



Assessing the effectiveness of the GIFT Strategy: A BSc Dissertation on the 2010 Workshop

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This work stems from an undergraduate dissertation project, titled "Environmental Communication and the New Media: The GIFT Workshop case study". The dissertation has been the final step toward the achievement of a BSc in Environmental Sciences at Insubria University, Italy.

The project started with the participation of the Italian undergraduate student Giacomo Lezzani in the GIFT Workshop held from May 2 to May 5, 2010 in Vienna.

During the event, two sets of questionnaires elaborated by the student were handed out to the participants, aimed at assessing their expectations before the workshop and gathering their impressions and suggestions after the meeting.

The data derived from the compilation of the questionnaires (77.5% of the participants duly filled them out and returned them at the end of the event) were elaborated and several explanatory graphics were created to illustrate the statistics produced.

The final stage of the project was the elaboration, in collaboration with Luca Mariani and Filippo Camerlenghi, of a multimedia product based on a novel approach to the creation of conference presentation videos and aimed at disseminating the contents of the Workshop on the Internet.