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play
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FUND
Summative Evaluation Report

Dr. Sally Duensing and Dr. Gene Rowe

April 2011

FUND Evaluation Report

The evaluation effort of the FUND project was to see how the outcomes of the MicroFUND projects supported or contributed to the overall FUND project aim of the deepening of a museum's or other participating institution's role in civic activities through participating in a local network to adapt and use PlayDecide to address a local concern or issue.

The evaluation was focused in two overlapping areas – networking and project activities. Reflecting this approach, this report will first present activity aspects of the evaluation study written by Dr. Sally Duensing. The report will then present outcomes of the networking related components which were written by Dr. Gene Rowe. A discussion section follows these two parts.

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Executive Summary

Activity

- The overall purpose of the FUND project was to encourage museums and other social institutions to team up to develop dialogue and discussion tools based on the PlayDecide model to use in public events centered on a civic action that could address their own specific issues and needs. An open source platform was developed by the FUND project consortium to enable adaptations of existing PlayDecide materials to be made and shared.

- To assess what happened, interviews and questionnaires were conducted with project leaders, partners and event participants. In addition, two MicroFUND events were observed

- All 12 MicroFUND projects made use of the open source platform to adapt the PlayDecide activity into new topics and added new formats.

- What was considered as a local issue or local need was far ranging. Most of the new topics explored health related issues in diverse ways going from personal health to the politics and policies of risk prevention.

- As intended in this project, all of the MicroFUND project materials have been uploaded by MicroFUND project leaders on to the Open Source FUND website to be freely shared with others.

- Familiarization with PlayDecide was mentioned by partners new to the game as one of the most important gains for them. More experienced users of PlayDecide described an important gain as an increase of understanding of the materials, process and role of public dialogue events.

- About half of the responses said in some way that they were surprised at the high level of involvement of people participating in the event.

- Participant engagement also led to project partners stating that they wanted to further work with the targeted participants as well as try to reach other audiences with new projects.

- The two most frequently identified gains by project partners were the reaching of new audiences through the dialogue format events and the satisfaction in the development of dialogue event materials.

Networking

- One aim of the project was to encourage the development of wide networks of collaborators that would endure beyond the lifetime of the project. To assess occurring and future networking, several methods were used, including: two questionnaires sent to all MicroFUND partners; analysis of partners' websites and of the use of the organizer's Facebook and project websites; and face-to-face interviews with a number of MicroFUND partners.

- Results generally suggested that, for most partners, the networking aspect was very much a secondary activity to the complex (but rewarding) process of developing and adapting novel games to be run with novel audiences. That is, the MicroFUNDS and their partners within have been focusing upon putting together their PlayDecide events, with relatively little attention having been given to external networking and promoting FUND and its principles, such as through newspaper or television sources.

- Past interaction and similarity between partners was important for high involvement. Thus, the FUND project seemed more effective as a tool for re-energizing network relationships ('strengthening internal networks') than for helping to establish new relationships.

- Partners that were new to existing networks tended to have relatively minor or defined roles (such as delivering audiences, or perhaps providing expertise in terms of helping to ensure that game cards were factually correct), and

their expected future involvement with the project coordinators was generally not so well assured.

- Time and project expectation differences were significant problems for many, particularly in coordinating between partners, and this was especially the case when communicating with relatively new partners.

- The web does not appear to have been fully utilized by the MicroFUND partners in advertising the project, or in aiding their networking activities. However, the web does seem to have been used as one source of information and for downloading PlayDecide kits.

- The Facebook site might well have been a useful communication resource for the coordinators of the project, but it does not appear to have been embraced by the various project participants as a networking tool. Most communication from the site was outgoing from the project coordinators as opposed to incoming from partners and others outside of the project.

- In terms of the future, every single partner that responded to the questionnaires stated that they have stayed in contact with one or more of their MicroFUND partners, and for the most part, this was either to continue with developing and running PlayDecide games, or because they were developing further research proposals together. Without exception, the interviewees foresaw future working with at least some of their partners (particularly those with whom they had a pre-existing relationship).

Part A - ACTIVITIES

Introduction

This section examines activities, expectations and outcomes of MicroFUND projects in relation to the overall aim of FUND to stimulate partnerships to develop discussion games and other debate formats in European cities that address issues and topics that are important at regional or city level.

A wide range of adaptations of the MicroFUND projects were generated by the MicroFUND recipients in terms of topics created, targeted audiences as well as new formats tried. Below is an overview of the diversity of these efforts.

MicroFUND Project Overview
A more complete account for each of the projects can be found on the FUND project website.
http://www.playdecide.eu/

NEW TOPICS CREATED

Vaccines and immunology	Tartu, Estonia
Tuberculosis Awareness	Balti Moldova & Lasi Romania
Health & Cardiovascular Health	Dublin, Ireland
Blood Pressure	Newcastle UK
Animal Experiments	Rotterdam, NL
Slow Food Production	Trento Italy
Sustainable Energy	Genoa, Italy
Volcano Risk Factors	Naples, Italy

FORMAT ADAPTATIONS MADE

Video & modules	Genoa, Italy
Movie story cards	Tartu, Estonia
Less reading& other media	Dublin, Ireland
Less cards/shorter	Trento, Italy
Art images & Font size	Vienna, Austria
Website for youth	Warsaw,Poland

NEW AUDIENCES INVOLVED

Community center staff	Dundee, UK
Low income adult learners	Dublin, Ireland
Elderly communities	Vienna, Austria
British Minority Communities	Newcastle, UK
Patient, families and public involved with rare diseases	Hungary

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Due to this wide range of projects, it was decided to focus this evaluation on two projects to offer a portrait of two different ways in which the MicroFUND project was implemented as a way to describe and better understand institutional and professional gains in the way PlayDecide was used within the organization partners' expectations and outcomes. These two projects are not "representative" of all other projects, but offer a way to get insights within the budget and scope of the evaluation effort.

Go Renewable! In Liguria, Italy and *Health & Diagnostic Testing for Adult Learners* in Dublin, Ireland were the projects selected. They both, in different ways, proposed to change the PlayDecide format and develop new topics. They also differed in their targeted audiences. For example, *Go Renewable!* had an emphasis on impacting policy through politician involvement. *Health & Diagnostic Testing* had a focus on involvement of adult communities with less access to education opportunities.

The detail that is described was generated from pre-dialogue event interviews and on-site observations of two MicroFUND events in addition to the data from two questionnaires and interviews conducted after the events during a FUND workshop in Vienna as is described further in the Network section of this evaluation report.

Interviews conducted for the initial phase of the evaluation (Formative Evaluation Report, deliverable D 4.1, February 2010) with "Power Users" of dialogue PlayDecide dialogue materials helped inform the approach for this area of the evaluation through the Power User's emphasis on the relationship of purpose to the outcomes of their events and the capacity building through the actions of adapting of PlayDecide kits for local use. These relationships form the background of the analysis and discussion in the conclusion section of the evaluation report. The users and evaluators perspectives are taken into account when looking at the adaptations of the tools, looking at the range of definitions of civic action, purposes and players of the event.

Case studies

Dublin, Ireland

**MicroFUND Project: Health & Diagnostic Testing for Adult Learners
Your Future Health - Is it a good idea to know your risks?**
(http://www.playdecide.eu/getinvolved/projects/996)

Project Partners

• Biomedical Diagnostics Institute (BDI), Dublin City University (DCU)

• DCU in the Community

• Dublin Adult Learning Centre (DALC)

Project Leader**:** Clare Scalzo, BDI Director of Education & Outreach team,

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Project Overview

The aim of the project was to promote debate and discussion on diabetes, cardiovascular disease and disease risk factors. An overarching question asked was: Is it a good idea to know what diseases you are at risk for or is there too much uncertainty in risk for this knowledge to be beneficial?

The PlayDecide dialogue format was adapted to incorporate a varied range of multimedia elements. The participants were asked to identify social, medical, scientific and ethical issues around screening for disease and knowledge of the risk factors for these two important diseases.

Two separate events took place. The first was with adult participants who are in education programs at the Dublin Adult Learning Centre. The second event was with adult participants of education programs at Dublin City University, DCU in the Community. Both events aimed at encouraging dialogue on health topics of personal relevance with adults who generally have low access to higher education opportunities.

Partner's Background

The BDI's Education and Outreach (E&O) mission is to engage with the public and a wide variety of audiences on the topic of biomedical science. They have expertise in the development and delivery of health outreach programs for the general public. The BDI group had previously used the New Economics Foundation (nef) Democs "Self-testing kit" to spark a series of discussion events among teenage school groups as part of a Wellcome Trust debating competition,

(http://www.bdi.ie/education/secondary.html). The project leader said that this led to her interest in the health theme and to exploring ways to modify a dialogue activity for less literate communities. BDI coordinated the project and designed the PlayDecide discussion activities. BDI ethics researchers helped in the development of supplementary content, such as additional story cards. The project leader worked with partners on the implementation of the events as well as facilitating each event.

Dublin City University, DCU Science in the Community Project, is an outreach centre of the Dublin City University with an office in Ballymun a lower income area in North Dublin. The project aims to bring opportunities of higher education to people who have not engaged with it before. In Ballymun only around 3 percent of residents are able to attend higher education. DCU in the Community were main organizers and providers of participants for the first event and gave feedback that helped shape the second event.

The Dublin Adult Learning Centre (DALC) is a charitable adult education centre based in Dublin's north inner city, funded by the Department of Education and Science, City of Dublin Vocational Education Committee, Department of Community and Family Affairs, FAS and Area Development Management (ADM). The centre provides teaching to individual and groups in reading, writing and spelling for adults with reading and writing difficulties.

Based on prior work with DALC, the BDI team thought that it would be an interesting group to engage with on health issues in that it involved adult learners with little formal education but a lot of life experience on health issues. DALC contributed their expertise and advice on the development of appropriate materials for adult learners with literacy difficulties and non-native English speakers. DALC also promoted the PlayDecide event among their local community.

The BDI Education and Outreach team felt that the similar aims of the Science and the Community project centre and the DALC partners would make them good partners. They also felt that this MicroFUND partnership project itself could inform future directions.

Rationale for Project

The project leader said that through this project they hoped to gain insight into what people thought about health risks for two important medical conditions - heart disease and diabetes. She said that there is much in the media about risk factors and steps that can be taken to reduce risk, but wanted the events to look at how this information is helpful or in what ways does it lead to confusion. The project leader also said that developing a PlayDecide kit to encompass health topics such as cardiovascular disease is a topic of local and international relevance and one of BDI's key research areas.

A further aim was to provide useful information about the interests and concerns of adult learners on the topic of self-testing diagnostics to assist in the development of new science outreach programmes.

Materials Developed

The BDI team made considerable format adaptations to the traditional PlayDecide format. For example, it was decided to use multimedia elements, such as a television commercial ad and a radio clip, to spark discussion in place of the text of the story cards. Newspaper excerpts and over-the-counter actual self-diagnosis tests of cholesterol levels also were added as part of the informational and issues of the topic. Half the number of issue cards were used. One general policy like statement was presented to the whole group rather than to smaller discussion groups.

Event Participants

The specific adults involved were adults who had returned to education as mature students some with low levels of literacy levels who are involved in learning more – language skills and basic knowledge skills, many of the participants were identified as being from marginalized poorer communities.

Event Structure

Two events were held in November 2010. Both were on the same topic and with similar format and materials. The first event was in Ballymun with DCU Science in the Community partners who recruited people from one of their programmes, 'Introduction to Nursing'. It is a course for adult students interested in pursuing

further studies in this area. 10 people attended, 8 adult students between 30 and 40 years old and 3 DCU in the Community staff.

The second event in was held in north Dublin organized by DALC staff. Participants were from DALC's Adult Literacy program. Prior to this second dialogue event an informational preparatory session was conducted by BDI in response to a request by DALC course coordinators who felt that their students might need more background information to be able to be actively involved in a discussion on the health issues. 10 adult students between 30 and 60 participated in the dialogue event along with 5 DALC tutors.

Observations

The first of the two events was observed by FUND evaluator (SD). Five participants were interviewed after the first event. Both events were also observed and documented by a Dublin university graduate student who compared the content and amount of discussion and participant's responses to the materials of each event. She shared her observations and findings notes with the FUND evaluator. These notes were used when relevant to confirm findings or comments.

Facilitation and Discussion Balances

The strong facilitator role taken on by the project leader throughout the event was evident. The whole event oscillated between plenary group question/answer type interactions lead by the facilitator and small group discussions. Even during the small group discussions which were intended to not focus on the facilitator, participants would interrupt their discussions to ask the facilitator a number of basic health related questions such as,

"How do you get high cholesterol?", "Is heart disease curable?" As the event progressed the small group discussions increased and participants began applying the health topics to their own experiences including personal financial and risk concerns.

Observations of the second event at the DALC North Dublin centre noted that even more discussion occurred among participants in this second event than what had happened in the first one.

This was different than what was expected, initial expectations of the project leader and others were opposite of what happened. The project leader thought that the participants in the first event would be more willing and able to carry out discussions on the topics. Partners also had a concern that the adults in the second event might be a more "insular group ".

The informational preparatory workshop that DALC staff had requested and BDI agreed to do, was thought to be an important factor in the outcome difference. The MicroFUND project leader speculated that this preparatory work lead to a higher level of discussion and a more effective discussion event overall than the first event. In an interview after the event, she said that the workshop helped the DALC participants address some of the basic information questions that at times interrupted the discussions in the first event. Also she added that having met the participants before the discussion event might also have contributed to a more open dialogue atmosphere.

A general implication here to be considered is the need to think through the relationship of one's targeted participants and possible incorporation of preparatory materials that might be needed.

Expectations Regarding Facilitation
Format changes for this project included an explicit program design for a high level of facilitation, this is different from many PlayDecide or other public dialogue events that design activities to have little facilitation need to more emphasize the participants active role. In a discussion after the first event between the project leader, the FUND evaluator and the PhD research student, the project leader said that that she might have been giving participants too much information and should have let them talk more.

The DCU in the Community staff did not have an impression of over facilitation though. In a summary statement of what happened, a participating staff member said that they were happy with the engagement of the participants. She felt that the debates contributed to a large extent to the student's learning on the Nursing course they were enrolled in and said, "They found the activities and topics to be of huge relevance to their own lives."

Several of the participating students said that they came to the event due to their interest in the topic and being part of a dialogue event (and not a lecture). They said, "We did not have to come, we were told it would be a discussion about health issues".

Since dialogue forms of engagement with students or general public are not that common, people's expectations or judgments regarding the amount of this form of interaction could possibly vary considerably based on one's experience with dialogue type events.

Expectations and Outcomes will be further examined at the end of this report in the general discussion of MicroFUND projects as a whole.

Main gains

The project leader was satisfied with how well her adaptations of the materials worked. She said that the main gains for her were in generating the new materials for the events that worked well. She said that the BDI team enjoyed the challenge of adapting the PlayDecide kit, and became fond of the discussion tool as a means to engage.

Future Aims

The project leader added that now that they know PlayDecide more intimately they should be able to use it with other groups and contexts. She said, "We plan to use the PlayDecide kit again as part of our Public Engagement program."

For them, learning about the PlayDecide process appeared to be a more important goal than using this as a conduit to create and strengthen their collaborative networks. Furthermore, consequent on all the research they conducted for the PlayDecide events, they identified smaller resources that they could 'integrate into other projects', such as video clips.

Due to their MicroFUND partnership, the BDI team are keen to work with the DCU in the Community partner in the future and they have a few more potential joint projects in mind (the project helped them form a new relationship). This work might

involve more workshops, though not necessarily PlayDecide. They were less certain about future work with DALC, although happy with the outcomes of the event with them. A concern about the need for greater time and management was expressed.

Liguria, Italy

MicroFUND Project: Go Renewable!

(http://www.playdecide.eu/getinvolved/projects/968)

Project Partners

• MUVITA Science Museum Foundation

• Genoa Science Festival Association

• La Passeggiata Libro Cafè bookshop

Project Leader: Luca Carida

Project Overview

The *Go Renewable!* project developed a new PlayDecide kit about renewable energy and sustainability aimed at interests in the Liguria region of Italy. Modular add-ons such as videos of participating citizens and politicians, and table graphic panels were created. The project has a strong emphasis on local actions and policies through connecting the public dialogue events with the European Covenant of Mayors project in which communities are developing Sustainable Energy Action Plans, (SEAP).

Two MicroFUND events were held, one in Arenzano and one in Genoa. Participants in the Arenzano event included government policy people, academics and the general public interested in SEAP. In Genoa the event was held during an annual city-side science festival and was attended by adults who wanted to learn more about renewable energy ideas or who just happened by.

Partner's Background & Roles

MUVITA Science Museum Foundation (http://www.muvita.it/) is a supporting structure of Genoa Municipality for the "Covenant of Mayors" project (www.eumayors.com). It is active in science communication issues about environment, energy and sustainability. MUVITA's scientific connections with academics and researchers helped in the content research for *Go Renewable!* materials. This foundation provided access to the "Covenant of Mayors" project. http://www.eumayors.eu/support_structures/structure_17/index_en.htm

Genoa Science Festival Association (http://www.festivalscienza.it) is the organizer of Genoa Science Festival, the largest European Science Festival. *Go Renewable*! was part of the November 2010 festival in Genoa. The Genoa Science Festival Association

helped in communication and visibility of the MicroFUND event through program materials for the Festival.

La Passeggiata Libro Cafè (http://www.plogp.com) is a bookshop located in Genoa, in the old part of the city, just near the College of Architecture. It has a café within the shop that is a venue for different public events. The bookshop's partnership role was as the venue host for the MicroFUND event in November 2010 during the Genoa Science Festival.

The project Leader, Luca Carida, was not a staff member of any of the three partner institutions, but has had prior associations with all of them for other projects. Luca Carida has a long-term interest in dialogue format programs. He feels that emerging energy problems are mostly not related to science but to political policy. He did his Science Communication Master's thesis on the new roles of scientific explainers as facilitators of the dialogue in controversial issues. His research looked at participative dialogue activities including DECIDE. His role as project leader involved developing the materials, working with partners on the promotion and implementation of the events as well as facilitating each event.

Rationale for Project:

The purpose was to bring to the Liguria region of Italy participative and deliberative practices on energy and sustainability issues and ideas. A particular aim was to motivate the use of these practices in science-related policy issues. The project leader felt that the MicroFUND project would be able provide relevant support for the Covenant of the Mayors sustainable action plans through public input through the dialogue events. He said that the project offered citizens the chance to get to know more about deliberative processes and to become an active part of energy-related policy development.

Materials Developed

Overall, the format of the main dialogue activity was similar to the traditional PlayDecide format. A new look was designed for some of the cards and some new media created to enhance the events. Also the idea, issue and story cards were more modular or flexible in being able to be used or not used depending on a region's sustainability issues. To accompany the dialogue events the project leader created

videos of politicians and citizens who had participated at the Arenzano event and created colorful informational graphic panels on top of small tables that were placed next to discussion groups to give further information.

Event Participants

The Arenzano event had 40 participants, that included a mix of students, professionals, small businessmen, local politicians, architects, interested citizens, and property managers. In Genoa 18-20 teenagers and adults participated, some came due to their interest in renewable energy issues and ideas, others were wandering by and were just curious about what was going on.

Event Structure

Although the overall topic and materials for the two MicroFUND events were similar, the specific PlayDecide kit content was slightly different, to have a strong focus on the place where the discussion activity was held. In Arenzano the kits were focused on issues in Arenzano. The policies (in the kit) were made for the Arenzano municipality.

Also the intent of the two events was different. The Arenzano event was explicitly to involve Covenant of Mayor politicians, other stakeholders and the interested public. The Genoa event was more of a publicity or dissemination effort regarding renewable energy issues and ideas and the Covenant of Mayors initiative.

The environment was also different. The Arenzano event was at the MUVITA Foundation in the science museum, which was described as a more formal remote context than the Genoa event held in a bookshop in the center for the city. The project leader said that it is difficult to reach the science center since it is not in the city center, however politicians wanted to have it in the museum to be in a more formal context.

Observations

The second event held at the bookstore in Genoa, was observed by MicroFUND evaluator (SD). FUND project leader, Andrea Bandelli was also present to help with any Italian-English translation needs. Eight people, a group of 3 and a group of 5 were interviewed after taking part in the event.

More participants were expected to attend the Genoa event than the one in Arenzano. However that is not what happened. Although there was good publicity within the Science Festival publications, less people came than the project leader anticipated. Perhaps this is mostly due to the high number of concurrent Festival events.

However the number was higher than what it might have been due to the project leader's facilitation ability to incorporate new individuals and small groups of people into the dialogue event throughout a three-hour period of time. This is as compared to having a single starting point for the event. Within this wide variation in starting times of discussions there also was a wide variation in the length of discussions, ranging from 30 minutes to 2 hours.

In interviews with some of the participants after they concluded their PlayDecide discussions when asked why they attended the discussion event, some said they were wandering by and just decided to see what it was about. It was not just wandering by on the street, but also with people who were inside the bookstore itself. Because it was held in the café of a bookstore, some of the people who came just to eat or drink in the café became curious about what was going on and asked if they could participate.

A family group of three, in an interview afterward, said that their participation was, "By chance, we were just wandering by". Though their taking advantage of this chance encounter was probably highly influenced by their relevant interests.
They added that they were interested in science, "We like laboratories and interacting" and went on to describe their backgrounds - the father was a university civil engineering researcher specializing in energy, the mother was a neurologist, and the son a high school student.

In additions to these unexpected participants, several others in interviews afterwards said that they knew about the event in advance from the Festival program and came because of the topic being about renewable resources. People who said that they were attracted by the topic also appeared to be involved in related areas of work or study. For example, a person from an environmental

agency described his interest in coming saying, "I work in an environmental agency in Liguria. And I am very interested in other people and families in this sociability program like in Genoa."

Gains

A main gain stated by the project leader concerned the event in Arenzano which brought together politicians, stakeholder and local citizens. He said that although policy makers often don't listen to you, having been able to involve them in the dialogue event with other citizens offered a valuable model in which they could hear other perspectives. He felt that it was likely that they might now be more ready to listen due to the covenant initiative.

But it was not clear how or in what ways this first event did have political impact on the participating politicians. It is easier to see the impact on the project leader who being satisfied with the process and content of this first initial effort, is planning to continue hold future dialogue events with the seven municipalities of Liguria for the development of Sustainable Energy Action Plans, SEAP. He said, "We'll keep on using *Go Renewable!* for the activities related to Covenant of the Mayors".

The fact that much of the development and implementation of *Go Renewable!* appears to be due to one person's hard work and commitment has positive and negative aspects. The strength of the project leader to be able to implement this complex project in a seemingly almost single-handed way is positive. However, it could also be a contributing factor in the minimal involvement of some partners. The project leader had expressed disappointment in the minimal involvement from partners.

FUND partnerships and networks will be explored in-depth in this next section.

Part B - Networking

1. Introduction

This section of the report relates to one (of two) parts of the FUND evaluation, which is intended to address the networking activities of those involved in the MicroFUNDs. One important aim of this project is that the resources and partnerships made available and encouraged through this project should proliferate in the future. First, it is important to note that, in the absence of any pre-specified 'networking' targets, it is difficult to perform an evaluation *per se*, and so the activities reported here might better be phrased as an 'assessment' (Rowe and Frewer, 2004). Thus, this report will attempt to describe the 'networking' experiences of the MicroFUND partners (and others that have accessed FUND materials) and draw some conclusions about the positive and negative aspects of these activities – without necessarily drawing conclusions about overall quality (i.e. declaring the networking activities to be 'good', 'bad', or using any other such value terms). Second, it is important to recognize that this 'evaluation' has been intended to be at least partially 'formative', by which is meant that the findings have – where feasible – been used to help inform the partners of how their networking activities might be improved. A copy of an earlier version of this report (which provided analysis from a preliminary questionnaire and website analysis) was circulated amongst the coordinators at the end of October 2010 to inform them of their MicroFUND partners' networking activities to that date. Other 'formative' activities took place during a workshop in Vienna (1-3 December, 2010), notably, through a working session involving the two FUND evaluators (Gene Rowe, hence GR, and Sally Duensing, hence SD), in which participants (including representatives of most of the MicroFUNDS) were given exercises to help them think through issues such as how they might increase their networking activities, and what were the potential barriers they might face and need to overcome. It is further hoped that this evaluation report may provide some useful insights for the various participants in this project to progress their activities in the future.

This report brings together the results from various evaluation activities, notably:

- An initial questionnaire that was sent to MicroFUND participants to establish their contact details, organization characteristics, and networking activities

(and including questions about the PlayDecide games run, to inform the analysis of the second evaluation strand, as described elsewhere);

- A second questionnaire that contained many of the questions from the first, and which aimed to check progress in networking activities (being especially pertinent, since not all participants had conducted a PlayDecide game as of the time of the first questionnaire), and which included a few new questions informed by answers to interviews held at the Vienna event and to the first questionnaire;

- Two analyses of internet activities conducted by MicroFUND partners (i.e. of partners' own websites and of the PlayDecide Facebook site), one conducted at the end of September, 2010, the other at the end of February 2011 (end of project);

- Interviews with a select number of MicroFUND participants held at the Vienna event – in order to gain richer, qualitative data in addition to the largely quantitative data from the questionnaires.

The specifics of the research tools and processes used are described in the 'Method' section, followed by the results.

2. Methods

2.1 Questionnaire 1

The first questionnaire had three parts. The first part included questions concerning the nature of the participant and their organization – such as their email address, web site address, type of organization (size, nature). These questions were intended to allow us to establish better links with the various participants (since contact details were not known at the time for all MicroFUND partners, even to the coordinators), provide us with web addresses for subsequent analysis, and allow us to characterize the participants (since it is possible that networking success could be related to broad aspects such as organization size, etc.). The intent was to ask these questions only once, in this questionnaire, removing the need to ask for such details subsequently (e.g. in the follow-up questionnaire sent to participants in February).

The second part of the questionnaire contained a number of questions related to participants' interactions with other participants – including both open questions (e.g. concerning what were the difficulties found by participants in their interactions) and closed questions (e.g. asking for ratings of the frequency of interactions with

different partners). The intent of these questions was thus to characterize participants' networking activities, with the intention of asking some of these a second time in the follow-up questionnaire in February to establish changes. It was also intended to use the results from these questions to inform the design of a workshop for the Vienna event that was held in December, as well as an interview protocol.

The third part of the questionnaire contained a number of (mostly open) questions related to the PlayDecide games that participants may have already run. The results from these questions will be discussed elsewhere, as they are part of the evaluation related to the conduct of the games.

A copy of the questionnaire is included in *Appendix A*.

The questionnaire was sent out electronically by the coordinator of the project to the 13 leaders of the MicroFUNDS, with a request that it be completed, and also that it be forwarded by each leader to the other participants in their own MicroFUND. The questionnaires were sent out in the last week of August, and 'cced' to the two evaluators (GR and SD). Approximately two weeks after the initial email, one of the evaluators (GR) sent a reminder email to those that had not responded. In some cases, the reminder email went to the MicroFUND leader, in other cases the reminder was sent to particular MicroFUND partners (when the emails of these were known to the evaluator – i.e. because he was 'cced' into emails forwarded from a particular MicroFUND leader to his/her partners). In some cases, the reminder was sent somewhat later than this two week deadline – for example, when it was known that a particular recipient was away and would not have had a chance to read and complete the questionnaire. In short, all MicroFUND leaders, and all partners whose email addresses became known to the evaluator, received the questionnaire plus one reminder.

2.2 Questionnaire 2
The second questionnaire contained four parts. The first part comprised questions that established who the respondent was. The second part comprised questions about the nature of the respondent's organization, as asked previously. This section was included in case we received responses from MicroFUND partners that had not responded to the first questionnaire. Respondents that had completed the previous questionnaire were requested to ignore this section and proceed to the following one. The third section was similar to the second section in the previous

questionnaire, and asked about the respondent's networking activities, while the fourth was similar to the third section in the previous questionnaire, and asked about respondent's PlayDecide games. In each of the last two sections there were a few new questions that were not in the first questionnaire, asking about issues raised in the previous analyses (questionnaire and interviews). These questions will be highlighted in the following discussion of results.

A copy of this questionnaire is included in *Appendix B*.

These questionnaires were sent out by one of the evaluators (GR) to all 12 of the active MicroFUND leaders (one of the original 13 having ceased to participate) at the beginning of February, 2011. As before, the leaders were asked to forward the questionnaire to their MicroFUND partners for completion. A two week deadline was given for response. After two weeks, and with very few responses to that time, the FUND coordinator sent a reminder email to all MicroFUND leaders to urge them (if they had not already) to complete the questionnaire and to ensure that their partners did too. This elicited a few more responses, but still not many. Finally, after two further weeks, the coordinator sent a more firmly worded email to the MicroFUND leaders giving a final deadline for response of Friday 4th March (an additional week). This encouraged a number of further responses. In sum, all MicroFUND leaders received the questionnaire plus two reminders.

2.3 Web Analyses 1 and 2

Following the return of the first questionnaire and the collection of respondents' web site addresses, an initial analysis of respondents' web sites was conducted (end of September, 2010). A second analysis – following exactly the same procedure – was conducted five months later, at the end of February, 2011 (i.e. five months later). That is, the web site address of each respondent was systematically searched in order to see whether it advertised/ discussed the FUND project or any PlayDecide events. Initial search time was limited to 10 minutes per site: if, after this period, there was no evidence of any reference to FUND/ PlayDecide, then the site was recorded as showing no activity. Where some activity was in evidence, a number of aspects were recorded, namely: how many clicks it took to access a relevant page (zero clicks indicated that FUND/ PlayDecide was mentioned on the front page); the length of the description (in words); the nature of any relevant links (were they to partners or to the central FUND website?); the nature of the content; and whether

there was any indication that other partners were being sought (e.g. a form or contact email).

A second strand of the 'web analysis' involved analyzing the PlayDecide Facebook group. Again, two searches were conducted – on the same days as the previous searches. In these cases, the searches were limited to identifying the number and type of entries made by MicroFUND partners or others (anyone except the coordinators), and the nature of these.

2.4 The Interviews

A workshop was held in Vienna in December, 2010, involving representatives of the active MicroFUNDS (along with other participants). This occasion was used as an opportunity to conduct a number of interviews face-to-face with several partners in order to explore issues related to the evaluation of the FUND project. In particular, the aim of the interviews was to explore some of the topics raised in the earlier evaluative analyses (especially following on from responses to the first evaluation questionnaire). One specific outcome to this process was to inform the second evaluation questionnaire to address issues that were incompletely addressed in the first questionnaire.

The interviews were conducted by both evaluators (GR and SD) jointly, following a jointly discussed and agreed-upon interview protocol that addressed the evaluation priorities of both (i.e. networking and the conduct of the PlayDecide games, respectively). Interviews were recorded using two digital recorders (one from each interviewer), following the verbal consent of the interviewees. The interviews took place at convenient breaks in the workshop (e.g. after the end of a day's program), in mutually convenient locations. Interviews lasted roughly 20-40 minutes. Following the Vienna workshop, one evaluator (GR) produced a summary of the points discussed in each interview. (Full transcription was not deemed necessary given the intended use of the material, and the limited time available to the evaluators.) Following confirmation from the second evaluator as to the accuracy of the summaries in her opinion, these were sent to the interviewees at the start of January for validity checking. Within one week, all interviewees had responded, confirming the substantial accuracy of the interviews, and occasionally making some small changes to the text.

3. Respondents

3.1 Questionnaire 1

A total of 29 completed questionnaires were received by the evaluators from 12 of the 13 MicroFUNDS. The number of returned questionnaires ranged from one (from several of the MicroFUNDS) to six from one (a mean of 2.4 per responding MicroFUND). Of course, we cannot tell why more responses were not received, though it is notable that several of those that did eventually respond first sent querying emails, the gist of which tended to be 'we haven't actually run an event yet… should we still respond?' From this it would not be unreasonable to suppose that several did not respond because they thought that they had nothing to say. It is also unclear as to whether several of the MicroFUND leaders *did* forward the questionnaire to their partners – in spite of having been requested to do so on at least two occasions. It should be noted at this stage that the number of partners per MicroFUND varied, and hence we cannot be precisely sure how many partners there were in total, and hence, what the actual response rate was. We did ask respondents to list their partners and rate their interactions with these; however, different respondents from a single MicroFUND sometimes listed differing numbers of partners. This could be because some partners only had interactions 'with the centre' i.e. with the leader of the project. If we take the number of partners mentioned solely by the leaders to be a true indication of the state of affairs , then these ranged from three to eight partners (including the leaders) per MicroFUND, with a total of 52 partner organizations, suggesting a response rate of 55.8% (excluding the 'missing' 13th MicroFUND). We hoped that, following the Vienna event in December, and the conduct of more PlayDecide events, a higher response rate would be achieved for the second round of questionnaires.

Of those responding, 19 described themselves as small (50 employees or less), seven as large (over 200 employees), and three as medium (51-200 employees). Five of the seven large organizations were in fact universities. The other organizations involved varied in their type: 10 were voluntary organizations (either foundations or associations), and the rest varied between private organizations, museums, or 'others'. In terms of organizational scope, most (15) described themselves as 'local' (with employees/offices in one specific area of their country), with many of the rest (11) being 'national' (with employees/offices across the country) and only a few (3) describing themselves as 'multi-national' (with employees/offices in more than one country).

3.2 Questionnaire 2

A total of 18 completed questionnaires were received by the evaluators from all 12 of the remaining MicroFUNDS, thus including a response from the MicroFUND that had not previously responded. The number of returned questionnaires ranged from one (from several of the MicroFUNDS) to three from a couple (a mean of 1.5 per responding MicroFUND). Excluding the participants related to the MicroFUND that dropped out, and adding up the total number of participants claimed by the other leaders (who all responded), there were 48 partner organizations in total at this stage, and hence, the effective response rate was 37.5%. In other words, although we expected the rate to rise above that attained from the first questionnaire, it actually declined. There may be a number of reasons for this – in addition to some of those mentioned above. First, it is notable that the number of claimed partners sometimes varied within MicroFUNDS between questionnaires – reflecting new partners being added and some partners falling away. Second, it seems that many partners were involved in relatively specific tasks in the project, which may have ended some time before they received the second questionnaire from their coordinator, and these felt no particular incentive to respond (indeed, it is unclear whether these actually received much – if any – funding through the project). A third potential reason is that requests were not received: the newly responding MicroFUND leader, for example, claimed that their SPAM-filter had been blocking many of the emails coming from both the FUND coordinators and the evaluators. Given these factors, we should probably feel content that all active MicroFUNDs were responsive.

The 'new' responder for this second questionnaire was a medium-sized (51-200 employees) national museum. Given the relatively small numbers of respondents, however, we will not – as planned at the outset - attempt any specific analysis involving partner organization type (e.g. to see if type influenced nature and success of networking), as results are unlikely to be statistically significant and apparent trends might prove misleading. We will at this stage simply restrict ourselves to noting that the participants in this project did come from a wide range of organization types and sizes, which would suggest the availability of a large number of networks that participants could potentially access.

3.3 The Web Analyses

In terms of the web analysis, two respondents to the first questionnaire did not give a web site address (one left the appropriate question blank, while the other stated that they did not yet have a dedicated web site), and hence, there were essentially 27 responses in the first web analysis. In the subsequent analysis we reviewed 29 sites: the original 27, the site of the newly responding MicroFUND leader, and the site of one of their partners (noted in the questionnaire).

3.4 The Interviews

Six interviews were conducted in total, involving the coordinating partners of five of the 12 MicroFUNDS that continued to operate (one MicroFUND having recently withdrawn from the project). Two partners from one of the MicroFUNDS were interviewed in separate interviews in order to get a sense of information reliability (the original aim had been to interview three partners from this particular MicroFUND, but one of the original three partners had withdrawn early into the project and so we had to settle for only two). One of the interviews involved two members from one of the MicroFUND partners. Note that the specific partners interviewed are not identified here, as anonymity was guaranteed to them: the aim of the evaluation is not to provide commentary upon the effectiveness of the individual partners, but rather to discuss the project as a whole.

4. Combined Results

The first few subsections here refer to results from the two questionnaires. The results of the web analyses appear later, and the results from the interviews follow that. The final subsection contains details of two new questions that were asked in the second questionnaire, informed by answers to the previous questionnaire and interviews.

4.1 Interaction between MicroFUND partners

One question asked how frequently, on average, respondents had communicated with their partners since the FUND project had begun. The percentage responses from the two questionnaires are shown in Figure 1. The most popular response on each occasion was 'several times a month'. The whole scale of values was used in the first set of responses, though two categories were not used in the second set – which might have been due to the fewer responses gained. It is difficult to identify any

definite difference between the two sets of responses. Although the lowest interaction category *wasn't c*hosen second time around, it is notable that the proportion of responses that were *not* from MicroFUND leaders was reduced (i.e. only six of 18 second round responses were from partner organizations as opposed to 17 from 29 first round responses), so it could just be that those that had the least interaction failed to respond second time round.
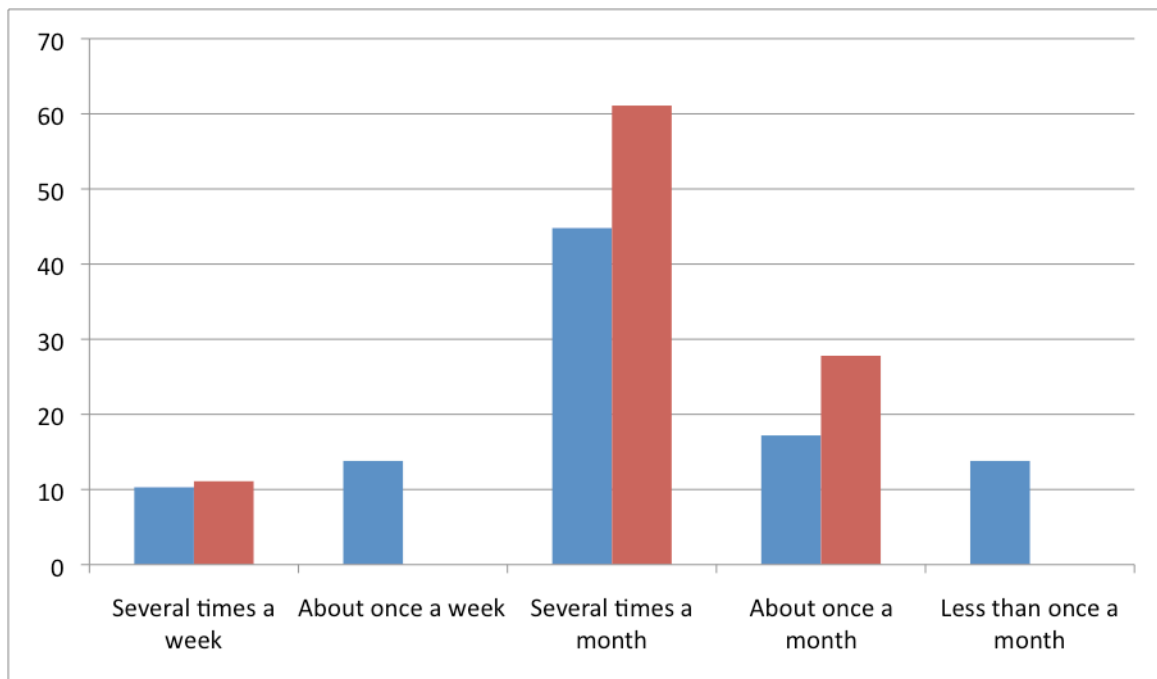

Figure 1: Percentage responses to the question: How frequently, ON AVERAGE, have you communicated with your partners about the FUND project since it began? [Blue = Questionnaire 1; N = 29; Red = Questionnaire 2; N = 18]

Other questions asked more precise details about which partners had been interacting with which others. We repeated these questions in the second questionnaire, with the intent of seeing how interactions changed over time. In cases in which we received just a single response from a MicroFUND, we were not able to do any sensible extra analysis. However, in cases in which more than one partner from a MicroFUND responded, we were able to compare and contrast the partners' respective views. Figures 2-9 show the claimed relationships between respondents based mostly on the answers to Questionnaire 1, with a number by a uni-directional arrow showing the amount of interaction according to the *source* of the arrow (towards the *target* of the arrow), and bi-directional arrows indicating agreement in the quantification of interaction according to both partners. The numbers represent: 1 = never interacted; 2 = rarely (e.g. only through emails sent to all partners); 3 = occasionally (e.g. less than once a month); 4 = frequently (e.g. more frequently than

once a month); 5 = very frequently (e.g. almost constant contact – such as several times a day). There was only relevant data from Questionnaire 2 from four of the MicroFUNDS to enable us to do similar analysis – and these results are shown in the relevant MicroFUNDs' figures within brackets. The MicroFUNDS and their members have been anonymised.

Figure 2: MicroFUND A interactions

Figure 3: MicroFUND B interactions

Figure 4: MicroFUND C interactions (Questionnaire 2 response in brackets)

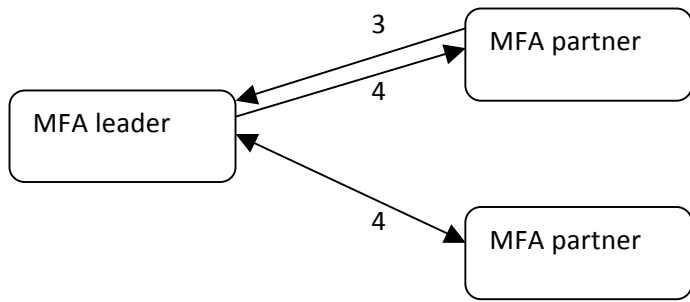Figure 5: MicroFUND D interactions (Questionnaire 2 response in brackets)

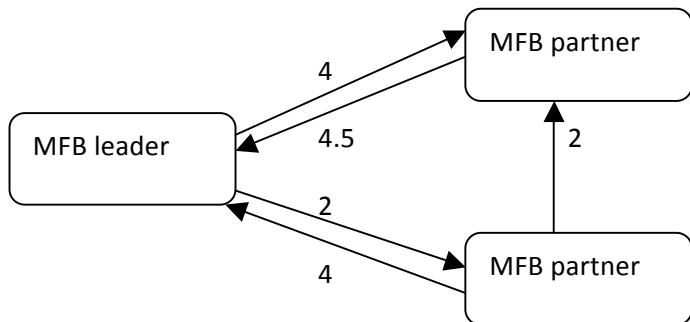Figure 6: MicroFUND E interactions

Figure 7: MicroFUND F interactions
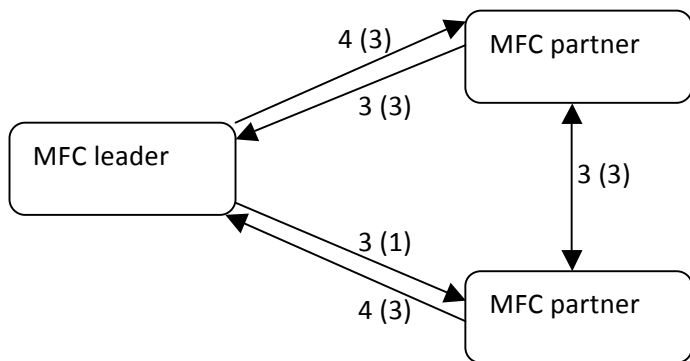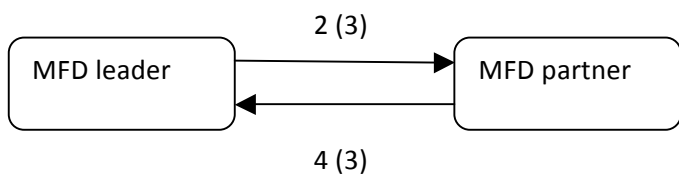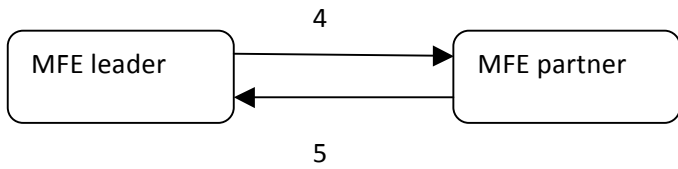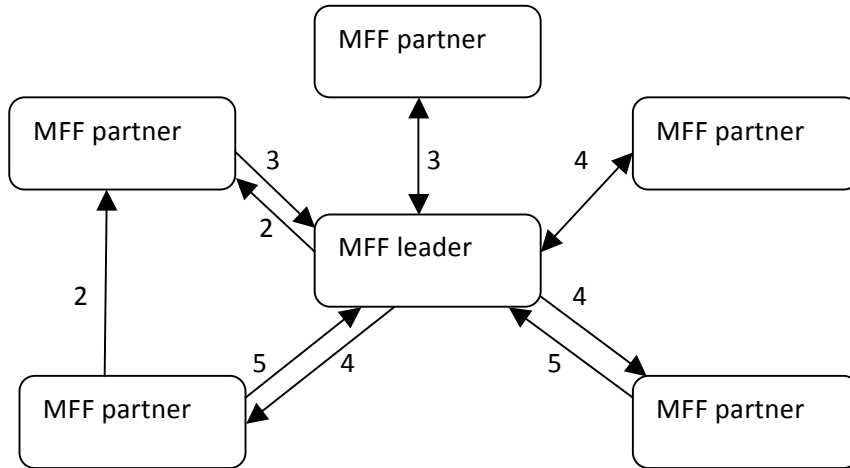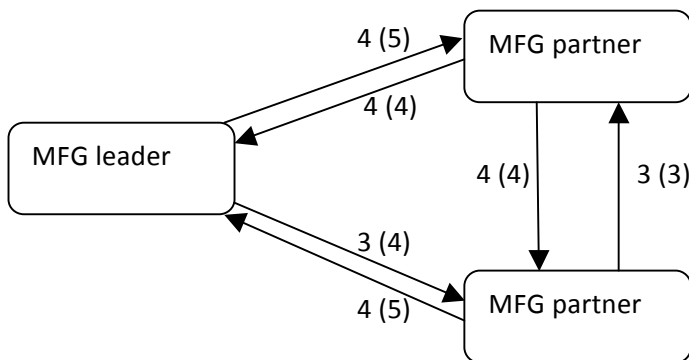

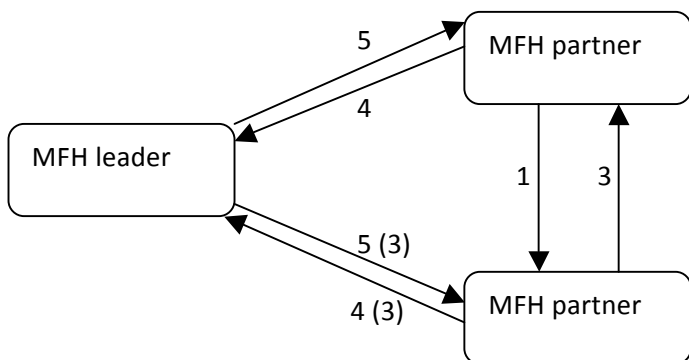Figure 8: MicroFUND G interactions (Questionnaire 2 response in brackets)

Figure 9: MicroFUND H interactions (Questionnaire 2 response in brackets)

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The first thing to note is that the figures only include ratings of respondents – various partners (especially the MicroFUND leaders) gave ratings for others that did not respond. Those ratings have not been included in order to prevent the figures from becoming difficult to interpret and messy. Regarding the figures themselves, most of the claimed interactions are 3s and 4s ('occasionally' and 'frequently'). A '5' rating is rather extreme - as we defined it - and it is interesting that where these do appear in the figures (6, 7, 8 and 9) they are not reciprocated – that is, one partner appears to believe that the degree of interaction it has is more extreme than does the other. Aside from (and including) this, it is notable that the interaction levels are generally only one number apart, which suggests a reasonable correspondence in partners' understandings of their relationships. However, there are three instances from Questionnaire 1 where there is a two-number separation in partners: in Figures 3 and 5 (where a partner appeared to think that it had been interacting with its MicroFUND leader more frequently than did the leader), and in Figure 9 (where one partner believed it had never had any contact with another partner, which in contrast believed that they had interacted occasionally). In Figure 4 a two-number difference also occurred between two respondents to the second questionnaire – again, with one partner perceiving there to be much greater interaction with the MicroFUND leader than did the leader itself. There were too few second round responses to allow us to make much sensible commentary on changes over time (e.g. to comment upon whether relationships became stronger or weaker, or their pattern changed between the different partners within a project).

It would have been interesting to follow-up the relationships shown in the figures had opportunity allowed, perhaps exploring the utility of these figurative representations in helping the MicroFUND partners to understand the nature of their internal relationships better. Indeed, it is possible that such figures could form useful formative tools in future, enabling partners to consider why, for example, some relationships are not strong, and what are the barriers causing this. Such representations might also be useful for showing external networks too – and using this approach was one possibility that was considered for use in the Vienna workshop (though the focus of this subsequently changed).

To explore the reasons behind these various numbers, one question (number 16 Questionnaire 1; 15 Questionnaire 2) asked: *Of the partners that you have interacted with most frequently, can you explain why you have interacted with these MORE than you have with the others?*

Most Questionnaire 1 respondents either left this question blank, wrote 'not applicable', or simply stated 'all equally' (11 respondents). A couple more simply stated that the partner they were interacting with most was their sole partner, or their coordinator. However, more interesting responses can be categorized as:

- Interaction frequency was due to being familiar with a particular partner, from having interacted with them in the past (other past or ongoing projects) (nine responses)
- Frequency of interaction was due to skill/expertise of the named partner being most relevant at the particular stage of the project e.g. a partner having expertise at participant recruitment (six responses)
- Frequency of interaction due to geographical nearness (one response)

Unsurprisingly, most of the responses to Questionnaire 2 were similar to the previous questionnaire. However, six (of 18) responses revealed additional reasons and in some cases implied changes in partner priorities. Three of these responses essentially concurred with the issue above about a particular partner having the most relevant expertise for a particular piece of work. In two cases, a partner was identified as important because they were continuing to collaborate with them on PlayDecide games into the future. The final new response essentially encapsulated the first and third points above: frequent interaction was due to having interacted with a particular partner in the past, but also because of frequent meeting at 'regional science communication gatherings'.

Another question (number 17 Questionnaire 1; 16 Questionnaire 2) asked the reverse, namely: *Of the partners that you have interacted with least frequently, can you explain why you have interacted with these LESS than you have with the others?*

As previously, most Questionnaire 1 respondents left this question unanswered, or answered 'n/a' (13). On top of this, one respondent noted that they only had one partner (so that partner had to be both the one that was the most and least interacted with), and another simply stated that they didn't talk much with the relevant partner (without giving a specific reason for this). However, a number of more interesting 'negative factors' were stated, some of which reflected the reverse of the positive factors noted above, but others of which were somewhat different. These were:

- Low interaction due to lack of shared past interaction (the current project being the two partners' only point of contact) (two respondents)

- The low interaction was due to the limited relevance of a particular partner (limited expertise) for the particular stage of the project at present (five responses)
- Low interaction due to a partner being new, or an old partner with new staff (two responses)
- One of the respective partners being too busy or on too tight a schedule to interact with the other (two responses)
- The low interaction being due to a kind of barrier posed by the coordinator of the MicroFUND (which acted as the 'reference point' for all contacts) (one response)
- The low interaction being simply down to the other partner being somehow difficult to reach or contact (one response)

Questionnaire 2 responses were largely similar, though nine of the 18 respondents provided additional/different information. Five pointed out that the low interaction level with a partner was due to their skills not being relevant for a particular task, being limited to a particular task/time, or being relatively simple (non-time consuming). Two noted that the chosen partner was either engaged in different activities or had a different 'communication style'. One noted that their main contact in a partner had left, and that they had not really developed a relationship with the replacement. And one clarified that their 'least involved' partner actually changed with the course of the event and the shifts in activities – but that all were involved well in the end.

None of these results are particularly surprising, but they do indicate a number of positive and negative factors related to interaction that were explored in the interviews in Vienna. The gist of both sets of factors, however, was first that past interaction and similarity between partners was important for high involvement, and second that relationships were largely pragmatic, in the sense of being strong during appropriate joint work activities, and then relatively weak beyond this. This aspect of 'getting the job done' is mirrored elsewhere, and suggests that this was – for most participants – the priority in this project, with the networking aspect of much less significance (particularly with regards establishing *new* networks as opposed to strengthening old ones).

4.2 Communication practices and difficulties

Aside from asking about particular interactions between partners, we were interested in more general issues to do with communication, and in particular, what made communication difficult.

Regarding communication modes, responses to one question (19 in Questionnaire 1) revealed that most interactions had occurred at a distance. Twenty seven of the 29 respondents claimed that they communicated with their partners by email, while just 13 (of 29: multiple responses being allowed) claimed to use the telephone, and 12 claimed to communicate in person (face-to-face). Additionally, one respondent claimed to communicate via skype. This trend was repeated in response to a similar question in Questionnaire 2, with no sign of any particular shift in strategy over time (where 16 reported using email, six the telephone and six face-to-face). This result is perhaps not surprising, given the ubiquity of email and the fact that the partners in the various MicroFUNDS are usually somewhat dispersed (even if only across a single city). Given difficulties associated with emails (the ease with which responses can be ignored, or indiscrete/confusing messages may be related – particularly given the absence of clarifying cues from tone of voice and non-verbal postures), this makes it especially interesting to look into communication problems.

In terms of *what* the communications were actually about, one question (20 in Questionnaire 1; 19 in Questionnaire 2) asked respondents to choose the two most *important* aspects from a list of eight common communication activities. All respondents answered this question, and many chose to indicate more than two aspects (11 in response to Questionnaire 1; six in response to Questionnaire 2). Table 1 shows which aspects were deemed most important by the respondents in response to both questionnaires. The activities are listed from most to least selected in terms of responses to Questionnaire 1 (i.e. not in the order in which they appeared in the question) to ease readability of the table.

As can be seen from Questionnaire 1 responses, all options were chosen, but 'organization', 'content development' and 'background information/ preliminary discussions' were chosen as the most important activities most often – all being selected by over half of the respondents. These were also the three most popular responses from Questionnaire 2. We had wondered whether the passage of five months might see some changes in communication activities, such as towards more 'sharing data' and 'feedback' (which we had supposed would be late stage activities), but this has generally not been the case. Most of these communication

activities appear functional, in being related to game development activities, with relatively little activity related to the dissemination and publicizing of events.

Activity	Questionnaire 1: Number (percentage)	Questionnaire 2: Number (percentage)
Organization	20 (69.0%)	13 (72.2%)
Content development	17 (58.6%)	9 (50.0%)
Background information/ preliminary investigations	15 (51.7%)	8 (44.4%)
Feedback/ debriefing	9 (31.0%)	4 (22.2%)
To ask questions/ seek clarification	8 (27.6%)	6 (33.3%)
Administration	7 (24.1%)	4 (22.2%)
To share data	5 (17.2%)	4 (22.2%)
Testing/ prototyping	3 (10.3%)	1 (5.6%)
Other: Training	---	1 (5.6%)

Table 1: The reasons for communicating with partners, listed from most chosen to least (from Questionnaire 1 responses)

Given our interest in possible communication difficulties, one question (21 in Questionnaire 1; 20 in Questionnaire 2) asked: *What are the main difficulties you had trying to communicate with your partners?* Respondents were requested to 'Please write at least two reasons…'.

The good news is that nine Questionnaire 1 respondents stated that they had no communication difficulties, while three others did not answer the question (which might imply that they had no difficulties to discuss). The other 17 respondents listed a variety of problems (some listing more than one). These communication problems might be classified as:

- Lack of time (e.g. to organize meetings) due to other commitments/projects (11 responses)
- Difficulty contacting partners because of their absence – due to summer holidays, sick leave, maternity leave, etc. (five responses)
- Partners lacking appropriate communication media (email or skype) (two responses)

- Partners not responding to requests (e.g. to arrange meetings) for some reason (two responses)
- Emails being sent to a spam filter (one response)
- Difficulty getting a visa (one response)
- A partner being unmotivated (e.g. not convinced about the project) and hence not communicating (one response)

There were also a few responses that were difficult to interpret: one respondent simply noted 'different organizations' (which might be a problem for several reasons); another noted 'being new to the project' (which one could imagine might be a problem for different reasons, such as not knowing who to contact, or not being taken seriously); and another noted 'fix employment' (which might indicate availability problems, or a lack of flexibility to respond to changing circumstances).

Questionnaire 2 responses repeated the issues above, with many reiterating that they had no problems, or no further problems, or indeed, no problems since changing partners (one response). The new/different responses also largely repeated the issues identified above: a couple noted that lack of time was a problem, and one talked of email problems (specifically, that members of a partner organization often didn't use email, and using the telephone was also difficult to guarantee being able to reach them). One noted that problems arose because the activity of the project was not part of the 'core business' of their partner, and another noted that they and their partners suffered from a 'different target audience'. And finally, one issue that was raised is one that potentially impacted upon the completion rate of the second questionnaire too, with a particular MicroFUND leader noting a declining interest in the project activities of partners as the project drew to a close.

A general sense we gain from these responses (and to a degree from the interviews – see later), is that the various partners had difficulties enough in completing the design and enactment of their games – particularly time problems – to be overly concerned with additional networking activities.

4.3 External communications
An important aspect of this project is the desire for the MicroFUND partners to extend their networks and activities beyond those initially involved. We therefore asked (question 22 in Questionnaire 1; 21 in Questionnaire 2): *Have you discussed your*

activities in the FUND project with any external people or organizations that are not part of your MicroFUND? If 'yes', please describe WHO and WHY.

Although nine respondents said that they had made no contacts (or left a blank response), the remaining 20 declared that they had discussed their activities more widely – with a variety of others. Most of these discussions appear to have been relatively close to home: friends/family were noted as one target (by five respondents), while members of the respondents' own organizations (or 'colleagues') were the targets of other discussions (another five stated something similar). Other targets identified included local high schools, teachers, science centres, 'potential partners', NGOs, public organizations, and two respondents claimed to have discussed the project 'everywhere' or with 'everyone (they) met'. Reasons for these discussions seemed to separate into those who saw the possibility of another project on a different topic, or those consulting others to gain knowledge (e.g. of potentially useful partners), or even to trial the method. 'PR' was mentioned by only a couple of respondents as a reason for discussing the project – a rationale that perhaps needs further encouragement.

In response to Questionnaire 2, it was gratifying to see that one-third of the respondents (six of 18) indicated *additional* contacts regarding the project (however, five that had originally said that they had made no contacts repeated that this was so). Four of these respondents had additional lists of people/ organisations with whom they had communicated; one partner that had previously not discussed the project more widely had now had active discussions, and the final positive response came from the newly responding MicroFUND leader. In five of these cases, the new contacts were in discussion to run/ host PlayDecide games in the future – four to students/ schoolchildren/ young people, and one in the context of a disease association using a particular game related to rare diseases. In the sixth case, the respondent discussed the potential for running further games, and the wide contacts that they had made through a 'superusers' event'. These findings suggest that there are at least some dynamic MicroFUND partners that are perhaps only now searching for wider networks in which to disseminate their experiences and the PlayDecide tool.

We further asked a closed question (23 in Questionnaire 1; 24 in Questionnaire 2 – the latter containing a number of extra closed options that had been suggested in the previous questionnaire and interviews) about the way in which the respondents had publicized their events and activities in FUND. Table 2 shows the results from both

questionnaires. Roughly similar to the previous question, eight Questionnaire 1 respondents left this blank, suggesting that they had not performed any significant 'PR' (question 23 was a closed question with various options to choose from, but also an 'other' option, through which respondents could elaborate on activities not covered by any of the set options). Of the set options, the most popular choice was 'the web', which 10 respondents claimed to have use. This is an interesting finding, which will be discussed in more detail shortly. The next highest category was 'in an internal company newsletter' (we included internal reports in this category), selected by eight. Four said that they used 'Facebook' (even though this was not an option, i.e. writing this in the 'other' response category), and three selected 'local newspaper'. In response to Questionnaire 2 – which had more options for respondents to choose from – the web was still the most highly selected, followed again by 'internal company newsletter', with 'emails' and 'Facebook' also well chosen. We should probably not read too much into the decline of 'none' responses (from eight to four), since the response rate was lower for the second questionnaire and this arguably included responses from more engaged participants (i.e. the MicroFUND leaders formed a greater proportion of respondents). Nevertheless, responses to the second round suggest that publicity has stepped up somewhat, with a relatively higher use of the internet media, and greater use of other media like the radio and conferences. In total, this suggests a fair degree of communication activities; though suggests that external communications are also somewhat patchy, with many communications being unlikely to be seen outside of the partner organizations themselves. It would clearly be useful for the coordinators to attain copies of the more notable communication exercises (newspaper articles and recordings of television broadcasts).

Medium	Questionnaire 1: Number (percentage)	Questionnaire 2: Number (percentage)
On website	10 (38.5%)	10 (55.6%)
In an internal company newsletter	8 (27.6%)	8 (44.4%)
None	8 (27.6%)	4 (22.2%)
Facebook*	4 (13.8%)	6 (33.3%)
Local newspaper article	3 (10.3%)	1 (5.6%)

In company newsletter/ publication for external audience	2 (6.9%)	4 (22.2%)
TV programmes*	2 (6.9%)	1 (5.6%)
Emails*	1 (3.4%)	7 (38.9%)
Paid advertisement in local newspaper	1 (3.4%)	1 (5.6%)
Conference or workshop event*	1 (3.4%)	3 (16.7%)
Radio	---	2 (11.1%)
National newspaper article	---	---

Table 2: Ways in which the respondents have publicized their work with the FUND project (more than one response allowed), listed from most to least according to Questionnaire 1 responses (* = items not specifically asked in Questionnaire 1)

4.4 External Communications through the internet and results of the two Web Analyses

One issue that emerged from the previous section was the fairly large number of respondents that claimed to have publicized their events through their websites (10 of 29 claimed this in response to Questionnaire 1; 10 from 18 in response to Questionnaire 2). As noted, a separate analysis of the respondents' websites was conducted in order to identify the nature of discussions of FUND and related events. This cast a rather less positive view of the use of this media by respondents. Of the 29 Questionnaire 1 respondents, 27 provided a web address (one said that they did not have a web site; the other left the question blank). A 10 minute search of the noted addresses, however, revealed only two web sites that clearly mentioned FUND or PlayDecide events. That is, eight of the 10 partners that had claimed that the project was advertised on their website had no clear, readily accessible evidence of this. However, it should be noted that one partner claimed that the project was advertised on the website of another partner that had not responded, while it is possible that other mentions may have been missed, particularly as 10 of the websites were not in the English language and had no translation facility (so searches were very much focused on the presence of the words 'FUND' and 'PlayDecide', whereas an event might have been discussed under its topic and an appropriate heading). And furthermore, it is quite possible that an event might have originally been advertised (such as under a 'news' section) when a partner first became involved in the project, but that this item was subsequently supplanted by items concerning more contemporary events.

Regarding the two clear links, these appeared in the websites of partners from different MicroFUNDS, and did provide links to the main PlayDecide website. The description from one site was rather cursory, while the second site had an extensive description and a separate, dedicated web link – though being in Italian, this was difficult for the present evaluator to interpret.

The result of the second analysis, however, was slightly more encouraging. This analysis considered the original 27 sites, plus the site of one new participant that responded to Questionnaire 2, plus the site of a partner that was noted by the 'new' participant (i.e. 29 sites in total). Aside from the original two respondents, which still had mention of the project, there were five more sites that showed evidence of internet notification of the project (the two new sites, and three of the sites that previously had no clear sign of advertising the project, although in one case it appears that the relevant page had been in existence at the time of the first search, and hence must have been missed). Table 3 provides a description of these seven sites. Note that the partners are kept anonymous, as is any detail that might enable their identification (e.g. language of site), in line with our policy of focusing the evaluation on the project overall and not on the individual partners. Interestingly, the best and most thorough site was the one belonging to the partner that did not respond to either of the questionnaires (it was not a MicroFUND leader, and its leader was the one that had not responded to the first questionnaire, although it transpires that this may have been due to spam-blocking software preventing most of the communications from the coordinator and evaluators getting to this participant). This was also the only site that had any clear request or mechanism to contact the site owner – in the way of a form. Even if other sites had been advertising for future partners or collaborators, they must have been doing so in their site's 'home' language, which would appear to undermine any claims that the FUND project/ PlayDecide game was being used to help establish *international* networks. In short, even when the project was discussed on websites, its role appeared to be outwards advertisement more than for networking *per se*.

In short, the web does not appear to have been fully utilized by the MicroFUND partners in advertising the project, or in aiding their networking activities. However, the web does seem to have been used as one source of information, as indicated in response to a question in the questionnaires (24 in Questionnaire 1; 25 in Questionnaire 2), which asked how frequently respondents had accessed the main FUND website. Although six Questionnaire 1 respondents said 'never' (and there

was one missing response) and nine said 'rarely' (less than once a month), nearly half suggested fairly regular usage, with nine indicating 'occasional' use (more than once a month) and four indicating 'frequent' use (once a week or more). However, by Questionnaire 2, though two respondents said 'never', nine said 'rarely', and seven said 'occasionally', no respondent chose the 'frequent' use option… including two respondents that had originally chosen this option. (Indeed, only two respondents indicated an increase in frequency of website access, while five indicated a decreased frequency and the rest suggested a similar rate of access.) This might indicate a lessening in use of the website, which might be explained if the FUND website was largely used as a source of early information and guidance rather than for feeding back results from the project.

MF participant (anonymous)	Clicks to mention? (0=front page)	Length of description (word count)	Nature of links – to central website? To partners?	General content (description only; asking input; Q and A)	Partners sought? (is there a message box, contact number, etc.?)	Other comments?
A	1 (one click on 'events', brings a page with a link to 'game decide')	Approx. 90	Link to www.playdecide.org	Description plus link to central PlayDecide site	No indications that partners are sought – no contact given or comment box (etc.).	There is English on this website (difficult to spot), however, description of 'Game PlayDecide' is not in English.
B	0 (front page)	Approx. 80	Link to www.playdecide.eu and to a larger project web site that does discuss game.	Description plus link to central PlayDecide site, and mentions coordinator.	No indication that partners are sought.	Not in English. Might only be alerting to conference in Vienna (only hit in search of key terms).
C	Uncertain – found through 'search' for 'decide' on front page	Approx. 30	Link to associated project in which all the MF partners are involved (including 'B'). [Data entered June 10, so must have been there on first search and missed.]	Unclear. One sentence description then link to larger project (not Playdecide website). FUND and coordinator not mentioned.	No indication that partners are sought – but non-English site, so difficult to tell.	Introduction is in English, but nothing else. There is mention of an ongoing network with many of the same partners. In response to searches, 'decide' came up with a hit. The link to the larger project website provides more text and a link to the www.playdecide.eu website (over 100 words of description). This then leads to a whole page on it, and photos.
D	0 (front page)	175 (repeated on 2 linked internal pages). The linked specific site has 5 full pages on the project.	Link to main PlayDecide website, the site of a partner, and to a separate dedicated site linking to both partners.	Good description of the specific project and partners. The linked site has a list of names of people involved.	Unclear.	Not in English so analysis may be imperfect. Problems with loading the websites (text overlapping).
E	1 click from front page (activities)	Approx. 70	Link to main PlayDecide website.	Description of project at general level (listed under 'projects')	Not regarding FUND element.	Wide established network, with lots of partners listed, but so far no evidence of the role that FUND has played in this.
F	1 click ('projects' on front page)	Approx. 400 (whole page)	Link to main www.playdecide.eu website. Also link to partners.	Good description of the project, and mentions coordinator.	Not really.	English translations available.
G	0 clicks (front page)	Main item on front page – approx. 20 words links to around a dozen full pages through intermediate link.	Link to main www.playdecide.eu website. Also link to partners.	Good description of the project, and mentions coordinator. Description of history and several different games.	Yes! Forms provided for registering interest in games related to a number of different projects.	This partner responded to neither questionnaire, but their site is by far most extensive – logos, inviting contacts, mentioning partners, providing full description, etc. Most of site in non-English and no translation possible.

Table 3: Results of web site analysis (positive hit sites only)

The actual use of the FUND website is therefore of interest, and this was assessed in one question (25 in Questionnaire 1; 26 in Questionnaire 2). The results from this, from the two questionnaire rounds, are summarized in Table 4. This table shows that the FUND website was largely used to gain information (by nearly three-quarters of Questionnaire 1 respondents), as well as to download PlayDecide kits and read about the activities of others (nearly half in each case). There was also significant use of the website to publish a PlayDecide kit, announce an event, enter results from an event, and translate an existing kit. However, only 4 (about 14%) used the site to communicate with organizers, and tellingly, none used it to communicate with other MicroFUND participants. Questionnaire 2 responses don't seem to show much change, except for 'writing an inspiring story', which has leapt from an activity conducted by one respondent of 29 to 10 respondents of 18. This is perhaps to be expected, given that the PlayDecide events should now be completed, and this is one of the main mechanisms through which the MicroFUNDS can prove their activities to the coordinator to justify their funding. However, this output is still rather passive, representing outwards communication through the internet as opposed to active interaction and networking with others, such as with other MicroFUND participants. In sum, the web appears to have been largely used to gain information, and sometimes dispense it, but not really to network.

Activity	Questionnaire 1: Number (percentage)	Questionnaire 2: Number (percentage)
To gain information (e.g. about how to create a game)	21 (72.4%)	11 (61.1%)
To download PlayDecide kits	14 (48.3%)	9 (50%)
To read about the activities of others	13 (44.8%)	10 (55.6%)
To develop and publish a PlayDecide kit	8 (27.6%)	7 (38.9%)
To announce an event	6 (20.7%)	9 (50%)
To enter details of results of an event	6 (20.7%)	8 (44.4%)
To translate an existing PlayDecide	5 (17.2%)	2 (11.1%)

kit		
To communicate with the FUND organizers	4 (13.8%)	1 (5.6%)
To write an 'inspiring story'	1 (3.4%)	10 (55.6%)
To communicate with other MicroFUND participants	0 (0.0%)	1 (5.6%)
To post comments about others' activities	0 (0.0%)	0 (0.0%)

Table 4: Uses of the FUND website by the respondents to Questionnaires 1 and 2 (listed in decreasing order according to Questionnaire 1 responses)

The second aspect of the web analysis was a consideration of the PlayDecide Facebook group. The first thing to note is that this site is quite extensive and has had a considerable number of entries and a lot of useful information. For example, there were 5 topics in a 'Discussion' section, with 11 posts in total, all of which seemed to come from the administrators (this was so at the time of both analyses – i.e. no further posts were made in this section during the five month period between analyses). Furthermore, at the first analysis, the group had 319 'fans' (people who had indicated that they 'liked' the site), which had increased to 376 by the second analysis. This suggests that the site may have been successful in *providing* information. What was less clear was the site's success in eliciting contributions from others, including MicroFUND partners. For example, of 30 message links recorded at time one, only four of these seemed to be from someone other than the administrators. At time two, there were an additional six links, three of which were made by the PlayDecide administrators (or in one case, a MicroFUND leader), and three of which were by external people – one frivolous (a link to a travel agency), and two being to organizations interested in the game. One of these was from an Italian organization that had used the game (showing a video), and one was from a Mexican organization that wanted to get involved in a partnership. Tellingly, the latter opportunity had not been taken: there was no response from the organizers or other MicroFUND participants in spite of this ideal networking opportunity. Furthermore, of the many *wall posts* (142 were recorded at the date of the first analysis, 260 at the time of the second),

only 12 came from external persons at time one, and seven more (of 108 extra posts) at time two. In total, there were posts from 14 people who were not involved in the project (several related to the *links* noted earlier), most of which were simply positive expressions that were not answered by the Facebook group owner. In sum, there appeared to have been little interaction *through* this medium (which is not to say that passive readers were not subsequently inspired to action through a different medium).

The lack of impact of Facebook is also reflected in answer to one of the questions (number 26) from the first questionnaire, which asked: *How frequently have you accessed 'PlayDecide' on Facebook?* Nearly half (14) said 'never', and most of the rest (12) said 'rarely'. Only about 10% (3) selected the 'occasionally' option, and none at all selected the 'frequently' option. Furthermore, the vast majority (24) admitted in response to a related question that they had not exchanged messages with anyone on the 'PlayDecide' space in Facebook (question27). (The other five respondents claimed to have exchanged messages with '1-5' people – the next lowest option – and are liable to have exchanged messages with a number at the low end of this range rather than the high, given the findings from the web analysis.) Matters had not improved by the time of the second questionnaire: of the 18 responses to the *same* questions, over three quarters (14) said that they had 'rarely' or 'never' accessed the Facebook site and addtionaly had not exchanged messages with anyone (two more said they accessed the site 'occasionally', but had never exchanged messages). The final two respondents indicated that they 'rarely' accessed the site, although they suggested that they had exchanged messages with either '1-5' or '6-10' others.

In sum, the analysis suggests that the Facebook site might well have been a useful communication resource for the coordinators of the project, but it does not appear to have been embraced by the various project participants as a networking tool.

4.5 Interview Results
The information from the six interviews is combined in the summaries below in order to give insights into the following questions.

4.5.1 How did the partners become involved?

There were various routes into the project, but it was notable that several of the partners had a lengthy experience of PlayDecide or its predecessor game, Democs, including one partner that was a member of an extensive national network that had used the 'PlayDecide' game as its first public activity (some five years ago). One partner met members of the coordinating team at a summer workshop around the initiation of the project, and subsequently bid for a MicroFUND. Another found details in the Ecsite monthly e-newsletter; one saw it advertised on a well-used mailing list (psci-com); and another through a Facebook site related to the FUND project website.

4.5.2 How did the partners identify other useful partners?

Generally, it seems that most of those coordinating projects attempted to involve other partners that they had worked with before – and this was true in all of the five separate MicroFUNDS that were interviewed. When there were attempts to involve others from outside of current networks, these tended to be known about by intermediary organizations that were known by coordinators (colloquially, friends of friends). Other attempts to recruit partners – such as through media events (newsletters or events presenting the project ideas to wider audiences) had only limited success. Where there were difficulties, it was invariably with these 'new' partners (as will be discussed). When recruiting, the interviewed partners seemed to have very clear ideas for partner roles: often, they themselves were responsible for organizing the projects and developing the PlayDecide games; the role of recruited partners was often as conduits or gatekeepers to the target audience. Sometimes, recruited partners comprised domain experts, who could help fine-tune/ validate the scientific material in the cards. Hence, the FUND project seemed more effective as a tool for re-energising network relationships ('strengthening internal networks') than for helping to establish new relationships.

4.5.3 Difficulties with partners?

It appeared to one interviewer (GR) that there was some reluctance to talk about difficulties, and some of those interviewed suggested that they had not experienced any problems at all, and that everything had gone fine. However, most did reveal some problems. One theme that emerged in a couple of cases was that of 'expectations', particularly in the context of relatively new partners. Perhaps because of the lack of shared past experiences, there were sometimes communication issues between partners, with coordinators wanting a partner to deliver one thing, and the partner misconstruing this, and believing that they had either a greater or lesser role. In one case, this was attributed to the coordinator of a MicroFUND talking to the enthusiastic director of a new partner organization, who had different understandings from the staff ultimately involved in the project. In another case, a partner essentially disappeared, with the interviewed coordinator suggesting that this partner had never really understood what the project involved (and what was thus required of them). In a third case, the interviewed coordinator suggested that one new partner seemed to be more interested in the knowledge rather than the process side of the project – again suggesting a confusion of objectives (and this partner had subsequently proved resource-intensive to manage).

There was also some frustration with attempts at engaging other users or potential partners in the project – with discussion of organizations that said 'we'll get back to you' (without doing so), or which simply did not respond to requests. Related to this, there was also some suggestion from at least two of the MicroFUND leaders interviewed that potential users either lacked the interest to become involved in something as innovative as PlayDecide ('resistance to new things'), or lacked the capacity to engage (e.g. traditional museums with static displays and mentalities). Recruitment issues (of audiences to play the PlayDecide games) were a more general concern for some, and a potential source of tension between coordinators and partners that were meant to (but did not) deliver expected audiences. In at least a couple of cases, the interviewees bemoaned timing issues, with their events happening to coincide with elections, or other significant events, which interfered with partners' ability to deliver audiences.

Speed was also an issue – with processes taking longer than expected, and delays occurring. One interviewee talked of the difficulty of getting his partners to work at a proper speed, to a 'precise agenda'. This one also seemed to suffer from a confrontation between two of his partners.

4.5.4 Future working with present partners?

Without exception, the interviewees foresaw future working with at least some of their partners. In each case it seemed clear that the partners who were known before the event were seen as likely future partners, whereas relatively new partners acquired through the process were, arguably, viewed more equivocally. That is, the interviewees often expressed views that they might work again with some partners in the right circumstances – and given that new partners were often brought in to recruit specific audiences (and/or for 'logistics'), it is probably of no surprise that these should be seen as having only limited future utility.

4.5.5 Wider networking?

One aim of FUND is to encourage the establishment of wider networks – the general topic of this part of the evaluation report. Interviewees were asked about their networking activities – including the opportunities for networking with other MicroFUND partners (prior to interviews, all those MicroFUNDS present had, on the first day of the workshop, given a short presentation of their activities). With regards the other MicroFUNDS, there were no concrete plans expressed by any of the interviewees for future contact, though in a couple of cases interviewees expressed vague desires to find out more about certain games, or perhaps to look into how one of the other MicroFUNDS had arranged an event. However, given the relative recency of the interviewees' exposure to the other MicroFUNDS, it is perhaps unfair to read too much into this at this juncture (though this was explored in the second questionnaire – as discussed below).

With regards wider networking in general, and including the publicizing of their activities, there was, again, relatively little that was concrete (other identified

partners – industry, policy makers, etc – essentially were part of wish lists rather than address books). Publicity was not really high on anyone's agenda, and almost seemed incidental rather than sought. One interviewee noted that they could probably have been more effective had they thought about this – but this was not a priority for them at the time of their events. This partner also noted that PlayDecide was a difficult topic to describe and hence not necessarily media friendly, while they were also concerned not to be seen self-promoting in a way that might make audiences feel used. By-and-large, the sense was that the various partners were focused upon developing and conducting their games, and that the activities related to this were sufficient to occupy their time. In this respect, again, it is not surprising that external networking was not really a priority (as suggested also in response to the first and second questionnaires – see earlier). We posited that this might have become a greater issue once the events were finished, but that did not really appear to be the case (again, see earlier).

There were, however, one or two cases where interviewees were able to identify specific opportunities and other organizations (that had come to know of them and their work) where future activities were now being planned. Another MicroFUND organizer also noted that the PlayDecide tool, rather than the FUND project per se, was the element that was encouraging interest in future collaboration from other parties (though to be fair, it is FUND that has enabled the dissemination of PlayDecide). Another interviewee pragmatically noted that there are many potential people with whom they might work in the future – but the issue was being appropriately selective at the right time.

4.5.6 Main gain from FUND?

Interviewees were asked what they had gained from being a part of the FUND project. This elicited a variety of responses. One had noted that the project had enabled them to further profile their science communication activities, demonstrating to others their 'professionalism'. A second talked of having been 'inspired' to develop more card-based dialogue tools... and that the project had simply provided them with the resources (financial) to enable them to take PlayDecide to new audiences. A third suggested that discovery of the PlayDecide

tool had been their main payoff (noting that the networking aspect was not primary for them), though the process of developing this had also allowed them to identify other materials (e.g. video clips) that would be useful in their wider science communication activities. Another essentially agreed that it was discovery of the game and thinking about its possible adaptations and future uses that was key. And one suggested that involving policy makers in such a process was a potential gain – though whether these would ultimately listen was an issue. Finally, one interviewee noted that this was really a question that needed to be asked of society at large – but at least PlayDecide provides a good process for democracy.

4.5.7 Overall Conclusion from interviews

The six interviews conducted in Vienna were extremely useful in identifying a number of topic for further exploration in the second evaluation questionnaire, and for largely confirming the sense gained from the first evaluation questionnaire that, for most partners, the networking aspect was very much a secondary activity to the complex (but rewarding) process of developing and adapting novel games to be run with novel audiences. The second questionnaire attempted to elaborate on past/present and future networking possibilities (see next).

4.6 The Future

Finally in this section, we will discuss the results of two new questions that were only asked in *Questionnaire 2* and directly followed insights and suggestions from the interviews. The first question (22) asked: "Since your FUND project ended have you stayed in contact with any of the partners? If so, who and for what purpose?" The second (23) asked: "Since the Vienna FUND workshop in December, have you been in touch with any of the other participants in the workshop? If so, who and for what purpose?"

Regarding the first question, of 18 respondents *every single one* stated that they have stayed in contact with one or more of their MicroFUND partners, and for the most part, this was either to continue with developing and running

PlayDecide games, or because they were developing further research proposals together – either related to PlayDecide or on some other topic. The remaining three stated that they had remained in touch to exchange information/ feedback. From this perspective, it would appear that the FUND project has, at the very least, enabled the strengthening of *existing* networks.

Regarding the second question, results suggest, as elsewhere, that MicroFUND participants have been rather insular. Of the 18 respondents, five stated that they had not attended Vienna, six more said that they had not contacted other participants from the event, and two talked of further contacts – though with other members of their own MicroFUNDs. This meant that only five had been in contact with others: 'to discuss results'; 'to exchange information'; 'to get information (through Facebook)', and for two, most promisingly, to write further proposals and develop further games.

5. Discussion

This part of the evaluation report records the evaluation of networking activities related to the FUND project. In particular, it discusses the results of two questionnaires (that were distributed with a five month gap to allow further developments to take place), two web site analyses (also separated by about five months) and a more qualitative set of interviews conducted at a workshop in Vienna (at which some 'formative' activities had taken place, with the evaluators running a session looking at evaluation issues). The response rate to the first questionnaire was fairly good, though it was less-so for the second. It is speculated that one reason for the response rate not being higher in the first was that a number of the MicroFUNDS were still at the stage of planning PlayDecide events and had relatively little data, while at the second there was some sense that the non-responding participants may have felt that they had already finished the project and had no desire to expend further effort (it must be remembered that the actual resources allocated to the partners was not high). There is also some evidence that a lot of the communication activities between partners at the time of the first questionnaire involved relatively early stage processes, rather than later ones associated with completed events (e.g.

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discussing background information, rather than sharing and discussing results). It is possible that the bias in responses – in both questionnaires - may also mean that the results presented here represent a relatively positive picture of progress, and that non-responding partners might have a more negative experience – but we cannot tell for sure. Nevertheless, in spite of limitations, the data from these questionnaires, and from the six interviews at Vienna, and from the web site analyses, do give a fairly good picture of the networking activities and inclinations of the FUND project participants.

By and large, results from the questionnaires and interviews suggested a fair amount of communication between partners, largely being conducted through emails, though a number of communication problems were identified. Time was a significant problem for many, particularly in coordinating between partners, and this was especially the case when communicating with relatively new partners. For the most part, however, the MicroFUNDs were populated by partners that already knew and had worked with each other, and which mainly appeared to plan to continue doing so beyond the end of the FUND project (whether in further work involving the PlayDecide game, or in other projects). In this sense, the FUND project appeared to help in the reinforcement of existing networks. Partners that were new to existing networks tended to have relatively minor or defined roles (such as delivering audiences, or perhaps providing expertise in terms of helping to ensure that game cards were factually correct), and their expected future involvement with the project coordinators was generally not so well assured. Indeed, there was a sense of insularity about the different MicroFUNDs, whose networking horizons were largely limited to current networks that rarely even extended to those involved in different MicroFUNDs (even though these were working in a similar domain), let alone to more distanced organizations. Communications from participants were largely outward-looking and one way, that is, without encouraging responses or dialogue, and this was apparent from various pieces of data – such as from the relative lack of web activity, and its nature (e.g. not providing forms or feedback spaces on internet sites, and not asking for collaborators or participants on the Facebook site).

Generally, the sense from the various data-gathering approaches is that the various MicroFUNDS and the partners within have been focusing upon putting together their PlayDecide events, with relatively little attention having been given to external networking and promoting FUND and its principles, such as through newspaper or television sources. Although we had hoped that networking activities might increase towards the end of the project, once the various partners involved had successfully completed PlayDecide events and had significant data to share with the outside world, this hasn't been established. It is likely that participants saw the conduct of the games as the major, or indeed, sole, purpose of the project, without appreciating the wider networking goal. On top of this, the relative lack of resources, and the general lack of time, meant that it was all that the various participants could do to just complete their games within the project parameters. For the networking activity to be encouraged in future such projects, we suggest a need to emphasize its importance, set related goals or deliverables, and perhaps require participants to develop networking strategy documents for coordinator or sponsor approval. However – and as in any evaluation such as this – there is one major limitation of our analysis, and that is related to time. What the FUND participants ultimately decide to do, and how they use their experiences in a networking sense, remains to be seen. Unfortunately, it is the nature of projects such as this that nothing that continues beyond the end of the project can be recorded and analyzed, and our projections could yet prove wrong.

6. References

Rowe, G. and Frewer, L.J. (2004) Evaluating public participation exercises: A research agenda, *Science, Technology, & Human Values*, 29 (4), 512-556.

Part C - Discussion

Based on the ideas in the Activity and Network sections of this report, this section will explore some of the outcomes and implications across MicroFUND projects in the following areas:

•Adaptations-Topics and Facilitation
•Participant Engagement and Expectations
•Gains and Outcomes
•Future Ideas
•Concluding Discussion

• Adaptations - Topics And Facilitation

All 12 MicroFUND projects used the FUND open source platform to adapt the PlayDecide activity in varying ways for their own specific format and content needs.
Project developers seemed able to carry out desired adaptations. Two of the MicroFUND recipients did complain about a specific limitation of the open source site in not allowing them to easily change the font size of the text to be larger.

New topics
The majority of MicroFUND projects involved adaptations that created new topics to focus on local issues or needs such as a slow food production or the renewable energy ideas of the *Go Renewable!* project.

What was considered as a local issue or local need was far ranging. Although far ranging, it is interesting to note though that most of the new topics explored health related issues in diverse ways, such as cross-border health issues of

tuberculoses in Romania and Balti to vaccination issues in Estonia and animal use in research (often health related) in the Netherlands.

One project had a further local focus by inviting a local ethnic minority community (who would also be participants in the dialogue event) to come up with a health topic based on a health need of their community. The new topic suggested by the community group and implemented for the project was about blood pressure.

The adaptation efforts spawned interest in generating new topics for future PlayDecide events as well. Perhaps inspired by Dublin's efforts, one project said that another project they would like to do is "To better promote the already developed kit and to adapt contents for less educated people." Another project said that the participating teachers in clubs declared that they want to contribute new topics generated by their students.

As intended, all of the MicroFUND project materials are now also on the open source FUND website to be freely shared with others. What is not yet apparent is how useful the more locally focused event materials are for other potential users. This is partly due to the fact that some of these games have only been up for a few months, so there has been little time for others to learn about them.

Facilitation
MicroFUND adaptations also impacted forms of facilitation needed. For example, Dublin's PlayDecide dialogue event adaptation involved an explicit design need for facilitation. The project developers felt that the targeted audience's need of basic background information with a low skill level of reading created the need to develop a PlayDecide format that required more facilitation than most PlayDecide events which aim to have minimal outside facilitation beyond the discussion group itself.

Implementation of the events offered some project leaders insights regarding dialogue facilitation. In two projects the project leaders said that for future projects they would try to recruit facilitators from the participating targeted audiences. For example, one said that they would like to discuss some topic among teenagers by using teenager moderators/facilitators. They thought it could be in partnership with a local High School. Another expressed a similar interest saying they're interested in exploring peer concept of facilitation.

• **Participant Engagement And Expectations**

The degree of engagement or at least perceived engagement by project partners regarding participants was highlighted by responses to a question in the second questionnaire which asked MicroFUND partners to mention what (if anything) they were surprised by in doing the PlayDecide game.

Over half of the responses said in some way that what they found surprising was the high level of involvement of people participating in the event. For example, one participant wrote in response to this question: "The group responded really well to the workshop and engaged really well with the science explainers from the science centre". Another was, "Pleasantly surprised at the good relationship developed with (one of the partners) since we had little contact previously." Or another said they were surprised that, "The participants could have played for much longer; they had many ideas to share."

As described in the Dublin case study, the expectations regarding the amount and level of discussions sometimes did not match the outcomes. In hindsight, it could have been interesting to have asked all project leaders about their expectations of participant involvement before they held their events.

Another surprise for a project partner was in seeing a deepening of a facilitator's dialogue facilitation skills as she worked with participants from the same background, saying:

> "I was pleasantly surprised by the relationship between one of the facilitators and her group, because of a similar background they bonded at a deeper level, hadn't seen this facilitator so comfortable in the role of facilitator before. "

In the first questionnaire a main goal stated by a project leader for their MicroFUND project was "to raise awareness of the PlayDecide resource in the community centres, then train them and support them with running their own events." It is particularly noteworthy then that in response to the "surprise" question in the second questionnaire she said, "The community center educators were even more engaged with the game than what I would have hoped for".

Perceived engagement also led to a desire by partners as well as participants to do future activities. For example, the project leader said that this involvement of the community centers was motivating the institution to work with this partner on future events. Or another project said," Other groups heard about the game and are keen to try it for themselves." And a different project leader said, " I think that the most satisfying thing for me was the interest declared by teachers and young people in Clubs. PlayDecide is nearly unknown in (my country), especially in schools were we have too much lectures and a lack of discussion."

• **Gains And Outcomes**

Audience involvement and the development of the materials were the most commonly identified areas of satisfaction and gain by the projects. More specifically it was in reaching new audiences and in the satisfaction in the development of what were seen as effective dialogue event materials.

Some of the statements reflected an interconnection of the gains. For example, a MicroFUND project on food production said that the PlayDecide activity offered them, "A good format to discuss food related issues and a great partnership with two very important local institutions.". Also they stated that the things they were most satisfied with were format changes they made, and the audience enjoyment, saying that they (the audiences) still remember and ask for other events.

Development Process of the Materials
Statements were not just about the satisfaction of the materials, but the satisfaction in the development process of effective materials. In contrast there were far fewer comments on ineffective dialogue components. However a few elements were noted as not working as well as expected, such as accompanying videos no one watched, or some new format materials that did not generate much discussion.

Involving a community in the development of materials for the PlayDecide kits was of interest to some of the different project leaders. One project leader who expressed a high level of satisfaction in the outcomes of having had the topic of their PlayDecide kit determined by a minority ethnic community, went on to say her institution, "Loved allowing the audience to decide the topic and would like to work with other groups who were willing to do this."

Broader understanding about dialogue materials and their use
It is important to note that comments about the development process also often included the implementation process of the dialogue events. Familiarization with PlayDecide was mentioned by several projects new to the game as an important gain for them. For example one said, "We have always been keen to do this but this was the first time we have trained up community centres to run their own events – this has been really rewarding for both partners."

Or another new user said, "PlayDecide is an amazing lesson of how to discuss, how to conclude the discussion and inspires for taking responsibility for surrounding world. Honestly, I think that PlayDecide in (my country's) schools during in, for example, lessons of knowledge about society, should be obligatory. More experienced users of PlayDecide also described further understanding of the materials and process that they felt was of use. As reflected by what one of the long term user of the materials said, "I much more rely on small group discussions for a respectful discussion, experts are not that important; we developed some other PlayDecide-inspired formats (e.g. discussion game for children on poverty)" Another experienced user added, "Yes, we are even more convinced of the importance of active participation and empowerment of audiences."

• **Future Ideas**
In interviews and questionnaire responses a number of different ideas were mentioned regarding future dialogue projects. To give an idea of the range, here is a list to of some of the stated ideas. The first part of the list is specific new projects people said they were going to do, leading into ideas people would like to do.

• We are going to run the orphan drug game with students at a local college

• We are going to organize events on a rare disease topic, using already developed kits. Our partner is an alliance of rare diseases association

• We plan to repeat the same PlayDecide Pub the next month in a little local festival. We have recently applied to a local call for funding to create a new set of cards concerning organic food and organize the related event in the near future (we are waiting for the results.)

• After our MicroFUND project ended we tried a new audience and experienced that DECIDE can be successfully adapted with blind people. Yes, I will write an inspiring story (for web-site).

• I would like to suggest the game in all the schools of the town, in the sports clubs and associations

• I would like to repeat the event with community centre educators in the first instance, and then work with teachers to implement the game in schools.

• I think it would be very interesting to make on our website possibility to play PlayDecide on-line between Clubs from all over the country.

• We would like to use it more for democracy development, develop kit on democracy

Conclusion

In addition to developing and holding dialogue events, a key aim of FUND was to generate networks or informal exchanges of ideas and information among MicroFUND users. Yet, as stated in the Networking section of this report, it is likely that participants saw the conduct of the games as the major, or indeed, sole, purpose of the project, without appreciating the wider networking goal.

However, there was a visible high level of excitement and interest among MicroFUND participants regarding each other's projects in face-to-face exchanges that happened in the FUND workshop in Vienna in December 2010. This interest is further supported by comments mentioned in the Network section of this report that *every single participant* stated that they have stayed in contact with one or more of their MicroFUND partners, to continue with developing and running PlayDecide games, or because they were developing further research proposals together.

This suggests that there are at least some active MicroFUND partners that are perhaps only now beginning to search for wider networks in which to disseminate their experiences and the PlayDecide tool.

The overall purpose of the FUND project was to encourage museums and other social institutions to team up to develop dialogue and discussion tools based on the PlayDecide model and then put these dialogue tools to use by holding public dialogue events around a civic action that could address their own specific issues and needs.

The project appears to have met these main objectives and goals for the most part with projects that widely defined civic action. *Go Renewable!* for example, aimed at public involvement with government decision makers in addressing the issue of sustainable / renewable energy through making use of an existing European

initiative, the covenant of mayors. In contrast Dublin did not have an aim of political/policy maker involvement, but applied a definition of civic action to involve existing adult education programs that were established primarily for low-income communities to have better access to further education and professional training.

The societal need for public dialogue forums and the implementation of projects like PlayDecide that address this need, was powerfully articulated during an interview held in the Vienna FUND workshop. The final question asked all interviewees was: *In general, what do you think you and your organization has gained from the FUND project?*

A response to this question from Estonian MicroFUND participant, Irina Orekhova provided an inspiring example of the significant role that a public dialogue tool can play in a community. She spoke about the fact that the key gain was not about what happened to her or her specific organization, but a societal gain. She said that the PlayDecide event was filling a need to help remind or highlight to Estonian communities the important democratic principles of access and sharing of information and perspectives, saying:

> **"I think it's the question for Estonian society generally since we are in a democracy for about 20 years. Twenty years ago we were so excited that we can now talk openly and we can do what we want. And now people are quite tired because they have to make their own decisions. And they are kind of responsible for the consequences. It's a bit dangerous that they are tired. It's a kind of a danger for democracy in our society generally. I think that PlayDecide is a way (to address this),"**

Then in support of the FUND museum partnerships focus, she went on to say why museums were good venues for these kinds of dialogue forums:

> **"We are a science center, we are providing information, high quality information not just Internet forums. You have to make your own**

decision and you can't make your own decision without additional information. PlayDecide gives you (this) process and science centers are the right place for this process."

Most fundamentally, the fact that a variety of countries have now made use of the PlayDecide dialogue format to address wide ranging issues and topics offers strong indication that the FUND project is a small but potentially significant project in a big ocean of societal needs.

Appendix 1: The first questionnaire

FUND Evaluation Questionnaire

This Questionnaire is part of the evaluation process for the FUND project - intended to assess whether the project has achieved its aims. One questionnaire needs to be completed by a senior English-speaking* member of each organization that is a part of the 13 MicroFUND projects. A copy of this questionnaire has been sent to the lead organization in each MicroFUND – if this is YOU, please complete one copy and return by email to BOTH gene.rowe@bbsrc.ac.uk and sally.duensing@kcl.ac.uk within TWO weeks, and ALSO forward a copy to EACH of your partners requesting that they complete it (and please 'cc' gene.rowe@bbsrc.ac.uk into your forwarded emails, so that he can take a note of who has received the questionnaire). If you have received this questionnaire from the lead organization of your MicroFUND, please complete it and return it by email within two weeks to Gene and Sally at the two email addresses above.

Please note, that to answer the questions you will need to click on the shaded boxes. The 'open question' boxes will expand to enable you to write as much as you like. To 'tick' a box, you simply need to click on it.

Thank you for your cooperation.

*We apologize for this requirement, but we simply do not have the resources to translate the questionnaire into the many languages of Europe!

SECTION 1: About you

1. What is your name?

2. What is the name of your organization?

3. What is the address of your organization (or the unit that is involved with FUND)? (please give CITY and COUNTRY only)

4. What is your position in this organization (e.g. what is your job title)?

5. What is your partner's role in the FUND project (e.g. organizing 'PlayDecide' events, liaising with partners, public relations/promotions, managing all your FUND activities)? Please list your main activities.

6. What is your email address?

7. What is your work telephone number?

8. Do you plan to attend the FUND workshop in Vienna in December?
    YES   ☐
    NO   ☐
    DON'T KNOW YET   ☐

SECTION 2: About your organization

9. When did your organization become officially involved in the FUND project (month and year only)?

10. Which of the following options BEST describes your organization (please select one only)?
    Public sector: University   ☐
    Public sector: Hospital   ☐
    Public sector: Museum   ☐
    Public sector: Local government body (i.e. city council, etc.)   ☐
    Other *public sector* (please describe)
    Private sector organization or company (generally run for-profit)
            ☐
    Voluntary/non-profit Foundation   ☐
    Voluntary/non-profit Association   ☐
    Other organization type (please describe)

11. Approximately how large is your organization? (please select one)
    Small (50 employees or less)   ☐
    Medium (51-200 employees)   ☐
    Large (201 or more employees)   ☐

12. How would you best describe the nature of your organization (please select one):
    Multi-national (it has employees and/or offices in more than one country)
            ☐
    National (it has employees and/or offices across your country)
            ☐
    Local (it has employees and/or offices in one specific area of your country)   ☐

13. Does your company have an official website? If yes, please write down its homepage address here.

SECTION 3: About your network

14. Please list these below, the OTHER partners in your MicroFUND network.
    Partner A:
    Partner B:
    Partner C:
    Partner D:
    Partner E:
    Partner F:
    Partner G:
    Partner H:
    Partner I:
    Partner K:

15. Referring to the list ABOVE, please write next to ALL of your partners a number indicating ON AVERAGE how frequently your organization has (up to this point in time) *interacted* or *directly communicated* with each, where:

    1 = never
    2 = rarely (e.g. only by emails sent to 'all partners')
    3 = occasionally (e.g. less than once a month)
    4 = frequently (e.g. more frequently than once a month)
    5 = very frequently (e.g. almost constant contact – such as several times a day)

    Partner A:
    Partner B:
    Partner C:
    Partner D:
    Partner E:
    Partner F:
    Partner G:
    Partner H:
    Partner I:
    Partner K:

16. Of the partners that you have interacted with *most frequently* (see your answers to question 15), can you explain why you have interacted with these MORE than you have with the others?

17. Of the partners that you have interacted with *least frequently* (see your answers to question 15), can you explain why you have interacted with these LESS than you have with the others?

18. How frequently, ON AVERAGE, have you communicated with your partners about the FUND project since it began? (please select one)

Several times a week	☐
About once a week	☐
Several times a month	☐
About once a month	☐
Less than once a month	☐

19. Of the media listed below, please indicate the one that you have used most frequently to communicate with your partners:

Email	☐
Telephone	☐
In person (face-to-face meeting)	☐
Post	☐
Other (please describe)	

20. What are the main reasons for communicating with your partners (e.g. to share data, to ask questions, to discuss)? Please select the TWO most important reasons below.

Background information/Preliminary investigations	☐
To ask questions/seek clarification	☐
Content development	☐
Organization	☐
Administration	☐
To share data	☐
Testing/Prototyping	☐
Feedback/debriefing	☐
Other (please describe)	

21. What are the main difficulties that you have had in trying to communicate with your partners? Please write at least two reasons below.

22. Have you discussed your activities in the FUND project with any external people or organizations that are not part of your MicroFUND? If 'yes', please describe WHO and WHY.

23. Has your organization publicized your work with the FUND project in any of the following ways? (please select as many options as are relevant)

On your website ☐
In an internal company newsletter ☐
In a company newsletter or publication for an external audience ☐
Through a paid advertisement in a local newspaper ☐
In a local newspaper article (e.g. written by a journalist) ☐
In a national newspaper article   (e.g. written by a journalist) ☐
Other (please describe)

24. How frequently have you accessed the main FUND website up to this point in time? (please select one)

Never ☐
Rarely (less than once a month) ☐
Occasionally (once a month or more) ☐
Frequently (once a week or more) ☐

25. IF you have accessed the main FUND website, why have you done so? (please select as many options as are relevant)

To gain information (e.g. about how to create a game) ☐
To download PlayDecide kits ☐
To develop and publish a PlayDecide kit ☐
To translate an existing PlayDecide kit ☐
To announce an event ☐
To enter details of results of an event ☐
To write an 'inspiring story' ☐
To read about the activities of others ☐
To post comments about others' activities ☐
To communicate with the FUND organizers ☐
To communicate with other microFUND participants ☐
Other (please describe)

26. How frequently have you accessed 'PlayDecide' on Facebook? (please select one)

Never ☐
Rarely (less than once a month) ☐
Occasionally (once a month or more) ☐
Frequently (once a week or more) ☐

27. Roughly how many people have you exchanged messages with on the PlayDecide space in Facebook? (please select one)

None ☐

One–to-five ☐
Six-to-ten ☐
More than ten ☐

SECTION 4: About your experience with 'PlayDecide'

28. Please list several key things that you feel most satisfied with in the PlayDecide activity that you developed/adapted. This could include format changes, new topics, partnerships, as well as targeted audiences for the events.

29. Please list any things you feel least satisfied with.

30. If you were to do it again, are there other changes/adaptations to the PlayDecide activity you would like to try? (such as topics, or other format changes)
    YES ☐
    NO ☐
    DON'T KNOW YET ☐
    If 'yes', please describe

31. If you were to do it again are there other partnerships you might try to develop?
    YES ☐
    NO ☐
    DON'T KNOW YET ☐
    If 'yes', please describe

32. If you were to do it again, are there other audiences you might try to target?
    YES ☐
    NO ☐
    DON'T KNOW YET ☐

If 'yes', please describe

33. Were you surprised by any things that happened within the partnership?
YES ☐
NO ☐
DON'T KNOW YET ☐
If 'yes', please describe

34. Were you surprised by any things that happened in doing the PlayDecide game?
YES ☐
NO ☐
DON'T KNOW YET ☐
If 'yes', please describe

35. If you were to have another microFUND grant, what would you want to do?

36. Please list any advice or lessons learned tips you would give others who want to do a PlayDecide activity.

Many thanks for your cooperation in answering this questionnaire. Now please email the questionnaire back to gene.rowe@bbsrc.ac.uk and sally.duensing@kcl.ac.uk .

Appendix 2: The second questionnaire

Second FUND Evaluation Questionnaire

This Questionnaire is the second and final evaluation questionnaire, intended to assess whether the project has achieved its aims. One questionnaire needs to be completed by a senior English-speaking* member of each participant in the FUND project. A copy of this questionnaire has been sent to the lead organization in each MicroFUND – if this is YOU, please complete one copy and return by email to generowe00@gmail.com and sally.duensing@kcl.ac.uk by Friday 11th February, and ALSO forward a copy to ALL of your partners requesting that they complete it too (and please 'cc' generowe00@gmail.com into your forwarded emails, so that he can record who has received the questionnaire). If you have received this questionnaire from the lead organization of your MicroFUND, please complete it and return it by email by 11th February to Gene and Sally at the two email addresses above.

Please note that many of the questions are similar to the ones in the first questionnaire. This is intentional, and allows us to see how things have changed. There are also several new questions. To answer the questions you will need to click on the shaded boxes. The 'open question' boxes will expand to enable you to write as much as you like. To 'tick' a box, you simply need to click on it. Finally, please be assured that your responses will be treated anonymously. The aim of this evaluation is not to evaluate the work of the individual partners (you!), but rather to provide an assessment of the FUND project as a whole.
 Thank you for your cooperation.

*We apologize for this requirement, but we simply do not have the resources to translate the questionnaire into the many languages of Europe!

SECTION 1: About you

1. What is your name?

2. What is the name of your organization?

3. What is the address of your organization (or the unit that is involved with FUND)? (please give CITY and COUNTRY only)

4. What is your position in this organization (e.g. what is your job title)?

5. What is your partner's role in the FUND project (e.g. organizing 'PlayDecide' events, liaising with partners, public relations/promotions, managing all your FUND activities)? Please list your main activities.

6. What is your email address?

7. What is your work telephone number?

SECTION 2: About your organization – NOTE: IF YOU COMPLETED THE FIRST EVALUATUION QUESTIONNAIRE, PLEASE IGNORE THIS SECTION AND GO TO SECTION 3.

8. When did your organization become officially involved in the FUND project (month and year only)?

9. Which of the following options BEST describes your organization (please select one only)?
   Public sector: University   ☐
   Public sector: Hospital   ☐
   Public sector: Museum   ☐
   Public sector: Local government body (i.e. city council, etc.) ☐
   Other *public sector* (please describe)
   Private sector organization or company (generally run for-profit) ☐
   Voluntary/non-profit Foundation   ☐
   Voluntary/non-profit Association   ☐
   Other organization type (please describe)

10. Approximately how large is your organization? (please select one)
    Small (50 employees or less)   ☐
    Medium (51-200 employees)   ☐
    Large (201 or more employees)   ☐

11. How would you best describe the nature of your organization (please select one):
    Multi-national (it has employees and/or offices in more than one country)
    ☐
    National (it has employees and/or offices across your country)
    ☐
    Local (it has employees and/or offices in one specific area of your country)   ☐

12. Does your company have an official website? If yes, please write down its homepage address here.

SECTION 3: About your network

NOTE: Many of the questions in this section are the same as previously (but not all), so if you answered the first evaluation questionnaire, don't worry about repeating answers from the first one IF nothing has changed.

13. Please list these below, the OTHER partners in your MicroFUND network.

Partner A:
Partner B:
Partner C:
Partner D:
Partner E:
Partner F:
Partner G:
Partner H:

14. Referring to the list ABOVE, please write next to ALL of your partners a number indicating ON AVERAGE how frequently your organization has *interacted* or *directly communicated* with each *since you completed the first questionnaire (or since November, if you didn't complete the previous questionnaire)*, where:

1 = never
2 = rarely (e.g. only by emails sent to 'all partners')
3 = occasionally (e.g. less than once a month)
4 = frequently (e.g. more frequently than once a month)
5 = very frequently (e.g. almost constant contact – such as several times a day)

Partner A:
Partner B:
Partner C:
Partner D:
Partner E:
Partner F:
Partner G:
Partner H:

15. Of the partners that you have interacted with *most frequently* (see your answers to question 15), can you explain why you have interacted with these MORE than you have with the others?

16. Of the partners that you have interacted with *least frequently* (see your answers to question 15), can you explain why you have interacted with these LESS than you have with the others?

17. How frequently, ON AVERAGE, have you communicated with your partners about the FUND project since it began? (please select one)
Several times a week ☐
About once a week ☐
Several times a month ☐
About once a month ☐
Less than once a month ☐

18. Of the media listed below, please indicate the one that you have used most frequently to communicate with your partners:
Email ☐
Telephone ☐
In person (face-to-face meeting) ☐
Post ☐
Other (please describe)

19. What are the main reasons for communicating with your partners (e.g. to share data, to ask questions, to discuss)? Please select the TWO most important reasons below.
Background information/Preliminary investigations ☐
To ask questions/seek clarification ☐
Content development ☐
Organization ☐
Administration ☐
To share data ☐
Testing/Prototyping ☐
Feedback/debriefing ☐
Other (please describe)

20. What are the main difficulties that you have had in trying to communicate with your partners? Please write at least two reasons below.

21. Have you discussed your activities in the FUND project with any external people or organizations that are not part of your MicroFUND? If 'yes', please describe WHO and WHY.

22. Since your FUND project ended have you stayed in contact with any of the partners? If so who and for what purpose?

23. Since the Vienna FUND workshop in December, have you been in touch with any of the other participants in the workshop? If so who and for what purpose?

24. Has your organization publicized your work with the FUND project in any of the following ways? (please select as many options as are relevant)
   On your website   ☐
   In an internal company newsletter   ☐
   In a company newsletter or publication for an external audience
      ☐
   Through a paid advertisement in a local newspaper   ☐
   In a local newspaper article (e.g. written by a journalist)
      ☐
   In a national newspaper article   (e.g. written by a journalist)
      ☐
   Through Facebook   ☐
   Through emails   ☐
   On the radio   ☐
   On a television programme   ☐
   Through a conference or workshop   ☐
   Other (please describe)

25. How frequently have you accessed the main FUND website up to this point in time? (please select one)
   Never   ☐
   Rarely (less than once a month)   ☐
   Occasionally (once a month or more)   ☐
   Frequently (once a week or more)   ☐

26. IF you have accessed the main FUND website, why have you done so? (please select as many options as are relevant)
   To gain information (e.g. about how to create a game) ☐
   To download PlayDecide kits   ☐

To develop and publish a PlayDecide kit ☐
To translate an existing PlayDecide kit ☐
To announce an event ☐
To enter details of results of an event ☐
To write an 'inspiring story' ☐
To read about the activities of others ☐
To post comments about others' activities ☐
To communicate with the FUND organizers ☐
To communicate with other microFUND participants ☐
Other (please describe)

27. How frequently have you accessed 'PlayDecide' on Facebook? (please select one)
Never ☐
Rarely (less than once a month) ☐
Occasionally (once a month or more) ☐
Frequently (once a week or more) ☐

28. Roughly how many people have you exchanged messages with on the PlayDecide space in Facebook? (please select one)
None ☐
One–to-five ☐
Six-to-ten ☐
More than ten ☐

SECTION 4: About your experience with 'PlayDecide'
NOTE: If you answered the first evaluation questionnaire, please note any further thoughts regarding these questions (don't worry about any repeated thoughts or ideas).
29. Please list several key things that you feel most satisfied with in the PlayDecide activity that you developed/adapted. This could include format changes, new topics, partnerships, as well as targeted audiences for the events.

30. Please list any things you feel least satisfied with.

31. If you were to do it again, are there other changes/adaptations to the PlayDecide activity you would like to try? (such as topics, or other format changes)
YES ☐
NO ☐
DON'T KNOW YET ☐
If 'yes', please describe

32. If you were to do it again are there other partnerships you might try to develop?
YES ☐
NO ☐
DON'T KNOW YET ☐
If 'yes', please describe

33. If you were to do it again, are there other audiences you might try to target?
YES ☐
NO ☐
DON'T KNOW YET ☐
If 'yes', please describe

34. Were you surprised by any things that happened within the partnership?
YES ☐
NO ☐
DON'T KNOW YET ☐
If 'yes', please describe

35. Were you surprised by any things that happened in doing the PlayDecide game?
YES ☐
NO ☐
DON'T KNOW YET ☐
If 'yes', please describe

36. If you were to have another microFUND grant, what would you want to do?

37. Please list any advice or lessons learned tips you would give others who want to do a PlayDecide activity.

38. Are you planning to do future PlayDecide events? If so please briefly describe your plans and any partners involved.

39. Has your participation in FUND influenced or impacted ways you think about working with policy making/ policy makers?

40. Has your participation in FUND influenced or impacted ways you think about working with public dialogue events regarding social issues of science?

41. What are the main things that you have gained from being involved in the FUND project?

Many thanks for your time and cooperation in answering this questionnaire. Now please email the questionnaire back to generowe00@gmail.com and sally.duensing@kcl.ac.uk