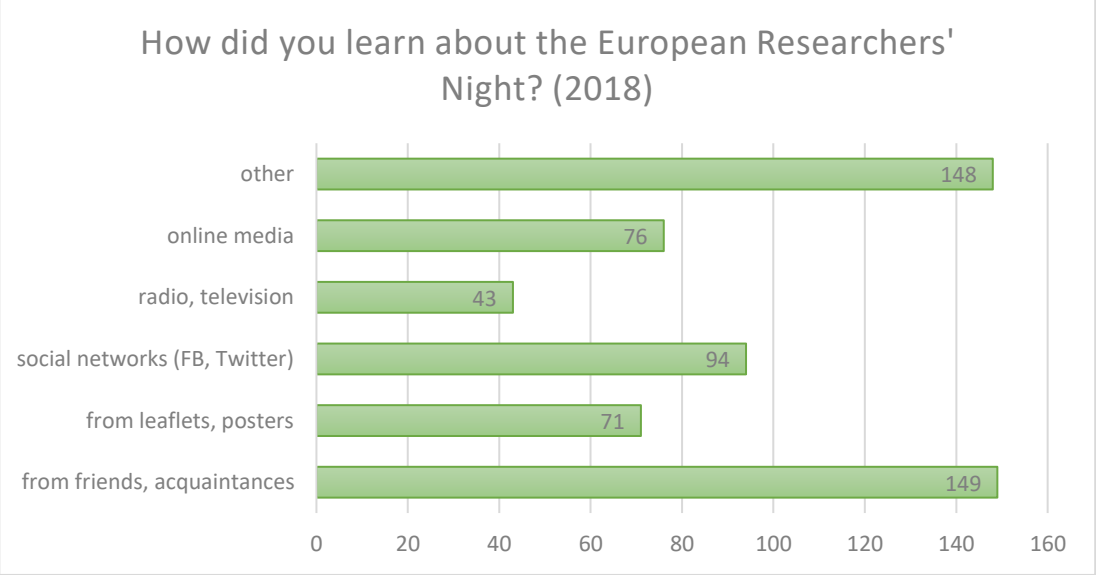
while the oldest was 81. The distribution of respondents according to their status in 2019 survey is shown in the table below.

Table 6: Status of respondents in 2019 survey

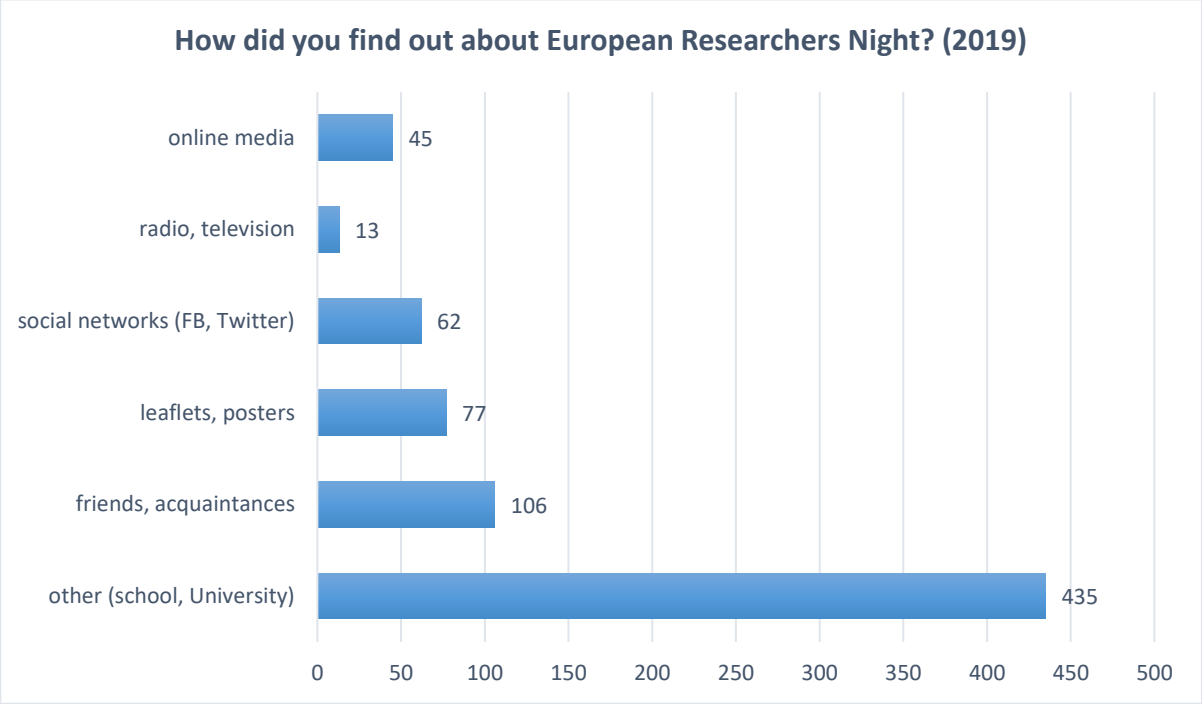
		Frequency	%	Valid %	Cumulative %
Valid	Secondary school student, university student	215	56,4	58,7	58,7
	Employed, self-employed	119	31,2	32,5	91,3
	Not employed	28	7,3	7,7	98,9
	Retired	4	1,0	1,1	100,0
	Total	366	96,1	100,0	
Missing	System	15	3,9		
Total		381	100,0		

b. Results

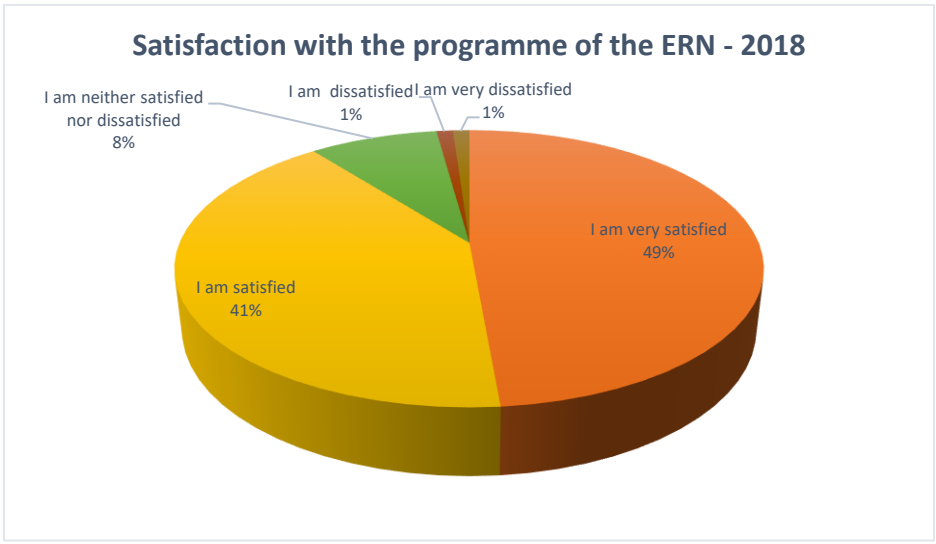
The figure below shows the answers of the respondents on where they learned about the ERN event. In 2018, most of them learned about the event from acquaintances, many participants attended the event, because it was organized in the place where they came for a different reason, while the records in social networks and in the media were also an important source of information about the event.



In 2019, the majority of ERN participant learn about the ERN event from their teachers from the schools, and then from their friends. The cooperation with the schools in advertising the ERN event prove the best way to advertise the 2019 ERN event.

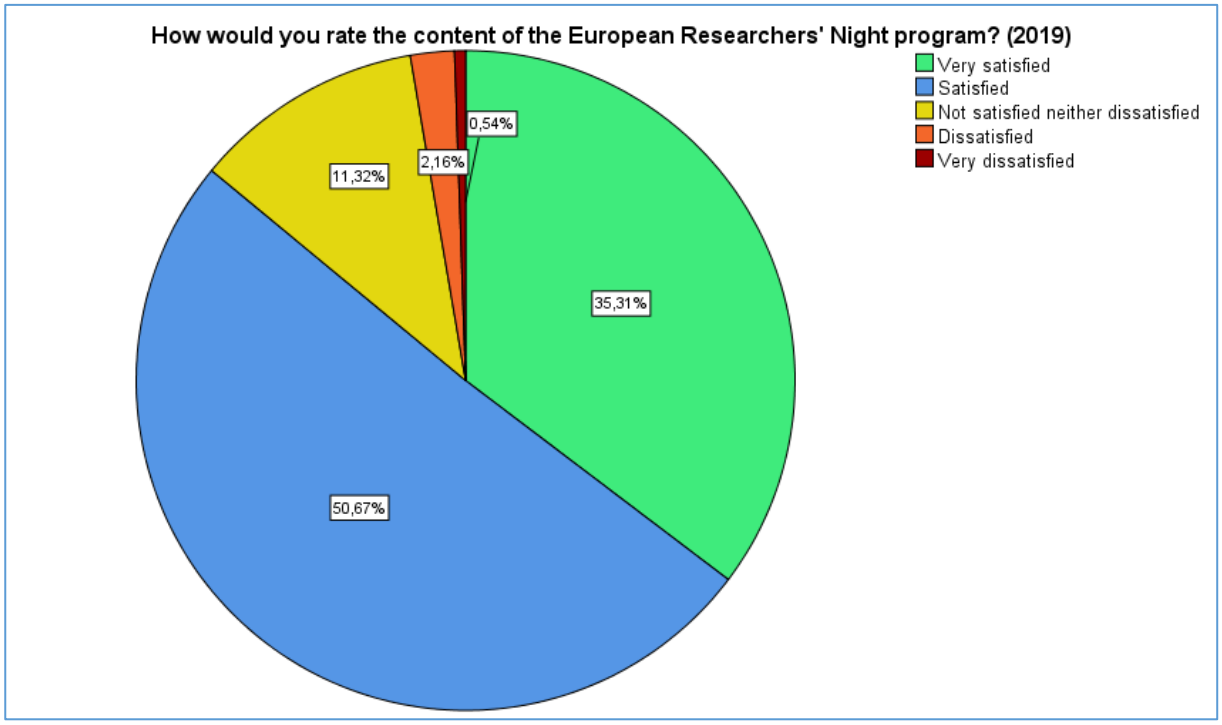


In both years, we asked participants to evaluate their satisfaction with the programme of the ERN. The results of the answers to this question are shown in the figure below; we can conclude that in 2018 90% of the respondents were satisfied with the content of the event, whereas almost half of them were very satisfied.

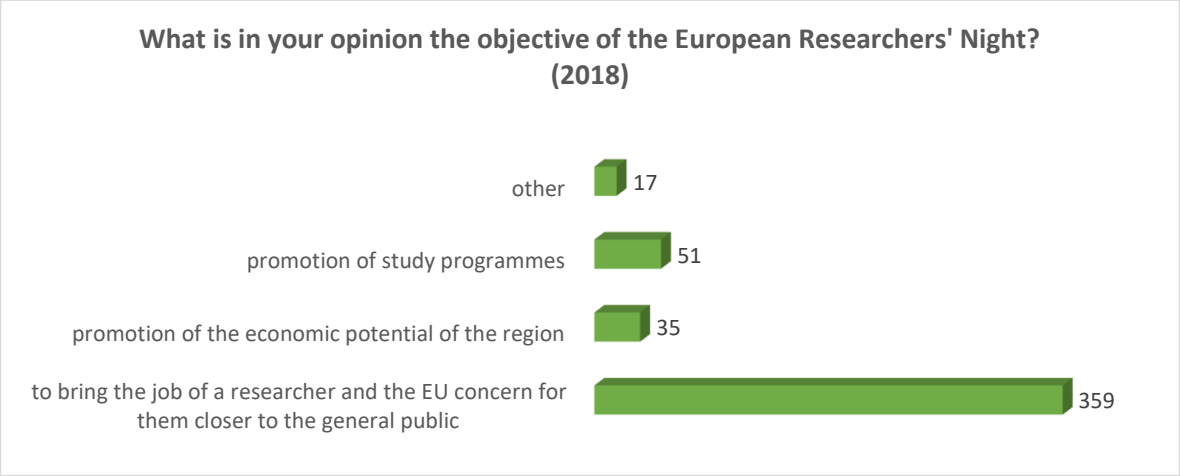


In 2019, the total % of ERN event participants who were satisfied with the event was 85,89

%, and 11,3 % of participants were neither satisfied or dissatisfied. Neither in 2018 nor in 2019 there were not a lot of those who were dissatisfied with the ERN event.



Participants were also asked, what was, in their opinion, the objective of the European Researchers' Night? They had to choose between several offered answers, and the results are shown in the figure below. The vast majority of participants in 2018 chose the answer: "To bring the job of a researcher and the EU concern for them closer to the general public."



The same was the answer in 2019, as shown in following figure.

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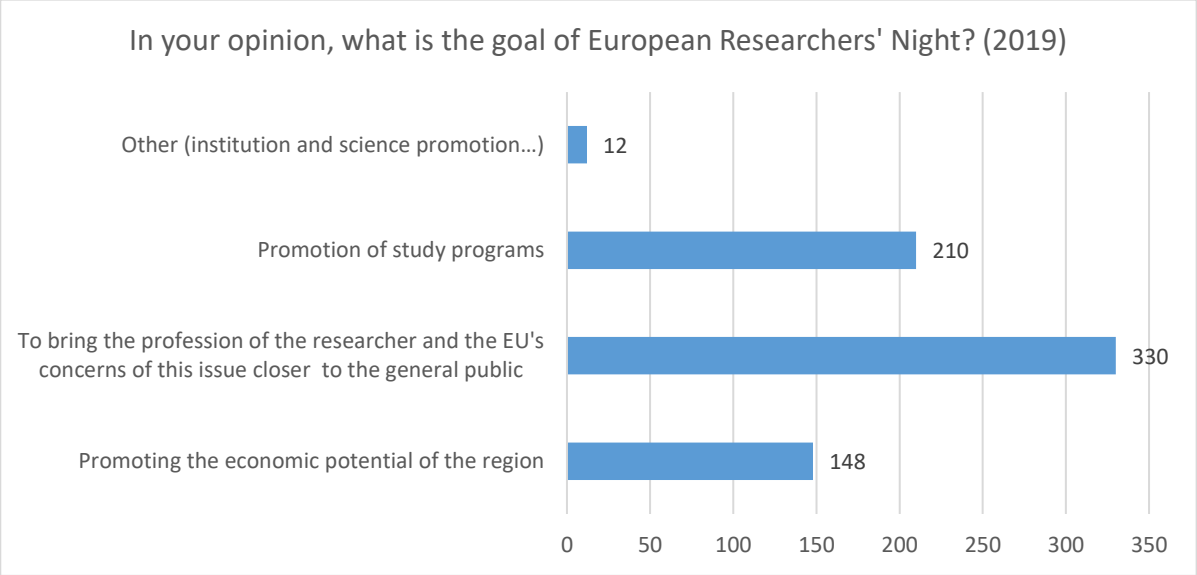
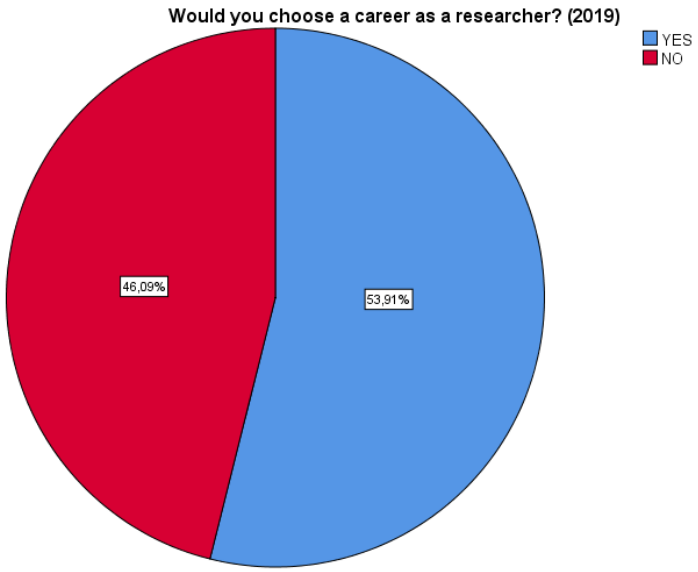


At the end of the questionnaire, we asked the participants of the survey question whether they would choose the profession of a researcher for their professional career. In 2018, the vast majority, 65%, answered affirmatively. The results of the same question in 2019 are shown in the next figure. The percent of those who would choose a career as a researcher was then percent lower as in 2018. Nevertheless, more than half of the participants (53,91 %) in the ERN event indicated that they found the career of the researcher an interesting professional choice.



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III. ATTITUDE TOWARDS SCIENCE AND FAMILIARITY WITH RESEARCH ACHIEVEMENTS – A COMPARISON OF SLOVENIA AND LATVIA

Part of the research under the ERN 2019 project was also an international comparison on familiarity with contemporary research results in Slovenia and Latvia. The Slovenian part of the survey was conducted in September 2019 (n = 613) and the survey in Latvia was conducted in October 2019 (n = 1000). The sample of respondents in the Slovenian part of the study is described in Chapter I of this report. The description of the sample of respondents in the Latvian part of the study is described in more detail in Appendix II to this report.

a. Knowledge on science and its development

First, we asked respondents in Slovenia and in Latvia to indicate, how well informed are they about particular scientific fields and research studies. Respondents were asked to indicate on a four point Likert scale how informed they feel about science and particular scientific research studies. 12 response categories were offered including such fields as renewable energy, climate change and genetically modified plants.

Table 1 – Slovenian responded indicated how well they know or how informed they feel about particular scientific fields and research studies (in %).

	Very well informed	Fairly well informed	Not very well informed	Not at all informed	Hard to say
Nanotechnology	4,0	13,1	39,0	36,5	7,4
Renewable energy	13,6	43,5	31,6	8,9	2,4
Vaccination of people against diseases	19,5	40,7	29,1	7,9	2,7
Clinical trials	5,0	17,8	46,1	24,7	6,4
Society and its development	17,8	45,9	26,6	7,8	2,0
Economy and its development	8,2	42,8	35,4	11,4	2,2
Climate change	21,2	50,1	21,1	6,1	1,5
Stem cell research	4,2	16,4	37,2	33,5	8,7
Nuclear power	6,7	18,5	41,0	28,5	5,2
The use of animals in research	8,7	28,5	35,9	21,6	5,2
Genetically modified plants	7,7	21,8	43,0	22,3	5,2
Science and its development on the whole	9,1	41,8	38,8	6,0	4,4

The same results for the Slovenian sample are also shown in the figure below. As we can see from the answers, the people of Slovenia are not well informed about science in general or about individual scientific fields. Very few people in Slovenia are very knowledgeable about scientific results. The percentage of those who are fairly knowledgeable about research achievements is slightly higher. Residents in Slovenia are best acquainted with climate change and research in the field of renewable sources and vacation of people on

against diseases, and least in the field of nanotechnology, stem cell development and the results of clinical studies.

In the following, we analysed whether the respondent's gender affects the level of knowledge of particular scientific disciplines. We found quite a few statistically significant differences in the Slovenian sample. More often than women, men reported having knowledge of nanotechnology, renewable energy, nuclear energy and the development of science as such, and women reported statistically more frequently that they were familiar with the evolution of science in disease vaccination, social development, and the use of animals in research. There were no differences between men and women in areas such as clinical trials, economic development, climate change, steam cell studies and genetically modified materials. Older respondents were more familiar with the development of society as a whole (r = .096; p = .022), climate change (r = .184; p = .000), nuclear power (r = .097; p =. 021) and using animals in research (r = .168, p = .000). There were no statistically significant differences in respondent age in other areas. In the same fields of science, we also found differences in the level of education of the respondents. In addition, more educated respondents are also more familiar with the fields of renewable energy use (r =, 092; p = .027) and disease vaccination (r = .161; p = .000).

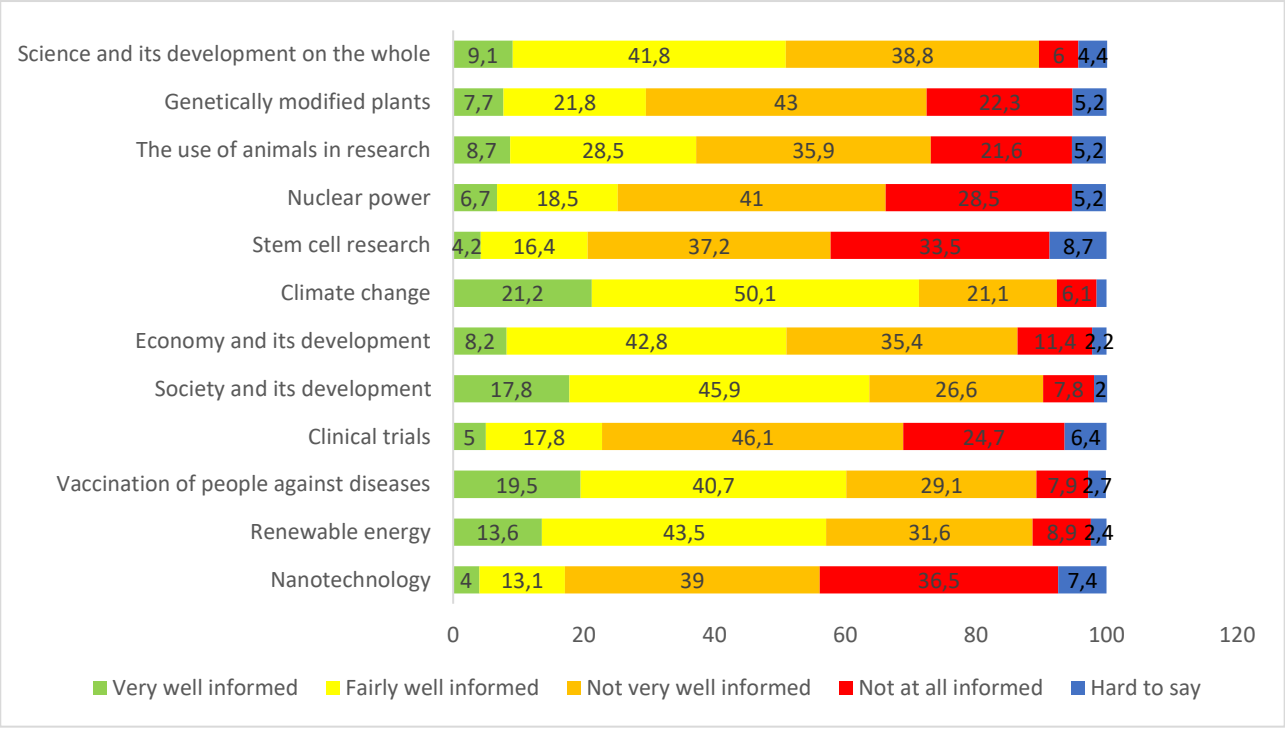

Figure 1: How informed inhabitants of Slovenia are about particular scientific fields and research studies? (%)

Figure 2 shows the results of the Latvian sample responses. As we can see, most Latvian

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respondents are “not very well informed” or “not at all informed” about various scientific fields. Nanotechnology, clinical trials and stem cell research are topics unknown for many respondents. Vaccination and climate change are the fields respondents feel more informed about. In Latvia, there are some statistically significant differences among major demographic groups. Men tend to indicate more often that they are very well informed or fairly informed about various fields. Older cohorts claim to be more informed different fields. Young people often tend to be ignorant in many topics concerning various scientific research areas. However, more pronounced differences are between education groups. Respondents with tertiary education are significantly more informed about science and its development than other education groups (vocational secondary, general secondary).

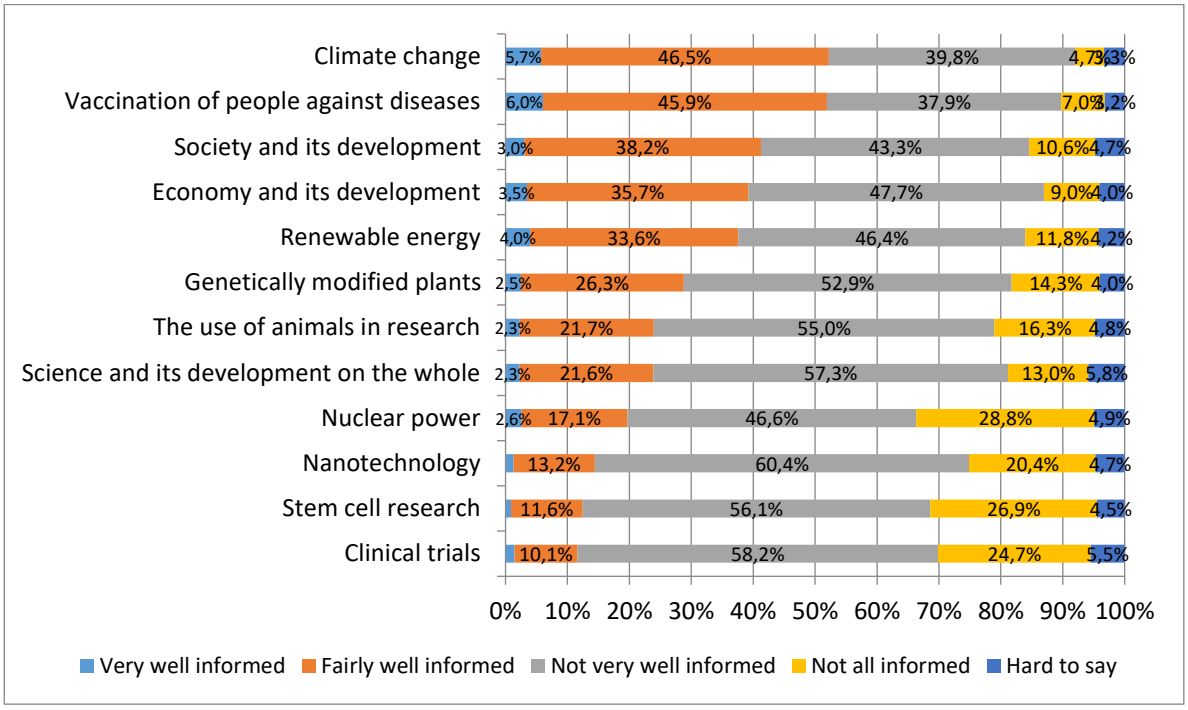

Figure 2: How informed inhabitants of Latvia are about particular scientific fields and research studies? (%)

b. Image of science and scientists vs. fait

In the following, we will present a comparison of the answers to the questions used to measure respondents' attitudes towards science and fait. Latvian inhabitants have a favourable view of science and scientists. They believe that science will make their lives easier and science is a big part of our lives that we should all take an interest (see Figure 3).

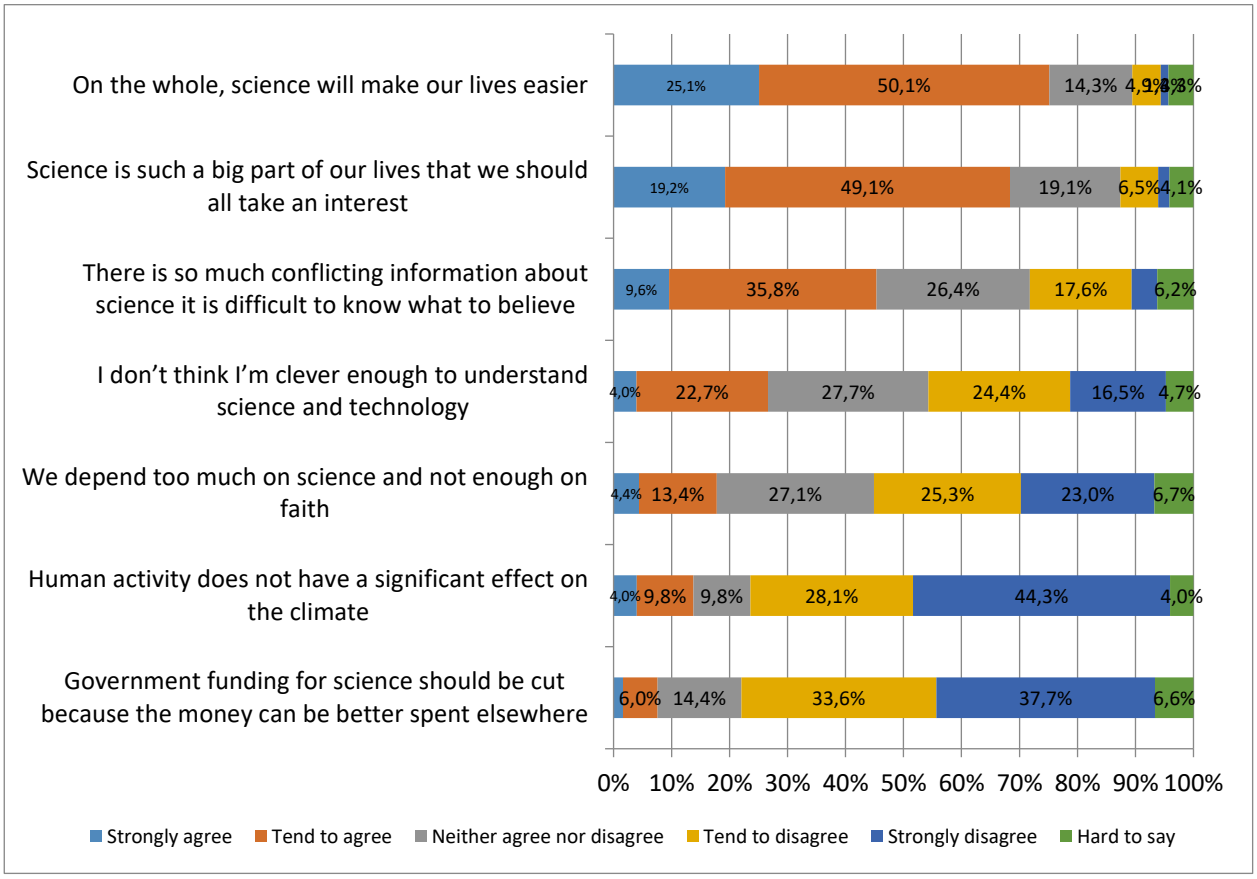

Figure 3. Responses to the question "Here are some statements about science and faith. To what extent do you agree with the following statements?" (%) (Latvia sample)

However, some answers reveals ambiguity in their attitude towards science. Many respondents had difficulties to respond to the statements such as "There is so much conflicting information about science it is difficult to know what to believe" or "We depend too much on science not enough on faith". A number of respondents chose to indicate "Hard to say". A significant proportion chose "neither agree nor disagree". The majority agrees with the statement "Science is such a big part of our lives that we should all take an interest" but many admit that they are not clever enough to understand science and technology. In Latvian sample, women more often think that scientific information is conflicting. Older cohorts more frequently admit that they are not clever enough to understand science. Those with tertiary education are likely to indicate that they are clever enough to understand science. To sum up, Latvian inhabitants view science favourably but are ambiguous about the truthfulness of information around scientific studies.

The answers to the same claims for the Slovenian sample are shown in Figure 4 below.

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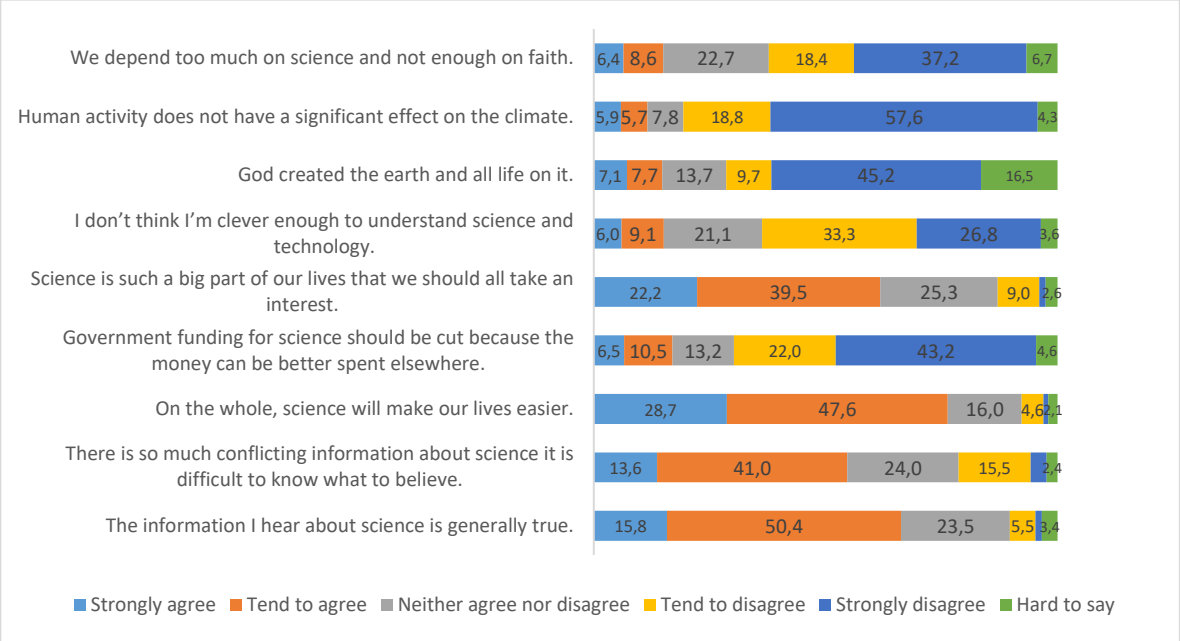

Figure 4. Responses to the question "*Please share your opinion on science. Please use a scale from strongly agree to strongly disagree. Please indicate, if you cannot decide or provide an evaluation.* (%) (Slovenia sample)

Respondents in the Slovenian part of the survey strongly disagree with the claim that God created the earth and that humans have no significant influence on the climate. A good 40% also strongly disagree that science funding should be reduced and money used better elsewhere. A good third of respondents disagree that we are too dependent on science and have little reliance on religion. Nevertheless, 16% of respondents cannot decide whether God created the earth and life on it. Two-thirds of Slovenian respondents agree that the information they receive about science is true. More than 75% of respondents agree with the statement that science will make everyday life easier. Two-thirds of Slovenian respondents agree with the statement that science has such an important part in their lives that they should all be part of it.

In the following, we analysed whether the respondent's gender influences the assessment of the above views on science. We found that men more than women agreed with the statement "*The information I hear about science is generally true*" (t = -2.31; p = .021) and with the statement "*On the whole, science will make ours lives easier*"(t = -2.80; p = .005). Women, however, more often agreed with the statement "*There is so much conflicting information about science it is difficult to know what to believe*" (t = 2.13; p = .033), "*Government funding for science should be cut because the money can be better spent elsewhere* "(t = 2.38; p = .017) and" *I don't think I'm clever enough to understand science and technology*"(t = 2.29; p = .022). From this, we can conclude that in the popularization of science, particular attention should be paid to women.

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By claim "*There is so much conflicting information about science it is difficult to know what to believe*" older respondents disagreed, meaning that science should be more popularized among young people, and older people statistically significantly disagreed with the statement "*Government funding for science should be cut because the money could be better spent elsewhere*". Young people are less aware of the scientific results and are more likely to think that budget money should be spent on something else. From this, we can conclude that science should be popularized among young people in Slovenia. This is particularly true of the finding that younger respondents agree to a lesser degree with the claim "*Science is such a big part of our lives that we should all take an interest*" than older respondents.

Comparing the results between Lithuania and Slovenia, we can conclude that the majority of respondents in both samples agree that science is such an important part of our daily lives that we should all be involved in these processes. Such an answer points to the need for popularization of science, especially since as many as one fifth of Latvian sample respondents agree with the claim that they are not smart enough to understand science and scientific results. This proportion of respondents is one tenth in the Slovenian sample. The proportion of those who believe that we are too dependent on science and have little reliance on religion is similar in both the Slovenian and the Latvian sample. As we found out, 45 % of Latvian respondents are convinced that there is so much contradictory information in science that it is difficult to know what to believe. In the Slovenian sample, this proportion is even higher - as much as 55 % agree with the statement "*There is much conflicting information about science. It is difficult to know what to believe*."

Finally, we invited the survey participants to a short quiz. The questionnaire has four items that test the general knowledge of physics and biology. First, we present the answers of the Latvian respondents. Many respondents indicate the right answers that electrons are smaller than atoms, all plants and animals have DNA, all radioactivity is not man made and one's genes are not modified by eating a genetically modified food. However, a significant number of Latvian respondents were not sure or did respond incorrectly (see Figure 5). For example, a simple question about electrons confused many respondents including even those with tertiary education.

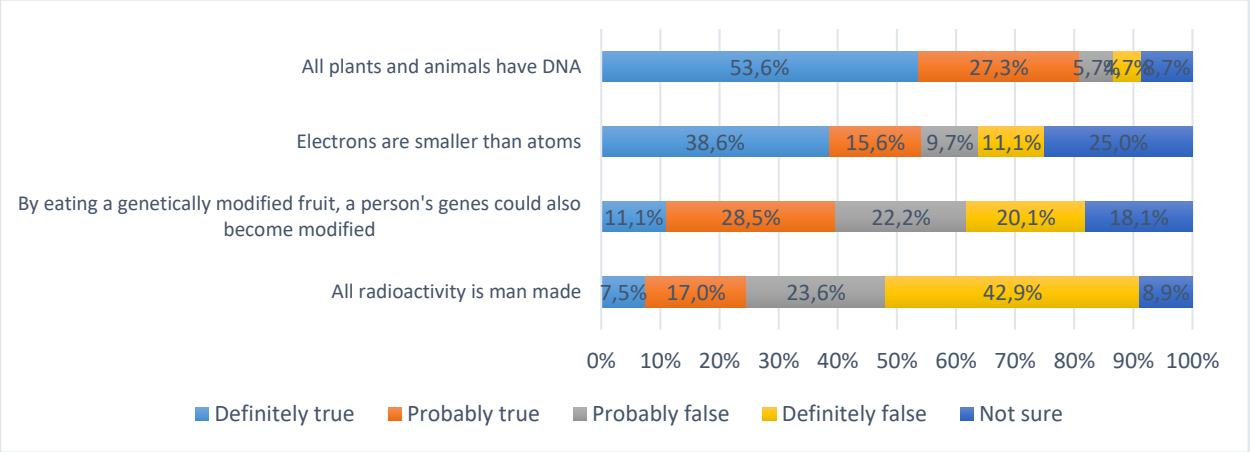

Figure 5. Answers to the quiz[3] - general knowledge of physics and biology (%) (Latvia sample)

Women were more often not sure how to respond and tend to give false answers. Older cohorts more often provide the right answers. More pronounced differences are among education groups. Respondents with tertiary education are better answering the quiz questions. For example, 44% of those with tertiary education indicated it is definitely true that electrons are smaller than atoms. Only 27% of those with vocational secondary education gave the same answer. It should be emphasized that many respondents in both education groups were unsure or gave incorrect answers.

The answers from the Slovenian sample are shown below.

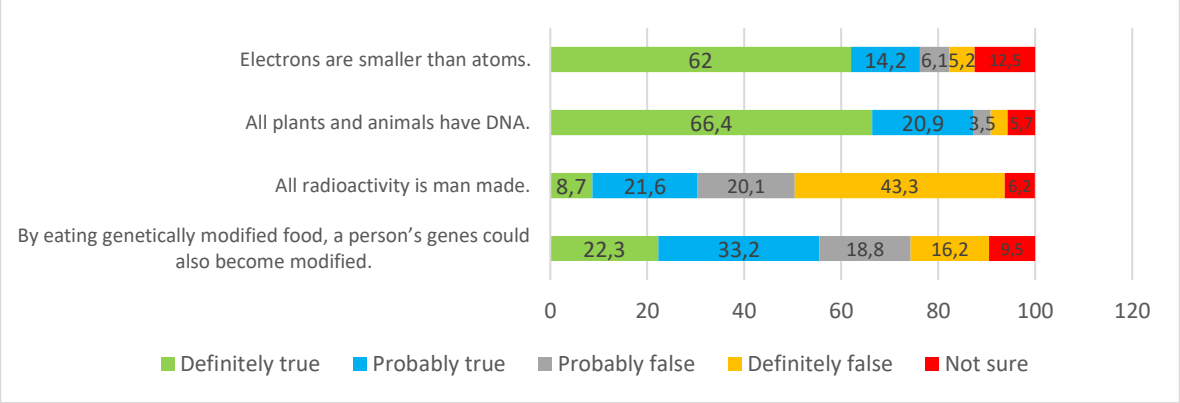

Figure 6. Answers to the quiz[4] - general knowledge of physics and biology (%) (Slovenia sample)

[3] The original wording: "*Here is a quick quiz. For each of the following statements, please say whether you think it is definitely true, probably true, probably false or definitely false. If you're not sure, just indicate so.*"

[4] The original wording: "*Here is a quick quiz. For each of the following statements, please evaluate on a scale from 1 to 4 whether you think it is true or false, where 1 indicates that it is definitely true and 4 that it is definitely false. Please indicate 9, if you cannot decide or provide an evaluation."*

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Many respondents from Slovenian sample indicate the right answers that electrons are smaller than atoms (62 % definitely true, 14,2 % probably true), all plants and animals have DNA (66,4 % definitely true), all radioactivity is not man made (43,3 %). However, a high level of ignorance has emerged when asked about the impact of genetically modified food. A person' genes are not modified by eating a genetically modified food. Only over one-fifth of those surveyed said that dieting with genetically modified food had no effect on changes in an individual's genetic record, and more than one-third of those surveyed said that such eating actually had an effect on gene changes in individuals. About 30% of those surveyed also answered incorrectly when asked about radioactivity; they attributed it to human activity. In the statement "*By eating genetically modified food, a person's genes could also become modified*", 35 % of women and 30 % of men said the statement was (probably) true. In doing so, slightly more women (23.1%) were strongly convinced of this claim than men (19.8%). More women than men believe that radioactivity is of human origin (37% vs. 15.8%), likewise, men have more often correctly answered that electrons are smaller than atoms.

If we compare the answers of the respondents from Latvia and Slovenia, then we can see that many more respondents from Slovenia correctly estimated that the electrons are smaller than atoms, and that the respondents from Latvia better answered the question about the origin of the radioactivity.

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IV. CONCLUDING REMARKS

In this report we presented the results of survey on the image of the researchers and visitors' satisfaction survey of the European researchers' night event in 2019, carried out with the purpose of evaluating people's perceptions about researchers and science in Slovenia, as well as their satisfaction with the ERN events.

The results showed that respondents perceive Slovenian researchers as very useful for society (58 %), future-oriented (63,6 %), responsible (51,2 %) and diligent (54,5 %). They assessed researchers in Slovenia also as partly to very organized, respected in the environment, respectful and reasonable. On average, we can say that the assessment of the image of researchers by the survey participants in 2019 is better than the assessment of researchers in the research we conducted in the context of the ERN event in 2018. Nevertheless, it should be emphasized that less than 25 % of respondents see researchers as influential.

More than 86 % of the respondents find the scientific content interesting. Respondents estimate that science in Slovenia contributes to the development of Slovenia (50,1 %), is useful for society (47,1 %), and for everyday life of citizens and future oriented. Although more than one-third of respondents believe that it is a poorly paid profession and do not have important impact on politics. Around two-thirds of respondents think that in Slovenia science represent at least partly a good opportunity for an individual's career.

34.4 % of respondents answered "*yes, gladly*" when asked whether they would choose a research profession for their careers (or whether they would advise their child on that profession). A further 43.49 % of respondents said "*probably yes*". It can be concluded that in Slovenia the profession of researcher is perceived as attractive because it represents a very good choice for one third of the respondents, and the profession itself is interesting for almost 80 % of the respondents. Also in 2018, we asked the participants of the ERN 2018 event the question whether they would choose the profession of a researcher for their professional career. The vast majority, 65%, answered affirmatively, which indicates that the profession of a researcher in Slovenia is an attractive choice.

In the survey after 2018 ERN event we realized that 72 % of respondents have never participated at the European researchers' night, 15 % participated once, and the rest of a sample participated twice or more times. We see that the frequency of participation at the ERN event in 2019 was higher, so we can assume the 2018 events participants visited also the 2019 ERN events.

In summary, the results showed that respondents perceive Slovenian researchers as respected and respectful professionals, who are useful for society, organised, reasonable

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and future-oriented. The most important attributes which should be represented among scientists are honesty, integrity and usefulness for society. With this study, we also determined that people are interested in the results that science produces, and that majority expressed their intentions to attend future ERN events.

More in-depth information about the quality of the ERN event and attitudes of people towards such events as ERN were gathered with the study which was carried out among visitors of ERN event. We learned that most of the visitors got acquainted with the event through social contacts (friends, social networks, media), but social media in general and contacts with the schools proved to be by far the most useful information sharing platform. With this study, we were also able to conclude that the participants were very satisfied with the content of the ERN event and that the vast majority would choose the profession of a researcher. The event, as demonstrated by the participants, incited interest in science and recognition of career opportunities in the research field. Above all, the respondents agreed that the main purpose of such events is the popularization of research work and the reduction of the gap between the work of researchers and their image in public. Considering also the results from the study in 2018 these expectations were realized and the purpose of the ERN events was achieved.

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APPENDIX 1: QUESTIONNAIRE (ERN 2019 SLOVENIA)

We kindly ask you to participate in a survey implemented by a group of co-workers at the Faculty of Criminal Justice and Security of the University of Maribor as part of the project European Researchers' Night - "Safe with Science" regarding the image of researchers in Slovenia and the way the residents of Slovenia see the importance and position of science in Slovenia. Your participation in the survey is voluntary and anonymous. The results will be published in scientific publications and data will be presented in aggregated form only; therefore, it will not be possible to derive your answers. For all questions and clarifications regarding the survey, please send us an e-mail to branko.lobnikar@fvv.uni-mb.si.

Q1 - Below are some characteristics and types of behaviour that can be or are not characteristic for a professional researcher in Slovenia. For each pair of opposite characteristics, please circle the answer that in your opinion <u>BEST DESCRIBES</u> a Slovenian professional researcher (researcher as occupation).

	very	partly	neither one nor the other	partly	very	
useful for society	◯	◯	◯	◯	◯	useless to society
organised	◯	◯	◯	◯	◯	distracted
future-oriented	◯	◯	◯	◯	◯	focused on the past
respected in the environment	◯	◯	◯	◯	◯	not respected in the environment
willing to help people	◯	◯	◯	◯	◯	indifferent to people
diligent	◯	◯	◯	◯	◯	lazy
honest, with integrity	◯	◯	◯	◯	◯	dishonest, corrupt
working independently	◯	◯	◯	◯	◯	dependent on others
responsible	◯	◯	◯	◯	◯	irresponsible
influential	◯	◯	◯	◯	◯	with no influence

Q2 - Below are some characteristics and types of behaviour that should or should not be characteristic for a professional researcher in Slovenia. For each pair of opposite characteristics, please circle the answer that in your opinion best describes what a researcher <u>SHOULD BE LIKE</u> (researcher as occupation).

	very	partly	neither one nor the other	partly	very	
useful for society	◯	◯	◯	◯	◯	useless to society
organised	◯	◯	◯	◯	◯	distracted
future-oriented	◯	◯	◯	◯	◯	focused on the past
respected in the environment	◯	◯	◯	◯	◯	not respected in the environment
willing to help people	◯	◯	◯	◯	◯	indifferent to people
diligent	◯	◯	◯	◯	◯	lazy
honest, with integrity	◯	◯	◯	◯	◯	dishonest, corrupt
working independently	◯	◯	◯	◯	◯	dependent on others
responsible	◯	◯	◯	◯	◯	irresponsible
influential	◯	◯	◯	◯	◯	with no influence

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Q3 - Please write down not more than three words that come to your mind when hearing the word RESEARCHER.

Q4 - Please write down not more than three words that come to your mind when hearing the word SCIENCE.

Q5 - Please indicate how well you know or how INFORMED YOU FEEL ABOUT PARTICULAR SCIENTIFIC FIELDS and research studies. Please use a four-point scale, 1 indicating that you are very well informed/have a very good knowledge and 4 that you are not at all informed. Please indicate 9, if you cannot decide or provide an evaluation.

	1 Very well informed	2 Fairly well informed	3 Not very well informed	4 Not at all informed	9 Hard to say
Nanotechnology	◯	◯	◯	◯	◯
Renewable energy	◯	◯	◯	◯	◯
Vaccination of people against diseases	◯	◯	◯	◯	◯
Clinical trials	◯	◯	◯	◯	◯
Society and its development	◯	◯	◯	◯	◯
Economy and its development	◯	◯	◯	◯	◯
Climate change	◯	◯	◯	◯	◯
Stem cell research	◯	◯	◯	◯	◯
Nuclear power	◯	◯	◯	◯	◯
The use of animals in research	◯	◯	◯	◯	◯
Genetically modified plants	◯	◯	◯	◯	◯
Science and its development on the whole	◯	◯	◯	◯	◯

Q6 - Below are some CHARACTERISTICS OF SCIENCE in Slovenia. For each pair of opposite characteristics, please circle the answer that in your opinion best describes science in Slovenia. Science in Slovenia is (please mark one answer for each pair):

	very	partly	neither one nor the other	partly	very	
interesting	◯	◯	◯	◯	◯	boring
useful for society	◯	◯	◯	◯	◯	useless to society
contributing to the development of Slovenia	◯	◯	◯	◯	◯	having no influence on the development of Slovenia
provides good opportunities for individual's career	◯	◯	◯	◯	◯	not interesting for individual's career
well paid activity	◯	◯	◯	◯	◯	poorly paid activity
future-oriented	◯	◯	◯	◯	◯	focused on the past
useful in everyday life	◯	◯	◯	◯	◯	useless in everyday life
having an important impact on politics and decisions of politicians	◯	◯	◯	◯	◯	having no impact on politics and decisions of politicians
respected in the environment	◯	◯	◯	◯	◯	not respected in the environment

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Q7 - Please share your opinion on science and researchers. Please use a scale from 1 (strongly agree) to 5 (strongly disagree). Please indicate 9, if you cannot decide or provide an evaluation.

	1 Strongly agree	2 Tend to agree	3 Neither agree nor disagree	4 Tend to disagree	5 Strongly disagree	9 Hard to say
The information I hear about science is generally true.	◯	◯	◯	◯	◯	◯
There is so much conflicting information about science it is difficult to know what to believe.	◯	◯	◯	◯	◯	◯
On the whole, science will make our lives easier.	◯	◯	◯	◯	◯	◯
Government funding for science should be cut because the money can be better spent elsewhere.	◯	◯	◯	◯	◯	◯
Science is such a big part of our lives that we should all take an interest.	◯	◯	◯	◯	◯	◯
I don't think I'm clever enough to understand science and technology.	◯	◯	◯	◯	◯	◯
God created the earth and all life on it.	◯	◯	◯	◯	◯	◯
Human activity does not have a significant effect on the climate.	◯	◯	◯	◯	◯	◯
We depend too much on science and not enough on faith.	◯	◯	◯	◯	◯	◯

Q8 - Do you find scientific contents interesting?

◯ 1 - I find them very interesting
◯ 2 - I find them interesting
◯ 3 - Neutral (neither one nor the other)
◯ 4 - I do not find them interesting
◯ 5 - They are not interesting at all

Q9 - If you could, would you decide to become a professional researcher or would you recommend this profession to someone (e.g. your child, relative)?

◯ 1 - Yes, gladly
◯ 2 - Probably yes
◯ 3 - Probably no
◯ 4 - Not at all

Q10 - Have you already attended events of the European Researchers' Night?

◯ Yes, several times
◯ Yes, once
◯ Never
◯ I don't know

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Q11 - Do you plan to attend any future events of the European Researchers' Night?

◯ 1 - Yes, gladly
◯ 2 - Probably yes
◯ 3 - Probably no
◯ 4 - Not at all

Q12 - Do you know about any events that are organised as part of the European Researchers' Night (ERN)?

	YES	NO
"Varni z znanostjo" (Safe with science) (an ERN event organised by the University of Maribor, University of Primorska and Franc Miklošič High School Ljutomer, in Maribor, Koper, Izola, Brežice and Ljutomer)	◯	◯
"Noč ima svojo moč" (The Power of the Night) (an ERN event organised by the the House of Experiments with partners in Ljubljana)	◯	◯
"Humanistika, to si ti!" (Humanities rock!) (an ERN event organised by the Faculty of Arts of the University of Ljubljana)	◯	◯

Q13 - Here is a quick quiz. For each of the following statements, please evaluate on a scale from 1 to 4 whether you think it is true or false, where 1 indicates that it is definitely true and 4 that it is definitely false. Please indicate 9, if you cannot decide or provide an evaluation.

	1 Definitely true	2 Probably true	3 Probably false	4 Definitely false	9 Not sure
By eating genetically modified food, a person's genes could also become modified.	◯	◯	◯	◯	◯
All radioactivity is man made.	◯	◯	◯	◯	◯
All plants and animals have DNA.	◯	◯	◯	◯	◯
Electrons are smaller than atoms.	◯	◯	◯	◯	◯

Q14 - We also kindly ask you to provide some demographic data, which will be used only for statistical analysis.

XGENDER - Gender:

◯ Male
◯ Female

Q15 - How old are you? (in years) _____

XIZ1a2 - Education:

◯ Primary school
◯ Secondary school
◯ Higher education, University (first Bologna cycle)
◯ Specialisation, Master's degree (second Bologna cycle)
◯ PhD

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Q16 - Employment status:

- ◯ Secondary school student, university student
- ◯ Employed, self-employed
- ◯ Not employed
- ◯ Retired

Q17 - Are you currently involved in formal education?

- ◯ YES
- ◯ NO

Q18 - Area in which you live (which is the first number of your postal code?):

- ◯ 1000
- ◯ 2000
- ◯ 3000
- ◯ 4000
- ◯ 5000
- ◯ 6000
- ◯ 7000
- ◯ 8000
- ◯ 9000

Q19 - Living environment:

- ◯ Countryside or village
- ◯ Suburbs or smaller town
- ◯ Larger town or municipality

Q20 - Economic status:

- ◯ I struggle to make ends meet.
- ◯ I have enough for living, but it is hard to make savings.
- ◯ I have enough to make some savings for the future.
- ◯ I have enough to invest my financial assets.

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APPENDIX 2

VIEWS OF LATVIAN INHABITANTS ON SCIENCE

RESULTS OF ONLINE POLL – SAMPLE DESCRIPTION

Faculty of Social Sciences
University of Latvia

Riga
December 2019

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Technical Report

Polling organisation	Kantar ("TNS Latvia", Ltd.)
Target group	18 - 74 year old permanent residents in Latvia
Polling method	CAWI
Sampling method	Combined (random and quota)
Source	Kantar WEB panel
Target sample size	1000 respondents
Obtained sample size	1000 respondents
Geographical coverage	The whole of Latvia
Fieldwork dates	8.10.2019. – 10.10.2019.

COMPARISON OF THE OBTAINED SAMPLE WITH OFFICIAL STATISTICS

	Obtained sample (%)	Population Register 01.01.2019. (%)
REGIONS		
Rīga	33.6	33.4
Pierīga	19.8	18.7
Vidzeme	9.4	9.6
Kurzeme	12.2	12.5
Zemgale	11.3	11.8
Latgale	13.7	13.9
GENDER		
Men	48.2	48.2
Women	51.8	51.8
ETHNICITY		
Latvians	59.0	58.8
Non-Latvians	41.0	41.2
AGE		
18 – 24	8.7	8.7
25 – 34	20.9	20.3
35 – 44	18.6	19.3
45 – 54	19.2	19.1
55 – 64	19.5	19.2
65 – 74	13.1	13.4

EMPLOYMENT STATUS	
Employed	69.2
Non-employed	30.8

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EDUCATION	
Primary education	2.0
Secondary, vocational secondary	41.3
Tertiary	56.7

CITIZENSHIP	
Citizens of the Republic of Latvia	92.2
Others (non-citizens, citizens of other countries)	7.8

CALCULATIONS OF RESPONSE RATE

Table 1. **Fieldwork data on response and non-response**

Invitations sent to the panel	10641
Those not responded to the invitation	9256
Non-target population	0
Not completed questionnaires	61
Completed questionnaires	1000
Response rate (%)	9.3

Weights are not used in the further analysis because there is a significant overrepresentation of those with higher education and a considerable underrepresentation of those with primary education in the web panel. The most accurate data on the attained education level were gathered in the Population and Housing Census in 2011. For example, there were 22.8% residents with higher education in 2011 (Central Statistical Bureau of Latvia, 07.08.2013.). The obtained sample has 56.7% of those with higher education. It is unlikely that the proportion of the highly educated has increased so rapidly over the last eight years. This should be bear in mind when interpreting the survey results.

Table 2. **Attained education level of the population aged 15 and over**.

Education level	%
doctorate	0.3
higher education	22.8
vocational secondary education or professional education	30.2
general secondary education	23.8
basic education	18.7
less than basic education	4.1
can not read or write	0.1

Source:
Central Statistical Bureau of Latvia. (07.08.2013). *Resident population of Latvia in statistical regions, cities under state jurisdiction and counties aged 15 and over by educational attainment, sex and age group; on 1 March 2011.* Retrieved from https://data1.csb.gov.lv/pxweb/en/iedz/iedz_tautassk_izgl_tsk2011/TSG11-12.px/?rxid=71e656f4-64a6-41d9-b285-c5f01a99f7aa

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APPENDIX 3

VIEWS OF LATVIAN INHABITANTS ON SCIENCE

RESULTS OF ONLINE POLL

Mareks Niklass
Faculty of Social Sciences
University of Latvia

Riga
December 2019

Ta Evropska noč raziskovalcev je financirana s strani Evropske komisije, ukrepi Marie Skłodowska-Curie, št. pogodbe 818968. This European Researchers' Night project is funded by the European Commission under the Marie Skłodowska-Curie actions, grant agreement No. 818968.

Introduction

The study is funded by the project "European Researchers' Night" in the EU Research and Innovation programme "Horizon 2020". The study is aimed to find out how Latvian inhabitants view science and scientists, how informed they feel about the developments in various scientific fields and whether they attended the events of the European Researchers' Night.
The Faculty of Social Sciences at the University of Latvia asked a polling organisation Kantar to carry out an online poll in October 2019. The polling organisation used its web panel to obtain the responses of 1000 respondents. The web panel includes all major groups in society and covers the whole territory of Latvia. Although a quota sample used in the study is not representative to the Latvian population (see Technical Report), it nevertheless provides a fairly good picture of the views of Latvian inhabitants across various demographic groups.
The questions included in the questionnaire are derived from a number of studies carried out elsewhere, most notably, from a study "Public Attitudes to Science" conducted by Ipsos MORI in the UK in 2014 and an international study programme (ISSP – International Social Survey Programme) in 2016.

To sum up the results of the study, it can be argued that, in general, Latvian inhabitants share positive views on science and scientists. They believe that science makes their lives easier and scientists make a valuable contribution to society. Latvian inhabitants also believe that work in science is interesting and provides good career prospects. However, many respondents know little about how much scientists actually earn in comparison with other professions. They are confused of conflicting information about science. Most respondents do not feel well informed about major developments in various scientific fields such as nanotechnology, stem cell research, clinical trials and nuclear power. A little quiz included in the questionnaire also reveals poor knowledge on basic physics, for example, whether electrons are smaller than atoms. At last, most Latvians inhabitants have never attended the events of the European Researchers' Night. The report seeks to find out the reasons for such responses.

Knowledge on science and its development

Respondents were asked to indicate on a four point Likert scale how informed they feel about science and particular scientific research studies. 12 response categories were offered including such fields as renewable energy, climate change and genetically modified plants (see Figure 1). Most respondents are "not very well informed" or "not at all informed" about various scientific fields. Nanotechnology, clinical trials and stem cell research are topics unknown for many respondents. Vaccination and climate change are the fields respondents feel more informed about. These topics are often discussed in mass media.

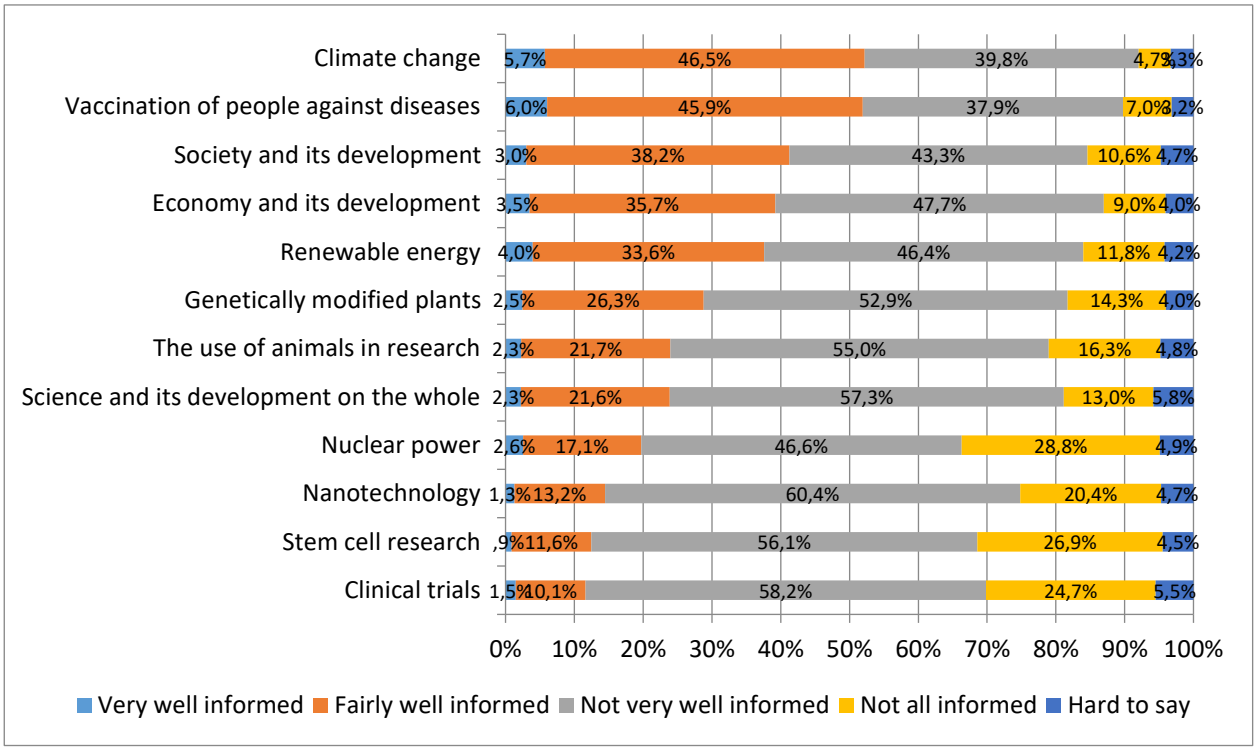

Figure 1. **Responses to the question "How well informed do you feel about science and particular scientific research studies?" (%) (n=1000)**

There are some statistically significant differences among major demographic groups. Men tend to indicate more often that they are very well informed or fairly informed about various fields. Older cohorts claim to be more informed different fields. Young people often tend to be ignorant in many topics concerning various scientific research areas. However, more pronounced differences are between education groups. Respondents with tertiary education are significantly more informed about science and its development than other education groups (vocational secondary, general secondary).

The questionnaire has four items that test the general knowledge of physics and biology. Many respondents indicate the right answers that electrons are smaller than atoms, all plants and animals have DNA, all radioactivity is not man made and one's genes are not modified by eating a genetically modified fruit. However, a significant number of respondents were not sure or did respond incorrectly (see Figure 2). For example, a simple question about electrons confused many respondents including even those with tertiary education.

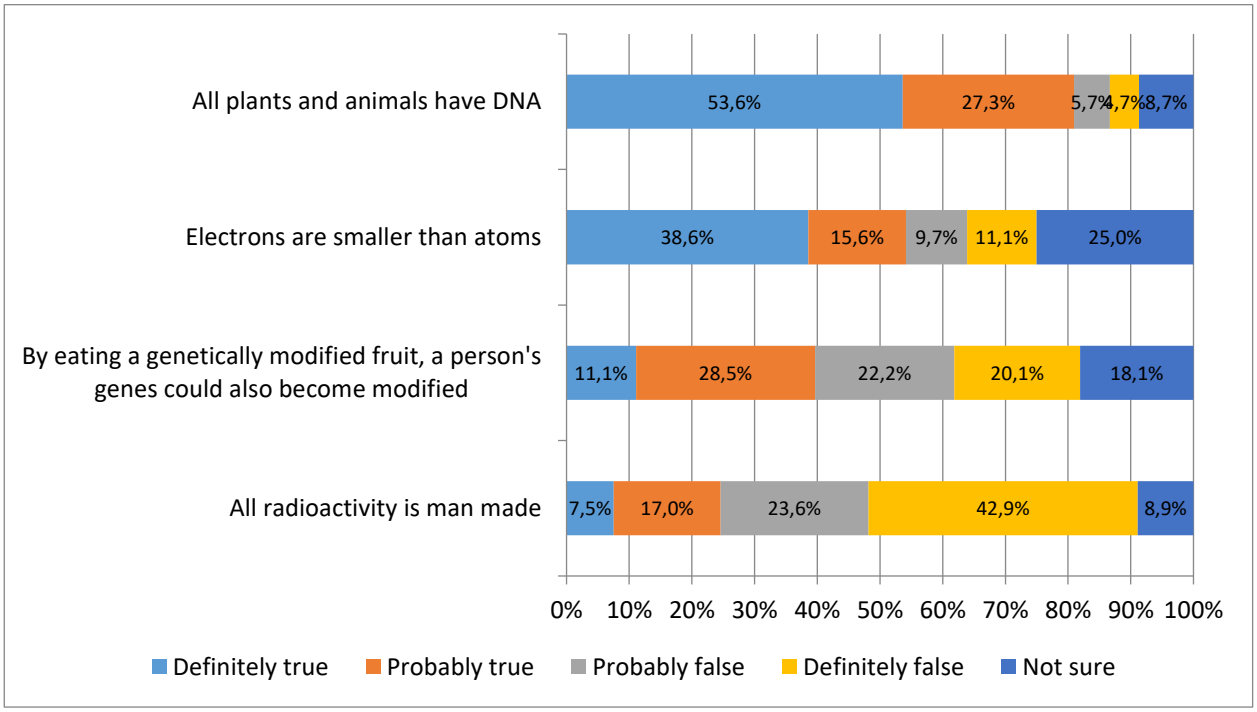

Figure 2. **Answers to the quiz" (%) (n=1000)**

*The original wording: "Here is a quick quiz. For each of the following statements, please say whether you think it is definitely true, probably true, probably false or definitely false. If you're not sure, just indicate so.

Women were more often not sure how to respond and tend to give false answers. Older cohorts more often provide the right answers. More pronounced differences are among education groups. Respondents with tertiary education are better answering the quiz questions. For example, 44% of those with tertiary education indicated it is definitely true that electrons are smaller than atoms. Only 27% of those with vocational secondary education gave the same answer. It should be emphasized that many respondents in both education groups were unsure or gave incorrect answers.

Image of science and scientists

Latvian inhabitants have a favourable view of science and scientists. They believe that science will make their lives easier and science is a big part of our lives that we should all take an interest (see Figure 3).

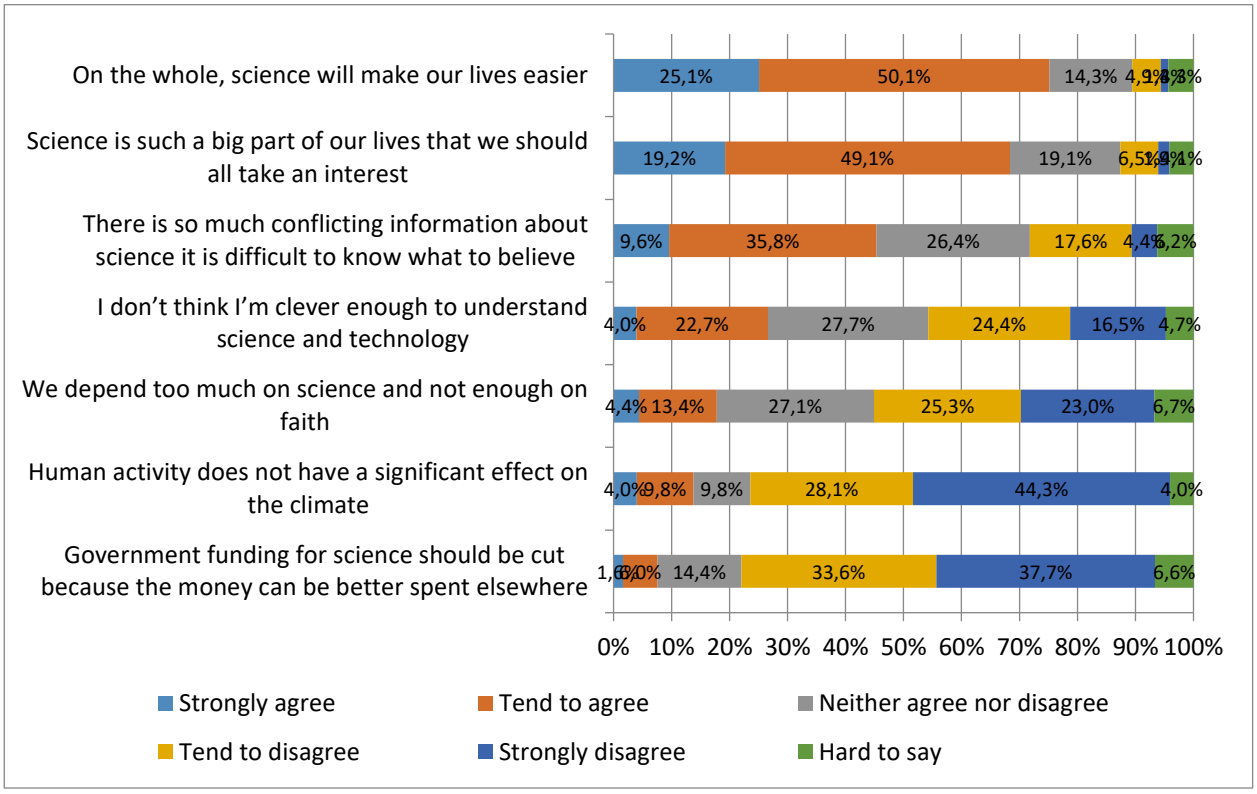

Figure 3. **Responses to the question "Here are some statements about science and faith. To what extent do you agree with the following statements?" (%) (n=1005)**

However, some answers reveals ambiguity in their attitude towards science. Many respondents had difficulties to respond to the statements such as "There is so much conflicting information about science it is difficult to know what to believe" or "We depend too much on science not enough on faith". A number of respondents chose to indicate "Hard to say". A significant proportion chose "neither agree nor disagree".

The majority agrees with the statement "Science is such a big part of our lives that we should all take an interest" but many admit that they are not clever enough to understand science and technology. Women more often think that scientific information is conflicting. Older cohorts more frequently admit that they are not clever enough to understand science. Those with tertiary education are likely to indicate that they are clever enough to understand science. To sum up, Latvian inhabitants view science favourably but are ambiguous about the truthfulness of information around scientific studies.

On the whole, respondents believe that scientists do a good job, i.e. make their lives better and easier. But when asked about their ties to business and industry, many indicate that scientists are too dependent on businesses for funding and there must be some scientists not linked to them. A significant proportion of respondents think that scientists put too little effort into informing the public about their work. These answers indicate that scientists need to put some effort into informing public about their funding sources and studies. It might reduce the proportion of those who believe that scientists adjust their findings to get the answers they want. At last, it should be noted that many respondents had difficulties to answer to these questions. More transparency and information about everyday activities at scientific institutions may disperse doubts or ignorance of the matters concerning funding and the disclosure of scientific findings.

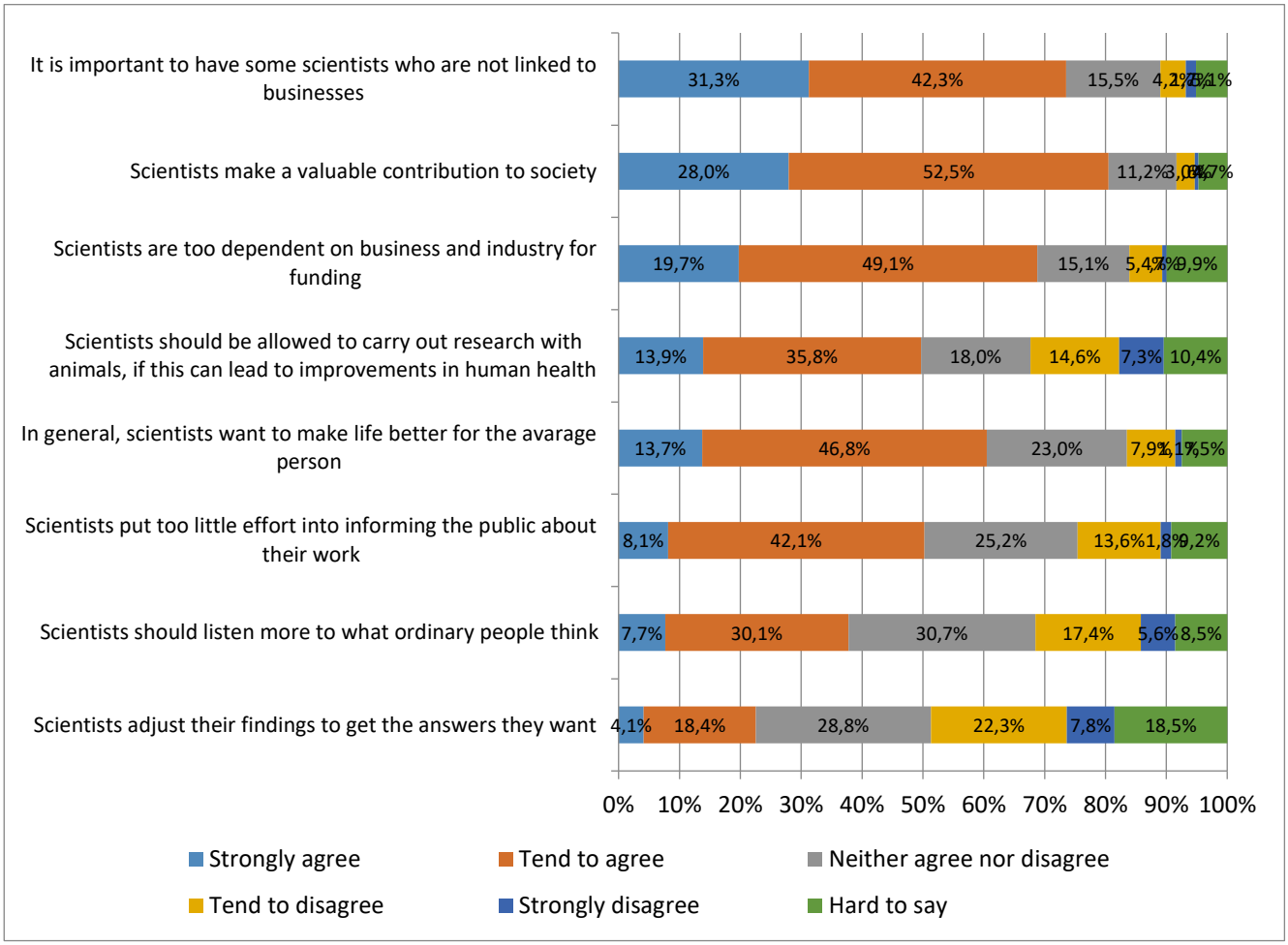

Figure 4. **Responses to the question "Here are some statements about scientists. To what extent do you agree with the following statements?" (%) (n=1000)**

Again, there are a few differences among major demographic groups. Men are more willing to accept that scientists carry out research with animals if this can lead to improvements in human health. On the contrary, younger cohorts do view such research studies unfavourably. Older cohorts see too much financial dependence. They also believe that scientists should inform public about scientific studies. Respondents with tertiary education share similar views that scientists put too little effort into informing public about their studies. However, there are more likely to indicate that scientists make a valuable contribution to society.

Work and study in science

The question analysed above are general and somewhat abstract. Respondents were asked to evaluate whether the math and science they themselves learnt at school were useful in their lives. They were also asked to compare science with other professions as a career choice. Most respondents agree that work in science is interesting as well as a suitable career for a woman. However, when asked compare other professions with science and evaluate whether science offers a well-paid career, many respondents had difficulties to provide a definite answer. Only a few respondents believe that science offers well paid jobs (see Figure 5). Ambiguity in the answers appears again. Yes, science is interesting and a good career prospect but it does not pay off that much in comparison with other professions. Many are not sure about the usefulness of math and science learnt at school.

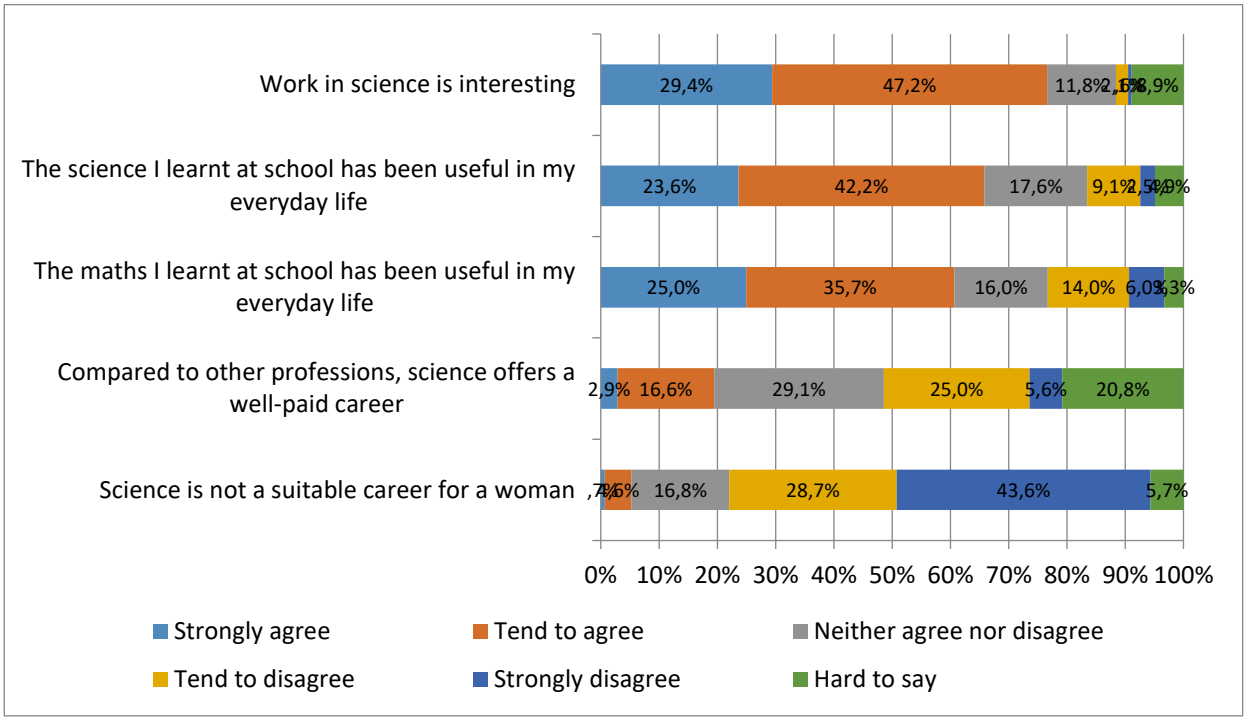

Figure 5. **Responses to the question "Here are some statements about study and work in science. To what extent do you agree with the following statements?" (%) (n=1005)**

When comparing major demographic groups, some differences can be detected. Men often think that the maths they learnt at school has been useful in their lives. Older cohorts are more likely to agree with the statements that math and science they learnt have been useful in their everyday life. They also more frequently believe that work in science is interesting. Similar views are held by respondents with tertiary education. However, the latter group is more sceptical about science as a well-paid career.

The questionnaire has a battery of items measuring what respondents actually think about salaries in different occupations, for example, how much a doctor in general practice (a family doctor), a researcher at a research institute, a chairman of a large national corporation or an unskilled worker in a factory actually earn and should earn. It is important to elaborate how these questions were formulated. Here is the exact wording of the questions:

> We would like to know what you think people in these jobs actually earn. Please write in how much you think they usually earn each month after taxes. Many people are not exactly sure about this, but your best guess will be close enough. This may be difficult, but it is very important. So please try.
>
> Next, what do you think people in these jobs ought to be paid. How much do you think they should earn month after taxes, regardless of what they actually get…

The form and wording of the questions have been adopted from an international study – ISSP (International Social Survey Programme) in 2016. Indeed, the questions were difficult to answer. Item non-response rates vary from 9% to 17% across the battery. However, the results are telling. They showed the preferences of respondents for income distribution.

Respondents think that a researcher at a research institute earns on average EUR 968 per month. In comparison, the mean value for a doctor in general practice is EUR 1111 and, for an unskilled worker – EUR 564. Median values are smaller, i.e. 800, 1000 and 500 respectively (see Figure 6). The mean value for a chairman of a large corporation cannot

serve as a benchmark for a meaningful comparison because it is too high. The indicated values reveal that most respondents do not think science offers a well-paid career. For example, the average net salary in Latvia in the first quarter of 2019 was EUR 768. It should be bear in mind that the minimum wage in 2019 is EUR 430. The data provided by the Central Statistical Bureau of Latvia also indicate that sectors such as financial and insurance activities, information and communication, energy and public administration provides more prospects for well –paid careers than professional, scientific and technical activities (a statistical term for jobs in science).

Central Statistical Bureau of Latvia (27.05.2019). *Slower increase in earnings recorded at the beginning of the year.* Retrieved from https://www.csb.gov.lv/en/statistics/statistics-by-theme/social-conditions/wages/search-in-theme/2448-changes-wages-and-salaries-1st-quarter-2019

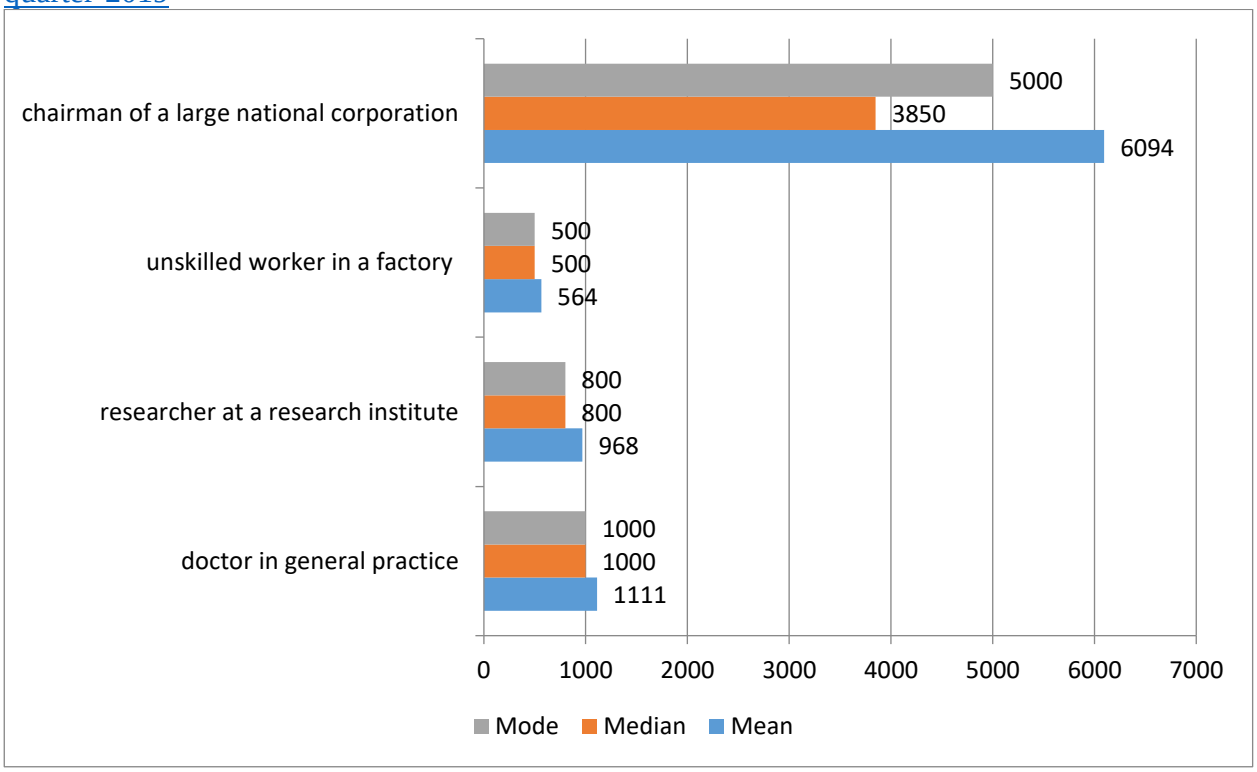

Figure 6. **Responses to the question "What do you think people in these jobs actually earn? Please write in how much you think they usually earn each month after taxes"**

Men tend to provide higher estimates for all jobs. Older respondents think that family doctors and chairmen earn more on average. Similar views are shared by those with tertiary education.

Most respondents believe that family doctors, researchers and factory workers should earn more and chairmen should be paid less. For example, researchers should earn on average EUR 1781 per month. On the contrary, a chairman of a large national corporation should not earn more than EUR 4572 per month (see Figure 7). As pointed above, these answers reveal people's preferences for a more fair distribution. They believe that doctors, researchers and factory workers deserve more than they get now.

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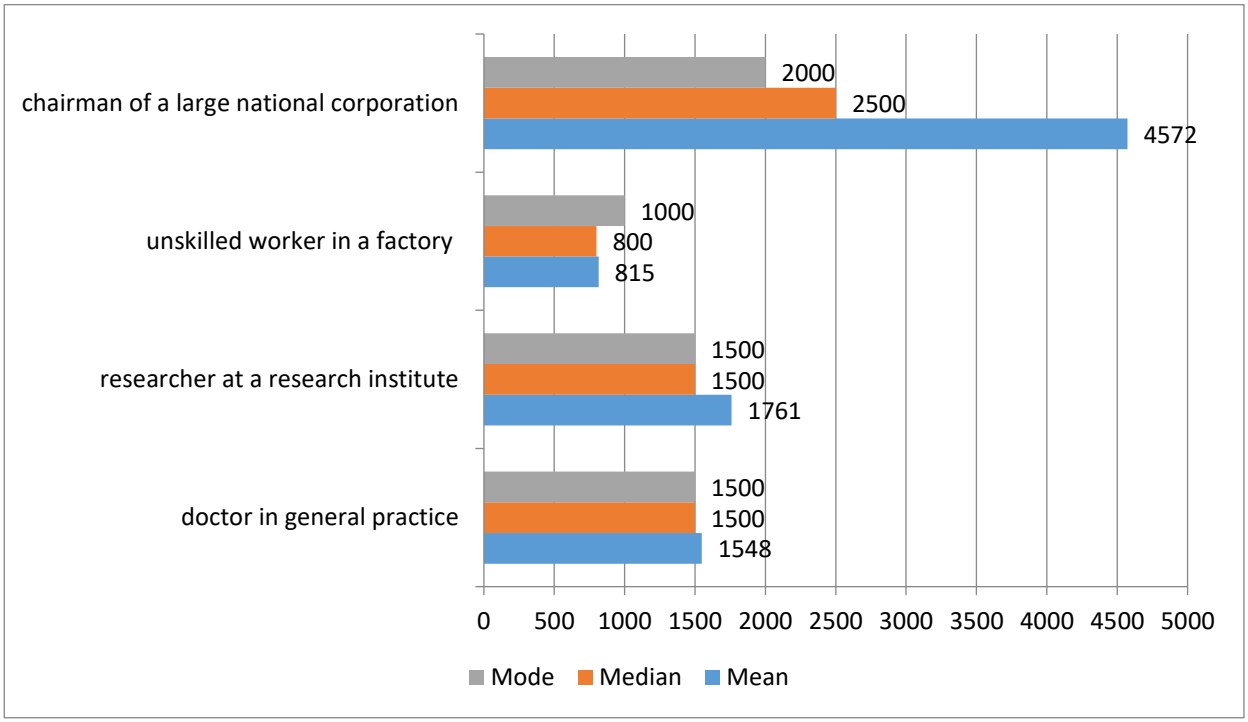

Figure 7. **Responses to the question "Next, what do you think people in these jobs ought to be paid. How much do you think they should earn month after taxes, regardless of what they actually get…"**

Again, men provide higher estimates for all jobs mentioned above. This holds true also for older respondents and, to a lesser degree, respondents with tertiary education. But it is important to note that although the differences are statistically significant, nevertheless all major groups in society are of the opinion that doctors, workers and researchers should earn more.

Attendance of the European Researchers' Night

The significance of science in one's life can be measured by asking questions about the usefulness of science, career prospects etc. But it can also be measured by concrete actions, for example, weather respondents did something concrete to get acquainted with science, i.e. attended the European Researchers' Night. This is an annual event specifically targeted at the general public to give an opportunity to learn more about science and scientists. 83.4% of respondents have never attended the events of the European Researchers' Night. Only 4.5% of the surveyed attended the events in 2019 (See Figure 8 and Figure 9).

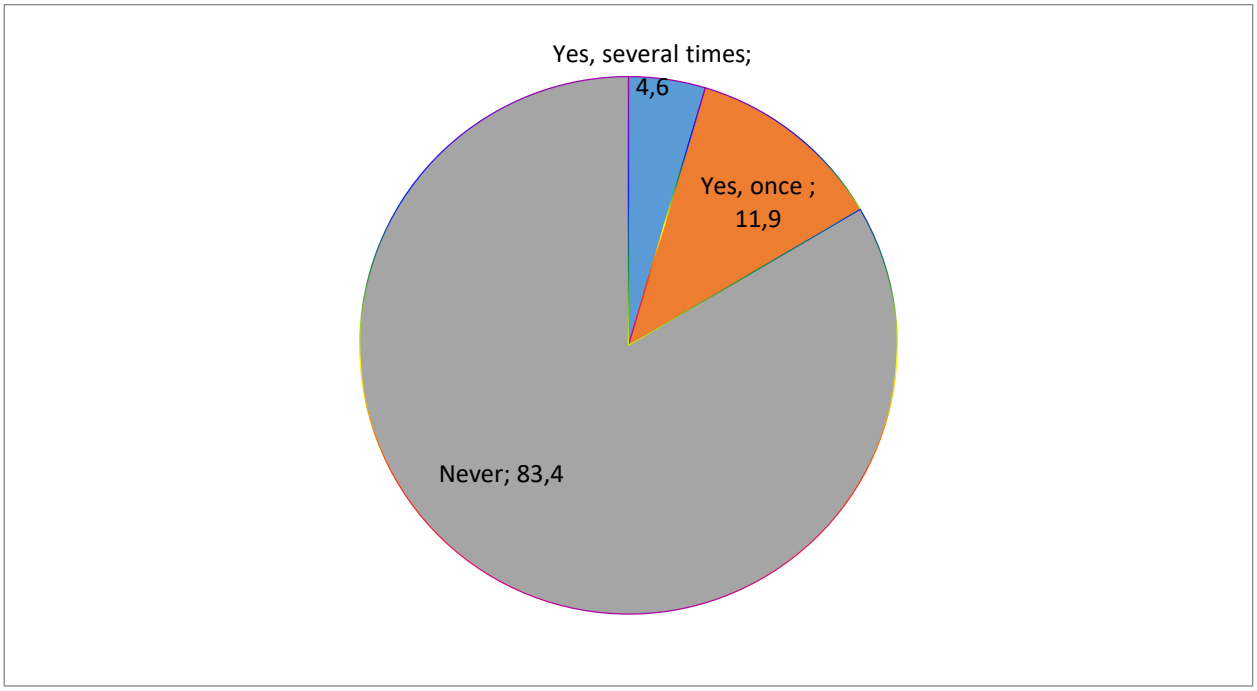

Figure 8. **Responses to the question "Have you ever attended the events of the European Researchers' Night?" (%) (n=1000)**

There are a few differences among groups. Younger cohorts have more frequently attended the events. In the age group 18-34, 26% have attended the European Researchers' Night at least once. In the age group above 55, only 12% ever attended the events. Differences can be also identified in education groups. Respondents with tertiary education more frequently attended the events of the European Researchers' Night. But it should be emphasized that the absolute majority of respondents in all major demographic groups never attended the events.

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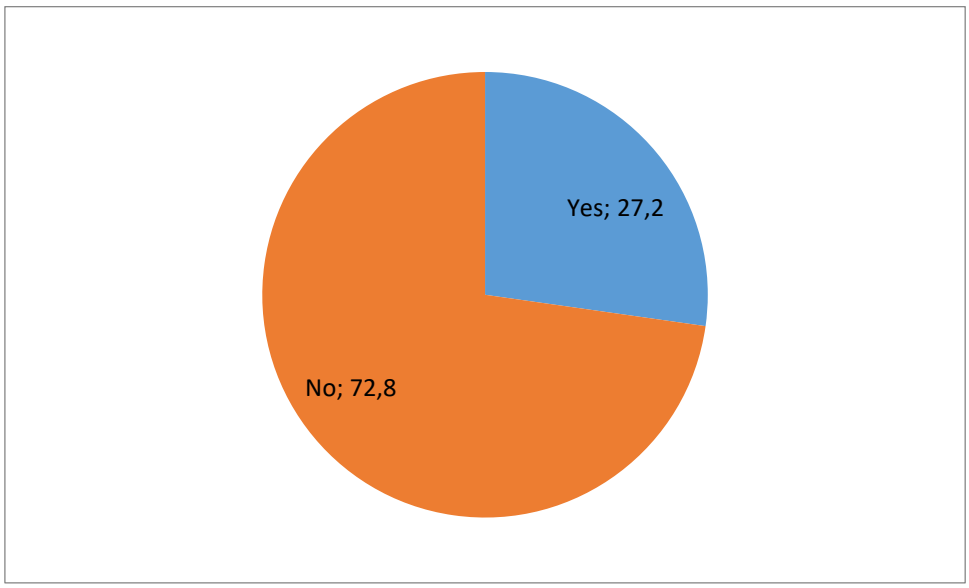

Figure 9. **Responses to the question "Did you attend the events of the European Researchers' Night in 2019?" (%) (n=165)**

*Only those included who have ever attended the events of the European Researchers' Night

4.5% of respondents (or 27.2% of those who ever attended the events) attended the European Researchers' Night in 2019. A more detailed analysis of the group is not possible because the number of such respondents is very small.

Although the events of the European Researchers' Night is widely advertised in mass media, the data on the attendance show that most Latvian inhabitants are not aware of such events or are not that interested in them. It should be bear in mind that the quota sample used in this study has disproportionally more respondents with tertiary education than in the general public. It is very likely that the real proportion of the attendees is even smaller than this study indicates.

Conclusion

Latvian inhabitants have a positive image of science and scientists. They believe that science makes their lives easier and scientists make a valuable contribution to society. Latvian inhabitants believe that work in science is interesting and provides good career prospects. It appears though that many respondents know little about how much scientists actually earn in comparison with other professions. They are puzzled by conflicting information about science. A sizable proportion of respondents believe that scientists should inform more about their studies and the sources of funding. They think that scientists are too dependent on business for funding and there must be independent researchers not linked to industry. Most respondents do not feel well informed about major developments in various scientific fields such as nanotechnology, stem cell research, clinical trials and nuclear power. A quiz included in the questionnaire reveals poor knowledge on basic physics and biology, for example, whether electrons are smaller than atoms. Many respondents are of the opinion that electrons are not smaller. At last, most Latvians inhabitants have never attended the events of the European Researchers' Night. In general, respondents with tertiary education are more interested in science, more aware of the developments in various fields and are more likely to attend the events of the European Researchers' Night.

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Appendix
Questionnaire in Latvian

Latvijas Universitāte Eiropas Savienības pētniecības un inovāciju programmas Apvārsnis 2020 projektā "Eiropas Zinātnieku nakts" veic Latvijas iedzīvotāju aptauju par viņu priekšstatiem par zinātni. Aptauja ir anonīma. Iegūtās atbildes tiks analizētas tikai apkopotā veidā. Anketas aizpildīšanai būs nepieciešamas aptuveni 5-10 minūtes laika. Pateicamies par Jūsu atbildēm un atsaucību!

A1. Vai Jūs jebkad esat apmeklējis Eiropas Zinātnieku nakts pasākumus?

1. Nekad; PĀREJA UZ A3
2. Jā, vienu reizi;
3. Jā, vairākas reizes.

A2. Vai esat apmeklējis Eiropas Zinātnieku nakts pasākumus 2019.gadā?

1) Jā;
2) Nē.

A3. Cik lielā mērā jūtaties informēts par zinātni un atsevišķiem zinātniskiem pētījumiem?

	Ļoti labi informēts	Diezgan labi informēts	Ne pārāk labi informēts	Vispār neesmu informēts	Grūti pateikt
1. Zinātni un zinātnes attīstību kopumā	1	2	3	4	9
2. Ģenētiski modificētiem augiem	1	2	3	4	9
3. Dzīvnieku izmantošanu pētījumos	1	2	3	4	9
4. Kodolenerģiju	1	2	3	4	9
5. Cilmes šūnu pētniecību	1	2	3	4	9
6. Klimata pārmaiņām	1	2	3	4	9
7. Ekonomiku un tās attīstību	1	2	3	4	9
8. Sabiedrību un tās attīstību	1	2	3	4	9
9. Klīniskiem pētījumiem	1	2	3	4	9
10. Cilvēku vakcināciju pret slimībām	1	2	3	4	9
11. Atjaunojamo enerģiju	1	2	3	4	9
12. Nanotehnoloģijām	1	2	3	4	9

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A4. Te ir daži apgalvojumi par zinātni un ticību. Cik lielā mērā Jūs piekrītat katram no šiem apgalvojumiem?

	Pilnībā piekrītu	Drīzāk piekrītu	Ne piekrītu, ne arī nepiekrītu	Drīzāk nepiekrītu	Pilnībā nepiekrītu	Grūti pateikt
1. Mēs pārāk daudz paļaujamies uz zinātni un pārāk maz - uz ticību.	1	2	3	4	5	9
2. Cilvēka darbībai nav nozīmīgas ietekmes uz klimatu.	1	2	3	4	5	9
3. Es nedomāju, ka esmu pietiekami gudrs, lai saprastu zinātni un tehnoloģijas.	1	2	3	4	5	9
4. Zinātne ir tik liela mūsu dzīves daļa, ka mums visiem vajadzētu par to interesēties.	1	2	3	4	5	9
5. Valdības tēriņi zinātnei ir jāsamazina, jo šo naudu labāk var iztērēt citur.	1	2	3	4	5	9
6. Kopumā zinātne mūsu dzīvi padarīs vieglāku.	1	2	3	4	5	9
7. Ir tik daudz pretrunīgas informācijas par zinātni, ka ir grūti saprast, kam ticēt.	1	2	3	4	5	9

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A5. Te ir daži apgalvojumi par zinātniekiem. Cik lielā mērā Jūs piekrītat katram no šiem apgalvojumiem?

	Pilnībā piekrītu	Drīzāk piekrītu	Ne piekrītu, ne arī nepiekrītu	Drīzāk nepiekrītu	Pilnībā nepiekrītu	Grūti pateikt
1. Kopumā zinātnieki vēlas uzlabot parastu cilvēku dzīvi.	1	2	3	4	5	9
2. Zinātnieki izmaina savu pētījumu rezultātus, lai iegūtu sev vēlamās atbildes.	1	2	3	4	5	9
3. Ir svarīgi, lai būtu zinātnieki, kuri nav saistīti ar biznesu.	1	2	3	4	5	9
4. Zinātniekiem vairāk jāieklausās tajā, ko domā parasti cilvēki.	1	2	3	4	5	9
5. Zinātniekiem jāatļauj veikt pētījumus ar dzīvniekiem, ja tas tie var sekmēt cilvēku veselības uzlabošanos.	1	2	3	4	5	9
6. Lai iegūtu finanšu līdzekļus pētniecībai, zinātnieki ir pārāk atkarīgi no biznesa un rūpniecības.	1	2	3	4	5	9
7. Zinātnieki sniedz vērtīgu pienesumu sabiedrībai.	1	2	3	4	5	9
8. Zinātnieki pārāk maz piepūlas, lai informētu sabiedrību par savu darbu.	1	2	3	4	5	9

A6. Te ir daži apgalvojumi par studijām un darbu zinātnē. Cik lielā mērā Jūs piekrītat katram no šiem apgalvojumiem?

	Pilnībā piekrītu	Drīzāk piekrītu	Ne piekrītu, ne arī nepiekrītu	Drīzāk nepiekrītu	Pilnībā nepiekrītu	Grūti pateikt
1. Skolā mācītās dabaszinātnes man ir bijušas noderīgas manā ikdienas dzīvē.	1	2	3	4	5	9
2. Darbs zinātnē nav piemērota karjera sievietei.	1	2	3	4	5	9
3. Skolā mācītā matemātika man ir bijusi noderīga manā ikdienas dzīvē.	1	2	3	4	5	9
4. Salīdzinot ar citām profesijām, zinātne piedāvā labi apmaksātu karjeru.	1	2	3	4	5	9
5. Darbs zinātnē ir interesants.	1	2	3	4	5	9

A7. Te ir neliela zināšanu pārbaude. Par katru apgalvojumu, lūdzu, norādiet, vai tas ir pilnībā patiess, drīzāk patiess, drīzāk nepatiess vai pilnībā nepatiess. Ja neesat pārliecināts, tad arī to norādiet.
Gadījumā, ja Jūs neesat pilnīgi pārliecināts/a par atbildi, lūdzu, nemeklējiet to internetā, bet atzīmējiet to, kas Jums šķiet patiesāka.

	Pilnībā patiess	Drīzāk patiess	Drīzāk nepatiess	Pilnībā nepatiess	Neesmu pārliecināts
1. Elektroni ir mazāki par atomiem.	1	2	3	4	9
2. Visiem augiem un dzīvniekiem ir DNS.	1	2	3	4	9
3. Visa radiācija ir cilvēka radīta.	1	2	3	4	9
4. Ēdot ģenētiski modificētu augli, cilvēka gēni arī var kļūt modificēti.	1	2	3	4	9

A8a. Kā Jūs domājat, cik daudz mēnesī parasti pelna šādu profesiju pārstāvji pēc nodokļu atrēķināšanas? Daudziem cilvēkiem par to nav īstas skaidrības, bet Jūs varat aptuveni minēt. Cik daudz mēnesī pelna:

	Eiro	Grūti pateikt
1. ģimenes ārsts		9999
2. zinātniskā institūta pētnieks		9999
3. nekvalificēts rūpnīcas strādnieks		9999
4. lielas privātas Latvijas kompānijas priekšsēdētājs		9999

A8b. Cik daudz, pēc Jūsu domām, šo profesiju pārstāvjiem būtu jāpelna mēnesī pēc nodokļu atrēķināšanas, neatkarīgi no tā, ko viņi faktiski saņem? Cik daudz mēnesī būtu jāpelna:

	Eiro	Grūti pateikt
1. ģimenes ārstam		9999
2. zinātniskā institūta pētniekam		9999
3. nekvalificētam rūpnīcas strādniekam		9999
4. lielas privātas Latvijas kompānijas priekšsēdētājam		9999

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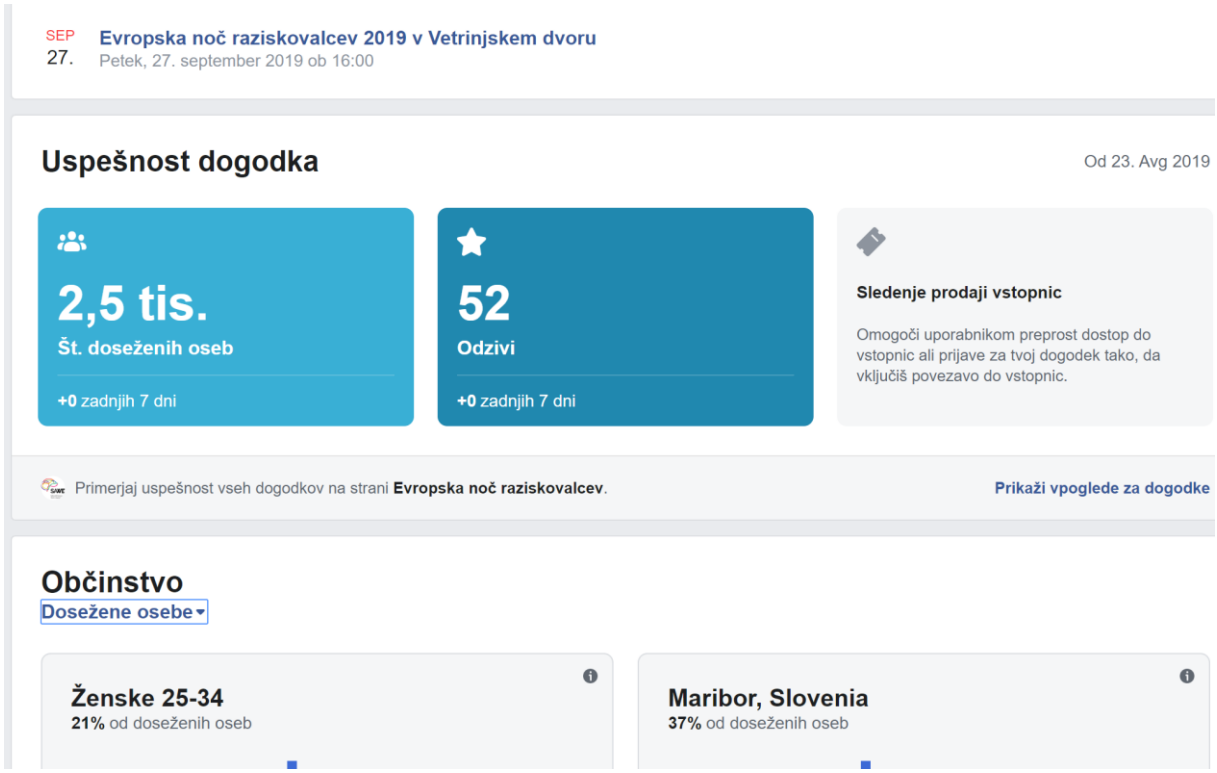
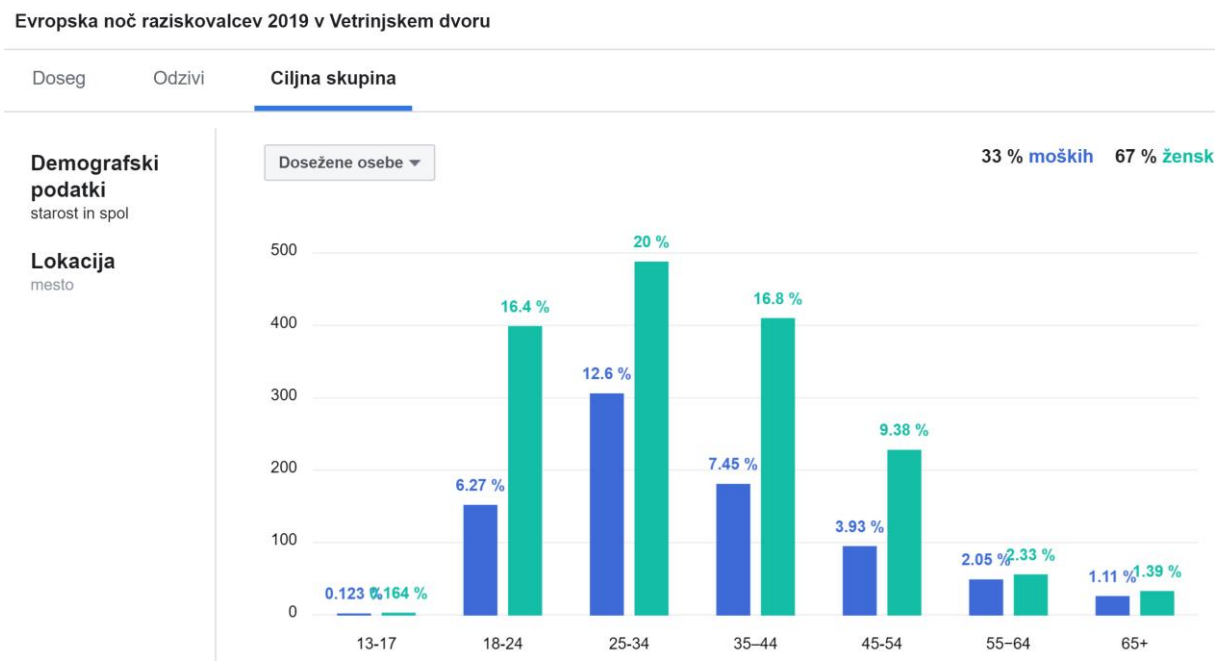
APPENDIX 4 – SOCIAL MEDIA STATISTICS - SLOVENIA





University of Maribor
GFML
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Evropska noč raziskovalcev 2019 v Vetrinjskem dvoru

Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

SEP 27. **Evropska noč raziskovalcev 2019 v Centru eksperimentov Maribor**
Petek, 27. september 2019 ob 14:00

Uspešnost dogodka

Od 23. Avg 2019

392
Št. doseženih oseb
+0 zadnjih 7 dni

13
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic
Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**. Prikaži vpoglede za dogodke

Občinstvo

Dosežene osebe

Ženske 35–44
19% od doseženih oseb

Maribor, Slovenia
27% od doseženih oseb

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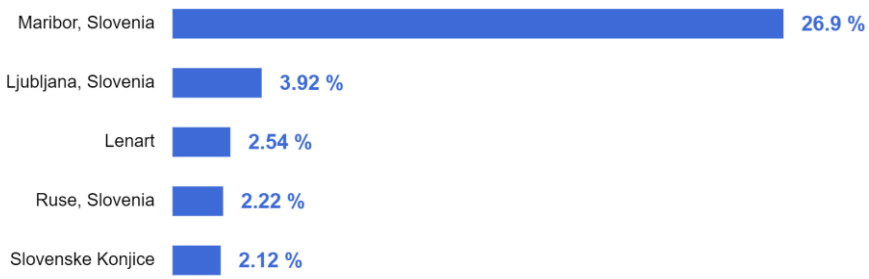
Evropska noč raziskovalcev 2019 v Centru eksperimentov Maribor

Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe



Evropska noč raziskovalcev 2019 v Centru eksperimentov Maribor

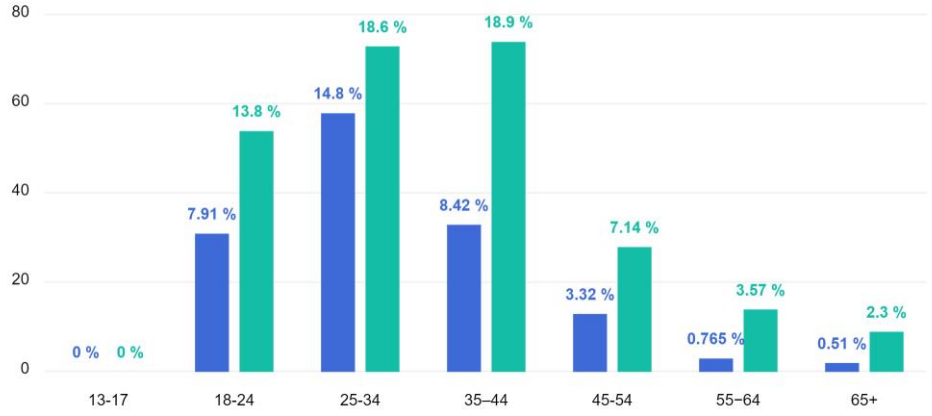
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

36 % moških 64 % žensk



SAFE WITH SCIENCE / VARNI Z ZNANOSTJO

European Researchers' Night 2019
Evropska noč raziskovalcev 2019

"An inspiration to follow"
"Sledimo navdihu"

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SEP 27. **Evropska noč raziskovalcev 2019 z GFML**
Petek, 27. september 2019 ob 14:00

Uspešnost dogodka

Od 17. Sep 2019

14,2 tis.
Št. doseženih oseb
+0 zadnjih 7 dni

111
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic
Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**. Prikaži vpoglede za dogodke

Občinstvo

Osebe, ki so se odzvale

Ženske 35–44
17% od uporabnikov, ki so se odzvali

Ljutomer
13% od uporabnikov, ki so se odzvali

Evropska noč raziskovalcev 2019 z GFML

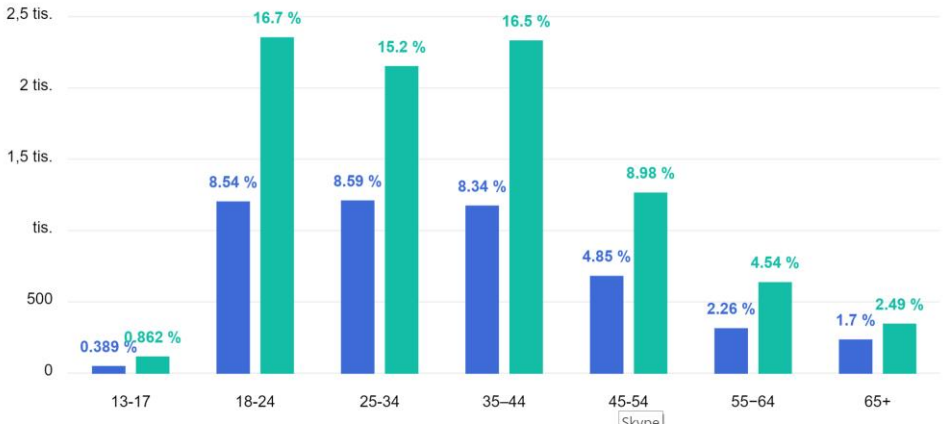
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

35 % moških 65 % žensk



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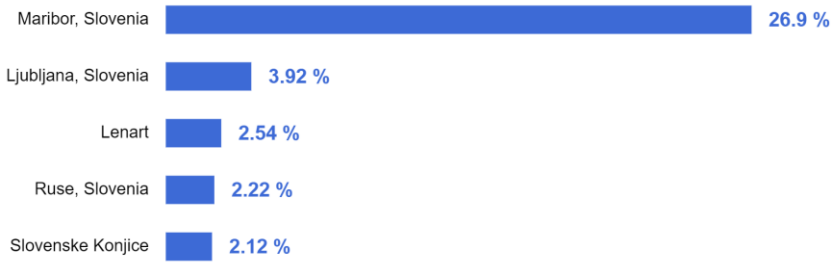
Evropska noč raziskovalcev 2019 v Centru eksperimentov Maribor

Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe



SEP 27. **Evropska noč raziskovalcev 2019 v Europarku**
Petek, 27. september 2019 ob 14:00

Uspešnost dogodka

Od 23. Avg 2019

4,3 tis.
Št. doseženih oseb
+0 zadnjih 7 dni

52
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic
Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**. Prikaži vpoglede za dogodke

Občinstvo

Dosežene osebe

Ženske 25-34
22% od doseženih oseb

Maribor, Slovenia
32% od doseženih oseb

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Evropska noč raziskovalcev 2019 v Europarku

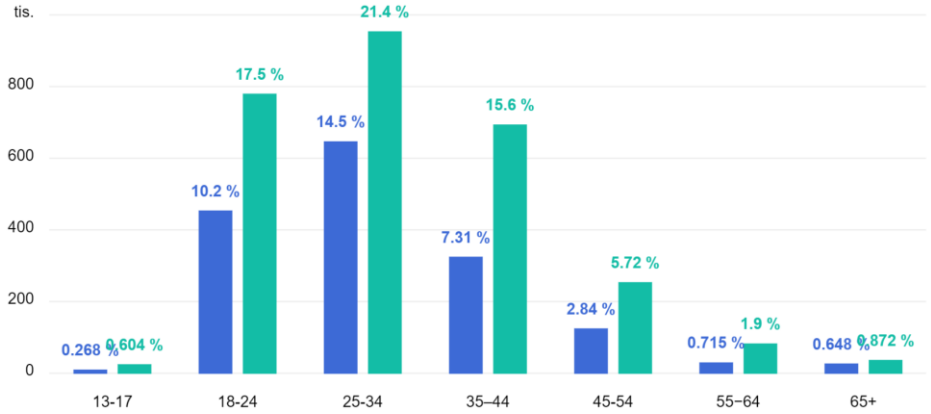
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

36 % moških 64 % žensk

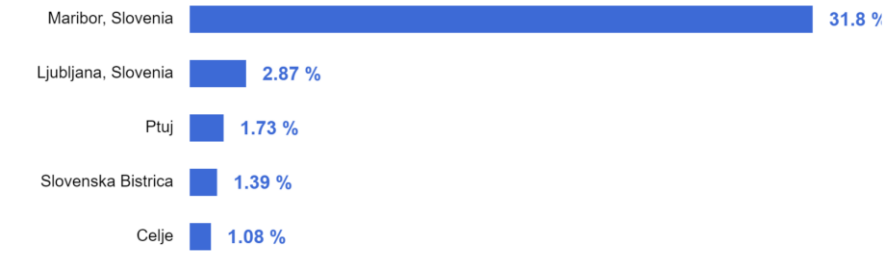


Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe



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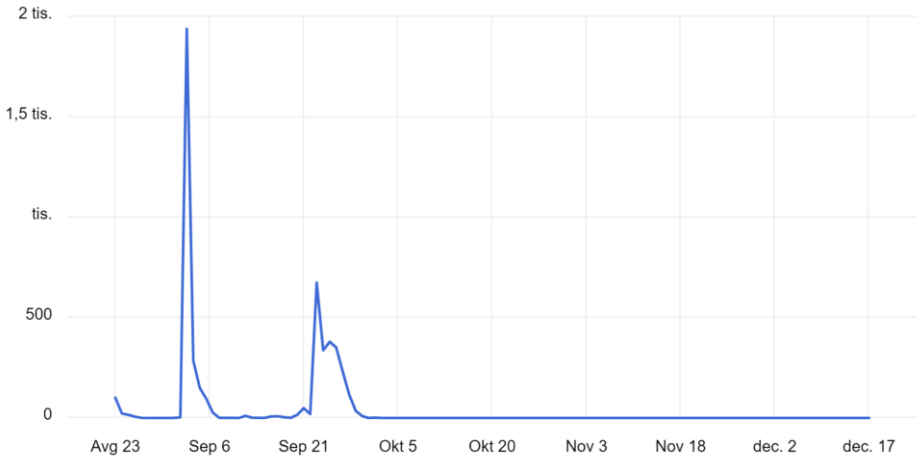
Evropska noč raziskovalcev 2019 v Europarku

Doseg | Odzivi | Ciljna skupina

4,3 tis.
Dosežene osebe

2,4 tis.
Ogledi strani dogodka

Življenjska doba dogodka



SEP 27. **Evropska noč raziskovalcev 2019 na Univerzi v Mariboru**
Petek, 27. september 2019 ob 10:00

Uspešnost dogodka

Od 20. Sep 2019

1,6 tis.
Št. doseženih oseb
+0 zadnjih 7 dni

44
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic
Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**. Prikaži vpoglede za dogodke

Občinstvo

Dosežene osebe

Ženske 35–44
21% od doseženih oseb

Maribor, Slovenia
34% od doseženih oseb

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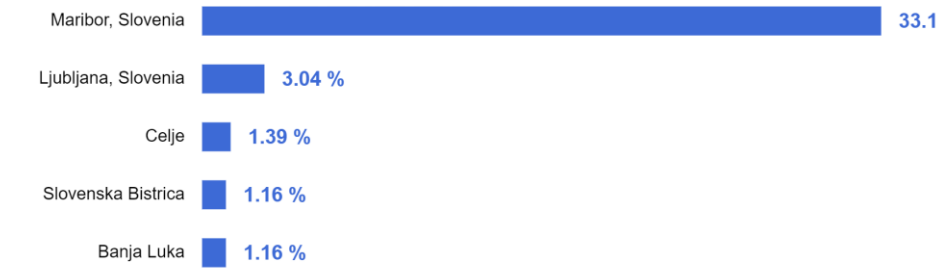
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe



Evropska noč raziskovalcev 2019 na Univerzi v Mariboru

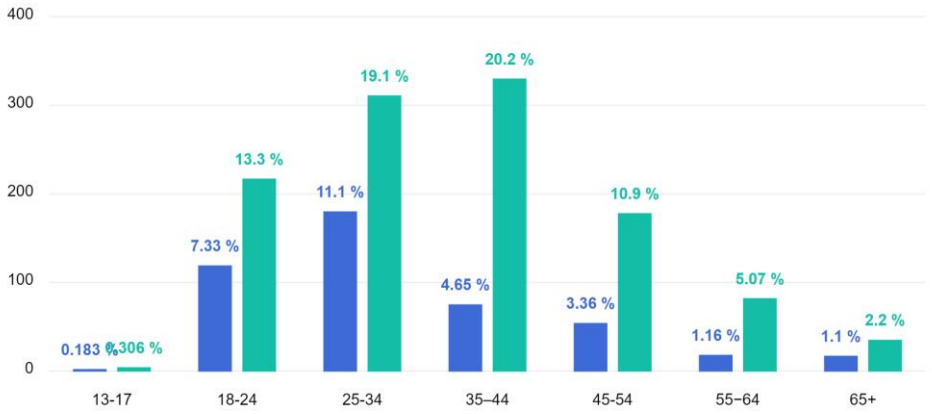
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

29 % moških 71 % žensk



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Dogodek | Vpogledi | Uredi

SEP 27. **Evropska noč raziskovalcev 2019 v Izoli in v Kopru**
Petek, 27. september 2019 ob 08:00

Uspešnost dogodka

Od 23. Sep 2019

168
Št. doseženih oseb
+0 zadnjih 7 dni

5
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic
Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**. Prikaži vpoglede za dogodke

Občinstvo

Dosežene osebe

Ženske 25-34
25% od doseženih oseb

Maribor, Slovenia
23% od doseženih oseb

Evropska noč raziskovalcev 2019 v Izoli in v Kopru

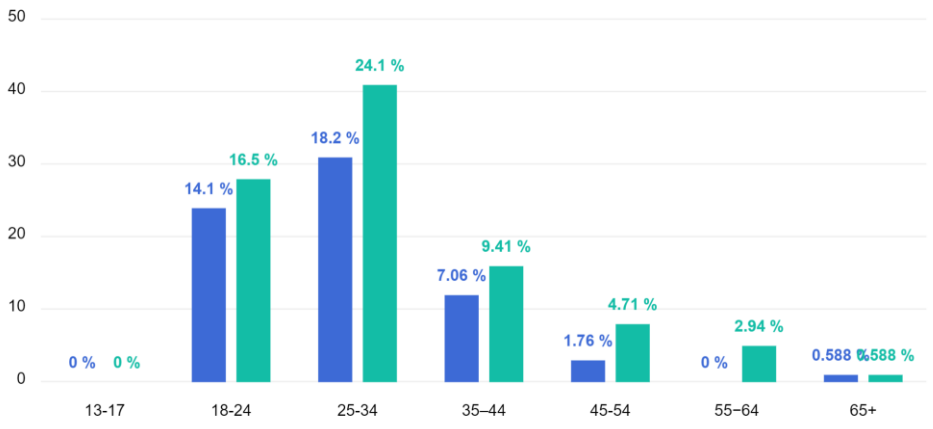
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

42 % moških 58 % žensk




SAWE
SAFE WITH SCIENCE / VARNI Z ZNANOSTJO
European Researchers' Night 2019
Evropska noč raziskovalcev 2019
"An inspiration to follow"
"Sledimo navdihu"
University of Maribor
GFML
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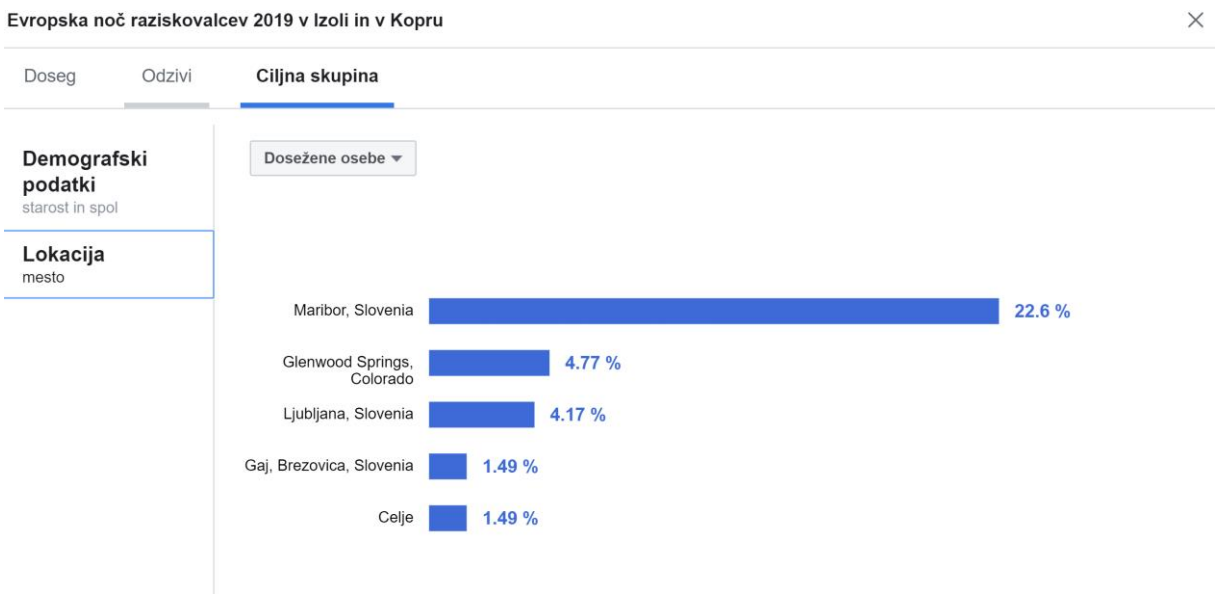
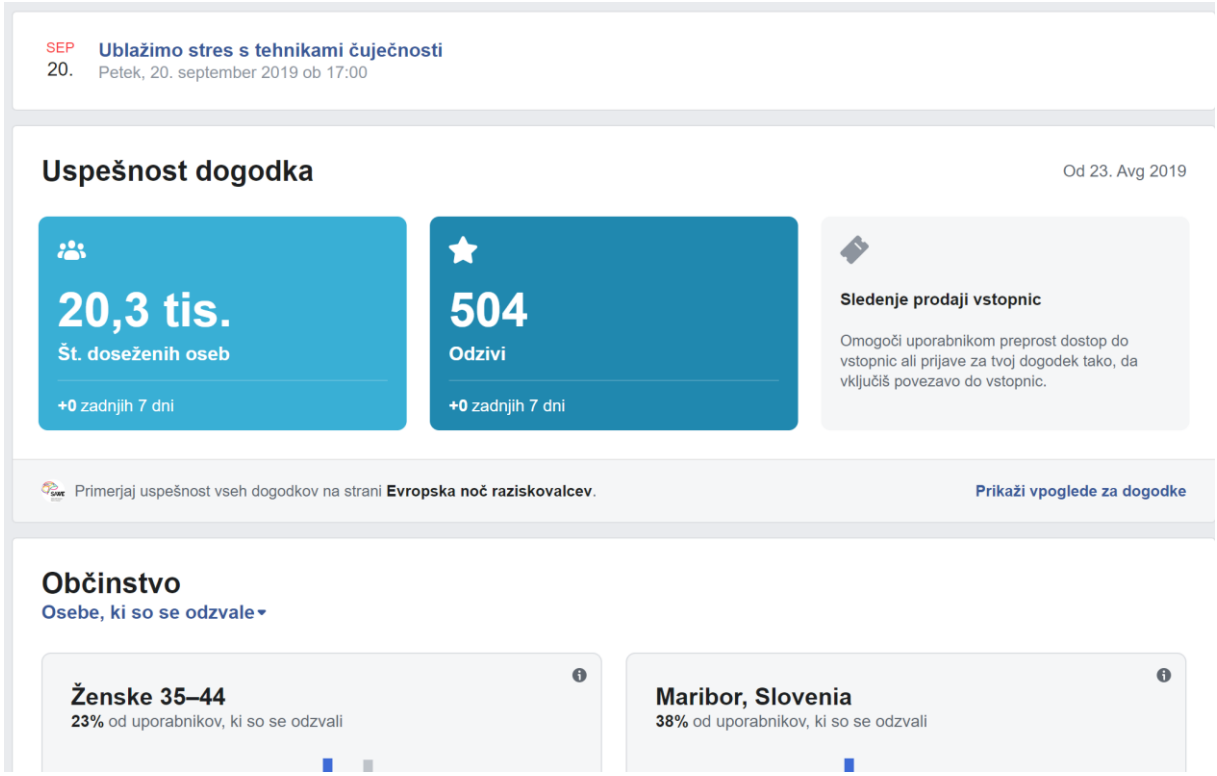

Evropska noč raziskovalcev 2019 v Izoli in v Kopru
Doseg
Odzivi
Ciljna skupina
Demografski podatki
starost in spol
Lokacija
mesto
Dosežene osebe
Maribor, Slovenia
22.6 %
Glenwood Springs, Colorado
4.77 %
Ljubljana, Slovenia
4.17 %
Gaj, Brezovica, Slovenia
1.49 %
Celje
1.49 %


SEP
20.
Ublažimo stres s tehnikami čuječnosti
Petek, 20. september 2019 ob 17:00
Uspešnost dogodka
Od 23. Avg 2019
20,3 tis.
Št. doseženih oseb
+0 zadnjih 7 dni
504
Odzivi
+0 zadnjih 7 dni
Sledenje prodaji vstopnic
Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.
Primerjaj uspešnost vseh dogodkov na strani Evropska noč raziskovalcev.
Prikaži vpoglede za dogodke
Občinstvo
Osebe, ki so se odzvale
Ženske 35–44
23% od uporabnikov, ki so se odzvali
Maribor, Slovenia
38% od uporabnikov, ki so se odzvali

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Ublažimo stres s tehnikami čuječnosti

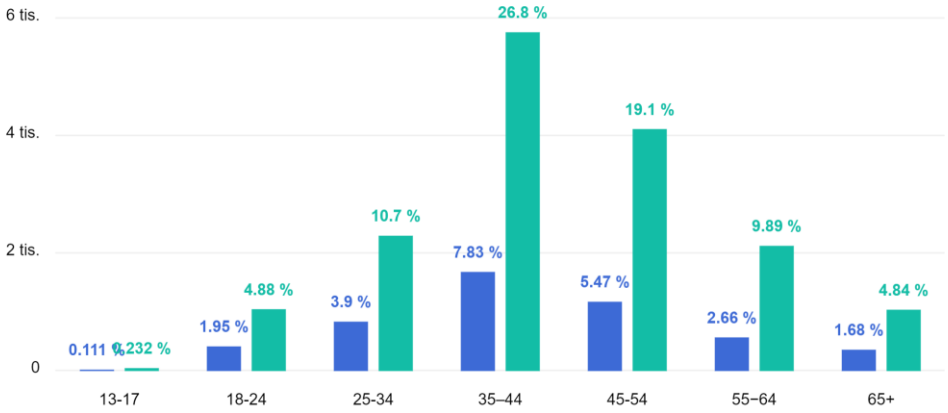
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

24 % moških 76 % žensk



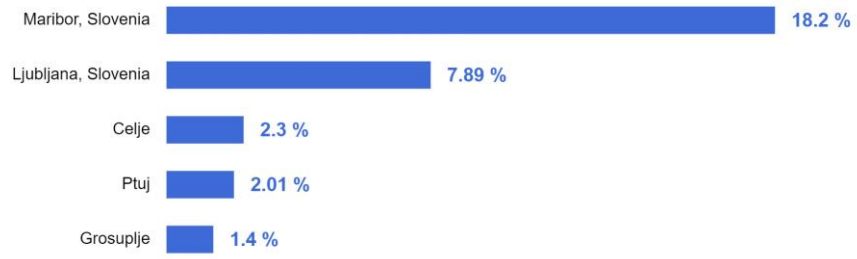
Ublažimo stres s tehnikami čuječnosti

Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe



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SEP 13. **Merjenje krvnih vrednosti: krvni sladkor, holesterol in tlak.**
Petek, 13. september 2019 ob 18:30

Uspešnost dogodka

Od 23. Avg 2019

1,4 tis.
Št. doseženih oseb
+0 zadnjih 7 dni

12
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic
Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**.

Prikaži vpoglede za dogodke

Občinstvo

Dosežene osebe

Ženske 25-34
22% od doseženih oseb

Maribor, Slovenia
31% od doseženih oseb

Merjenje krvnih vrednosti: krvni sladkor, holesterol in tlak.

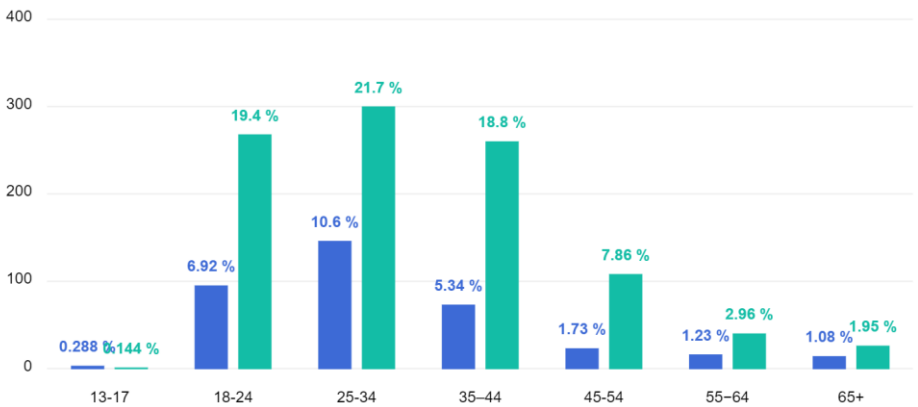
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

27 % moških 73 % žensk



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SEP 13. **Kako prepoznati in kako se ubraniti nasilja nad starejšimi?**
Petek, 13. september 2019 ob 17:00

Uspešnost dogodka

Od 23. Avg 2019

18,6 tis.
Št. doseženih oseb
+0 zadnjih 7 dni

86
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic

Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**. **Prikaži vpoglede za dogodke**

Občinstvo

Dosežene osebe

Ženske 55–64
23% od doseženih oseb

Ljubljana, Slovenia
10% od doseženih oseb

Kako prepoznati in kako se ubraniti nasilja nad starejšimi?

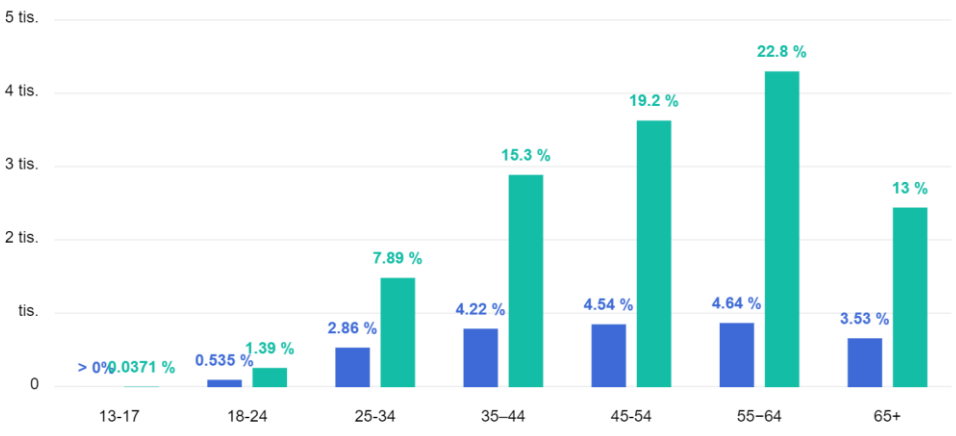
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

20 % moških 80 % žensk



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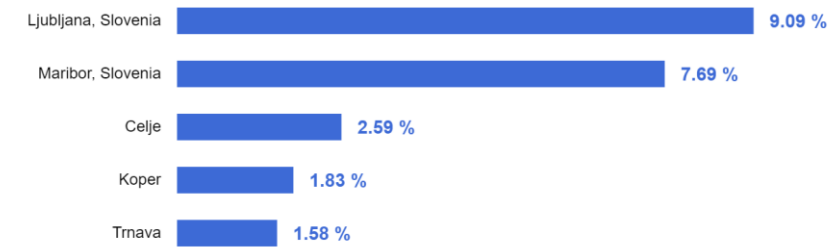
Kako prepoznati in kako se ubraniti nasilja nad starejšimi?

Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe



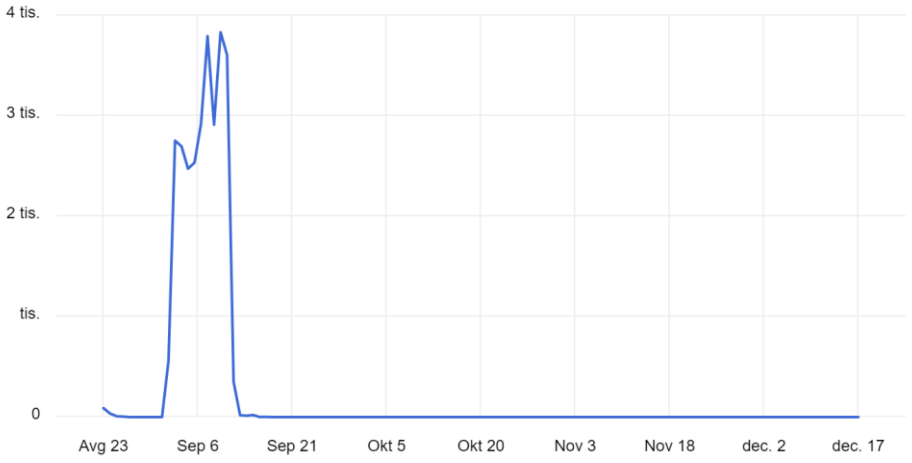
Kako prepoznati in kako se ubraniti nasilja nad starejšimi?

Doseg | Odzivi | Ciljna skupina

18,6 tis.
Dosežene osebe

681
Ogledi strani dogodka

Življenjska doba dogodka



SAFE WITH SCIENCE / VARNI Z ZNANOSTJO

European Researchers' Night 2019
Evropska noč raziskovalcev 2019

"An inspiration to follow"
"Sledimo navdihu"

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SEP 12. **Duhovna oskrba - element celostne zdravstvene nege**
Četrtek, 12. september 2019 ob 17:00

Uspešnost dogodka

Od 23. Avg 2019

10,7 tis.
Št. doseženih oseb
+0 zadnjih 7 dni

83
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic

Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**.

Prikaži vpoglede za dogodke

Občinstvo

Dosežene osebe

Ženske 55–64
31% od doseženih oseb

Maribor, Slovenia
10% od doseženih oseb

Duhovna oskrba - element celostne zdravstvene nege

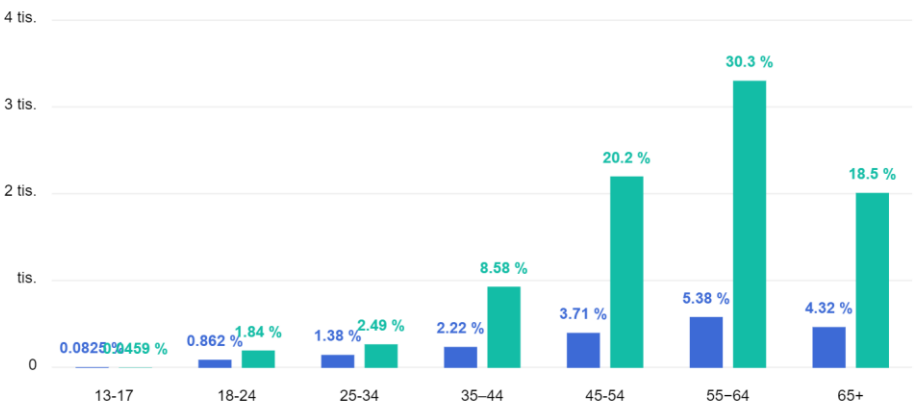
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

18 % moških 82 % žensk



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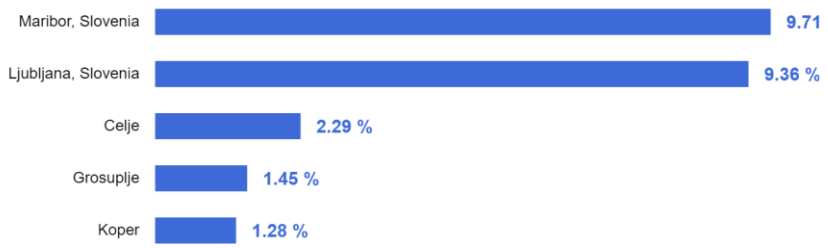
Duhovna oskrba - element celostne zdravstvene nege

Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe



SEP 11. **Zdravo staranje**
Sreda, 11. september 2019 ob 17:00

Uspešnost dogodka

Od 23. Avg 2019

12,2 tis.
Št. doseženih oseb
+0 zadnjih 7 dni

127
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic
Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**. Prikaži vpoglede za dogodke

Občinstvo

Osebe, ki so se odzvale

Ženske 55–64
27% od uporabnikov, ki so se odzvali

Maribor, Slovenia
24% od uporabnikov, ki so se odzvali

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Zdravo staranje

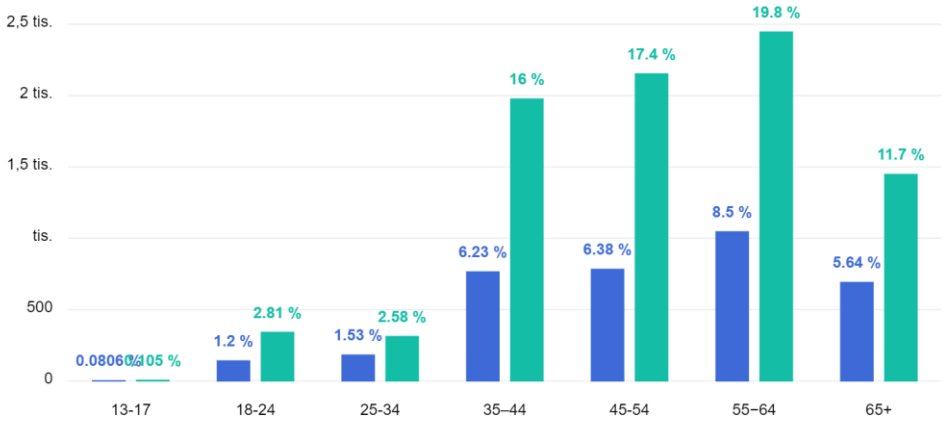
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

30 % moških 70 % žensk



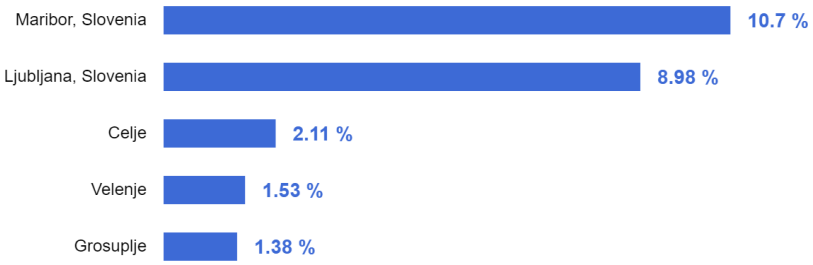
Zdravo staranje

Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe



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JUN 11. **Priložnosti za pričetek in razvoj karierne poti raziskovalca**
Torek, 11. junij 2019 ob 11:00

Uspešnost dogodka

Od 3. Jun 2019

5,4 tis.
Št. doseženih oseb
+0 zadnjih 7 dni

75
Odzivi
+0 zadnjih 7 dni

Sledenje prodaji vstopnic
Omogoči uporabnikom preprost dostop do vstopnic ali prijave za tvoj dogodek tako, da vključiš povezavo do vstopnic.

Primerjaj uspešnost vseh dogodkov na strani **Evropska noč raziskovalcev**. Prikaži vpoglede za dogodke

Občinstvo

Dosežene osebe

Ženske 25-34
34% od doseženih oseb

Maribor, Slovenia
17% od doseženih oseb

Priložnosti za pričetek in razvoj karierne poti raziskovalca

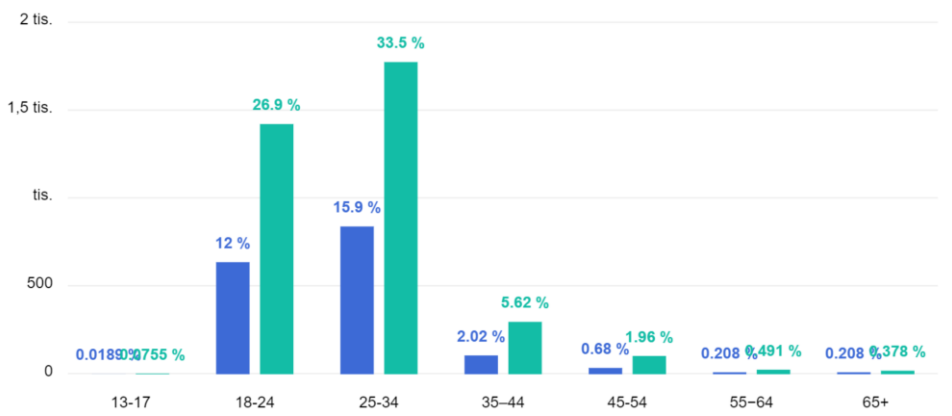
Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe

31 % moških 69 % žensk



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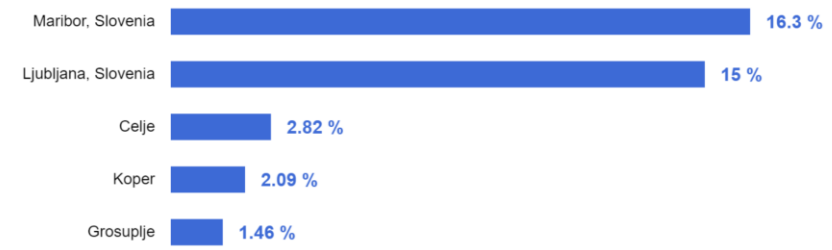
Priložnosti za pričetek in razvoj karierne poti raziskovalca

Doseg | Odzivi | **Ciljna skupina**

Demografski podatki
starost in spol

Lokacija
mesto

Dosežene osebe



Priložnosti za pričetek in razvoj karierne poti raziskovalca

Doseg | Odzivi | Ciljna skupina

5,4 tis.
Dosežene osebe

334
Ogledi strani dogodka

Življenjska doba dogodka