

Science festivals are informal learning experiences intended to engage the community in science by facilitating dialogues between scientists and the public. While the intention is to connect the community to science professionals, little is known about attendee motivation and application of information gained at the event. The study documented science festival attendees (n=42) motivation, application of information intent, events attended, and topics learned about at events. 39% of attendees attended science talks with an expert that was also in the attendee's area of expertise, nearly one-third of participants attended discussion panels, and 20% of recorded activities were hands-on science activities. The majority of attendees cited personal factors as a primary source of motivation for attending science festivals. Nearly 20% suggested that the information they learned would be utilized in both formal K-12 settings and informal discussions with others. Access to experts has the potential to impact scientific literacy within the community the science festival occurs.