

PCST 2012

12th International Public Communication
of Science and Technology Conference



Florence, Palazzo dei Congressi, Italy, 18-20 April, 2012

**Quality, Honesty and Beauty
in Science and Technology Communication**



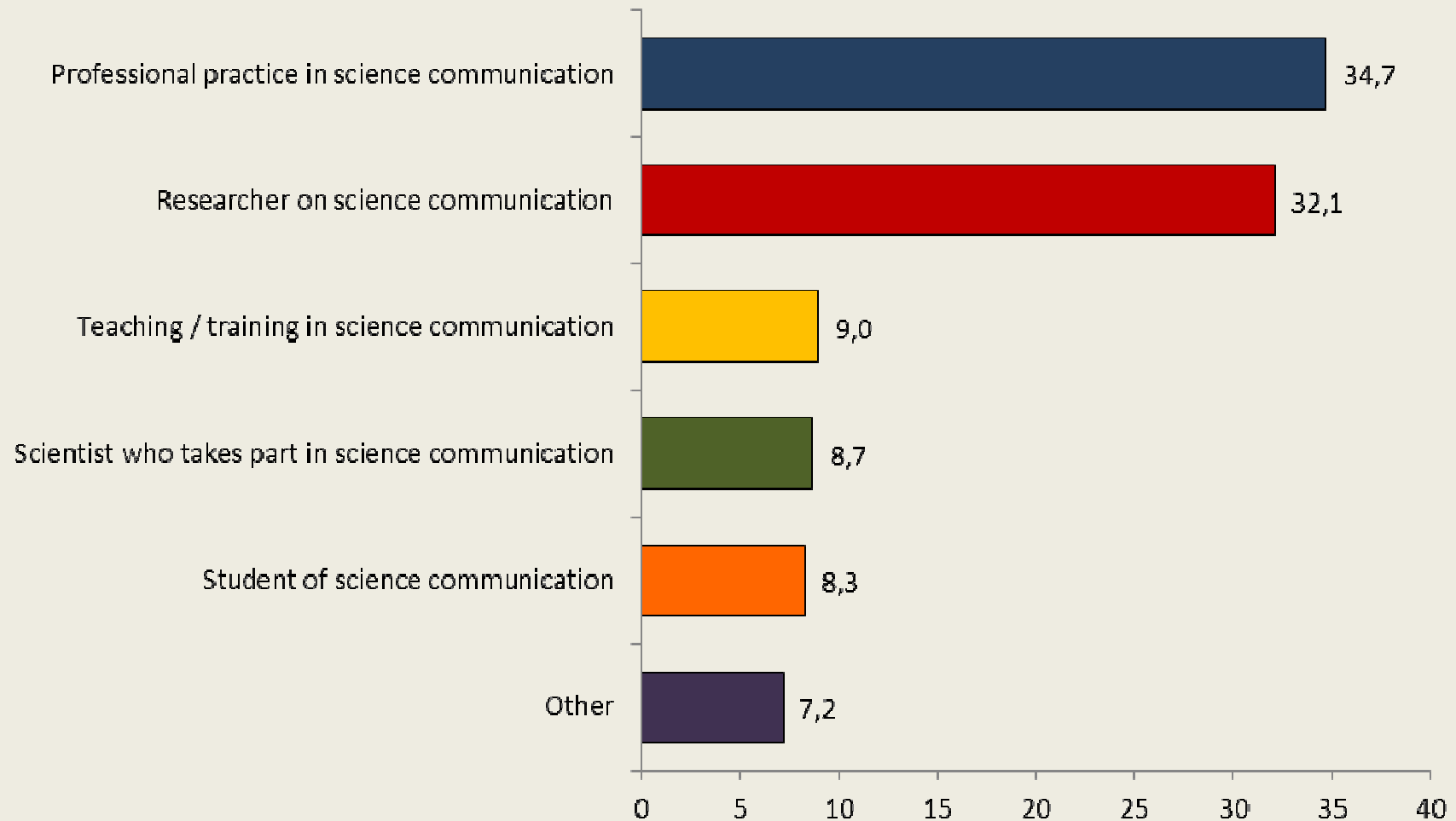
PCST 2012 Evaluation Survey

670 participants

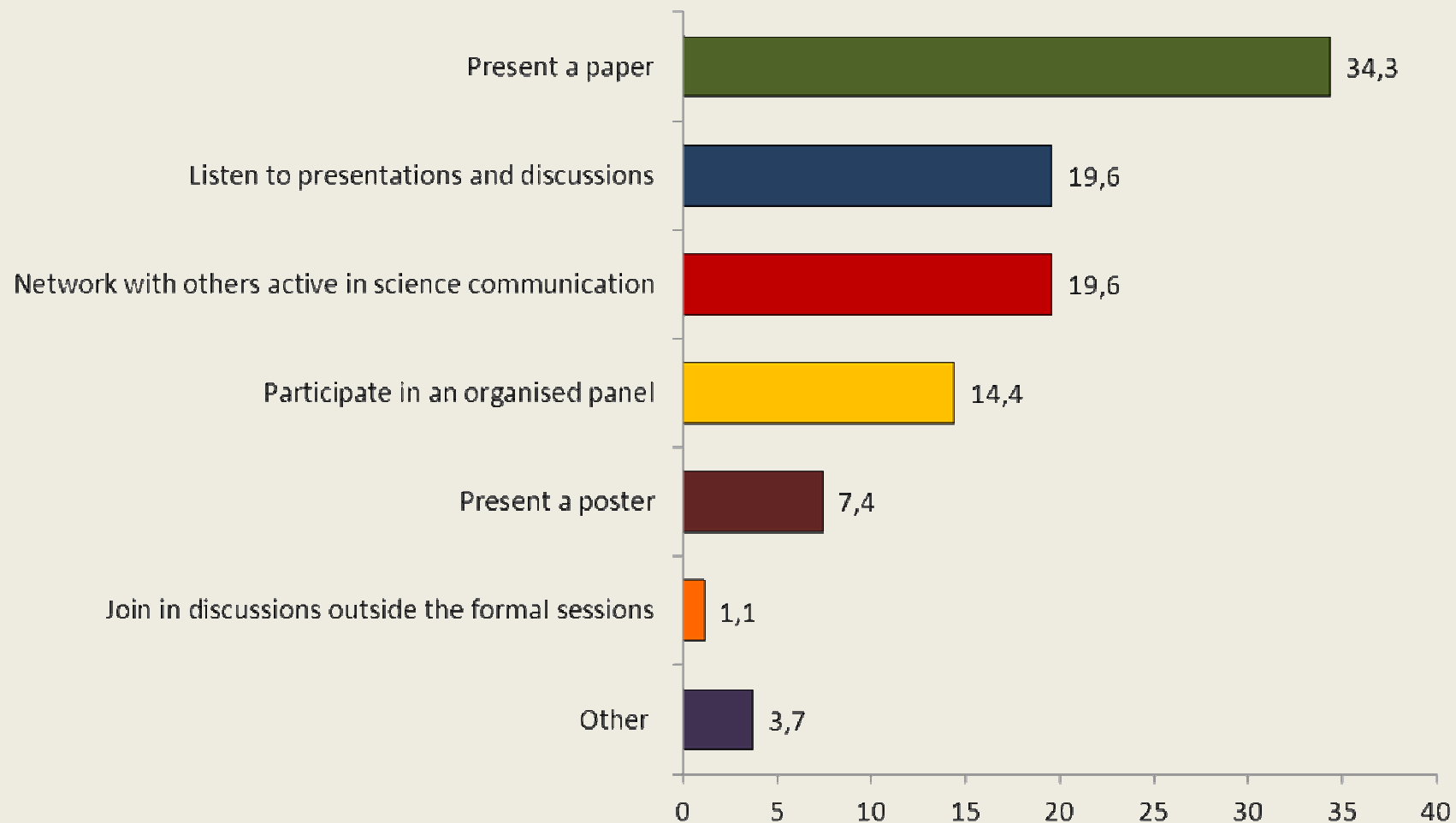
294 respondents

response rate = 44%

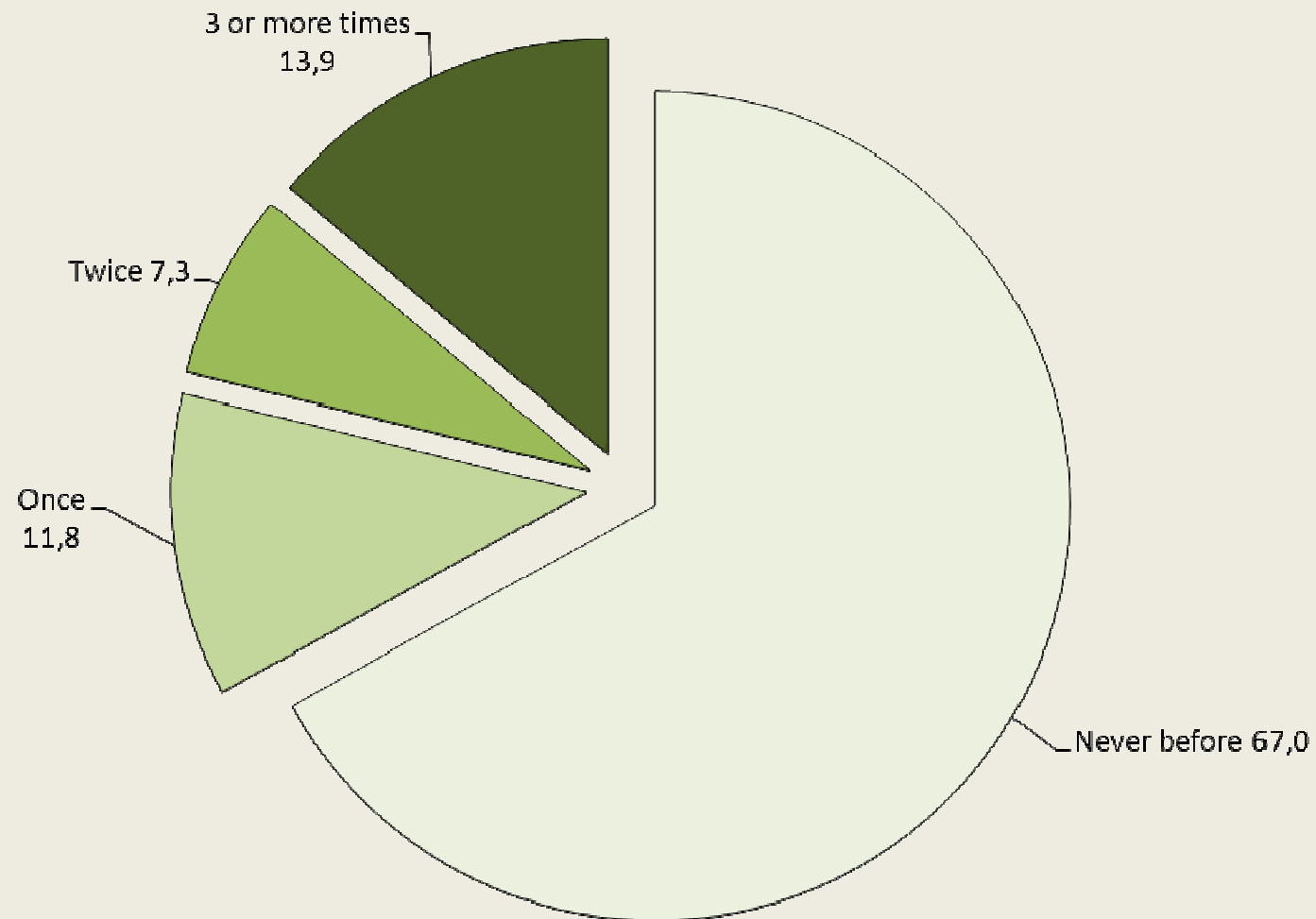
What is your main connection with science communication? (% , n=277)



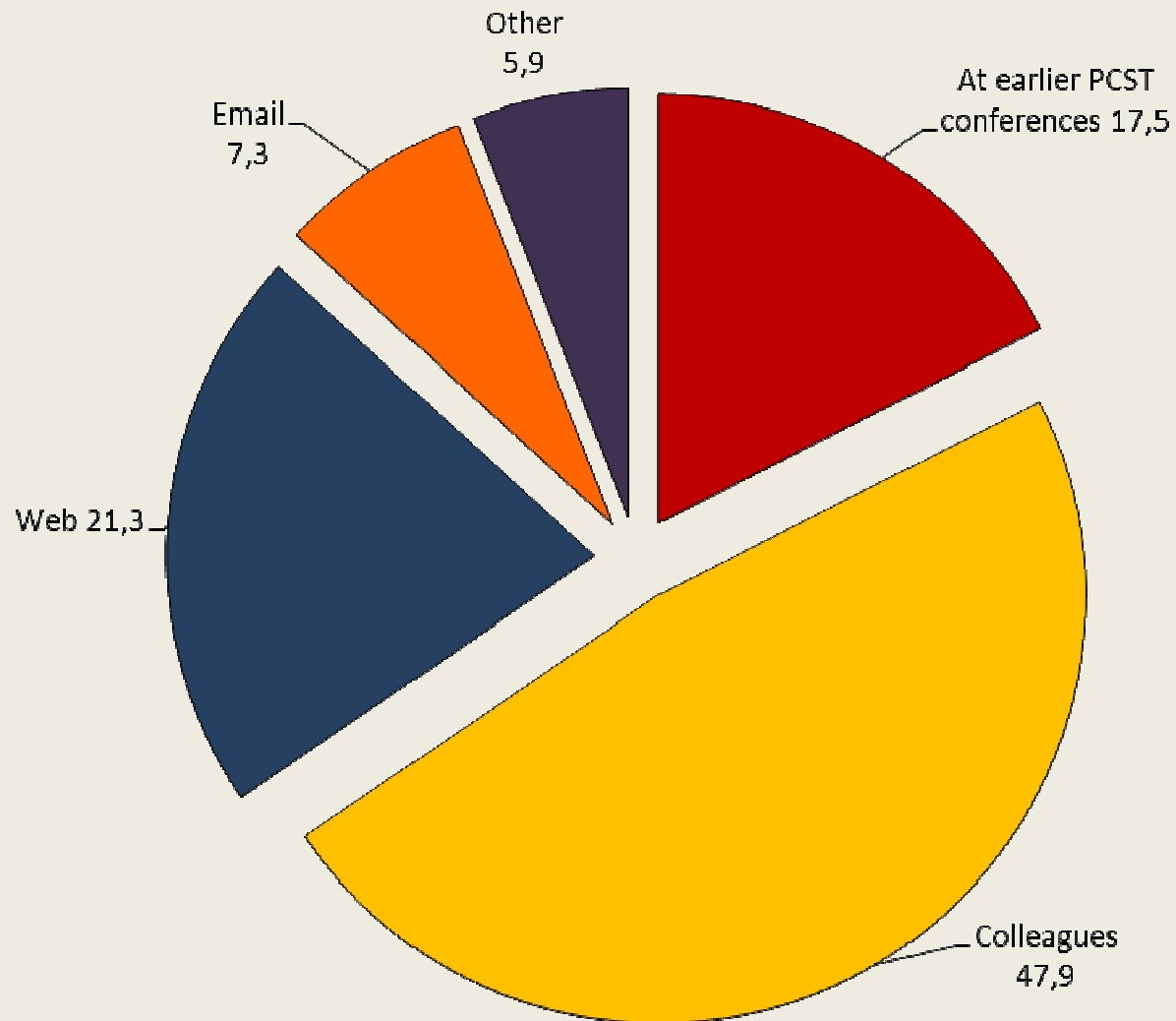
What was your main motive for coming to PCST-12? (% , n=271)



Have you participated in a PCST conference before? (% , n=288)



How did you first hear about the PCST-12 conference? (% , n=286)

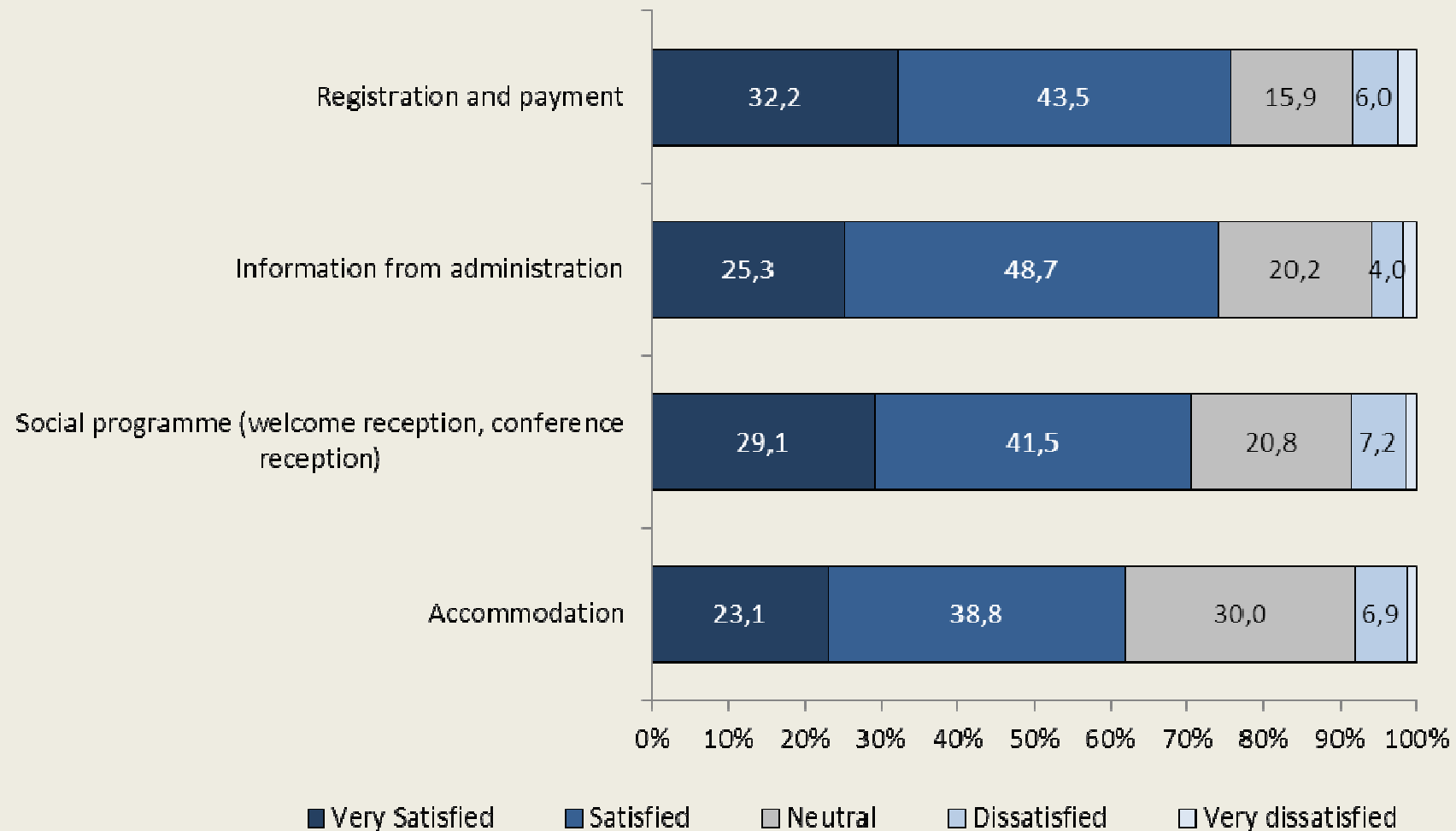


Some comparisons with responses to evaluation of PCST-11 (New Delhi)

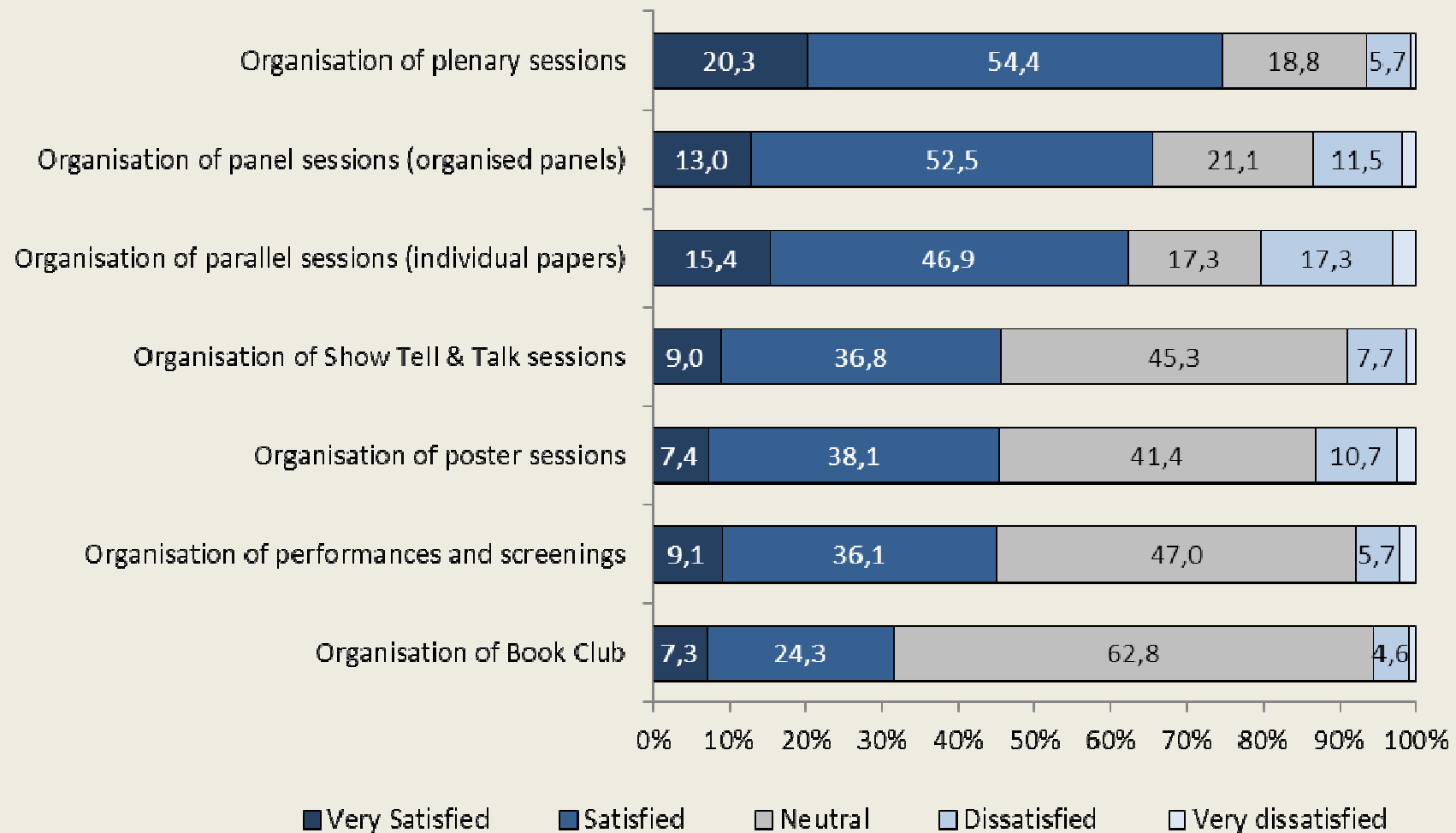


- Survey response rate was 44% (exactly the same as for PCST2012!)
- 21% said their main involvement in science communication was in teaching/training, 22% said professional practice and 23% said research on science communication (professionals and researchers clearly ahead at PCST2012)
- 41% selected 'present a paper' as their main motive for attending and 33% selected 'network with others in science communication' (networking ranked much lower at PCST2012)
- 67% were attending their first PCST conference (exactly the same as for PCST2012!)
- 32% cited 'web' and 31% 'colleagues' as the source from which they first heard about PCST-11 (lower figure for colleagues and higher for web than at PCST2012)
- 51% of respondents said they would attend PCST-12 and 43% said they would 'maybe' attend (significantly higher 'yes' and lower 'maybe' than at PCST2012)

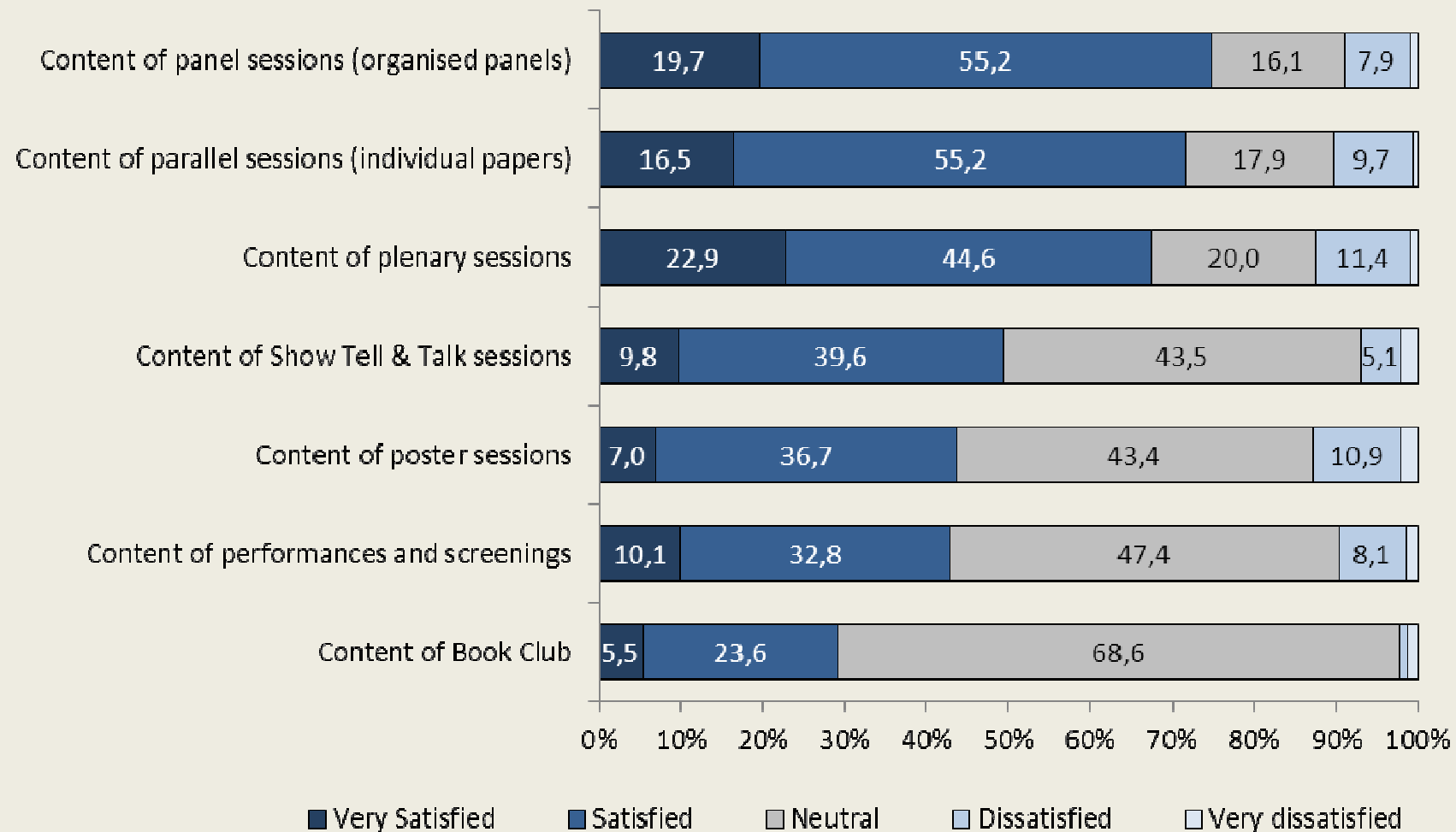
How satisfied were you with the conference arrangements for ... (% , n=294)



How satisfied were you with the conference arrangements for ... (% , n=294)



How satisfied were you with the conference arrangements for ... (% , n=294)



Will you participate in the next PCST conference in Brazil in 2014? (% , n=287)

