

Interim Executive Summary

January 2024 - June 2024

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Research and Evaluation

July 30, 2024

Today we will...

Describe what we know about visitor engagement in the Earthshot Spotlight during the first half of 2024

Report summative results, to date, for visitor outcomes for Year of the Earthshot

Think together about what these data might mean for the second half of 2024 and future spotlights

Methods

- This interim report includes Research and Evaluation supported data collection across Earthshot offerings.
 - Visitors were recruited in person or via email to complete surveys. Surveys were offered on paper, via a QR code, or by email depending on the needs of the offering and our capacity for staffed collection.
- This is a snapshot from the first part of the year of on-site offerings.
 - Other Earthshot metrics are available on the Earthshot Dashboard
 - Planned data collection/reporting in second half of 2024: CS&T Stage, Youth Summit, Career Fair – and more!

Evaluation of Earthshot Products

- 374 participants that engaged with Earthshot products are included in this interim report

Forum: Harnessing Hydrogen	48
SubSpace: Endangered Eating	72
SubSpace: Sustainable Lifestyles	57
SubSpace: Sing for Science ft. David Byrne and Patrik Svensson	77
Exhibition: Changing Landscapes	43
Weekend: Rise Up Weekend	77

Sample Characteristics

For gender, the distribution is fairly similar to what we typically see with our exit survey data.

For age, we see variation across adult respondents. Importantly, the lack of youth does NOT mean that youth are not attending Earthshot offerings, it is just that the survey-taker was an adult; and the first half of the year had more adult offerings where we collected data.

For race/ethnicity, the Earthshot offering respondents were more White than exit survey data from the same time period (56% White).

For disability, the distribution was very similar to exit survey data.

What is your gender? (N = 322)		
	Count	Percentage
Woman	212	65%
Man	92	29%
Non-Binary	11	3%
Prefer to self-describe	2	1%
Prefer not to say	5	2%

Age (N = 300)		
	Count	Percentage
Under 6	0	0%
Age 7-10	0	0%
Age 11-17	5	2%
Ages 18-25	42	14%
Ages 26-35	73	24%
Ages 36-45	62	21%
Ages 46-55	52	17%
Ages 56-65	38	13%
Ages 65+	28	9%

With which racial/ethnic group(s) do you identify? (N = 312)		
	Count	Percentage
White or Caucasian	224	72%
Asian or Asian American	42	13%
Hispanic or Latinx	18	6%
Black or African American	8	3%
American Indian or Alaskan Native	2	1%
Native Hawaiian or Pacific Islander	0	0%
Prefer to self describe	3	1%
More than one race/ethnicity	15	5%

Do you identify as having a permanent or temporary disability? (N = 307)		
	Count	Percentage
No	261	85%
Yes	22	7%
Prefer not to say	24	8%

Product Engagement

- 83% of visitors rated Earthshot products Excellent or Outstanding
- We've collected more data this year compared to last year
- In an ideal world, you typically want to push for Outstanding to surpass Excellent (though that's not our typical trend) – it means there are still things we can improve

Overall Experience -- Earthshot (N = 360)



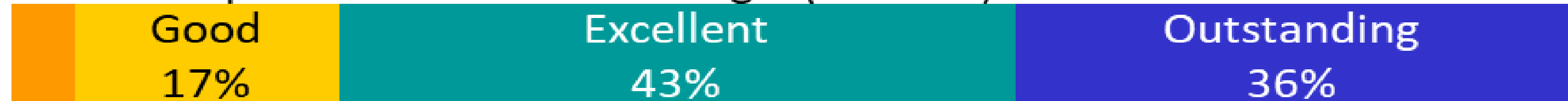
Compared to January – June 2024:

General Visitor Exit Survey -- COVES (N = 560)

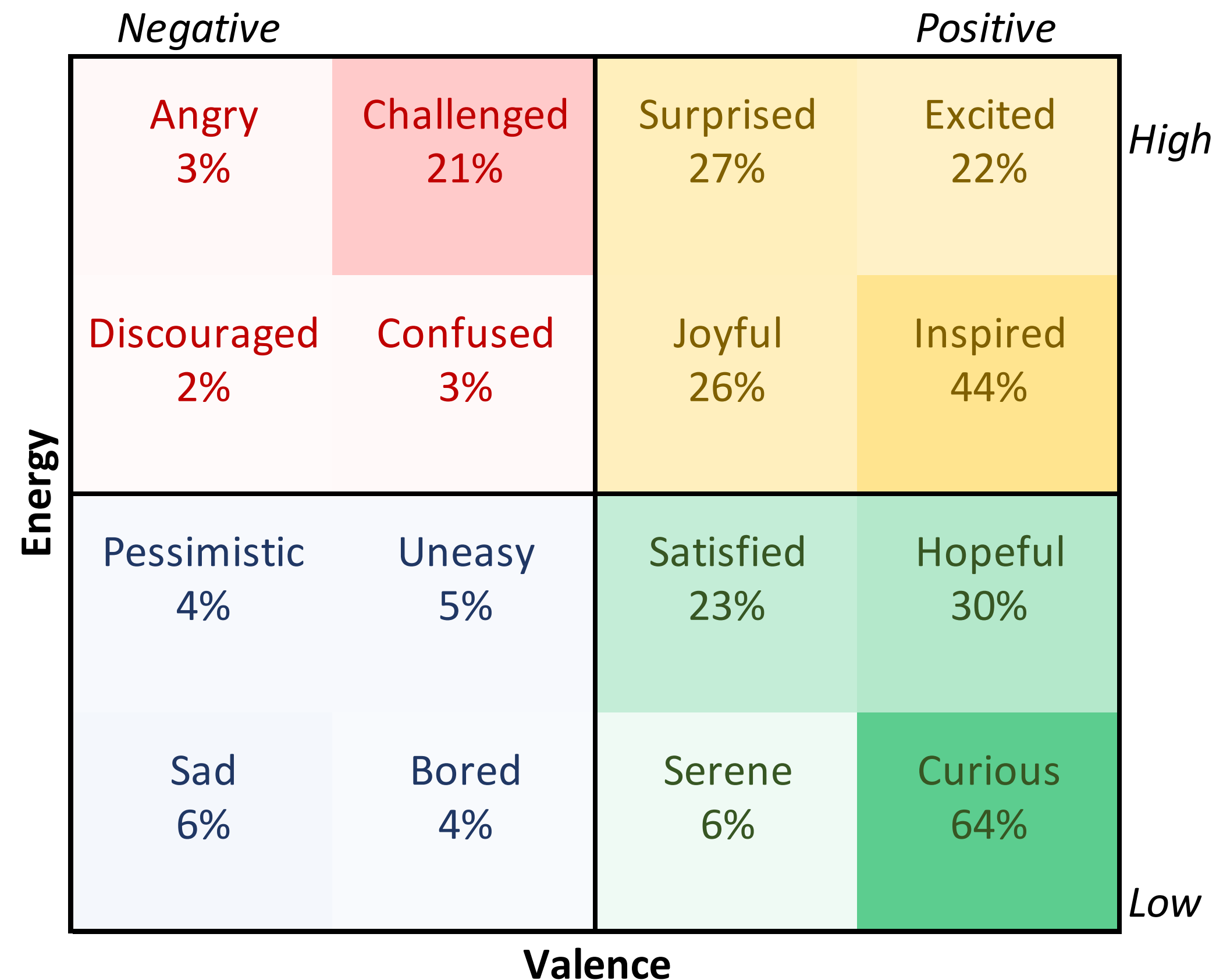


Compared to previous spotlight (Mars, 2023):

Overall experience of Mars offerings. (N = 295)



Emotional Experience



- 97.4% of visitors reported at least ONE positive emotion
- 36.4% of visitors reported at least ONE negative emotion, but...
 - 33.8% ALSO reported positive emotions
 - ONLY 2.6% of visitors reported just negative emotions

- “**Challenged** to live more sustainably”
- “**Angry** about the state of the world (and textile waste is a subject which has been on my mind), inspired by the creative and innovative ways people are addressing and approaching the world, and **challenged** to think of things I can do, esp. ways that might be outside the box”
- **[Challenged]**: “Thought provoking + interesting”

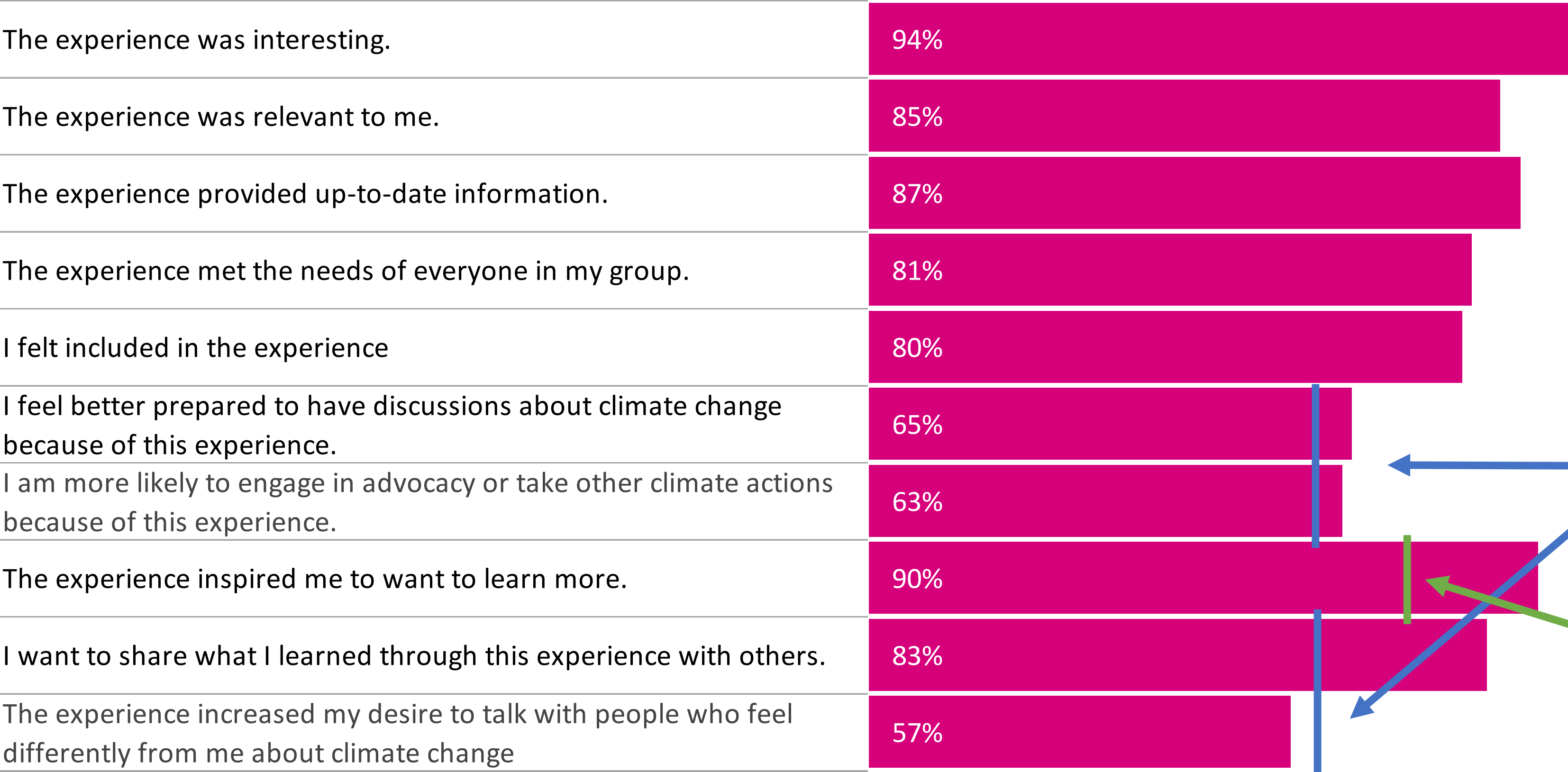
- “Climate change has me **uneasy...**”
- “Loved the discussion and presenters! **Sad** that the decline of American, European, and Japanese eels is so devastating.”
- “The **boredom** was physical - chairs are SO uncomfortable.”
- “I'm **sad** about what humans have done to harm the planet and the state of things...”

- “It is **inspiring** to see what different people are doing to encourage sustainability”
- “This topic was so alien to me before this, so naturally I was both curious and **surprised** at times. I was **joyful** because it was interesting and funny!”
- “I’m hopeful and **inspired** by what we can do collectively to turn things around.”
- “The topic of food is inherently **exciting**. Having the talk centered on marginalized cultures also very **exciting**.”

- “**Hopeful** that we can save these amazing creatures. **Curiosity** will be an inspiration to help them.”
- “The fashion show was extremely creative and sparked some **curiosity** and introspection in myself about how I can be a bit more sustainable in my fashion”
- **[Curious, Hopeful]**: “I liked learning about energy infrastructure and how to solve these challenges.”

Experience Goals

We smashed our goals in inspiring visitors to learn more!
We are at or near our target for many of the desired outcomes around visitors feeling empowered to take action.



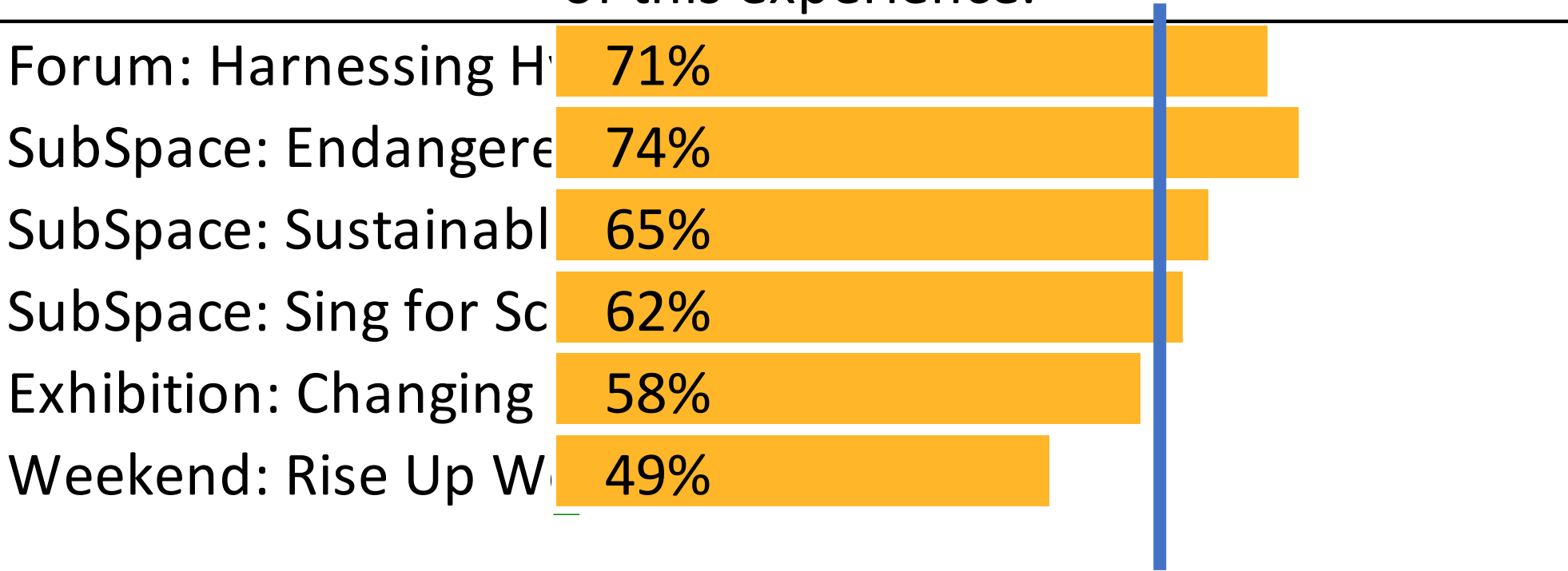
OKR goal: 60% willing to take action

OKR goal: 75% inspired to learn more

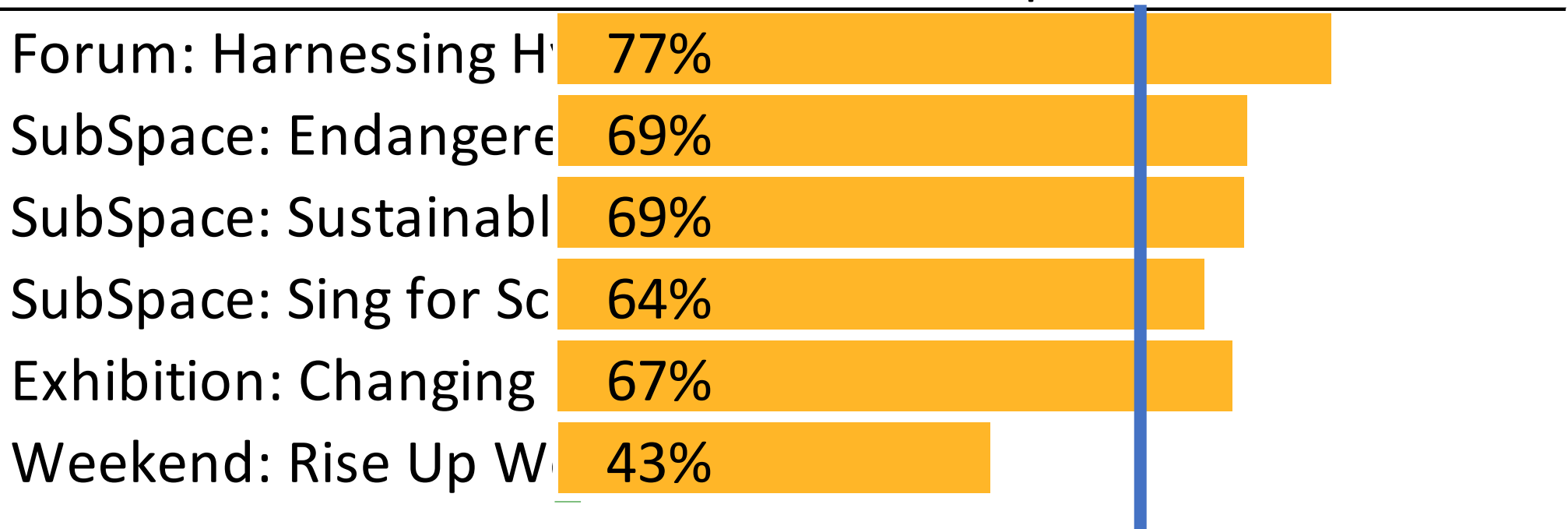
Action Goals by Product

The goal was for at least 60% of respondents to feel prepared to discuss and otherwise engage in climate advocacy; most offerings reached this goal.

I am more likely to engage in advocacy or take other climate actions because of this experience.

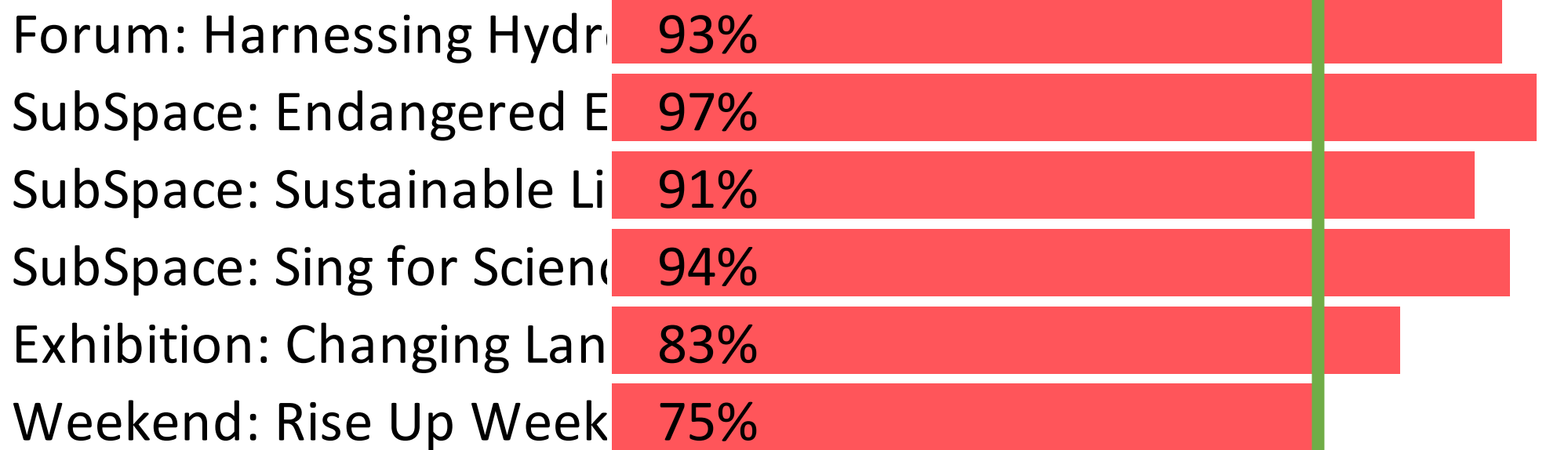


I feel better prepared to have discussions about climate change because of this experience.

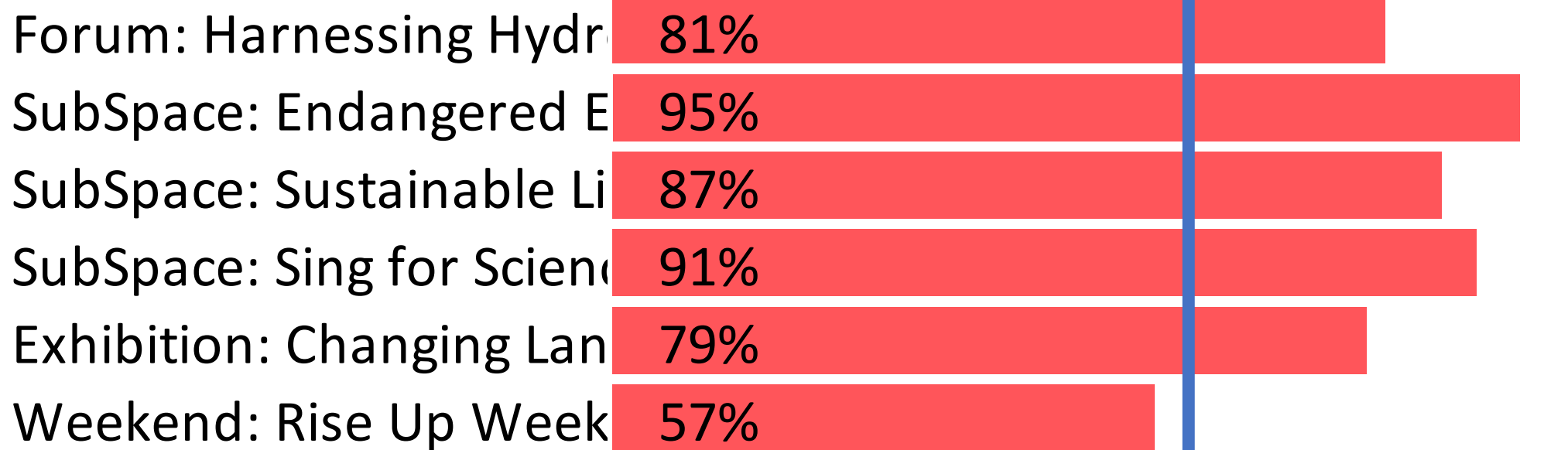


Learning and Action Goals by Product

The experience inspired me to want to learn more.

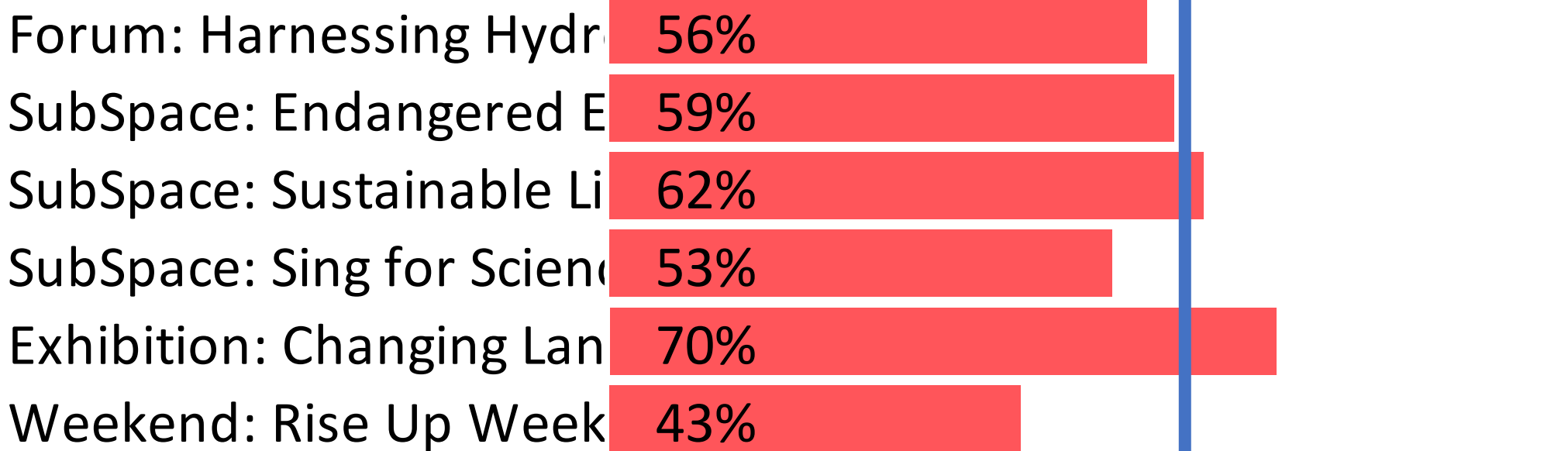


I want to share what I learned through this experience with others.



All offerings met or exceeded our goals for feeling inspired to learn more (at least 75%). The most challenging outcome to achieve was increasing desire to talk with people that feel differently from yourself about climate change; only two offerings reach the 60% goal.

The experience increased my desire to talk with people who feel differently from me about climate change

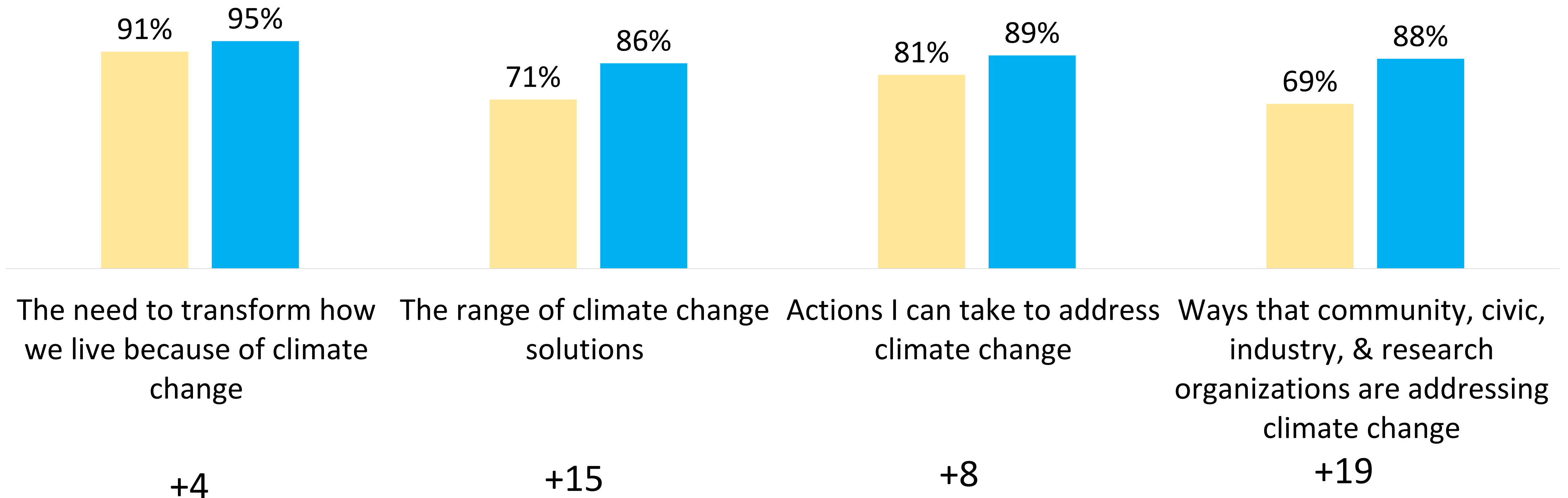


Learning Goals

How much do you agree with the following statements? (N = 287)

■ Before the experience, I understood...

■ After the experience, I understood...



Earthshot – Heritage Weekends

- This gives us information on how “layer” these different programming priorities in support of one another.
- If you’re interested in Heritage Weekends, we have slidedecks with detailed reports from each
- Today, we’ll focus on percentage of visitors engaging with an Earthshot offering and related outcomes:

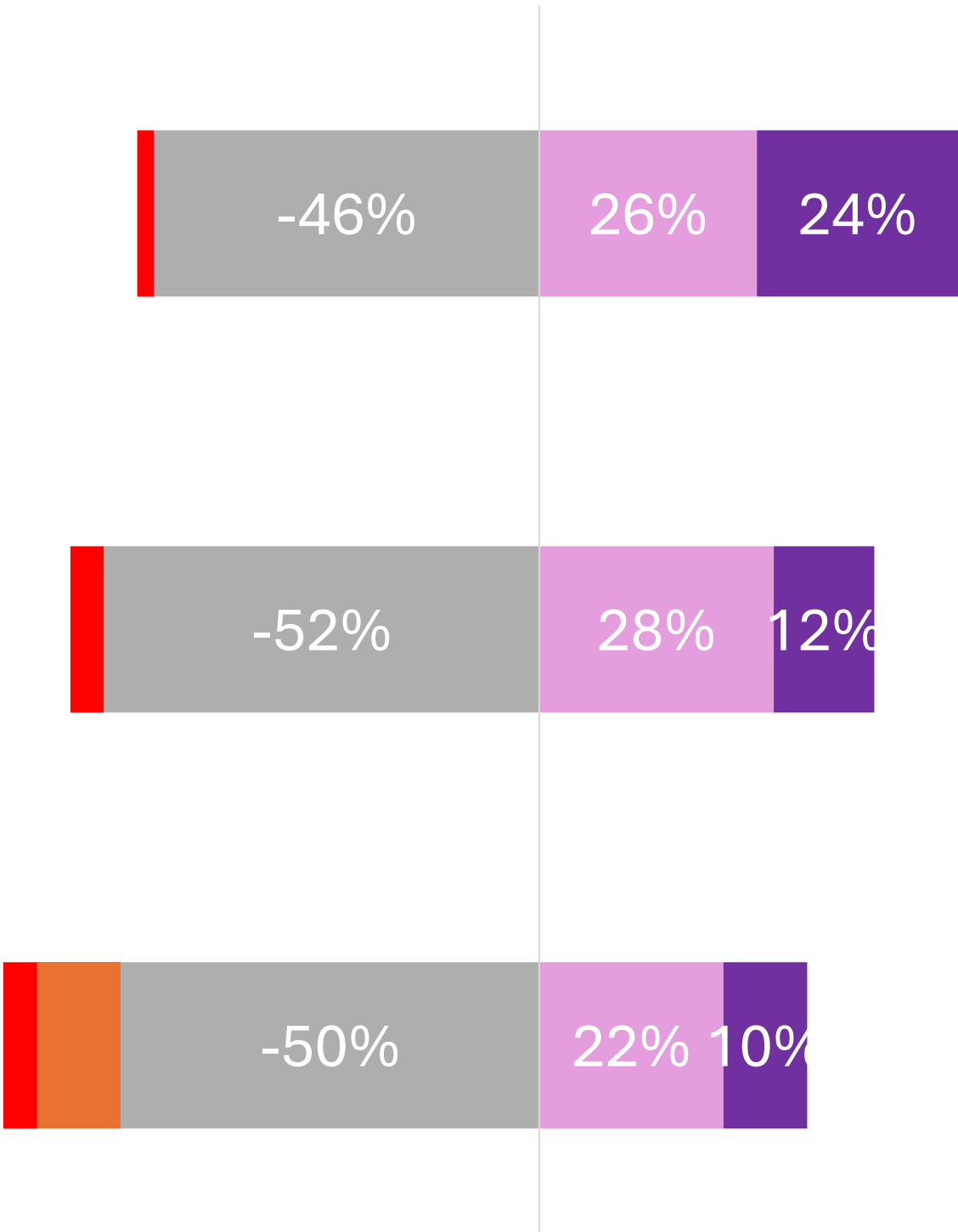
Earthshot – Heritage Weekends

The Earthshot offerings improved my experience at the Museum of Science today.

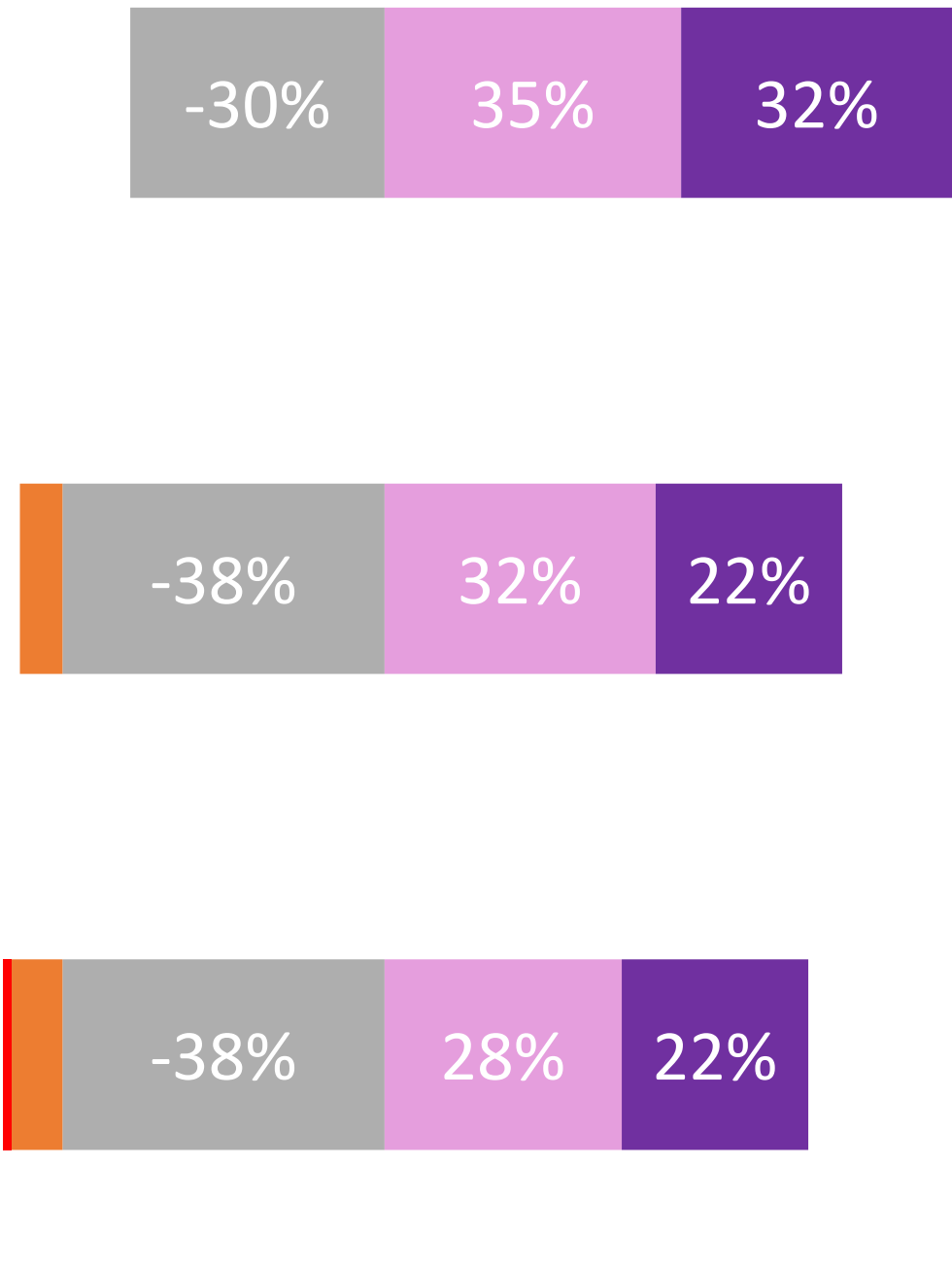
I feel better prepared to have discussions about climate change because of the Earthshot offerings.

I am more likely to engage in climate advocacy or take other actions because of the Earthshot offerings.

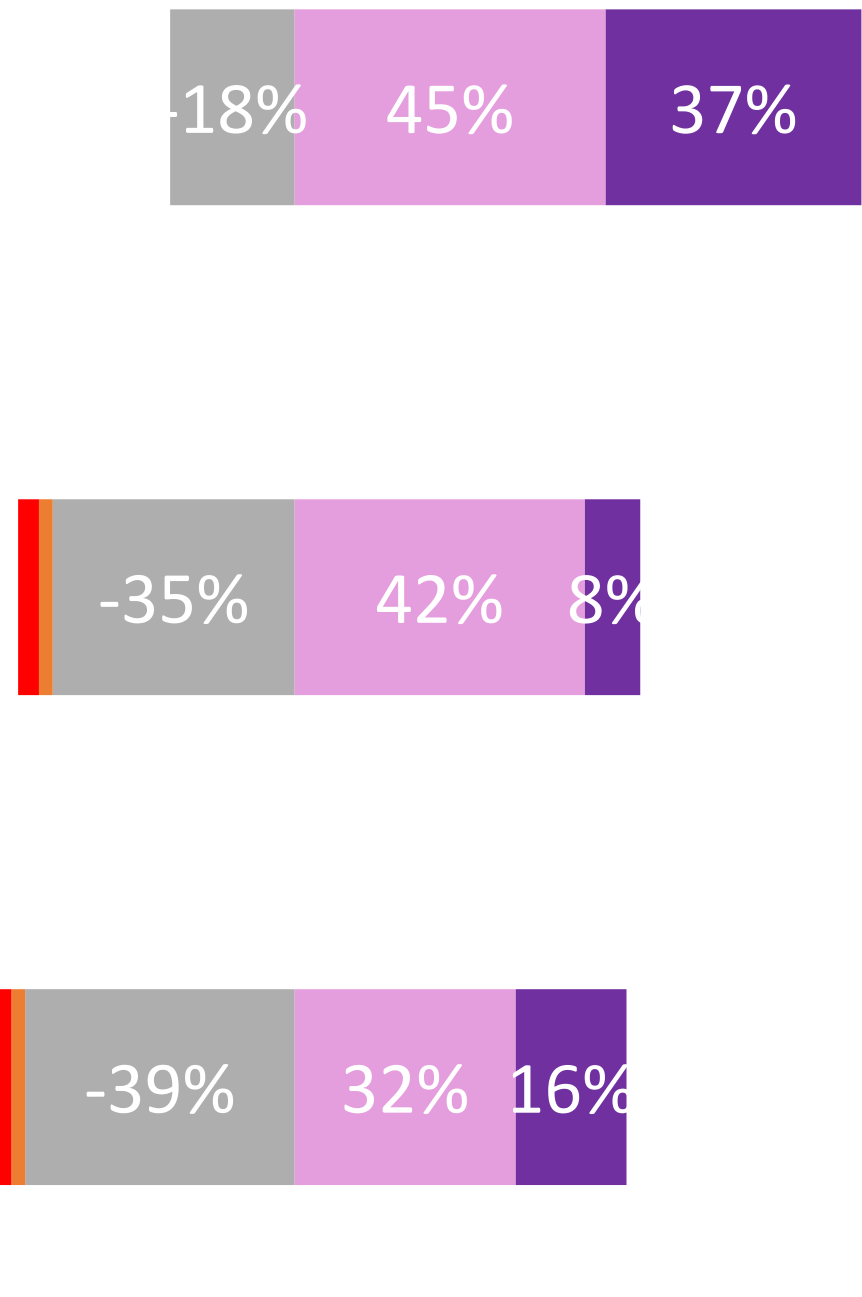
Black History Celebration Weekend



Women History Celebration Weekend



AAPI Heritage Celebration Weekend



Strongly Disagree Disagree Neutral Agree Strongly Agree

Overall Summary

- Visitors engaging with Earthshot offerings feel **curious**, **inspired**, and also **challenged** to live more sustainably
- Visitors are learning about a variety of climate change solutions and the ways different sectors can address climate change
- We are meeting our goals for visitor learning; and mostly meeting our goals for moving visitors towards action
- The audience at Earthshot programming has been more White than general visitors

Reflections

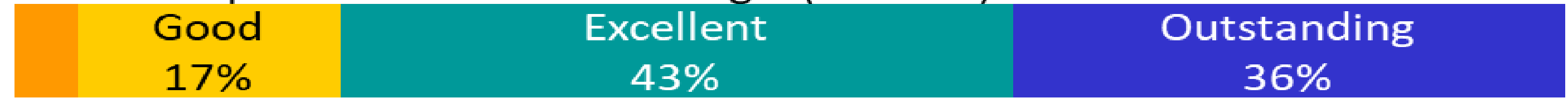
- Teams might work towards greater clarity around the following:
 - What impact on visitor demographics, if any, are we hoping to see in Spotlight offerings?
 - Current spotlight: how do we continue to encourage visitors to take action on sustainability/climate change?
 - Share what I learn with others (83%)
 - Better prepared to have discussions about climate change (65%)
 - More likely to engage in advocacy or take other actions about climate change (63%)
 - Increased desire to talk with people who think differently from me about climate change (57%)
- What learnings from this mid-year data would you want to apply to YOBH?

Additional Slides

Engagement

- Overall Experience Rating fairly similar to COVES Exit Survey from Jan – June 2024 and similar to prior full year Spotlight
- We've collected more data this year compared to last year
- Overall visitors report a positive experience
- In an ideal world, you typically want to push for Outstanding to surpass Excellent – it means there are still things we can improve

Overall experience of Mars offerings. (N = 295)



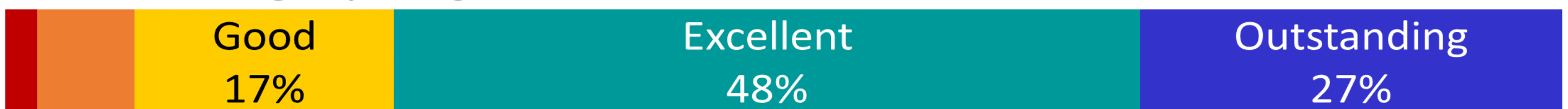
General Visitor Exit Survey -- COVES (N = 560)



Overall Experience -- Earthshot (N = 360)



Harnessing Hydrogen (N = 48)



Endangered Eating (N = 69)



Sing for Science ft. David Byrne (N = 75)



Sustainable Lifestyles (N = 57)



Changing Landscapes (N = 43)

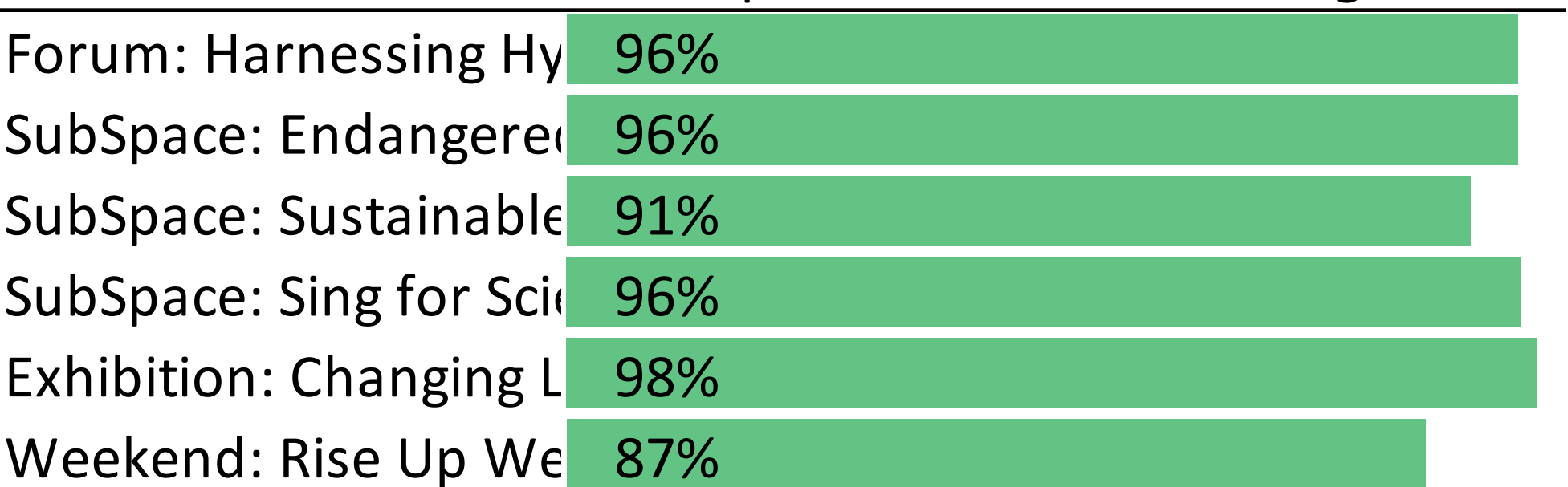


Rise Up Weekend (N = 74)

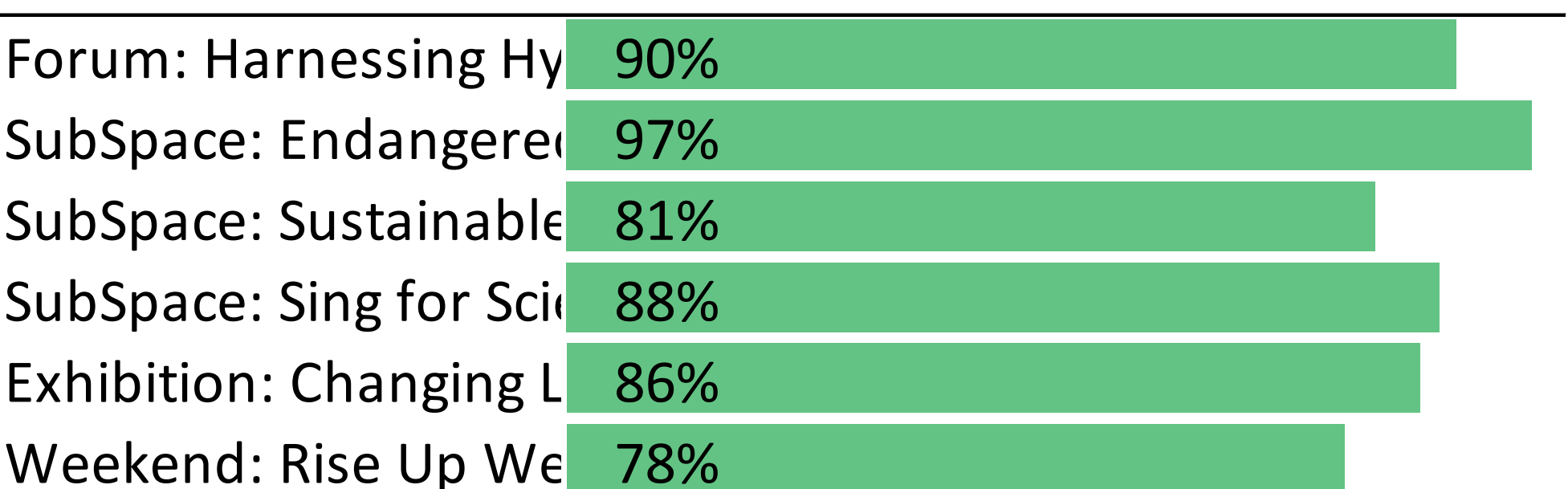


Experience Goals by Product

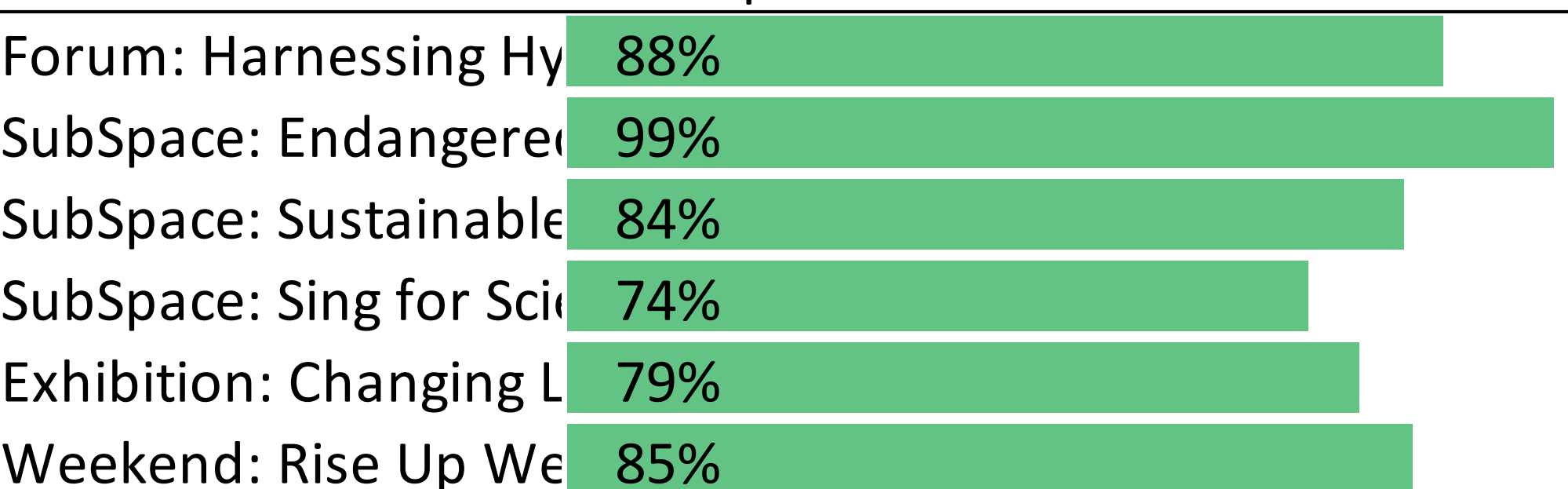
The experience was interesting.



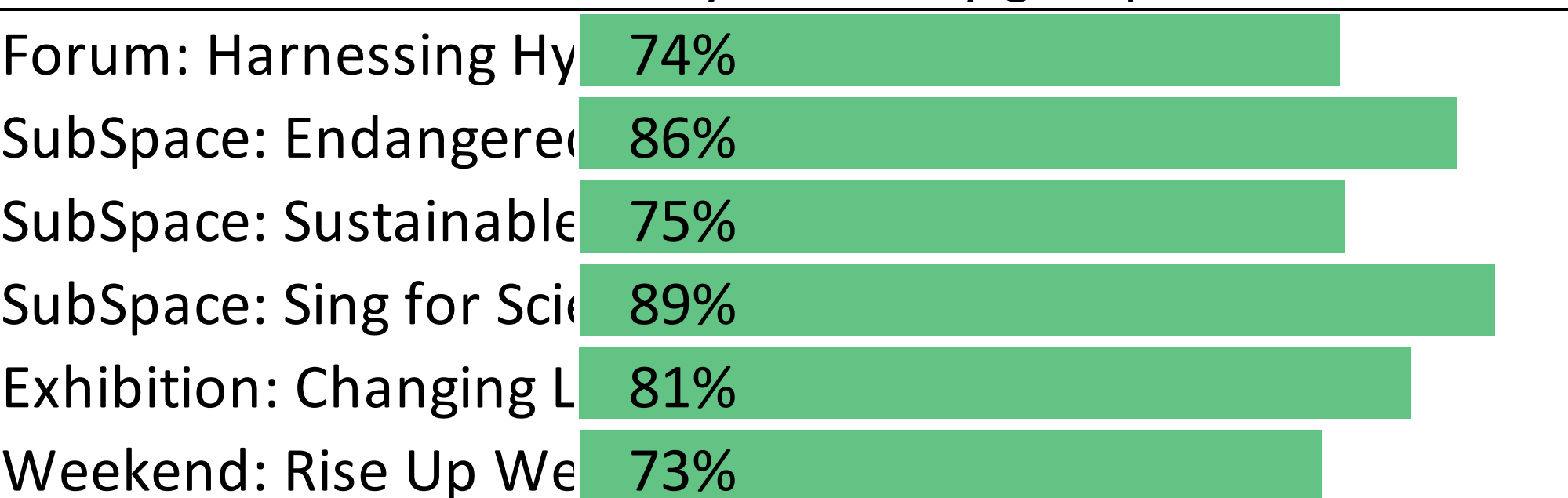
The experience provided up-to-date information.



The experience was relevant to me.

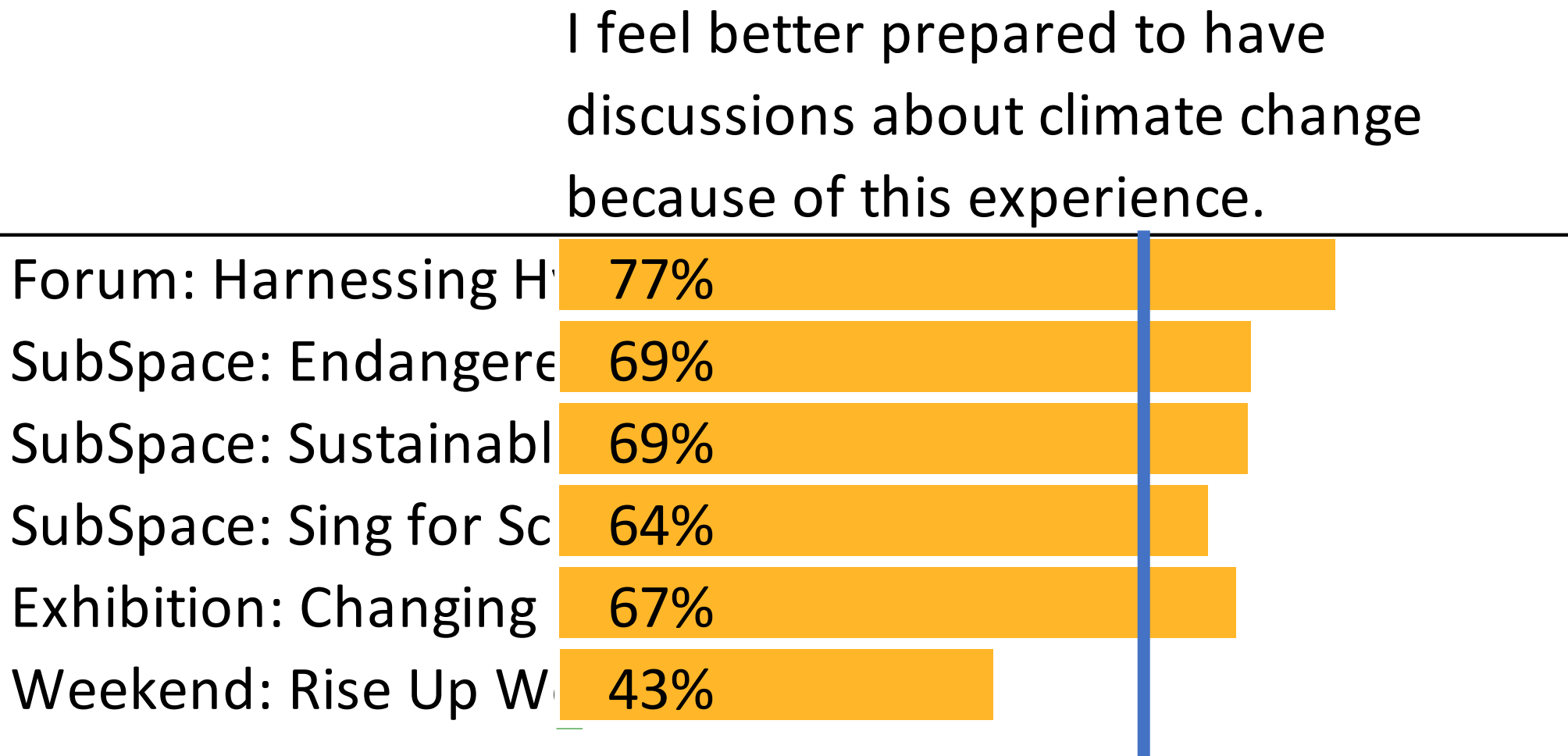
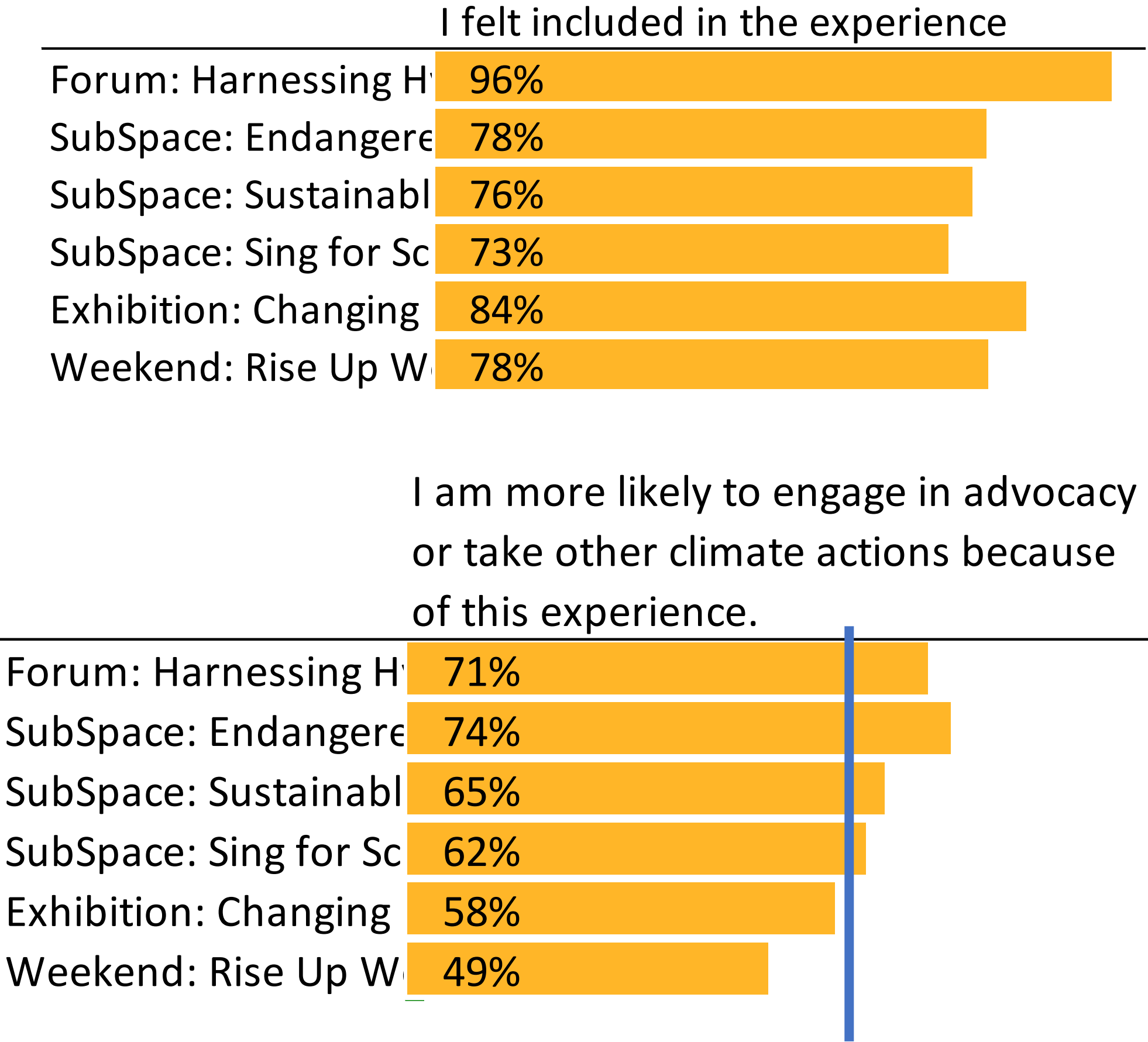


The experience met the needs of everyone in my group.

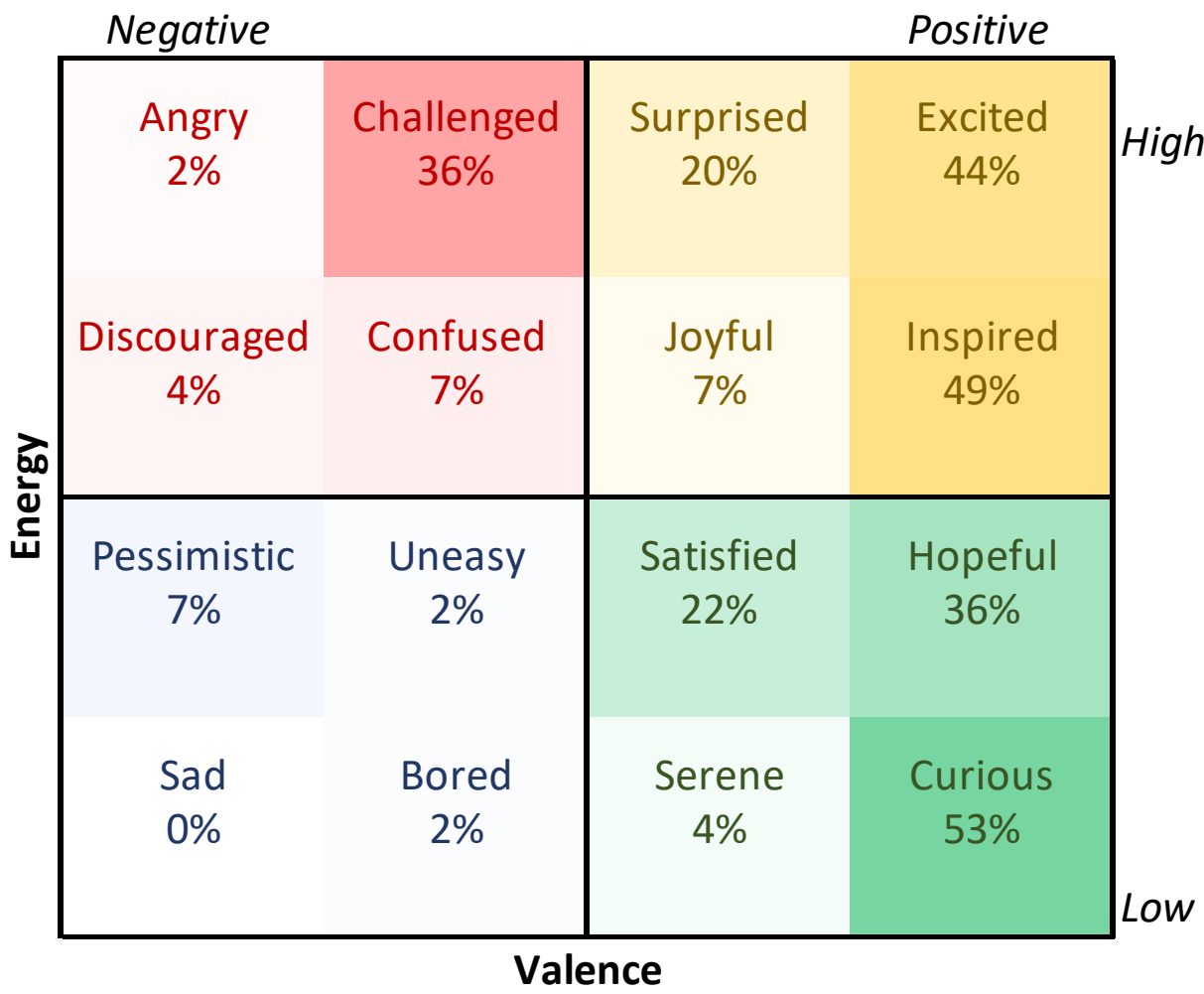


Experience Goals by Product

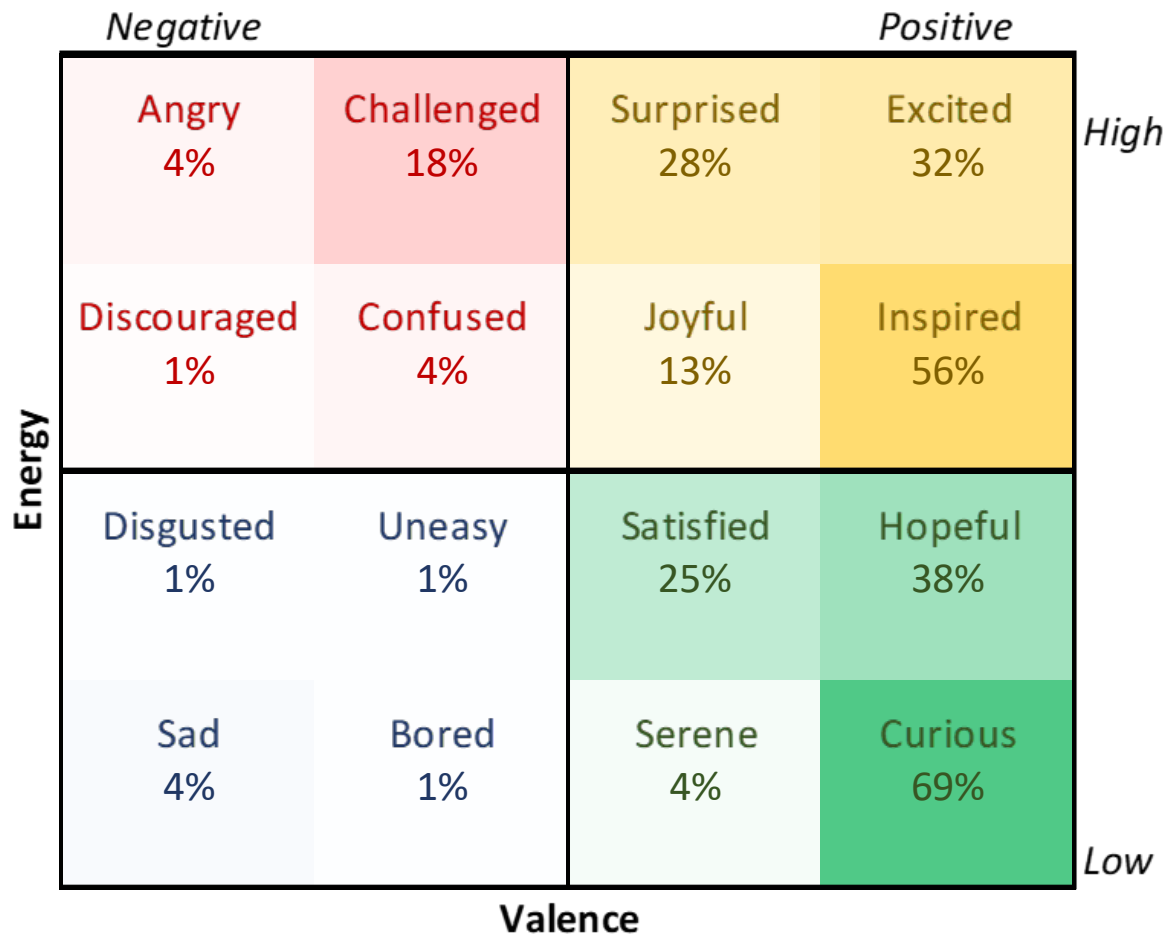
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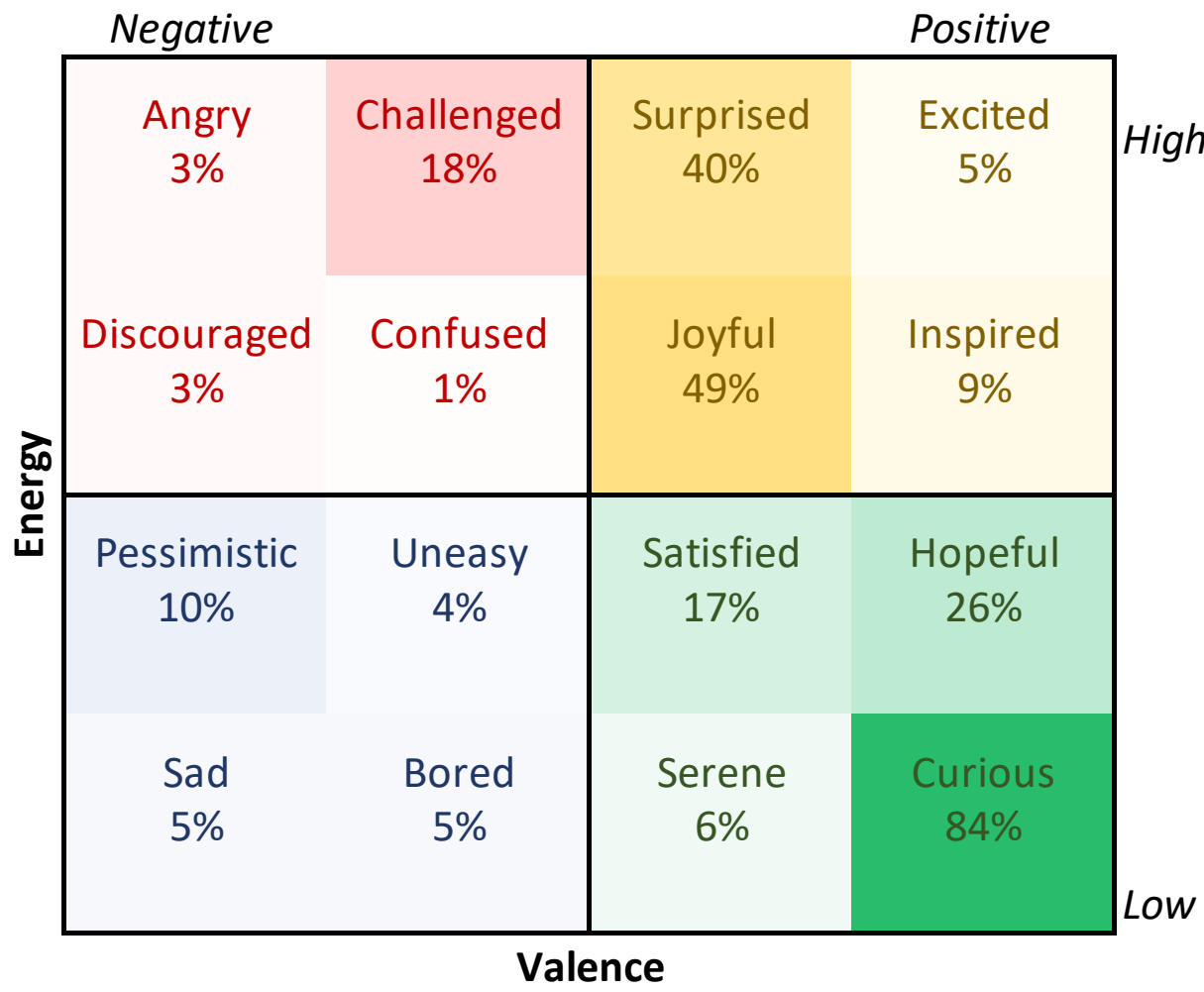
Forum: Harnessing Hydrogen



SubSpace: Endangered Eating



SubSpace: Sing for Science



SubSpace: Sustainable Lifestyles

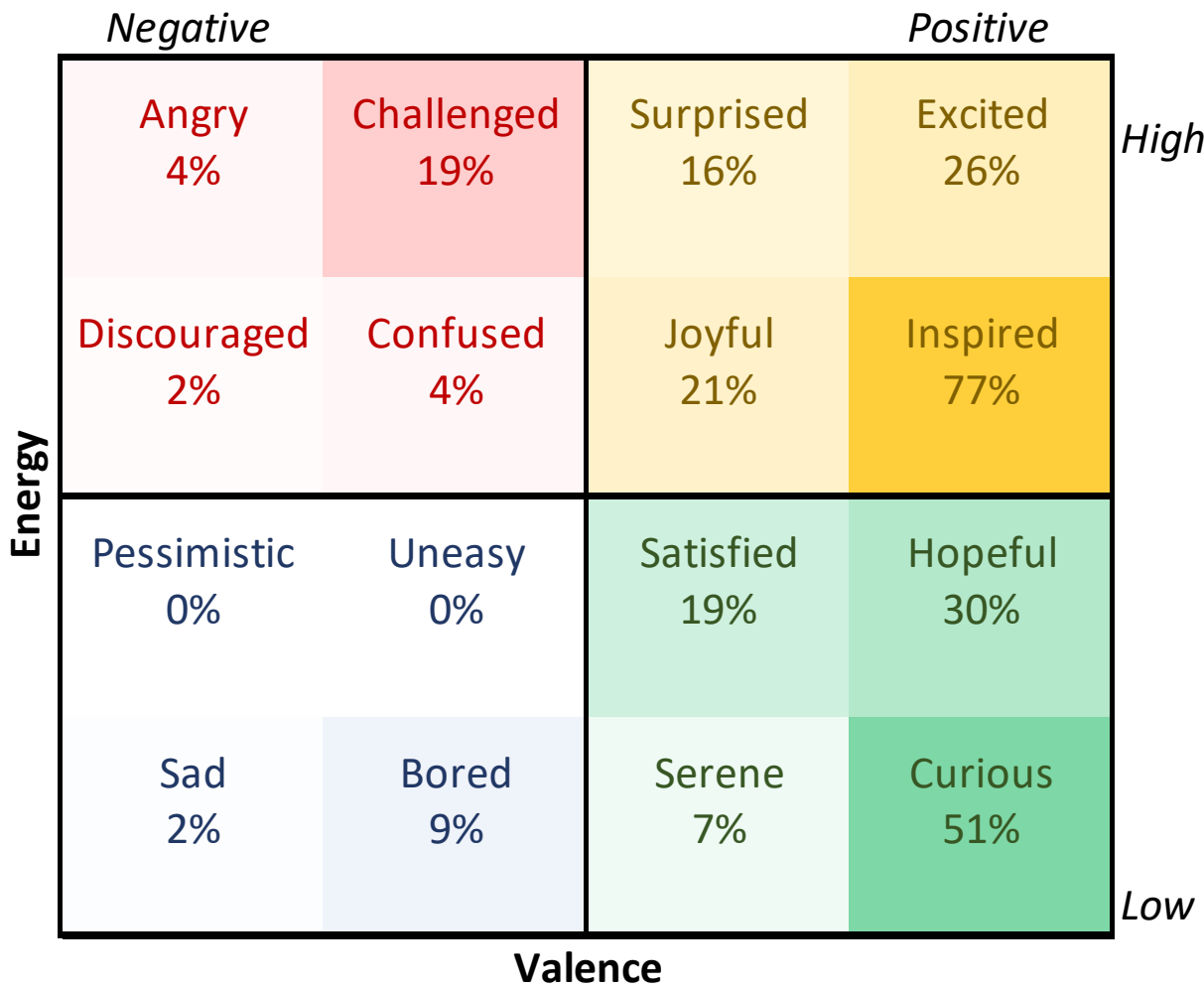
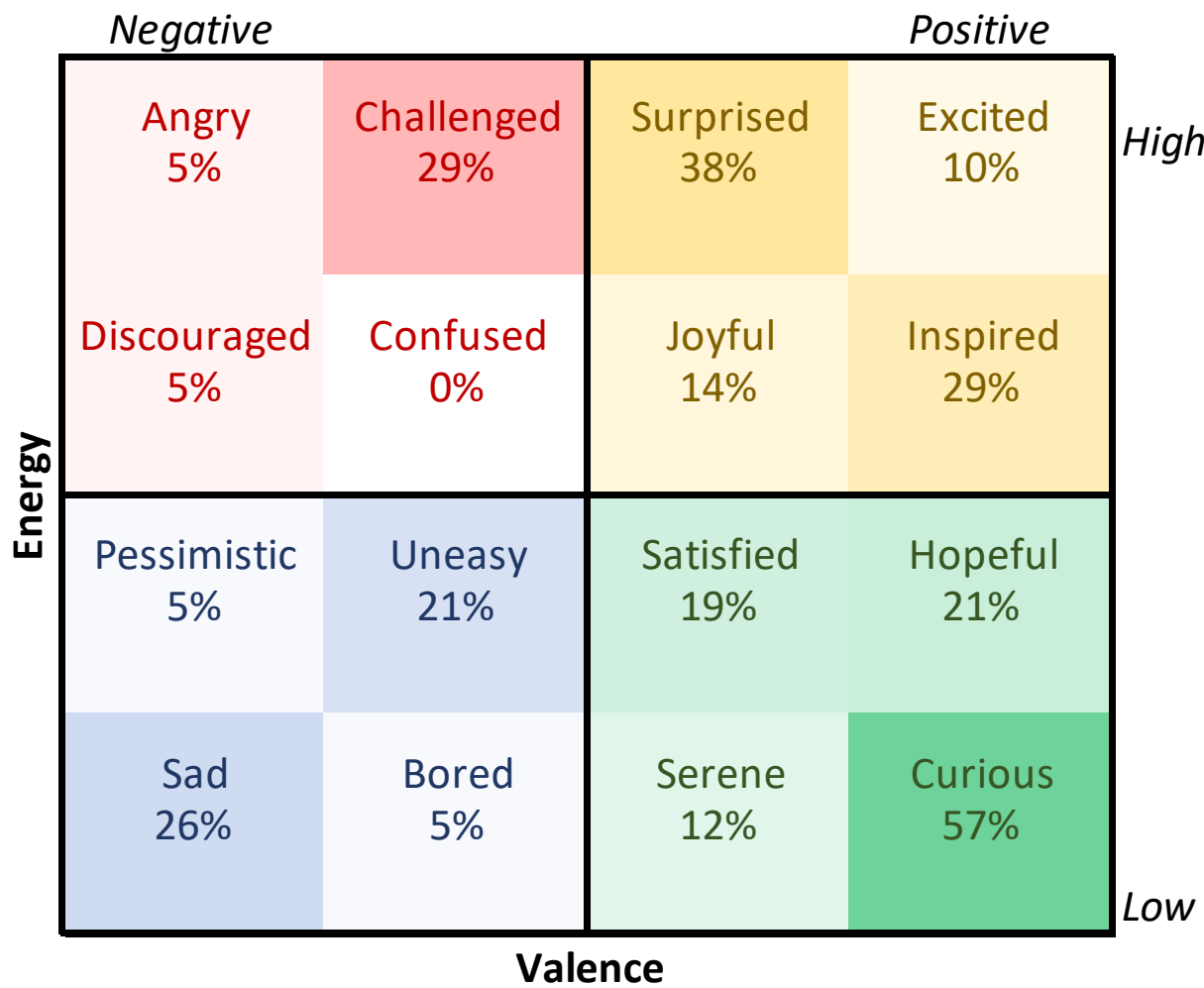
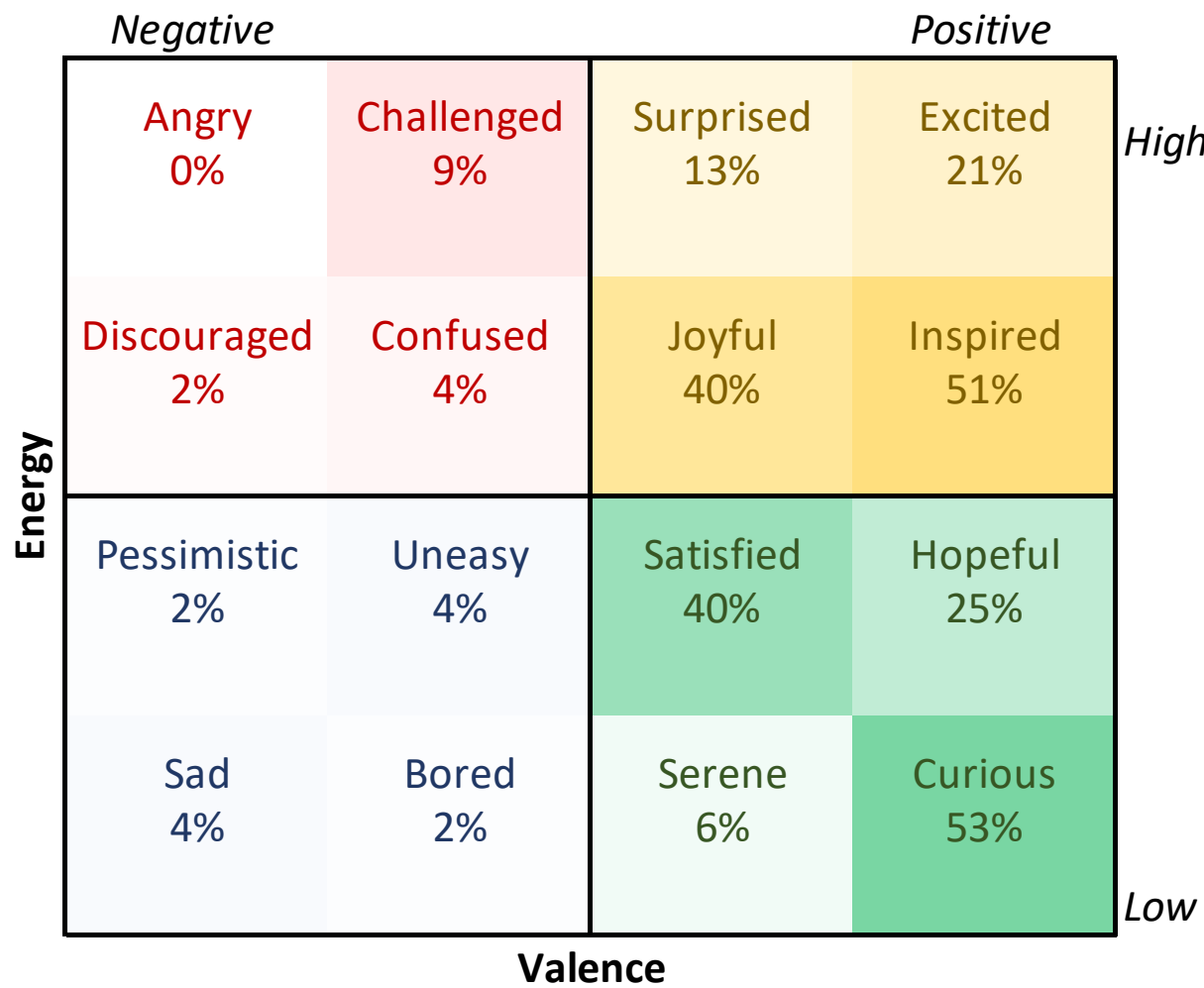


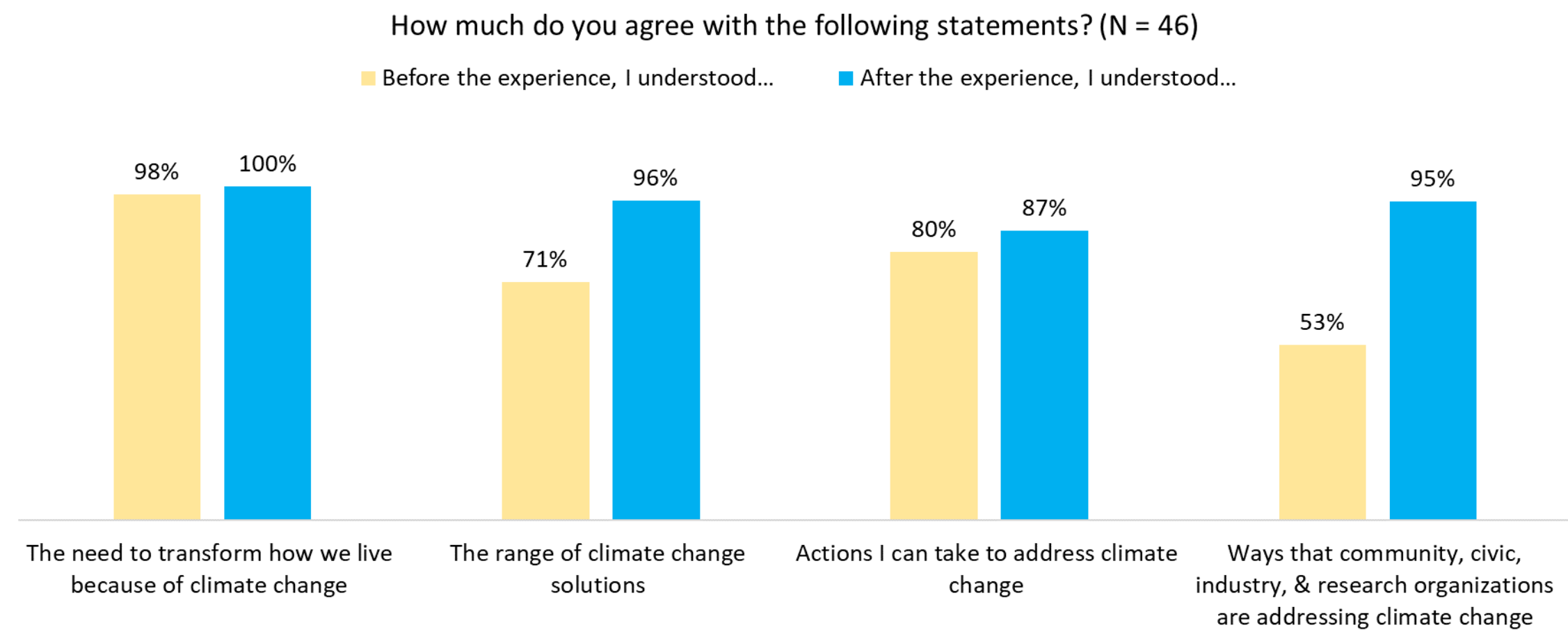
Exhibit: Changing Landscapes



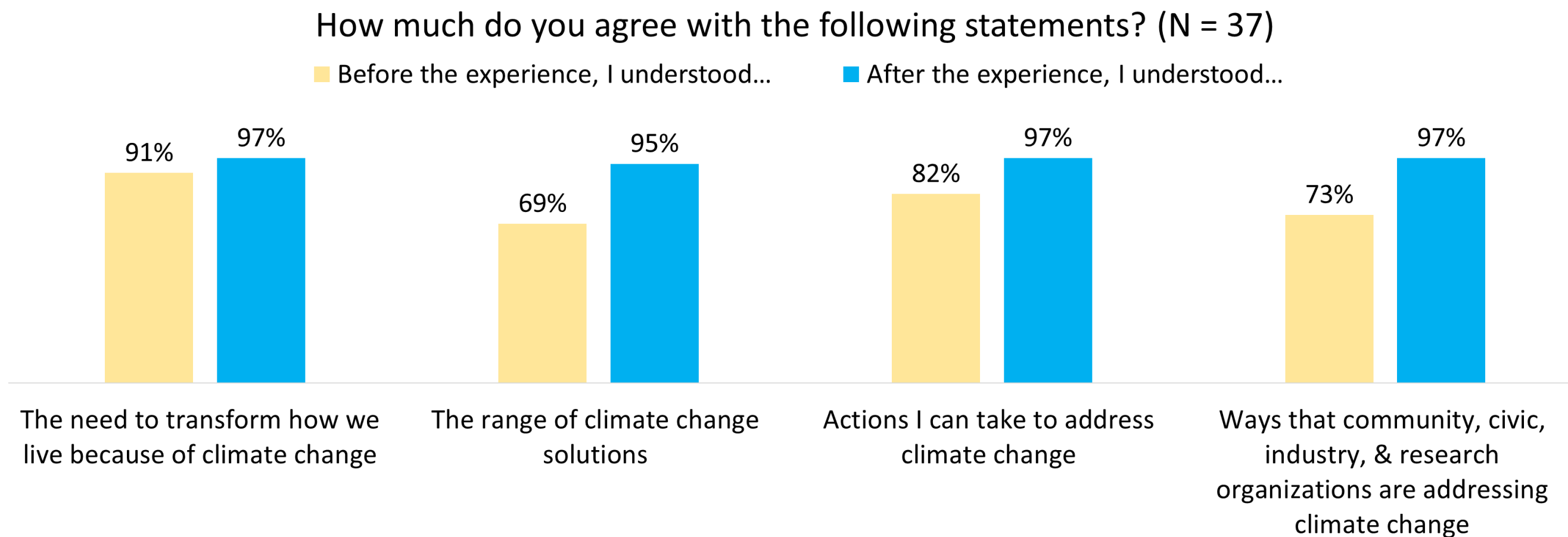
Weekend: Rise Up Weekend



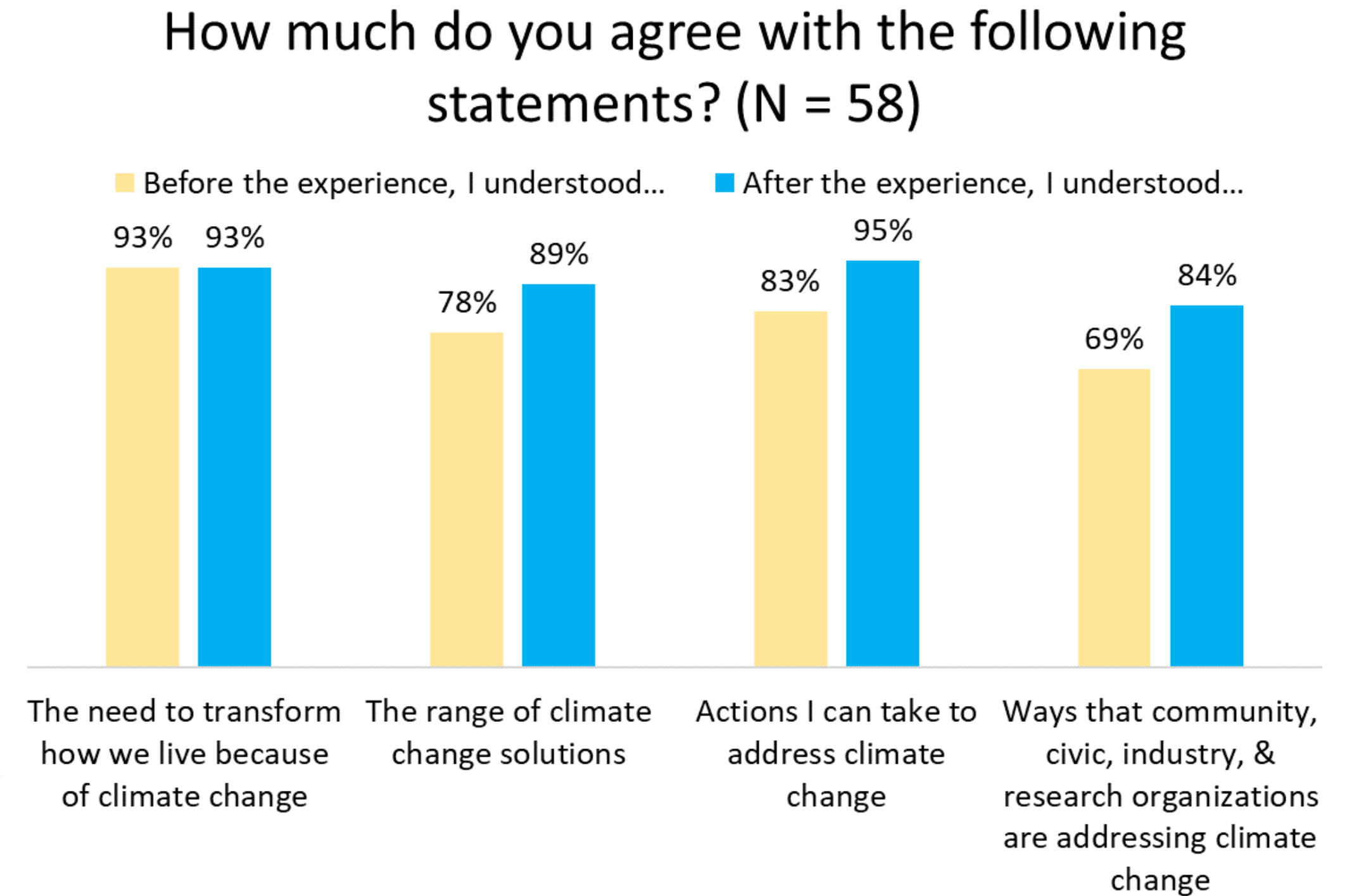
Forum: Harnessing Hydrogen



SubSpace: Sustainable Fashion



SubSpace: Endangered Eating



SubSpace: Sing for Science

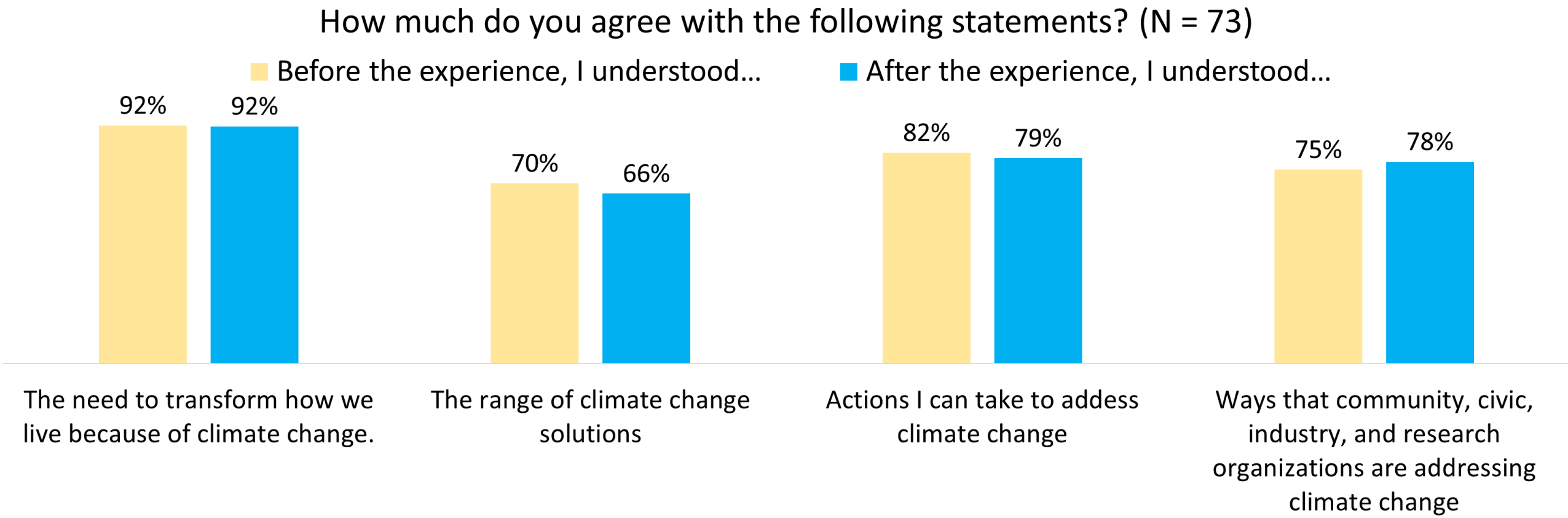
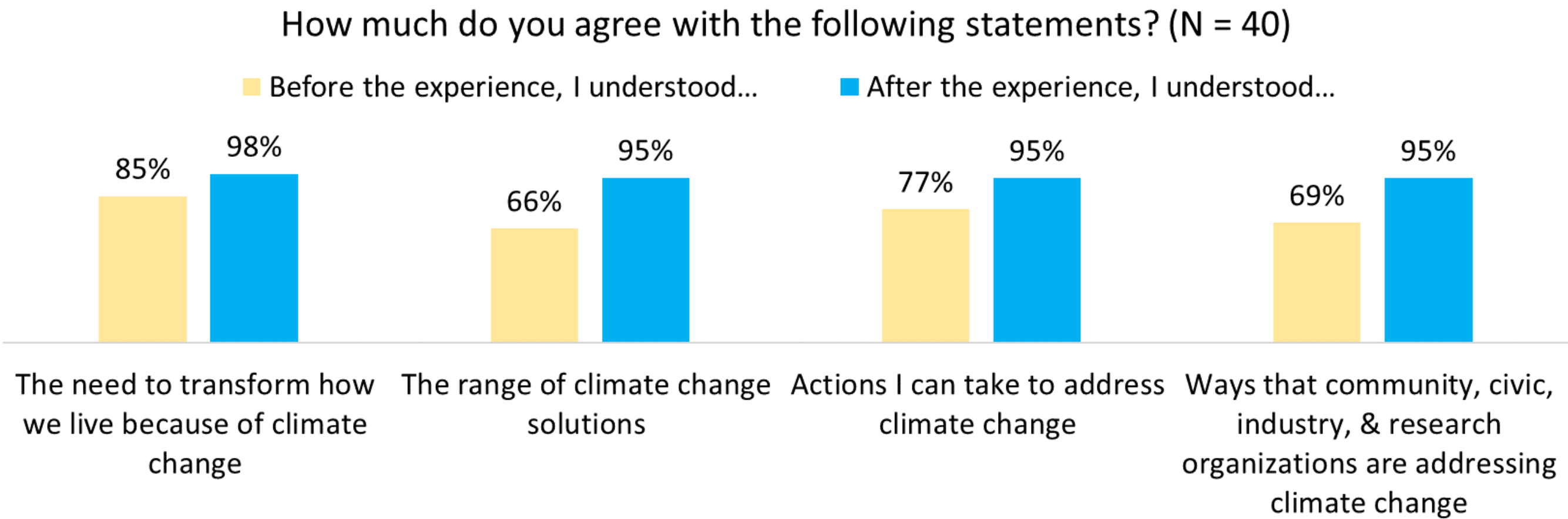


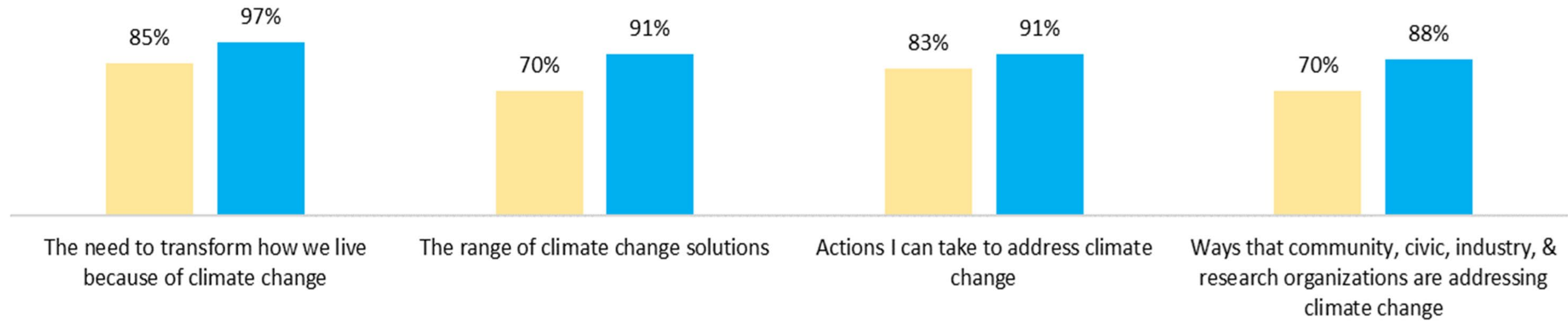
Exhibit: Changing Landscapes



Weekend: Rise Up Weekend

How much do you agree with the following statements? (N = 33)

■ Before the experience, I understood... ■ After the experience, I understood...



See the Earthshot Dashboard for
COVES integration with
attendance data and more!

Earthshot – COVES (Exit Survey)

- What did they see during their visit January 1 – June 28 (N = 606)
 - 65% Arctic Adventure
 - 43% Changing Landscapes
 - 37% Sustainable Farms (added this to the survey late so under counting here a bit)
- 15% aware of Earthshot before their visit
 - Of those aware prior, 25% said it impacted their decision to visit
- 35% became aware at the museum

III EARTHSHOT III



This material is based upon work supported by the National Science Foundation under Award No. DRL-1811118. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.