
Maastricht Debates

Principal: Dhr. Mudde on behalf of *Maastricht Debates*

Contractor: UniPartners Maastricht

Project managers: A. Berenbroek and E. Dupont

Junior Consultants: S. van Herpen and S. Martens

Project period: November 2006 to April 2007

MANAGEMENT SUMMARY

A group of professionals, related to the University of Maastricht and some independent institutions, took the initiative to organise a series of debates in Maastricht. Themes covered by the *Maastricht Debates* will mainly include issues of international cooperation and globalisation. Apart from organising interesting debates, the series is aiming to fulfil the role of a networking platform for professionals and students in Maastricht. UniPartners Maastricht has been asked to examine the degree to which professionals and students in Maastricht are interested in this initiative, as well as to find out a number of preferences of potential visitors that could be helpful in the organisation of the events.

In the research three subgroups are included: students, professionals, and visitors of three pilot debates. Questionnaires were used to grasp the opinions of the three groups. The gathered data is analysed and tested for significance. Furthermore, the results of the questionnaires are discussed with two experts in order to add extra value to the conclusions.

From the research it can be concluded that the student population is fairly interested in the *Maastricht Debates*. The population size will guarantee a satisfying number of visitors from the student population during the debates. The students from the Faculties of Arts and Social Sciences and Economics and Business Administration are the most interested. The students are interested for both personal and study-related reasons. The results of the research for the student population can be found in Part I, from page 8 onwards.

The professional population indicated that they are definitely interested in the Maastricht Debates, and that they would like to visit a debate two to four times a year on average. Taking into account the size of the population of the target group this means that there could be a substantial number of professionals present at every event. The professionals that are interested come from all different kinds of organizations and have different functions and ages; no significant differences were found for these characteristics. The motives to attend a debate vary, but personal interest, professional interest, the opportunity to meet other people in the field, and the interactive nature of the event all are significant reasons for the professionals to attend. The results of the research for the professional population can be found in Part II from page 27 onwards.

The three pilot debates yielded increasingly satisfying results. Although the first debate did not live up to the expectations of many visitors that were disappointed in the lack of interactivity, the second event corresponded better to the expectations of the visitors. The evaluation of the third pilot debate was even more positive. The results of the research for the pilot debate visitors can be found in Part III, from page 54 onwards.

TABLE OF CONTENTS

TABLE OF CONTENTS	3
INTRODUCTION	5
STUDENTS	7
RESEARCH DESIGN	7
THE QUESTIONNAIRE FOR STUDENTS	7
DISTRIBUTION OF QUESTIONNAIRE AMONG STUDENTS	8
RESULTS	8
Personal characteristics	9
Familiarity with the <i>Maastricht Debates</i>	11
Interest in visiting the <i>Maastricht Debates</i>	12
Frequency and timing of the events	18
Past experiences of the students	19
Interest in the themes of the <i>Maastricht Debates</i>	20
The interactivity of the event	23
Desire to contribute to the organisation of events	24
Mailing list	25
Other remarks	25
CONCLUSION	25
PART II: PROFESSIONALS	27
RESEARCH DESIGN	27
THE QUESTIONNAIRE FOR PROFESSIONALS	28
DISTRIBUTION OF QUESTIONNAIRE AMONG PROFESSIONALS	28
RESULTS	30
Personal characteristics	30
Familiarity with the <i>Maastricht Debates</i>	32
Interest in visiting the <i>Maastricht Debates</i>	33
Professional attitude towards the <i>Maastricht Debates</i>	36
Frequency and timing of the events	41
Past experiences of the professionals	43
Interest in the themes of the <i>Maastricht Debates</i>	43
Desire to contribute to the organisation of events	45
Mailing list	46
Other remarks	47
IN DEPTH-INTERVIEWS	47
In-depth interview with Paul Engel	47
In-depth interview with Ronald Kohnen	50
CONCLUSION	52
PART III: VISITORS OF THE PILOT DEBATES	54
RESEARCH DESIGN	54
THE QUESTIONNAIRE FOR VISITORS OF THE PILOT DEBATES	54
THE DISTRIBUTION OF THE QUESTIONNAIRES AMONG THE VISITORS OF THE PILOT DEBATES	55
RESULTS FOR THE PILOT DEBATE OF DECEMBER 19 TH 2006	55
Personal characteristics	55

Sources of information for this <i>Maastricht Debate</i>	58
Reasons to visit the pilot debate of December 19 th	58
The way the pilot debate of December 19 th 2006 was experienced.....	61
Future events of the <i>Maastricht Debates</i>	64
Other remarks	65
RESULTS FOR THE PILOT DEBATE OF JANUARY 23 rd 2007.....	66
Personal characteristics.....	66
Information sources for this <i>Maastricht Debate</i>	67
Reasons to visit the pilot debate of January 23 rd	67
The way the pilot debate of January 23 rd 2007 was experienced	69
Future events of the Maastricht Debates.....	72
Other remarks	73
RESULTS FOR THE PILOT DEBATE OF MARCH 29 TH 2007	74
Personal characteristics.....	74
Information sources for this <i>Maastricht Debate</i>	74
Reasons to visit the pilot debate of March 29 th	75
The way the pilot debate of March 29 th was experienced	77
Future events of the Maastricht Debates.....	80
Other remarks	80
CONCLUSION.....	81
GENERAL CONCLUSION.....	83
APPENDIX	87
Appendix A: Questionnaires.....	87
Questionnaire for students	87
Questionnaire for professionals	92
Questionnaire for the visitors of the pilot debates.....	97
Appendix B: SPSS Outputs	101
Questionnaire among students.....	101
Questionnaire among professionals	108
Questionnaire among visitors of the pilot debates.....	111
Appendix C: In-depth interviews	120
Interview 1: Han Aarts.....	120
Interview 2: Simone van der Steen	125
Interview 3: Paul Engel	129
Interview 4: Ronald Kohnen	133
Appendix D: Answers to open questions	137
General remarks questionnaire among students	137
General remarks questionnaire among professionals.....	138
General remarks questionnaire evaluation pilot 1.....	138
General remarks questionnaire evaluation pilot 2.....	139
General remarks questionnaire evaluation pilot 3.....	140
Appendix E: Possible contributions to the Maastricht Debates	141
Questionnaire among students.....	141
Questionnaire among professionals	144
Appendix F: Questionnaire for students HsZ and MSM.....	147

INTRODUCTION

The city of Maastricht is the home base of many institutions that operate internationally. These institutions continually deal with international cooperation and globalisation, are operating internationally and are dealing with topics as international cooperation and globalisation. They also have ties with (similar) organisations operating in the region. Although these organisations form a potentially large and powerful network, a platform is lacking where professionals are able to interact with their colleagues it is lacking a platform on which the professionals could interact with their colleagues. A group of professionals, related to the University of Maastricht and a number of independent institutions, have taken the opportunity to provide such a networking platform. They are aiming at organising a series of debates for professionals and students in the region. The *Maastricht Debates* strives to become a prominent manifestation of the intellectual richness of Maastricht, and a reference point for debate among students and professionals. Themes covered by the *Maastricht Debates* will predominantly include issues of international cooperation and globalisation.

UniPartners Maastricht was asked to examine the degree to which professionals and students in Maastricht are interested in this initiative, as well as to find out a number of preferences of potential visitors that will be helpful in the organisation of the events. The research is divided in three distinct parts, the interest among students, the interest among professionals, and the experiences of the visitors of three pilot debates. In order to structure this research, the following research question was used:

- *What is the actual target group and what are their interests related to the Maastricht Debates and their topics?*

In order to answer this main question, it has been subdivided into six sub-questions.

- *How big is the target group?*
- *What are the characteristics of this target group?*
- *Which subjects are regarded as interesting by this target group?*
- *What knowledge does the target group already possess related to the theme?*
- *Is there a need to more information related to this theme?*
- *What is the best way to address the target group for participating in the Maastricht Debates?*

In this research the target group is subdivided into three subgroups:

- Students: Within this group, the goal is to measure the overall interest. Next to this, topics like marketing and time-planning will be treated.
- Professionals: Qualitative research will provide an inside in the specific interests, themes and elements of this group. Quantitative research will offer a global impression of these questions. The professionals are to be found in more or less 20 institutes.
- Participants in the pilot debates: This will provide a deeper understanding of the interests and motives, and will give the opportunity to compare it to the target group.

In order to find an adequate answer to the research question and its sub questions, three more or less similar researches were conducted. For each subgroup a separate questionnaire was designed and distributed. Below, the research design of the three groups will be treated per group.

STUDENTS

RESEARCH DESIGN

In order to assess the interest in the student-population a questionnaire is distributed among all students of the *Universiteit Maastricht*. The total population is about 12.000 students, and a response rate of 1 percent (150 students) was aimed for. This enabled the researchers to conduct a statistical analysis on the interests of this group.

For the design of the questionnaire for students, an in-dept interview is conducted with an expert on the student population. The director of MUNDO, Han Aarts, was asked to participate in the interview to fulfil the role of expert.

The interview with Han Aarts was conducted on December 20th 2006 and was aimed to discuss the questionnaire that was to be sent to the student population. A second goal was to discuss the way in which this questionnaire can best be distributed. In the interview, Han Aarts mentioned contact persons within every faculty that could turn out to be helpful to distribute the questionnaires among the student population. Apart from this, mister Aarts commented on a draft version of the questionnaire. In this draft version, an attempt was made to assess the knowledge that students already possess. Aarts commented that such a question would not yield any relevant information, since it is too difficult to assess your own knowledge without a frame of reference. Besides, he added an open question at the end of the questionnaire so that students could leave remarks. A complete report of this interview can be found, in Dutch, in Appendix C.

THE QUESTIONNAIRE FOR STUDENTS

In the questionnaire for students, several factors are being measured:

- Personal characteristics: The faculty they come from, gender, e-mail. Note that in the questionnaire, personal questions were asked at the end, but are discussed here first.

- Knowledge about *Maastricht Debates*: Did they already hear about the *Maastricht Debates* and, if yes, how?
- Interest in *Maastricht Debates* and possible motives for visiting the events: Personal interest, professional interest, meeting colleagues.
- Frequency and timing of the events: How often must the event be scheduled? Which time slots are preferred?
- Interest in the themes of *Maastricht Debates*: Are they interested? For what motives are they interested? What specific themes do they find interesting?
- Desire to contribute to the organisation of the *Maastricht Debates*: Is the respondent willing to contribute to the organisation of an event?

The complete version of the questionnaire can be found in Appendix A.

After the design of the questionnaire for students, this questionnaire was tested under ten students. The comments and suggestions on the test-questionnaire were then used to improve the questionnaire and make a final version. The gathered information is subsequently used to make conclusions about the interest of the student population on the *Maastricht Debates*.

DISTRIBUTION OF QUESTIONNAIRE AMONG STUDENTS

To contact the student population, a request was sent to fill out the questionnaire along with the weekly *Stermail* of the university. In the *Stermail* of January 23rd 2007 a short message was posed that shortly described the *Maastricht Debates* and asked the students to fill out the online questionnaire. To boost the response rate, two dinner cheques for two persons at the *Casa Bassin* were issued. In total, about 12,000 students were reached through the *Stermail*. Both a Dutch and an English version of the message were included in the *Stermail*. Respondents had the time until February 5th to fill out the questionnaire.

RESULTS

The *Stermail* mailing yielded a response rate of 334 completed questionnaires, which represents a response rate of 2.6 percent. Below, the results are treated per specific topic.

Personal characteristics

Gender

Of all the respondents 32 percent indicated to be male, and 68 percent female. This indicates that women are overrepresented within the sample

Studies

The division of the students over the seven faculties of the University of Maastricht is presented below in figure 1.

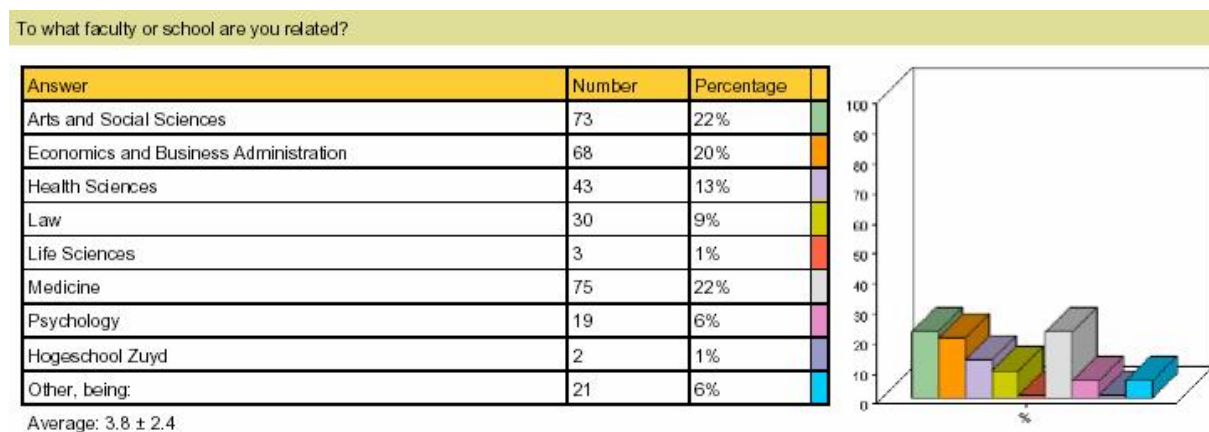


Figure 1. The division of the respondents over the faculties of the University of Maastricht.

As can be seen, most of the respondents come from the Arts and Social Sciences, Economics and Business Administration and Medicine faculties. This is more or less corresponding with the division of the total student population over the faculties.

Within the Faculty of arts and Social Sciences, 64 percent of the respondents follow the European Studies track. The remaining part studies Cultural Sciences. Within the Faculty of Economics and Business Administration 65 percent of the respondents studies International Business, this is also the biggest study within this faculty. The rest of the respondents study Economics (12 percent), International Business Economics (12 percent), Infonomics (6 percent), Econometrics (4 percent), or Fiscal Economics (1 percent). Within the Law faculty 73 percent of the respondents study Dutch Law and the remaining part follows European Law School.

As said above, the division of the respondents over the faculties is more or less similar to the actual division of students. Only the Faculty of Arts and Social sciences seems to be slightly overrepresented, this could indicate that students of that faculty might be more interested in the *Maastricht Debates*.

Year of study

It is appealing to know in which phase of their student career possible visitors are, for this purpose we asked the respondents to specify in which year of their studies they are. See figure 2 for the results.

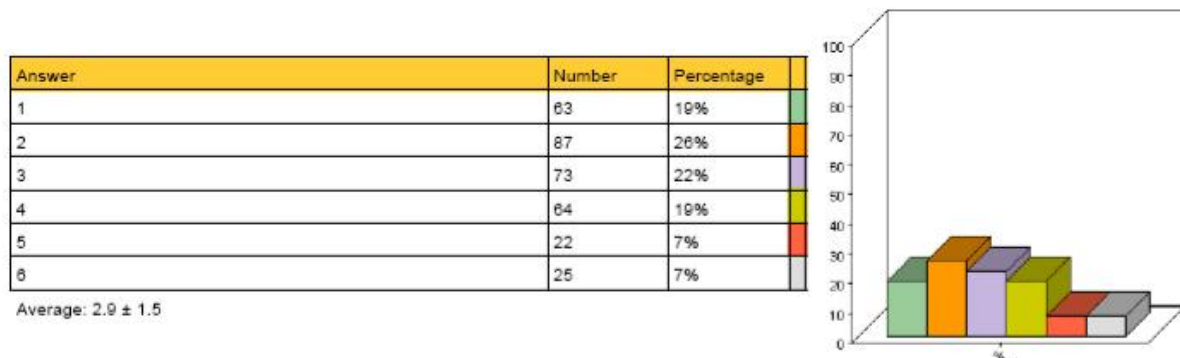


Figure 2. In which year of their studies are the respondents?

As can be seen, 45 percent of the students are first and second year students, another 41 percent is in their third and fourth year. Only 14 percent of the respondents were above their fourth year of their studies. This makes sense, since the official duration of most studies is four years. From this even distribution, it can be concluded that the *Maastricht debates* are interesting for students from all educational levels.

Membership of associations

Another attention-grabbing characteristic of the student population is the fact whether they are related to an association. In figure 3 the division over the various student/study/sport associations is presented.

Most of the students are member of a study association. The study association of European Studies, Concordantia was often mentioned, as well as Reflex (Medicine) and Lunatik (Psychology). A remarkable fact is that the student associations (KoKo, Tragos and Circumflex) are relatively underrepresented. The group of respondents that ticked "other" is extraordinarily big; this is due to the fact that the students who are not a member of any association belong to this category as well. Most of the respondents that ticked "other" indicated that they were in fact not member of any association at all.

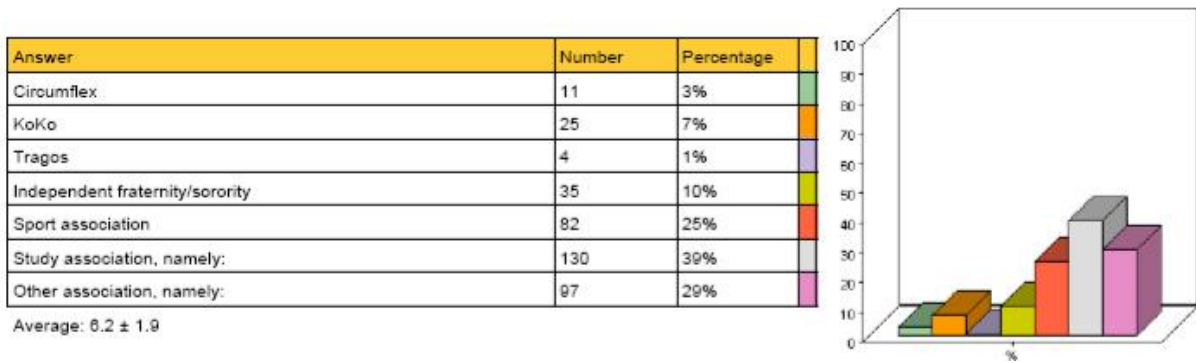


Figure 3. Distribution over associations.

Familiarity with the *Maastricht Debates*

At the time the questionnaire was conducted, the pilot debate at the 19th of December had received some attention in the student media. Furthermore the pilot debate was announced in the *Stermail*, and some study associations promoted the pilot debate under their members. Of the respondents, 35 percent indicated that they heard about the *Maastricht Debates* before.

The students who had heard about the *Maastricht Debates* were asked to indicate from which source they heard about the events. In figure 4 the responses are presented visually.

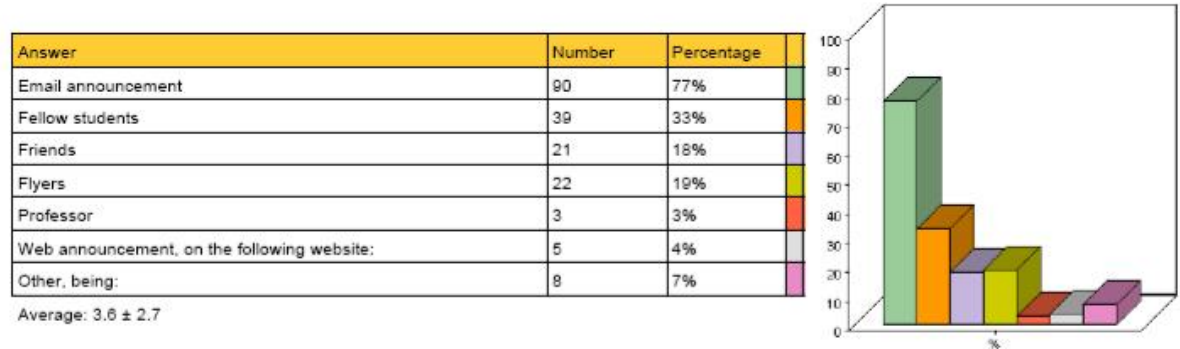


Figure 4. How did the students hear about the Maastricht Debates?

As can be seen, most of the students knew the *Maastricht Debates* from the email announcement that was sent around. Most students that indicated the “web announcement”, mentioned the University of Maastricht website as their source. The “other source” that some students indicated was predominantly the university newspaper (*Observant*). Although, 35% awareness of the *Maastricht Debates* among the population is not extremely high, the web announcement and the message in the *Observant* have proven to be effective marketing instruments.

Interest in visiting the *Maastricht Debates*

One of the most fundamental questions in assessing the market for a debating series is the question if people would be interested in visiting one of the debates. The respondents were asked to indicate the interest in visiting an event of *Maastricht Debates* on a 5 point Likert scale. For the overall student population, the average score was 3.5 with a standard deviation of 0.9. This indicates that the overall student population can be considered as moderately interested in visiting the *Maastricht Debates*. Only 2 percent of the sample indicated not to be interested at all. A t-test showed that the result is significantly higher than 3 at a 0.01 significance level. The SPSS outputs of all statistical tests can be found in Appendix B. An overview of the responses of the student population can be viewed in figure 5.

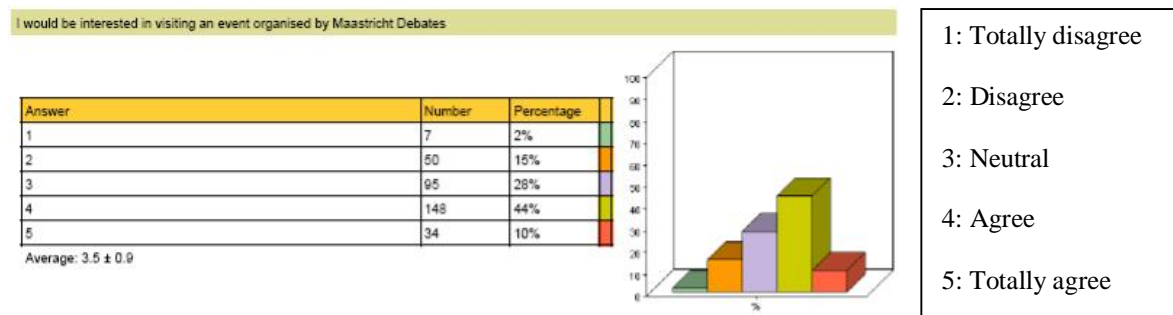


Figure 5 . Interest in visiting the *Maastricht Debates* on a 5 point Likert scale, whole student population.

It is interesting to take a look at the differences in interest per faculty. As can be seen in table 1 on the next page, there are some differences in the mean scores per faculty. Note that the scores for the Hogeschool Zuyd are not extensively included due to the fact that there are only 15 responses. What can be said is that this group is comparable in its opinions to the UM-students. Only 17 percent indicated not to be interested in the *Maastricht Debates*. The students at the Faculty of Arts and Social Sciences show by far the highest interest, followed by the students from the Faculties of Economics and Business Administration and Law. The lowest level of interest can be expected from Psychology, Medicine and Health Sciences students. Furthermore, a Kruskal-Wallis Test shows that these differences are significant on a 0.01 significance level (see Appendix B). No significant differences in interest were found for members of the different (types of) student associations.

I would be interested in visiting an event organised by Maastricht Debates				
	N	Mean	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
Arts and Social Sciences	74	3,97	3,80	4,15
Economics and Business Administration	68	3,56	3,35	3,77
Health Sciences	43	3,21	2,90	3,52
Law	30	3,57	3,19	3,94
Life Sciences	3	3,33	1,90	4,77
Medicine	75	3,01	2,83	3,20
Psychology	19	2,89	2,47	3,32
Hogeschool Zuyd	2	4,00	4,00	4,00
Other, being:	21	3,71	3,26	4,17
Total	335	3,46	3,36	3,56

Table 1. Interest in visiting the Maastricht Debates per faculty.

Study-related and personal interest

Students can have different motivations for visiting an event organised by the *Maastricht Debates*; they can either be interested for study-related reasons or for personal reasons. Again, both types of interest were measured by a five point Likert scale. In figures 6 and 7 the study-related interest and personal-interest are presented respectively.

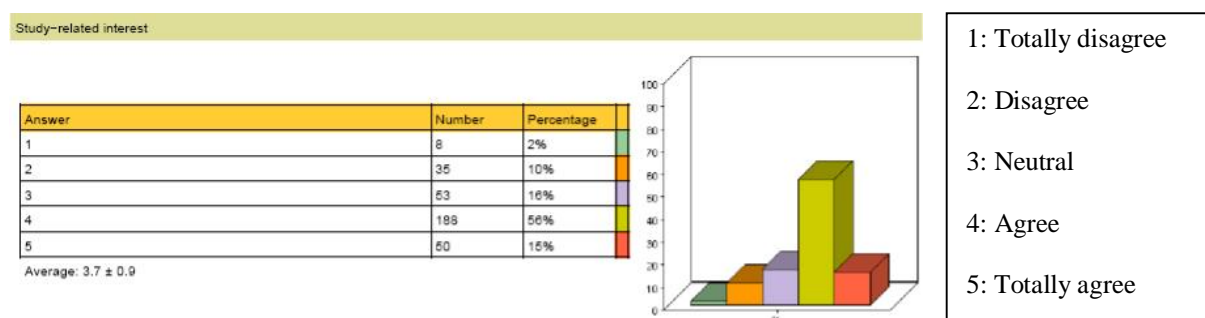


Figure 6. Study-related interest while visiting the Maastricht Debates on a 5 point Likert scale, whole student population.

It is interesting to take a look at the differences in interest per faculty. As can be seen in table 1 on the next page, there are some differences in the mean scores per faculty. Note that the scores for the Hogeschool Zuyd can be ignored due to the fact that there are only two responses. The students at the Faculty of Arts and Social Sciences show by far the highest interest, followed by the students from the Faculties of Economics and Business Administration and Law. The lowest level of interest can be expected from Psychology, Medicine and Health Sciences students. Furthermore, a Kruskal-Wallis Test shows that these differences are significant on a 0,01 significance level (see Appendix B).

I would be interested in visiting an event organised by Maastricht Debates				
	N	Mean	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
Arts and Social Sciences	74	3,97	3,80	4,15
Economics and Business Administration	68	3,56	3,35	3,77
Health Sciences	43	3,21	2,90	3,52
Law	30	3,57	3,19	3,94
Life Sciences	3	3,33	1,90	4,77
Medicine	75	3,01	2,83	3,20
Psychology	19	2,89	2,47	3,32
Hogeschool Zuyd	2	4,00	4,00	4,00
Other, being:	21	3,71	3,26	4,17
Total	335	3,46	3,36	3,56

Table 1. Interest in visiting the Maastricht Debates per faculty.

Study-related and personal interest

Students can have different motivations for visiting an event organised by the *Maastricht Debates*; they can either be interested for study-related reasons or for personal reasons. Again, both types of interest were measured by a five point Likert scale. In figures 6 and 7 the study-related interest and personal-interest are presented respectively.

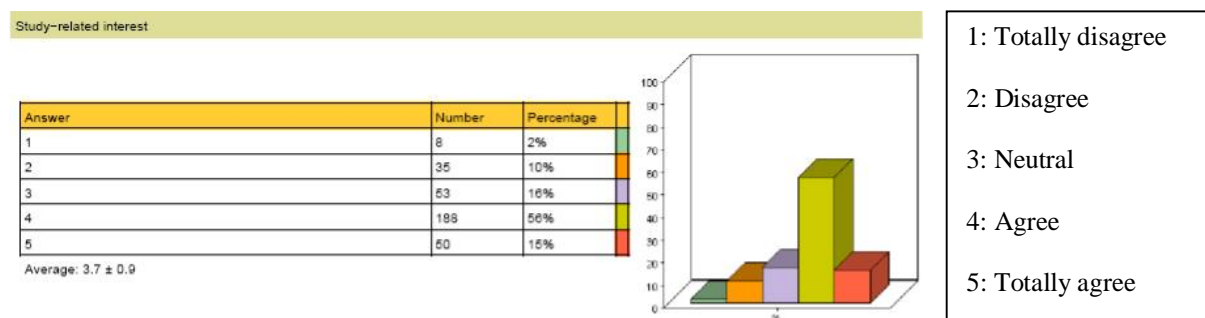


Figure 6. Study-related interest while visiting the *Maastricht Debates* on a 5 point Likert scale, whole student population.

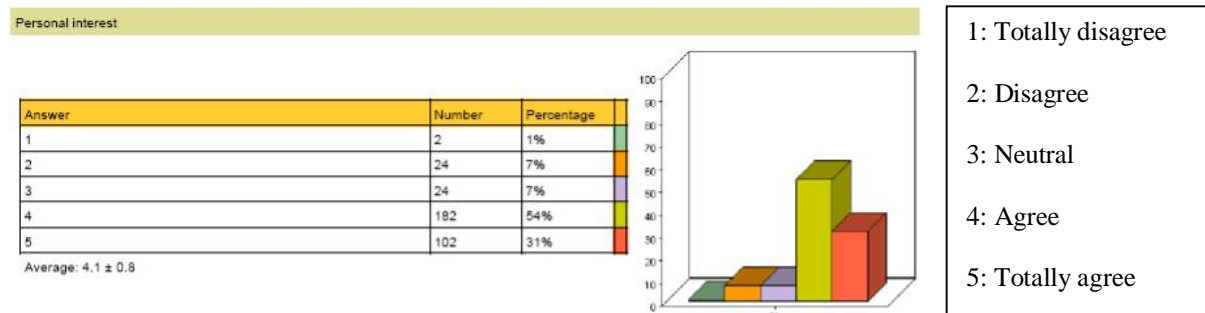


Figure 7. Personal interest while visiting the *Maastricht Debates* on a 5 point Likert scale, whole student population.

It is notable that the personal interest is a more important reason for the respondents than study-related interest is. This is represented in a higher average score, 3.7 for study-related interest compared to 4.1 for personal interest. However, both types of interest were significantly more than “neutral” at a 0.01 significance level. The students at the Faculty of Arts and Social Sciences show the highest personal interest, followed by the students from the Faculties of Economics and Business Administration and Law. The lowest level of personal interest can be expected from Psychology, Medicine and Health Sciences students. The Faculties that score high on the study-

related interest are, again, the Faculty of Arts and Social Sciences and Economics and Business Administration. The faculties of Medicine and Health Sciences score somewhat average on study-related interest. A low level of study-related interest can be found for the Psychology Faculty. This is not surprising, as Psychology has little to do with globalisation and international cooperation. The absolute numbers can be viewed in appendix B.

The Kruskal-Wallis tests indicate that the difference in study-related interest between students from different faculties is only significant at a 0.10 significance level. The same level of significance is applicable to the difference in personal interest between students from different faculties, see appendix B. This means that there are significant differences in the amount of interest that students of different faculties show in the events, this holds both for personal interest and study-related interest.

By now, it is clear that the average personal interest is slightly higher than the study-related interest. This makes sense, since not every study deals with the themes of the *Maastricht Debates*. Nonetheless, the students of those “unrelated” studies can still be interested for personal motives.

The possibility to meet people in the field

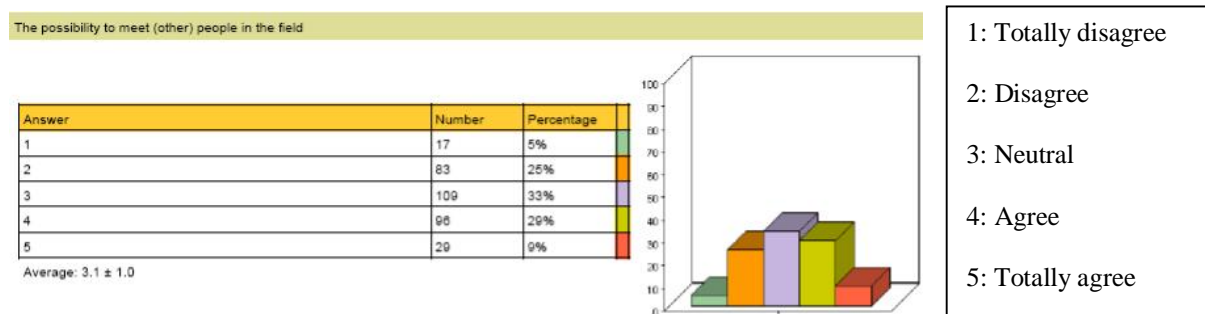


Figure 8. The possibility to meet people in the field of international cooperation as a motivator to visit the *Maastricht Debates* on a 5 point Likert scale, whole student population.

The possibility to meet people in the field might be a motivation for students to visit the events. However, as can be seen in figure 8, the average response to the 5 point Likert scale is 3.1. This result indicates that the students are not extremely interested in meeting people in the field. Still, the 3.1 score is significantly higher than neutral on a 0.05 significance level. Moreover, the differences between students of different faculties on this possible motivator are significant on a 0.05 level. The faculty of Arts and Social has the highest average score, followed by the faculties of Law and Economics and Business Administration. People of the Psychology, Medicine and

Health Sciences faculties are less motivated by the possibility to meet people in the field. From this we can deduct that the possibility to meet people in the field is mainly interesting for students that might be interested in a career in this working field.

The interactive nature of the event

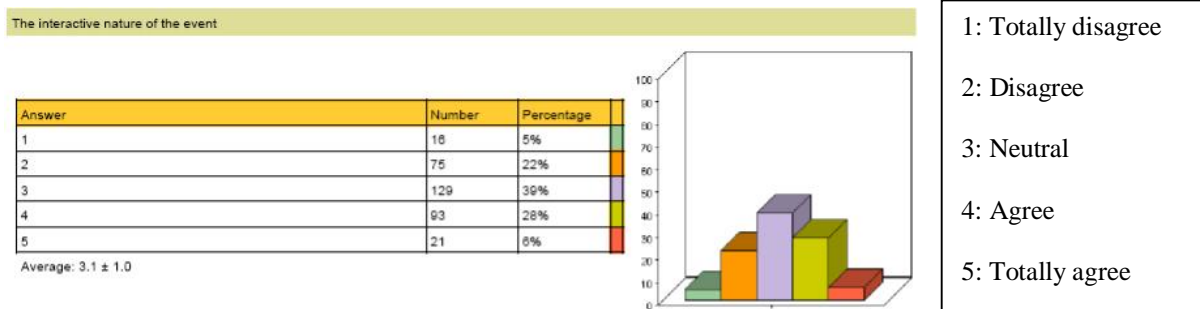


Figure 9. The interactive nature of the event as a motivator to visit the *Maastricht Debates* on a 5 point Likert scale, whole student population.

In planning the events, the organisers purposely chose the *debate* form. They argued that the interactive nature of the debates would be appealing to both students and professionals. In order to test whether this statement holds, the *interactive nature* of the event as a motivator was measured. In figure 9 is shown that the average score on the Likert scale is 3.1, which shows that to most students the interactive nature of the events is not much of a motivator to visit one of the events. A t-test showed that this result is not significant at a 0.10 significance level

Other reasons

The respondents were also provided the possibility to give other reasons for visiting the events. This was done by the use of an open question, of which the answers are summarized in table 2. The topics and the learning of insights and skills seem to be prominent motivators.

Reason to visit the <i>Maastricht Debates</i>	Number of times mentioned
The treatment of special/actual topics	3
A good lesson for your further life	1
Interesting guests	1
Learn new insights	1
Personal concern about topics	1
Intellectual way to have a nice evening	1
Improve debate skills	1

Interest in material and future career	1
To gain experience	1
To see the calibre of intellect amongst the students	1

Table 2. Other reasons to visit the *Maastricht Debates*.

Frequency and timing of the events

The organisers of the *Maastricht Debates* were curious about the frequency and the timing of the debates that would have the preference of the students. The plan of the organisers is to schedule a debate every month, or once in every two months. In figure 10, the preferences of the students regarding the frequency of the debates is shown.

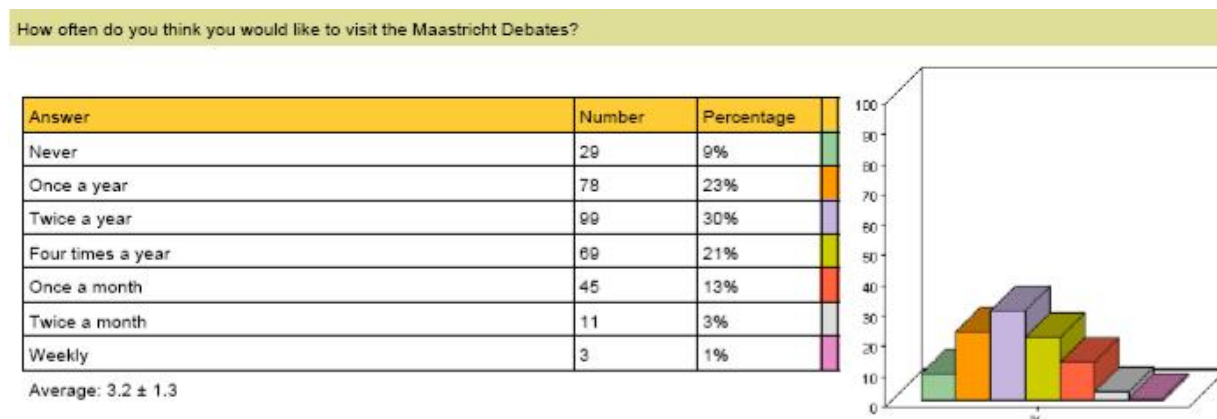


Figure 10. The preferences regarding the frequency of the events, whole student population.

As can be seen, most students prefer to visit an event of the *Maastricht Debates* ones, twice- or four times a year. This means that most students are not willing to visit a debate every month. However, due to the big student population, this does not pose a problem at all.

It is interesting to compare the students from different faculties in their preferences for the frequency of the events. As can be seen in appendix B, the students from the Arts and Social Science faculty are in favour of a higher frequency than students from other faculties. In fact, a Kruskal-Wallis test shows that the differences in frequency preferences differ significantly between faculties (0.01 significance level). This is in line with the higher interest of the students coming from this faculty that came forward in the earlier questions.

Timing of the events

The organisation of the *Maastricht Debates* plans to schedule the events on working days in the evening time, since this would be convenient for both the students and the professionals. In the questionnaire, students were offered different time slots from which they could choose. Following figure 12, it is very clear that the preference of the majority of the students would be that events will be organised between 7 and 10 PM. The organisers should take this into account when organising future events.

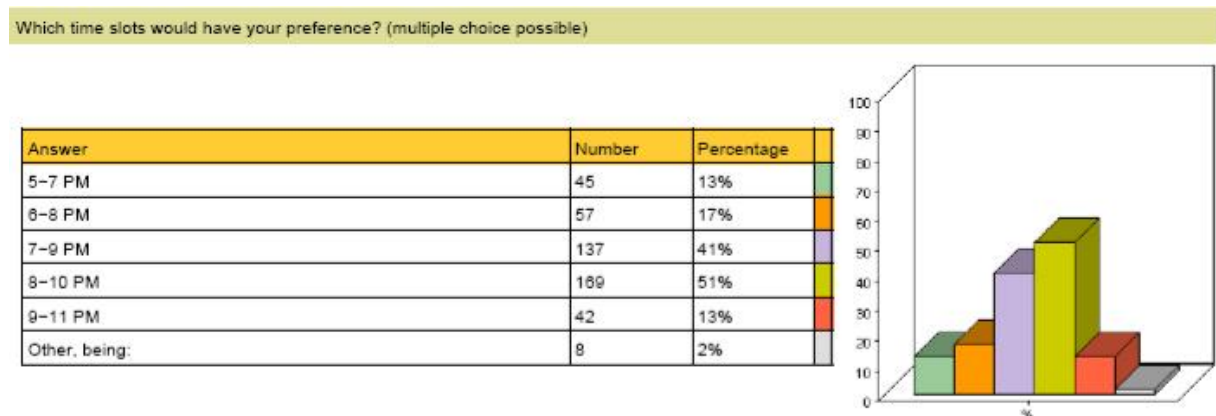


Figure 12. The preferences regarding the timing of the events, whole student population.

Past experiences of the students

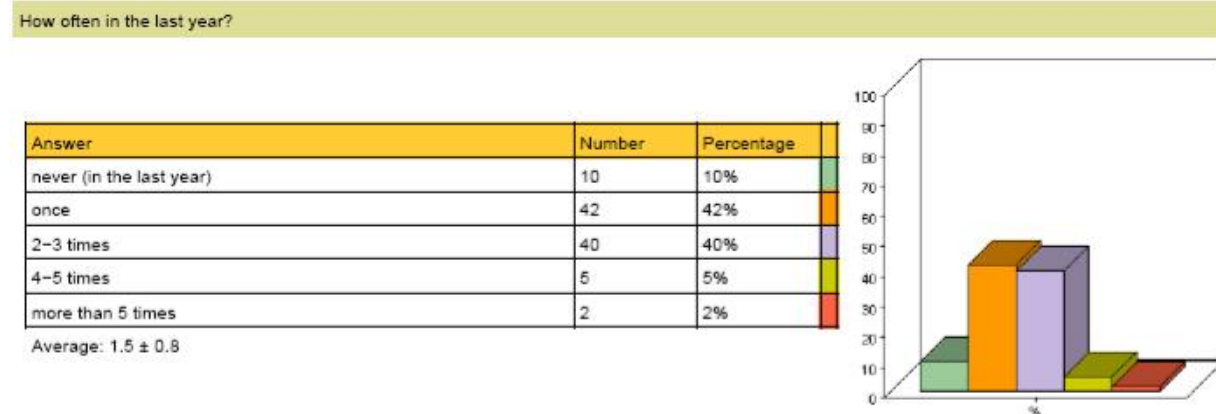


Figure 11. Some that indicated that they visited an event comparable to the *Maastricht Debates* before. They were asked how often they did this in the previous year.

The respondents were also asked whether they have visited an event alike the *Maastricht Debates* in Maastricht before. This could say something about their interest in lectures and debates in

general. Furthermore, it might give an overview of possible competing events. In total, 30 percent of the respondents indicated that they ever visited a comparable event in Maastricht before. The ones that did visit a comparable event before were asked how often they had visited such an event in the previous year. The results of this question are depicted in figure 11. Most of the students visited a comparable event 1 to 3 times in the previous year; this is more or less corresponding to their preferences regarding the frequencies of the *Maastricht Debates*. In this case no significant differences between faculties were found.

Interest in the themes of the *Maastricht Debates*

The *Maastricht Debates* will treat topics related to international cooperation and globalisation. In order for the events to be successful, it is very important that the students will find this theme appealing. We tested the interest in the covering themes of the *Maastricht Debates* with the use of a Likert scale, which yielded an average overall score of 3.6. It can thus be said that the students show a good level of interest in the themes of the Maastricht Debates. A t-test shows that the interest of the students is significant at a 0.01 significance level.

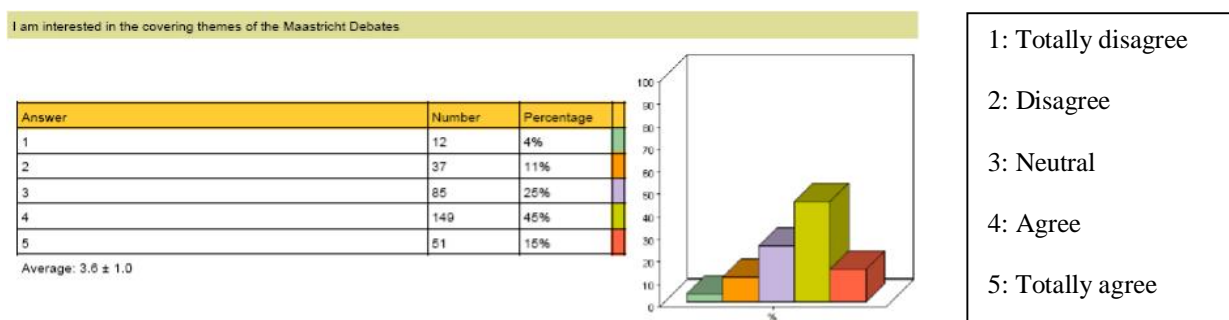


Figure 13. The interest of the students in the covering themes of the *Maastricht Debates*, whole student population.

As with the previous comparisons between the students of different faculties, this question as well showed some differences between the students from different faculties. As can be seen in appendix B, the Arts and Social Sciences faculty has the highest level of interest in the themes, closely followed by the Economics and Business Faculty. The score of the Law faculty lies with 3.6 exactly at the average of the total population. Health Science, Medicine and Psychology lie below average. A Kruskal-Wallis test reveals that these inter-faculty differences are significant at a 0.01 significance level.

Specific themes

The respondents were also asked to respond to a list of possible subjects for debates. They had the possibility to respond by giving a mark ranging from 1 to 10. In table 3 a list is provided of the possible subjects, the average mark, and the standard deviation. The standard deviation is included to give an idea of the spread of the answers. Note that the topics are ranked by their marks in a descending order.

Subject	Average Mark	Standard Deviation
Climate change	7.0	2.1
Migration and development	6.8	2.1
Corporate social responsibility, related to development	6.8	2.1
Political systems, including alternatives for liberal democracy	6.8	2.4
Role of civil society in development	6.7	2.0
European development cooperation	6.6	2.1
Fragile states	6.6	2.1
Information and research for development	6.3	2.0
Conditional loans, governance, democracy	6.0	2.1
Trade, including product chain management	5.7	2.3

Table 3. The interest of the students in specific themes of the Maastricht Debates, represent in a mark ranging from 1 to 10, whole student population.

From the table it becomes clear that the students have some specific preferences regarding the topics that they favour. Climate change is the most popular topic; this might be due to the recent media attention this problem received. More or less the same can be said about the theme of migration and development. The topics that are regarded as relatively unexciting are information and research for development, conditional loans and trade. The standard deviations for all topics are relatively high; this indicates that the students are very dispersed in their favourite topics.

The respondents had the option to give suggestions of topics that they think that would be interesting for the debates. From a total of 334 respondents, about 65 persons gave a suggestion. The suggestions are presented on the next page in table 4. Remarkable is the high number of people that would like to see a debate on health care. It would be wise for the organisers to

consider including this topic in the series. In this way, also the students from the Health Sciences and Medicine Faculties can be triggered to come. These two faculties are precisely the ones that showed a low level of interest earlier on.

Topic	Times	Topic	Times
Healthcare	8	Education	2
Terrorism	2	Nuclear energy	2
Human Rights	2	AIDS and impact on development	2
EU vs Asia vs the US	2	Fair trade	2
Health of people in different countries	2	Revolutions in post-soviet space	1
Influence of religion on development and integration	1	Globalization and the state in the developing world	1
Role of EU as international actor	1	The control state	1
Cooperation in development	1	Science and believe	1
How can foundations within Europe improve their cooperation	1	Cultural aspects of globalisation/cooperation	1
Conflict management and human rights	1	The role of food multis in world politics	1
Money flows	1	Globalisation of news	1
Economics and human rights	1	Youth	1
Cultural competences	1	Medical ethics	1
International defence and security organizations	1	Shift of global power balance, international relations of the future	1
astronomy	1	Totalitarian regimes, genocide	1
The health care insurances in the Netherlands	1	The influence of protective measures on world wide trade	1
War	1	Development of the EU	1
Psychological related themes	1	Democratic renewal	1
Corruption	1	Integration	1
Cooperation of hospitals among the world.	1	Possibilities to work abroad after graduation in NL	1
Religion	1	Tax policy in the internal market	1

role of human rights /millennium goal agenda	1	European law and the idea for a 'president'	1
Trading in foreign currency	1	Post-nationalist identity	1
Democracy in South-America	1	Arts and culture exchange	1
Cultural Development	1	Educational poverty	1

Table 4. The suggestions of topics of the students.

As can be seen, there is a variety of topics that students find interesting. Most of them are very specific and will not be appealing to large groups of students and professionals. Other topics, however, are mentioned quite often and might be attractive suggestions for the organisers. Especially topics related to health care are mentioned very often, and might thus be of specific interest.

The interactivity of the event

The authors intentionally chose the debate form of the events, because they thought that would be most appealing to the students. In order to check this, it was asked to the student population. Exactly 90 percent of the students agreed that an interactive debate would be the most interesting way to treat the themes. This is a good result for the organisers, since it indicated that they chose the right form. Although interactive nature is not a motivator for the students to visit the *Maastricht Debates* as indicated before, the students do agree that this is a good way to present the topics. The remaining 10 percent were asked to give suggestions for other manners of treating the themes. In table 5 these suggestions are summarised.

Suggestion	Number of times mentioned
Lecture	12
Lecture combined with debate afterwards	10
Media	3
Interview with experts followed by debates	2
Papers followed by debate	1
Diversity in forms is interesting	1
Visit institutions who provide info/lectures	1

European development cooperation	1
Rally	1
Colloquium	1

Table 5. The suggestions of the students regarding the way in which the themes should be treated.

Many students suggested that a lecture would be a good way to treat the themes, possibly followed by a debate. Also interviews, papers, and movies are concepts that are mentioned by various respondents. From this we can learn that the debate form is the most appropriate one, and must be kept. However, it might be useful for the researcher to experiment with some of the suggestions made by the respondents. A debate could be preceded by a lecture, movie, or other media. In this way some variation in the evenings will be created, and themes can get their own specific treatment that is suited best for that specific theme.

Desire to contribute to the organisation of events

Since the student population is very active in organising events outside of the study curriculum, it might very well be possible that some students might be willing to contribute to the organisation of the *Maastricht Debates*. Therefore, the questionnaire provided an option for the students to indicate whether they are willing to contribute. Out of the total number of respondents, 17 percent declared that they are willing to contribute to the organisation of an evening. This means that in search for help in organising the events, the organisation has a large enthusiastic student base that is willing to contribute to organisation of the events.

In addition, the way in which the students thought they could contribute was asked for. In table 6 the different answers of the respondents are presented. In Appendix E the complete list of respondents that are willing to contribute can be found. Broad areas of help are indicated ranging from participating in the debate to finding speakers or participants.

Way of contributing to the events	Times mentioned
Helping to plan/organise/promote event	17
As an active participant in the debate	7

Think of topics	5
Pose questions	4
Doesn't know yet	4
Finding speakers	2
Find participants in European Studies	1

Table 6. The suggestions of the students regarding the way in which they can contribute to the organization of an event

Mailing list

The respondents were also asked whether they wanted to be kept informed about future activities of the *Maastricht Debates*; 49 percent of the respondents answered this question with a "yes". The email addresses of the people that answered "yes" are known by the organisers of the *Maastricht Debates*.

Other remarks

At the end of the questionnaire, there was the opportunity to leave any other comments or remarks. Most respondents did not use this option. However, quite some respondents complimented the initiative and wished the organisers good luck. A couple of students regarded it as a valuable addition to their Master tracks. Four students indicated that an interdisciplinary debate combined lecture/picture show/artist would be an interesting addition. Some other students indicated that the initiative needs more publicity. A complete list of all comments can be found in Appendix D.

CONCLUSION

The student population of Maastricht can be considered large and diverse. For this research about 12,000 students of 6 different faculties or schools were contacted. It can be concluded that, on average, the student population is moderately interested in the *Maastricht Debates*. If this moderately high level of interest is combined with the number of about 12,000 students in Maastricht, it is safe to say that a high number of students will show up at every event of the *Maastricht Debates*. The students that are the most enthusiastic about the *Maastricht Debates* come

from the faculties of Arts and Social Sciences, Law, and Economics and Business administration. The students of the different faculties are interested for both personal and study-related reasons. On the other hand, they are not too much triggered by the possibility to meet other people in the field; this feature is more interesting for professionals. Also the interactive nature of the event is not a significant reason to be interested.

In general, the students are interested in the covering themes of the *Maastricht Debates*. Themes that are currently in the news, such as climate change and migration are the most popular amongst students. Many students suggested to organise some debates around health care, maybe this might also trigger the students from the Medicine and Health Care faculties to come.

The students were asked about their preferences concerning the form of the event. Overall, they were enthusiastic on the debate form of treating the themes; nonetheless they would also appreciate a combined event with a lecture. They favour an event organised three or four times a year on working days between 7 PM and 10 PM. About 20 percent of the respondents indicate that they are willing to contribute to an event organised by the *Maastricht Debates*, mainly by helping to organise or promote the event.

Concerning ways to address the target group to visit the *Maastricht Debates*, the effectiveness of the different media forms is measured. Email announcements show to be a very effective way to contact the students. Nonetheless, the word of mouth from professors and fellow students is also a good way to attain their interest.

PART II: PROFESSIONALS

RESEARCH DESIGN

The second target group of the research consists of the professionals who are working at or with internationally oriented institutes in (and around) Maastricht. The researchers wanted to find out the interests and preferences of these professionals, on a slightly deeper level compared to the students. In order to measure these interests and preferences, an online questionnaire was carried out. As many professionals as possible within the target group were approached by email. The email consisted of a short description of the *Maastricht Debates* and a request to participate in the research by completing the online questionnaire.

In order to have a better view on what could be important to assess within the questionnaire for the professionals, an in-depth interview was conducted with Simone van der Steen. She is an expert on the population of the internationally oriented institutes in Maastricht. Mrs. Van der Steen is a staff member of the Municipality of Maastricht on the department of Economics, and she is engaged with the international institutes in Maastricht.

The interview with Simone van der Steen was conducted on December 21st, 2006. It aimed at giving the researchers a better understanding of the population of internationally oriented institutes in Maastricht, and to get a better insight in how these professionals could be reached. Mrs. Van der Steen provided a good overview of the different international institutes in Maastricht that were relevant, including people that could be contacted by the researchers. She mentioned that this group of professionals is very varied and the members fluctuate a lot. Additionally, she provided the names of two persons that could help us to get the contact information of a big number of these professionals: Marjan Tillmans of the European Journalism Centre. Marjan Tillmans provided the researchers with a useful list of institutions and their contact information. Jannie de Vries, working at the University of Maastricht, was approached on the advice of Marjan Tillmans, but a response was not collected in time in order to be useful for the research. Finally, Mrs. Van der Steen commented on our preliminary questionnaire.

A complete report of this interview can be found, in Dutch, in appendix C.

THE QUESTIONNAIRE FOR PROFESSIONALS

In the questionnaire for professionals, different variables are being measured:

- Personal characteristics: The organisation they come from, occupation, nationality, age, gender. Note that in the questionnaire, personal questions were asked at the end, but are discussed here first.
- Knowledge about *Maastricht Debates*: Did they already hear about the *Maastricht Debates* and, if yes, how?
- Interest in *Maastricht Debates* and possible motives for visiting the events: Personal interest, professional interest, networking, doing business, research and education.
- More specific questions on a number of these motives: Interest and importance of meeting colleagues, interest of meeting students, degree of complementarity of the *Maastricht Debates* to the activities of their own organisation.
- Frequency and timing of the events: How often should the event be scheduled? Which time slots are preferred?
- Interest in the themes of *Maastricht Debates*: Are they interested? For what motives are they interested? What specific themes do they find interesting?
- Desire to contribute to the organisation of the *Maastricht Debates*: Is the respondent willing to contribute to the organisation of an event?

The complete version of the questionnaire can be found in appendix A.

DISTRIBUTION OF QUESTIONNAIRE AMONG PROFESSIONALS

In the project specification it was indicated that approximately 20 institutes should be approached in order to distribute the questionnaire. However, it was decided to collect as many relevant email addresses as possible in order to have a big sample, consisting of a broad array of different professionals working in and around Maastricht.

Eventually, a number of different lists of email addresses were used. Firstly, the personal address lists of Mr. Huub Mudde (Europe-open) and Mr. Han Aarts (MUNDO), who both work in the field and therefore have various contacts which were relevant for the research. Secondly, all the

people who visited one of the first two pilot debates, and were no students, and left their email address, were approached. Finally, Marjan Tillmans from the European Journalism Centre (EJC) made a list of all internationally oriented institutes and groups in Maastricht (about 80 in total) approximately two years ago. She was willing to share this information with us and therefore we could also approach all these institutes and ask them to let their staff members fill out the questionnaire.

The lists of email addresses of both Huub Mudde and mister Han Aarts consisted of about 200 addresses, while the lists from the EJC and the pilot debates both contained about 80 entries. This means that in total 560 professionals were directly approached. In the email that was sent to these professionals the idea of the *Maastricht Debates* was explained and they were asked to cooperate by filling out the online questionnaire. After one follow-up mail, 61 respondents linked to 32 different organizations, completed the questionnaire. The aim was to reach 20 institutes; subsequently this goal has been reached. Furthermore, the sample of 61 professionals can give a reliable estimate of the population of professionals in and around Maastricht.

However, the sample has to be considered biased for three reasons. First, the professionals approached through the personal address lists of Huub Mudde and Han Aarts might know these initiators of the *Maastricht Debates* personally, which might have influenced their answers to some extent. Second, the people that were approached because they left their email address at one of the first two pilot debates had already shown their interest in the *Maastricht Debates* since they visited (one of) these debates. Therefore, they cannot be considered as a random sample of the population. Finally, a reason that applies for all participants of the online questionnaire: The professionals that are interested in the *Maastricht Debates* as described in the accompanying email probably were more willing to participate in the online questionnaire.

For these three reasons, the participants of the online questionnaire cannot be seen as a sample that is totally representative for the population of professionals in and around Maastricht. There might be a slight upward bias in the interest for the *Maastricht Debates* and its themes, for example. However, since the sample is quite large relative to the population size and since it is a very varied sample (regarding organization, occupation, age, and gender) it can still be considered as a good and representative sample. Therefore, the research can provide a lot of useful information about the interests and preferences of the professionals in Maastricht.

RESULTS

The online questionnaire was completed by 61 professionals, which represents a response rate of 10.9 percent. Below, the results are treated per specific topic.

Personal characteristics

Organization

In figure 14 below, the distribution of the respondents over the different organizations is represented. As can be seen, a third of the respondents work at the University of Maastricht (UM). The distribution of the professionals working at the UM over the different faculties is depicted in figure 15. Most of the professionals are located in the faculties in the inner city, and almost none work at one of the faculties in Randwyck (only 14% in total). Probably this is due to the fact that the themes of the *Maastricht Debates* are more linked with the subjects that the faculties in the inner city are engaged in. However, also on the faculties in Randwyck there are a number of professionals that are engaged in international activities (e.g. the international track of Medicine, Network, School of Health professions Education SHE). It might be interesting to try to reach these professionals as well.

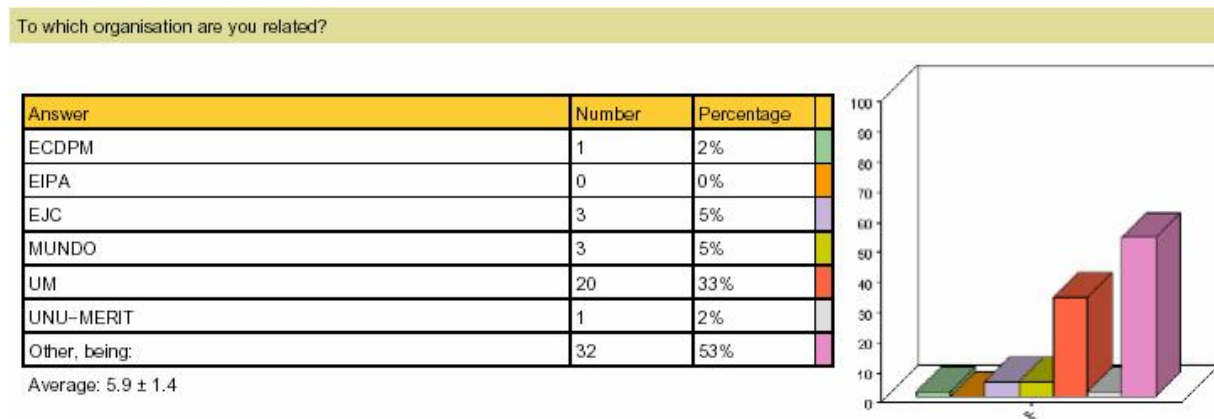


Figure 14. The organizations that the respondents belong to.

To what faculty of the UM are you related?

Answer	Number	Percentage
Arts and Social Sciences	4	29%
Economics and Business Administration	4	29%
Health Sciences	1	7%
Law	4	29%
Life Sciences	0	0%
Medicine	0	0%
Psychology	1	7%

Average: 2.7 ± 1.7

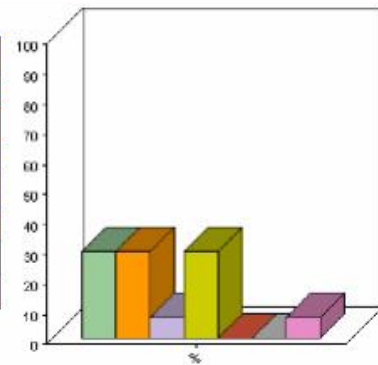


Figure 15. The distribution of the respondents that are working at the University of Maastricht over the different faculties.

Next to the high share of the University of Maastricht, the EJC, MUNDO and the Hogeschool Zuyd were mentioned by three respondents, which accounts for 5%. All other organizations were mentioned only twice or once. This indicates that, as expected, the professionals in the target group are relatively dispersed over the many different organizations that are to some extent engaging in international activities.

Function

The functions of the respondents within these organizations are depicted in figure 16. In the category 'other', only the function of lecturer (at the UM or Hogeschool) was mentioned more than once, namely three times.

Since the actual distribution of the all professionals in the field over the different functions is not known, it is not possible to say whether one or more of the functions are under- or overrepresented in this sample.

In which function do you operate in your organisation?

Answer	Number	Percentage
Director	13	22%
Policy officer	7	12%
Project coordinator	11	18%
Support staff	8	13%
Other, being:	21	35%

Average: 3.3 ± 1.6

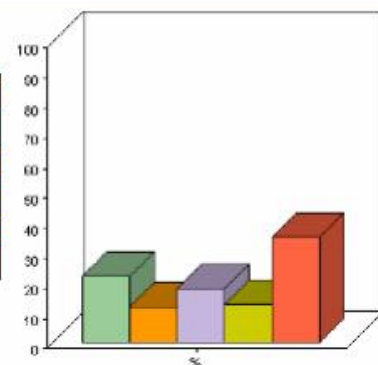


Figure 16. The functions of the respondents within their respective organizations.

Age

The age of the respondents is presented in figure 17 below. As can be seen, 55% of the respondents are between 36 and 55 years old but all age categories are represented.

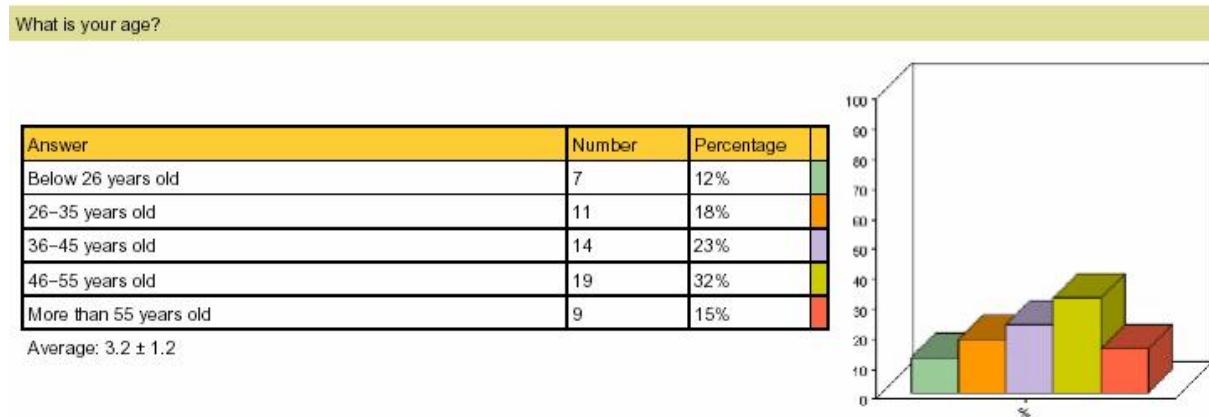


Figure 17. The age of the respondents.

Nationality and gender

Furthermore, the respondents were asked about their nationality. A majority of 72% has the Dutch nationality. Of the remaining 28%, about one third is German, and the remainder comes from different countries all over the world.

Finally, 47% of the respondents are female and the remaining 53% are male representing a rather even distribution.

Now that the personal characteristics of the respondents have been analyzed, the opinions of these respondents on the *Maastricht Debates* will be described.

Familiarity with the Maastricht Debates

At the time the questionnaire was conducted, the pilot debate at the 19th of December had received some attention in different media. Furthermore the pilot debate was announced in the *Stermail* of the University of Maastricht, and of course a number of professionals actually visited this debate. Of the respondents, exactly 50 percent indicated that they heard about the *Maastricht Debates* before.

The professionals that had heard about the *Maastricht Debates* were asked to indicate from which source(s) they heard about the events. In figure 18 the responses are presented visually.

How did you hear about the Maastricht Debates? (multiple choice possible)

Answer	Number	Percentage
Email announcement	23	77%
Colleagues	10	33%
Friends	7	23%
Flyers	2	7%
Web announcement, on the following website:	2	7%
Other, being:	4	13%

Average: 3.5 ± 2.6

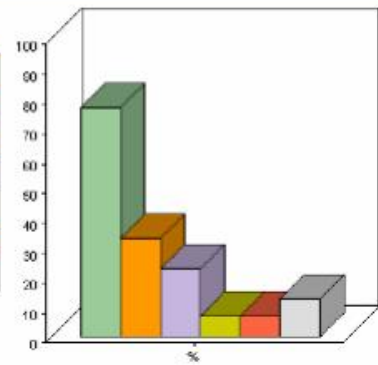


Figure 18. The source(s) through which the professionals heard about the *Maastricht Debates* (multiple choice possible).

As can be seen, most of the respondents knew the *Maastricht Debates* from an email announcement that was sent around. Also colleagues and friends were important sources. The websites that were mentioned were those of the University of Maastricht and of ECDPM, both once. The “other source” that some respondents indicated were the university newspaper (*Observant*) and through Amnesty.

What can be concluded from this sample of 30 respondents is that all different media that were used had at least some effect, even in this small sample. Yet the most important information sources of the professionals appear to be email and conversations with colleagues and friends. However, in order to reach new professionals that could possibly be interested, it is important to not rely only on email announcements but also use flyers, posters and other forms of communication.

Interest in visiting the *Maastricht Debates*

One of the most fundamental questions in assessing the market for a debating series is the question if people would be interested in visiting it. The respondents were asked to indicate their interest in visiting an event of *Maastricht Debates* on a 5 point Likert scale. The average score retrieved from all respondents was 4.0 with a standard deviation of 0.8. This indicates that the population of professionals definitely is interested in visiting the *Maastricht Debates*. A t-test showed that this result is significantly higher than the “neutral” level at a 0.01 significance level. An overview of the responses of the respondents can be viewed in figure 19. A Kruskal-Wallis test shows that there are no significant differences in interest between respondents with different

functions or from different organizations at the 0.05 significance level. The SPSS outputs of all statistical tests can be found in Appendix B.

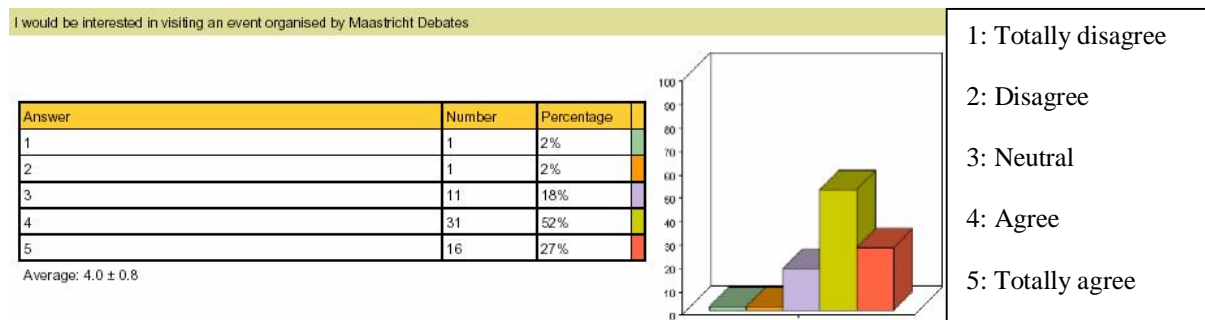


Figure 19. Interest in visiting the *Maastricht Debates* on a 5 point Likert scale.

The motivations for visiting an event organised by the *Maastricht Debates* are different for different professionals. Possible reasons include professional interest, personal interest, the interactive nature of the event, and the possibility to meet other people in the field. The respondents were asked to indicate to what extent the above could be reasons for them to attend the *Maastricht Debates*. The answers were measured on a five point Likert scale.

In figures 20 and 21 the responses for professional interest and personal-interest are presented respectively. In figure 22 the responses for the interactive nature are presented, and in figure 23 the responses to the extent to which the possibility to meet other people in the field is a reason for the respondent to visit the *Maastricht Debates* are depicted.

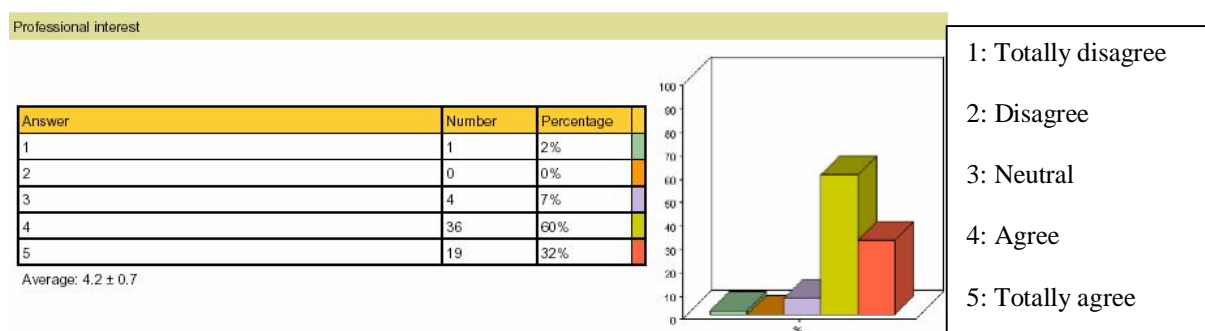


Figure 20. Professional interest as a reason for visiting the *Maastricht Debates* on a 5 point Likert scale.

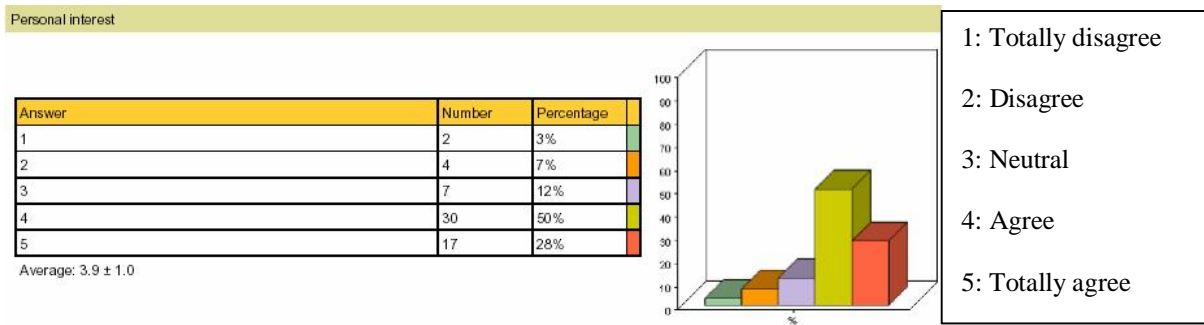


Figure 21. Personal interest as a reason for visiting the Maastricht Debates on a 5 point Likert scale.

A one-sample t-tests proves that the scores on all four of these reasons are significantly higher than neutral. However, from the means it can be seen that professional interest is the most important motive (mean=4.2), while the interactive nature is the least important of the four (mean=3.6). Personal interest and the possibility to meet people in the field lie in between, with means of 3.9 and 4.0 respectively.

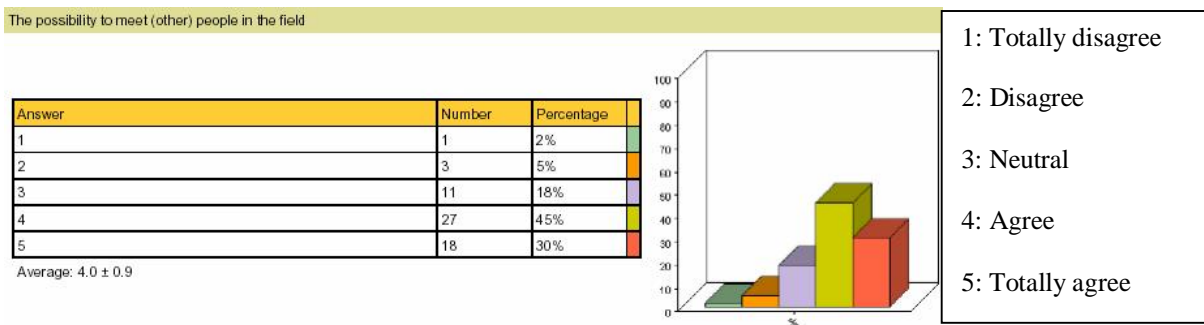


Figure 22. The possibility to meet people in the field of international cooperation as a reason for visiting the Maastricht Debates on a 5 point Likert scale.

There also was a possibility for the respondents to indicate other reasons that could be important motives in their decision to visit the *Maastricht Debates*. Only five respondents used this option. The reasons given here boil down to personal interest or the possibility to meet other people in the field again, but are more personal.

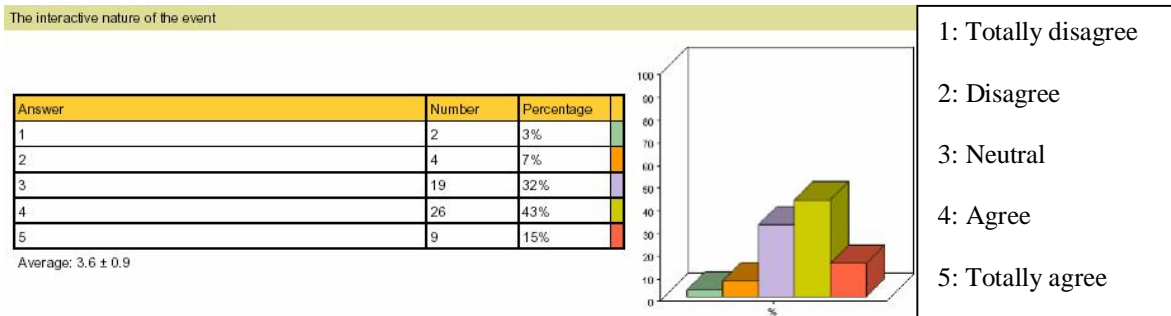


Figure 23. The interactive nature of the event as a reason for visiting the *Maastricht Debates* on a 5 point Likert scale.

Concluding, we can say that especially professional, but also personal, interest and the possibility to meet other people in the field are important reasons to visit the *Maastricht Debates* for the professionals. The interactive nature of the event, however, is also appreciated.

Professional attitude towards the *Maastricht Debates*

Meeting colleagues

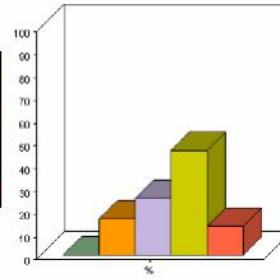
More than for the students, one of the main reasons for the professionals to be interested in the *Maastricht Debates* was expected to be the opportunity to meet colleagues working in the area of international cooperation. Furthermore, it would be interesting to know how professionals see the correlation between their organizations and the *Maastricht Debates*. Therefore, a number of specific questions were asked.

First, the professionals were asked whether they were interested in meeting colleagues working at other internationally oriented institutes in Maastricht and its region. The answer was clear: 93% answered positively on the question. In order to find out why these professionals were interested in meeting these colleagues, the respondents who answered 'Yes' consequently were asked to indicate whether a number of factors were reasons for them to be interested in meeting these colleagues. These factors were 'sociability', 'to expand my network', 'to do business' and 'research and education'. Furthermore, the professionals were given the opportunity to declare other reasons for them to be interested in this. The results can be found in figure 24 to 27.

Sociability

Answer	Number	Percentage
1	0	0%
2	9	16%
3	14	25%
4	26	46%
5	7	13%

Average: 3.6 ± 0.9



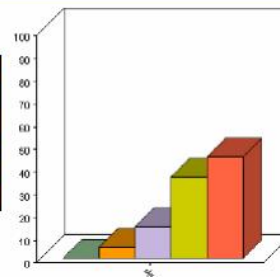
- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 24. Sociability as a reason for the interest in meeting colleagues working at other internationally oriented institutes on a 5 point Likert scale.

To expand my network

Answer	Number	Percentage
1	0	0%
2	3	5%
3	8	14%
4	20	36%
5	25	45%

Average: 4.2 ± 0.9



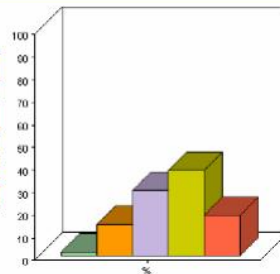
- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 25. Expanding of personal network as a reason for the interest in meeting colleagues working at other internationally oriented institutes on a 5 point Likert scale.

To do business

Answer	Number	Percentage
1	1	2%
2	8	14%
3	16	29%
4	21	38%
5	10	18%

Average: 3.6 ± 1.0



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 26. Doing business as a reason for the interest in meeting colleagues working at other internationally oriented institutes on a 5 point Likert scale.

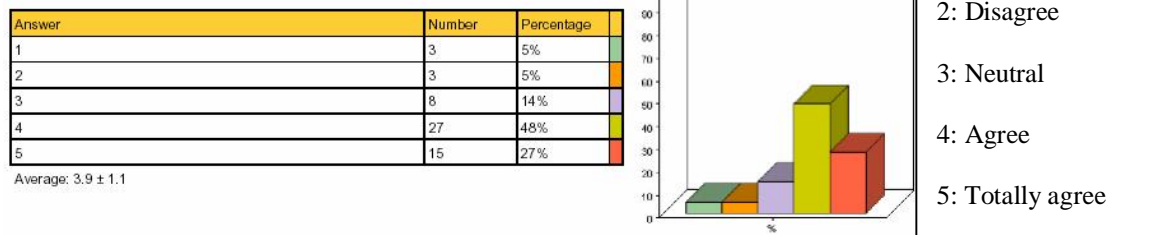


Figure 27. Research and Education as a reason for the interest in meeting colleagues working at other internationally oriented institutes on a 5 point Likert scale.

The means of all four reasons are significantly higher than neutral at the 0.01 level according to a one-tailed t-test. Comparing the means of the different reasons, we can see that the professionals are interested in meeting their colleagues from internationally oriented institutes from in and around Maastricht in order to expand their network. Research and education also is an important motive. Sociability and doing business seem to less important motives, although they do play a role.

The large importance the professionals give to the reason that they want to expand their network should not be ignored by the *Maastricht Debates*. Since the professionals seem to find this an important reason to meet colleagues, the *Maastricht Debates* should anticipate on this motive and give the professionals good opportunities to actually meet these colleagues. An obvious way in which this could be done would be by organising a drink after the debate. However, this drink would have to take place at the same location as the debate took place, since otherwise many participants of the debate probably will not attend the drink.

A few respondents took the opportunity to indicate other reasons that are in their interest to meet colleagues working at other internationally oriented institutes from in and around Maastricht. The most interesting reasons that were mentioned were 'inspiration' and 'promotion', but all reasons were only mentioned once.

Successively the participants were asked whether they thought that there were opportunities to meet these colleagues frequently enough in Maastricht. This also is important since although it is pleasant for the *Maastricht Debates* that the professionals in Maastricht are interested in meeting their colleagues, if there already are enough opportunities to do so it will be hard for the *Maastricht Debates* to use this interest to its advantage. The answers to the question whether there

were opportunities to meet these colleagues frequently enough in Maastricht are depicted in figure 28.

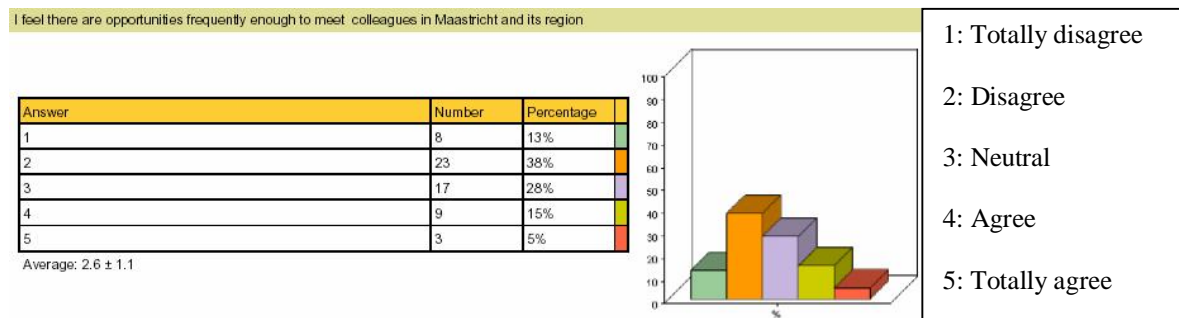


Figure 28. The feeling that there are opportunities frequently enough to meet colleagues in Maastricht and its region on a 5 point Likert scale.

The mean score of 2.6 is shown to be significantly lower than neutral on the 0.05 level using a one-tailed t-test. This means that the professionals do feel a need for an opportunity to meet their colleagues, since they are interested in doing so but feel that there are not enough opportunities. This is a positive result for the *Maastricht Debates*, since it aims to create such an opportunity for the professionals.

The *Maastricht Debates* wants to provide a place where the professionals occupied in international cooperation can interact on a regular basis. Do professionals also think this is useful for their organization, just like the idea behind the *Maastricht Debates* is? The participants were asked whether they thought that the organization they worked for could achieve more with respect to its goals if it would interact more with other internationally oriented institutes in Maastricht and its region. The results are depicted in figure 29.

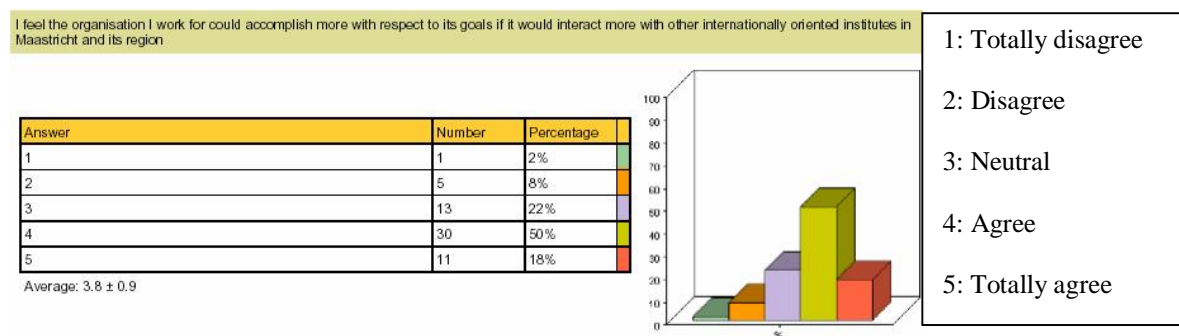
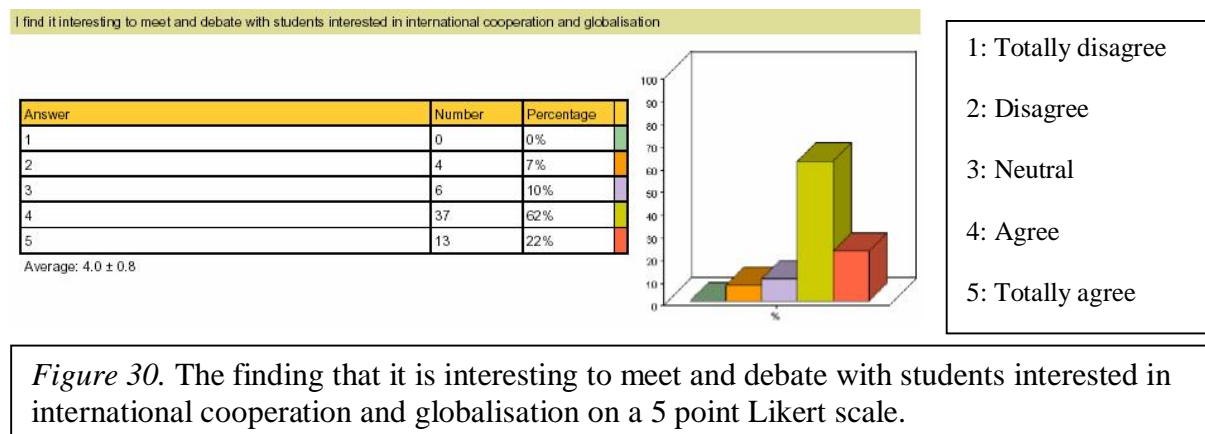


Figure 29. The feeling that their organization could accomplish more by interacting with other internationally oriented institutes on a 5 point Likert scale.

A one-sample t-test proves that the mean of 3.8 is significantly higher than neutral on the 0.01 level. So the professionals share the feeling of the *Maastricht Debates* that interacting more with colleagues in the area of international cooperation could lead to more accomplishments.

Meeting students

However, *Maastricht Debates* does not aim at only bringing professionals together. It also wants to bring students together with these professionals. Do the professionals find this interesting? The participants were asked whether they found it interesting to meet and debate with students interested in international cooperation and globalisation, the themes of the *Maastricht Debates*. Once again the results are depicted visually, in figure 30.



These statistically significant results (0.01 significance level) show that professionals indeed find it interesting to meet and debate with students. This again supports the setup of the *Maastricht Debates*.

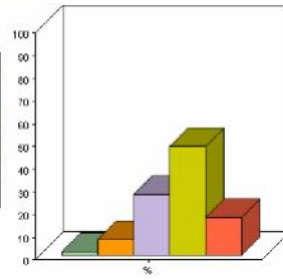
Complementarity of the *Maastricht Debates*

The researchers also wanted to find out whether the professionals thought that the *Maastricht Debates* were complementary to what their own organization does, or that they thought that the activities actually were overlapping. The results are depicted in figure 31.

The Maastricht Debates are complementary to the activities of my organisation.

Answer	Number	Percentage
1	1	2%
2	4	7%
3	16	27%
4	29	48%
5	10	17%

Average: 3.7 ± 0.9



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 31. The feeling that the *Maastricht Debates* are complementary to the activities of the own organization on a 5 point Likert scale.

As can be seen, most professionals think that the *Maastricht Debates* are a complement to the activities of the own organization. The mean of 3.7 also is significantly different from neutral on the 0.01 level.

Frequency and timing of the events

The organisers of the *Maastricht Debates* were curious about the frequency and the timing of the debates that would have the preference of the professionals. The plan of the organisers is to schedule a debate every month, or once in every two months. In figure 32 the preferences of the professionals regarding the frequency of the debates is shown.

How often do you think you would like to visit the Maastricht Debates?

Answer	Number	Percentage
Never	1	2%
Once a year	5	8%
Twice a year	20	33%
Four times a year	22	37%
Once a month	11	18%
Twice a month	1	2%
Weekly	0	0%

Average: 3.7 ± 1.0

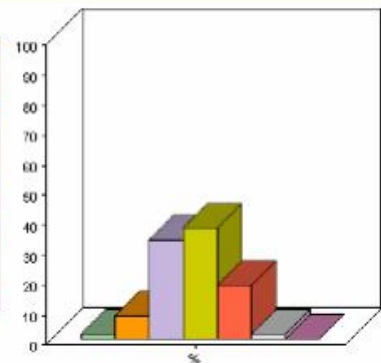


Figure 32. The preferences regarding the frequency of the events.

As can be seen, most professionals prefer to visit an event of the *Maastricht Debates* two or four times a year. Most professionals (80%) are not willing to visit a debate every month. This does not have to be a problem however, since if these indications represent the preferences of all professionals in and around Maastricht that work in the area of international cooperation, about

75 professionals would visit the *Maastricht Debates* every month, assuming that about 200 professionals work in this field. However, it is a known problem with questionnaires of this type that although people indicate they would like to visit a certain number of times, often in practice they will not behave according to this statement due to practical reasons. However, if the *Maastricht Debates* could stimulate at least some of the professionals to behave according to the preferences indicated above, a substantial number of professionals should be visiting the monthly debate.

Timing of the events

The plan is to schedule the events on working days in the evening time, since this would be convenient for both the students and the professionals. In the questionnaire, the participants were offered different time slots. They could indicate which time slot(s) they would prefer. Following figure 33, it can be seen that a majority prefers 8-10 PM, followed closely by 7-9 PM. However, also a large number of professionals indicate that earlier time slots would have their preference. Almost 27 percent of the professionals did not choose one of the two most popular options. This means that a relatively large share of the population might have problems with the timing of the event if it starts at 7 PM or later. Therefore it might be a good idea to vary the timing of the event slightly: Most events should start at 7 or 8 PM, since the majority of the professionals prefers this timing, but if *Maastricht Debates* would also occasionally plan an event at 5 or 6 PM all professionals working in international cooperation would have the opportunity to attend a *Maastricht Debate*.

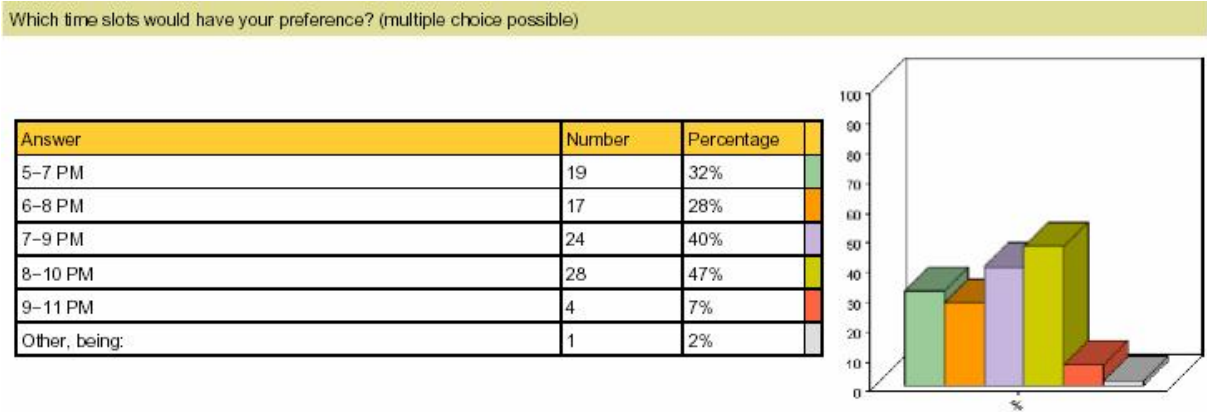


Figure 33. The preferences regarding the timing of the events (multiple choice possible).

Past experiences of the professionals

The respondents were also asked whether they had visited an event alike the *Maastricht Debates* in Maastricht (or its region) before. This could say something about their interest in lectures and debates in general. Furthermore, it might give an overview of possible competing events. In total, 43 percent of the respondents indicated that they ever visited a comparable event in Maastricht before. The ones that did visit a comparable event before were asked how often they had visited such an event in the previous year. The results of this question are shown in figure 34. Most of the professionals visited a comparable event 1 to 3 times in the previous year; this is more or less corresponding to their preferences regarding the frequencies of the *Maastricht Debates*. It is a good thing for the *Maastricht Debates* that these professionals do not just say that they are interested in events of the type of the *Maastricht Debates*, but also actually visited comparable events recently. It makes it more probable that these professionals will live up to their statement that they are willing to visit such an event.

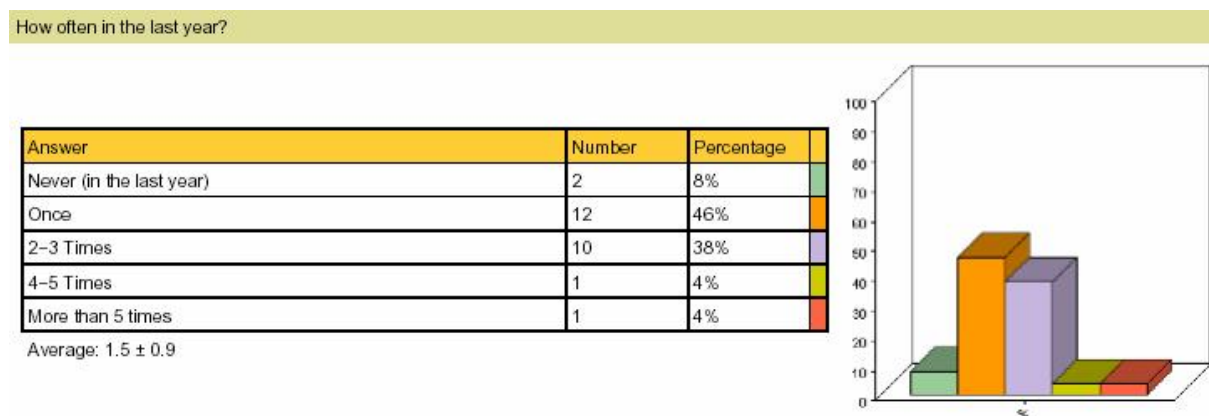


Figure 34. How often did the professionals that ever visited an event comparable to the *Maastricht Debates* do this in the last year?

Interest in the themes of the *Maastricht Debates*

The *Maastricht Debates* will treat topics related to international cooperation and globalisation. In order for the events to be successful, it is very important that the professionals will find these themes interesting. We tested the interest in the covering themes of the *Maastricht Debates* with the use of a Likert scale (see figure 35), which yielded an average overall score of 3.6. It can thus be said that the professionals show a good level of interest. A t-test shows that the interest of the professionals is significant at a 0.01 significance level.

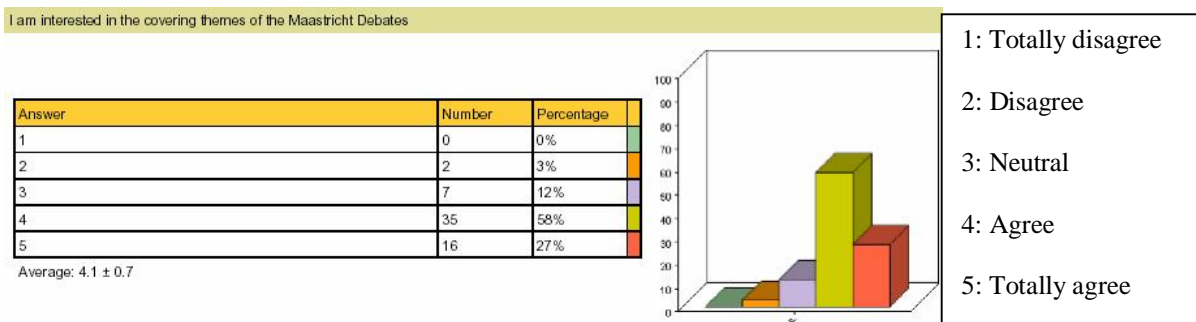


Figure 35. The interest of the professionals in the covering themes of the *Maastricht Debates* on a 5 point Likert scale.

The respondents were also asked to respond to a list of possible subjects for debates. They had the possibility to respond by giving a mark ranging from 1 to 10, 10 being the highest. In table 7 a list is provided of the possible subjects, the average mark, and the standard deviation. The standard deviation is included to give an idea on the spread of the answers. Note that the topics are ranked by their marks in a descending order.

Subject	Average Mark	Standard Deviation
European development cooperation	7.2	2.2
Role of civil society in development	7.2	2.2
Migration and development	7.2	2.5
Corporate social responsibility, related to development	7	2.3
Political systems, including alternatives for liberal democracy	7	2.5
Climate change	6.7	2.4
Information and research for development	6.7	2.4
Fragile states	6.5	2.6
Conditional loans, governance, democracy	6	2.5
Trade, including product chain management	5.4	2.5

Table 7. The interest of the professionals in specific themes of the *Maastricht Debates*, represent in a mark ranging from 1 to 10.

Looking at the table, it seems to be the case that the professionals prefer topics related to development. In addition, it can be said that the professionals have a different list of preferences than the students. However, the differences are rather small; the students rank climate change higher while the professionals have more affection with European development cooperation.

Furthermore the rankings overlap for the most, although the students rank most subjects a bit lower on the 10-point scale.

Specific themes

The respondents had the option to give suggestions for topics that they think that would be interesting for the debates. From a total of 61 respondents, 27 persons gave a suggestion. The suggestions are presented in table 8.

Topic	Times mentioned	Topic	Times mentioned
Education	3	Future of development cooperation	1
Gender issues	3	Human rights	1
Cultural diversity	2	Legal pluralism	1
Religion and its role	2	Millennium goals	1
Aid effectiveness	1	North-South dialogue	1
Brain drain	1	Refugees and development	1
Conflict and development	1	Risk communication & management	1
Cooperation in the performing arts	1	Role of EU	1
Criminal law	1	Social integration	1
Cultural heritage	1	University cooperation projects	1
Culture in international/globalising perspective	1	Youth policy in development	1
Defence	1	(free/new) Media and sustainable development	1

Table 8. The suggestions of topics of the professionals

As can be seen, there is a variety of topics that professionals find interesting. Due to the small sample size there are not many topics that are mentioned multiple times. The professionals mention broad topics that could be given shape in different ways and definitely could be interesting as a theme for an event organised by the *Maastricht Debates*. However, not all topics link to the theme of the *Maastricht Debates* of this year, governance.

Desire to contribute to the organisation of events

Since the *Maastricht Debates* initiative is not aiming to make a profit, it might very well be the case that there are people that would be willing to contribute to the event. Up to that, these

contributions might be very welcome. Therefore, the questionnaire provided an option for the respondents to indicate whether they would be willing to contribute to the *Maastricht Debates*. Out of all 61 respondents, an astonishing 52 percent declared that they would be willing to contribute to the organisation of an evening.

Also the way in which the professionals thought they could contribute was asked for. In table 9 the different answers of the respondents are presented. In appendix E the list of respondents that are willing to contribute can be found. Help with the overall organisation and help with promotions are mentioned most often.

Way of contributing to the event	Times mentioned
Help organising event.	9
Communication/promotion in international community	8
Helping with speakers and/or topics	6
Active participation	3
Advice	2
Lecturing/leading a debate	2

Table 9. The suggestions of the professionals regarding the way in which they can contribute to the organization of an event

Mailing list

The respondents were also asked whether they wanted to be kept informed about future activities of the *Maastricht Debates*. 60 percent of the respondents answered this question with a “yes”. Another 33 percent indicated that they already are on the mailing list. Only 7 percent did indicate that he or she did not want to be kept up to date about future events organised by *Maastricht Debates*. This indicates that most participants are truly interested in the *Maastricht Debates*, since otherwise they would not indicate that they would like to receive email announcements about future events.

Naturally, the email addresses of the people that answered “yes” are known by the organisers of the *Maastricht Debates*.

Other remarks

At the end of the questionnaire, there was the opportunity to leave any other comments or remarks. Most respondents did not use this option. However, a few respondents complimented the initiative and wished the organisers good luck. Furthermore there were two comments that the controversy and interactivity should be high. Things that were mentioned only once: Good timing for this initiative; the initiative needs more publicity; a suggestion for a more local angle when choosing themes. A complete list of all comments can be found in Appendix D.

IN DEPTH-INTERVIEWS

Since the target group of the professionals is rather diverse and complicated, and because the sample of the professional target group is relatively small, two in-depth interviews were conducted with people who have a good insight in this community. These people were selected in cooperation with the principal, mister Mudde. The interviews aimed at adding qualitative value to the quantitative results of the questionnaire under professionals.

In-depth interview with Paul Engel

The first interview was conducted with Mister Paul Engel. As the Director of the ECDPM, Paul Engel can be considered as a connoisseur of the population of professionals in Maastricht. Therefore, he could place the results of the questionnaire in perspective, and therefore add extra value to the results. During the interview a number of subjects were discussed, below the comments of mister Engel are presented per subject.

Contacting the professionals

From the questionnaire, it became clear that at the moment the professionals mainly hear about the events through mailings and colleagues. Mr. Engel states that the professionals are included in a rather closed network with people informing their peers. Civilians of Maastricht that are not included in this network but interested in the events are thus not reached in this way. A problem is that the professionals and the local population do not read the same media. The professionals mainly read national newspapers, which are not paying attention to the *Maastricht Debates*. So, the professionals must be contacted via their network. The local media are read by the local population, and are thus a good way to contact them. However, there is no single media that is read by both groups, so both channels are necessary to contact the whole target group.

A possible solution raised by mister Engel is that the institutions of Maastricht should open their doors to the population of Maastricht. Local events are a good opportunity to do this. In this way the people of Maastricht can get familiar with the institutions and their activities. A physical location where the local population and the professionals could meet would foster integration of the two groups. The *Maastricht Debates* can play an important role in this. Furthermore, a well-known and interesting speaker could also trigger people that are not professionally active in the field to visit the *Maastricht Debates*.

The website of Maastricht should design a webpage for the international community in Maastricht. On this page an agenda could be placed with events that are interesting for the international community.

Becoming a meeting point

Apart from organising interesting debates, the organisation is also aiming at become a meeting point for professionals and interested people. According to Mr. Engel this can be achieved by organising and promoting the informal reception after the debate. During this reception, the visitors have the opportunity to network and talk about work in an informal atmosphere. This makes it also interesting for the visitors to bring their partners to the event. The location of the event is very important in this matter. Ideally the location of the drink should be directly at the exit of the debate. The Bonbonnière in Maastricht is perfectly suited for this.

Binding the professionals to the *Maastricht Debates*

Mr. Engel thinks it would be a good idea to set up an online database in which the professionals place a small bio statement about who they are and what they do. In this manner, the professionals could easily find each other and search on a specialisation within the network. This could help the organisation in finding and contacting good speakers for the events. People that are willing to assist the organisation of the *Maastricht Debates* should be contacted personally, in that way they will be more eager to come into action. Together with this online database, an online forum or community could be launched. Such a community is ideal for such groups to communicate and is already used in many international institutions. This community should be linked to the online agenda we mentioned earlier.

The debates should be organised on a structural base, about 4 or 6 times a year. It would be great if the debates have a fixed day, for example the 4th Friday of every second month. In this way the professionals could plan them into their busy agendas. Next to this, an informal reception or dinner could be organised on a monthly base to promote more interaction of the network. A monthly debate, however, is not desirable because then it would lose its exclusivity.

The timing of the event is also quite crucial because the event should in fact directly follow after a working day. Most of the professionals work outside Maastricht and are not very keen on returning back to Maastricht for a late debate. For this reason, a starting time of 7 PM would be favourable. Then, the people could have a short dinner after their work (possibly together) and then go to the debate.

Along the way the proportion of students/professionals is discussed. Mr. Engel believes that is not a disadvantage if the group of students attending a debate is larger. The fact is that the student population in Maastricht *is* bigger and it is interesting for the professionals to get into contact and debate with this group.

Information needs of the professionals

Although the professionals have plenty of information sources regarding international cooperation and globalisation, Mr. Engel states that the group still is interested in learning about this in a debate. The professionals all possess a high level of expertise on an often narrow field. For other people it is very interesting to hear an expert speak about their working field.

For the students and the regular population of Maastricht this is also a good opportunity to learn about the activities of the experts. Engel states that a “broadly interested” person from Maastricht can, with respect to its interest, best be compared to a student.

Critical remarks

Since the questionnaire yielded many responses, and Mr. Engel was rather enthusiastic about the *Maastricht Debates*. The researchers asked Mr. Engel to place some critical remarks to the results of the questionnaire. Firstly, the real interest in the debate can only truly be measured if the visitors should ultimately have to pay to visit the events. Furthermore, not everybody who indicated to be interested should eventually visit the debates. Nevertheless, Mr. Engel is convinced that the

professionals and international community in Maastricht is feeling the need to have a meeting point.

In-depth interview with Ronald Kohnen

The second interview was conducted with Mister Ronald Kohnen. Mr. Kohnen is the director of the COS Limburg. COS Limburg is an educative organisation agency on the fields of international cooperation that organizes activities around this theme for different target groups in Limburg. In the function of director of this organization, Mr. Kohnen frequently meets the other organizations that are engaging in international cooperation. During the interview a number of subjects were discussed; below the comments of mister Kohnen are presented per subject.

Contacting the professionals

From the questionnaire, it became clear that at the moment the professionals mainly hear about the events through mailings and colleagues. In the experience of mister Kohnen, a direct personal invitation is the best way to approach the professionals. It is harder to reach them through the general media. Since the *Maastricht Debates* aims at reaching a broad audience, mister Kohnen states that a broad mix of media should be used. Another way to reach people would be to ask professionals to invite their rank and file; this is a tried and tested method of the COS.

Becoming a meeting point

Apart from organising interesting debates, the organisation is also aiming at become a meeting point for professionals and interested people. According to mister Kohnen, *Maastricht Debates* needs to offer a combination of an interesting debate and a good possibility to network. Professionals often visit this type of activities in order to do acquisition, to open new windows and gain (financially) by doing so. Mister Kohnen states that it might be a good idea to have a part next to the debate added to the programme of the event that is especially aimed at networking and exchanging information between professionals. He states that at a normal drink people do not meet enough new and interesting people, since it is too random. Therefore, the organisation of the *Maastricht Debates* should direct this, for example with forms that professionals fill out regarding the (type of) organizations they would like to meet. The right people could be brought together after the debate. In general, mister Kohnen states that networking should be an important part of the event and the way that it is done should depend on the target group.

On the question whether there already were opportunities to network in Limburg, mister Kohnen replies that the *Maastricht Debates* are not new in offering this opportunity, but they are

new in the sense that it really is the goal of the event and in the sense that it is done on a regular basis.

Mister Engel, in the interview a week earlier, mentioned the idea for a digital community. According to mister Kohnen, the idea is nice but in practice this will not work. However, it could add value to the *Maastricht Debates*, especially in order to easily find other professionals.

Information needs of the professionals

In order to get the professionals to visit the *Maastricht Debates*, mister Kohnen states that a theme should be chosen on which controversy exists within the community. However, there should be room for renewal. The *Maastricht Debates* should try to get speakers that are either controversial or well-known. Something else that will get more professionals to visit is a theme that was in the news recently. It would be especially nice to have speakers with contradicting opinions, which were recently published in the media. Finally, it could help to give a political angle to the debate. Mister Kohnen states that in order to get nice speakers and a lot of visitors, it can be a good idea to cooperate with other organizations that have their own network.

On the question whether it is realistic to have a monthly debate, mister Kohnen answers that most professionals will not have time to visit the events every month. Two to four times a year seems more realistic to him. Regarding the timing of the event, both starting directly after working hours and starting later on the evening could have certain advantages. If an event is timed directly after working hours, the organisation has to provide something to eat as well. The best timing depends on the target group.

Mister Kohnen thinks that there are between 100 and 200 professionals in Maastricht and its region who are engaged in international cooperation. He expects that it will not be a problem when the events are visited by more students than professionals, since it is also interesting for professionals to meet these students.

Critical remarks

The results of the questionnaire seem to be very positive about the *Maastricht Debates*. Could there be any pitfalls? According to mister Kohnen, probably some of the positive answers are given due to a sense of political correctness of some of the respondents. Additionally, there is a difference between what people say and what they do. In that sense, the results of the questionnaire should be nuanced.

Next to this, mister Kohnen indicates that the moments for events should always be carefully chosen, since the timing can have big consequences for the amount of visitors. Furthermore, he thinks that it is not so important to announce the dates of the events very early; it is more important to be flexible towards possible speakers.

CONCLUSION

The professionals indicate that they are definitely interested in the Maastricht Debates, and that they would like to visit a debate two to four times a year on average. This is inline with the interest of the students. Taking into account the size of the population of the target group this means that there could be a substantial number of professionals present at every event. However, students probably always will be overrepresented due to their larger base rate: There are approximately 50 times more students in Maastricht that could be part of the target group than professionals. The higher interest of the professionals in the Maastricht Debates and its themes cannot make up for this large difference.

The professionals that are interested come from all different kinds of organizations and have different functions and ages; no significant differences were found for these characteristics. Such a mixed population seems very desirable. The motives to attend a debate vary, but personal interest, professional interest, the opportunity to meet other people in the field, and the interactive nature of the event all are significant reasons for the professionals to attend. Therefore attention should be given by the organization to all four aspects. However, professional interest and the possibility to meet other people in the field are the strongest reasons. This shows that the professionals would like to visit mainly for job-related reasons and not for their own entertainment in the first place.

When looking deeper into this, professionals indicate that they are almost without exception interested in meeting colleagues working at other internationally oriented institutes. Additionally, they state that there are not enough opportunities to do so in Maastricht. This could be an opportunity for the *Maastricht Debates* to grasp. The professionals also think that this could be beneficial for the achievements of their organization. Finally, they find it interesting to meet and debate with students interested in the topics of the *Maastricht Debates* and think the *Maastricht*

Debates are complementary to the activities of their own organization. Concluding, the setup of the *Maastricht Debates* seems to suit the professionals very well.

Regarding the themes, most professionals seem to prefer themes related to development. Trade is not a theme that is in demand. However, most themes are rated moderately high, between 6 and 7, probably because the themes are still very broad. However, these topics and the suggestions given by the professionals could provide a fundament for many interesting events.

In order to reach the different professionals, it probably would be best to use a mix of the different media available since the professionals use many different sources and there is not one source that is generally used. However, an email announcement seems to work well. Therefore it would be good to get as many professionals as possible in the mailing list. The questionnaire shows that the professionals are interested in these mailings: Almost all respondents indicate that they would like to be kept up to date about future events organized by the *Maastricht Debates*. Also, a remarkable 50 percent of the professionals indicate that they would like to contribute to the organisation of the *Maastricht Debates* in some way or another. This indicates a big involvement of the professional community with the initiative.

PART III: VISITORS OF THE PILOT DEBATES

RESEARCH DESIGN

In order to improve the way in which the events from the *Maastricht Debates* are organised, the first three debates of the series are evaluated by *UniPartners Maastricht*. As a target, 30 visitors should be participating in the evaluation. This results in 80 completed questionnaires over 3 pilot debates.

The questionnaire for the pilot debates was designed by *UniPartners Maastricht*, and approved by the organisers of the *Maastricht Debates*.

THE QUESTIONNAIRE FOR VISITORS OF THE PILOT DEBATES

In the questionnaire for visitors of the pilot debates, several factors are being measured.

- Personal characteristics: What is the occupation of the respondent? What organisation do they come from?
- Knowledge about *Maastricht Debates*: Did they already hear about the *Maastricht Debates* and, if yes, how?
- Interest in *Maastricht Debates* and possible motives for visiting the events: Personal interest, professional interest, meeting colleagues.
- Did the event live up to the expectations? Was the content, diversity of speakers, amount of interactivity, location, duration, timing, relevance to the liking of the visitors? Are they planning on visiting the next debate? Are they willing to recommend the event to others? Are they willing to be kept informed about upcoming events?
- An open space for remarks and suggestions

The complete questionnaire for the pilot debates can be found in appendix A.

THE DISTRIBUTION OF THE QUESTIONNAIRES AMONG THE VISITORS OF THE PILOT DEBATES

In advance of every pilot debate, representatives of *UniPartners Maastricht* were waiting at the entrance to collect the names, profession and email addresses of the visitors. On the different occasions, at least 70 percent of all the visitors gave their email addresses. After the debate, these persons were contacted via email and asked to fill out an online-survey of about 4 minutes.

RESULTS FOR THE PILOT DEBATE OF DECEMBER 19TH 2006

Although partially intended as the celebration of the 20th anniversary of the ECDPM, the event of December 19th 2006 in the Bonbonnière (Maastricht) was chosen as the kick-off of the *Maastricht Debates*. The fact that the event was partially organised and promoted by the ECDPM brought some advantages and some disadvantages. A good thing was that the attention from the ECDPM guaranteed extra visitors. On the other hand, a great share of the visitors came solely for the ECDPM event and did not know about the *Maastricht Debates*. Furthermore, since ECDPM was in charge of the organisation, the organisation of the *Maastricht Debates* had only a small say in the structure of the evening. As a result, the main share of the time was covered by lectures from Mr. John Shinkaiye, Chief of Staff of President Konare, Miss Gertrude Mongella, President of the Pan-African Parliament, and João Gomes Cravinho, Secretary of State for Foreign Affairs and Cooperation of Portugal. Unfortunately, there was very little time left to debate. In total, the event was visited by approximately 130 visitors. The representatives of *Unipartners Maastricht* were able to gather the email address of about 70 people. Of this group, about 35 persons completed the online questionnaire. This implies a response rate of 50 percent.

Personal characteristics

Occupation

Since the event was not aimed at one specific group of professionals or students, many different occupations were represented in the audience. Figure 36 gives an overview of the various occupations of the visitors. The majority of the respondents, 63 percent, came from the student population. The remaining 37 percent of the audience came from the professional field. The professionals had difficulties to classify themselves in the groups provided in the questionnaire.

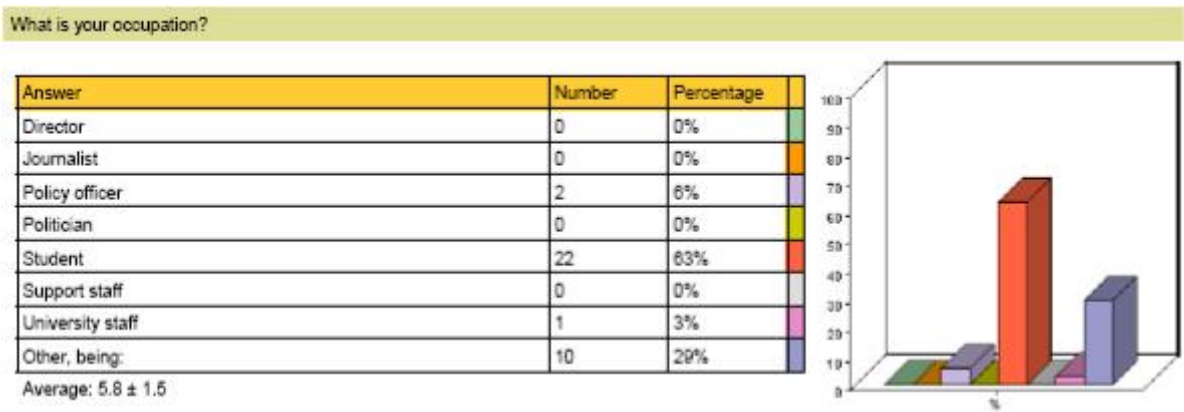


Figure 36. The occupation of the visitors

The respondents that did not fit into predetermined groups, ticked the “other, being:” box. In table 10 the answers of these persons are shown, accompanied by the number of times this answer is given. Concluded from the graph and the table can be that there is no single group of occupations that is relatively overrepresented. The audience consisted of a good mixture of professionals with different occupations. The majority of the visitors, however, were students.

Occupation	Number of times mentioned
Consultant	2
Research assistant	2
Editor	1
Auditor	1
Financial administrator	1
Coordinator	1
Translator	1
IT network	1

Table 10. The remaining occupations of the visitors

Organisation

All the students came from the University of Maastricht (51 percent of total), the division over the faculties is shown in figure X2. The remaining four students that are not captured in table X2 were representing a study association, and are shown in the upper three lines. Many professionals came from the ECDPM (14 percent of total). The remaining professional came from an “other” organisation (34 percent of total), these are presented in table 11.

Faculty	Number of students
Economics and Business Administration	8
Arts and Social Sciences	13
Medicine	1
University College Maastricht	1

Table 11. The division of the students over the faculties

The organisations that are mentioned in table 12 represent a mixture of profit- and non-profit organisations.

The professionals come from different types of organisations; this gives an indication that the *Maastricht Debates* are known in many different organisations. This is in line with the hopes of the organisers, who are willing to provide a platform for inter-organisational networking.

Organisation	Number of visitors
The Student Workforce for Sustainability and Development	2
MUSTANGH	1
UEA, GB	1
EDRC	1
IFMSA-Maastricht	1
Own company	1
Europe-open	1
EC	1
Amnesty International	1
Deloitte	1
EIPA	1

Table 12. The remaining organizations that the visitors represented

Sources of information for this *Maastricht Debate*

It is interesting to know through which channels the visitors of the pilot debate of December 19th first heard about this event. The ECDPM had notified its members about this event, an email announcement was sent to the contacts of the organisers, flyers were distributed and off course there was some mouth-to-mouth attention. In figure 37 the different channels in which the visitors could hear about the event are summarised.

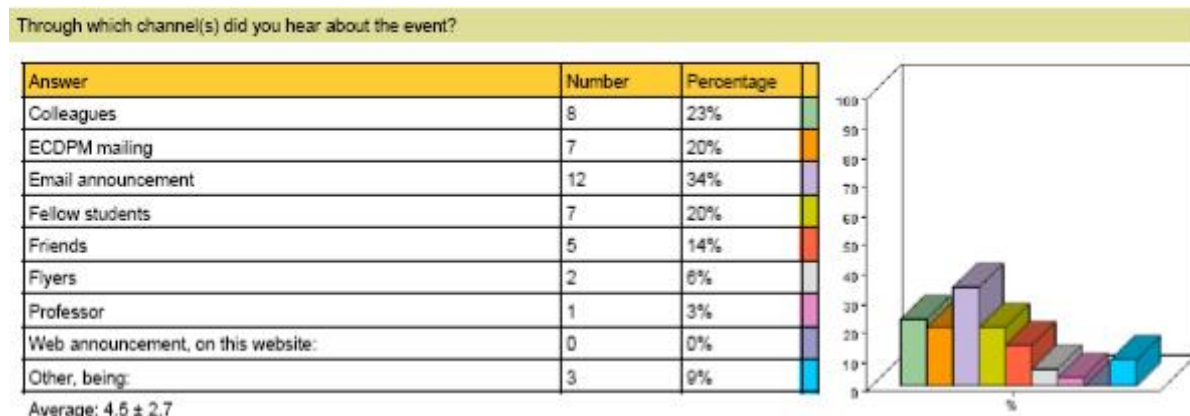


Figure 37. The channels through which the visitors heard about the event

The “other ways” in which the visitors heard about the event were: a poster, via *Amnesty International*, and *UniPartners Maastricht*. A big share of the visitors was reached by the use of an email announcement, either from ECDPM or the organisers. For the remaining part of the visitors, no central way of communication can be found. This implies for the organisers that they should use a mixture of the many communication channels possible.

Reasons to visit the pilot debate of December 19th

People who visited the pilot debate clearly had some degree of interest in the event, it is interesting to know how strong that interest is and where that interest came from. The researchers distinguished professional/study-related interest, personal interest, the possibility to meet other people in the field, and interest in the 20th anniversary of ECDPM. These types of interest will be discussed one by one below.

Professional and personal interest

Visitors could be interested in the event because they are working with the themes of the *Maastricht Debates* on a professional or study-related basis. The researchers measured the

professional/study related interest by a 5 point Likert scale. In figure 38 the results are presented graphically.

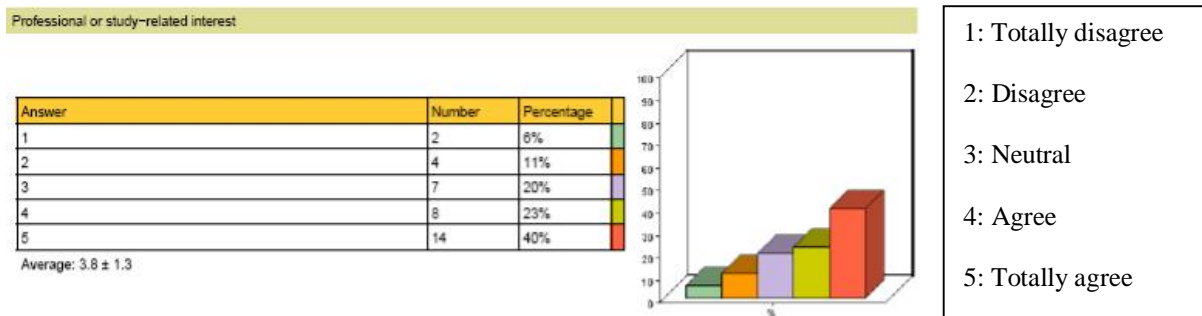


Figure 38. The professional/study-related interest of the visitors of the pilot debate of December 19th 2006

A one-sample t-test proved that the average score of 3.8 on a 5 point Likert scale is significant on a 0.01 significance level, implying that the study/related interest is significantly bigger than “neutral”. The complete tests can be found in appendix B.

Personal Interest

Visitors could also be interested for personal reasons, rather than that the themes of the *Maastricht Debates* are related to the themes they deal with in their professional life. The researchers measured the personal interest by a 5 point Likert scale; in figure 39 the results are presented.

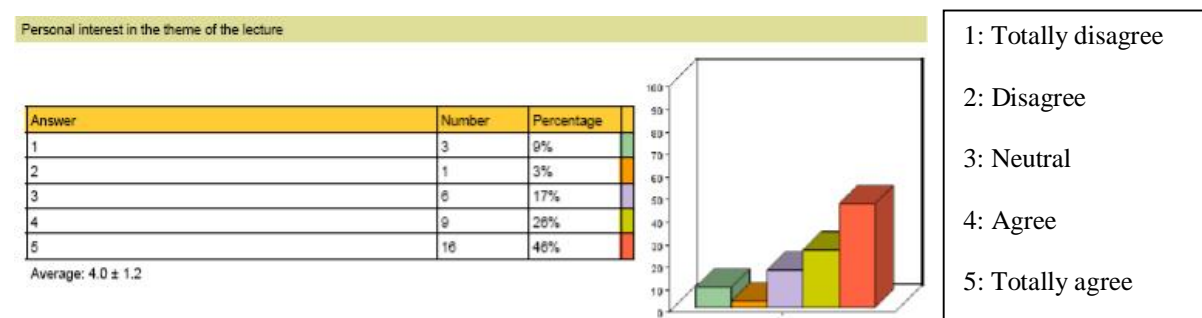


Figure 39. The personal interest of the visitors of the pilot debate of December 19th 2006

The 4.0 average score on the 5 point Likert scale is slightly higher than the score for the professional/study-related interest. Not surprisingly, this result is also significant at a 0.01 significance level. The complete test is presented in appendix B. Although many visitors are

motivated by both personal and professional motives, the personal interest in the events is for many visitors a bigger incentive.

The possibility to meet other people in the field

One of the goals of the debates is to bring together people from different backgrounds that are working in the field of international cooperation. One of the motives for the people to come could thus be to meet other people in the field. Again, this influence is measured by a 5 point Likert scale. In figure 40, the results for this part of the questionnaire are presented.

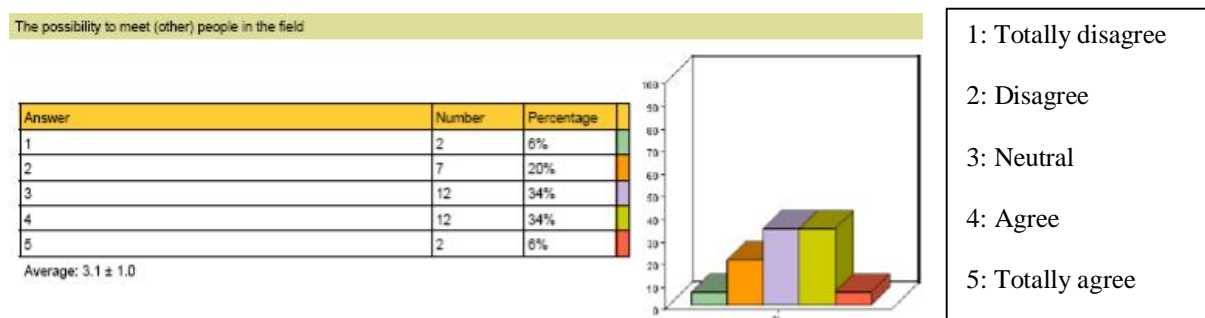


Figure 40. The possibility to meet other people in the field as a motivator for the visitors to come to the pilot debate of December 19th 2006

The average score of 3.1 tells us that the possibility to meet other people in the field is not as much as a trigger to come as personal or professional/study-related interest. A t-test tells us that this factor could not be considered as a significant incentive for the people to visit the pilot debate of December 19th 2006. However, if the students are excluded from the sample, the average score is 3.46. This indicates that professionals are more thrilled by the idea that they could meet other people in the field than students are. Still, a score of 3.46 shows only moderate interest.

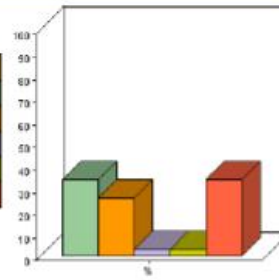
The ECDPM anniversary

Since the event of December 19th was also the celebration of the 20th anniversary of the ECDPM, this could also be a reason for some people to visit the event. Again, this factor was measured by a 5 point Likert scale and the results are showed in figure 41.

The anniversary of ECDPM

Answer	Number	Percentage
1	12	34%
2	9	26%
3	1	3%
4	1	3%
5	12	34%

Average: 2.8 ± 1.8



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 41. The 20th anniversary of ECDPM as a motivator for the visitors to come to the pilot debate of December 19th 2006

This figure shows us an interesting division in the group of visitors, there is a group of 34 percent that is mainly coming for the anniversary. The remaining part is not so much interested in the anniversary of the ECDPM, and most probably for the kick-off of the *Maastricht Debates*.

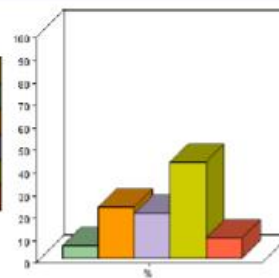
The way the pilot debate of December 19th 2006 was experienced

A central part of the evaluation of an event is the question whether the event lived up to the expectations of the visitors. In order to measure this, the researchers used a 5 point Likert scale. The results are presented in figure 42.

The event did meet up to my expectations

Answer	Number	Percentage
1	2	6%
2	6	23%
3	7	20%
4	15	43%
5	3	9%

Average: 3.3 ± 1.1



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 42. Did the event live up to the expectations of the visitors?

The average score of 3.3 is not significantly higher than 3, which indicates that the event did not meet up to the expectations of the visitors (see appendix B). In the next question, the respondents had the possibility to give the reason why the event did (not) meet up to the expectations. This question yielded many responses. Most comments concerned the fact that there was a long lecture, and very little time for debate. Next to this, some people indicated that

the person who gave the lecture (Mr. Shinkaiye) was not very skilled at entertaining the audience. However, not every comment was negative, some people thought of it as an interesting evening.

The content of the event

In the next part some special aspects of the event of December 19th will be evaluated. The first factor to be discussed is the content of the event, for which again a 5 point Likert scale is used. In figure 43 the results are showed.

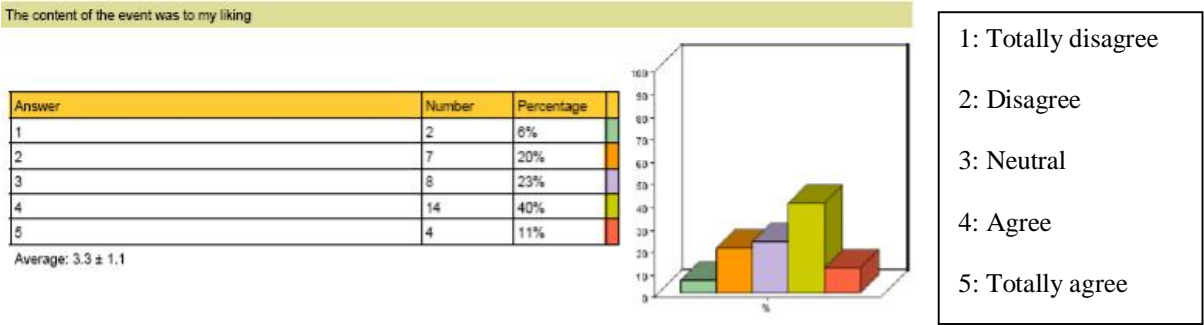


Figure 43. Was the content of the evening to the liking of the visitors?

With a p-value of 0.102 the 3.3 average score is not significantly higher than 3, this means that the visitors were not significantly satisfied with the content of the evening. For the organisers this implies that they should improve the content relative to this first debate.

The diversity of speakers

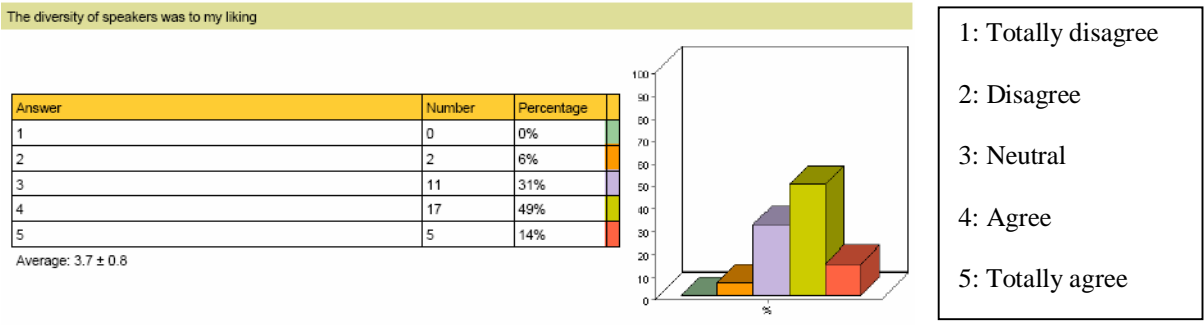


Figure 44. Was the diversity of speakers to the liking of the visitors?

On the evening of December 19th, three speakers shed their light on issues concerning democracy in Africa. The variety of speakers might be a factor that is open for discussion. Therefore, we asked the respondents whether the diversity of speakers at the evening was to there liking. In

figure 44 the responses are showed. The average score of 3.7 was sufficient to indicate that the diversity of speakers was significantly sufficient.

The interactivity of the event

A debate is intended to be an interactive event; therefore the researchers asked the respondents whether the amount of interactivity was to their liking. With an average score of 2.1 on a 5 point Likert scale, the visitors indicated not to be satisfied with the amount of interactivity at the event of December 19th. In fact, the score is significantly lower than a neutral score of 3. The results are shown graphically in figure 45.

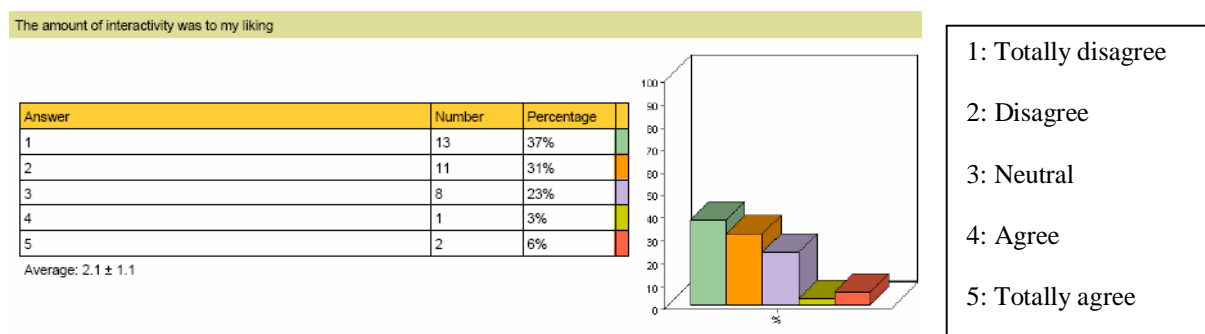


Figure 45. Was the amount interactivity to the liking of the visitors?

For the next events, it is very important that the amount of interactivity will be increased in order not to disappoint the visitors on this aspect again.

Relevance for work or study

For professionals and students, the content of the evening could be relevant for their work or studies. The respondents rated the relevance with a 3.2 score on a 5 point Likert scale; this is not significant on a 0.10 significance level. In figure 46 the results can be seen.

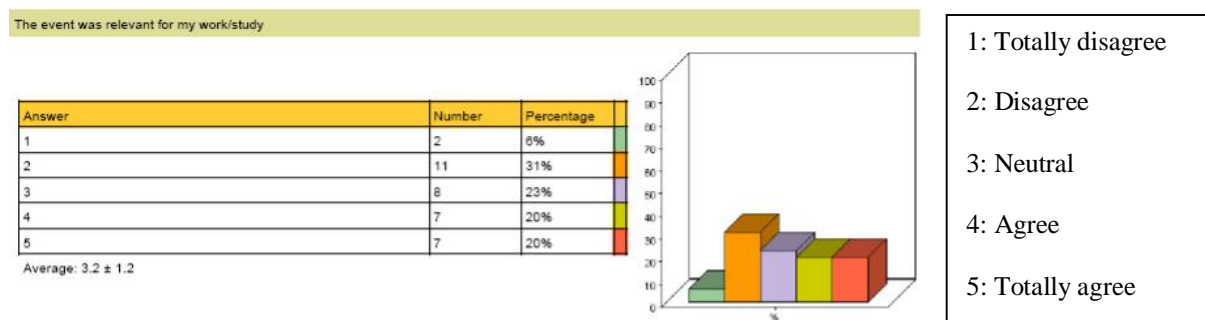


Figure 46. Was the event relevant for the work/study of the visitors?

The location of the event

The event of December 19th took place in the Bonbonnière in Maastricht. The visitors appreciated the location with a 4.4 on a 5 point Likert scale, which tells us that they were very satisfied with the venue. A t-test reveals that this score is significant on a significance level of 0.05. The location can be used for the other debates as well.

The timing of the event

The opinions about the timing and duration of the event were also measured. The event of December 19th was one hour in length, this was rewarded with a 3.5 score on a 5 point Likert scale (not significant). The starting time of the event was 6 PM, this was rewarded with a 3.8. This is enough to state that the visitors are satisfied with the timing on a 0.01 significance level

Future events of the *Maastricht Debates*

Given that *Maastricht Debates* is planning to organise a series of debates in the future, it is important that the visitors are not planning on visiting only one event. For that reason, the questionnaire contained some questions about the future actions of the visitors.

Firstly, the respondents were asked whether or not they are planning on visiting the next debate (on January 23rd). In figure 46 it is showed that despite the sometimes negative answers in the previous sections, most of the respondents are willing to come to the next debate.

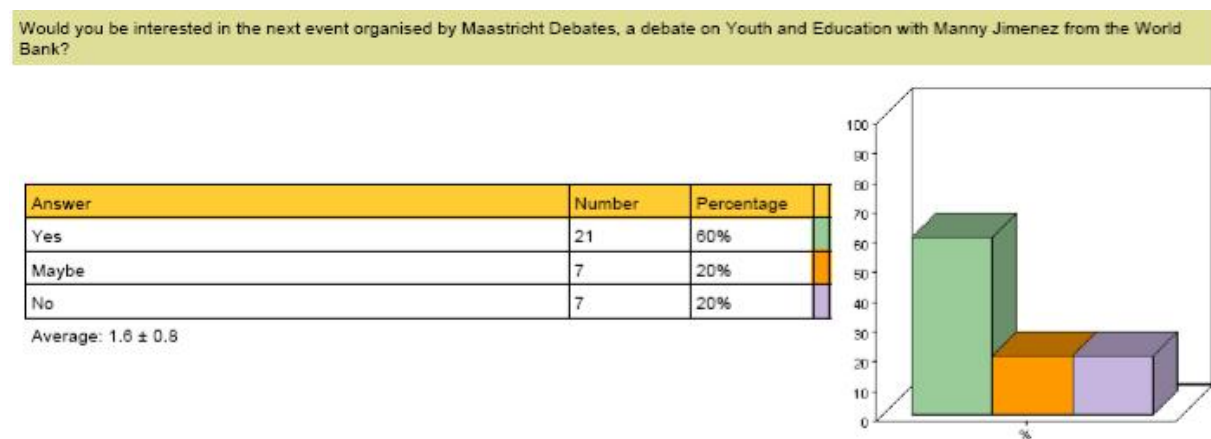


Figure 46. Are the visitors planning on visiting the next event of Maastricht Debates?

In addition, 83 percent of the visitors pointed out that they would recommend the *Maastricht Debates* to others. Finally the respondents were asked whether they wanted to be kept informed about future events of the *Maastricht Debates*, to which 71 percent answered with a “yes” and left their email addresses. These answers indicate a positive attitude towards the *Maastricht debates*.

Other remarks

At the end of the questionnaire, the respondents were given the opportunity to place some general remarks about the event. Quite some respondents indicated that they found that the debate was too short, and not interactive enough. Some respondents found that the speeches of the speakers lasted too long and were not lively enough. A complete list of all comments can be found in Appendix D.

RESULTS FOR THE PILOT DEBATE OF JANUARY 23rd 2007

The second debate took place on January 23rd at the Auditorium of the Maastricht University, Minderbroedersberg. The topic of the debate was youth and education. Manny Jimenez, lead author of the World Development Report 2007 'Development and the New Generation', discussed issues at hand with a panel of experts and around 60 students, moderated by Jo Ritzen, President of the Maastricht University. The representatives of *UniPartners Maastricht* were able to gather the email address of about 60 people. Of this group, 30 persons completed the online questionnaire.

Personal characteristics

Occupation

Contrary to the debate of December the 19th this event was mainly visited by students, 83 Percent of the visitors was a student. The professionals were divided in university staff, 7 percent, project coordinator, also 7 percent, and "other", 3 percent. The person that checked the "other" box, was a "voluntary professional at an educational NGO". In comparison to the previous event, a bigger share of the audience was a student. This makes the population less diverse.

Organisation

All the students came from the University of Maastricht (83 percent of total), the division over the faculties is shown in figure 13. The remaining three students that are not captured in table 13 were representing the study association "Concordantia", and are shown in table 14.

Faculty	Number of students
Economics and Business Administration	7
Arts and Social Sciences	14
Medicine	1

Table 13. The division of the students over the faculties

Organisation	Number of visitors
Concordantia	3
Europe-Open	1
FNV Bondgenoten	1
IVN	1
Warsaw University	1

Table 14. The remaining organizations that the visitors represented

Information sources for this *Maastricht Debate*

In figure 47 it is shown through which channels the visitors were informed about the event of January the 23rd.

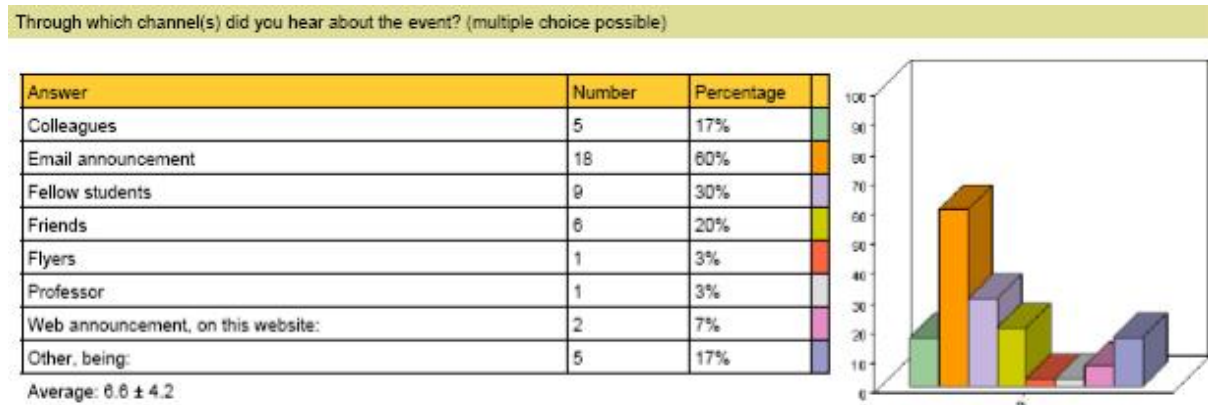


Figure 47. The channels through which the visitors heard about the event

The majority of the visitors was informed about the event through an email announcement; this is thus a very effective way to inform people. For the organisers of the event, it is important to gather the email addresses of as many interested people as possible in order to be able to keep them well-informed. Another important source is the “word of mouth advertisement” via colleagues, fellow students or friends. Reaching different networks that could spread the word about the *Maastricht Debates* will be beneficial. Only a small percentage was informed via flyers or by a professor. The division of communication channels of the event of January 23rd is in line with the outcome of the first pilot debate.

Reasons to visit the pilot debate of January 23rd

As in the evaluation of the first pilot debate, the people who visited the second pilot debate were asked to rate their personal and professional interest in the debate on a 5 point scale.

Professional or study-related interest

As with the previous debate, many visitors agreed that they chose to visit the event out of professional or study-related interest. This is shown graphically in figure 48.

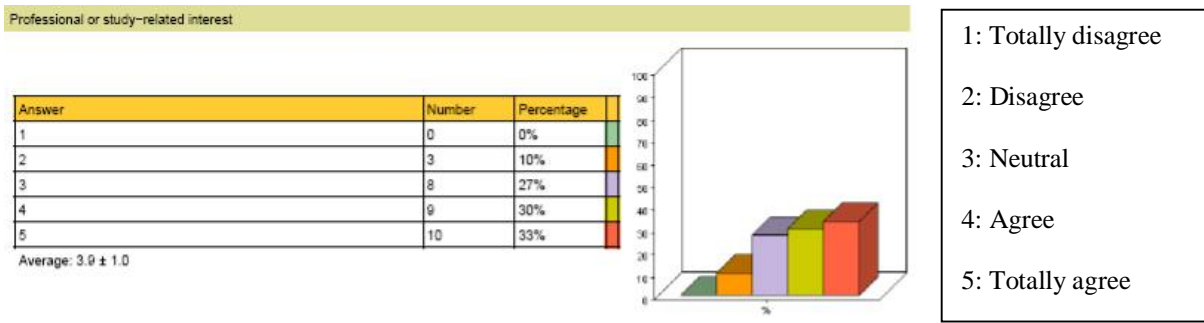


Figure 48. The professional/study-related interest of the visitors of the pilot debate of January 23rd 2007

The average score of 3.9 on a 5 point Likert scale enables us to state on a 0.01 significance level, that the professional or study-related interest is a significant reason for the people to visit the event. This is in line with the results of the previous pilot debate.

Personal interest

The visitors could also have personal motivations to visit the event; these are presented in figure 49. With an average score 4.5 personal interest is a stronger motivator for the second debate, than was the case at the event of December 19th. As can be expected, this result is also significant on a 0.01 significance level. The score of 4.5 makes personal interest the strongest reason to visit the debate for the average visitor. One reason for the higher score compared to the last debate might be that at the previous event, some visitors solely came to attend the anniversary of the ECDPM.

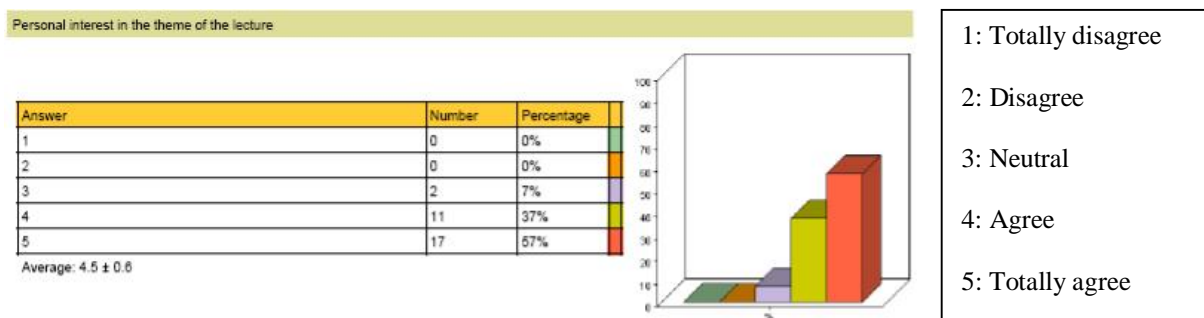


Figure 49. The personal interest of the visitors of the pilot debate of January 23rd 2007

The possibility to meet other people in the field

Another reason for people to visit the event could be to meet other people in the field. On a 5 point Likert scale, the respondents had an average score of 3.2. This indicates that this is not a

very important motivator for people to visit the event. A t-test yielded no significant results for this factor. For the professionals, the mean is 3.6 which indicates that professionals are more triggered by the idea to meet other people in the field. Mind that the results for professionals is also not significant, this is due to the fact that the number of professionals is too low to draw a reliable conclusion. The results of this factor are comparable to the results from the previous debate.

The interactivity of the event

A debate is an interactive event, and this interactivity might also be an incentive for people to visit the event. The researchers measured this on a five point Likert scale; the results can be seen in figure 50.

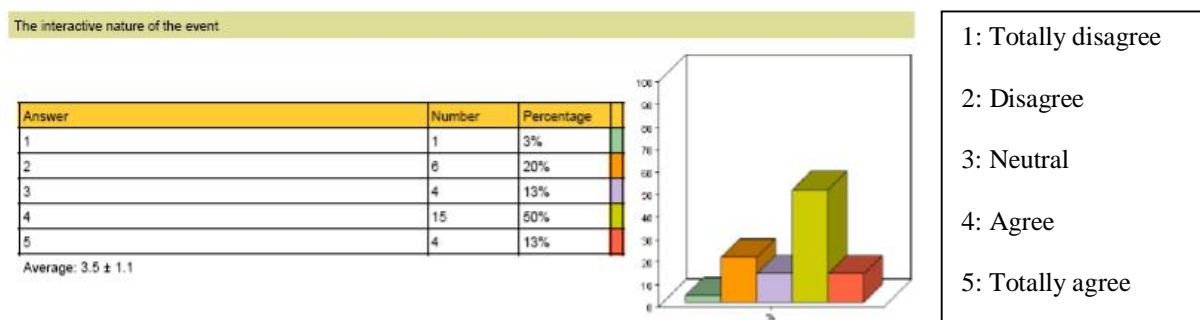


Figure 50. The interactive nature of the event as an incentive to visit the pilot debate of January 23rd 2007

With an average score of 3.5, there is an indication that some people are motivated to come because of the interactive nature. However, this result is not significant at a 0.1 significance level, see Appendix B for the complete test.

The way the pilot debate of January 23rd 2007 was experienced

A crucial question in evaluating an event is checking whether the event lived up to the expectations of the visitors. The visitors responded on a 5 point Likert scale and gave a 3.7 average score, this is 0.4 higher than in the previous event. In this case, the event did live up to the expectations, on a 0.01 significance level. Solely 7 percent of the respondents disagreed, while 67 percent agreed that the event met up to the expectations. In figure 51 the results are presented in a graph.

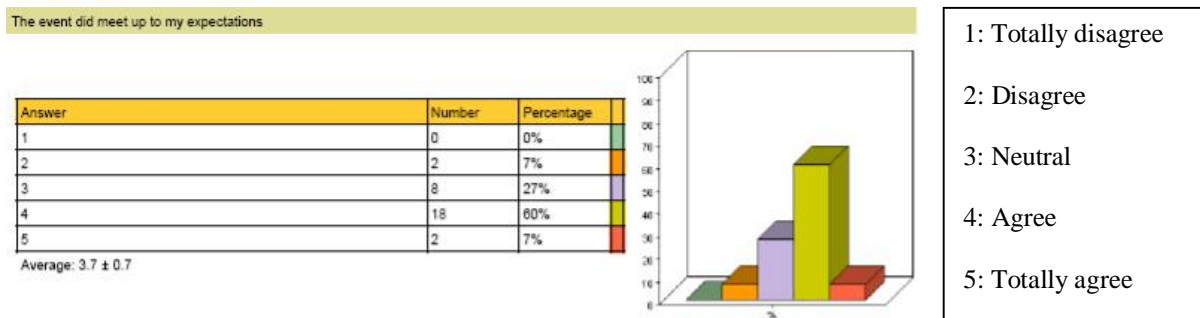


Figure 51. Did the event live up to the expectations of the visitors?

By the means of an open question, people could give reasons why the event did (not) live up to their expectations. Many of the visitors found it was a good debate with interesting speakers. The main critics concerned the length of the debate. Because the introduction was relatively long, there was little time for debate.

The content of the event

In comparison to the previous event the content of the evening was more to the liking of the visitors. This time the visitors awarded the content of the evening with a 4.1 average score on a 5 point Likert scale, compared to a 3.3 score at the event of December 19th. It can be stated on a 0.01 significance level that the content of the event of January 23rd was to the liking of the visitors.

The diversity of speakers

At the event of January 23rd there was one main speaker, Manny Jimenez of the World Bank. Next to this there was a discussion panel with experts and students. The visitors were not very satisfied with the diversity of the speakers; they rewarded this with a 3.5 on a 5 point Likert scale with 3 indicating a neutral position. A t-test has shown us that this result is sufficiently high to conclude on a 0.05 significance level that the diversity of speakers was satisfactory to the audience. This result is slightly lower than it was for the debate of December 19th.

The amount of interactivity

At the previous event, the visitors were very unsatisfied with the amount of interactivity of the event, this had thus to be improved for the coming events. At the event of January 23rd, the amount of interactivity was awarded with an average score of 3.4 on a 5 point Likert scale. This is clearly an improvement compared to the previous event; however the amount of interactivity is

still not enough to be significant at a 0.10 significance level. In figure 52 the scores on the 5 point Likert scale are presented graphically. With 16 percent of the respondents not being satisfied with the interactivity of the event, there is room for improvement on this aspect.

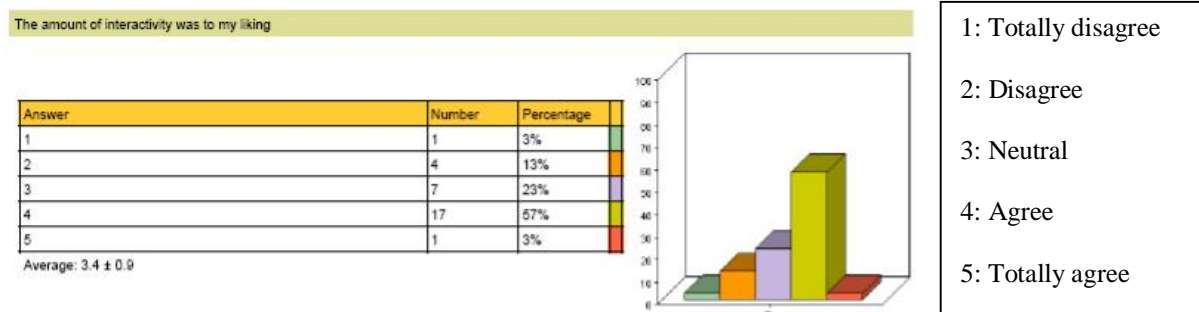


Figure 52. Was the amount of interactivity to the liking of the visitors?

Relevance for work or study

The relevance for the work or study of the visitors was rewarded with a 3.4 on a 5 point Likert scale. This is slightly higher than the previous event, and significantly higher than 3 on a 0.05 significance level. Thus, it can be stated that to many visitors the event can be considered as relevant to their work or study.

The venue of the event

The location of the event, the Auditorium of the Minderbroedersberg was rewarded with a 4.3 on a 5 point Likert scale. This is not very different from the 4.4 awarded to the Bonbonnière at the event of December 19th. Both locations are rewarded positively and could be good locations for coming debates.

The timing of the event

The opinions about the timing and duration of the event were also measured. The event of January 23rd was two hours in length, this was rewarded with a 3.5 score on a 5 point Likert scale. This score is sufficiently high to state that the respondents were significantly positive about the length of the debate on a 0.10 significance level.. Surprisingly, this is the same as for the previous event that took one hour. The starting time of the event was 8 PM, this was rewarded with a 4.0, and significantly satisfying on a 0.01 significance level. This is slightly higher than the 3.8 awarded to the 6 PM starting time at December 19th. The difference in satisfaction of the visitors on the two starting times is, however, is very small. Therefore it is very questionable to conclude that the 8 PM time slot is preferred over the 6 PM time slot.

Future events of the Maastricht Debates

As can be seen in figure 53, the visitors are enthusiastic about the upcoming event. 83 percent of the visitors indicated to visit the next event. On December 19th this was only 60 percent. Next to this, an overwhelming amount of 100 percent would recommend the *Maastricht Debates* to others. This can be interpreted as a high satisfaction with the event.

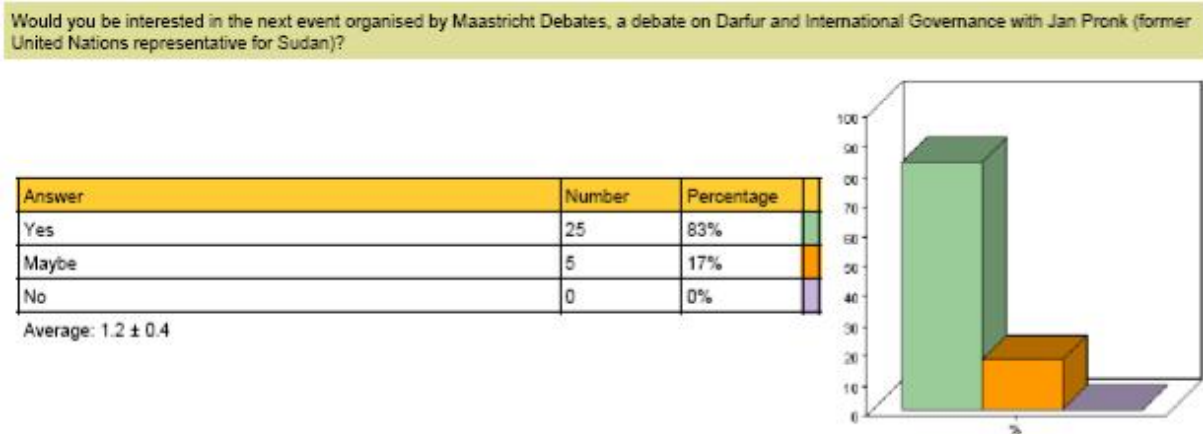


Figure 53. Are the visitors planning on visiting the next event of Maastricht Debates?

Finally the respondents were asked whether they wanted to be kept informed about future events of the *Maastricht Debates*, the results are showed in figure 54. Again, only a few respondents indicated that they had no interest in information about future events.

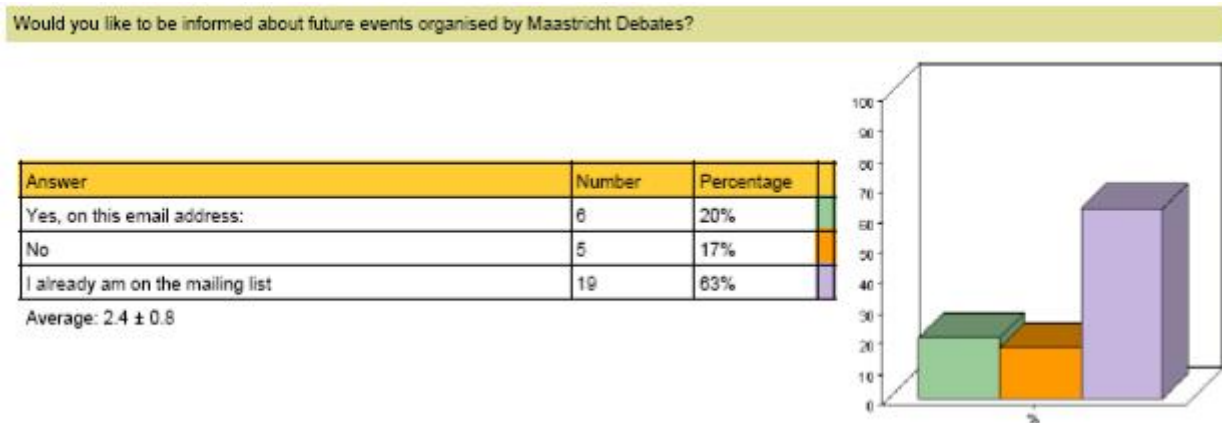


Figure 54. Would the visitors be informed about future events of Maastricht Debates?

Other remarks

The respondents had the opportunity to leave some remarks for the organisers. Some respondents gave their compliments to the organisers. The main critics had to do with the fact that the discussion panel was not very diverse, so the discussion between the panel members was not very lively. Others indicated that they found it a pity that the debate ended rather abruptly. A complete list of all comments can be found in Appendix D.

RESULTS FOR THE PILOT DEBATE OF MARCH 29TH 2007

The third debate in the series took place on March 29th in the Bonbonnière Maastricht. The theme of the evening was 'International responsibilities: What Darfur teaches us'. Jan Pronk, former Special Representative to the UN Secretary General in Sudan, and David Mepham, Head of International Programme of the Institute for Public Policy Research in London gave their opinion on Darfur and its implications for the UN. Subsequently, a number of questions of the audience to the speakers were treated. The discussion was moderated by James Mackie from ECPDM. In total about 200 people visited the event and the representatives of *UniPartners Maastricht* were able to gather the email address of 175 people. Of this group, after one request 40 persons completed the online questionnaire.

Personal characteristics

The proportion between students and professionals among the respondents is 70% students and 30% professionals. This means that the proportion of professionals among the respondents (and therefore presumably also among the visitors) increased in comparison with the second debate in the series. The occupation of most of the professionals was 'university staff'.

Most of the students came from the Maastricht University but there were also two students from the Hogeschool Zuyd and two from different cities. From the students that do study at the UM, a big majority of 75% comes from the faculty of Arts and Social Sciences. The remainder is divided between the faculties of Law and Economics and Business Administration, and one student comes from the faculty of Medicine. This is in line with the outcome of the market research among students.

Information sources for this *Maastricht Debate*

In figure 55 it is shown through which channel(s) the visitors were informed about the event of March 29th. Compared to previous debates, the main difference is that a lot more visitors heard about the event through friends, and less through colleagues. Furthermore, the web also plays a more important role: The Maastricht Debates website (twice), MaastrichtNet and the University website were mentioned. As other sources, Concordantia, JS Maastricht and Crossroads but also WeekInWeekUit were mentioned.

Through which channel(s) did you hear about the event? (multiple choice possible)

Answer	Number	Percentage
Colleagues	2	5%
Email announcement	24	60%
Fellow students	9	23%
Friends	13	33%
Flyers	3	8%
Professor	0	0%
Web announcement, on this website:	4	10%
Other, being:	4	10%

Average: 6.5 ± 3.5

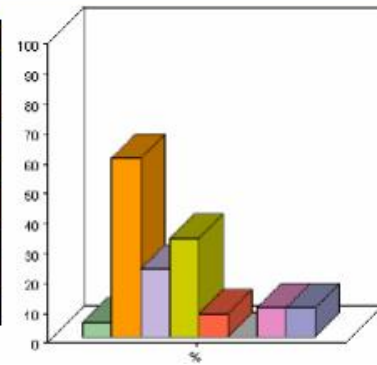


Figure 55. The channels through which the visitors heard about the event

Reasons to visit the pilot debate of March 29th

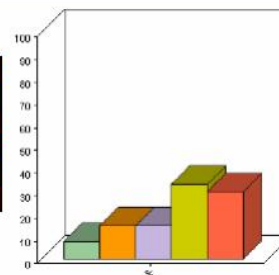
As was the case with the previous debates, for many visitors professional or study-related interest was a reason to visit the event. This is shown graphically in figure 56. A one-tailed t-test shows that the mean of 3.6 is significantly higher than neutral (3) on the 0.01 significance level.

Professional or study-related interest

Professional or study-related interest

Answer	Number	Percentage
1	3	8%
2	6	15%
3	6	15%
4	13	33%
5	12	30%

Average: 3.6 ± 1.3



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 56. The professional/study-related interest as a reason to visit the debate on a 5 point Likert scale. Andere title dan pilot 1

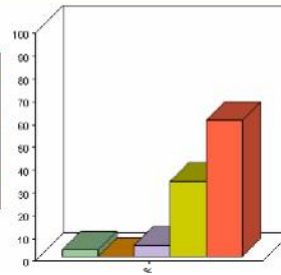
Personal interest

However, as can be seen in figure 57, the personal interest was again a more important reason. Just as was the case for the second debate, the answers on the Likert scale of this question have a mean of 4.5 and are by far the most important reason for visitors to attend.

Personal interest in the theme of the lecture

Answer	Number	Percentage
1	1	3%
2	0	0%
3	2	5%
4	13	33%
5	24	60%

Average: 4.5 ± 0.8



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 57. Personal interest as a reason to visit the debate on a 5 point Likert scale. Andere title dan pilot 1

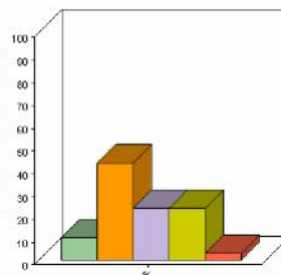
The possibility to meet other people in the field

Another reason for people to visit the event is to meet other people in the field. On a 5 point Likert scale, the respondents had an average score of 2.7, see figure 58. This indicates that for most visitors this was not a motivator for people to visit the event. The mean is significantly lower than 3 on the 0.05 significance level. However, for about a quarter of the visitors this was a reason to visit.

The possibility to meet (other) people in the field

Answer	Number	Percentage
1	4	10%
2	17	43%
3	9	23%
4	9	23%
5	1	3%

Average: 2.7 ± 1.0



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 58. The possibility to meet (other) people in the field as a reason to visit the debate on a 5 point Likert scale. Ook andere title dan pilot 1

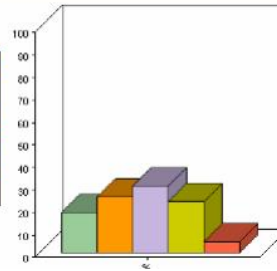
The interactivity of the event

The same that was said about the possibility to meet other people in the field can be said about the interactivity of the event: For most people it was not a reason for visiting the event, but for about a quarter it was (see figure 59). However, a lot more respondents were either neutral or totally disagreeing to this statement compared to the one about the possibility to meet other people in the field. The higher standard deviation for interactivity also points this out.

The interactive nature of the event

Answer	Number	Percentage
1	7	18%
2	10	25%
3	12	30%
4	9	23%
5	2	5%

Average: 2.7 ± 1.2



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 59. The interactive nature of the event as an incentive to visit the pilot debate of March 29th 2007

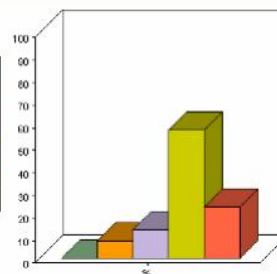
The way the pilot debate of March 29th was experienced

A crucial question in evaluating an event is checking whether the event lived up to the expectations of the visitors. The visitors responded to a 5 point Likert scale and gave a 4.0 average score, this is again higher than the previous debate which had a 3.7 score. So, the event did live up to the expectations, on a 0.01 significance level. In figure 60 the results are presented in a graph.

The event did meet up to my expectations

Answer	Number	Percentage
1	0	0%
2	3	8%
3	5	13%
4	23	57%
5	9	23%

Average: 4.0 ± 0.8



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 60. Did the event live up to the expectations of the visitors?

By the means of an open question, people could give reasons why the event did (not) live up to their expectations. Many of the visitors found the event very interesting, and especially the speakers were appreciated. Also many respondents indicated they liked the interactivity, and that there was enough time for questions this time. Nonetheless, the main criticism was also about interactivity: Some people again did not find the debate interactive enough; not a real debate and regretted that the speakers mainly told their own stories. Furthermore, 2 respondents indicated that they found the stories hard to follow, since the level of the debate was quite advanced.

The content of the evening

The content of the evening was appreciated to a similar extent compared with the second debate: Last time the mean response was 4.1, this time the visitors awarded the content of the evening with a 4.0 average score on a 5 point Likert scale. It can be stated on a 0.01 significance level that the content of the event of March 29th was to the liking of the visitors. Although some people responded neutrally on the statement on whether the content was to their liking, not a single respondent disagreed with the statement.

The diversity of speakers

At the event of March 29th there were two main speakers. The visitors awarded the diversity of these speakers with a 3.9 on a Likert scale when responding to the statement of whether the diversity of the speakers was to their liking. This is the highest score among the three pilot debates; the previous debates the scores were around 3.5.

The amount of interactivity

The previous events the amount of interactivity was not very much to the liking of the visitors. After the first debate the average score on this aspect given by the visitors was 2.1, significantly lower than neutral (3). After the second debate the mean response was 3.4, a big improvement, but not significantly higher than neutral on the 0.01 level. This debate, however, the mean response was 3.7, significantly higher than neutral on the 0.01 significance level. However, as can be seen in figure 61, still about half of the respondents were not agreeing to the statement that the amount of interactivity was to their liking.

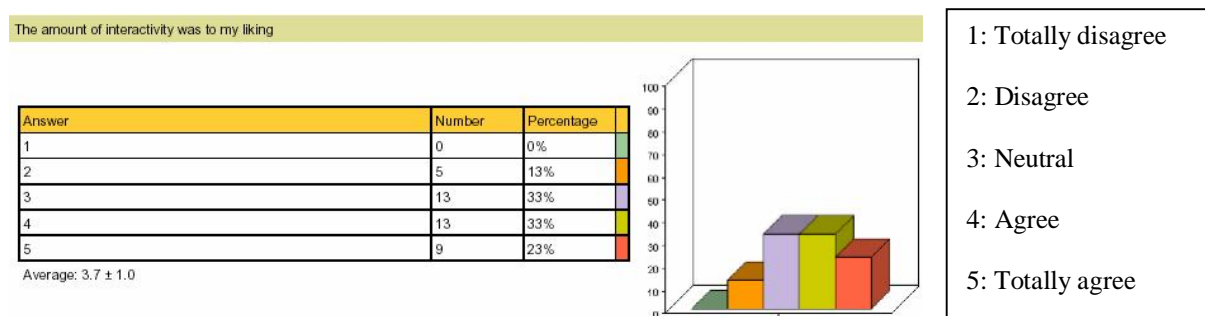


Figure 61. Was the amount of interactivity to the liking of the visitors?

The relevance for work or study

The relevance for the work or study of the visitors was rewarded with a 3.3 on a 5 point Likert scale. This is about the same as the previous events, but not significantly higher than 3 on a 0.05

significance level. So, no conclusion can be drawn with respect to the relevance for work and study; neither positive nor negative. As personal interest is by far the most important reason for the respondents to visit the *Maastricht Debates* it does not need to be deducted that this relevance for work or study needs to be a priority to improve. Nonetheless, professional or study related interest is a significant motivator to join the event.

The location of the event

The location of the event, the Bonbonnière in Maastricht, was rewarded with a 4.7 on a 5 point Likert scale. This is even higher than the previous two events; clearly the visitors were very satisfied with the location.

The timing of the event

When asked to respond to the statement that the duration of this event (2.5 hours) was to their liking, the respondents did not have unambiguous answer as can be seen in figure 62. The mean answer was 3.2, which is not significantly different from 3 (neutral). The previous events, who took 1 and 2 hours respectively, were rewarded with the higher score of 3.5. This indicates that 2.5 hours might be too long.

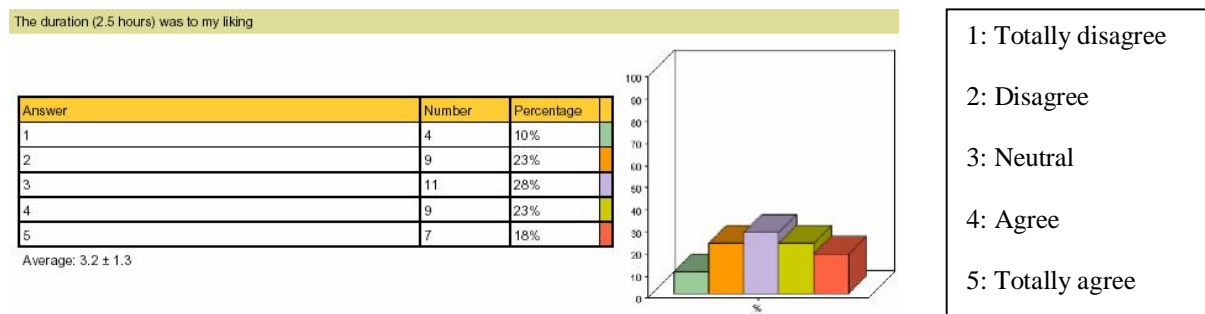


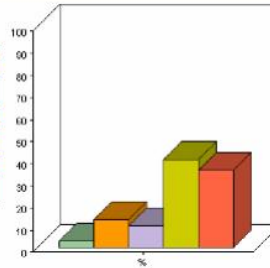
Figure 62. Was the duration of the event to the liking of the visitors?

The timing of the event, 7 to 9.30 PM, was awarded with an average score of 3.9 as can be seen in figure 63. This is in between the scores of the first debate (6 PM/3.8) and the second debate (8 PM/4.0), but the differences are so small that nothing can be inferred from these differences.

The time (7-9.30PM) was to my liking

Answer	Number	Percentage
1	1	3%
2	5	13%
3	4	10%
4	16	40%
5	14	35%

Average: 3.9 ± 1.1



- 1: Totally disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Totally agree

Figure 63. Was the timing of the event to the liking of the visitors?

Future events of the Maastricht Debates

The visitors were also asked whether they would be interested to visit the next debate, on Israel and Palestine. 70 percent answers 'yes', 25 percent 'maybe' and only 5 percent 'no'. This means that less people are interested in the next event than last time (83% yes). Probably this is due to the fact that this third debate featured Jan Pronk as one of the speakers. Compared to the first debate, the percentage of persons interested in visiting the next debate is higher: 70 percent in this case compared to 60 percent after the first debate.

On the question whether they would recommend the *Maastricht Debates* to others, a big majority of 98% answers affirmatively. This again indicates that the visitors appreciated the event.

Finally the respondents were asked whether they wanted to be kept informed about future events of the *Maastricht Debates*. 45 percent left their email addresses, and another 45 percent indicated that they already are on the mailing list. Only 10 percent did not want to be kept up to date.

Other remarks

At the end of the questionnaire the respondents had the opportunity to leave any general remarks or comments. Two things that stand out are that a number of people would find it a good idea to have a break somewhere in between. Furthermore, a number of people think that the questions asked by the audience should have been kept shorter by the moderator. A complete list of all comments can be found in Appendix D.

CONCLUSION

The visitors of the first pilot debate on December 19th partially came to visit the 20th anniversary of the ECDPM. The majority of the audience consisted of students (63 percent) and came mainly from the Faculty of Arts and Social Sciences and the Faculty of Economics and Business Administration. The professionals were very dispersed over a large number of organisations, with the ECDPM as the biggest party.

For the visitors, personal and professional/study-related interests were both a very important reason to visit the event. The possibility to meet other people in the field could not be considered as an incentive for the average visitor.

Since the event was co-organised by ECDPM, the *Maastricht Debates* did not have a full say in the structure of the evening. As a result, there was a long lecture and very little time for an interactive debate with the public. The respondents of the questionnaires therefore had some critical remarks on the interactivity, and said that the event did not live up to their expectations.

The respondents were very satisfied with the venue and the timing of the event. A big majority indicated that they were willing to visit the next event of the *Maastricht Debates*.

With 83 percent, the percentage of students at the event on January 23rd was higher than the first pilot debate. Again, most students came from the Faculties of Arts and Science and Economics and Business Administration.

The reasons to attend the lecture were roughly the same as for the previous event. However, this event was much more interactive, and this was confirmed by the respondents on the questionnaire. The respondents reacted, again, very positive towards visiting another event of the *Maastricht Debates* in the future.

The third pilot on March 29th was visited by about 200 visitors, of which 70% students. These students almost exclusively came from the inner city faculties, with a big majority coming from the faculty of Arts and Social Sciences. This time personal communication was a more important source of information for the event, probably due to the well-known speaker Jan Pronk. Also other media, like the website, have proven to get increasingly important. The most important reason to visit was again personal interest.

The visitors very satisfied with this event. Especially the amount of interactivity was more to the liking of the visitors compared to the other debates, but also on the other aspects the debate

scored well. The main criticism was that it lasted too long. A solution for this problem could be to have a break in between.

The fact that people were enthusiastic about the debate can be seen by looking at the responses on the question whether the people would recommend the *Maastricht Debates* to others: 98 percent of the respondents answer affirmatively.

GENERAL CONCLUSION

By means of the research conducted, the six sub questions of the research question can be answered.

How big is the target group?

Since the *Maastricht Debates* are aiming at both the student- and the professional population, both are important for the total target group. At the University of Maastricht, about 12,000 students are registered. In general, the complete student population can be regarded as moderately interested in the *Maastricht Debates*. If this moderately high level of interest (3.5 on a 0.01 significant level) is combined with the high number of students in Maastricht, it is safe to say that a high number of students will show up at every event of the *Maastricht Debates*.

The professionals indicate that they are definitely interested in the *Maastricht Debates*. Taking into account the size of the population of the target group this means that there could be a substantial number of professionals present at every event. However, students probably always will be overrepresented due to their larger base rate: There are approximately 50 times more students in Maastricht that could be part of the target group than professionals. The higher interest of the professionals in the *Maastricht Debates* and its themes cannot make up for this large difference.

During the pilot debates these conclusions were verified. During the first pilot debate, about 100 visitors were present, about 70 visitors during the second debate, and about 200 visitors during the third event. During all of the events, a majority of the audience was student. The proportion of students varied from 63 percent during the first pilot, 83 percent during the second pilot debate, and 70 percent during the last pilot.

What are the characteristics of this target group?

The student population of the University of Maastricht is dispersed over 6 separate faculties. These faculties have different levels of interest in the *Maastricht Debates*. The students that are the most enthusiastic about the *Maastricht Debates* come from the faculties of Arts and Social Sciences, Law, and Economics and Business administration. The lowest level of interest can be expected from Psychology, Medicine and Health Sciences students. There is no distinct age (or year of studies) for the students that are interested; they represent a mixture of different stages in the study career. Most of the interested students are female, namely 68 percent, but male and female students are equally interested.

The professionals that are interested come from all different kinds of organizations and have different functions and ages; no significant differences were found for these characteristics. Such a mixed population seems very desirable. Most of the respondents were between 36 and 55 years old, but all categories were represented. Furthermore, the respondents were asked about their nationality. A majority of 72% has the Dutch nationality. Of the remaining 28%, about one third is German, and the remainder comes from different countries all over the world. Finally, 47% of the respondents are female and the remaining 53% are male representing a rather even distribution.

The pilot debates hinted towards the same conclusions. The students that visited the events mostly came from the Faculties of Arts and Social Sciences and Economics and Business Administration. The professionals had various occupations and represented a large number of organisations. All together, one might speak of a highly diverse audience.

Which subjects are regarded as interesting by this target group?

In general, the students are interested in the covering themes of the *Maastricht Debates*. The marks for the themes varied mostly between a 6 and a 7 out of 10. Themes that are currently in the news, such as climate change and migration are the most popular amongst students. Topics that are less popular by students are “trade, including product chain management” and “conditional loans, governance, democracy”. Many students suggested organising some debates around health care; this would be very interesting for the organisers since it might trigger the students from the Medicine and Health Care faculties to attend.

Regarding the themes, most professionals seem to prefer themes related to development. Trade is not a theme that is in demand. However, most themes are rated moderately high, between 6 and 7, probably because the themes are still very broad. However, these topics and the suggestions given by the professionals could provide a fundament for many interesting events.

Since only three topics were treated in the debates so far, no clear conclusions regarding the themes can be drawn from the debates. If the number of visitors would be an indicator for the interest in specific themes, the topics concerning Africa and development cooperation (pilot 1 and 2) would be more popular than youth and education (pilot 3).

What knowledge does the target group already possess related to the theme?

Although this question was previously posed as a sub question of the research question, mister Aarts thought it would not yield any valuable results. Since there is no frame of reference, it is very difficult to assess the experience of the respondents regarding such complicated matter. So, in accordance with the organisers, it has been decided upon to skip this question.

Is there a need for more information related to this theme?

The student population indicated to be significantly interested for study-related motives. From this, one might deduct that there is an information need by the student population. The student of the Faculties of Arts and Social Sciences and Economics and Business Administration were more triggered by study-related interests than students from other faculties. Personal motives turned out to be more important than study motives for the students, so they also have a personal incentive. This personal incentive might be to gather information, but also out of sheer interest. The possibility to meet people in the field turned out not to be a motivation for the students to come. From this, it can be concluded that the students mainly have a high demand for information.

For the professionals the motives to attend a debate vary, but personal interest, professional interest, the opportunity to meet other people in the field, and the interactive nature of the event all are significant reasons for the professionals to attend. However, professional interest and the possibility to meet other people in the field are the strongest reasons. This shows that the professionals would like to visit mainly for job-related reasons and not for their own entertainment in the first place. So, the professionals have a high demand for professional information, combined with the desire to meet other people in the field.

Regarding the pilot debates, the personal motives to visit the events were also the most important reasons for the visitors. The professional/study-related motives also showed to be very important to the visitors. This, again, shows that the visitors have a demand for information. On the other hand, the possibility to meet other people in the field showed to be relatively unimportant to the visitors. A very plausible reason for this result is that the majority of the respondents were students. As stated above, students regard the possibility to meet people in the field as relatively unimportant.

What is the best way to address the target group for participating in the *Maastricht Debates*?

The respondents were asked through which channels they heard about the *Maastricht Debates*. From this it could be conducted which channels are effective in contacting students. Email

announcements show to be a very effective way to contact the students. Nonetheless, the word of mouth from friends and fellow students is also a good way to attain their interest. Professors might also be used to motivate their students to visit the events. Quite some students commented in the open question that the PR of the *Maastricht Debates* could be improved. Fifty percent of the students indicated that they wanted to be kept informed about the *Maastricht Debates* through a mailing list.

In order to reach the different professionals, it probably would be best to use a mix of the different media available since the professionals use many different sources and there is not one source that is generally used. However, an email announcement seems to work well. Therefore it would be good to get as many professionals as possible in the mailing list. The fact that almost all of the professionals subscribed themselves to the mailing list establishes the popularity of e-mail announcements amongst professionals.

The same trends can be observed in the pilot debates. The majority of the visitors heard about the pilot debates through email announcements, followed by friends and fellow students/colleagues. It is thus crucial for the organisers to keep sending e-mail announcements, and to make the mailing list as big as possible.

Concluding, looking at the results of the questionnaires among students and professionals and at the evaluation of the first three debates, it can be stated that the *Maastricht Debates* are fulfilling a number of needs of the target group in Maastricht. There is a fairly large base of students, especially on the Arts and Social Sciences and Economics and Business Administration faculties, that is very interested in the themes of the *Maastricht Debates*. Furthermore, almost all professionals engaged in international cooperation are interested in visiting the events, mostly to meet other professionals working in this area. The amount of visitors of the pilot debates and the high number of subscribers of the mailing list confirm the existence of these needs. The fact that the pilot debates, especially the second and the third, were very well-appreciated indicates that the *Maastricht Debates* will be able to fulfil these needs.

APPENDIX

Appendix A: Questionnaires

Questionnaire for students

The *Maastricht Debates* is a platform for debate and networking for and by Maastricht organisations and actors. It aims to be a prominent manifestation of the intellectual richness of the Maastricht region, a reference point for debate among students and professionals and a policy instrument for the local and provincial government. The focus of the monthly debates is on issues of international cooperation and globalisation, an area of expertise of a large number of Maastricht-based institutes and linked with the content of the Maastricht Treaty as signed by the European leaders in 1992.

Please see <http://www.maastrichtdebates.net> for more information about the *Maastricht Debates*.

This questionnaire aims to examine the degree to which students in Maastricht are interested in this initiative, as well as to find out a number of preferences of students that could be useful in the organisation of the events.

1) Did you ever hear about the *Maastricht Debates* before? Yes/No

a. How did you hear about the *Maastricht Debates*? (multiple choice possible) *NB This question will only need to be answered if they answered 'Yes' above*

- Email announcement
- Fellow students
- Friends
- Flyers
- Professor
- Web announcement, on the following website:
- Other, being:

2) I would be interested in visiting an event organised by *Maastricht Debates*

Totally disagree, disagree, neutral, agree, totally agree

3) The following would be reasons for me to attend the *Maastricht Debates*:

Totally disagree, disagree, neutral, agree, totally agree

- study-related interest
- personal interest
- the possibility to meet people in this specific field
- the interactive nature of the event

Other reasons for me to attend could be: (optional)

4) How often do you think you would like to visit the *Maastricht Debates*?

- never
- once a year
- twice a year
- four times a year
- once a month
- twice a month
- weekly

Maastricht Debates is planning to schedule the events in the evening on working days.

5) Which time slots would have your preference? (multiple choice)

- 5-7 pm
- 6-8 pm
- 7-9 pm
- 8-10 pm
- 9-11 pm
- Other, being:

6) Did you ever attend a debate or lecture comparable to the *Maastricht Debates* in Maastricht before? Yes/no

- a. How often in the last year? *NB This question will only need to be answered if they answered 'Yes' above*

- never (in the last year)
- once
- 2-3 times
- 4-5 times
- more than 5 times

The *Maastricht Debates* will treat topics that are related to international cooperation and globalisation.

7) I am interested in the covering themes of the *Maastricht Debates*

Totally disagree, disagree, neutral, agree, totally agree

8) Please rate the following themes on a scale from 1 to 10 on how interesting you would consider them for the *Maastricht Debates*? (list of ten themes of Mr. Leonards)

Very uninteresting

Very interesting

1

10

- climate change
- trade, including product chain management
- information and research for development
- political systems, including alternatives for liberal democracy
- European development cooperation
- fragile states
- conditional loans, governance, democracy
- role of civil society in development
- migration and development
- corporate social responsibility, related to development

9) Is there a specific theme in the area of international cooperation and globalisation that you find particularly interesting? Yes, being:/No

10) Do you regard an interactive debate as the most interesting form to treat these themes?

Yes/ No, I would prefer the following form:

11) Would you be willing to contribute to the organisation and/or the content of an evening organised around this theme? Yes/No

a. In what way do you think you would be able to contribute to this evening? (open)

NB This question will only need to be answered if they answered 'Yes' above

Would you like to be informed about future events organised by *Maastricht Debates*?

Yes,

Personal data

12) To which faculty are you related?

- Arts and Social Sciences
- Economics and Business Administration
- Health Sciences
- Law
- Life Sciences
- Medicine
- Psychology
- Hogeschool Zuyd
- Other, being:

13) (*Only if "Arts and Social Sciences"*) What is your course of studies?

- European Studies, track:
- Arts and Culture, track:

14) (*Only if "Economics and Business Administration"*) What is your course of studies?

- International Business Economics (IBE)
- International Economics Studies (IES)
- Infonomics (INF)
- International Business (IB)
- Econometrics and Operational Research (ECT)
- Fiscal Economics

15) (*Only if "Health Sciences"*) What is your course of studies?

- Health Sciences, track:
- Molecular Life Sciences

- European Public Health

16) (Only if "Law") What is your course of studies?

- Dutch Law
- European Law School
- Fiscal Law

17) In which year of your studies are you?

- 1
- 2
- 3
- 4
- 5
- 6

18) To which student association(s) are you related? (Multiple choice possible)

- Circumflex
- KoKo
- Tragos
- Independent fraternity/sorority
- Sport association
- Study association, namely:
- Other association, namely:

19) What is your gender?

- Male
- Female

20) Do you have any other remarks or suggestions about *Maastricht Debates* that you would like to share?

21) If you want to participate in the lottery for the free dinner at Casa Bassin, please leave your e-mail address below:

Questionnaire for professionals

The *Maastricht Debates* is a platform for debate and networking for and by Maastricht organisations and actors. It aims to be a prominent manifestation of the intellectual richness of the Maastricht region, a reference point for debate among students and professionals and a policy instrument for the local and provincial government. The focus of the monthly debates is on issues of international cooperation and globalisation, an area of expertise of a large number of Maastricht-based institutes and linked with the content of the Maastricht Treaty as signed by the European leaders in 1992.

Please see <http://www.maastrichtdebates.net> for more information about the *Maastricht Debates*.

This questionnaire aims to examine the degree to which staff members of internationally oriented institutes in Maastricht are interested in this initiative, as well as to find out a number of their preferences that could be useful in the organisation of the events.

1) Did you ever hear about the *Maastricht Debates* before? Yes/No

b. How did you hear about the *Maastricht Debates* (multiple response possible)? *NB*

This question will only need to be answered if they answered 'Yes' above

- Email announcement
- Colleagues
- Friends
- Flyers
- Web announcement, on the following website:
- Other, being:

2) I would be interested in visiting an event organised by *Maastricht Debates*

Totally disagree, disagree, neutral, agree, totally agree

3) The following would be reasons for me to attend the *Maastricht Debates*:

Totally disagree, disagree, neutral, agree, totally agree

- professional interest

- personal interest
 - the possibility to meet people in this specific field
 - the interactive nature of the event
 - Other reasons for me to attend could be: (optional)
- 4) Are you interested in meeting colleagues working at other internationally oriented institutes in Maastricht? Yes/No
- 5) *NB This question will only need to be answered if they answered "yes" above.* The following are reasons for me to be interested in meeting colleagues working at other internationally oriented institutes: Strongly disagree, disagree, neutral, agree, strongly agree
- Sociability
 - To expand my network
 - To do business
 - Research and Education
 - Other reasons for me to be interested in meeting colleagues could be:
- 6) I feel there are opportunities frequently enough to meet colleagues in Maastricht and its region. Strongly disagree, disagree, neutral, agree, strongly agree
- 7) I feel the organisation I work for could accomplish more with respect to its goals if it would interact more with other internationally oriented institutes in the region. Strongly disagree, disagree, neutral, agree, strongly agree
- 8) The *Maastricht Debates* are complementary to the activities of my organisation. Strongly disagree, disagree, neutral, agree, strongly agree
- 9) I find it interesting to meet and debate with students interested in international cooperation and globalisation. Strongly disagree, disagree, neutral, agree, strongly agree
- 10) How often do you think you would like to visit the *Maastricht Debates*?
- never

- once a year
- twice a year
- four times a year
- once a month
- twice a month
- weekly

Maastricht Debates is planning to schedule the events in the evening on working days.

11) Which time slots would have your preference? (multiple choice)

- 5-7 pm
- 6-8 pm
- 7-9 pm
- 8-10 pm
- 9-11 pm
- Other, being:

12) Did you ever attend a debate or lecture comparable to the *Maastricht Debates* in Maastricht before? Yes/no

a. How often in the last year? *NB This question will only need to be answered if they answered 'Yes' above*

- never (in the last year)
- once
- 2-3 times
- 4-5 times
- more than 5 times

The *Maastricht Debates* will treat topics that are related to international cooperation and globalisation.

13) I am interested in the covering themes of the *Maastricht Debates*

Totally disagree, disagree, neutral, agree, totally agree

14) Please rate the following themes on a scale from 1 to 10 on how interesting you would consider them for the *Maastricht Debates*? (the list of ten themes of Mr. Leonards)

Very uninteresting

Very interesting

1

10

- climate change
- trade, including product chain management
- information and research for development
- political systems, including alternatives for liberal democracy
- European development cooperation
- fragile states
- conditional loans, governance, democracy
- role of civil society in development
- migration and development
- corporate social responsibility, related to development

15) Is there a specific theme in the area of international cooperation and globalisation that you find particularly interesting? Yes, being:/No

16) Would you be willing to contribute to the organisation and/or the content of an evening organised around this theme? Yes/No

- a. a) In what way do you think you would be able to contribute to this evening?
(open) *NB This question will only need to be answered if they answered 'Yes' above*

Personal data

17) To which organisation are you related?

- ECDPM
- EIPA
- EJC
- MUNDO
- UM
- UNU-MERIT
- Other, being:

18) (Only if "UM") To which faculty are you related?

- Arts and Social Sciences
- Economics and Business Administration
- Health Sciences
- Law
- Life Sciences
- Medicine
- Psychology

19) In which function do you operate in your organisation?

- Director
- Policy officer
- Project coordinator
- Support staff
- Other being:

20) What is your nationality?

- Dutch
- Other, being:

21) What is your age?

- Below 26 years old
- 26-35 years old
- 36-45 years old
- 46-55 years old
- more than 55 years old

22) What is your gender?

- Male
- Female

23) Would you like to be informed about future events organised by *Maastricht Debates*?

- Yes, on this email address:
- No
- I am already on the mailing list

24) Do you have any other remarks or suggestions about *Maastricht Debates* that you would like to share?

Questionnaire for the visitors of the pilot debates

Dear Sir/Madam,

On December 19th you attended the lecture “Governance Challenges in Africa”, organised by *ECDPM* and *Maastricht Debates*. Since this was the kick-off of the *Maastricht Debates*, we are curious about how you experienced the event. Therefore we would like to ask you to fill in a short questionnaire that can be found under this link:

-link-

The questionnaire will take only a few minutes of your time. Furthermore, it gives you the opportunity to indicate if you would like to be kept informed about upcoming events of *Maastricht Debates*.

Maastricht Debates (<http://www.maastrichtdebates.net>) is set up as a platform for debate and networking for and by Maastricht organisations and actors on issues of international cooperation and globalization. Upcoming events will be more interactive in nature than the lecture of December 19th. The next debate will be on Youth and Education, Tuesday 23 January at 8 PM.

In case you indicated that you would like to receive a copy of the lecture, this will be sent to you by *ECDPM*.

Thank you in advance for your cooperation.

With kind regards,

On behalf of the *Maastricht Debates*

UniPartners Maastricht

Please click here: [-link-](#) to fill out the questionnaire

Source

1) Through which channel(s) did you hear about the event? *(multiple choice)*

- § Colleagues
- § ECDPM mailing *(only in the evaluation of the first pilot)*
- § Email announcement
- § Fellow students
- § Friends
- § Flyers
- § Professor
- § Web announcement, on the following website:
- § Other, being:

Motivation

The following elements were important in my decision to attend the event

(1-5 Likert scale: 1=Strongly disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly agree)

- 2) Professional or study-related interest *(1-5 Likert scale)*
- 3) Personal interest *(1-5 Likert scale)*
- 4) The possibility to meet (other) people in the field *(1-5 Likert scale)*
- 5) Anniversary of ECDPM *(only in the evaluation of the first pilot) (1-5 Likert scale)*
- 6) The interactive nature of the event *(1-5 Likert scale)*
- 7) Other reasons for me to attend the event were: *(optional)*

Expectations

- 8) The lecture did meet up to my expectations (1-5 Likert scale)
9) Why? (open question)

Evaluation

- 10) The content of the event was to my liking (1-5 Likert scale)
11) The diversity of speakers was to my liking (1-5 Likert scale)
12) The amount of interactivity was to my liking (1-5 Likert scale)
13) The location of the event was to my liking (1-5 Likert scale)
14) The event was relevant for my work / study (1-5 Likert scale)
15) The duration of the event was to my liking (1-5 Likert scale)
16) The time was to my liking (1-5 Likert scale)

Future events

- 17) Would you be interested in the next event organised by *Maastricht Debates*, -description-?
§ Yes
§ Maybe
§ No
- 18) Would you recommend the *Maastricht Debates* to others?
§ Yes
§ No
- 19) Would you like to be informed about future events organised by *Maastricht Debates*?
§ Yes, on the following email address:
§ No
§ I already am on the mailing list

Personal information

- 20) What is your occupation?
§ Policy officer
§ Project coordinator
§ Student
§ Support staff
§ University staff
§ Other, being:

21) To which organisation are you related?

§ ECDPM

§ MUNDO

§ Municipality Maastricht

§ UM – from this faculty:

Other remarks

22) Do you have any other remarks or ideas about the event you would like to share?

Thank you for your cooperation!

This questionnaire was adapted for the two subsequent pilot debates.

Appendix B: SPSS Outputs

Questionnaire among students

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I would be interested in visiting an event organised by Maastricht Debates	335	3,46	,937	,051
Study-related interest	335	3,71	,927	,051
Personal interest	335	4,07	,847	,046
The possibility to meet (other) people in the field	335	3,11	1,038	,057
The interactive nature of the event	335	3,08	,969	,053
I am interested in the covering themes of the Maastricht Debates	335	3,57	,997	,054

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I would be interested in visiting an event organised by Maastricht Debates	8,923	334	,000	,457	,36	,56
Study-related interest	14,030	334	,000	,710	,61	,81
Personal interest	23,102	334	,000	1,069	,98	1,16
The possibility to meet (other) people in the field	2,001	334	,046	,113	,00	,22
The interactive nature of the event	1,579	334	,115	,084	-,02	,19
I am interested in the covering themes of the Maastricht Debates	10,522	334	,000	,573	,47	,68

Ranks

To what faculty or		N	Mean Rank
I would be interested in visiting an event organised by Maastricht Debates	Arts and Social Sciences	74	221,87
	Economics and Business Administration	68	176,14
	Health Sciences	43	145,29
	Law	30	178,95
	Life Sciences	3	145,67
	Medicine	75	120,67
	Psychology	19	112,71
	Hogeschool Zuyd	2	227,00
	Other, being:	21	199,31
	Total	335	

Test Statistics^{a,b}

	I would be interested in visiting an event organised by Maastricht Debates
Chi-Square	60,266
df	8
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: To what faculty or school are you related?

Descriptives

		N	Mean	Std. Deviation	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Study-related interest	Arts and Social Sciences	74	4,01	,802	3,83	4,20
	Economics and Business Administration	68	3,72	,895	3,50	3,94
	Health Sciences	43	3,47	,935	3,18	3,75
	Law	30	3,70	,952	3,34	4,06
	Life Sciences	3	3,67	,577	2,23	5,10
	Medicine	75	3,63	,912	3,42	3,84
	Psychology	19	3,53	,964	3,06	3,99
	Hogeschool Zuyd	2	3,00	1,414	-9,71	15,71
	Other, being:	21	3,67	1,238	3,10	4,23
	Total	335	3,71	,927	3,61	3,81
Personal interest	Arts and Social Sciences	74	4,34	,688	4,18	4,50
	Economics and Business Administration	68	4,13	,790	3,94	4,32
	Health Sciences	43	4,00	,787	3,76	4,24
	Law	30	4,00	,983	3,63	4,37
	Life Sciences	3	3,33	1,155	,46	6,20
	Medicine	75	3,99	,814	3,80	4,17
	Psychology	19	3,47	1,073	2,96	3,99
	Hogeschool Zuyd	2	3,50	,707	-2,85	9,85
	Other, being:	21	4,14	1,014	3,68	4,60
	Total	335	4,07	,847	3,98	4,16

Ranks

To what faculty or		N	Mean Rank
Study-related interest	Arts and Social Sciences	74	197,78
	Economics and Business Administration	68	166,34
	Health Sciences	43	143,37
	Law	30	167,28
	Life Sciences	3	150,67
	Medicine	75	160,36
	Psychology	19	151,00
	Hogeschool Zuyd	2	108,50
	Other, being:	21	170,71
	Total	335	

Test Statistics^{a,b}

	Study-related interest
Chi-Square	14,430
df	8
Asymp. Sig.	,071

a. Kruskal Wallis Test

b. Grouping Variable: To what faculty or school are you related?

Ranks

To what faculty or		N	Mean Rank
Personal interest	Arts and Social Sciences	74	196,25
	Economics and Business Administration	68	173,30
	Health Sciences	43	156,97
	Law	30	165,87
	Life Sciences	3	99,83
	Medicine	75	156,68
	Psychology	19	115,61
	Hogeschool Zuyd	2	90,75
	Other, being:	21	181,86
	Total	335	

Test Statistics(a,b)

	Personal interest
Chi-Square	20,781
df	8
Asymp. Sig.	,008

a Kruskal Wallis Test

b Grouping Variable: To what faculty or school are you related?

Descriptives

The possibility to meet (other) people in the field

	N	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Arts and Social Sciences	74	3,47	1,023	3,24	3,71
Economics and Business Administration	68	3,13	1,064	2,87	3,39
Health Sciences	43	3,07	,884	2,80	3,34
Law	30	3,27	,785	2,97	3,56
Life Sciences	3	2,33	,577	,90	3,77
Medicine	75	2,84	,987	2,61	3,07
Psychology	19	2,58	,961	2,12	3,04
Hogeschool Zuyd	2	4,00	1,414	-8,71	16,71
Other, being:	21	3,14	1,424	2,49	3,79
Total	335	3,11	1,038	3,00	3,22

Ranks

	To what faculty or	N	Mean Rank
The possibility to meet (other) people in the field	Arts and Social Sciences	74	199,89
	Economics and Business Administration	68	169,01
	Health Sciences	43	165,53
	Law	30	182,30
	Life Sciences	3	91,00
	Medicine	75	143,77
	Psychology	19	120,89
	Hogeschool Zuyd	2	238,00
	Other, being:	21	170,43
	Total	335	

Test Statistics^{a,b}

	The possibility to meet (other) people in the field
Chi-Square	22,539
df	8
Asymp. Sig.	,004

a. Kruskal Wallis Test

b. Grouping Variable: To what faculty or school are you related?

Ranks

	To what faculty or	N	Mean Rank
The interactive nature of the event	Arts and Social Sciences	74	193,43
	Economics and Business Administration	68	172,10
	Health Sciences	43	169,65
	Law	30	169,92
	Life Sciences	3	193,67
	Medicine	75	141,96
	Psychology	19	121,24
	Hogeschool Zuyd	2	268,00
	Other, being:	21	181,10
	Total	335	

Test Statistics^{a,b}

	The interactive nature of the event
Chi-Square	19,621
df	8
Asymp. Sig.	,012

a. Kruskal Wallis Test

b. Grouping Variable: To what faculty or school are you related?

Descriptives

How often do you think you would like to visit the Maastricht Debates?

	N	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Arts and Social Sciences	74	4,20	1,060	3,96	4,45
Economics and Business Administration	68	3,13	1,315	2,81	3,45
Health Sciences	43	2,74	1,382	2,32	3,17
Law	30	3,20	1,186	2,76	3,64
Life Sciences	3	3,00	,000	3,00	3,00
Medicine	75	2,60	,986	2,37	2,83
Psychology	19	2,68	1,293	2,06	3,31
Hogeschool Zuyd	2	3,00	1,414	-9,71	15,71
Other, being:	21	3,52	1,327	2,92	4,13
Total	335	3,20	1,313	3,06	3,34

Ranks

	To what faculty or	N	Mean Rank
How often do you think you would like to visit the Maastricht Debates?	Arts and Social Sciences	74	241,41
	Economics and Business Administration	68	163,53
	Health Sciences	43	129,60
	Law	30	167,62
	Life Sciences	3	157,50
	Medicine	75	125,84
	Psychology	19	127,71
	Hogeschool Zuyd	2	155,25
	Other, being:	21	192,71
	Total	335	

Test Statistics^{a,b}

	How often do you think you would like to visit the Maastricht Debates?
Chi-Square	72,028
df	8
Asymp. Sig.	,000

a. Kruskal Wallis Test

b. Grouping Variable: To what faculty or school are you related?

Descriptives

I am interested in the covering themes of the Maastricht Debates

	N	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Arts and Social Sciences	74	3,96	,913	3,75	4,17
Economics and Business Administration	68	3,93	,759	3,74	4,11
Health Sciences	43	3,33	,892	3,05	3,60
Law	30	3,60	1,102	3,19	4,01
Life Sciences	3	3,00	1,000	,52	5,48
Medicine	75	3,13	,949	2,91	3,35
Psychology	19	2,89	1,049	2,39	3,40
Hogeschool Zuyd	2	4,00	,000	4,00	4,00
Other, being:	21	3,76	1,179	3,23	4,30
Total	335	3,57	,997	3,47	3,68

Ranks

To what faculty or		N	Mean Rank
I am interested in the covering themes of the Maastricht Debates	Arts and Social Sciences	74	204,39
	Economics and Business Administration	68	200,25
	Health Sciences	43	140,66
	Law	30	174,95
	Life Sciences	3	110,67
	Medicine	75	125,31
	Psychology	19	110,05
	Hogeschool Zuyd	2	209,00
	Other, being:	21	190,57
	Total	335	

Test Statistics(a,b)

	I am interested in the covering themes of the Maastricht Debates
Chi-Square	51,076
df	8
Asymp. Sig.	,000

a Kruskal Wallis Test

b Grouping Variable: To what faculty or school are you related?

Questionnaire among professionals

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I would be interested in visiting an event organised by Maastricht Debates	61	4,00	,816	,105

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I would be interested in visiting an event organised by Maastricht Debates	9,566	60	,000	1,000	,79	1,21

Test Statistics^{a,b}

	I would be interested in visiting an event organised by Maastricht Debates
Chi-Square	5,128
df	4
Asymp. Sig.	,274

a. Kruskal Wallis Test

b. Grouping Variable: In which function do you operate in your organisation?

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Professional interest	61	4,20	,703	,090

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Professional interest	13,298	60	,000	1,197	1,02	1,38

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Personal interest	61	3,93	,981	,126

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Personal interest	7,440	60	,000	,934	,68	1,19

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The possibility to meet (other) people in the field	61	3,97	,912	,117

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The possibility to meet (other) people in the field	8,281	60	,000	,967	,73	1,20

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The interactive nature of the event	61	3,59	,938	,120

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The interactive nature of the event	4,916	60	,000	,590	,35	,83

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Sociability	57	3,56	,907	,120

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Sociability	4,675	56	,000	,561	,32	,80

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I feel there are opportunities frequently enough to meet colleagues in Maastricht and its region	61	2,61	1,053	,135

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I feel there are opportunities frequently enough to meet colleagues in Maastricht and its region	-2,918	60	,005	-,393	-,66	-,12

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I feel the organisation I work for could accomplish more with respect to its goals if it would interact more with other internationally oriented institutes in Maastricht and its region	61	3,75	,907	,116

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I feel the organisation I work for could accomplish more with respect to its goals if it would interact more with other internationally oriented institutes in Maastricht and its region	6,497	60	,000	,754	,52	,99

Questionnaire among visitors of the pilot debates

Pilot 1

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Professional or study-related interest	35	3,80	1,256	,212

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Professional or study-related interest	3,769	34	,001	,800	,37	1,23

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Personal interest in the theme of the lecture	35	3,97	1,248	,211

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Personal interest in the theme of the lecture	4,604	34	,000	,971	,54	1,40

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The possibility to meet (other) people in the field	35	3,14	1,004	,170

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The possibility to meet (other) people in the field	,842	34	,406	,143	-,20	,49

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The possibility to meet (other) people in the field	13	1	5	3,46	1,266
Valid N (listwise)	13				

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The content of the event was to my liking	35	3,31	1,105	,187

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The content of the event was to my liking	1,682	34	,102	,314	-,07	,69

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The location of the event was to my liking	35	4,43	,698	,118

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The location of the event was to my liking	12,106	34	,000	1,429	1,19	1,67

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The duration (1 hour) was to my liking	35	3,54	1,120	,189

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The duration (1 hour) was to my liking	2,866	34	,007	,543	,16	,93

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The time (6-7pm) was to my liking	35	3,80	1,023	,173

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The time (6-7pm) was to my liking	4,625	34	,000	,800	,45	1,15

Pilot 2

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Professional or study-related interest	31	3,87	,991	,178

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Professional or study-related interest	4,892	30	,000	,871	,51	1,23

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Personal interest in the theme of the lecture	31	4,48	,626	,112

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Personal interest in the theme of the lecture	13,206	30	,000	1,484	1,25	1,71

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The possibility to meet (other) people in the field	31	3,26	,999	,179

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The possibility to meet (other) people in the field	1,438	30	,161	,258	-,11	,62

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The possibility to meet (other) people in the field	5	3,60	,894	,400

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The possibility to meet (other) people in the field	1,500	4	,208	,600	-,51	1,71

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The interactive nature of the event	31	3,48	1,061	,190

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The interactive nature of the event	2,540	30	,016	,484	,09	,87

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The event did meet up to my expectations	31	3,68	,702	,126

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The event did meet up to my expectations	5,375	30	,000	,677	,42	,93

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The content of the event was to my liking	30	4,10	,662	,121

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The content of the event was to my liking	9,104	29	,000	1,100	,85	1,35

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The diversity of speakers was to my liking	30	3,50	,861	,157

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The diversity of speakers was to my liking	3,181	29	,003	,500	,18	,82

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The amount of interactivity was to my liking	30	3,43	,898	,164

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The amount of interactivity was to my liking	2,644	29	,013	,433	,10	,77

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The event was relevant for my work/study	30	3,40	1,037	,189

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The event was relevant for my work/study	2,112	29	,043	,400	,01	,79

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The duration (2 hours) was to my liking	30	3,53	1,042	,190

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The duration (2 hours) was to my liking	2,804	29	,009	,533	,14	,92

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The time (8-10pm) was to my liking	30	3,97	,809	,148

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The time (8-10pm) was to my liking	6,547	29	,000	,967	,66	1,27

Pilot 3

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Professional or study-related interest	40	3,63	1,275	,202

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Professional or study-related interest	3,101	39	,004	,625	,22	1,03

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The possibility to meet (other) people in the field	40	2,65	1,027	,162

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The possibility to meet (other) people in the field	-2,156	39	,037	-,350	-,68	-,02

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The amount of interactivity was to my liking	40	3,65	,975	,154

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The amount of interactivity was to my liking	4,215	39	,000	,650	,34	,96

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The event was relevant for my work/study	40	3,30	1,285	,203

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The event was relevant for my work/study	1,477	39	,148	,300	-,11	,71

Appendix C: In-depth interviews

Interview 1: Han Aarts

Verslag Diepte-interview nr. 1, Maastricht Debates

20 december 2006, 17-18 uur, Minderbroedersberg

Aanwezig: Dhr. Aarts (Directeur Mundo), Sjors Martens en Sander van Herpen (Junior Consultants UniPartners Maastricht)

Het gesprek dient als eerste diepte-interview dat aan de basis staat voor het verdere verloop van het onderzoek. Als doel van het gesprek geldt het vergaren van informatie over het contacteren van de studentenpopulatie van de UM en het bespreken van de enquête die naar deze studenten zal worden verstuurd.

Nadat iedereen zich had geïntroduceerd en het doel van het gesprek aan dhr. Aarts duidelijk was gemaakt, is door de Junior Consultants kort uitgelegd hoe zij het onderzoek plannen op te zetten. Hierin kwam naar voren dat er drie groepen mensen benaderd worden voor het onderzoek, te weten studenten, professionals en bezoekers van pilot debatten.

In dit gesprek zullen vooral manieren besproken worden om de studentenpopulatie te benaderen, maar dhr. Aarts geeft aan ook wel wat kennis te hebben over de instituten die zich rond Maastricht bevinden. Hieronder volgt een opsomming van de instellingen die volgens dhr. Aarts in aanmerking komen:

Buiten de UM:

- ECDPM
- EIPA: European Institute for Public Administration, vanwege de internationale invalshoek en het feit dat er een aantal mensen rondlopen die zich bezig houden met ontwikkelingssamenwerking.
- MSM: Maastricht School of Management, dit is een instituut met in potentie veel geïnteresseerden.
- UNU MERIT: United Nations University, is samengegaan met MERIT. Luc Soete staat aan het hoofd van deze organisatie.
- EJC: European Journalism Centre

- Mondiaal Centrum van Gemeente Maastricht, is een soort koepel van kleinschalige initiatieven van Maastrichtse burgers.

Binnen de UM:

- Mundo, dat bestaat uit ongeveer 10 mensen. Het mooie zou zijn als deze mensen een sneeuwbaaleffect veroorzaken
- Faculteit Arts & Science: Staf en studenten van University College, ICES (van Pim Martens), Maastricht Graduate School of Governance
- Faculteit Cultuurwetenschappen: Staf van minor Globalisation and Diversity (van Chris Leonards, en van minor European Studies. Verder de onderzoeksgroep rond Wiebe Bijker, met een invalshoek rond ontwikkelingssamenwerking
- FdEWB: MERIT is een groot instituut met een grote groep PhD studenten uit ontwikkelingslanden. Ook verenigingen van AIESEC en ESN.
- FdGeneeskunde: International Track geneeskunde (vooral de studenten zullen geïnteresseerd zijn), de organisatie van MUSTANG. Bovendien zullen de studenten en staf van het tropenblok bovenmatige interesse hebben. Ook het onderwijsinstituut Geneeskunde, waaronder NETWORK secretariaat valt (6 a 7 mensen) en SHE (School of Health professions Education) werkt ook globaal
- FdGW: Staf van Master in Public Health (al zullen vooral de studenten interesse hebben)
- FdP: Hier heeft dhr. Aarts nauwelijks weet van initiatieven op het gebied van globalisering en ontwikkelingssamenwerking. Misschien dat de ReSHAPE groep, mensen die zich met Aids-problematiek bezig houden, en zich verspreiden over psychologie GW en geneeskunde.
- FdR: Vakgroep internationaal recht, onderzoeksinstituut Metro, Magista Iuros Comunis (MIC), European Law School
- Onder SSC valt het Centre for European Studies, met vooral Amerikaanse studenten, die vaak veel interesse in deze zaken hebben.

Studenten

Om de studenten te benaderen zou het het makkelijkst zijn om het SSC te vragen om de mailinglijst met de emailadressen van alle studenten. Het probleem is alleen dat dit vaak niet is toegestaan vanwege de privacywetgeving. In het verleden is gebleken dat alleen bij hoge uitzondering een e-mail gericht kan worden aan alle studenten. Het is toch de moeite waard om het bij Renee Verspeek (directeur van het SSC) te proberen met een brief. In deze brief moet dan

staan: het onderzoek, de opdrachtgevers (noem: Chris Leonards en Han Aarts en Thomas Ziesemer). Het kan zijn dat hij een hand over zijn hart strijkt. Het is niet verstandig om deze brief voor de kerst te sturen, beter is om hem vanaf 9 januari te sturen. Anders belandt de brief op een hoge stapel.

De Stermail zou ook het proberen waard kunnen zijn, hiervoor is het handig om de PR medewerkster te benaderen. Het nadeel is alleen dat ondanks de grote verspreiding, de respons vaak erg laag is.

Als alternatieve tactiek geldt het aanschrijven van medewerkers binnen een faculteit die vervolgens de e-mails binnen die faculteit verspreiden. Hiervoor hebben we een lijst met contactpersonen gekregen van dhr. Mudde en dhr. Leonards. Met dhr. Aarts wordt deze lijst vervolgens doorgenomen en van aanvullingen voorzien.

- Rechten: Via dhr. Mudde, dhr. Aarts geeft aan dat het ook verstandig kan zijn om de portefeuillehouder onderwijs aan te schrijven
- UCM: Gerard Korsten, de directeur staat open voor dit soort initiatieven
- GW: Anja Krumeich, opleidingsdirecteur voor master of public health. Dhr. Aarts geeft aan dat prof. Wim Groot de opleidingsdirecteur van deze faculteit is die internationaal georiënteerd is.
- FdP: Ina Engelen, coördinator van uitwisselingsprogramma's. Loes Mallee, al kan die nu al weg zijn.
- FdC: Chris Leonards
- FdEWB: Thomas Ziesemer
- FdG: Gerard Majoor, is coördinator van internationaal traject.
- Kennistechnologie en Hogeschool Zuyd: Pim Martens, maar dhr. Aarts geeft aan dat deze man zijn eigen instituut. Gerard Korsten is directeur van Faculty of Humanities and Sciences, waar dit onder valt. Het is misschien verstandiger om het via hem te spelen.
- Hogeschool Zuyd: Pim Martens, maar deze acht dhr. Aarts niet bij machte om hier emails te verspreiden. Het beste is daar om het internationale bureau te benaderen, de contactpersoon daar heet Albert Schram. Hoewel deze op de Hotelschool zit, het is twijfelachtig of deze groep hier interesse in heeft.

Het heeft de aanbeveling om het zowel via de contactpersonen en de stermail te proberen. In het verleden is gebleken dat het vooral loont om via mensen binnen te komen.

Buitenlandse studenten hebben vaak veel interesse in thema's als deze, het probleem is alleen dat deze moeilijk te bereiken zijn en dat de groep snel wisselt. Het ESN zou veel hulp kunnen bij het benaderen van deze buitenlandse studenten.

Enquête

Met dhr. Aarts wordt de opzet van de enquête besproken die aan het einde van dit document staat. Vervolgens zijn we alle vragen doorgelopen, de opmerkingen van dhr. Aarts staan schuingedrukt achter de vraag.

Opzet enquête voor studenten

Beschrijving MD en doel enquête.

22) Persoonlijke gegevens

- a. Welke faculteit, studie?
- b. Welk jaar?
- c. Leeftijd, geslacht

Geen opmerkingen.

23) Heeft u al eens van de Maastricht Debates gehoord?

- a. Zo ja, hoe? (Van vrienden, vanuit UM, van collegae, via website, overig...)

Geen opmerkingen.

24) Zou u belangstelling hebben voor dergelijke activiteiten? (Likert Scale)

25) Wat zouden voor u redenen zijn om belangstelling te hebben? (Mogelijke redenen o.a. studiegerelateerde belangstelling, persoonlijke belangstelling, mogelijkheid om in contact te komen met mensen die zich hier mee bezig houden) Ja/nee of Likert Scale?

26) Wat zouden voor u redenen zijn om geen belangstelling te hebben? (Al voldoende informatie over thema, geen belangstelling, vorm staat me niet aan, geen tijd, andere redenen...) *NB Misschien beter alle redenen onder elkaar zetten en ze beoordelen met een Likert Scale met 1=Sterke reden om niet te komen, 5=Sterke reden om wel te komen.*

Dhr. Aarts geeft aan dat hij het meeste voelt voor het noemen van redenen en dan de mensen deze te laten beoordelen met een schaal. "Persoonlijke belangstelling" zou hij vervangen in "Interesse in de

problematiek". Een toevoeging zou "carrièreperspectief" kunnen zijn. Ook zou hij graag een mogelijkheid open laten om de mensen een open antwoord te geven.

Dhr. Aarts is voorstander van een vierstapsschaal ipv vijfstaps, maar hij ziet in dat er ook een hoop bezwaren tegen zijn.

27) Zou u tijd hebben voor een dergelijke avond?

- a. Eventueel vragen naar voorkeuren van tijd en frequentie (tijdslots aanbieden)

Dhr. Aarts zou vooral willen weten hoe vaak de mensen een dergelijk evenement willen (frequentie), en de duur van deze cyclus. Een open vraag zou niet geschikt zijn voor deze vraag.

28) Bent u eerder naar een dergelijk debat/lezing in Maastricht geweest?

- a. Welke dan?
b. Beviel het?

Het belangrijkste is ja/nee, de vraag "welke dan" levert vooral kwalitatieve informatie. Dhr. Aarts zou "beviel het" weglaten, omdat dat geen relevante antwoorden oplevert. De vraag, "hoe vaak in het afgelopen jaar" zal wel interessante antwoorden opleveren.

29) Wat zou u interessante onderwerpen vinden op een dergelijk avond?

- a. Lijst van dhr. Leonards gebruiken

Met steekwoorden

30) Hoe zou u op de hoogte willen worden gehouden over dit initiatief? (e-mail, internetforum, nieuwsbrief, niet)

31) Is er een specifiek thema binnen de context van internationale samenwerking en globalisering dat u interessant vindt?

- a. Zou u willen bijdragen aan de organisatie van de behandeling van dit specifieke thema?

32) Vraag over niveau van de debates (inleidend, diepe discussie, etc.)?

Mensen schatten zichzelf vaak te hoog in. Kort door de bocht: deze vraag levert nauwelijks bruikbare informatie op.

Toevoegingen van dhr. Aarts:

- Eindigen met een open vraag waarin mensen ideeën kunnen geven.
- Vraag 2 valt nogal met de deur in huis. Beter zou het misschien zijn: Eerst peilen of mensen überhaupt belangstelling hebben in deze problematiek, en evenementen op dit terrein. En dan pas: hebt u wel eens van de MD gehoord. Dan kan vraag 3 ook concreter met: *Hebt u belangstelling in dit initiatief?*

- Hij vindt het een complete enquête. Maar wat interessant zou kunnen zijn:
 - o Hebben mensen wel eens van Global Culture Nights (van het Studium Generale) gehoord? En bezocht?
 - o Het plaatsen van mensen op het politieke spectrum (links-rechts met schaal, en zonder midden)
 - o Bent u zelf actief op het gebied van deze thematiek? Zo ja, wat?

Afsluiting

Dhr. Aarts werd bedankt en er werd afgesproken elkaar op de hoogte te houden.

Interview 2: Simone van der Steen

Verslag Diepte-interview nr. 2, Maastricht Debates

21 december 2006, 15-16 uur, Randwycksingel 22

Aanwezig: Simone van der Steen (Beleidsmedewerkster Gemeente Maastricht), Sjors Martens en Sander van Herpen (Junior Consultants UniPartners Maastricht)

Het gesprek dient als tweede diepte-interview dat aan de basis staat voor het verdere verloop van het onderzoek. Als doel van het gesprek geldt het vergaren van informatie over het contacteren van de organisaties die zich professioneel bezig houden met onderwerpen omtrent internationale samenwerking en het bespreken van de enquête die naar deze organisaties zal worden verstuurd.

Nadat ze zich hadden geïntroduceerd en het doel van het gesprek met mevr. Van der Steen was besproken, is door de Junior Consultants kort uitgelegd hoe zij het onderzoek plannen op te zetten. Hierin kwam naar voren dat er drie groepen mensen benaderd worden voor het onderzoek, te weten: studenten, professionals en bezoekers van pilot-debatten.

Mevr. Van der Steen werkt bij de Gemeente bij de afdeling Economie, en houdt zich onder andere bezig met internationale instituten. Circa twee jaar geleden is er een inventarisatie gehouden van internationaal georiënteerde instituten, toen waren dat er circa 120. Het gros is verbonden met Universiteit of Hogeschool. Dan zijn er nog een aantal grote instituten die op zichzelf staan, bijvoorbeeld UNU/INTEC (gelieerd aan UN), EJC (Europees georiënteerd), Center for European Studies. Uit dit onderzoek is gebleken dat deze instituten erg divers zijn en dat ook hun medewerkers moeilijk gezamenlijk aan te spreken zijn omdat ze zo verschillend zijn.

Mensen van deze organisaties lopen soms wat verloren door de stad, er is geen internationale setting voor deze mensen. Voor bijvoorbeeld internationale studenten is er wel veel geregeld maar voor deze mensen niet.

De Gemeente heeft een aantal keren iets georganiseerd voor deze internationale instituten, maar het bleek toch erg moeilijk om deze mensen allemaal tegelijk aan te spreken onder een gezamenlijke noemer. De een wil graag een luchtige bijeenkomst, de ander wil juist een inhoudelijke bijeenkomst. Ook de belangstellingen van deze groep variëren nogal. Daardoor is deze groep moeilijk te vatten. De Gemeente is daarom ook erg geïnteresseerd in de uitkomsten van het onderzoek dat UniPartners Maastricht nu gaat uitvoeren.

Een ander punt is dat internationale mensen vaak ook niet weten wat er precies georganiseerd wordt; de informatievoorziening is beperkt.

Belangrijkste instituten

UniPartners Maastricht wil graag een overzicht van de instituten die benaderd kunnen worden voor het onderzoek. Volgens Mevr. Van der Steen is het het beste om ons te richten op de grootste instituten. Mevr. Van der Steen zet de belangrijkste instituten voor ons op een rijtje, inclusief contactpersoon waar mogelijk.

UNU/INTEC: Luc Soete is de directeur, via hem kunnen we het beste hen contacteren. Er is veel verloop binnen dit instituut. Ongeveer 20 vaste medewerkers maar ook veel variabelen.

Maastricht School of Management: Organiseren veel zelf, maar hun studenten missen toch iets in de stad en zouden zeker geïnteresseerd kunnen zijn. De studenten hier zijn al te beschouwen als professionals. Ronald Tuninga is hier decaan, hij zou een goede contactpersoon kunnen zijn.

Europees Journalisten Centrum: Zij hebben meegewerkt in het verleden aan de website met alle Maastrichtse instituten, maar daar zaten fouten in en er waren problemen mee. Zij zijn nu opnieuw bezig met zo'n website, geheel vernieuwd. Daarom zijn ze nu instituten aan het benaderen wat ze zouden willen delen op zo'n website. Ze willen daar bijvoorbeeld ook een agenda op zetten met wat er gebeurt in de stad. Marjan Tulmans is degene die deze instituten contacteert. Er werken ca. 10 mensen vast bij het EJC.

ECDPM: Paul Engel, directeur, kunnen we contacteren.

EIPA: Groot instituut met veel medewerkers en een nieuwe directeur. Zij hebben vaak mensen te gast die ook interessant zouden kunnen zijn als spreker voor een debat. Ze hebben een groot netwerk. Dit geldt ook wel voor de Maastricht School of Management.

Binnen de Universiteit: Mundo, Studium Generale.

Er kan dus ook worden geconcludeerd dat de groep mensen verbonden aan deze internationale instituten erg fluctueert.

We zouden ook naast internationale instituten het internationale bedrijfsleven kunnen proberen te contacteren, zoals Mercedes en Vodafone maar ook DSM. Een laatste groep die interessant zou kunnen zijn is de International Women's Club. Zij willen meer structuur in het internationale leven in Maastricht. Contactpersoon hiervoor zou kunnen zijn Ulrika Heigel.

Wij wilden graag weten of de verschillende instituten in bepaalde categorieën op te delen zijn. Hierop biedt Mevr. Van der Steen aan om het onderzoek van twee jaar geleden op te sturen, aangezien hier een soort van onderverdeling in gemaakt is.

Verspreiding enquête

Het idee was om via één persoon per instituut de enquête binnen dit instituut te verspreiden. Volgens mevr. Van der Steen is het beter om bij elke organisatie een gesprek aan te gaan om te kijken hoe het binnen die organisatie het beste gedaan zou kunnen worden aangezien die mensen zelf het beste beeld daarvan hebben. Op deze manier zou de enquête per organisatie aangepast kunnen worden, en zou voorkomen kunnen worden dat er weinig respons zou komen. Echter, zijn wij natuurlijk aan bepaalde tijdslimieten gebonden. Volgens Mevr. Van der Steen moeten mensen er belang bij hebben om enquêtes in te vullen, anders doen ze het niet. Maar we zouden ook veel kunnen hebben aan gesprekken met mensen zoals de directeur van de Maastricht School of Management, als er niet zoveel respons op de enquêtes zou komen. Die weten goed wat er speelt binnen hun organisatie.

Er is nauwelijks communicatie tussen de verschillende instituten. Af en toe zijn er wel initiatieven geweest in deze richting maar deze zijn steeds stukgelopen op het feit dat ze heel weinig met elkaar gemeen hebben. Bovendien wisselen de mensen binnen deze instituten vaak en zijn ze vaak in het buitenland, hetgeen niet erg bevorderlijk is. Elk instituut organiseert wel eens wat, en dan worden de andere instituten af en toe ook wel aangeschreven, maar vaak weten ze toch niet van elkaar wat er gebeurt en lopen ze elkaar daardoor veel mis. Het zou mooi zijn als de Maastricht Debates door een vaste plek hier verandering in zou kunnen brengen.

Mevr. Van der Steen noemt als belangrijkste namen Marjan Tulmans (EJC) en Jannie de Vries (Medewerkster van het Kenniscentrum van de UM en verantwoordelijk voor de internationale P&O) om meer contactgegevens van internationale organisaties te achterhalen; verder ontvangen we nog het onderzoek van de Gemeente van twee jaar geleden.

Doorlopen enquête

Vervolgens hebben we met Mevr. Van der Steen onze opzet voor de enquête doorlopen, voor commentaar zie de schuingedrukte teksten.

Opzet Enquête voor professionals

Beschrijving MD en doel enquête. *Belangrijk om dit te doen. Maar wordt het iedere keer hetzelfde? Want anders is het moeilijk om interesse te peilen voor de reeks in het algemeen. Je zou kunnen vragen welke vorm voor de reeks de voorkeur van mensen zou genieten.*

1) Persoonlijke gegevens

- a. Bij welke organisatie werkt u? In welke functie?
- b. Waar houdt uw organisatie zich mee bezig? (eventueel categorieën van Van der Steen gebruiken)
- c. Leeftijd, geslacht

2) Heeft u al eens van de Maastricht Debates gehoord?

- d. Zo ja, hoe? (Van vrienden, vanuit organisatie, van collegae, via website, overig...)

3) Heeft u interesse in de thematiek van de Maastricht Debates?

4) Zou u belangstelling hebben voor dergelijke activiteiten? (Likert Scale)

5) Wat zouden voor u redenen zijn om belangstelling te hebben? (Mogelijke redenen o.a. professionele belangstelling, persoonlijke belangstelling, mogelijkheid tot netwerken met collegae -> Alle redenen onder elkaar zetten en ze beoordelen met een Likert Scale met 1=Helemaal geen sterke reden om te komen, 5=Heel sterke reden om te komen) *Inderdaad beter om het zo te vragen dan met: Is dit belangrijk, want dan krijg je steeds 'ja'. Toch vreest Mevr. Van der Steen dat mensen alle drie deze redenen even belangrijk vinden.*

6) Zou u tijd hebben voor een dergelijke avond?

- e. Eventueel vragen naar voorkeuren van tijd en frequentie (tijdslots aanbieden)
Handig om hier een dag en tijdstip uit te halen, waar heeft u voorkeur voor (mogelijkheden aanbieden)

7) Bent u eerder naar een dergelijk debat/lezing in Maastricht geweest?

- f. Hoe vaak (frequentie)?

- g. Welke dan?
- 8) Wat zou u interessante onderwerpen vinden op zo'n avond?
- h. Lijst van dhr. Leonards gebruiken *Volgens mevr. Van der Steen zijn vooral Europa, de Euregio en het Europese Parlement en ook gezondheid en kunst thema's die de internationale scène in Maastricht aanspreken. Daar zouden ook veel sprekers voor te vinden zijn. Er zijn maar weinig instituten in Maastricht die zich met ontwikkelingssamenwerking bezig houden.*
- 9) Hoe zou u op de hoogte gehouden willen worden over dit initiatief? Hoe zou u dat willen? (e-mail, internetforum, nieuwsbrief, niet)
- 10) Is er een specifiek thema binnen de context van internationale samenwerking en globalisering dat u interessant vindt?
- i. Zou u willen bijdragen aan de organisatie van de behandeling van dit specifieke thema?
- 11) Eventueel: Welke kennis bezit deze doelgroep reeds?

Kandidaten diepte-interviews na enquête

Na het houden van de enquête willen we graag nog de resultaten van de enquête bespreken met een tweetal professionals om er zo meer uit te halen. Mevr. Van der Steen verwijst naar de namen die ze eerder noemde zoals Marjan Tulmans, maar ze zou ons eigenlijk aanraden die vóór de enquête te spreken en niet erna. Een ander idee is oud-directeur Erik Cosine van het MECC. Hij heeft een goed beeld van wat er wel en niet loopt betreffende congressen in Maastricht.

Mevr. Van der Steen wordt hartelijk bedankt voor het gesprek.

Interview 3: Paul Engel

Verslag Diepte-Interview nr. 3, Maastricht Debates

16 maart 2007, 11.30-12.30 uur, Kantoor ECDPM aan OLV plein te Maastricht

Aanwezig: De heer Engel (Directeur ECDPM), Sjors Martens en Sander van Herpen (Junior Consultants UniPartners Maastricht)

Het gesprek heeft als doel om de resultaten van de enquête onder professionals van extra waarde te voorzien. Als kenner van de populatie van professionals in Maastricht kan de heer. Engel waardevolle opmerkingen plaatsen bij de conclusies die uit de enquête getrokken kunnen worden.

Nadat de junior consultants zich voorgesteld hadden en het doel van het gesprek duidelijk hadden gemaakt, gaf de heer Engel een korte beschrijving van zijn bezigheden:

- Als directeur van het ECDPM: Het managen van de organisatie en is zelf ook een gedeelte van de tijd actief op zijn vakgebied; het managen van complexe vernieuwingsprocessen.
- Geeft onderwijs bij UNU-Merit op innovatie en development
- Voorzitter van CIMM (Commissie Integratie en Mondialisering Maastricht)

Thema's

- *Hoe kunnen de professionals het beste benaderd worden?* Uit de enquête blijkt dat de professionals op dit moment vooral benaderd worden door mailings en via collega's. Het is dus een vrij gesloten netwerk van mensen dat elkaar informeert. Mensen die niet in dat netwerk vallen maar wel geïnteresseerd zijn (de "gewone burgers van Maastricht") worden zo dus niet bereikt. Het probleem is dat de mensen die professioneel met deze materie bezig zijn de lokale kranten niet lezen en dus niet via dit medium communiceren. Op deze manier is het moeilijk om de lokale mensen te bereiken. De professionals lezen vooral landelijke kranten, hierin zal echter geen aandacht zijn voor een debatreeks in Maastricht. De *Maastricht Debates* zullen dus aangekondigd moeten worden in zowel het netwerk van de internationale instituten als de lokale media van Maastricht. Een oplossing volgens de heer Engel is dat de instituten wat meer hun "deuren moeten openen", in het bijzonder tijdens lokale evenementen. Op deze manier kunnen de Maastrichtenaren in aanraking komen met de instituten en hun bezigheden. Ook zal het helpen als er een fysieke plaats komt waar de "intellectuele" bevolking van Maastricht elkaar kan ontmoeten. De *Maastricht Debates* kan hier een grote rol in spelen door een debat te combineren met een ontmoeting. Deze mogelijkheid tot netwerken trekt extra mensen en geeft een mogelijkheid om de geïnteresseerde Maastrichtenaren te verbinden met de professionals.

De website van Maastricht kan hierin ook een grote rol spelen door een button te plaatsen voor de internationale gemeenschap in Maastricht. Dat is een uitgelezen mogelijkheid om dit soort zaken te communiceren. Een dergelijke soort agenda ontbreekt op dit moment en zou een grote kans bieden om een netwerk op te zetten.

Verder trekt het bieden van een bekende spreker ook veel mensen aan die in eerste instantie niet professioneel met de thematiek bezig zijn. Dit trekt namelijk niet alleen de mensen die van de materie hun vak gemaakt hebben, maar ook de geïnteresseerden uit de Maastrichtse bevolking.

- *Hoe zouden de Maastricht Debates een belangrijk meeting point voor de professionals-doelgroep kunnen worden?* De heer Engel denkt dat het benadrukken van de "3^e helft", oftewel de borrel na het debat, veel mensen naar het debat trekt die ook willen meeten met andere mensen in het netwerk. Bij de keuze van de locatie dient hier ook rekening mee gehouden te worden. Idealiter zou er de mogelijkheid tot borrelen/netwerken direct bij de uitgang moeten zijn. In de Bonbonnière en het theater aan het Vrijthof zijn deze mogelijkheden aanwezig. Dit neemt natuurlijk niet weg dat een goed debat belangrijk is.

- *Hoe zouden de professionals in de doelgroep goed betrokken kunnen worden bij de Maastricht Debates?* In de eerste plaats zou de heer Engel graag willen dat er een soort databank komt, waarin korte biostatements van mensen binnen Maastricht komen. Op deze manier kunnen de mensen elkaar gemakkelijk vinden, en ook op vakgebied zoeken. Met behulp hiervan kan de organisatie effectief op zoek gaan naar mensen die bijvoorbeeld interessante sprekers zouden kunnen zijn. Deze mensen zullen dan wel persoonlijk benaderd moeten worden. Een online forum/groep zou hier uitermate voor geschikt zijn, dit wordt al vaak gebruikt in de institutenwereld. Deze site moet dan gekoppeld worden aan de "online agenda" waar eerder over gesproken is.

De debatten zouden in regelmaat aangeboden moeten worden, ongeveer 4 á 6 keer per jaar. Het mooiste zou zijn als hier een systeem in zit waar mensen in het plannen van hun agenda's rekening mee kunnen houden, bijv. de 4^e vrijdag van de maand. Eventueel zou er ook maandelijks een mogelijkheid moeten komen waarop deze groep elkaar kan ontmoeten, in de vorm van een borrel of diner. Een maandelijks debat is echter niet wenselijk omdat het dan ook zijn "bijzonderheid" verliest en mensen eerder af zullen zeggen. De drukke agenda van de doelgroep moet niet onderschat worden, dus moeten de evenementen ver van tevoren ingepland worden.

Het tijdstip van het debat is ook vrij belangrijk omdat de mensen eigenlijk direct na hun werk door zouden moeten kunnen gaan. De meeste mensen wonen buiten Maastricht en

zijn niet snel bereid om terug te komen naar Maastricht voor een laat debat. Daarom heeft het tijdstip van ongeveer 19 uur de voorkeur. Dan kunnen de mensen (eventueel gezamenlijk) iets eten na het werk en daarna naar het debat. Tijdens het eerste pilot-debat is dit tijdstip aangehouden, en dat werkte goed. Het tweede pilot-debat was om 20 uur en hier waren ook minder professionals aanwezig.

En passant wordt ingegaan op de verhouding student/professional. De heer Engel is van mening dat het geen bezwaar is als de studenten een meerderheid vormen. De studenten zijn een grotere groep in Maastricht en het is interessant voor de professionals om met deze groep in aanraking te komen.

- *Denkt u dat de doelgroep behoefte heeft aan meer informatie over internationale samenwerking en globalisering?* De kracht van de Maastricht Debates zit hem in het feit dat er heel veel professionals zijn met een hele grote expertise op een relatief klein vakgebied. Voor mensen die niet in dit vakgebied zitten, maar wel een brede interesse hebben, is het heel interessant om de experts aan het woord te horen.
- *De antwoorden op de enquête geven een positief beeld, veel mensen geven te kennen interesse te hebben in de Maastricht Debates. Wat voor valkuilen en of gevaren zullen er zijn voor de organisatie van de evenementen?* De echte belangstelling is pas te meten als mensen moeten betalen voor de evenementen. Ook zal natuurlijk niet iedereen die te kennen geeft geïnteresseerd te zijn naar ieder debat komen. Maar het feit dat er in de internationale gemeenschap van Maastricht de behoefte leeft om elkaar te ontmoeten staat voor de heer Engel als een paal boven water.
- *Heeft u nog verdere suggesties/opmerkingen?* Regelmaat blijft enorm belangrijk in het plannen van de events, omdat de bezoekers een enorm drukke agenda hebben. Ook zal het de moeite waard zijn om ook de partners van de hoofdgeïnteresseerden bij de debates te betrekken.

Studenten zijn een goede graadmeter voor de interesse van de "breed geïnteresseerde Maastrichtenaar". De thema's die studenten als interessant beschouwen zullen dichterbij de interesses van de Maastrichtenaars liggen dan de interesses van de professionals dat doen.

Interview 4: Ronald Kohnen

Verslag Diepte-Interview nr. 4, Maastricht Debates

23 maart 2007, 10.00-11.00 uur, Kantoor COS Limburg in Roermond

Aanwezig: Dhr. Kohnen (Directeur COS Limburg), Sjors Martens en Sander van Herpen (Junior Consultants UniPartners Maastricht)

Het gesprek heeft als doel om de resultaten van de enquête onder professionals van extra waarde te voorzien. Als kenner van de populatie van professionals in Limburg kan dhr. Kohnen waardevolle opmerkingen plaatsen bij de conclusies die uit de enquête getrokken kunnen worden.

Nadat de junior consultants zich voorgesteld hadden en het doel van het gesprek duidelijk gemaakt hebben gemaakt, geeft de heer Kohnen een korte beschrijving van zijn bezigheden:

- Directeur van het COS Limburg: COS is een educatief organisatiebureau op het vlak van ontwikkelingssamenwerking en internationale vraagstukken die activiteiten op dit vlak organiseert in Limburg voor verschillende doelgroepen. Dit kan variëren van lezingen tot advies en financiële steun. COS Limburg maakt uit van de COS-vereniging; er is er minstens één in elke provincie. Ze worden deels gefinancierd door het Ministerie van Ontwikkelingssamenwerking en deels moeten ze zelf hun geld binnen halen.
- In de functie van directeur van COS Limburg komt dhr. Kohnen alle andere instituten in Limburg die met deze thema's bezig zijn regelmatig tegen.

Thema's

- *Hoe kunnen de professionals het beste benaderd worden (Uit de enquête blijkt dat de professionals op dit moment vooral over de Maastricht Debates hebben gehoord via collega's en via email announcements)?*

De ervaring van dhr. Kohnen is dat een gerichte persoonlijke uitnodiging het beste werkt, liefst telefonisch maar ook via mail zou kunnen. Via algemene media is het moeilijker de professionals te bereiken.

Sander geeft aan dat de Maastricht Debates ook 'gewone mensen' en niet alleen de professionals wil bereiken. Dhr. Kohnen geeft aan dat er dan een brede mix aan media ingezet zal moeten worden, bijvoorbeeld ook L1 of in kranten. Daarnaast zou het een goed idee zijn om via de professionals die uitgenodigd worden te vragen om de

uitnodiging door te sturen aan de achterban van die professionals. Dit is een beproefde methode van het COS.

- *Hoe zouden de Maastricht Debates een belangrijk meeting point voor de professionals-doelgroep kunnen worden (Uit de enquête blijkt dat een grote meerderheid van de professionals meer contact zou willen met collega's, vooral om te netwerken)?*

Er zal een combinatie gebracht moeten worden van een interessant debat en een goede mogelijkheid om te netwerken. De professionals komen toch vaak naar dit soort activiteiten om te doen aan acquisitie, het biedt ze nieuwe kansen, ook financieel. Dhr. Kohnen denkt aan een onderdeel naast het debat dat echt gericht is op netwerken, het uitwisselen van informatie. Hij denkt dat met gewoon een borrel te weinig nieuwe contacten op worden gedaan, dit is te willekeurig. Hier zou sturing aan gegeven moeten worden, bijvoorbeeld met formulieren die de gasten invullen met bijvoorbeeld welke (soort) organisaties ze in contact zouden willen komen. Dat zou dan geregeld kunnen worden in een aparte activiteit of na het debat. Hoe dan ook, het is in ieder geval belangrijk om het netwerken een centrale rol in het gebeuren te geven en dit ook te communiceren.

Sander vraagt of het ook een idee zou zijn om een diner te organiseren voorafgaand aan een debat. Volgens dhr. Kohnen is dit een geschikt instrument, maar alleen voor bepaalde kleine en gerichte doelgroepen. Hij zegt dat er altijd gekeken moet worden welke doelgroep bereikt moet worden en dan welke activiteit daarbij zou passen, en niet andersom. Dit kan een activiteit zijn na het debat, of een diner, of nog heel iets anders.

Er wordt gevraagd of er al mogelijkheden zijn om te netwerken voor de professionals in Limburg. Volgens dhr. Kohnen zijn de Maastricht Debates daarin zeker niet nieuw, aangezien er allerlei dingen georganiseerd worden. Het wel nieuw in die zin dat de Maastricht Debates geen achterliggend doel heeft, maar dat het samenbrengen van deze mensen juist het doel is. Bovendien zijn ze de eerste die het op een regelmatige basis organiseren.

Dhr. Engel had in ons gesprek vorige week het idee om een digitale gemeenschap te creëren voor de professionals, waar iedereen zijn eigen account zou kunnen hebben en hier ook zou kunnen communiceren en netwerken. Volgens dhr. Kohnen is het een mooi idee maar werkt het in de praktijk niet, aangezien mensen in het begin misschien

enthousiast zijn maar vervolgens gebeurt er niets met zo'n initiatief. Tenzij er iemand is die het bijhoudt en blijft pushen denkt dhr. Kohlen dus, dat er weinig mee zal gebeuren. Sjors vraagt of een dergelijke digitale gemeenschap iets zou kunnen toevoegen aan het concept van de Maastricht Debates. Volgens dhr. Kohlen zou dat zeker wel interessant kunnen zijn, maar dan vooral als database met zoekfunctie om zo andere professionals makkelijk te kunnen vinden. Een interactieve gemeenschap online lijkt hem moeilijk, tenzij er een vaste kring bezoekers van de Maastricht Debates zal komen, dan zou het wel effectief kunnen blijken binnen deze kleine kring.

- *Denkt u dat de doelgroep behoefte heeft aan meer informatie over internationale samenwerking en globalisering? Wat zou ze kunnen aanspreken om naar een debat te komen?*

Dhr. Kohlen stelt dat er een thema gekozen moet worden waar controversie over bestaat in de gemeenschap die zich bezig houdt met internationale samenwerking. Het is erg belangrijk dat dit thema goed gekozen wordt. Hierbinnen moet wel ruimte zijn voor vernieuwing; nieuwe thema's aan de orde brengen. Daarnaast zijn er twee opties: Of een controversiële spreker neerzetten, of een spreker van statuur. Dan komen de professionals wel aangezien ze deze sprekers dan toch wel eens willen horen.

Ook het debat een politieke invalshoek geven zou volgens dhr. Kohlen mensen kunnen trekken. Als het gaat over de toekomst van de organisatie waar de mensen werken zullen ze ook georganiseerd zijn. Dit zou dan een soort interactieve brainstorm kunnen zijn. Het moet geen informatieoverdracht of een les zijn, die informatie weet men toch wel te vinden. Een spreker van statuur zou het beste zijn, het liefst ook nog eens een spreker in de actualiteit. Dan hoeft het niet eens een debat te zijn, als de spreker goed is zal een lezing ook mensen trekken. Maar een inleidende lezing met vervolgens een debat spreekt dhr. Kohlen het meest aan. Daarin is het belangrijk dat er mensen zijn met tegengestelde meningen, die ze het liefst recent in de actualiteit hebben geuit.

Sjors vraagt of het reëel is om een maandelijks terugkerend debat te hebben. Volgens dhr. Kohlen is maandelijks teveel gevraagd voor een professional; het is toch iets extra's en daar is niet elke maand tijd voor. Twee tot vier keer per jaar lijkt dhr. Kohlen realistisch. Wat betreft het tijdstip denkt dhr. Kohlen dat zowel direct na het werk als later op de avond zo zijn voordelen heeft. In het eerste geval moet er wel iets te eten geregeld zijn, en moet dit ook gecommuniceerd worden, en moet er eventueel halverwege een pauze zijn.

Het hangt ook van de doelgroep af (alleen mensen van binnen of ook van buiten Maastricht bijvoorbeeld, in het tweede geval zal het later moeten beginnen). Dhr. Kohnen raadt aan het allebei een keer uit te proberen.

Dhr. Kohnen schat dat er in Limburg tussen de 100 en 200 mensen professioneel bezig zijn met deze thematiek. Hij denkt niet dat het een bezwaar is als de professionals ondervertegenwoordigd zijn ten opzichte van studenten, en het voor professionals ook interessant is om met studenten te praten die geïnteresseerd zijn in de thematiek en zo kennis te maken met de organisatie. Ook dit netwerken met studenten is belangrijk, al is het wel minder belangrijk. Het COS Limburg zou bijvoorbeeld ook best onderzoek van studenten willen financieren.

- *De antwoorden op de enquête geven een positief beeld, veel mensen geven te kennen interesse te hebben in de Maastricht Debates. Wat voor valkuilen en of gevaren zullen er zijn voor de organisatie van de evenementen?*

Volgens dhr. Kohnen is er het gevaar dat sommige antwoorden in de enquête gegeven kunnen zijn uit een soort politieke correctheid. Er is een verschil tussen wat mensen aangeven dat ze willen doen en datgene wat ze ook echt doen. In die zin moeten de resultaten van de enquête genuanceerd worden. Daarnaast geeft dhr. Kohnen aan dat er altijd goed gekeken moet worden naar het moment dat er iets georganiseerd wordt, zodat mensen geen andere plannen hebben. Hij denkt dat het niet zo belangrijk is om ver van tevoren de datum aan te geven, aangezien mensen deze dingen toch kort van tevoren beslissen. Dan is het beter om de flexibiliteit ten opzichte van de spreker te behouden, en het laten aansluiten op de actualiteit. Een paar vaste momenten in het jaar zouden echter geen kwaad kunnen.

- *Heeft u nog verdere suggesties/opmerkingen?*

Dhr. Kohnen geeft aan dat hij met het COS wel geïnteresseerd is om een keer samen met de Maastricht Debates iets te organiseren in Maastricht. Hij geeft aan dat het combineren van de netwerken van twee organisaties voordelen kan hebben voor de opkomst van het evenement. Bovendien is het dan makkelijker om sprekers binnen te krijgen, aangezien ook daarin iedere organisatie zijn eigen netwerk heeft.

Dhr. Kohnen werd hartelijk bedankt voor het gesprek.

Appendix D: Answers to open questions

General remarks questionnaire among students

o, i am looking forward to join debates
I think it is a good idea when a topic will be introduced by a short film or a picture presentation.
Bij de vraag welke vereniging kan je niet geen kiezen...
animal experiments
i m looking forward to the lecture of jan pronk
Keep the good work up!
I would be interested to attend these debates as they seem interesting and a way for me to learn about particular aspects that dont relate directly to my Master programme
i would be very interested if you also invite people from arts like musicians, painter etc. for debates...
why did you choose to only discuss these globalization related themes...
nice questionnaire
keep it up!
Make it less a debate and more of a high quality lecture!
extended pr, more publicity
Promote it, so that there is a bigger response from students.
Not really, just to specify (if it's of interest) that I did my M.A. in peace studies and conflict transformation and that's why I am interested in this
In my opinion, it is preferable to have an interdisciplinary approach to the various topics, accompanied by keynote speakers with different backgrounds
promote it at the faculty of economics and business. Start with a lecture and base your discussion on that.
Different name perhaps, Maastricht sounds very local and boring,
Let's do it and fast!

General remarks questionnaire among professionals

goed gedaan Sjors en Sander!!
I would like to have a copy of the results of this survey or a report with its main results.
This was no 3 minutes job! make it 6.
Success with the initiative.
sometimes it is difficult, because now I am already 2 times 6 weeks in Nepal every year and maybe also in other countries, so too much to far away from Maastricht
I think it would be interesting if the topics could have some sort of relevancy for the city of Maastricht (local angle)
The event needs more publicity; more "bling bling"; better accommodation (e.g. Bonnefanten Museum; UCM; City Hall; Oud Gouvernement
excellent initiative; creating bridges !
more controversy and debating
Mr Ritzen is an expert moderator. High quality guest speakers, my compliments!
The first event was interesting but was neither a debate nor interactive (though I do understand that it was partly due to the cultural differences of the speakers).
Perhaps it would be interesting to have speakers who are skilled at debate to square off
good timing for this, really.

General remarks questionnaire evaluation pilot 1

Maybe a projector would be nice for a next lecture
it could be longer than one hour to have more interaction but I liked it very much that people from Africa came to inform us
If you say it's a debate, make it a debate then!
assist lectures in preparing their introductions to assure real content and to prevent political smooth talk
good to have this questionnaire
Timekeeping was poor. If the first 'debate' is any indication of what the rest are going to be like, there is very little point in inviting people to attend.
In my opinion this is a very good idea, I have already contact with several universities in the world, for example the coordinator of the university in Dublin, I start with a new project for 3 years in Nepal for education for the complete country, this
Some more time for debate after the speakers would be nice
More time for question after the lecture. More interaction with the speakers. Last lecture was a little bit to much rush
yes, please more interaction with audience, more debate, not only lecturing
I expected a debate, not a monologue of three people. I hope that in the future the Debates series will change into interactive atmosphere
curious about other events and the MD concept

General remarks questionnaire evaluation pilot 2

I prefer this information very much. Sometimes I prefer it also to talk about it with some people, after the presentation and there is no time for it
greetings, Henk Bos, nepal1947@hotmail.com
Under question 17 I give you the benefit of the doubt
The time of the debate was a bit too late; the building was almost closing and the debate could not actually be brought to an end because of that.
The time span of two hours is nice in general i would say. It leaves possibility for some nice debate, but doesn't result in painful circumstances when an audience is not interested in debating. However, when a debate has started to develop nicely, it is fun
Questions should be taken one by one.. Because the way questions were taken, the speaker did not really reply to all.. But he was a bit elusive any way
might be nice to invite two speakers with different backgrounds/different opinions to make the penal discussion more lively, this time it was more a lecture with questions afterwards
good student participation; would have liked to see more involvement of Maastricht based workers
1)more about European Integration.
2) Turkey in the EU?
3)How European is Europe!?
i had fun
It would be nice to invite two (or more speakers) from different backgrounds to talk about a certain topics, with less lecture and more debate/interaction.
At some point in time it got a bit boring; the presentation was too long. The debate was very interesting!!

General remarks questionnaire evaluation pilot 3

Congratulations for this high level event!
It would be great if a wider variety of people would attend the lectures (not only students). The Q and A time was very interesting but some of the questions were too long.
It would be more interesting to have a maybe provide general literature before the lectures, that would make it easier to follow
The lectures were very interesting, but the moderator should have been stricter with regards to the questions from the audience. Many times questions degenerated into 'comments' and were not interesting to the topic. if the moderator would have been a bit
discussion with audience went on a bit too long,
apart from this: congratulations also to the excellent moderator
The evening was too long! It is difficult to focus for such a long time.
have a break in between or shorten the interactive part with half an hour
Thank for your affords to organize such interesting events!
have a break in between!
well, it is not very kind to say, but I was not really impressed by the English level of the Dutch introductory speaker...
I would have asked the public to keep their questions a bit shorter.
Perhaps a debate about the EU would be interesting, a lot of people are against further expansion and deepening of relations of EU countries.
I would prefer more health and educational related topics being discussed in further discussions

Appendix E: Possible contributions to the Maastricht Debates

Questionnaire among students

Way of contributing	Email-adress	Faculty	Study Association
not sure yet	s.jaken@student.unimaas.nl	Health Sciences	
not sure yet	v.sluyter@student.unimaas.nl	Arts and Social Sciences	Concordantia
I don' t yet know, i would have to look into the possibilites more closely	s.hana@student.unimaas.nl	Health Sciences	santé
come up with an interesting topic	j.kreuels@student.unimaas.nl	Arts and Social Sciences	Concordantia
as a participant	erenduzgun@yahoo.com	Arts and Social Sciences	
not really maybe participating	robbert60@hotmail.com	Life Sciences	helix
I would be willing to do planning and organising prior to the event	sanderdenboer@mailshack.com	UCM	Universalis
to pose questions	b.djikanovic@student.unimaas.nl	Health Sciences	
?	dcg.deboer@student.unimaas.nl	Health Sciences	reflex
help to find information about the matters, organizational matters	m.pedersen@student.unimaas.nl	Arts and Social Sciences	
promotion, organizing the event itself	ranishsijben@hotmail.com	Law	European Law Students'Association Maastricht
Organizer of the evening	pluizenbal@hotmail.com	Medicine	Reflex
Help organize	thoughtsforthemind@gmail.com	Arts and Social Sciences	
Most likely just by participating in one of the debates	p.martinussen@student.unimaas.nl	Economics and Business Administration	EMF
as a member of concordantia i m already taking part in the organization	s.schiebold@student.unimaas.nl	Arts and Social Sciences	concordantia
	k.beumer@student.unimaas.nl	Arts and Social Sciences	Alles is Drama
organisational support	B.Paul@student.unimaas.nl	Arts and Social Sciences	AIMS
being part of the organization committee, trying to invite experts in the field etc.	s.dreef@student.unimaas.nl	UCM	
organisation of panels, chair, administrative issues	R.lagher@student.unimass.nl	Arts and Social Sciences	
on grounds of organization, for instance	i.bellino@student.unimaas.l	Arts and Social Sciences	

not sure yet	die-wueste@web.de	Arts and Social Sciences	concordantia
	maud_knubben@hotmail.com	Law	JFV Ouranos
???	P.vanBerkel@student.unimaas.nl	Health Sciences	sante
Public Relations	kba@gmx.net	UCM	
organising	m.vanaubel@student.unimaas.nl	Medicine	
Whatever is necessary, e.g. showing people their seats, assist one of the speakers etc.	e.welling@student.unimaas.nl	Economics and Business Administration	EFMacademy
maybe participation or organization of a particular debate	A.Slingerland@student.unimaas.nl	Arts and Social Sciences	
Further insights into topics	knacki2004sb@yahoo.de	Economics and Business Administration	
not sure yet	a.pere@student.unimaas.nl	Economics and Business Administration	
Finding interesting topics to discuss	E.Swinkels@student.unimaas.nl	Economics and Business Administration	3MA
not sure yet	mj.dekker@student.unimaas.nl	Law	
participate in the organization	j.bossers@student.unimaas.nl	Law	
paying an entrance fee	annschulzwalz@hotmail.com	Psychology	
participate in debate	whausje@hotmail.com	UCM	
help in organising	m.Lorenzen@student.unimaas.nl	Economics and Business Administration	UNSA
Visiting the debates.	naimabox@yahoo.com	Law	
Participate	farahilde@gmail.com	Arts and Social Sciences	universiteitskoor
ideas etc	sigridjoha@hotmail.com	Other	
Logistical/organisational support	k.putnik@student.unimaas.nl	Other	
organisation, content-wise	mike_bakker@hotmail.com	Economics and Business Administration	
organizational matters, (maybe)	k.kielkowska@student.unimaas.nl	Arts and Social Sciences	concordia
By collecting people in the European Studies in order to participate at the debates	fabiolepiani@hotmail.com	Arts and Social Sciences	
not sure yet	n.nigg@student.unimaas.nl	UCM	
Volunteer as organisator	joostrichards@hotmail.com	Hogeschool Zuyd	

not sure yet	d.oherne@student.unimaas.nl	Health Sciences	
not sure yet	L_duijvestijn@hotmail.com	Arts and Social Sciences	
attend a debate	e.lindelauf@student.unimaas.nl	Medicine	
To attend or take part in a debate	l.schuller@student.unimaas.nl	E	
come up with themes and find businesses, and people related to it	shelden000@hotmail.com	Economics and Business Administration	Ouranos, EFM
Spreading the news by email to fellow researchers and PhD students	tacsir@merit.unu.edu	Economics and Business Administration	PROVUM
generating ideas for topics, searching for (counter)-arguments to support a particular view	mdm.houben@student.unimaas.nl	Economics and Business Administration	
By participating or by writing about it since I write a lot.	n.ruisch@student.unimaas.nl	Economics and Business Administration	EFM
Distrubute flyers, find speakers	b.louwrier@student.unimaas.nl	Arts and Social Sciences	
Getting audience members involved in the conversation.	j.hagen@student.unimaas.nl	Law	FIRST Maastricht
I already have experience in the organization aspect of different events	alicia.gatius@gmail.com	Economics and Business Administration	AIESEC
visiting and listening :)	lynn.mueller@gmx.de	UCM	

Questionnaire among professionals

Way of contributing	Organisation	Function	Nationality	Email address
not sure yet	UM	Director	Dutch	-
not sure yet	ministry of foreign affairs	Policy officer	Dutch	b.pasveer@tss.unimaas.nl
not sure yet	MSM/ ECSAD	junior consultant	Dutch	mn.noor@gmail.com
Being a member of two International Clubs I could communicate the events to the International community in South Limburg	IWC; Lions club Maastricht mondial	former chairperson	German	u.heigl@home.nl
contentwise, publicity, new networks/people, facilitating	COS Nederland, NCDO	Director	Dutch	-
Contribute to the organization (e.g. contact speakers, think out topics), even moderate the debate...I think this is a great initiative	SSC-CES	Project coordinator	Dutch	nathalie.ummels@ssc.unimaas.nl
contributing student speaker, content design, invitation of speakers, promotion	The Studentworkforce for Sustainability and Development	Policy officer	German	-
cooperate with Maastricht Debates in organizing an interactive discussion, debate and invite people to come	IFMSA-Maastricht	Support staff	Dutch	-
Depending the topic by way of presentation	indep. consultancy	Project coordinator	Dutch	denhertog@span.nl
Giving my own testimony or trying to convince my organisation to organise a Debate	EJC	freelance editor	French	crossroads.news@gmail.com
Help organising event.	UM	Policy officer	Dutch	janco.bonnink@bu.unimaas.nl

Help to find speakers, join a panel and - where possible - help to find suitable subjects of discussion	UM	Project coordinator	German	-
help with the organisation, during the meetings,	UM	Support staff	belgium	michelevanla@hotmail.com
Helping with communications: copywriting/editing for emails, fliers, website, topic abstracts, etc. (I'm a native English speaker trained in communications/journalism)	UM Communications & Relations Department; freelancer	UM corporate editor/copywriter; freelancer	American	casey.odell@gmail.com
In both organization and active participation	UM	Secretary	German	-
information, paper	Monumentenwacht	Director	Dutch	-
invite speakers from own and affiliated organisations	EJC	Director	german	-
know how	Cicero Foundation	Director	Dutch	info@cicerofoundation.org
lecturing, leading debates	Hogeschool Zuyd, Europese Sociale Studies	lector	Dutch	a.reverda@hszuyd.nl
maybe to be part of some presentation about some project of the wis (working group international solidarity)	WIS	different functions	Dutch	-
Networking for such an event belongs to our mission	Regional Centre of Expertise Rhine-Meuse (in collaboration with UNU)	Director	Dutch	j.hermans@rcerhine-meuse.org
organizing a debate	UM	professor	Dutch	-
preparation of activities, provision of content	MGSOG	Project coordinator	Dutch	keetie.roelen@governance.unimaas.nl

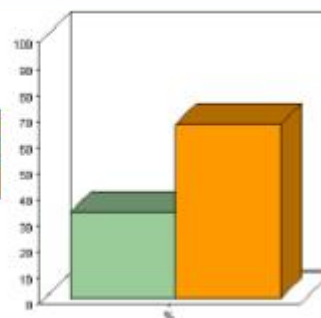
propose names for speakers	UM	Policy officer	Dutch	aa.zanting@facburfdgw.unimaas.nl
response to a lecture	UM	Director	Dutch	m.meijer@cgd.unimaas.nl
suggesting guest speakers; topics; procedures	Church; before the Chaplaincy International Students	Support staff	Dutch	theoikos1@yahoo.com
To be honest, I haven't attended and would have to learn more about it. I would be interested in participating if it were an area of concern/interest. I would be able to reach a large population of expats via my school network (I am the Head of the intern	Mosa Lira, IGBO, IPC	Director	Canadian	c.copeland@joppenhof.nl
to discuss	UM	Policy officer	Dutch	jmj.severijns@prvlimburg.nl
topics, guests, network, contacts	church	Project coordinator	Dutch	theoikos@yahoo.com

Appendix F: Questionnaire for students HsZ and MSM

Did you ever hear about the Maastricht Debates before?

Answer	Number	Percentage
Yes	5	32%
No	10	67%

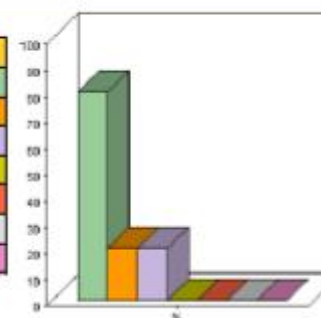
Average: 0.9 ± 0.5



How did you hear about the Maastricht Debates? (multiple choice possible)

Answer	Number	Percentage
Email announcement	4	80%
Fellow students	1	20%
Friends	1	20%
Flyers	0	0%
Professor	0	0%
Web announcement, on the following website:	0	0%
Other, being:	0	0%

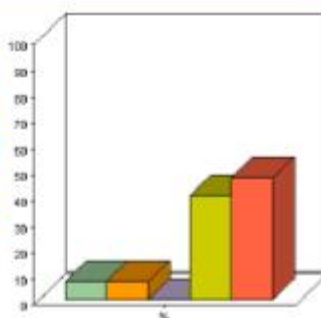
Average: 1.9 ± 1.0



I would be interested in visiting an event organised by Maastricht Debates

Answer	Number	Percentage
1	1	7%
2	1	7%
3	0	0%
4	6	40%
5	7	47%

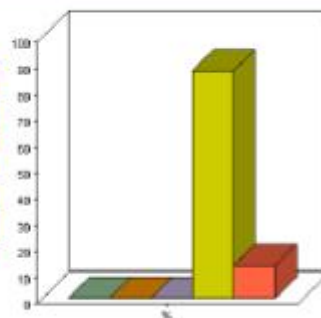
Average: 4.1 ± 1.2



Study-related interest

Answer	Number	Percentage
1	0	0%
2	0	0%
3	0	0%
4	19	87%
5	2	12%

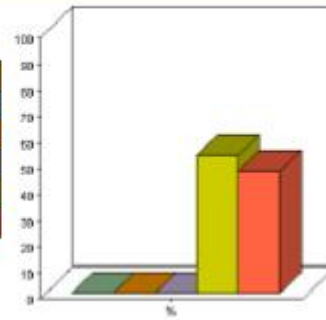
Average: 4.1 ± 0.4



Personal interest

Answer	Number	Percentage
1	0	0%
2	0	0%
3	0	0%
4	9	50%
5	7	47%

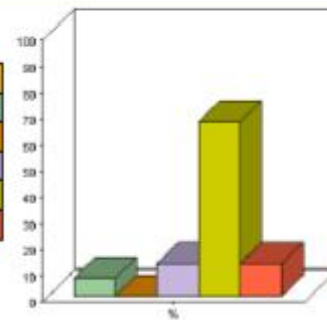
Average: 4.5 ± 0.5



The possibility to meet (other) people in the field

Answer	Number	Percentage
1	1	7%
2	0	0%
3	2	12%
4	10	57%
5	2	12%

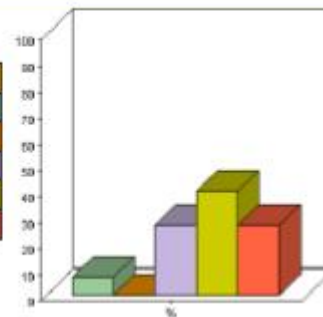
Average: 2.8 ± 0.9



The interactive nature of the event

Answer	Number	Percentage
1	1	7%
2	0	0%
3	4	27%
4	6	40%
5	4	27%

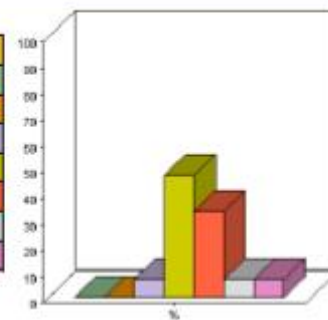
Average: 2.8 ± 1.1



How often do you think you would like to visit the Maastricht Debates?

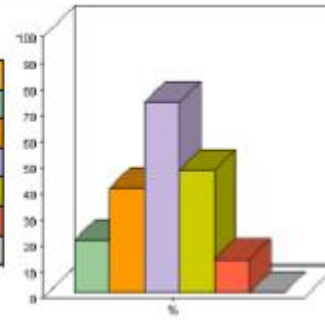
Answer	Number	Percentage
Never	0	0%
Once a year	0	0%
Twice a year	1	7%
Four times a year	7	47%
Once a month	5	32%
Twice a month	1	7%
Weekly	1	7%

Average: 4.6 ± 1.0



Which time slots would have your preference? (multiple choice possible)

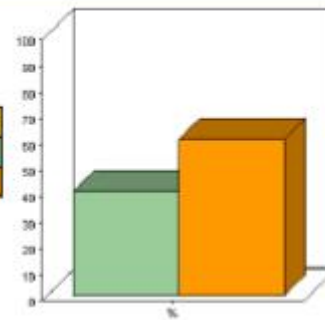
Answer	Number	Percentage
5-7 PM	2	20%
6-9 PM	6	40%
7-9 PM	11	70%
8-10 PM	7	47%
9-11 PM	2	10%
Other, being:	0	0%



Did you ever attend a debate or lecture comparable to the Maastricht Debates in Maastricht before?

Answer	Number	Percentage
Yes	6	40%
No	9	60%

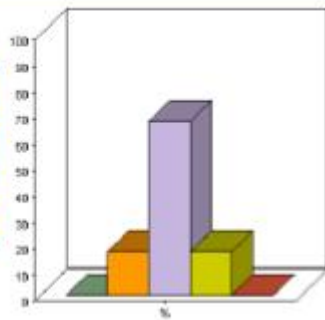
Average: 0.4 ± 0.5



How often in the last year?

Answer	Number	Percentage
never (in the last year)	0	0%
once	1	17%
2-3 times	4	67%
4-5 times	1	17%
more than 5 times	0	0%

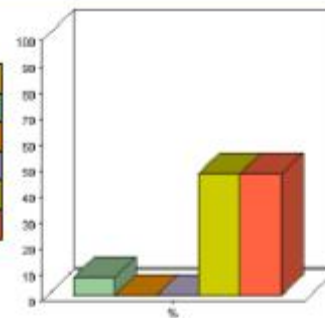
Average: 2.0 ± 0.6



I am interested in the covering themes of the Maastricht Debates

Answer	Number	Percentage
1	1	7%
2	0	0%
3	0	0%
4	7	47%
5	7	47%

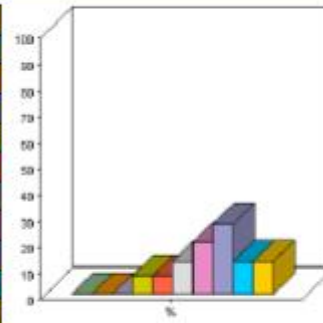
Average: 4.0 ± 1.0



Climate change

Answer	Number	Percentage
1	0	0%
2	0	0%
3	0	0%
4	1	7%
5	1	7%
6	2	12%
7	3	20%
8	4	27%
9	2	12%
10	2	12%

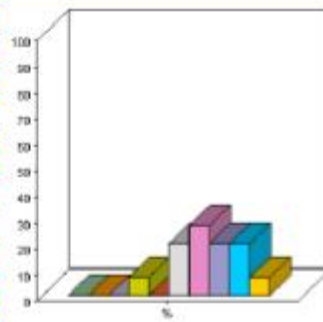
Average: 7.5 ± 1.7



Trade, including product chain management

Answer	Number	Percentage
1	0	0%
2	0	0%
3	0	0%
4	1	7%
5	0	0%
6	2	20%
7	4	27%
8	3	20%
9	2	20%
10	1	7%

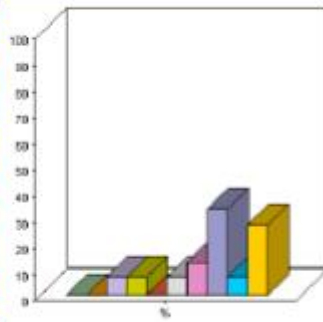
Average: 7.4 ± 1.5



Information and research for development

Answer	Number	Percentage
1	0	0%
2	0	0%
3	1	7%
4	1	7%
5	0	0%
6	1	7%
7	2	12%
8	5	27%
9	1	7%
10	4	27%

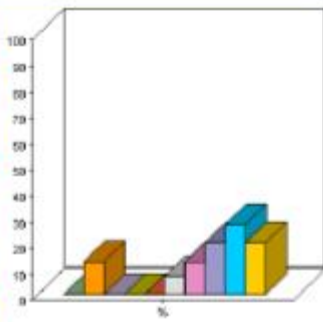
Average: 7.7 ± 2.1



Political systems, including alternatives for liberal democracy

Answer	Number	Percentage
1	0	0%
2	2	12%
3	0	0%
4	0	0%
5	0	0%
6	1	7%
7	2	12%
8	3	20%
9	4	27%
10	3	20%

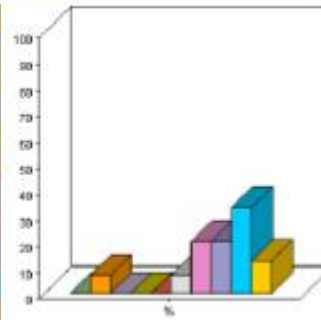
Average: 7.6 ± 2.6



European development cooperation

Answer	Number	Percentage
1	0	0%
2	1	7%
3	0	0%
4	0	0%
5	0	0%
6	1	7%
7	2	20%
8	2	20%
9	5	33%
10	2	12%

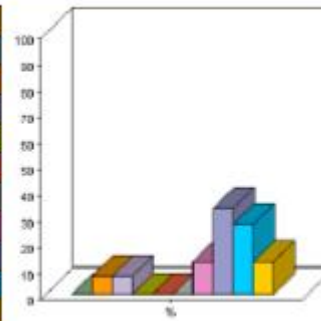
Average: 7.9 ± 2.0



Fragile states

Answer	Number	Percentage
1	0	0%
2	1	7%
3	1	7%
4	0	0%
5	0	0%
6	0	0%
7	2	12%
8	5	33%
9	4	27%
10	2	12%

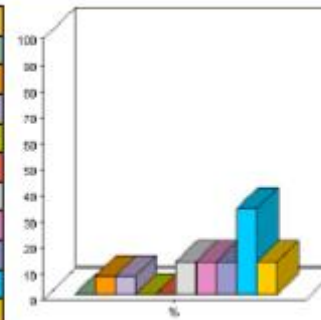
Average: 7.7 ± 2.0



Conditional loans, governance, democracy

Answer	Number	Percentage
1	0	0%
2	1	7%
3	1	7%
4	0	0%
5	0	0%
6	2	13%
7	2	12%
8	2	12%
9	5	33%
10	2	12%

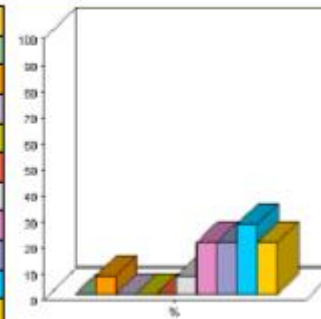
Average: 7.5 ± 2.4



Role of civil society in development

Answer	Number	Percentage
1	0	0%
2	1	7%
3	0	0%
4	0	0%
5	0	0%
6	1	7%
7	2	20%
8	2	20%
9	4	27%
10	2	20%

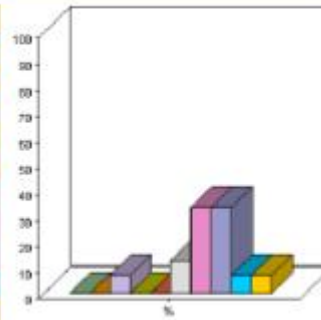
Average: 7.9 ± 2.1



Migration and development

Answer	Number	Percentage
1	0	0%
2	0	0%
3	1	7%
4	0	0%
5	0	0%
6	2	10%
7	5	29%
8	5	29%
9	1	7%
10	1	7%

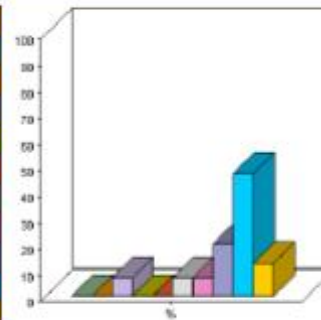
Average: 7.0 ± 1.6



Corporate social responsibility, related to development

Answer	Number	Percentage
1	0	0%
2	0	0%
3	1	7%
4	0	0%
5	0	0%
6	1	7%
7	1	7%
8	2	20%
9	7	47%
10	2	12%

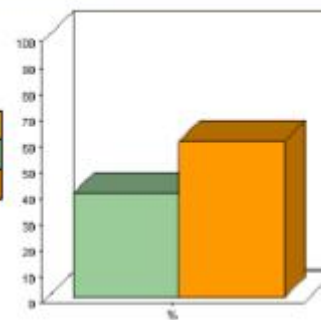
Average: 9.2 ± 1.9



Is there an other theme in the area of international cooperation and globalisation that you find particularly interesting?

Answer	Number	Percentage
Yes, being:	6	40%
No	9	60%

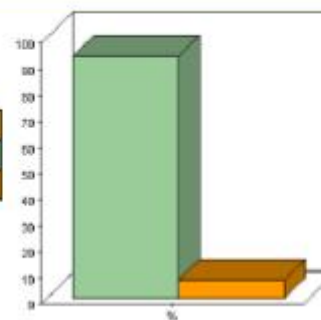
Average: 0.4 ± 0.5



Do you regard an interactive debate as the most interesting form to treat these themes?

Answer	Number	Percentage
Yes	14	80%
No, I would prefer the following form:	1	7%

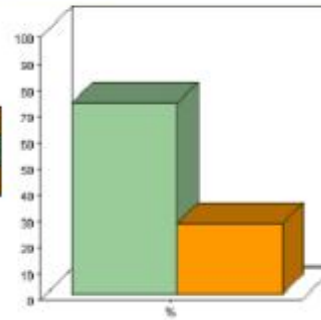
Average: 0.9 ± 0.9



Would you be willing to contribute to the organisation and/or the content of an event organised by Maastricht Debates?

Answer	Number	Percentage
Yes	11	79%
No	4	27%

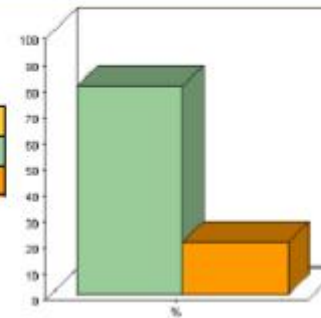
Average: 0.7 ± 0.6



Would you like to be informed about future events organised by Maastricht Debates?

Answer	Number	Percentage
Yes, on this email address:	12	80%
No	3	20%

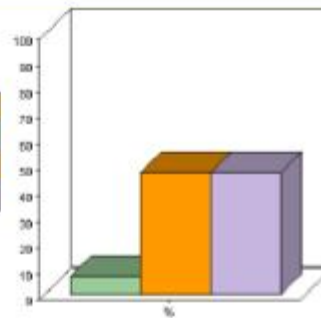
Average: 0.8 ± 0.4



To what school or university are you related?

Answer	Number	Percentage
Hogeschool Zuyd	1	7%
Maastricht School of Management	7	47%
Other, being:	7	47%

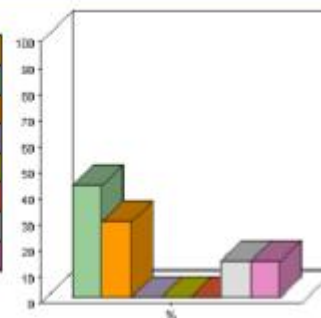
Average: 2.4 ± 0.6



To which department are you related?

Answer	Number	Percentage
Accounting and Finance	3	42%
Corporate Strategy and Economic Policy	2	29%
E-Business and Information Technology	0	0%
Globalization	0	0%
Management of Government	0	0%
Investment	1	14%
Other, being:	1	14%

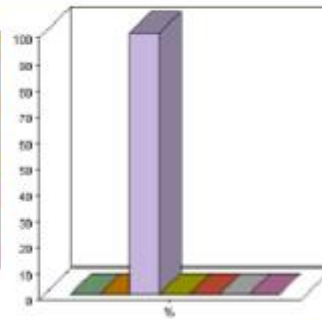
Average: 2.9 ± 2.5



To which department are you related?

Answer	Number	Percentage
Economics and Languages	0	0%
Health Care	0	0%
Behaviour and Society	1	100%
Art	0	0%
Mechanics or ICT	0	0%
Education	0	0%
Other, being:	0	0%

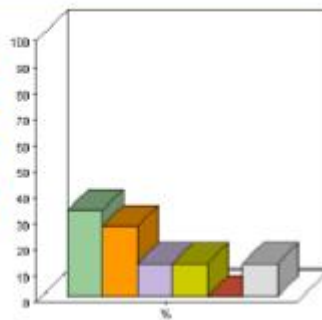
Average: 2.0 ± 0.0



In which year of your studies are you?

Answer	Number	Percentage
1	5	33%
2	4	27%
3	2	13%
4	2	13%
5	0	0%
6	2	13%

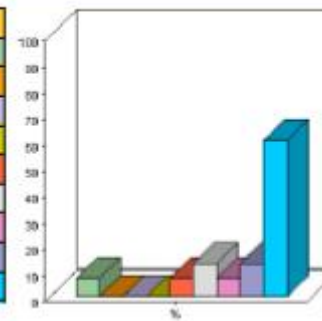
Average: 2.6 ± 1.7



To which student association(s) are you related?

Answer	Number	Percentage
Circumflex	1	7%
KoKo	0	0%
Tragos	0	0%
Independent fraternity/sorority	0	0%
Sport association, being:	1	7%
Study association, being:	2	13%
Other, being:	1	7%
Amphytrien	2	13%
None	8	60%

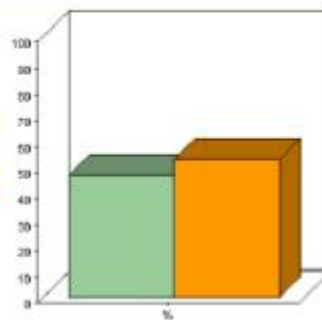
Average: 0.1 ± 2.4



What is your gender?

Answer	Number	Percentage
Male	7	47%
Female	8	53%

Average: 1.5 ± 0.5



Gender

Category	Number	Percentage
Male	0	0%
Female	0	0%
Not specified	0	0%
Unknown	15	100%

