

## Evaluation – Report

Lecture Title: **"Media and Public Relations for Science"**  
Lecture Date: **May 16, 2017**  
Lecturer/Instructor: **Heike Dierbach**

### 1. Demographics

a) Please let us know which JSMC Research Training Group you belong to:

	Anzahl	%
JSMC Fellows (1)	0	0.00%
GRK 1257/2 (2)	0	0.00%
ILRS (3)	0	0.00%
IMPRS (4)	6	100.00%

b) PhD project start was x years ago:

	Anzahl	%
< 1 year (1)	1	16.67%
< 2 years (2)	2	33.33%
< 3 years (3)	1	16.67%
> 3 years (4)	2	33.33%

c) How close was the topic of the workshop to your own current research work?

very close				not related at all
33.33%	0.00%	16.67%	33.33%	16.67%
(2)	(0)	(1)	(2)	(1)

**M = 3.00**

d) How did you learn about the course?

	Anzahl	%
from the <a href="#">JSMC Event Calendar</a>	0	0.00%
from the <a href="#">JSMC Newsletter</a>	0	0.00%
by email from one of the coordinators	4	66.67%
from a colleague	0	0.00%
Other: IMPRS homepage, IMPRS website	2	33.33%

## 2. Course Structure

a) *The goals and the structure of the course matched well with the course description.*

1 - I fully agree	2	3	4	5 - I disagree
16.67%	33.33%	33.33%	16.67%	0.00%
(1)	(2)	(2)	(1)	(0)

**M = 2.50**  
(ideal=1)

b) *The course was well structured.*

1 - I fully agree	2	3	4	5 - I disagree
33.33%	50.00%	16.67%	0.00%	0.00%
(2)	(3)	(1)	(0)	(0)

**M = 1.83**  
(ideal=1)

c) *There was sufficient time / opportunities for questions and discussions*

1 - I fully agree	2	3	4	5 - I disagree
33.33%	33.33%	33.33%	0.00%	0.00%
(2)	(2)	(2)	(0)	(0)

**M = 2.00**  
(ideal=1)

d) *The lecturers were well prepared.*

1 - I fully agree	2	3	4	5 - I disagree
50.00%	50.00%	0.00%	0.00%	0.00%
(3)	(3)	(0)	(0)	(0)

**M = 1.50**  
(ideal=1)

e) *Any comments on the structure of the course? Suggestions?*

The titel should be more like "press release and media" because we actually did not discuss any other strategies to reach the public, except writing a press release and hopefully talk to a journalist

It was more about writing a press release than anything else. Public relations and social media were not discussed.

### 3. Practical elements of the course

a) How do you rate the opportunities / time you got to gain hands-on experience on the methodologies presented?

1 – excellent	2	3	4	5 – poor
33.33%	50.00%	16.67%	0.00%	0.00%
(2)	(3)	(1)	(0)	(0)

**M = 1.83**  
(ideal=1)

b) Please rate the equipment available at the course.(e.g., laboratory, analytical instruments, lab consumables, etc.)

1 – excellent	2	3	4	5 – poor
40.00%	20.00%	40.00%	0.00%	0.00%
(2)	(1)	(2)	(0)	(0)

**M = 2.00**  
(ideal=1)

### 4. Theoretical elements of the course

a) How do you rate the course materials you received?

1 – excellent	2	3	4	5 – poor
0.00%	40.00%	60.00%	0.00%	0.00%
(0)	(2)	(3)	(0)	(0)

**M = 2.60**  
(ideal=1)

b) How do you rate the theory seminars accompanying the course?

1 – excellent	2	3	4	5 – poor
33.33%	33.33%	16.67%	0.00%	16.67%
(2)	(2)	(1)	(0)	(1)

**M = 2.33**  
(ideal=1)

c) Any comments on the theoretical elements of the course? Suggestions?

I did not get and materials right now, but if the presentation will be sent around, I would mark a "2"

The part that was covered was covered clearly.

## 5. Overall opinion – subjective evaluation

a) Was it worthwhile to attend the course?

1 - yes, absolutely	2	3	4	5 - no, not at all
50.00% (3)	0.00% (0)	33.33% (2)	16.67% (1)	0.00% (0)

**M = 2.17**  
(ideal=1)

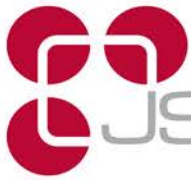
b) With respect to the following aspects, did you gain from attending the lecture? (ideal=1)

	1- yes, very much	2	3	4	5 - no, not at all	M
Knowledge about scientific theories and concepts	0.00% (0)	25.00% (1)	0.00% (0)	0.00% (0)	75.00% (3)	<b>4.52</b>
Knowledge about current analytical techniques	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	100.00% (3)	<b>5.00</b>
Practical experience with current analytical techniques	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)	100.00% (3)	<b>5.00</b>
Transferrable skills (e.g., team work, strategies to approach problems, etc.)	33.33% (2)	66.67% (4)	0.00% (0)	0.00% (0)	0.00% (0)	<b>1.67</b>
Competences in working independently	25.00% (1)	50.00% (2)	0.00% (0)	25.00% (1)	0.00% (0)	<b>2.25</b>
Interdisciplinary thinking	33.33% (2)	66.67% (4)	0.00% (0)	0.00% (0)	0.00% (0)	<b>1.67</b>
Contacts to other JSMC members	40.00% (2)	20.00% (1)	40.00% (2)	0.00% (0)	0.00% (0)	<b>2.00</b>

c) How do you rate the ratio of the practical and theoretical elements of the course?

1 - too much theory	2	3 - ideal	4	5 - too little theory
0.00% (0)	33.33% (2)	50.00% (3)	16.67% (1)	0.00% (0)

**M = 2.83**  
(ideal=3)



d) What did you like / dislike in particular?

+ getting to know how to reach journalists + how to attract journalists - neverending discussion about lazy&stupid journalists

not the most competent lecturer

e) Do you have suggestions for improvement?

- quit a discussion like "I don't trust journalists, because they only want to have a catchy article and not inform seriously." or "I won't have articles about my work in newspapers or equal since I don't want to adress the public. They don't understand it. So why should I invest so much work?"

to take a journalist for this course means to have a special perspective on it. you should at least bring this into focus. also we have a professional press release service. this might be nice to somehow include this as well also cause of this perspective.

Spend less time discussing our research, more on the other aspects of media and PR.

June 2, 2017  
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