

Interactive comment on “Demonstrating change from a drop-in engagement activity through pre- and post- graffiti walls: Quantitative linguistics and thematic analysis applied to a space soundscape exhibit” by Martin O. Archer et al.

Martin O. Archer et al.

m.archer10@imperial.ac.uk

Received and published: 17 November 2020

We thank Dr Stiller-Reeve and the members of The Norwegian Research School for Dynamics and Evolution of Earth and Planets (DEEP) for their review of our manuscript's title and abstract. It raised several helpful points which we have taken into account to improve not only these aspects, but the entire manuscript.

We have simplified the title to **“Demonstrating change from a drop-in space soundscape exhibit by using graffiti walls both before and after”**.

C1

We have also revised the abstract to the following:

Impact evaluation in public engagement necessarily requires measuring change. However, this is extremely challenging for drop-in activities due to their very nature. We present a novel method of impact evaluation which integrates graffiti walls into the experience both before and after the main drop-in activity. The activity in question was a soundscape exhibit, where young families experienced the usually inaudible sounds of near-Earth space. We apply two analysis techniques to the captured before and after data — quantitative linguistics and thematic analysis. These analyses reveal changes in participants' responses after the activity compared to before, namely an increased diversity of language used to describe space and altered conceptions of what space is like. The results demonstrate that the soundscape was effective at innately communicating aspects of the underlying science. Therefore, we show that this novel approach to drop-in activity evaluation, using graffiti walls both before and after the activity, has the power to capture change and thus short-term impact. We suggest that commonly used evaluation tools suitable for drop-in activities, such as graffiti walls, should be integrated both before and after the main activity in general, rather than only using them afterwards as is typically the case.

Similar changes have been made throughout the manuscript as well.

Interactive comment on Geosci. Commun. Discuss., <https://doi.org/10.5194/gc-2020-41>, 2020.

C2