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5. Typology of images of science

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Organisation name of lead contractor for this deliverable:
CIREM (Spain)

Task 2.2 Set-up of the typology of population and images of science
Deliverable 5. Typology of images of science and scientists

This task has the aim to provide rating scales that will be used to measure and compare the image of science and scientists on different websites in a systematic and consistent way. This document is a result of co-operation between the partners. The first frame document was prepared by the task leader based on task 2.1, comments at the kick-off meeting, emails of the partners and discussions with the workpackage leader. Each partner had to send comments and suggestions to the first document, which were then considered and incorporated into the final deliverable in agreement with the workpackage leader.

The rating scales to be used for the investigation of the images of science and scientists transmitted by the websites are based on a 5-point Likert-scale.

Rating scale for the image of science:

Attribute	Question	Scale					
Accessibility	Do you find this site difficult to understand?	very easy	easy	OK	a little difficult	very difficult	N/A
Relevance	Does the site show you if science is important to your life?	not relevant	a little relevant	normal	quite relevant	very relevant	N/A
Gender orientation	Is this site good for boys, for girls or for both?	for girls only	more for girls than for boys	no difference	more for boys than for girls	for boys only	N/A
Core Concepts	Is this site interesting?	boring	un-interesting	OK	interesting	exciting	N/A
Core Activities	Does the site make you interested in doing science yourself?	to be avoided if possible	tedious	OK	stimulating	inspiring	N/A
Real world significance	Does the site show you if science is important to society?	remote from reality	not directly related to real world issues	some connection with real world	fairly significant activity	very significant activity	N/A
Values	When you visit this site, what values does it transmit - does it suggest that scientists work for the good / for the good of society or for more selfish benefits such as greed or power?	very negative	negative	average	positive	very positive	N/A
Ethics	Does science on this site appear as respectful towards human beings,	not at all	not really	neutral	yes	completely	N/A

Attribute	Question	Scale					
	animals and nature?						
Maths / formulae content	Do you need to know a lot of maths or formulae to understand this site?	no maths / formulae	some maths / formulae	Normal	a lot of maths / formulae	all maths / formulae	N/A
Experiments with animals	Do the scientists on the page experiment a lot with animals?	never	rarely	sometimes	often	always	N/A
Autonomy	Do scientists choose what to work on or do they have to follow others' orders?	completely subject to others' orders	a little freedom	both equally	mostly free, but with constraints	completely free	N/A

Rating scale for the pictorial image of scientists:

Attribute	Question	Scale					
Personality	What kind of persons are they?	evil	bad	neutral	good	excellent	N/A
Behaviour	Are they mad or normal?	insane	very unusual behaviour	mildly unusual behaviour	eccentric but harmless	normal	N/A
Intelligence	How intelligent are they?	not intelligent	less than normal intelligence	normal	intelligent	brilliant	N/A
Memory capacity	Are they forgetful?	very forgetful	slightly forgetful	normal	good memory	excellent memory	N/A
Age	Are they young or old people?	mostly old	more old than young	both	more young than old	mostly young	N/A
White coat	What do they wear?	never wear a white coat	often wear a white coat	sometimes wear a white coat	mostly wear a white coat	always wear a white coat	N/A
Special instruments	Do they use special instruments?	always	often	sometimes	rarely	never	N/A
Personal style	Are they tidy?	very untidy	a little untidy	normal	quite tidy	always tidy	N/A
Sex	Are there more men or women among scientists?	mostly women	more women than men	either	more men than women	mostly men	N/A
Ethnicity	Where do they come from?	all Caucasian appearance	mostly Caucasian	few other ethnic groups included	some other ethnic groups included	wide range of ethnic groups represented	N/A
Clothing style	Do they look stylish?	no dress sense	dresses oddly	dresses OK	mostly dresses well	always well dressed	N/A
Economic status	Are they well-off people?	poor	less money than normal	normal	quite wealthy	rich	N/A
Prestige	Are they important people for the society?	not at all	not really	neutral	important	very important	N/A

Attribute	Question	Scale					
Motivation	Are scientists ambitious people?	no ambition whatsoever	mildly ambitious	normal aspirations	mildly ambitious	very ambitious	N/A
If working with animals	How do they treat animals?	brutal	harsh	OK	a little kind	very kind	N/A

We will use the same scales for mapping the websites in the partner countries and for the analysis by test groups. The grids will be translated into the partners' languages when they use them to work with the test groups.