

**COMPARATIVE**

- Information allowing comparisons between two (or more) events, types of interaction, etc.
- Good for tracking changes over time or measuring changes (in knowledge, attitudes, perceptions) in visitors.

TOOL	DESCRIPTION	GOOD POINTS	CHALLENGES
Start and end measures	Voting/counts made at the start of an event and repeated (exactly) at the end, for example: do you agree with stem cell / animal research, would you donate an organ for transplantation, on a scale of 1-5, how much do you trust scientists?	No need for follow-up - can be carried out and completed at the event; measures (changes in) beliefs, levels of support, etc.	Some visitors unwilling to participate.
Before and after measures	Get school groups to draw pictures of scientists before and after their visit; ask teachers to track level of interest in science. If followed up by another survey eg 6 months later, longer lasting impact can be assessed.	Enjoyable activity for all involved; immediately obvious 'before' and 'after' measures.	Requires advance planning and preparation; requires cooperation of third party (eg teacher); can be difficult to summarise/collate findings.
'Reactionnaire'	Questionnaire completed by visitors immediately after the event asking if they have learned or gained anything from it.	Useful for new projects to enable fine-tuning and to identify problem areas; good for gauging immediate audience reactions.	Requires advance planning and preparation; requires someone to encourage visitors to take part.
Tracking measures	Establishing a baseline study at start of a project and repeat it at the end of the project; include a number of standardised questions as part of every questionnaire/survey.	Long term measure; good for assessing increased awareness or understanding of a topic as the field moves on.	Long term commitment that can't be achieved through one specific 'event'; very time and resource intensive.