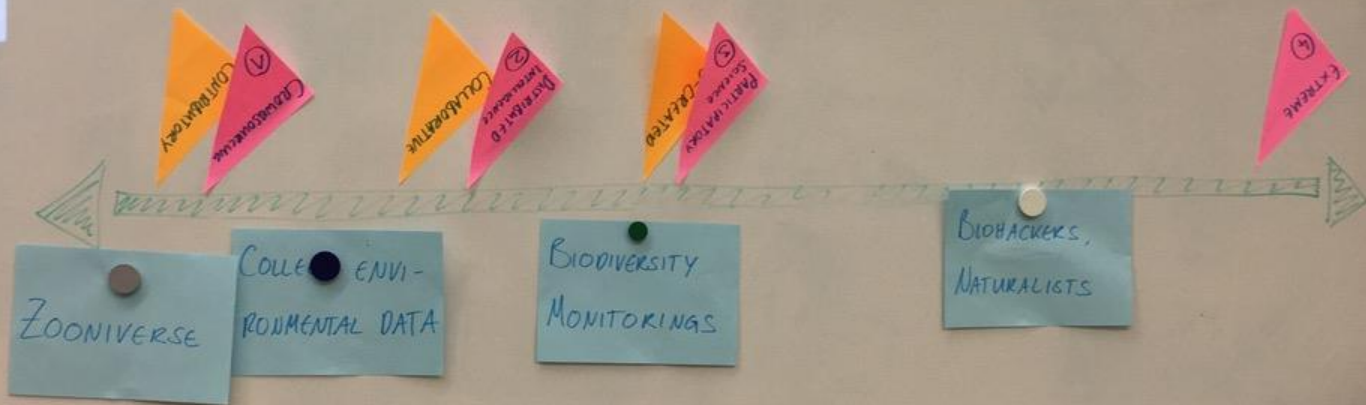


SCIENCE



PUBLIC



2Q: What are the letter hot-spots in Zürich canton?



Name: Jenny
 Job: Owns a nail parlor in a busy area of Zürich.
 Age: 35.
 Hobbies: Netflix & ^{Volunteer} ~~read~~
 Good at: Project management
 Bad at: ^{reading} ~~reading~~
 Role in project: Reporter (participate)



Name: Gerald
 Age: 32
 Job: IT nerd
 Hobbies: Dungeons & Dragons
 Good at: Platform design & implementation & maintenance
 Bad at: Human interaction
 Role: Technical Expert (in project team)



NAME: Nicola =
 JOB: ETH Post-Doc
 Age: 32
 Hobbies: reading, swimming
 Good at: ~~so~~ data analysis, communication
 Bad at: horse riding
 Role in project: ~~is~~ lead



Name: Mary Züchstätter
 Job: Mayor of Zürich
 Age: 46
 Hobbies: skiing, talking to her subjects - people of Zürich
 Good at: networking
 Bad at: focusing ~~on~~ on one project
 Role in project: funding


Online	<ul style="list-style-type: none"> Platform / App Social Media for PR
2 week or span	<ul style="list-style-type: none"> PR for a given start period small timespan expected afterwards
Local	
Self-explanatory	<ul style="list-style-type: none"> Small GUI tutorial brief

- GOOD
 - BAD
 - ROLE

YEARS
 SS - COUNTRY
 WATCHING,
 LING TO PEOPLE,
 N GENERAL ...
 ING NEGATIVE
 T: FUNDER/
 ONNECTING
 S AND
 EOPLE

HOW DO VULNERABLE SENIORS ACCESS & USE TECHNOLOGIES FOR INDEPENDENT LIVING?


MEDIA
 THE CITIZEN
 TIFICATE
 TO TAKE PART
 VOUCHER
 MUNITIES
 ORGANIZATIONS,
 ONS
 IDEOS



Name: Joe
 Age: 40
 Job: Secretary of State for Health
 Hobby: puzzles
 Good at: ~~dealing~~ bureaucracy
 Bad at: dealing with people
 Role at Project: put the money in

SETUP
ONLINE/OFFLINE
 *
LONGTERM/SHORT TERM
LEVEL (Local/National/International)
 SELF EXPLANATORY

MATERIAL
 - SURVEY
 Q: Representative
 - Food drinks pers. needs
 Video Tutorial to training care-givers




NAME: CATHERINE
 JOB: SOCIOLOGIST
 AGE: 45
 HOBBY: GAMING
 GOOD AT: GAMING
 BAD AT: DEALING W/ STAKEHOLDERS
 ROLE IN PROJECT: RESEARCHER



NAME: KIM
 JOB: HEALTH SCIENCE RESEARCHER
 AGE: 29
 HOBBIES: BOARD GAMES
 GOOD AT: QUAL. METHODS
 BAD AT/DOES NOT LIKE: POLITICS
 ROLE: RESEARCHER

heto
 Manager (NGO),
 32
 : Consultation
 AT: JCT
 AT: Communication
 AT: Design Project
 IN PROJECT: Mediators

Name: Lisa
 Job: Pensioner - Piano Teacher
 Age: 71
 Hobbies: Bird watching
 Good at: Walking
 Bad at: Orientation
 Role in Project: testing gps watch



How can we inform young adults about engagement possibilities in societal issues of potential interest?

COMPARING DEMOGRAPHICS ON SOCIETAL ISSUES

Q1. _____ Q2. _____
 HOW TO INVOLVE CITIZENS IN SOCIETAL ISSUES? HOW CAN WE COMPARE DEMOGRAPHICS REGARDING SOCIETAL ISSUES?

PARTICIPATING: DIFFERENT DEMOGRAPHIC AND CULTURAL CLUSTERS

NAME: Tyler Walker
 Job: In school
 AGE: 18
 HOBBIES: Surfing, skating, concerts, chill
 GOOD AT: Social interactions, Biology, guitar
 BAD AT: Long term engagement, getting up in the morning.
 ROLE IN PROJECT: Participant



NAME: MR KEVIN
 JOB: MAYOR OF THE CITY
 AGE: 53 YEARS
 HOBBIES: CROSS-COUNTRY SKIING, BIRD WATCHING, IKOBANA
 GOOD AT: TALKING TO PEOPLE, TALKING IN GENERAL ...
 BAD AT: GIVING NEGATIVE FEEDBACK
 ROLE IN PROJECT: FUNDER / FUNDING; CONNECTING STAKEHOLDERS AND DIFFERENT PEOPLE



ONLINE	WEBSITE
LONG-TERM & SHORT-TERM	ACC - ACTIVE CITIZEN CERTIFICATE INCENTIVE TO TAKE PART E.G. VOUCHER
LOCAL + NATIONAL	LOCAL COMMUNITIES SCHOOLS, ORGANIZATIONS, ASSOCIATIONS
SELF-EXPLANATORY	YOUTUBE VIDEOS



NAME: DR. STANCY BINGI
 JOB: RESEARCHER
 AGE: 31
 HOBBIES: KAYAKING, SWIMMING, FLYING KYTES IN THUNDERSTORMS
 GOOD AT: SCIENTIFIC RESEARCH METHODS
 BAD AT: PERSONAL SAFETY
 ROLE IN PROJECT: PROJECT SET-UP




NAME: Gheta
 JOB: Manager (NGO)
 AGE: 32
 HOBBIES: Consultation
 GOOD AT: ICT Communication
 BAD AT: Design project
 ROLE IN PROJECT: Mediators




Name
 Age
 Job
 Hobbies
 Good at
 Bad at
 Role in Project


RR
 HOW TO IMPROVE OVERALL
 WELL-BEING IN A
 NOISY NEIGHBORHOOD?




NAME: JUAN LÓPEZ (CITIZEN)
 JOB: ACCOUNTANT, DAY JOB
 AGE: 20 - 80 (36)
 HOBBIES: WATCH MOVIES AT HOME
 GOOD AT: LOCAL KNOWLEDGE
 BAD AT: OUTREACH
 ROLE IN PROJECT: REPORTING AREAS/
 PLACES WITH A NOISE POLLUTION PROBLEM
 + HOW IT AFFECTS LIFE QUALITY



NAME: TECH-E
 JOB: TECH EXPERT
 AGE: 35
 HOBBIES: MUSIC
 GOOD AT: DESIGN, DATA ANALYSIS
 BAD AT: LOCAL KNOWLEDGE
 ROLE IN PROJECT: TECH SUPPORT,
 NONE MEASURING PROGRESS



NAME: SANDRA
 JOB: SOCIAL SCIENTIST
 AGE: 40
 HOBBIES: HIKING
 GOOD AT: SOCIAL ISSUE MANAGEMENT
 BAD AT: TECH
 ROLE IN PROJECT: ACAD LEAD,
 FUNDING, COMMUNICATION



NAME: DR. MÓNICA JAÁRES
 JOB: MEDICAL EXPERT
 AGE: 37
 HOBBIES: WALK & SPORTS
 GOOD AT: TALKING TO PEOPLE
 BAD AT: PUNCTUALITY
 ROLE IN PROJECT: EVALUATING
 HEALTH EFFECTS IN RESIDENTS
 OF NOISE

Setup	Material
Offline	hand-out → questionnaire instrument data collection
online	well-being questionnaire data collection (sound measurements upload) social networks ← Twitter maps website

SETUP	MATERIAL
long-term	WEEKLY UPDATE SYS. ↳ NEWSLETTER ↳ SOCIAL MEDIA
↳ 1 YEAR CYCLE	MONTHLY COMMUNITY GATHERING WITH ↳ SILENT DISCO ↳ FOOD & DRINKS ↳ SERIOUS MEETING.
↳ 3 MONTHS REPORT TO AUTHORITY	

SETUP	MATERIAL
local / national	WEBSITE WITH INFORMATION, MATERIALS THAT CAN BE ADAPTED FOR OTHER AREAS (INSPIRED FROM CITIZENS)
national	

SETUP	MATERIAL
Specialist Knowledge needed	TRAINING MEETING FOR DATA COLL. → WITH TECH + MED + SOCIAL EXPERTS INSTRUCTORS ON WEBSITE



NAME: JUAN LÓPEZ (CITIZEN)
 JOB: ACCOUNTANT, DAY JOB
 AGE: 20 - 80 (36)
 HOBBIES: WATCH MOVIES AT HOME
 GOOD AT: LOCAL KNOWLEDGE
 BAD AT: OUTREACH
 ROLE IN PROJECT: REPORTING AREAS/
 PLACES WITH A NOISE POLLUTION PROBLEM
 + HOW IT AFFECTS LIFE QUALITY



Name: TECH-E
 Job: TECH. EXPERT
 Age: 35
 Hobbies: MUSIC
 Good at: DEVICES, DATA ANALYSIS
 Bad at: LOCAL KNOWLEDGE
 Role in project: TECH. SUPPORT,
 NOISE MEASURING PROCESS



Name: SANDRA
 Job: SOCIAL SCIENTIST
 Age: 40
 Hobbies: HIKING
 Good at: SOCIAL ISSUES MANAGEMENT
 Bad at: TECH
 Role in project: ACAD. LEAD,
 FUNDING + COMMUNICATION



Name: Dr. Mónica Juárez
 Job: Medical expert
 Age: 37
 Hobbies: walk & sports
 Good at: talking to people
 Bad at: punctuality
 Role in project: evaluating
 health effects, in residents
 of noise

Setup	Material
Offline	hand-out → questionnaire instrument data collection
online	well-being questionnaire - data collection (sound measurements upload) - social networks ← Twitter FB - maps - website

SETUP	MATERIAL
long-term → 1 YEAR CYCLE → 3 MONTHS REPORT TO AUTHORITY	WEEKLY UPDATE SYS. ↳ NEWSLETTER ↳ SOCIAL MEDIA MONTHLY COMMUNITY GATHERING WITH ↳ SILENT DISCO ↳ FOOD + DRINKS ↳ SERIOUS MEETING.

SETUP	MATERIAL
local / national national	WEBSITE WITH INFORMATION, MATERIALS THAT CAN BE ADAPTED FOR OTHER AREAS (WHIATK FROM CITIZENS)

SETUP	MATERIAL
Specialist Knowledge needed	- TRAINING MEETING FOR DATA COLL. → WITH TECH + MED + SOCIAL EXPERT - INSTRUCTORS ON WEBSITE