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FINAL REPORT 2nd Questionnaire

Place and dates of completion of the questionnaire

Italy: Scuola Elementare Statale Antonio Gramsci, Rome – March 31st 2009

Belgium: Sint-Jozefsschool Eizer, Overijse – April 23rd 2009

Poland: Primary School number 152, Łódź - April 20th 2009

Ireland: St Patrick's Girls National School, Dublin – April 22nd 2009

Bulgaria:

- 120 osnovno uchilishte Georgi Stoikov Rakovski, Sofia – April 20th 2009
- 1 OY Paisi Hilendarski, Galabovo - April 27th 2009

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NUMBER OF PARTICIPANTS

In total 480 children composed the Focus Group

EXPLORA (Italy):	76 (boys 45, girls 31)
IMAGINOSITY (Ireland):	110 (110 girls)
PARKMINIATUR (Poland):	92 (boys 48, girls 44)
TECHNOPOLIS (Belgium):	102 (boys 45, girls 57)
ARTLAND (Bulgaria):	100 (boys 59, girls 41)
TOTAL:	480

PROTOCOL NUMBERS

Explora provided three different forms to the other 4 children museums: FORM A – TEACHERS AND STAFF USE, FORM B – CHILDREN, FORM C – TRANSLATION.

Each child received the FORM B.– CHILDREN: this form was made up of multiple choice questions . The images of the four characters were put in the text after each multiple choice question.

The questions were read out by the supervisor using a PowerPoint presentation by reading FORM A – this form was a tool for teachers and staff to conduct the focus group and was not distributed to children.

Teachers/educators gave a protocol number to every FORM B.

FORM C – TRANSLATION was used in order to translate/copy the children’s answers. The protocol number of this form corresponded to the one on FORM B.

As already assessed for the first questionnaire, the ‘protocol procedure’ has worked very well and proved to be very useful for the entire work.

AVERAGE AGE of FOCUS GROUP

The average age of this Focus Group was 7.6

EXPLORA (Italy)	7.5
IMAGINOSITY (Ireland):	7
PARKMINIATUR (Poland):	7
TECHNOPOLIS (Belgium):	8.5
ART LAND (Bulgaria):	8

SUBMISSION METHODOLOGY

On the basis of the 1st Questionnaire report carried out by Explora and partners, Griffilms finalised the 4 main characters of the animation and the story concept. At the occasion of the 2nd Questionnaire, Griffilms provided us with the following visual tools:

- for each character a coloured drawing (*basic image*) with its name written beside it and three sketches showing different poses;
- four images of all the characters together in different backgrounds.

According to the characters' descriptions and features given by Griffilms, and in close coordination with the partnership, Explora drafted the questionnaire which aimed at assessing the impact of the characters on children.

All the focus group meetings were carried out in schools and not in the museums. Children already knew about YES since they took part in the 1st Questionnaire; but in any case the supervisors reminded them of the project in order to ensure continuity. Explora decided to use a PowerPoint presentation to present the characters and the questions, while the other members of the Pedagogic Evaluation Committee (PEC) decided to read out the questions and to print out the characters sketches. The methodology, which was well known and shared by all the PEC members, did not create difficulties, but there were some issues that should be considered in order to improve the work methodology.

MAIN ISSUES OF THE FOCUS GROUP

As we said in the 1st Questionnaire Evaluation Report, YES 1st questionnaire was a little bit too long and complicated. We tried to avoid this in this 2nd Questionnaire, which in fact is shorter and includes less "open" answers. Nevertheless in Poland, teachers still found the questionnaire too complex.

In Belgium, the name BUH was considered too difficult to pronounce. The name was changed into WAF – which is the Dutch onomatopoeic sound for barking. This was a good choice, since children liked this name.

The methodology guidelines suggested that each supervisor would have taken care of a group of 6 children. This was not possible in Bulgaria where each group counted 12 children.

FINAL QUANTITATIVE EVALUATION OF ANSWERS

The entire documentation including Form A for teachers, Form B for children, Form C for translators as well as the Guidelines is available upon request.

1. DO YOU LIKE BEN?

- YES 66%
- NO 34%

2. WHY?

Among the 315 children who like Ben, 77 (24,44%) said that he is *nice*, 38 (12,06%) said he is *cool*, 36 (11,42%) liked his *dress style* and 36 said that he is *funny*.

Among the 163 children who do not like Ben, 29 (17,79%) said he is *ugly*, 21 (12,88%) did not answer and 20 (12,26%) said that he is *strange* and *weird*.

The complete list is in Annex 1 attached to this report.

3. DO YOU LIKE JACKIE?

- YES 59,30%
- NO 40,70%

4. WHY?

Among the 284 children who like Jackie, 44 (15,49%) think that she is *nice*, 40 (14,08%) that she is *cool*, 35 (12,32%) liked her hair.

Among the 195 children who do not like Jackie, 42 (21,53%) do not like the *hair*, 40 (20,51%) said she is *ugly*.

The complete list is in Annex 1 attached to this report.

5. DO YOU LIKE LUCY?

- YES 49,16%
- NO 50,84%

6. WHY?

Among the 236 children who like Lucy, 32 (13,55%) like the *dress style*, 29 (12,28%) think that she is *nice*, 27 (11,44%) liked her hair.

Among the 244 children who do not like Lucy, 49 (20,08%) did not like the *dress style*, 49 said she is *ugly*, 29 (11,88%) did not like her *hair* and 26 (10,65%) did not like the *teeth*.

The complete list is in Annex 1 attached to this report.

7. DO YOU LIKE BŮH?

- YES 93,3%
- NO 6,7%

8. WHY?

Among the 448 children who like Bůh, 87 (19,41%) think that he is *cute*, 59 (13,16%) consider him *cuddly*, 44 (9,82%) like him because he is a *teddy bear*.

Among the 32 children who do not like Bůh, 8 (25%) do not like *the nose*, 6 (18,75%) think that he is *furry*, 5 (15,62%) do not like *the head*.

9. IN YOUR OPINION, WHO IS THE MOST INTERESTED IN SPORT?

- Ben 62%
- Jackie 25%
- Lucy 3%
- Böh 10%

10. IN YOUR OPINION, WHO IS THE COOLEST DUDE/DUDETTE?

- Ben 20%
- Jackie 31%
- Lucy 7%
- Böh 42%

11. IN YOUR OPINION, WHO IS THE KINDEST?

- Ben 8%
- Jackie 8%
- Lucy 30%
- Böh 54%

12. IN YOUR OPINION, WHO IS THE BRAVEST?

- Ben 30%
- Jackie 18%
- Lucy 7%
- Böh 44%

13. IN YOUR OPINION, WHO IS THE MOST CURIOUS?

- Ben 16%
- Jackie 16%
- Lucy 48%
- Böh 20%

14. IN YOUR OPINION, WHO IS THE WISEST?

- Ben 14%
- Jackie 51%
- Lucy 15%
- Böh 20%

15. IN YOUR OPINION, WHO HAS MAGICAL POWERS?

- Ben 10%
- Jackie 15%
- Lucy 4%
- Böh 70%

16. HOW OLD DO YOU THINK JACKIE IS? The average estimated age is 10.7 years old.

17. WHO IS YOUR FAVOURITE CHARACTER?

- Ben 11%
- Jackie 18%
- Lucy 9%
- Böh 62%

18. WHY?

Among the 55 pupils who chose Ben, 12 (21,81%) consider him *nice*, 6 (10,90%) like him for *his hair*. Among the 84 who chose Jackie, 12 (14,28%) think she is *cool*, 10 (11,90%) chose her for the *hair*. Among the 51 children who prefer Lucy, 5 (12,19%) consider her *cute* and 5 consider her *nice*, 4 liked her *hair*, 4 like her because she is *sweet*. Among the 300 children who ticked Buh, 55 (18,33%) said he is *cute*, 42 (14,00%) consider him *nice* and for 37 (12,33%) he is *sweet*.

The complete lists are in Annex 1 attached to this report.

19. DO YOU THINK THESE FOUR WOULD MAKE GOOD CARTOON CHARACTERS?

- YES 93%
- NO 7%

20. WOULD YOU LIKE TO SEE THEM IN A CARTOON?

- YES 94%
- NO 6%

21. NOW, LISTEN TO THIS STORY AND THEN ANSWER: WOULD YOU LIKE TO WATCH A CARTOON LIKE THIS?¹

- YES 95%
- NO 5%

¹The children have listened to the story below, before answering question n. 21: *One day BEN, his little sister LUCY and JACKIE his best friend are playing in their attic which is full of old junk when they find a very scruffy and old looking toy dog and a broken fairground carousel. Suddenly, something very unusual and magical happens - the little toy dog comes alive and starts to talk and walk around and the broken fairground carousel starts to twirl around and around it goes! The toy dog introduces himself as BUH and using the magic carousel BUH takes the children on lots of adventures to weird and wonderful places!*

FINAL PEDAGOGIC EVALUATION

The questionnaire was designed according to the sketches, the drawings and the descriptions of the four characters provided by Griffilms. The images were introduced in the questionnaire since they are the best way to communicate with 7-8 years old children. Moreover the drawings were shown to the children in order to let them to follow the development of the project and see how their feedback was used from the previous questionnaire. Since children were aware of this development, their answers were really conscious.

The questions were more direct and more concise than the ones of the first questionnaire; that said, children had the opportunity to express their ideas and opinions just as they did in the 1st Questionnaire.

The 2nd Questionnaire was split into 3 parts, each had a different objective:

- 1) First of all we wanted to test the characters in order to gauge the first impressions of the children on the drawings and on the aspects of the characters. So we asked children if they liked or they did not like each one of the character. They were also asked to describe the reasons of their liking or disliking.
- 2) Another important goal was to understand if children would have noticed the features of each character. We imagined Ben like an eight years old boy, very active, good at sport, leader of the group, while Jackie is a kind girl, Lucy a curious one, and Böh the wisest and the character with magical powers. We wanted to understand whether these features were perceived by the children just looking at the characters' images. This is the reason why we asked the children to identify *the kindest, the bravest, the wisest, the coolest* etc among the group of the characters
- 3) The last 3 questions aimed to test the impact of the concept/story – this was read out to the children - and get an understanding of whether our animation was attractive for children.

Conclusion

62% of children indicated Böh as the preferred character. Böh has many features that the children like. First of all he is a soft toy so he is familiar: Böh is a partner in the children's adventures and he is a stimulus for their imagination. He is also dog, the animal that was

indicated as the preferred one in the first questionnaire. He is not perceived as the wisest (51% of the children consider Jackie to be the wisest), probably because children link the idea of wisdom to the age, and since Jackie looks like the oldest child, she was identified as the wisest. In the children's opinion, Buh is the coolest and the one with magical powers – even if children can not explain why, they feel that Buh is special.

18% of the children chose Jackie as preferred character. As we said previously, children think that she is the wisest of the group. On average children think that Jackie is 10.7 years old, but were also answers with an older age. Jackie is not perceived as “kind” also if this was Griffilms intention, and she is supposed to be younger than the children think.

Children think that Ben is the most interested in sport because they notice in him the physical power. In general children like him, boys more than girls. Ben is perceived by children exactly in the way he was meant to be.

The children noted that Lucy is the youngest character and they considered her as unpredictable, fearless and curious. We think that the age element played an important role when children were asked if they liked Lucy. In fact, only 49,16% of the children said they like her. This is probably due to the fact that for this age group younger children are perceived as annoying. Again it seems that that the children perceived Lucy in the way we meant.

In general children like all the 4 characters. They also showed interest in the story concept and were excited about the idea of seeing them in a real animation!

Annex 1

The following lists detail the answers given by children to questions n.2, n. 4, n. 6, n. 8, n. 18.

2.1 Why do you like Ben?

Answers	Number of Children	Percentage on the total (315)
He is nice	77	24,44%
He is cool	38	12,06%
For the dress style (6 like the trousers/jeans, 2 like the t-shirt colour, 1 says he is fashionable)	36	11,42%
He is funny	36	11,42%
For the hair (12 say that they are nice, funny, weird, 14 say that they like blond hair)	26	8,25%
For the eyes (2 say that one eye is bigger than the other)	13	4,12%
He is beautiful	13	4,12%
For the smile	12	3,80%
He is friendly	12	3,80%
No answers	11	3,49%
He is a boy	7	2,22%
He is athletic	5	1,58%
He has been well drawn	4	1,26%
I like his name	3	0,95%
For the big ears	2	0,63%
He is cute	2	0,63%
He seems a good boy	2	0,63%
He is sweet, tender	2	0,63%
For the aspect (he looks older)	1	0,31%
For the shoes	1	0,31%
For the voice	1	0,31%
He is clumsy	1	0,31%
He is crazy	1	0,31%
He is fat	1	0,31%
He is happy	1	0,31%
He is kind	1	0,31%
He is short	1	0,31%
He is slim	1	0,31%
He is smart	1	0,31%
He is special	1	0,31%
He is strange	1	0,31%
He looks like someone I know	1	0,31%

2.2 Why you don't like Ben?

Answers	Number of Children	Percentage on the total (163)
He is ugly	29	17,79%
No answer	21	12,88%
He is weird	20	12,26%
For the hair (8 don't like blond hair, 9 say that they are silly, spiky, sticky)	17	10,42%
For the eyes (8 say that one eye is big than the other)	10	6,13%
He is fat, plump, overweight, a chubby boy	10	6,13%
He is a boy	8	4,90%
I don't know him	7	4,29%
He is not nice	6	3,68%
For the dress style (2 don't like the trousers)	5	3,06%
I don't like the smile (1 says it's stupid)	5	3,06%
For the ugly face, strange face (1)	3	1,84%
He had jagged teeth	3	1,84%
He is crazy	3	1,84%
He is stupid	3	1,84%
He is boring	2	1,22%
He is dirty, sloppy	2	1,22%
He is different from the other cartoons	2	1,22%
He has not been drawn well	2	1,22%
He has just four fingers	1	1,22%
The stomach is too big	1	1,22%
He is a fighter	1	1,22%
He is not interesting	1	1,22%
He is short	1	1,22%

4.1 Why do you like Jackie?

Answers	Number of Children	Percentage on the total (284)
She is nice	44	14,49%
She is cool	40	14,08%
For the hair (beautiful, cool, funny, fluffy, curly)	35	12,32%
She is pretty	24	8,45%
For the beautiful smile	21	7,39%
Dress style (2 like the jeans, 7 like the t-shirt)	20	7,04%
She is funny	17	5,98%
She is beautiful	12	4,22%
She is a girl	8	2,81%
For the earrings	7	2,46%
I like her name	5	1,76%
She is cute	5	1,76%
No answer	5	1,76%
For the brown skin	4	1,40%
She is sweet	4	1,40%
For the eyes	3	1,05%
She is clever, smart	3	1,05%
She is friendly	3	1,05%
She is lovely	3	1,05%
She is sexy	3	1,05%
She is slim	3	1,05%
For the aspect	2	0,70%
She is happy	2	0,70%
For the face	1	0,35%
She is athletic	1	0,35%
She is chic	1	0,35%
She is crazy	1	0,35%
She is fancy	1	0,35%
She is funky	1	0,35%
She is kind	1	0,35%
She is optimist	1	0,35%
She is proud	1	0,35%
She is modern (she uses technological things)	1	0,35%
She looks like somebody I know	1	0,35%

4.2 Why you don't like Jackie?

Answers	Number of Children	Percentage on the total (195)
For the hair (1 says big, 4 say brown, 4 say curly, 1 says short, 11 say strange, 1 says too long)	42	21,53%
She is ugly	40	20,51%
No sense	26	13,33%
She is a girl	16	8,20%
For the brown skin	15	7,69%

For the dress style (4 don't like the t-shirt, 1 does not like the shoes)	12	6,15%
She is not nice	10	5,12%
She is strange	10	5,12%
She is fanatic	4	2,05%
She is stupid	3	1,53%
She is strange	2	1,02%
She is boring	2	1,02%
She looks like a boy	2	1,02%
I don't like her name, it's a boy name	2	1,02%
For the aspect	1	0,51%
She has not fingers	1	0,51%
She is short	1	0,51%
She is not cool	1	0,51%
She is selfish	1	0,51%
She is too smart	1	0,51%
She is urchin	1	0,51%
She scares	1	0,51%
She is gipsy	1	0,51%
She is thin	1	0,51%

6.1 Why do you like Lucy?

Answers	Number of Children	Percentage on the total (236)
For the dress style (3 like skirt, 3 like the green shoes, 3 say the colour of the socks, 8 say green dress)	32	13,55%
She is nice	29	12,28%
For the hair (7 like her bunches, 8 say blond)	27	11,44%
She is funny	26	11,01%
She is cute	25	10,59%
She is beautiful	13	5,50%
She is sweet	13	5,50%
No answer	12	5,08%
For the smile	9	3,81%
For the beautiful teeth (1 says big teeth)	8	3,38%
She is happy	5	2,11%
I like her name	5	2,11%
She is the youngest	4	1,69%
She is cool	3	1,27%
She is friendly	3	1,27%
She is kind	3	1,27%
For the big eyes	2	0,84%
For the funny mouth	2	0,84%
She is elegant	2	0,84%
She seems to Pippi Longstocking	2	0,84%
She seems a normal school girl	2	0,84%
She is a friend	2	0,84%
She has funny and great fingers	1	0,42%

She is clever	1	0,42%
She is fast	1	0,42%
She is giddy, too excited	1	0,42%
She is good at school	1	0,42%
She is lovely	1	0,42%
She is weird	1	0,42%

6.2 Why you don't like Lucy?

Answers	Number of Children	Percentage on the total (244)
For the dress style (7 don't like the colour of the dress, 2 say she is not stylish, 2 don't like the green shoes, 2 says that the skirt is ugly)	49	20,08%
She is ugly	49	20,08%
For the hair (10 don't like her hairstyle, 10 don't like bunches, 1 says short, 1 does not like the colour of the hair)	29	11,88%
For the teeth (2 say she is toothless, 4 say the teeth are not linear, 2 say too big, 4 say ugly teeth)	26	10,65%
No answers	18	7,37%
For the aspect	13	5,32%
She is strange, weird	13	5,32%
She is a girl	8	3,27%
She is crazy	6	2,45%
She scares	5	2,04%
She is not nice	4	1,63%
For the strange smile	3	1,22%
For the big ears	2	0,81%
Crossed, weird eyes	2	0,81%
For the strange fingers	2	0,81%
She is short, she is like a gnome	2	0,81%
She is not cool	2	0,81%
She is fanatic	2	0,81%
She is fat	2	0,81%
For the stupid face	1	0,40%
She is boring	1	0,40%
She is too friendly	1	0,40%
She is irritating	1	0,40%
She is too much nice	1	0,40%
She is stupid	1	0,40%
She seems a boy	1	0,40%

8.1 Why do you like Böh?

Answers	Number of Children	Percentage on the total (448)
He is cute	87	19,41%
He is cuddly (35), tender (13), soft (10), furry (1)	59	13,16%
He is a teddy bear	44	9,82%
He is a dog, a coyote, an animal	43	8,48%
He is funny	38	7,36%
He is sweet	33	4,24%
For the nose (13 say big, 3 say nice, 3 say funny)	19	3,34%
He is beautiful	15	2,67%
He is cool	12	2,45%
Ha has a big head	11	2,23%
No answer	10	2,00%
Ha is like a toy	9	1,11%
I like the colour of the skin (1 says yellow and white, 1 says brown)	5	1,11%
He has a funny and nice name	5	1,11%
For the smile	3	0,66%
For the snout (2 say cute, 1 says big)	2	0,44%
He is kind	1	0,22%
He likes yellow	1	0,22%
For the pretty face	1	0,22%
For the small eyes	1	0,22%
For the tail	1	0,22%
He is helpful	1	0,22%
He is a living creature	1	0,22%
He is quiet	1	0,22%
He is small	1	0,22%
He is strong	1	0,22%
He is sewed together	1	0,22%

8.2 Why you don't like Böh?

Answers	Number of Children	Percentage on the total (32)
For the nose	8	25,00%
He is furry	6	18,75%
For the big head	5	15,62%
No answer	3	9,37%
He is ugly	3	6,25%
He is an animal, a dog	2	7,36%
For the square face	1	3,12%
He has no fingers	1	3,12%
He is fat	1	3,12%
He is sad	1	3,12%
He is stupid	1	3,12%

18.1 Why is Ben your favourite character?

Answers	Number of Children	Percentage % of total of 55
He is nice	12	21,81%
No answer	10	18,18%
For the hair	6	10,90%
He is handsome	5	9,09%
For the dress style	4	7,27%
He is funny	4	7,27%
Hi is cool	4	7,27%
He is clever, smart	2	3,63%
For the smile	2	3,63%
He is athletic	1	1,81%
He is a good friend to play with	1	1,81%
Ha is clumsy	1	1,81%
He is curious	1	1,81%
He is the oldest	1	1,81%
He is powerful	1	1,81%

18.2 Why is Jackie your favourite character?

Answers	Number of Children	Percentage on the total (84)
She is cool	12	14,28%
For the hair	10	11,90%
No answer	9	10,71%
She is nice	8	9,52%
For the dress style	6	7,14%
She is pretty	6	7,14%
She is beautiful	5	5,95%
She is funny	4	4,76%
She is a girl	3	3,57%
She is smart	3	3,57%
For the black skin, she is the lonely one	2	2,38%
She is brave	2	2,38%
She is friendly	2	2,38%
She is the oldest	2	2,38%
She is sweet	2	2,38%
For her aspect	1	1,19%
She has magic power	1	1,19%
She is athletic	1	1,19%
She is daredevil	1	1,19%
She is kind	1	1,19%
She is tender	1	1,19%
For the smile	1	1,19%
She is into a lot of adventures	1	1,19%

18.3 Why is Lucy your favourite character?

Answers	Number of Children	Percentage on the total (41)
She is cute	5	12,19%
She is nice	5	12,19%
For the hair	4	9,75%
She is sweet	4	9,75%
For the nice smile	3	7,31%
She is cool	3	7,31%
She is kind	3	7,31%
She is the youngest	3	7,31%
She is beautiful	2	4,87%
She is pretty	2	4,87%
For the dress style	1	2,43%
She is amazing	1	2,43%
She is crazy	1	2,43%
She is chic	1	2,43%
She is curious	1	2,43%
She is funny	1	2,43%
She is studious	1	2,43%

18.4 Why is Böh your favourite character?

Answers	Number of Children	Percentage on the total (300)
He is cute	55	18,33%
He is nice, the nicest	42	14,00%
He is sweet	37	12,33%
He is a dog, an animal	28	9,33%
He is a teddy bear	20	6,66%
He is tender, fluffy, cuddly, soft	17	5,66%
He is funny	16	5,33%
He is cool	15	5,00%
He has magical power	13	4,33%
No answer	12	4,00%
He is beautiful	7	2,33%
For nose (5 say bug, 4 say funny)	5	1,66%
He is clever	5	1,66%
He is kind	5	1,66%
For the smile	3	1,00%
He is like a toy	3	1,00%
For the funny name	2	0,66%
He is little	2	0,66%
He is quiet	2	0,66%
He is friendly	2	0,66%
For the head	1	0,33%
For the tail	1	0,33%
For the voice	1	0,33%

He is brave	1	0,33%
He is not too coloured	1	0,33%
He seems naughty	1	0,33%
He is precious	1	0,33%
He is sexy	1	0,33%
He is strange	1	0,33%