

SURVEY INSTRUMENT
The NIMBioS Songwriter-in-Residence Program

Determining the Value of a Model for Communicating Science in the NIMBioS Songwriter-in-Residence Program

Thank you for taking a moment to complete this survey. The information you supply will be used to help NIMBioS understand your views, first, on outreach to the public in general and second the Songwriter-in-Residence program as a model for communicating science to general audiences. Information supplied on the survey will be confidential, and results will be reported only in the aggregate.

Part I. Questions about your views on public outreach

How important do you feel it is that you personally engage with each of the following groups about your research?

- General media (in press, t.v. radio, documentaries)
- Popular science journalists (e.g. from *New Scientist*, *Discover* magazines)
- School administrators/teachers (K-12)
- Policy-makers
- Industry/business community
- The general public
- Non-governmental organizations/professional societies
- Your professional peers in the science community
- Family/friends

What do you think are the main reasons for scientists and researchers to engage with the general public? Check all that apply.

- To counteract misconceptions about science
- To contribute to the public understanding of research
- To inspire others about science or to promote science
- Because it is personally rewarding for the researcher/scientist
- Because it is a duty to science and a commitment to society
- Due to expectations/requests (funding requirements, extension work, media, public funding)
- To improve the public perception of the scientist's institution
- To influence policy and regulation, make science matter
- It is part of the scientific process to communicate its findings broadly, including the public
- Other (please specify): _____

About how much time do you currently spend engaging with the general public about science and research?

- Several times a week
- Once a week
- Several times a month

- Once a month
- Once every few months
- Once or twice a year
- I do not engage with the general public about science and research

How much time would you like to spend engaging with the general public about science and research?

- More than I currently do
- About as much as I do now
- Less than I currently do

What is currently limiting your activities to engage the general public in science and research?

Check all that apply.

- I am too junior in my career
- I have serious time constraints
- I lack opportunities or a venue to do so
- Outreach is not encouraged, promoted or valued by my superiors
- Outreach is not encouraged, promoted or valued by my peers
- I am only in the US for a limited period
- There is no senior level support
- I lack the skills to be effective

Other limitation: _____

Part II. Questions about the Songwriter-in-Residence program

In what ways did you interact with the Songwriter-in-Residence? Check all that apply.

Discussed my work or research or scientific topics.

Attended a performance of the songwriter.

Listened to the songs the songwriter created for NIMBioS.

Participated in an activity (e.g., working group or investigative workshop) in which songwriter was present.

I did not interact with the songwriters.

Other interactions: _____

Approximately how often did you interact with the Songwriter-in-Residence during his/her month-long residency?

- Once a week
- Several times a week

One to two times during the month

For each of the following statements, please rate the degree to which you agree with that statement, where 5 is Strongly Agree and 1 is Strongly Disagree. Or “not applicable.”

In conversations with the songwriter, I had to think carefully about how to communicate my research or how to communicate scientific topics.

I had difficulty helping the songwriter understand my research or a scientific topic we were discussing.

I changed the way I talk about my research or about a scientific topic in order to improve communication with the songwriter.

My participation with the Songwriter-in-Residence program has influenced the way I think about communicating my research or about communicating science.

What do you see as a benefit for scientists who engage with the songwriter?

What do you see as costs or downsides for scientists engaging with the songwriter?

Additional comments:

FULL SURVEY RESULTS

Just Can't Get You Out of My Head: Communicating Science Through Music

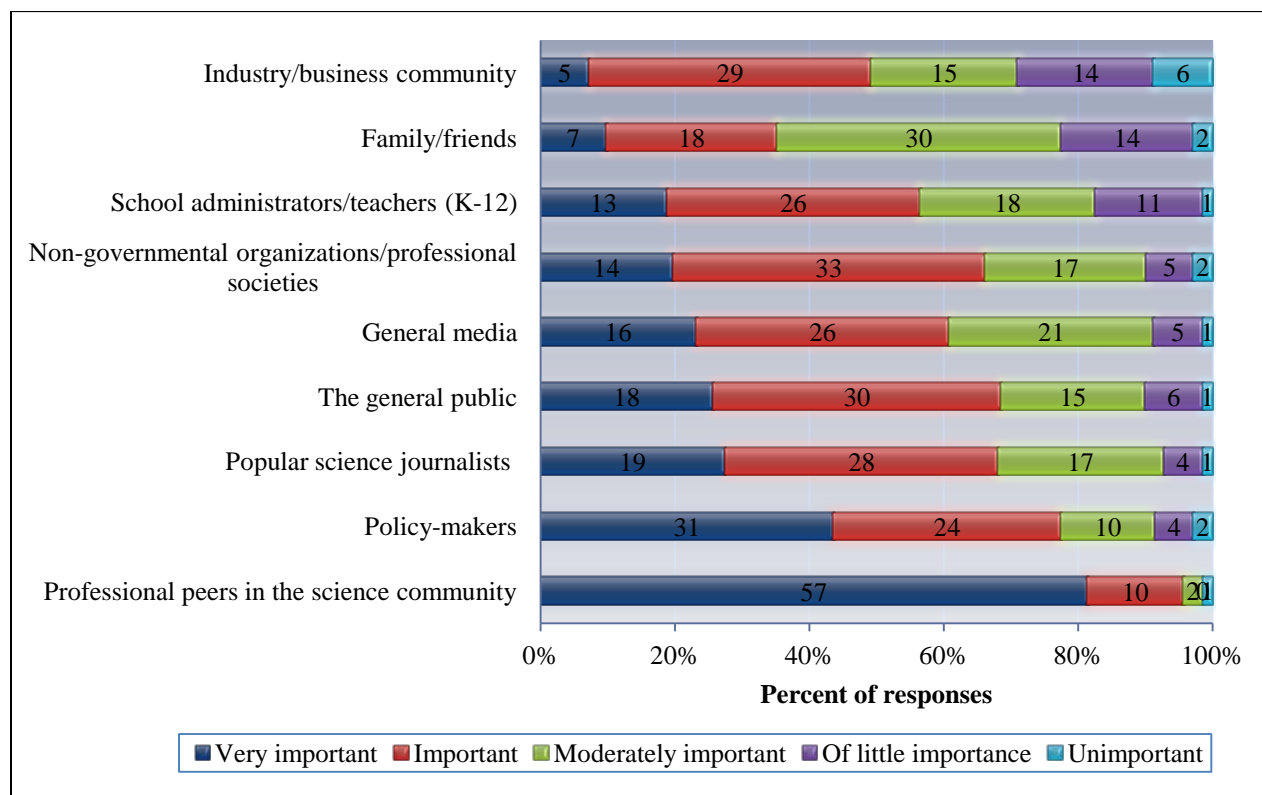


Figure 1. Groups with whom it may be important to engage about scientific research

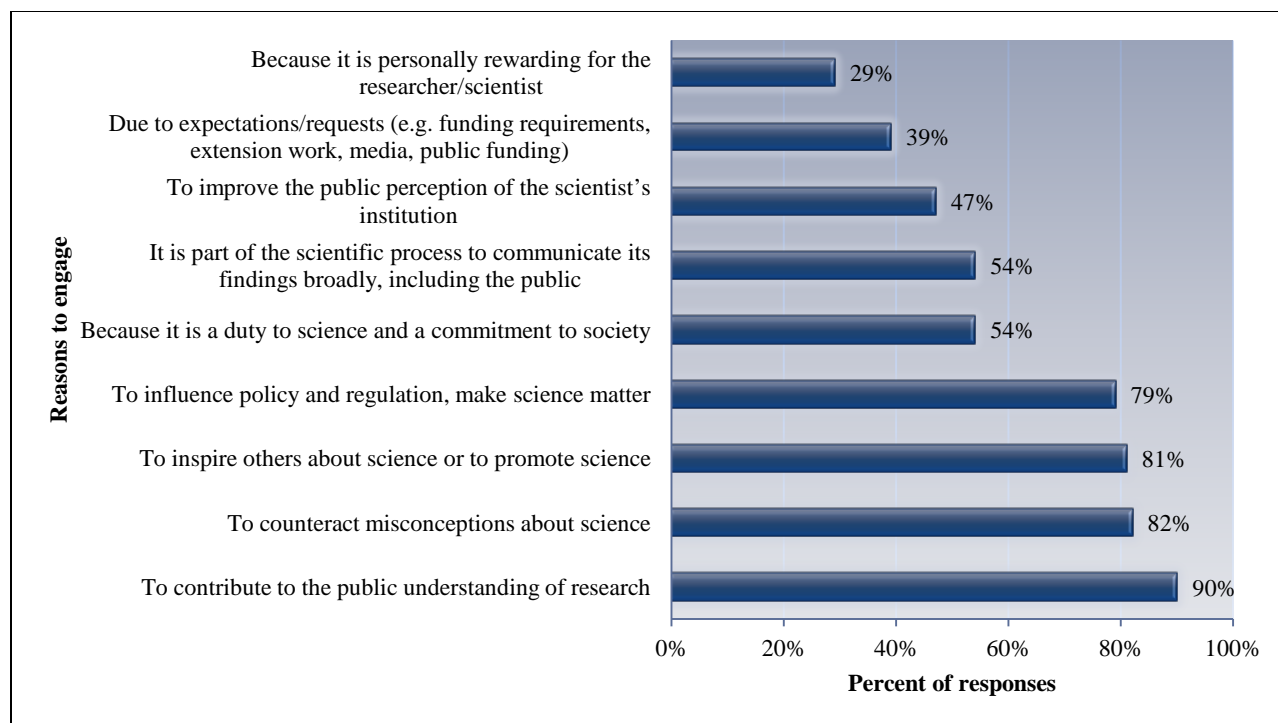


Figure 2. Reasons for scientists and researchers to engage with the general public

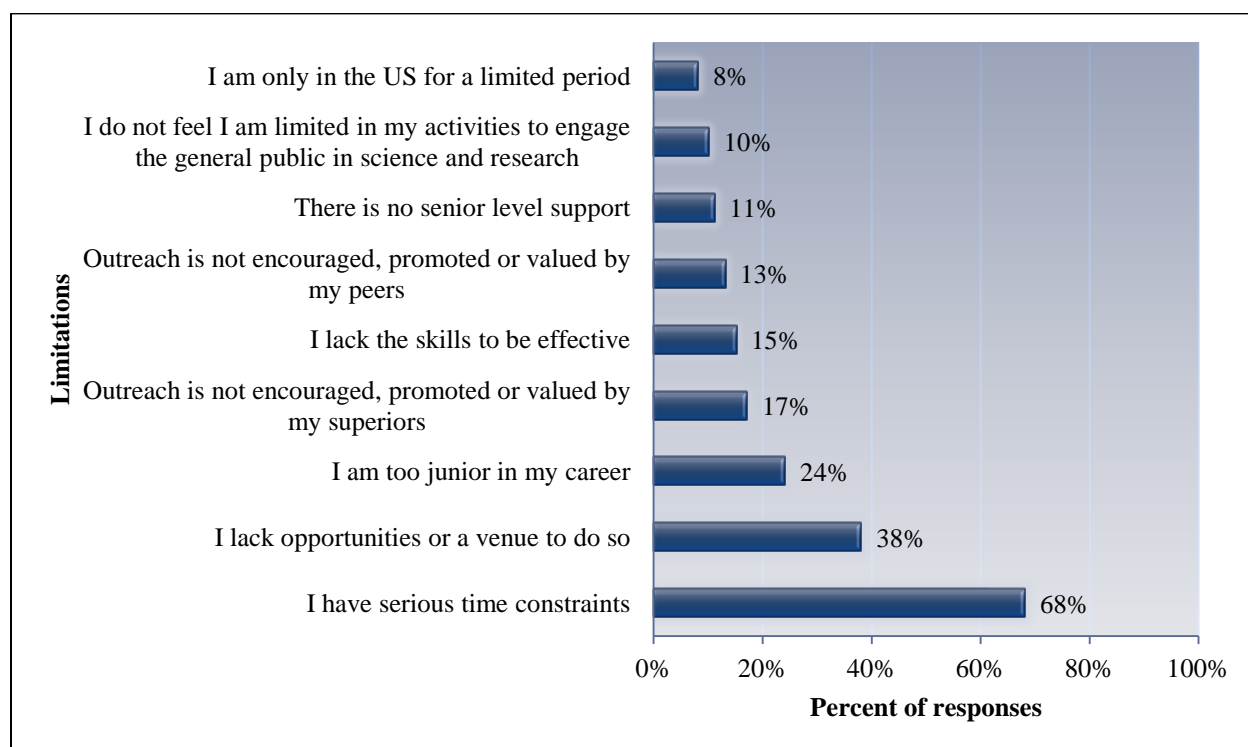


Figure 3. Limitations to engaging the general public in science and research

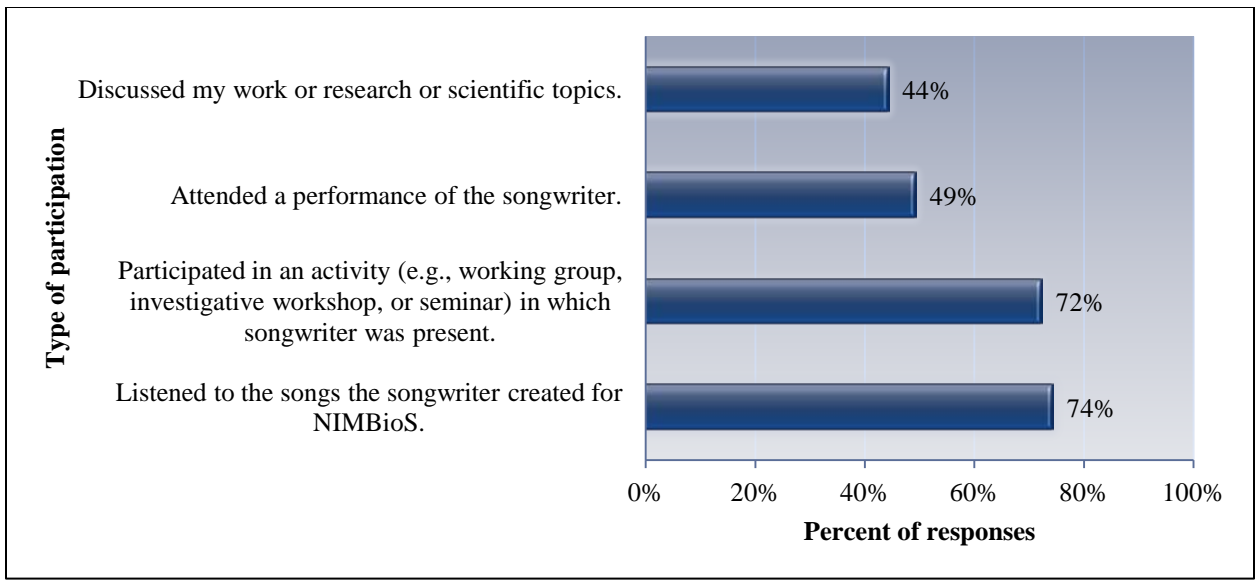


Figure 4. Ways in which participants interacted with the Songwriter-in-Residence program

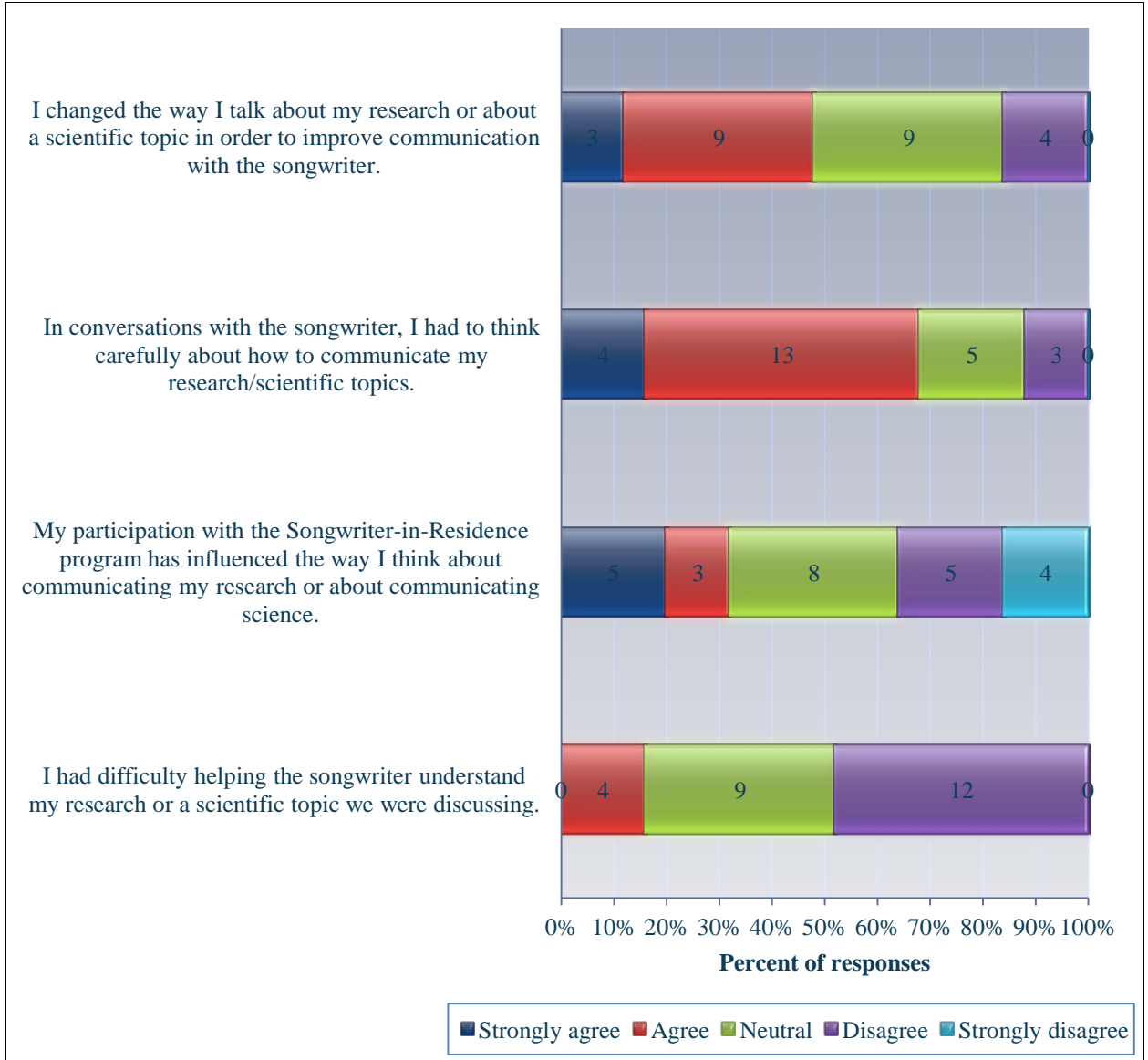


Figure 5. Participant science communication outcomes

Table 1. Correlations between importance of engaging with particular groups about research and changes in thinking about communicating research/scientific topics

	General media	Popular science journalists	(K-12) admins/teachers	Policy-makers	The general public
In conversations with the songwriter, I had to think carefully about how to communicate my research/ scientific topic.	0.402*	0.500**	0.486**	0.345*	0.472**
My participation with the Songwriter-in-Residence program has influenced the way I think about communicating my research /scientific topics.	0.166	0.287	0.712**	0.471**	0.300

Note. * $p < 0.05$, ** $p < 0.01$