

### **Appendix 3 – Feedback, quotes, and photographs from previous event**

Careful assessment of audience responses and both formal (via evaluation questionnaire) and informal feedback both on the night and post event, suggests the audience found this event both informative and enjoyable. The Dana Centre programmers also agreed that the event was a success.

More formally 69% of the audience indicated they had definitely learnt something about the methods psychologists use. 50% of the audience felt they knew more about empathy than when they arrived. 25% suggested their previous ideas and beliefs on the topic had been challenged.

Regarding the artwork, the majority of the audience felt they had enough time to explore the artwork in general, although they also indicated they would have liked to see more of Peter Myers artwork. The majority of respondents also felt they would like more information about the artwork – and more time to talk to the artists. We will endeavour to remedy these issues, and if we could secure extra funding, we would like to make a video of Peter talking about his artwork to present as part of future events.

Overall, 63% of respondents felt the event was cohesive, and the majority indicated the event met their expectations. 68.8% said they enjoyed the event 'very much', with another 19% stating they enjoyed it. Not one respondent indicated that they did not find the event enjoyable!

In terms of individual responses, the following comments were taken from the feedback forms:

*'Enjoyed the participation and the 3 parts coming together – art, science, and visuals'*

*'Especially liked the interaction with the audience, very interesting.....enjoyed the evening very much'*

*'Liked the interaction and learning about what it all meant'*

*'It would be good to know more about Peter's creative process – to contrast against the content to do with scientific methods, and to see more on Poppy's [Galvanic Skin Response] work'.*

Photographs from Tricks of the Psych Trade event 8<sup>th</sup> March 2006, Dana Centre, London

