

FINAL INTERNATIONAL CONFERENCE AND CONTEST AWARD CEREMONY

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About the Conference

1. Overview

The final Conference of the GEMINI project—titled *GEMINI-SCAPES: Detecting the Interplay Between Serial Dramas, Gender Issues, and European Young Audiences*—aimed at consolidating the project's European dimension and outreach, by fostering transnational dialogue and promoting a shared reflection on the role of serial storytelling in shaping youth imaginaries across Europe.

The Conference was held in Rome on April 10–11, 2025, hosted by the Link Campus University (LCU). The selection of the conference date was the result of a collaborative process involving all GEMINI partners. To ensure transparency and fairness, after the Dublin mid-term project meeting, LCU proposed four potential dates (April 3–4, April 7–8, April 10–11, and April 14–15), and an [online survey](#) was administered to gather preferences from all partners. The date receiving the highest number of votes (April 10–11) was ultimately selected.

Following the confirmation of the date, a comprehensive timeline was prepared, detailing all relevant deadlines and milestones leading up to the event. This timetable was shared with all consortium members via the GEMINI platform, ensuring effective coordination and timely preparation across the partnership.



2. Board

The board of the GEMINI Conference was structured into two main working groups:

- The Local Host Committee, responsible for both scientific coordination and organizational commitments of the Conference.
- The Scientific Committee, which supported the Local Host Committee in shaping the academic programme and ensuring its quality and relevance.

The Local Host Committee was chaired by Marica Spalletta (GEMINI Principal Investigator, Link Campus University) and involved the following members:

- Massimiliano Coviello (Link Campus University)
- Maria Elena D'Amelio (University of San Marino)
- Paola De Rosa (Link Campus University)
- Nicola Ferrigni (by January 2025, University of Tuscia; previously: Link Campus University)
- Valentina Re (Link Campus University)
- Arianna Vergari (Link Campus University).

Throughout all phases of the Conference organization, the Local Host Committee collaborated closely with Aalborg University as WP6 leader, to ensure the smooth and effective planning of the event, and its effective communication within the Consortium and abroad.

Concerning the Scientific Committee, it brought together representatives from the GEMINI partners, including:

- Kim Toft Hansen and Louise Brix Jacobsen (Aalborg University)
- Sarah Arnold (Maynooth University)
- Raluca Radu and Mihai Coman (University of Bucharest).

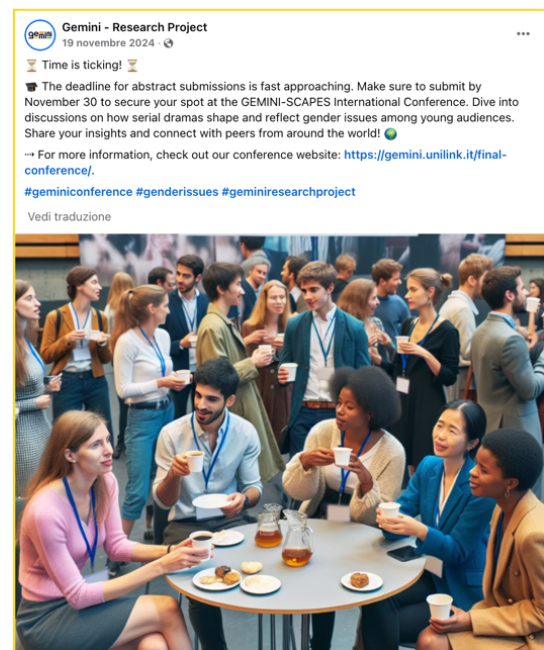
Additional members were drawn from the GEMINI Experts Advisory Board (EAB) and from the Scientific Committee of the *Observatory on Gender & Diversity in Audiovisual Media* (T5.4). These included:

- Luca Barra and Roberta Bartoletti (University of Bologna)
- Marta Boni (Université de Montréal)
- Pia Majbritt Jensen and Cathrin Bengesser (Aarhus University)
- Nicoletta Marini-Maio (Dickinson College)
- Milla Mineva (University of Sofia).

3. Call for Papers

Between July and September 2024, the Local Host Committee drafted the Call for Papers (CfPs), which was then reviewed by the Scientific Committee. Feedback and suggestions were integrated into the final version, after an in-depth discussion between the Local Host Committee. The finalised document was shared with the leading Italian scientific associations which operate in the field of media studies — namely: the [Italian Association of Sociology / Cultural Processes and Institutions Section](#) (PIC-AIS), the [Consulta Universitaria del Cinema](#) (CUC), and the [Italian Scientific Society. Sociology, Culture, Communication](#) (SISCC) — along with a formal request for official endorsement. All the invited organizations granted their scientific patronage and actively contributed to disseminating the CfPs through their institutional channels.

The [final CfPs](#) was officially launched in September 2024 via the GEMINI website and its social media channels, with a submission deadline set for November 30. It allowed for both individual paper proposals and pre-organized panel submissions, including a detailed list of suggested topics, together with clear guidelines regarding abstract length, bibliographic references, and biographical notes.



In line with the project's commitment to fostering international collaboration and links between academia and research-action initiatives, specific requirements were set for pre-organized panels. These included: no more than two papers from the same country (for international panels), and—in the case of national panels—the necessity to be tied to a funded research project, with a maximum of two papers from the same university.

Following the submission deadline, the Local Host Committee evaluated all proposals. A total of 2 pre-organized panels (consisting of 6 abstracts) and 52 individual abstracts were accepted. Submissions came from 12 European countries—namely, Denmark, France, Ireland, Italy, Lithuania, Norway, the Netherlands, Poland, Portugal, Romania, Spain, and Sweden—and Canada.

Acceptance notifications were sent via email by the December 31 deadline, along with a link to an [online registration form](#) for participants to confirm their attendance.

4. Visual Identity

The visual identity of the GEMINI-SCAPES Conference was carefully designed to visually convey its core themes as well as to align the Conference to the wider GEMINI visual identities. The chosen artwork was consistently used across all communication and dissemination materials—

including the website, social media posts, poster, programmes, and on-site visuals—to ensure a strong and recognisable identity.



At the heart of the visual concept lies the idea of dual screening, a key element in contemporary media consumption. Visually, it contrasts two perspectives: on one side, we see realistic images from popular serial dramas—representing the fictional content—displayed on traditional and digital screens; on the other, the audience is portrayed through illustration, a visual inversion that intentionally blurs the boundaries between reality and fiction. This reversal highlights the project's focus on how young audiences engage with serial narratives not as passive viewers but as active audiences, deeply engaged in second screens practices on smartphones and tablets.

It is also noteworthy that the selected serial dramas images are not arbitrary: they were chosen based on the titles most frequently mentioned by young participants during the project's focus groups. These series serve as a visual representation of the narratives that resonate most strongly with European young audiences. In line with GEMINI's intersectional approach, the images also reflect the interconnection between gender-related issues and the broader dimension of diversity—including race, ethnicity, sexual orientation, class, socio-cultural background, disabilities, age—thus reinforcing the project's commitment to examining representation through an intersectional and inclusive lens.

The multi-platform nature of contemporary media consumption is further reflected in the diverse depicted devices—from televisions to mobile phones—underlining the multichannel environment in which Europeans young audiences interact with screen content.

The overall visual language captures the dynamic relationship between viewers, gender representations, and digital media, echoing GEMINI's broader investigation into how gender issues are interpreted and re-negotiated across screens and social contexts.

5. Agenda

The [Conference Programme](#)—previously sent by mail with the participants and then shared on the GEMINI website and social channels—included 4 plenary sessions and 3 slots of parallel sessions (total amount of 15 panels), spread across the two-day event. The agenda was also reported in the [Conference Official Poster](#).

The opening session included the institutional greetings of:

- Roberta Paltrinieri (University of Bologna), President of the [Cultural Processes and Institutions Section](#) / [Italian Association of Sociology](#) (PIC-AIS) and member of the Scientific Board of the [Italian Scientific Society. Sociology, Culture, Communication](#) (SISCC)
- Giacomo Manzoli (University of Bologna), President of the [Consulta Universitaria del Cinema](#) (CUC)
- and Cathrin Bengesser (Aarhus University), chair of the [ECREA Television Studies Section](#).

The opening session also consisted of the general introduction carried out by the project PI, Marica Spalletta.



The day-1 plenary sessions featured two keynote speeches—one by an international speaker and one by an Italian speaker. Each keynote was discussed by academics, selected from the Scientific Committee of the conference, the EAB of the project, or the Scientific Committee of the Observatory.

The first keynote speech (Danielle Hipkins, University of Exeter) was entitled “*We’re all good at saying ‘girl power’*”: *teen film and television as feminist envoicing and embodiment*, and it was discussed by Luca Barra (University of Bologna) and Anna Lisa Tota (Roma Tre University). Maria Elena D’Amelio (University of San Marino) chaired the first plenary session.



The second keynote speech (prof. Francesca Comunello, Sapienza University of Rome) focused on *Towards adolescent-centric research: confronting digital ageism through youth-centred inquiry into gendered online everyday practices*, and it was discussed by Pia Majbritt Jensen (Aarhus University) and Nicoletta Marini-Maio (Dickinson College). Kim Toft Hansen (Aalborg University) chaired the second plenary session.



The day-2 plenary sessions included a roundtable with professional stakeholders (namely: Ludovico Bessegato, director; Laura Cocciolo, development coordinator of Banijay; Domizia De Rosa, President of Women in Film, Television & Media Italy), civic activist networks (Valeria Manieri, Le Contemporanee) and academics (Luca Barra, University of Bologna; Kim Toft Hansen, Aalborg University). The roundtable, chaired by Valentina Re (Link Campus University), was entitled: *From production to streaming: what challenges for gender representation and European young adults in serial dramas?*



On Friday, the Conference also hosted the GEMINI contest award ceremony, chaired by Paola De Rosa (Link Campus University). After the reports of the piloting experiences carried out in Italy, Bulgaria and Ireland—presented by Fabrizio Boldrini (Fondazione Centro Studi Villa Montesca), Nicola Ferrigni (University of Tuscia and Director of “Generazione Proteo” Observatory), Tzvetan Tzvetanski (Central Europe Initiative), Daniel Smith and Tara Cilic (Capacity Ireland)—the president of the GEMINI International Jury, Massimiliano Coviello (Link Campus University), announced the winner project of the GEMINI screenwriting contest.



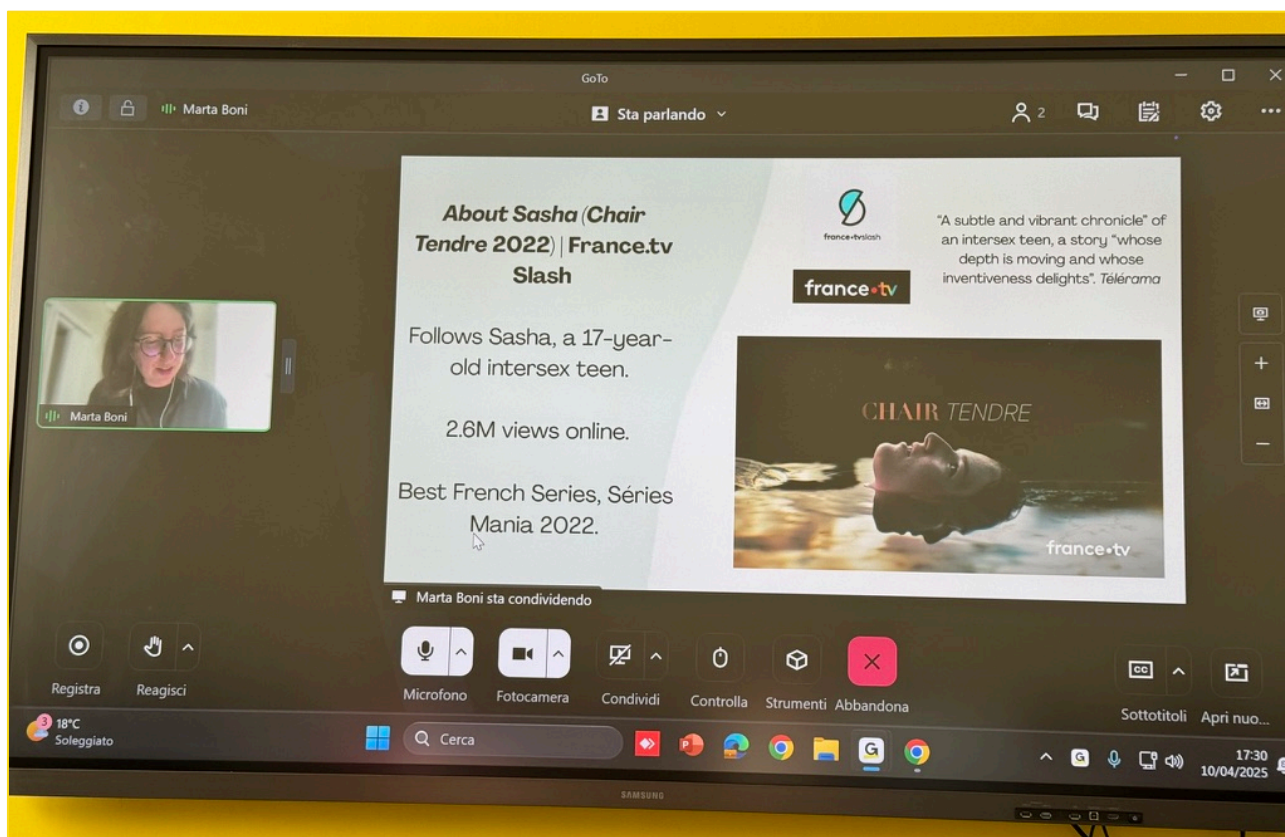
Concerning the 3 parallel sessions, a total of 15 thematic panels were scheduled both on Thursday and Friday, featuring 58 abstracts overall. The title of each panel included a keyword—*Activism, Audiences, E|Quality, Gender Equality, (G)Locality, Identities, Inclusion, Media Literacy, Motherhood, Production & Distribution, Sexualities, Stereotypes, Teen, Violence, Wokelt*—directly linked to one of the three main thematic axes of the conference (serial dramas, gender-related issues, and young audiences) thereby ensuring thematic consistency across the parallel sessions. All the parallel sessions were chaired by the GEMINI partners and/or scholars with specific expertise in the field of media studies, media sociology or gender studies. Each panel consists of 4 presentations, followed by a general discussion. All the abstracts were collected in the [Book of Abstracts](#), available on the GEMINI websites.

Both the Conference Programme and the Book of Abstracts provided a name index, to facilitate the search for participants.









6. Participants

The conference was attended by a total of 147 participants, including 106 European scholars and professionals from the audiovisual sector, and 41 high school teachers and students [Appendix 1]. The majority of participants attended in person, with only a very limited number of exceptions (4 persons) who joined remotely due to specific circumstances.



The diversity of backgrounds contributed to a highly interdisciplinary environment, fostering meaningful exchanges between academic researchers, industry professionals, educators, and younger generations. This cross-sectoral engagement greatly enriched the discussion and reflected the inclusive and participatory spirit of the GEMINI project.

Upon registration, all participants received a welcome kit including a conference tote bag and a personalised badge displaying their name, surname, and institutional affiliation, with the aim of facilitating networking and interaction throughout the event. The tote bag contained the links to the Conference Programme, the Book of Abstracts and the evaluation survey (in line with the project's attention to environmental sustainability, all these materials were not printed, but instead made online accessible), a selection of informative materials about the GEMINI project, as well as a notepad and pen. All items were designed in visual continuity with the graphic

identity of the project and the Conference, ensuring a coherent and recognisable aesthetic across both print and digital materials.



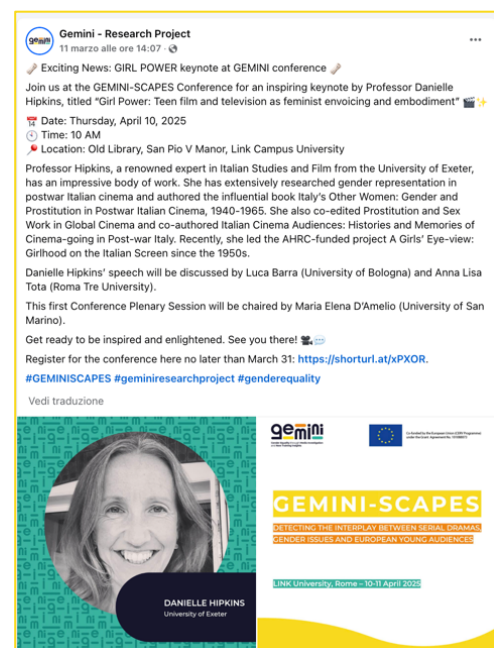
The welcome and registration desk was managed by the LCU students, enrolled in degree programmes in Performing Arts, Communication, and Political Science [Appendix 2]. Before the beginning of the Conference, students took part in a series of dedicated training sessions organised by the Local Host Committee, aimed at preparing them for the various tasks they would be responsible for during the Conference [Appendix 3]. For the involved LCU students, the conference served as a valuable hands-on learning experience, offering insight into the practical aspects of event planning and communication management. Their involvement contributed significantly to the smooth running of the conference and gave them a unique opportunity to engage directly with an international academic and professional audience.



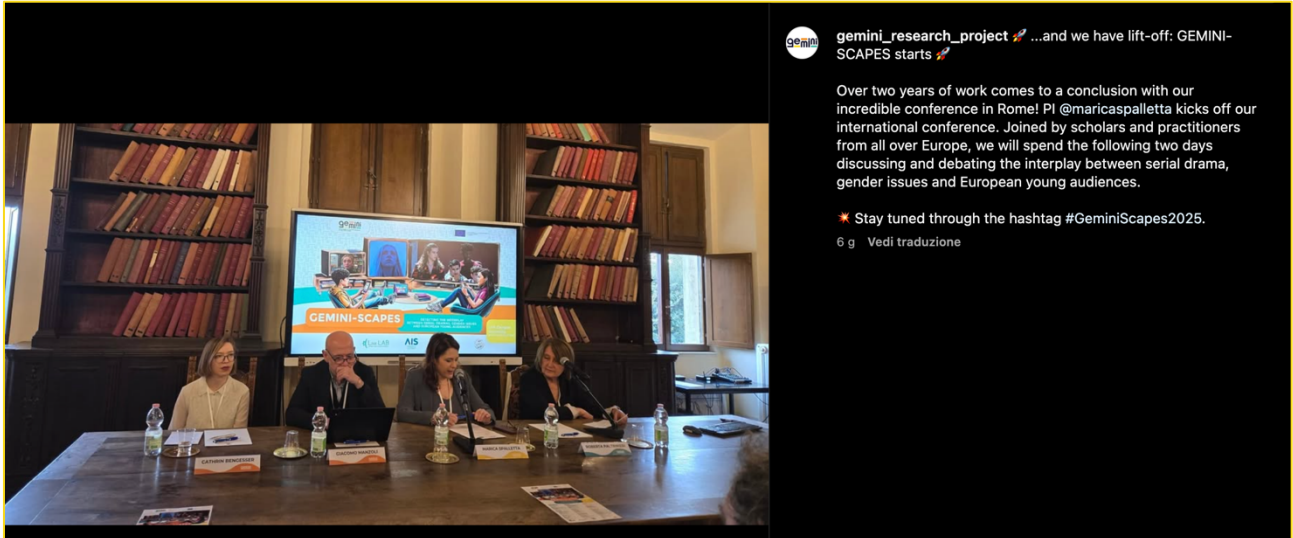
7. Communication strategy

The communication of the event was coordinated by Aalborg University, as WP6 leader, in close collaboration with the GEMINI Dissemination & Communication Team.

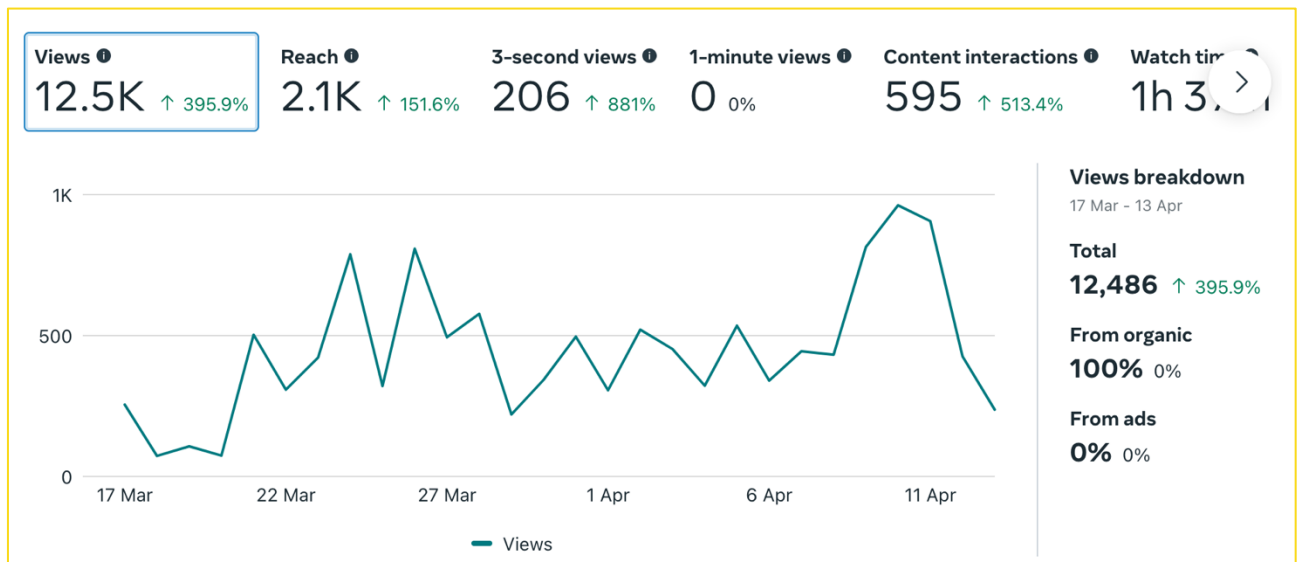
A dedicated communication plan was developed, outlining the strategy and scheduling of social media posts across the project's official channels. The plan considered the specific affordances of each platform, meaning that not all content was cross posted identically across all channels, to maximise engagement and platform relevance.



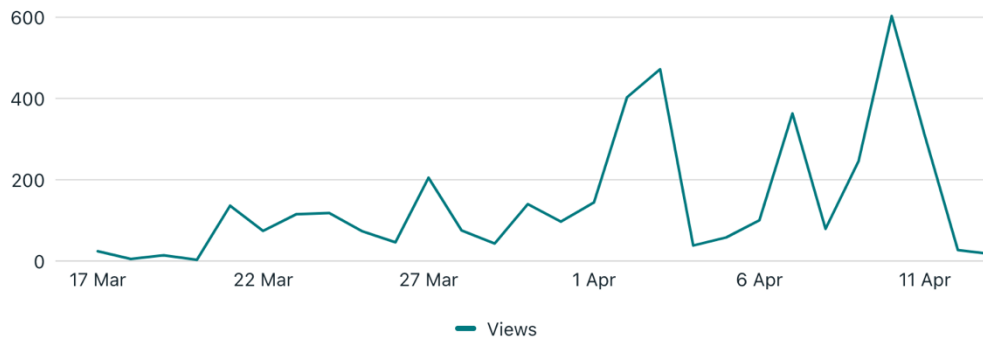
The pre-conference communication phase was accompanied by a carefully structured online campaign, followed by an intensive live coverage activity during the conference itself. This live coverage was developed by the Dissemination and Communication Team, supported by the LCU Communication students, under the guidance of their lecturers, who contributed content and updates in real time using the Conference official hashtag [#geminiscapes2025].



The conference campaign through Facebook, Instagram, and LinkedIn achieved impressive performance, reaching respectively over 12k, 4k and almost 2k viewers through organic views during the campaign period.



Views ① **4K** ↑ 515.7% **Reach** ① **1.4K** ↑ 472.7% **Content interactions** ① **199** ↑ 275.5%



Views breakdown

17 Mar - 13 Apr

Total
4,027 ↑ 515.7%

From organic
100% 0%

From ads
0% 0%

Highlights

Data for 3/17/2025 - 4/12/2025

1,713
Impressions
▲ 117.1%

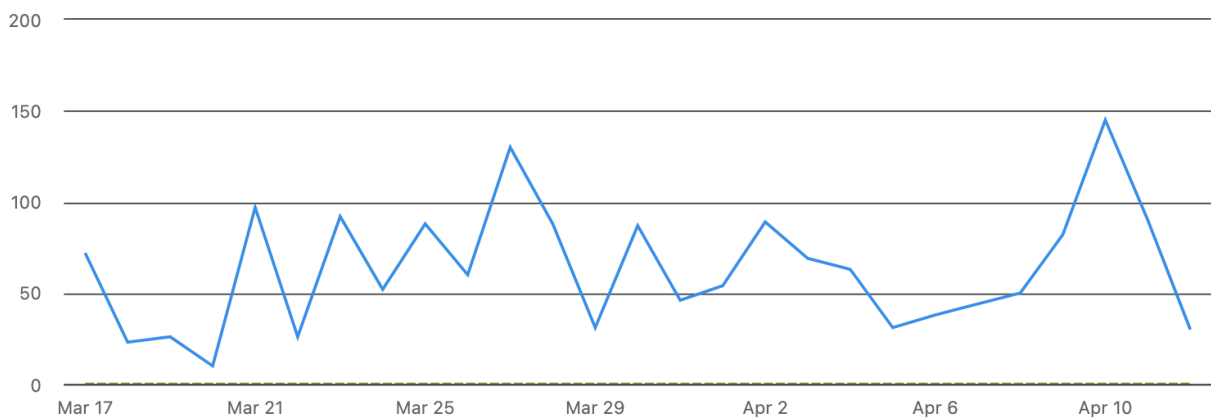
73
Reactions
▲ 151.7%

1
Comments
● 0%

2
Reposts
● 0%

Metrics

Impressions ▾



✓ Organic

1,713

✓ Sponsored

0

Performing Arts students were actively involved in the audiovisual documentation of the conference. All the materials taken during the event, were subsequently published on the GEMINI website and disseminated via the project's social media channels, ensuring broad visibility and post-conference engagement.

The communication strategy surrounding the GEMINI final conference combined pre-event promotion, real-time coverage, and post-event dissemination, leveraging a coordinated effort between project partners and students. Through a tailored cross-platform approach, active involvement of LCU students, and the publication of photos and the official trailer, the conference achieved online visibility and sustained engagement across diverse audiences.

8. Conference Evaluation

At the end of the conference, all participants were asked to fill in an [online questionnaire](#), aimed at collecting feedback and assess their overall satisfaction with the event. This activity formed part of the project's broader evaluation strategy, with the aim to evaluate the impact of the conference and informing future actions within the project framework.

The questionnaire was developed by the University of Algarve (WP2 leader), and it was aligned with the set of tools used for the ongoing assessment of GEMINI's activities.

8.1. General Questionnaire and Data Treatment Procedures Overview

The GEMINI-SCAPES instrument is structurally analogous to the "Transnational Meetings' Evaluation Questionnaire II" as detailed in D2.2. However, it was renamed, and its user instructions were revised to specifically address the final conference event, aiming to enhance clarity and minimize confusion among respondents.

The questionnaire was made available online at the start of the event on April 10th, 2025, and remained open until May 16th, allowing ample time for all participants to provide their feedback. Data collection was conducted via the Microsoft Office Forms platform [\[Appendix 4\]](#). More complex analyses, beyond those supported by the platform's built-in analytics, were performed using IBM SPSS Statistics.

For scoring, all responses marked as "Don't Know/Not Applicable" were treated as missing values to avoid artificially inflating user ratings on the questionnaire items. This approach may lead to some discrepancies between the reported results and the graphics directly extracted from Microsoft Office Forms. It should, also be noted that an oversight occurred in the Likert scale labels for the "Other Interpersonal Aspects" segment of the Quality Indicators section. Specifically, for the three items in this sub-section, response option number 5, which was intended to read "Strongly Agree", was mistakenly labelled as "Strongly Disagree". We acknowledge this error and apologize for any confusion it may have caused. Nonetheless, based on response patterns, we are confident that its impact on the overall results is minimal.

Finally, in line with our ongoing learning throughout the project and our commitment to transparency, we present, after each section's discussion, not only the usual Microsoft Office bar graphs but also a table summarizing the key results. This design aims to be concise and visual, while providing more informative content compared to our previous reports.

8.2. GEMINI-SCAPES Evaluation Questionnaire Data

Average completion time for the instrument was 4 min 30 s, suggesting an instrument that is simple and streamlined, avoiding fatigue and promoting engagement. Regarding sample size, we achieved 37 responses, a number we consider satisfactory considering the total number of event participants.

If we compare these results with the QA questionnaire deployed after Maynooth's Interim Meeting, we observe a significant reduction in average completion time (previously 15 minutes and 6 seconds).

We thus hypothesize that the substantial increase in respondents may be explained not only by the larger number of event attendees and the questionnaire's reduced length and simplicity but also by the GEMINI team's improved collaborative efforts in promoting and disseminating the questionnaire. All these factors likely enhanced participant motivation and engagement.

8.2.1. Quality Indicators

All items in this section of the questionnaire are evaluated with regards to the following Likert-typed scale:

1	2	3	4	5	6	Don't Know/Not Applicable
Completely Disagree	Strongly Disagree	Disagree	Agree	Strongly Agree	Completely Agree	

To enhance data visualization, we propose applying a color gradient both to the average item score cells in the key results tables and to the tables listing comments and suggestions. These color-coding tools aim to facilitate a more intuitive interpretation. The proposed color scales are as follows:

Average Item Score & Corresponding Color

0 - 1.99	2 - 2.99	3 - 3.99	4 - 4.99	5 - 5.5	< 5.5
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Comments & Suggestions Valence & Corresponding Color

Negative/ Mostly Negative	Mostly Neutral/ Equally Positive and Negative	Positive/ Mostly Positive
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Planning and Organization

The first segment, titled "Planning and Organization", aimed to assess participants' perceptions regarding the preparation of the event prior to its execution. Overall, the results indicate a highly positive evaluation, with mean scores for all items ranging from 5.58 to 5.78 on a 6-point Likert scale, where 6 corresponds to "Completely Agree". No respondents selected scores below 3 ("Disagree") for any item.

Regarding response distributions, the majority of participants chose the highest agreement levels ("Strongly Agree" or "Completely Agree") across all items. For example, 70.3% of respondents completely agreed that event planning followed realistic and appropriate timescales, while 81.1% completely agreed that participants were informed in a timely manner.

It is important to highlight that results pertaining to the item “The planning team was receptive to feedback and willing to implement necessary changes” should be interpreted with caution due to a relatively high percentage of respondents (24.3%, n = 9) selecting “Don’t know/Not applicable”.

Closing this first segment, we highlight that, compared to the Maynooth Interim Meeting, the current event showed overall improved satisfaction in planning and organization, reflecting progress in event preparation and participant communication.

Table 1 – Main results overview for the “Planning and Organization” Quality Indicators

Item	Valid n	Excluded n (% of Don't Know/Not Applicable)	Level 3 “Disagree” responses (n and %)	Level 4 “Agree” responses (n and %)	Level 5 “Strongly Agree” responses (n and %)	Level 6 “Completely Agree” responses (n and %)	Mean	Std. Deviation
Event planning followed realistic and appropriate timescales	36	1 (2.7%)	1 (2.7%)	2 (5.4%)	7 (18.9%)	26 (70.3%)	5.61	.73
Participants were informed in a timely manner	37	-	-	1 (2.7%)	6 (16.2%)	30 (81.1%)	5.78	.48
Participants were informed through the appropriate channels	37	-	-	2 (5.4%)	7 (18.9%)	28 (75.7%)	5.70	.57
Information provided about the event was clear and comprehensive, including details such as dates, location, purpose, and goals	37	-	-	2 (5.4%)	8 (21.6%)	27 (73%)	5.68	.58
Participants for the event were appropriately selected	36	1 (2.7%)	1 (2.7%)	4 (10.8%)	4 (10.8%)	27 (73%)	5.58	.81
The planning team was receptive to feedback and willing to implement necessary changes	28	9 (24.3%)	-	1 (2.7%)	5 (13.5%)	22 (59.5%)	5.75	.52

Figure 1 – Bar graph of results from the “Planning and Organization” Quality Indicators, extracted from Microsoft Office Forms



Hosting Team

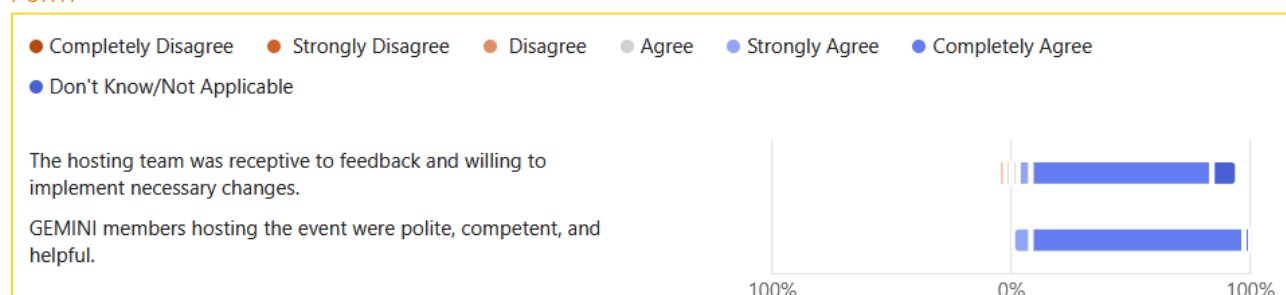
The second segment of the “Quality Indicators” section focuses on the “Hosting Team”. The results again indicate excellent levels of satisfaction among participants, with mean scores ranging from 5.81 to 5.92 on the 6-point Likert scale. Notably, no respondents selected a score below 4 (“Agree”) for any item.

Response distributions show a strong consensus of positive evaluations regarding the hosting GEMINI members. For instance, 75.7% of participants completely agreed that the hosting team was receptive to feedback and willing to implement necessary changes, while 89.2% completely agreed that GEMINI members hosting the event were polite, competent, and helpful. It is worth noting, however, that 10.8% of respondents (n = 4) selected “Don’t know/Not applicable” for the item regarding receptiveness to feedback.

Table 2 – Main results overview for the “Hosting Team” Quality Indicators

Item	Valid n	Excluded n (% of Don't Know/Not Applicable)	Level 4 “Agree” responses (n and %)	Level 5 “Strongly Agree” responses (n and %)	Level 6 “Completely Agree” responses (n and %)	Mean	Std. Deviation
The hosting team was receptive to feedback and willing to implement necessary changes	32	4 (10.8%)	2 (5.4%)	2 (5.4%)	28 (75.7%)	5.81	.54
GEMINI members hosting the event were polite, competent, and helpful	36	1 (2.7%)	-	3 (8.1%)	33 (89.2%)	5.92	.28

Figure 2 – Bar graph of results from the “Hosting Team” Quality Indicators, extracted from Microsoft Office Form



Content and Execution

The third segment of this section, titled “Content and Execution”, similarly reflects high levels of satisfaction among participants. Mean scores for most items ranged from 5.44 to 5.68 on the 6-point Likert scale, indicating strong agreement with positive statements about the event’s content and delivery.

However, the item “Duration of the event and pacing of activities were appropriate, neither rushed nor drawn-out” showed a somewhat lower mean score of 5.26 (SD = .98; response ranges from 3-6), suggesting a potential area for improvement. This indicates that while most participants were satisfied, some perceived the timing and pacing could be better balanced, highlighting an opportunity to optimize time management in future events of similar nature within EU projects.

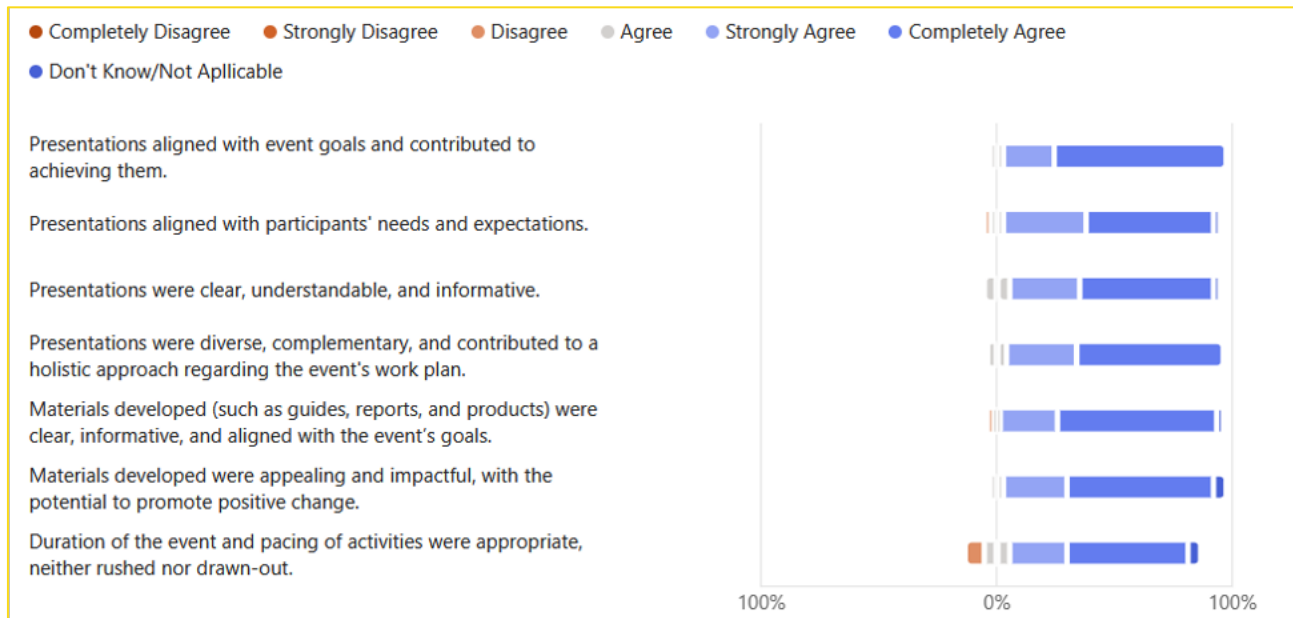
Across other items, the majority of respondents completely agreed that presentations were aligned with event goals (73%), clear and informative (56.8%), and that materials developed were both clear and impactful (above 60%). These findings underline the overall positive reception of the event’s substantive content and execution.

Compared to the Maynooth Interim Meeting, satisfaction with content and execution in the current event remained high, with clear improvements in perceptions of presentations and materials. Nonetheless, consistent with previous feedback, the pacing and duration of the event continue to be areas with room for improvement, suggesting a need for clearer communication of the event's scope and more precise evaluation of timing in future iterations.

Table 3 – Main results overview for the “Content and Execution” Quality Indicators

Item	Valid n	Excluded n (% of Don't Know/Not Applicable)	Level 3 “Disagree” responses (n and %)	Level 4 “Agree” responses (n and %)	Level 5 “Strongly Agree” responses (n and %)	Level 6 “Completely Agree” responses (n and %)	Mean	Std. Deviation
Presentations aligned with event goals and contributed to achieving them	37	-	-	2 (5.4%)	8 (21.6%)	27 (73%)	5.68	.58
Presentations aligned with participants' needs and expectations	36	1 (2.7%)	1 (2.7%)	2 (5.4%)	13 (35.1%)	20 (54.1%)	5.44	.74
Presentations were clear, understandable, and informative	36	1 (2.7%)	-	4 (10.8%)	11 (29.7%)	21 (56.8%)	5.47	.70
Presentations were diverse, complementary, and contributed to a holistic approach regarding the event's work plan	37	-	-	3 (8.1%)	11 (29.7%)	23 (62.2%)	5.54	.65
Materials developed (such as guides, reports, and products) were clear, informative, and aligned with the event's goals	36	1 (2.7%)	1 (2.7%)	1 (2.7%)	9 (24.3%)	25 (67.6%)	5.61	.69
Materials developed were appealing and impactful, with the potential to promote positive change	35	2 (5.4%)	-	2 (5.4%)	10 (27%)	23 (62.2%)	5.60	.60
Duration of the event and pacing of activities were appropriate, neither rushed nor drawn-out	35	2 (5.4%)	3 (8.1%)	4 (10.8%)	9 (24.3%)	19 (51.4%)	5.26	.98

Figure 3 – Bar graph of results from the “Content and Execution” Quality Indicators, extracted from Microsoft Office Forms



Accommodation and Venue

The fourth segment, corresponding to “Accommodation and Venue”, is preceded by a branching item asking participants, “How did you attend the meeting?”. In our sample, 97% (n = 36) responded that they attended the event in person and were therefore eligible to respond to this set of questions. The remaining participant, who attended online, was forwarded to the next segment of the “Quality Indicators” section.

Regarding the results, although indicative of generally high satisfaction levels, scores were slightly lower than those observed in previous sections, suggesting areas for growth. Additionally, the higher standard deviations indicate greater response dispersion, reflecting less consensus among participants regarding the quality of venue-related aspects.

Specifically, the item “Accommodation met participants’ accessibility and comfort needs, such as offering ramps for those with mobility difficulties” registered a substantial proportion of respondents (35.1%, n = 13) selecting “Don’t know/Not Applicable.” This is likely to reflect a lack of participant awareness about the venue’s accessibility features, underscoring the need for improved communication or orientation regarding accessibility provisions.

Similarly, the items assessing the accessibility and comfort of the meeting room for all participants, including those with mobility difficulties, and whether the room was equipped with necessary facilities and sufficient space, received the lowest mean scores of 5.16 (SD = 1.10) and 5.06 (SD = 1.13), respectively, with a small but notable percentage of disagreement (approximately 10%), highlighting opportunities to further optimize the physical environment for future events.

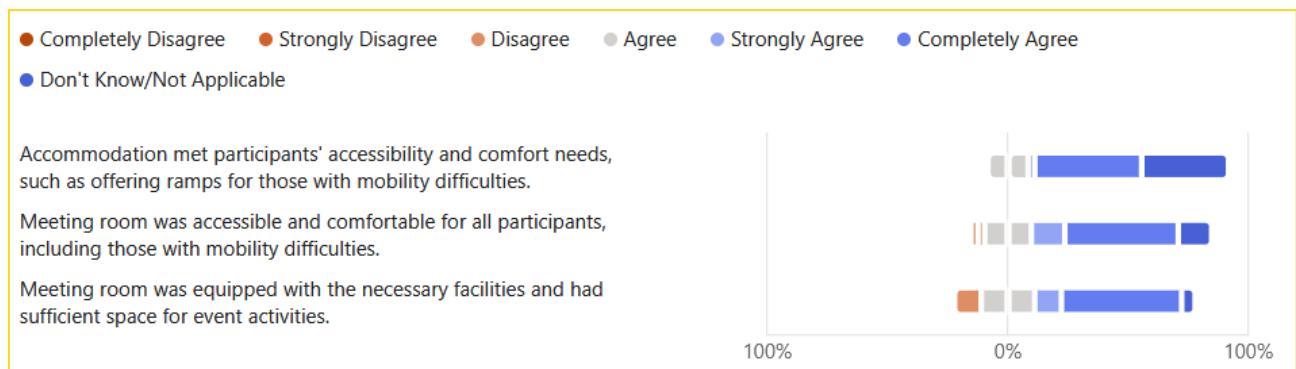
Compared to the Maynooth Interim Meeting, where satisfaction with the meeting room and venue was lower, the GEMINI-SCAPES event showed higher overall satisfaction. However, similar to Maynooth, there is still room for improvement, particularly regarding accessibility features and the adequacy of meeting room facilities. These findings highlight the need to enhance both accessibility infrastructure and participant awareness. Furthermore, the high number of “Don’t

know/Not Applicable" responses suggests that initiatives such as guided venue tours or detailed pre-event communication about accessibility features would have been beneficial.

Table 4 – Main results overview for the "Accommodation and Venue" Quality Indicators

Item	Valid n	Excluded n (% of Don't Know/Not Applicable)	Level 2 "Strongly Disagree" (n and %)	Level 3 "Disagree" (n and %)	Level 4 "Agree" (n and %)	Level 5 "Strongly Agree" (n and %)	Level 6 "Completely Agree" (n and %)	Mean	Std. Deviation
Accommodation met participants' accessibility and comfort needs, such as offering ramps for those with mobility difficulties	23	13 (35.1%)	-	-	6 (16.2%)	1 (2.7%)	16 (43.2%)	5.43	.90
Meeting room was accessible and comfortable for all participants, including those with mobility difficulties	31	5 (13.5%)	1 (2.7%)	1 (2.7%)	7 (18.9%)	5 (13.5%)	17 (45.9%)	5.16	1.10
Meeting room was equipped with the necessary facilities and had sufficient space for event activities	34	2 (5.4%)	-	4 (10.8%)	8 (21.6%)	4 (10.8%)	18 (48.6%)	5.06	1.13

Figure 4 – Bar graph of results from the "Accommodation and Venue" Quality Indicators, extracted from Microsoft Office Forms



Other Interpersonal Aspects

Regarding the “Other Interpersonal Aspects” segment, initial results showed somewhat lower satisfaction scores compared to previous sections. This was traced back to a design issue in the questionnaire: the response scale mistakenly duplicated the label “Strongly Disagree” for both levels 2 and 5, where level 5 should have been labelled “Strongly Agree”. Despite this error, participant response patterns (visible through Microsoft Forms’ bar graphs) strongly suggest that respondents understood the mistake and selected the second “Strongly Disagree” option intending to indicate “Strongly Agree.” This is also corroborated by the fact that some participants chose to alert us to this mistake in the “Comments and Suggestions” section.

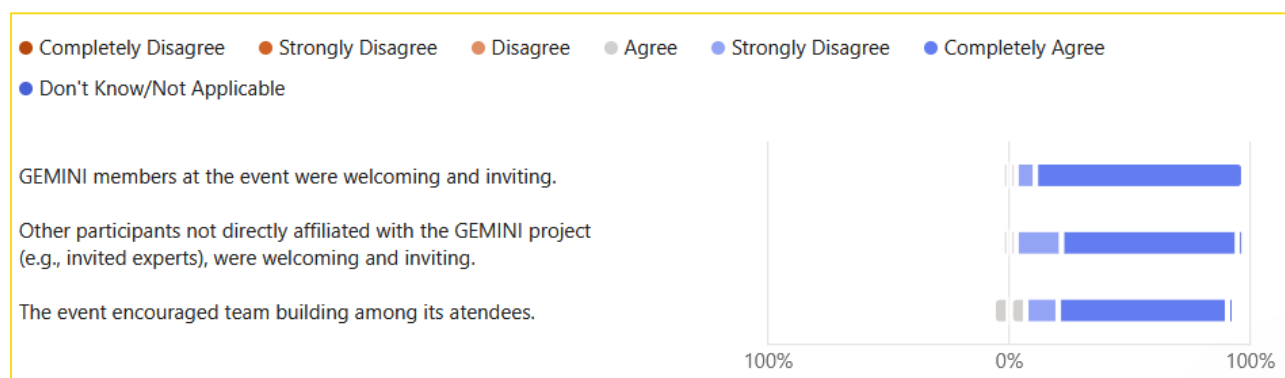
Consequently, for data analysis purposes, responses given to this mislabelled option were recoded as “Strongly Agree” (level 5) to reflect participants’ actual intent. After this adjustment, the revised analysis yielded mean scores ranging from 5.58 to 5.81 on the 6-point Likert scale, consistent with the high satisfaction levels found in the other segments of the “Quality Indicators” section.

For instance, 73% of respondents completely agreed that GEMINI members at the event were welcoming and inviting, and 70.3% completely agreed that the event encouraged team building among attendees. These findings reinforce a generally positive interpersonal environment at the GEMINI-Scapes event. When compared to the results from Maynooth’s Interim Meeting, where a similarly high percentage of respondents expressed positive feedback regarding interpersonal aspects, the current event further suggests that such aspects are a key strength in GEMINI-led events. The consistent satisfaction levels across both events, particularly regarding the welcoming atmosphere and team-building opportunities, highlight the ongoing success of GEMINI’s efforts to foster a collaborative and inclusive environment at its gatherings.

Table 5 – Main results overview for the “Other Interpersonal Aspects” Quality Indicators

Item	Valid n	Excluded n (% of Don't Know/Not Applicable)	Level 4 “Agree” responses (n and %)	Level 5 “Strongly Agree” responses (n and %)	Level 6 “Completely Agree” responses (n and %)	Mean	Std. Deviation
GEMINI members at the event were welcoming and inviting	37	0	2 (5.4%)	7 (18.9%)	27 (73%)	5.81	.518
Other participants not directly affiliated with the GEMINI project (e.g., invited experts), were welcoming and inviting	36	1 (2.7%)	2 (5.4%)	7 (18.9%)	27 (73%)	5.69	.577
The event encouraged team building among its attendees	36	1 (2.7%)	5 (13.5%)	5 (13.5%)	26 (70.3%)	5.58	.732

Figure 5 – Bar graph of results from the “Other Interpersonal Aspects” Quality Indicators, extracted from Microsoft Office Forms



Comments and Suggestions

To close the “Quality Indicators” section, we include participants’ feedback in the form of “Comments and Suggestions” regarding the event. Feedback from participants emphasized both positive and constructive points. Many participants praised the overall success of the event, complimenting the venue’s beauty and the catering services. However, some respondents pointed out that the conference rooms were small and overcrowded, which affected the overall comfort. Additionally, the issue of parallel sessions was frequently mentioned, with participants expressing concerns about missing out on valuable talks due to overlapping panels. Despite these critiques, there was a strong sense of appreciation for the event’s organization and content. The detailed responses from the participants are shown in the table below.

Table 6 – Participants’ comments and suggestions from the “Quality Indicators” section of the GEMINI-SCAPES QA Questionnaire

ID Number	Response	Valence
1	The conference rooms including the main hall were too small and stuffy. Otherwise, the campus was beautiful, and the catering was great.	Mostly Neutral/ Equally Positive and Negative
2	.	
3	One point of feedback I’d like to share is that there were too many parallel sessions, each with too many panels. This made it difficult for participants to attend a wide range of talks, which is often one of the most valuable aspects of a conference.	Negative/ Mostly Negative
4	Some of the rooms were tiny and sometimes too crowded, but the space was beautiful, and overall, the event was successful and engaging. Congratulations to the organisers for a job well done!	Mostly Neutral/ Equally Positive and Negative
5	nothing to add	
6	It was a pity so many sessions were parallel because I had the feeling I missed lots of interesting panels, but I also understand that’s just the way it is. Thank you for a great conference with delicious food!	Mostly Neutral/ Equally Positive and Negative
7	More time so we could hear more papers!	Positive/Mostly Positive
8	Excellent event, thank you very much for offering me the opportunity to participate.	Positive/Mostly Positive

8.2.2. Professional Profiles

In terms of respondent profiles, the majority of participants (78%, n = 29) stated that they were not part of GEMINI's team. Among them, 59% (n = 17) did not hold a leadership position in their workplace, while 34% (n = 10) indicated they held such a role. A small portion (7%, n = 2) selected "Not applicable" for this question.

For those not belonging to one of GEMINI's Work Packages (WPs), respondents' professional roles varied, with many being academic researchers, professors, and media scholars. Their research interests generally aligned with GEMINI's goals, particularly in areas like media studies, gender, and youth. A few participants also held leadership positions in related research projects or advisory roles (see table 7).

Table 7 – Participants' responses to the prompt "Please describe your professional role and explain how it relates to the GEMINI project"

ID Number	Response
1	Researcher in communication field
2	University Professor whose research explores aspects linked to the GEMINI Project
3	I'm a researcher
4	I'm a professor and presented a paper at the conference
5	Scholar, invited
6	I'm a speaker at the conference.
7	Associate professor at Link Campus University
8	RTT
9	I study impact of media on different target groups, youth including.
10	Associate professor
11	Speaker at the conference
12	I'm an associate professor and was invited to participate in the conference.
13	I'm a media scholar (post-doc fellow). My research interests partially coincide with the topics addressed within the GEMINI project
14	Associate professor
15	I am an associate professor in film and media studies and I work on themes near to the research project.
16	PhD student
17	Post Doc Researcher, I presented two research paper related to the GEMINI project focuses
18	Researcher interested in these field of studies
19	Postdoc research fellow, part of a research project addressing themes and topics in common with GEMINI
20	Postdoc research fellow. My research interests include gender issues and youth and are therefore related to GEMINI research projects and goals.
21	affinity of research topics
22	PhD candidate interested in the GEMINI project
23	Associate professor
24	I am a postdoctoral researcher and I attended the conference as a participant.
25	Full professor - PI E Quality Project (PRIN 2022 PNRR)
26	Associate professor, also research on diversity and streaming media but not related to GEMINI
27	Member of the Advisory Board Osservatorio su gender equality e diversity nei media audiovisivi
28	PI of a related AHRC-funded project
29	I am a media regulation and digital governance researcher. I work on topics related to the protection of minors in the digital age. I provide expertise to different entities and international organizations, including the Council of Europe, the European Commission and the Media and Journalism Research Center (MJRC). Founding Member of MEDEA (Mediterranean Europe and Africa), an independent High-Level Group set up by the Italian Chapter of the International Institute of Communications.

Regarding WP group membership, 38% (n = 6) reported belonging to WP3, 19% (n = 3) to WP4, 19% (n = 3) to WP6, 13% (n = 2) to WP2, and 6% (n = 1) to WP1 and WP5. It is important to note that respondents were allowed to select multiple WP groups, so individual patterns cannot be clearly identified. Additionally, 88% (n = 7) of those in a WP group did not hold leadership positions.

In terms of gender, the sample was skewed, with 65% (n = 24) identifying as female, 32% (n = 12) as male, and 3% (n = 1) as non-binary/non-conforming.

Notably, however, the sample was more diverse compared to Maynooth, both in terms of gender and professional backgrounds, as participants came from various fields, not only from GEMINI's Work Packages. This diversity contributes to a broader and more inclusive representation, strengthening the overall feedback and reflecting an important step towards diversifying the event's participant base.

8.2.3. Questionnaire Evaluation

As usual for all our QA questionnaires, the GEMINI-SCAPES Evaluation Questionnaire contains a final section allowing participants to evaluate the questionnaire itself on three key indicators: length, understandability, and relevance. The results show a very positive evaluation, with an overall average rating of 4.62/5, well above the midpoint of the scale. The highest scores were recorded for understandability (4.77), followed by length (4.59) and relevance (4.57). These results reflect the success of the GEMINI team's efforts in refining the questionnaire to ensure it is both clear and relevant.

In comparison to the Maynooth event, the GEMINI-SCAPES results show improvement. The average scores in Maynooth were slightly lower, with ratings of 4.44 for length, 4.22 for understandability, and 4.33 for relevance, resulting in a combined average score of 4.33. While the Maynooth questionnaire was still well-received, the GEMINI-SCAPES evaluation indicates a more successful adaptation of the questionnaire to participants' needs, especially in terms of clarity and relevance. It's worth noting, however, that the small sample size in Maynooth (with a few participants consistently choosing extreme responses) impacted the overall data, highlighting the importance of participant awareness and involvement in these evaluations for future events. Qualitatively, participants also shared valuable insights. Those are outlined in the table below.

Table 8 – Participants' comments and suggestions from the "Questionnaire Evaluation" section of the GEMINI-SCAPES QA Questionnaire

ID Number	Response	Valence
1	Thank you for the wonderful conference!	Positive/Mostly Positive
2	The question about the leadership role seems to be off topic, but, overall, the form was clear and to the point.	Mostly Neutral/ Equally Positive and Negative
3	The last few questions has a "strongly disagree" double button.	Negative/Mostly Negative