

# Interim Executive Summary

January 2024 - June 2024

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Research and Evaluation

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## 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 Bryne and Patrik Sve	ensson 77
Exhibition: Changing Landscapes	43
Weekend: Rise Up Weekend	77



What is your gender? (N = 322)				
Count Percenta				
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 Percenta			
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%			
<b>Black or African American</b>	8	3%			
American Indian or	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%			
<b>/es</b> 22 7%					
Prefer not to say					

### 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.





## Product Engagement

- 83% of visitors rated Eartshot 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)

Good	Excellent	Outstanding
14%	50%	33%

Compared to January – June 2024:

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

Good	Excellent	Outstanding
8%	50%	41%

Compared to previous spotlight (Mars, 2023):

Overall experience of Mars offerings. (N = 295)

Good	Excellent	Outstanding
17%	43%	36%

### Emotional Experience

-	Negative			Positive	
	Angry 3%	Challenged 21%	Surprised 27%	Excited 22%	High
Energy	Discouraged 2%	Confused 3%	Joyful 26%	Inspired 44%	
Ene	Pessimistic 4%	Uneasy 5%	Satisfied 23%	Hopeful 30%	
	Sad 6%	Bored 4%	Serene 6%	Curious 64%	Low

Valence

- 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"

- "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**."

- "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..."

- "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

The experience was interesting.	94%	
The experience was relevant to me.	85%	
The experience provided up-to-date information.	87%	
The experience met the needs of everyone in my group.	81%	
I felt included in the experience	80%	
I feel better prepared to have discussions about climate change because of this experience.	65%	
I am more likely to engage in advocacy or take other climate actions because of this experience.	63%	ā
The experience inspired me to want to learn more.	90%	
I want to share what I learned through this experience with others.	83%	n
The experience increased my desire to talk with people who feel differently from me about climate change	57%	

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.

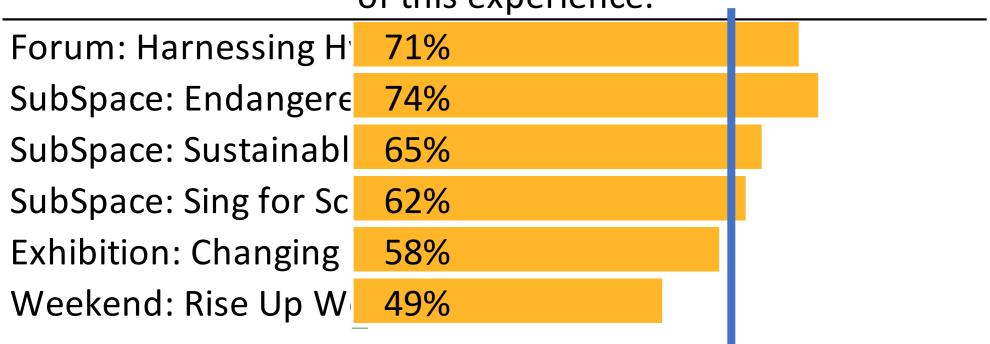
OKR goal: 60% willing to take action

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.

	because of time experi	-
Forum: Harnessing H	77%	
SubSpace: Endangere	69%	
SubSpace: Sustainabl	69%	
SubSpace: Sing for Sc	64%	
Exhibition: Changing	67%	
Weekend: Rise Up W	43%	
_		

## Learning and Action Goals by Product

The experience inspired me to want to learn more.

Forum: Harnessing Hydr	93%	
SubSpace: Endangered E	97%	
SubSpace: Sustainable Li	91%	
SubSpace: Sing for Science	94%	
Exhibition: Changing Lan	83%	
Weekend: Rise Up Week	75%	
	-	

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

81%	
95%	
87%	
91%	
79%	
57%	
	95% 87% 91% 79%

All offering 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

Forum: Harnessing Hydr	56%	
SubSpace: Endangered E	59%	
SubSpace: Sustainable Li	62%	
SubSpace: Sing for Science	53%	
Exhibition: Changing Lan	70%	
Weekend: Rise Up Week	43%	
	-	

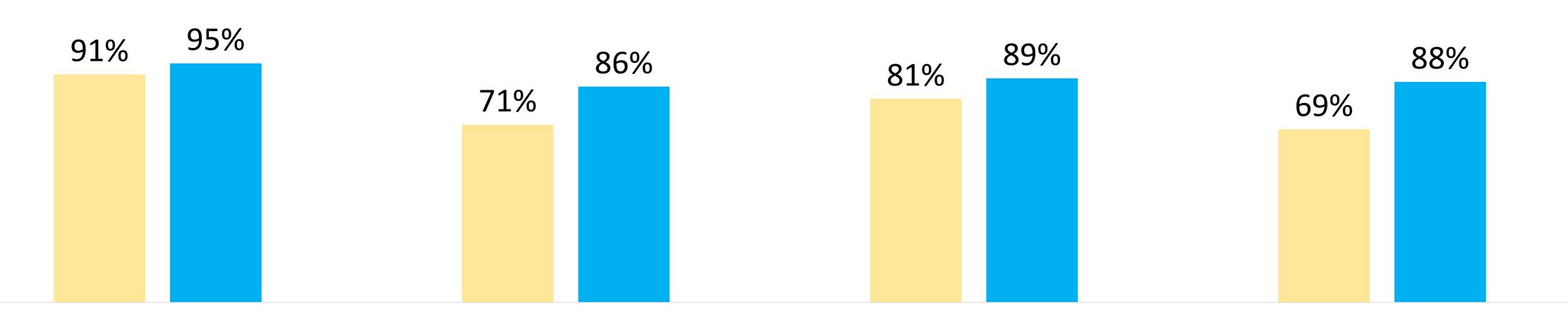


## Learning Goals

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



After the experience, I understood...



we live because of climate change

+4

The need to transform how The range of climate change Actions I can take to address Ways that community, civic, solutions climate change

industry, & research organizations are addressing climate change

+19





### 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:

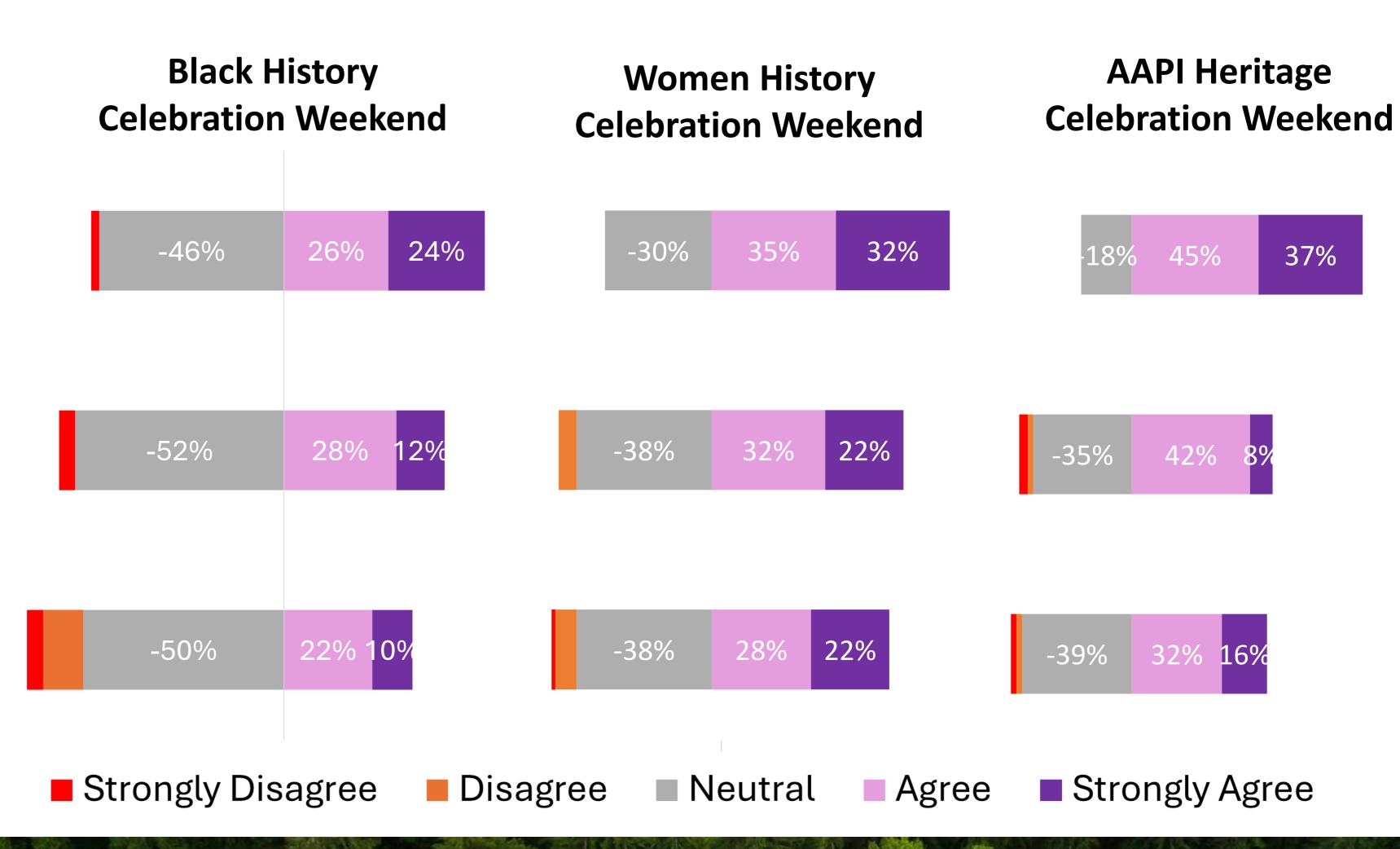


## Earthshot – Heritage Weekends

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 cimate advocacy or take other actions because of the Earthshot offerings.







### 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 exper Good 17%	ience of Mars offerings. (N = 295) Excellent 43%	Outstanding 36%
General Vis	sitor Exit Survey COVES (N = 5	560)
Good 8%	Excellent 50%	Outstanding 41%
Overall Expe	rience Earthshot (N = 360)	
Good 14%	Excellent 50%	Outstanding 33%
Harnessing	Hydrogen (N = 48)	
Goo 17%		Outstanding 27%
Endangered	l Eating (N = 69)	
Good 7%	Excellent 52%	Outstanding 36%
Sing for Sci	ence ft. David Bryne (N = 75)	
Good 16%	Excellent 49%	Outstanding 32%
Sustainable	Lifestyles $(N = 57)$	
Good 14%	Excellent 47%	Outstanding 35%
Changing La	ndscapes (N = 43)	
Good 12%	Excellent 60%	Outstanding 26%
Rise Up We	ekend (N = 74)	
Good 18%	Excellent 46%	Outstanding 36%

### Experience Goals by Product

#### The experience was interesting.

Forum: Harnessing Hy	96%
SubSpace: Endangered	96%
SubSpace: Sustainable	91%
SubSpace: Sing for Scio	96%
Exhibition: Changing L	98%
Weekend: Rise Up We	87%

### The experience provided up-to-date information.

Forum: Harnessing Hy	90%
SubSpace: Endangered	97%
SubSpace: Sustainable	81%
SubSpace: Sing for Scient	88%
Exhibition: Changing L	86%
Weekend: Rise Up We	78%

#### The experience was relevant to me.

Forum: Harnessing Hy	88%
SubSpace: Endangered	99%
SubSpace: Sustainable	84%
SubSpace: Sing for Scient	74%
Exhibition: Changing L	79%
Weekend: Rise Up We	85%

### The experience met the needs of everyone in my group.

74%		
86%		
75%		
89%		
81%		
73%		
	86% 75% 89% 81%	<ul><li>86%</li><li>75%</li><li>89%</li><li>81%</li></ul>

### Experience Goals by Product

I felt included in the experience

	•
Forum: Harnessing H	96%
SubSpace: Endangere	78%
SubSpace: Sustainabl	76%
SubSpace: Sing for Sc	73%
Exhibition: Changing	84%
Weekend: Rise Up W	78%

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

	•	
Forum: Harnessing H	71%	
SubSpace: Endangere	74%	
SubSpace: Sustainabl	65%	
SubSpace: Sing for Sc	62%	
Exhibition: Changing	58%	
Weekend: Rise Up W	49%	

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

		-
Forum: Harnessing H	77%	
SubSpace: Endangere	69%	
SubSpace: Sustainabl	69%	
SubSpace: Sing for Sc	64%	
Exhibition: Changing	67%	
Weekend: Rise Up W	43%	
_		

#### Forum: Harnessing Hydrogen

_					
	Angry 2%	Challenged 36%	Surprised 20%	Excited 44%	High
rgy	Discouraged 4%	Confused 7%	Joyful 7%	Inspired 49%	
Energy	Pessimistic 7%	Uneasy 2%	Satisfied 22%	Hopeful 36%	
	Sad 0%	Bored 2%	Serene 4%	Curious 53%	l au .
					Low

#### **SubSpace: Sustainable Lifestyles**

Valence

	Negative			Positive	_
	Angry 4%	Challenged 19%	Surprised 16%	Excited 26%	High
Energy	Discouraged 2%	Confused 4%	Joyful 21%	Inspired 77%	
Ene	Pessimistic 0%	Uneasy 0%	Satisfied 19%	Hopeful 30%	
	Sad 2%	Bored 9%	Serene 7%	Curious 51%	Low

#### **SubSpace: Endangered Eating**

	Negative		Positive			
Energy	Angry 4%	Challenged 18%	Surprised 28%	Excited 32%	High	
	Discouraged 1%	Confused 4%	Joyful 13%	Inspired 56%		
	Disgusted 1%	Uneasy 1%	Satisfied 25%	Hopeful 38%		
	Sad 4%	Bored 1%	Serene 4%	Curious 69%	Low	
Valence						

#### **Exhibit: Changing Landscapes**

	Negative			Positive		
	Angry 5%	Challenged 29%	Surprised 38%	Excited 10%	High	
gy	Discouraged 5%	Confused 0%	Joyful 14%	Inspired 29%		
Energy	Pessimistic 5%	Uneasy 21%	Satisfied 19%	Hopeful 21%		
	Sad 26%	Bored 5%	Serene 12%	Curious 57%	Low	
Valence						

#### **SubSpace: Sing for Science**

	Negative		Positive		
	Angry 3%	Challenged 18%	Surprised 40%	Excited 5%	High
rgy	Discouraged 3%	Confused 1%	Joyful 49%	Inspired 9%	
Energy	Pessimistic 10%	Uneasy 4%	Satisfied 17%	Hopeful 26%	
	Sad 5%	Bored 5%	Serene 6%	Curious 84%	Low

Valence

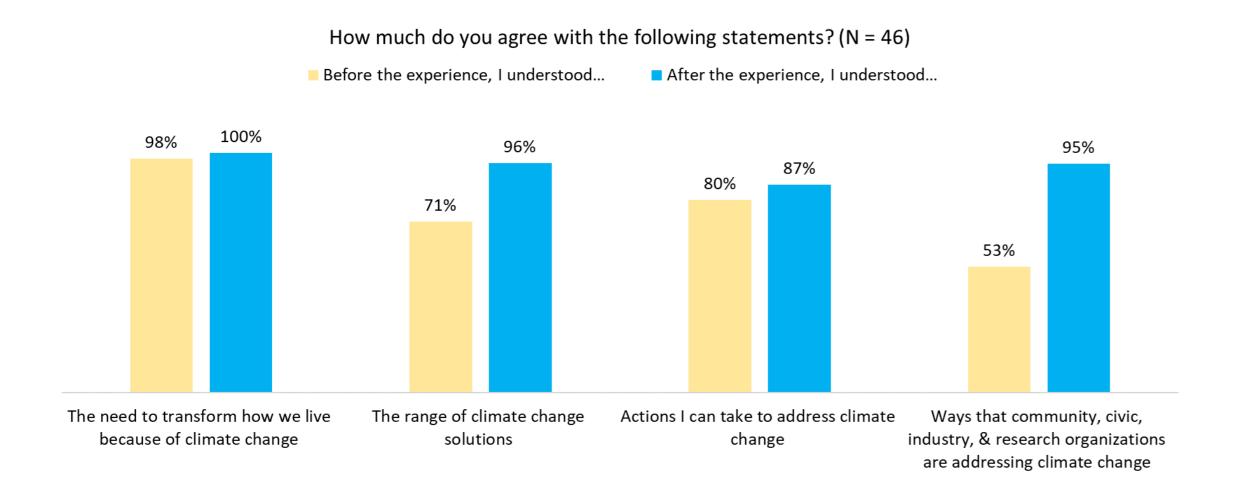
#### Weekend: Rise Up Weekend

i	Negative			Positive	
	Angry 0%	Challenged 9%	Surprised 13%	Excited 21%	High
Energy	Discouraged 2%	Confused 4%	Joyful 40%	Inspired 51%	
	Pessimistic 2%	Uneasy 4%	Satisfied 40%	Hopeful 25%	
	Sad 4%	Bored 2%	Serene 6%	Curious 53%	Low
					1-0.1

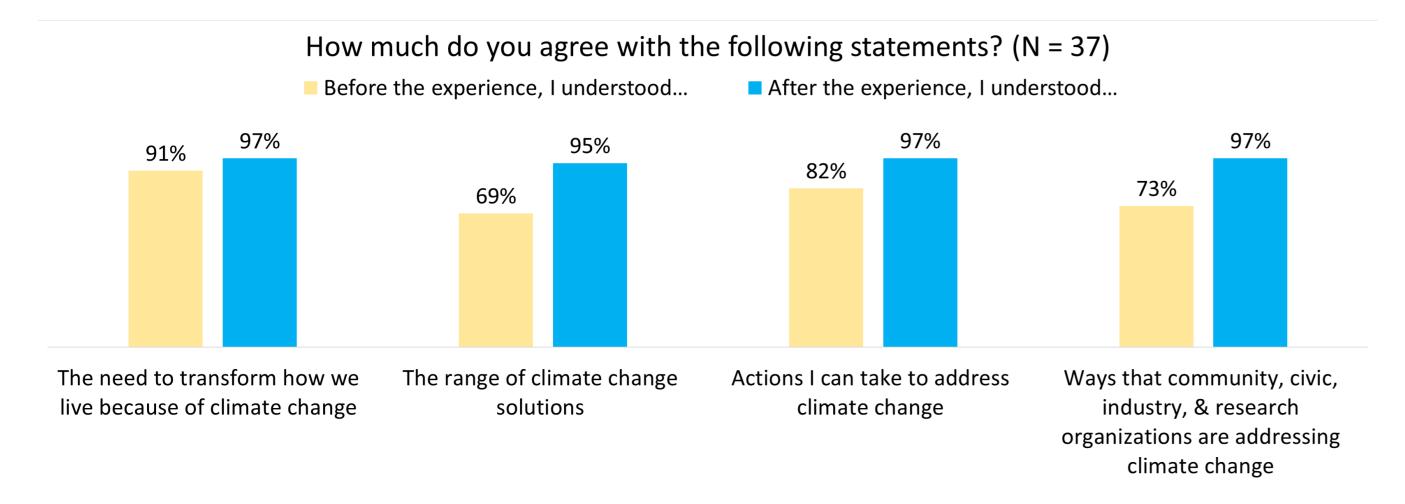
Valence

Valence

#### Forum: Harnessing Hydrogen

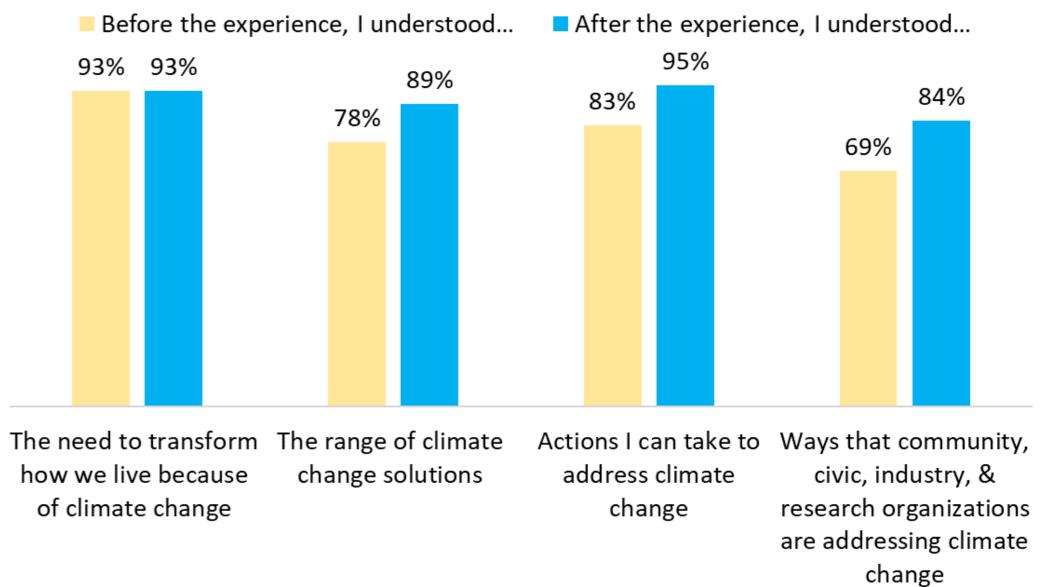


#### SubSpace: Sustainable Fashion

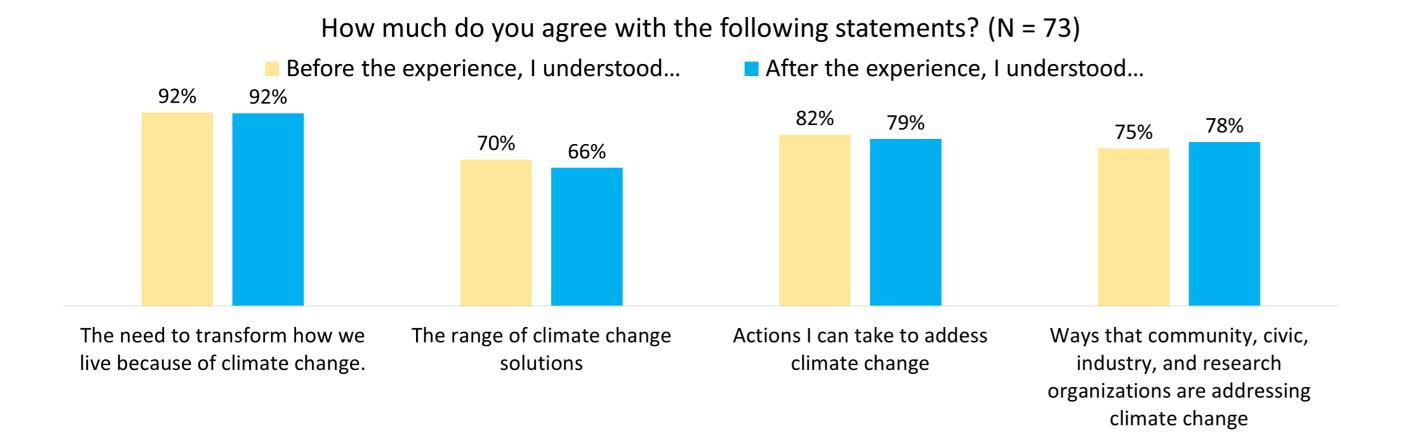


#### SubSpace: Endangered Eating

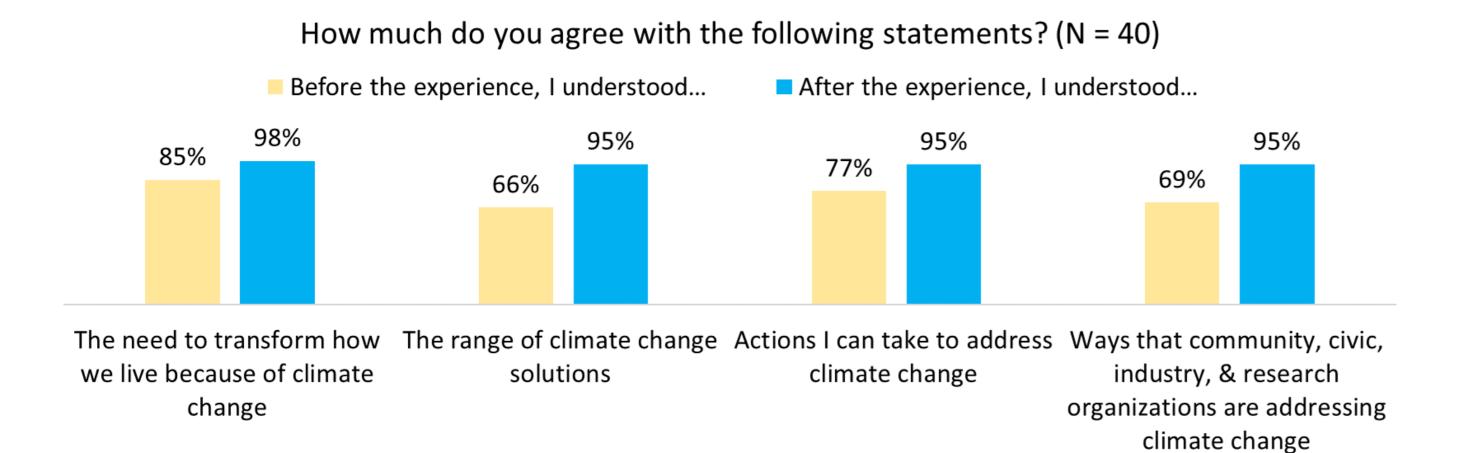
### How much do you agree with the following statements? (N = 58)



#### SubSpace: Sing for Science



#### **Exhibit: Changing Landscapes**

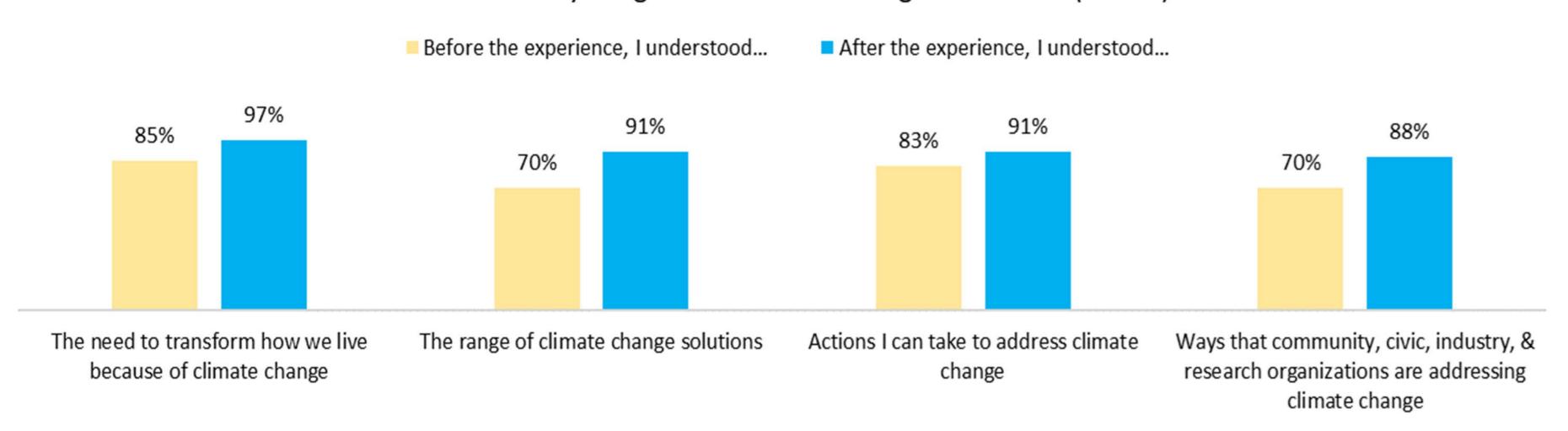






#### Weekend: Rise Up Weekend

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





## 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



# HEARTHSHOTII



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