



Visitor studies

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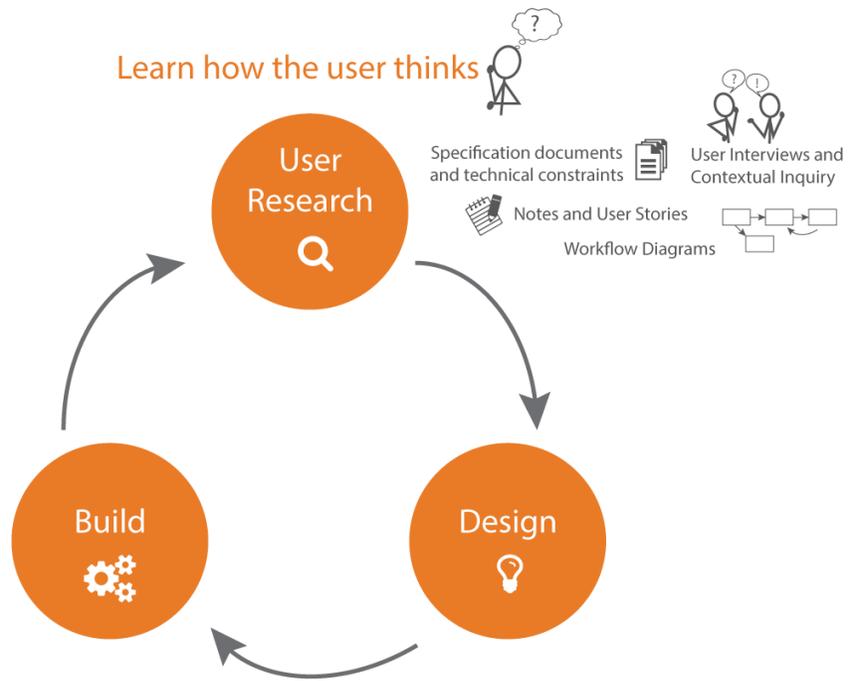
Presentation available here:

<https://www.dropbox.com/sh/5jv2x20c4yl22k1/AAC0fKklQp05W-PQX3GKsDy-a?dl=0>

Topics of the presentation

1. User Experience
Research ws. Visitor
Studies
2. Seeing if exhibition
communication works
3. Accessibility
assessment
4. Assessing museum
multimedia

User Experience Research ws. Visitor Studies



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The Process of Visitor Studies in Art Museum Tracking the Behavior of Museum Visitors

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KEYWORDS

Technology based Visitor Studies; Process of Visitor Studies; Visitor Behavior; Art Museum

INTRODUCTION

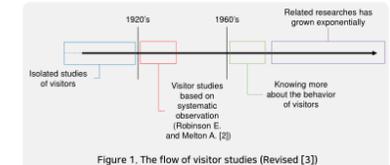
Art museums around the world are making a lot of effort to find ways to solve "contemporary art is difficult". In case of contemporary art, the concept itself is important. In this reason, even if artists make artwork to use same medium (material) with traditional art, it shows a complex tendency that is difficult to understand with simple impression. In order to narrow the gap, researches are being steadily carried out to grasp the tendency and interests of the visitors. These are called **visitor studies** that try to understand the movement of visitors, the behaviors of visitors, and the motivation of visitors to visit museums.

Although there are many researches on the visitor studies, it is not enough to investigate the needs of viewers about what kind of reactions the spectators show in appreciation of the exhibition and the areas of interest therefrom. [1] To overcome this limitation, recent visitor studies have utilized **cutting-edge technologies for tracking visitors**. This research is to introduce the process investigating visitors and providing service by grasping the detailed reaction of the visitors through the related researches focused on technological methods. In this paper, we will suggest the process of technology based visitor studies composed of three parts: collecting, reasoning, and service part.

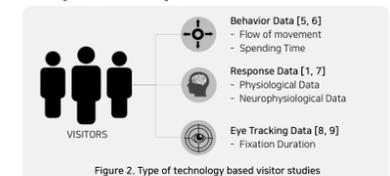
Through this study, it is possible to grasp the aesthetical factors that attract the visitors' interest in the artwork and even exhibition. It can be the evidence to enhance understanding of the effects of artworks and exhibition.

RELATED WORKS

The visitor studies have been conducted in 1920s with the research of Robinson (1928). [2] His historical research has proposed a follow-up systematic methodology which has great significance in terms of figuring out what is the main factors of affecting to the visitors. The flow of this observational research can be summarized as shown in Figure 1.

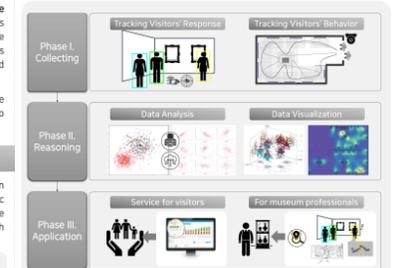


Recently, studies have been started to utilize digital technologies tracking the visitors, not just using Paper-and-Pencil method recording manually. [4] These studies have used the cutting-edge methods to consistently collect data such as 'Behavior data (e.g. moving line of visitors)', 'Response data (e.g. Heart-rate, Skin Conductance)', 'Eye tracking data (e.g. fixation duration or number of blinks)' and understand visitors based on these data (Figure 2). The researchers have aimed to analyze the aesthetic appreciation of visitors, however, there is a lack of research combining the above methodologies.



PROCESS OF TECHNOLOGY BASED VISITOR STUDIES

According to these previous researches utilizing the cutting-edge technologies, we suggest the **process of technology-based visitor studies** (figure 3), which consist of three parts. First is **collecting part** tracking the response of visitors during their appreciation. In this part, we can utilize various technologies, such as the image recognition based on machine learning and tracking technology how visitors move and stay in the exhibition. Second, **reasoning part** to analyze visitors is focused on figuring out which elements of exhibition would be satisfied or unsatisfied. Also, in this part, data visualization is often used; for example, information which spot is most visited or not visited can be visible directly to use heat-map method. [10] Third is **service part** to provide the information of visitors. This part can be divided into services delivered to visitors (e.g. art exhibition recommendation system) and museum professionals (e.g. visualized information of visitor analysis). Most of visitor studies have been focused on the evaluation or insight for museum professors, however, we need to consider visitors' side.



CONCLUSION

This research suggests a process of technology-based visitor studies based on the categorizing the related works. Based on this research, in the future works, we will conduct an experiment of visitors at actual art museum. By proposing the direction of technology-based visitor studies, we expect to bring forth a rich discourse on the direction of future visitor studies.

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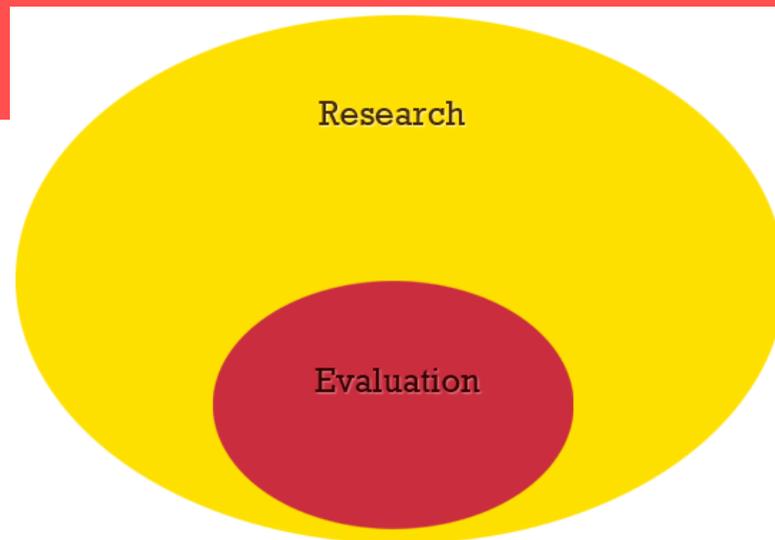


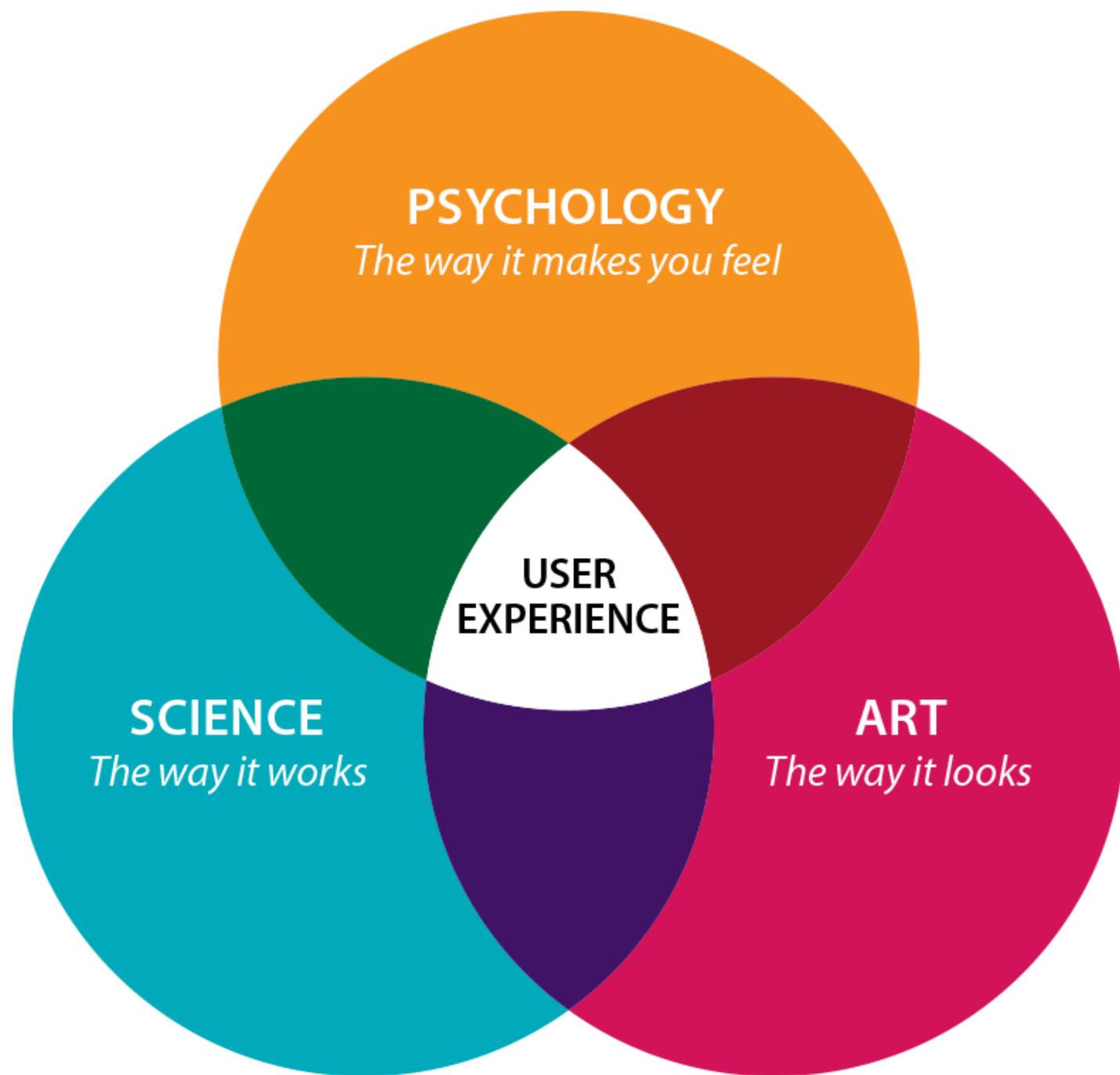
Acting on User Research

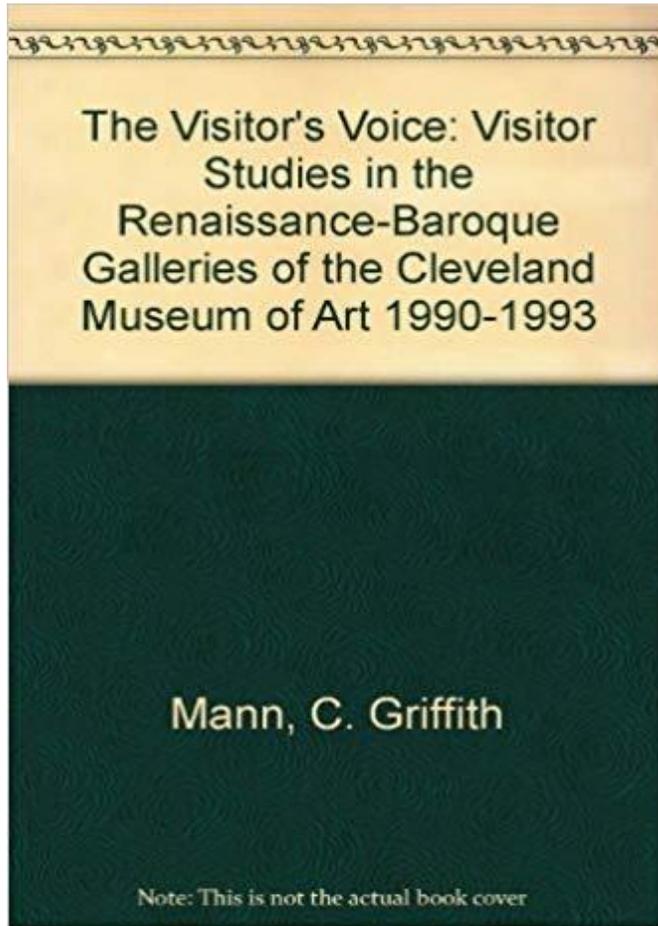
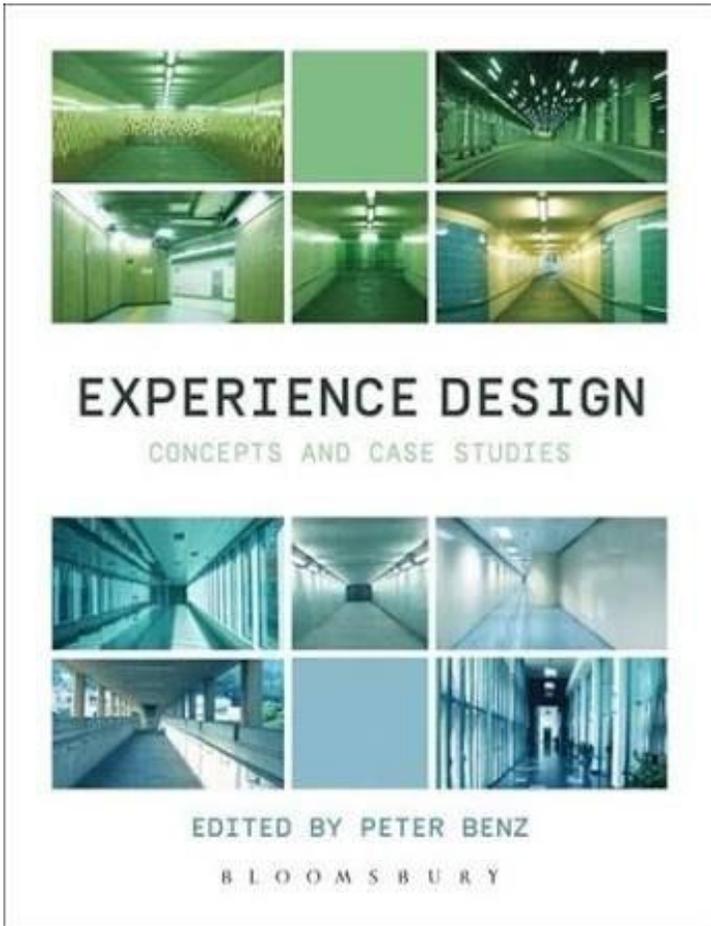
User research offers a learning opportunity that can help you build an understanding of user behavior, but you must resolve discrepancies between research findings and your own beliefs.

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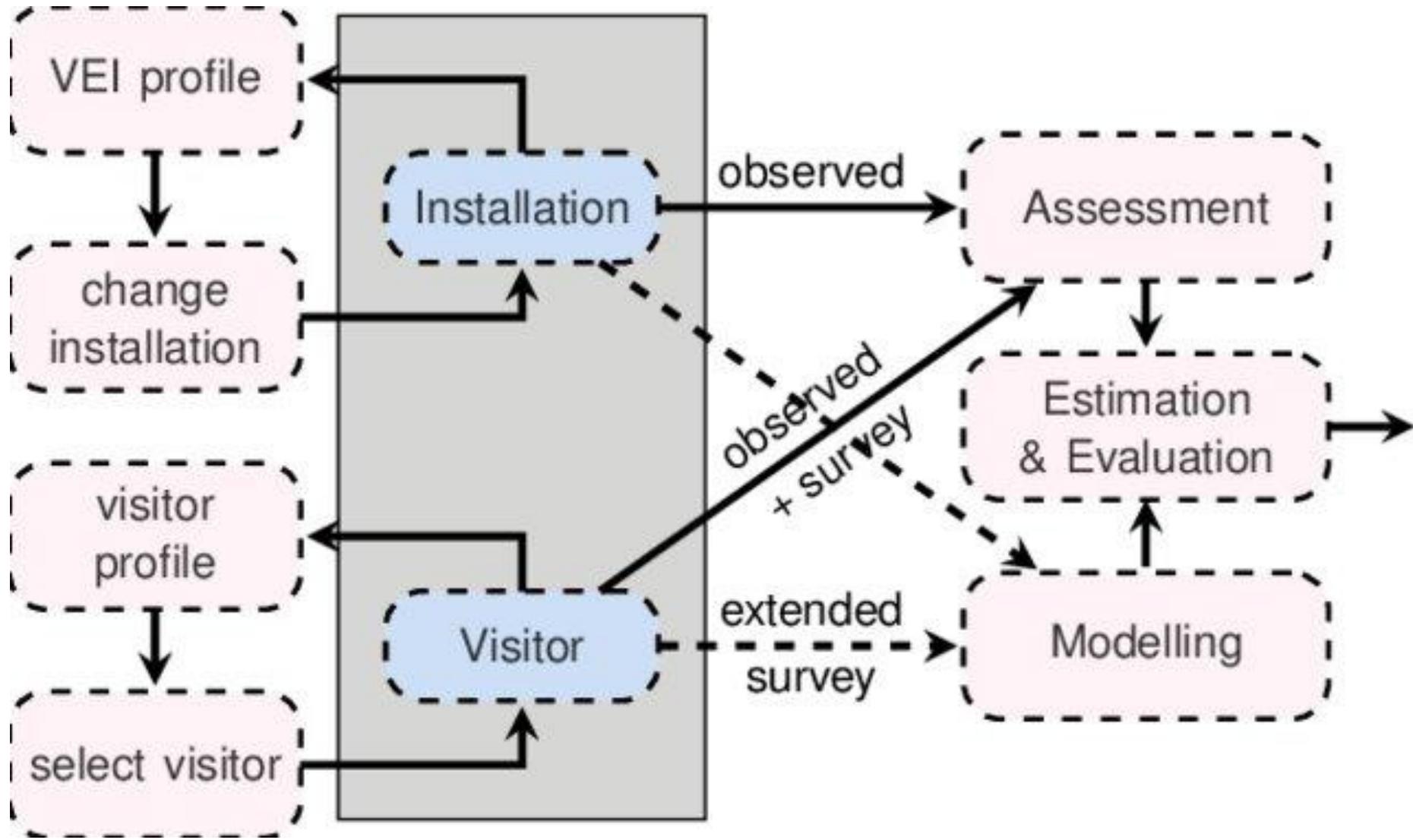


<https://visa.memberclicks.net/>



<https://www.visitorstudies.org/>

Building visitor profiles

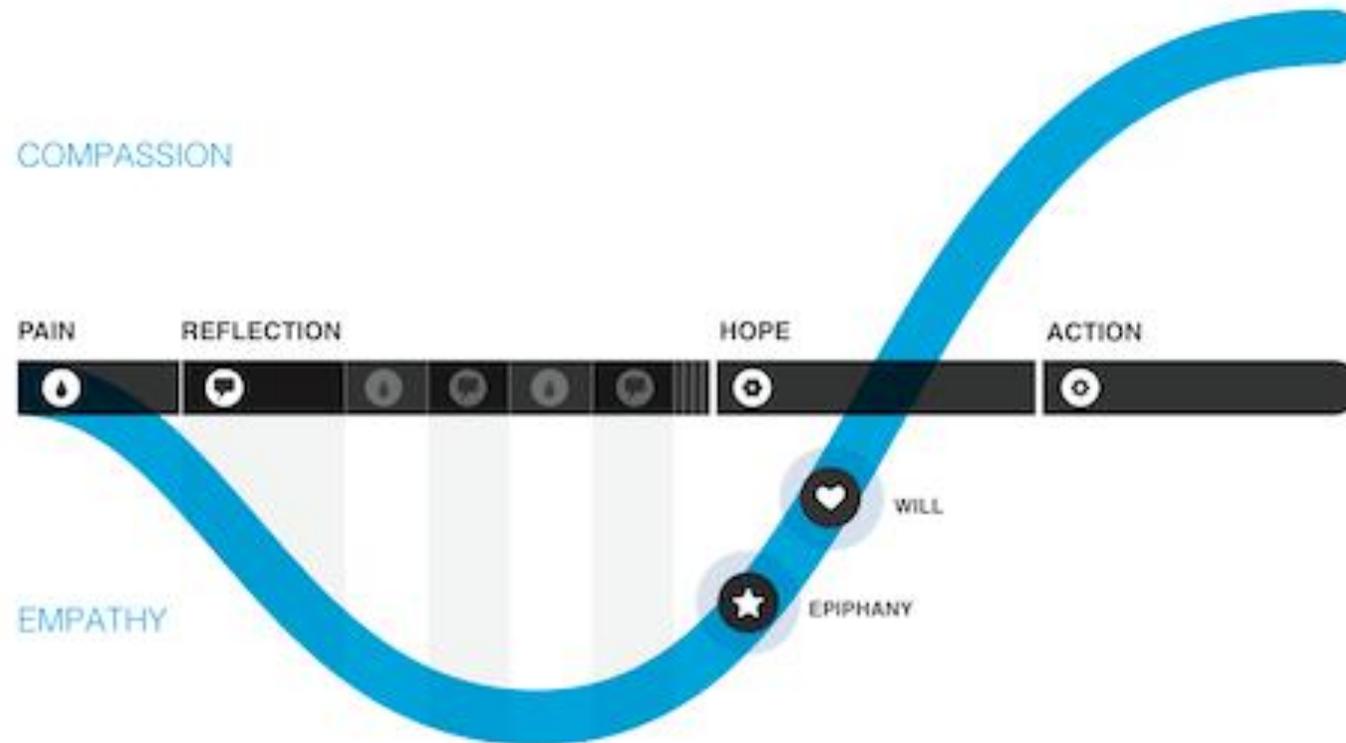


Characteristics of a visitor-friendly exhibition

- Interpretation of the scientific message of the exhibition and formulation of messages
- Realisation of the interpretive plan
- Visitor routes: planning and modelling
- Multimedia elements: selection and planning
- Developing a marketing plan
- Evaluation plan with suggestions for adaptation / modification phases

Inzovu curve

It maps a prototypical journey of a person going through the transformative experience of a museum **reaching a state of motivation and action.**





A visitor evaluation study

What are visitor's expectations regarding___?

Which experiences, if any, encourage visitors to return?

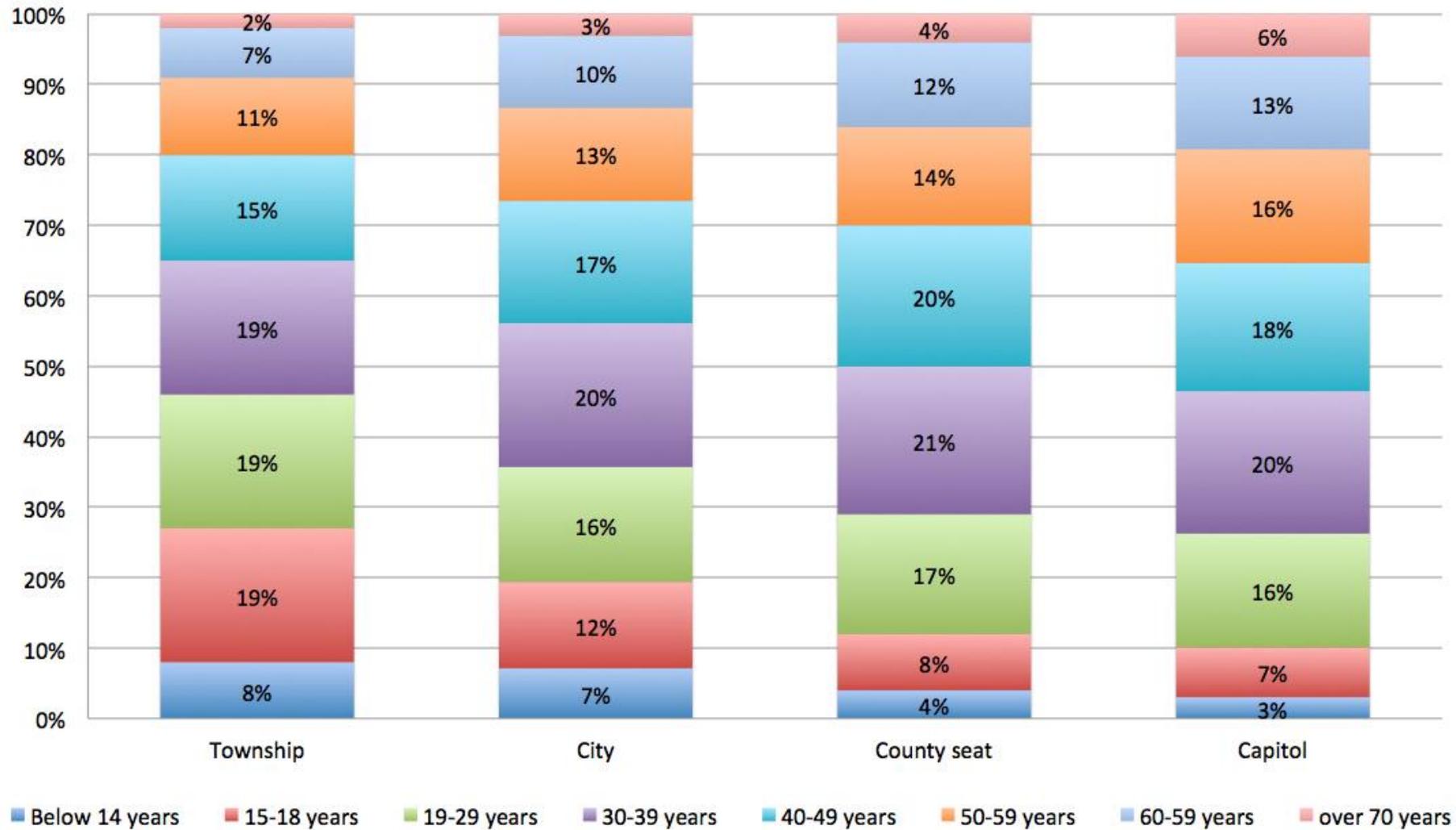
What learning goals, if any, did visitors take away from the exhibit?

To what extent do visitors show signs of engagement in different sections of the exhibit?

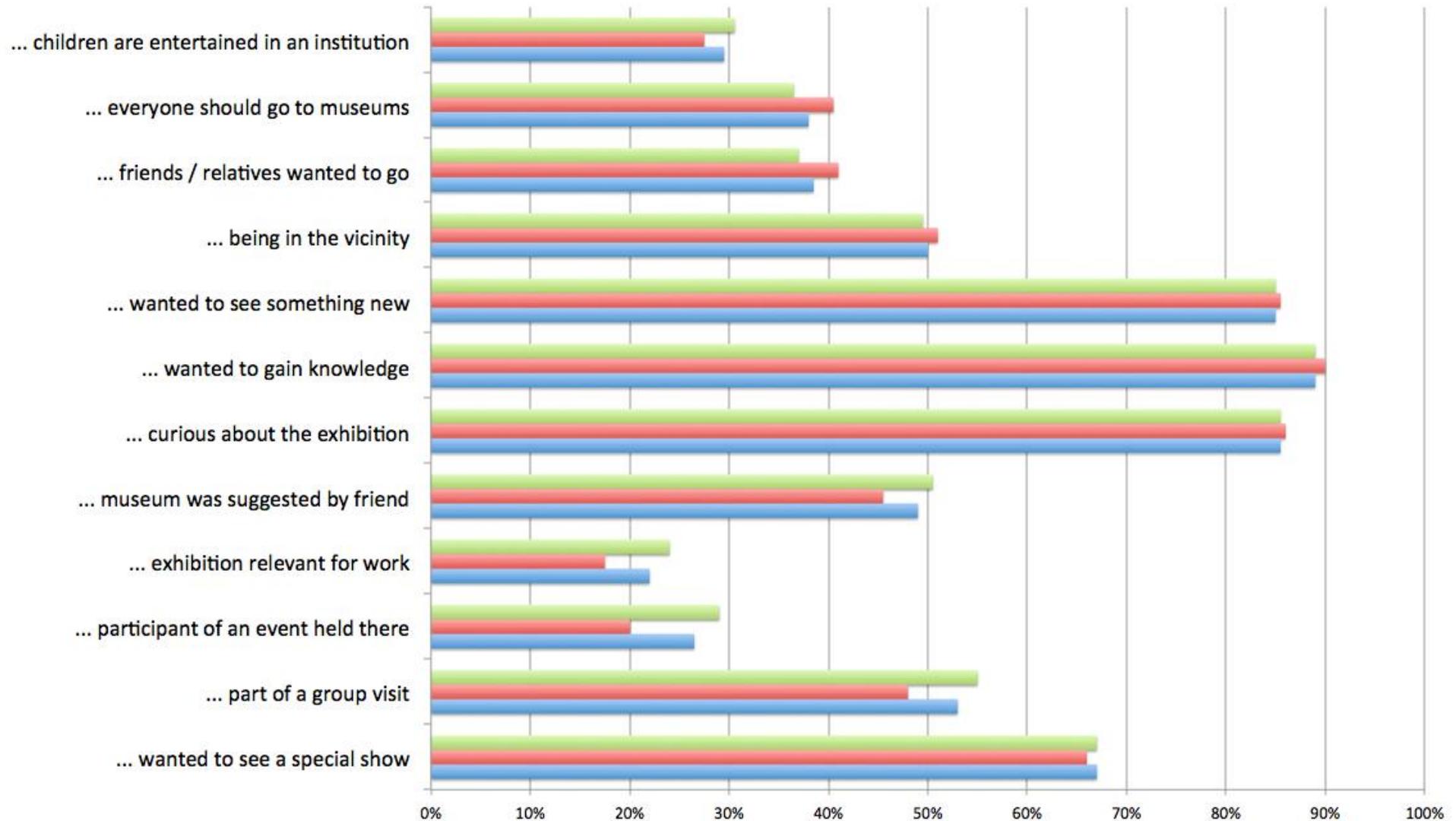
Coding & Analysis

- Can be as simple as an Excel spreadsheet
- Linking data to find patterns
- Capturing essential elements of a story
- Sorting and synthesizing what you collected
- Use a rubric as a tool

Ages of visitors



Why do you visit a gallery?



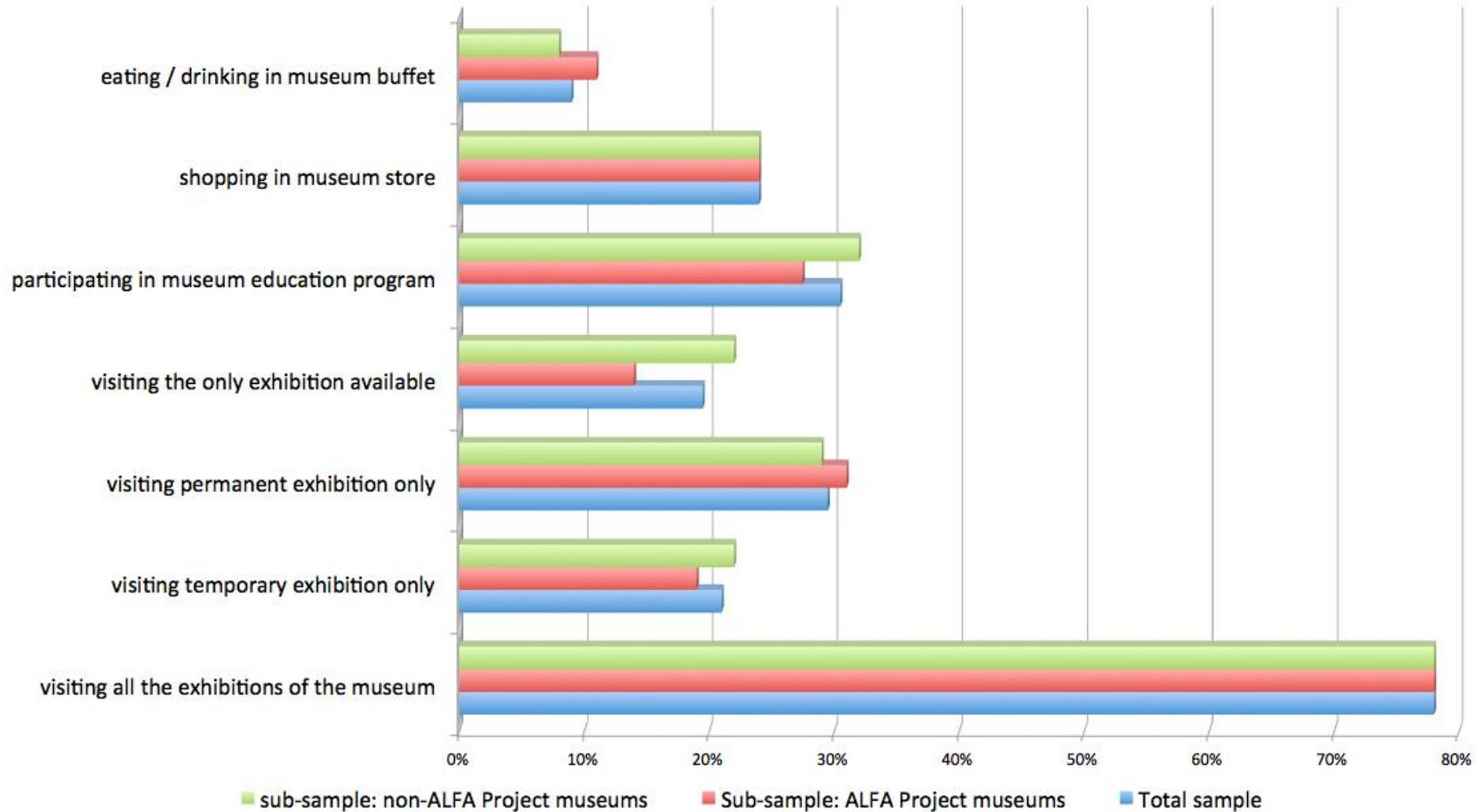


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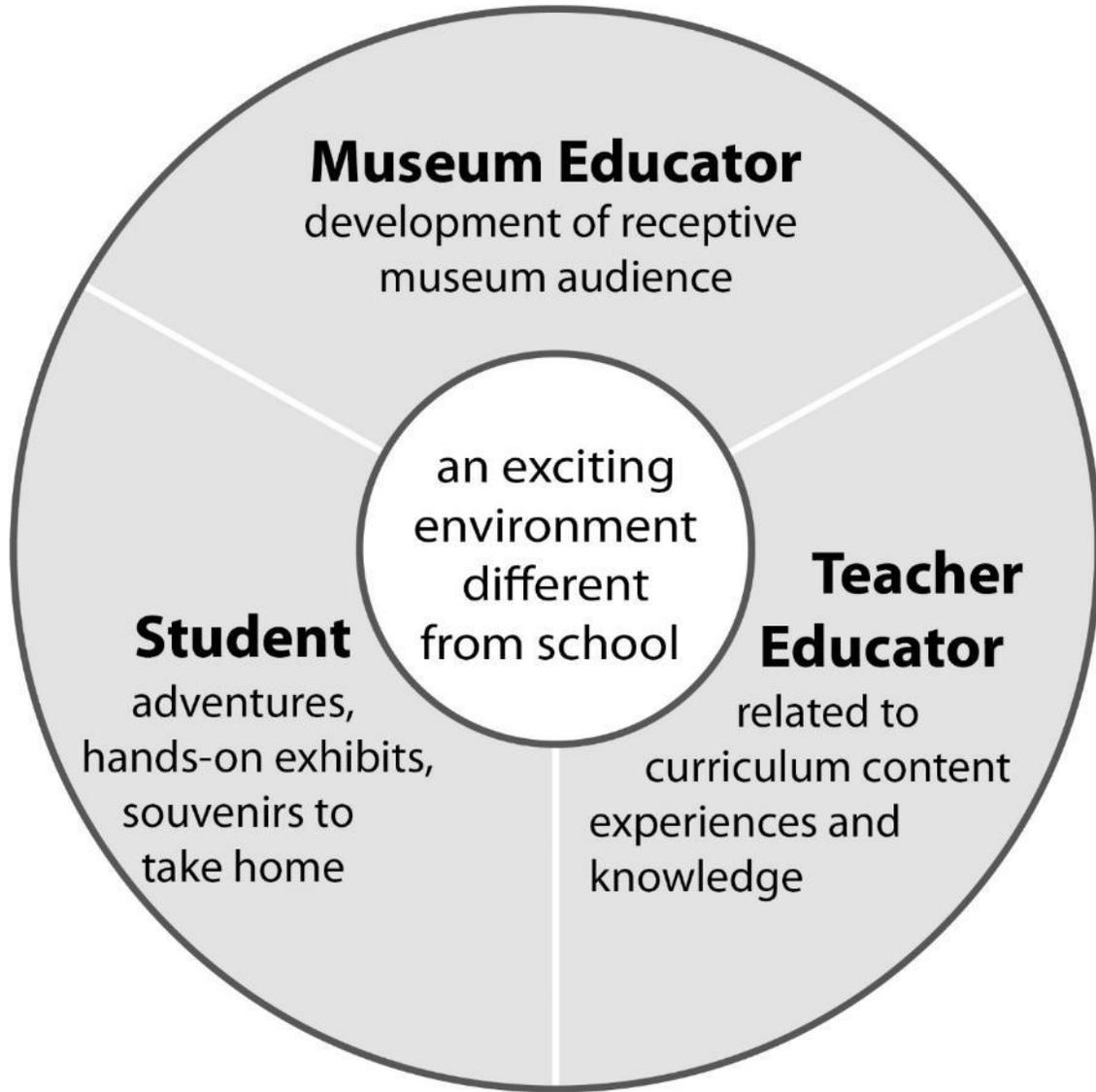
What do visitors want to do in a gallery:



What do visitors want?

Boston Tea Party Museum- The Museum Experience

<https://www.youtube.com/watch?v=rXU9KQ3CUco>





“The Triumph of Technique” by Gardner Rea. From the International Museum of Cartoon Art Collection, The Ohio State University Billy Ireland Cartoon Library & Museum

<https://library.osu.edu/blogs/cartoons/tag/the-new-yorker/page/2/>



Evaluation Questions

- * **Visitor Knowledge**

- * What do visitors know about harbor seals?
- * What do they want to know about harbor seals?
- * What are their misconceptions about the animals?

- * **Attitude Towards Current Exhibit**

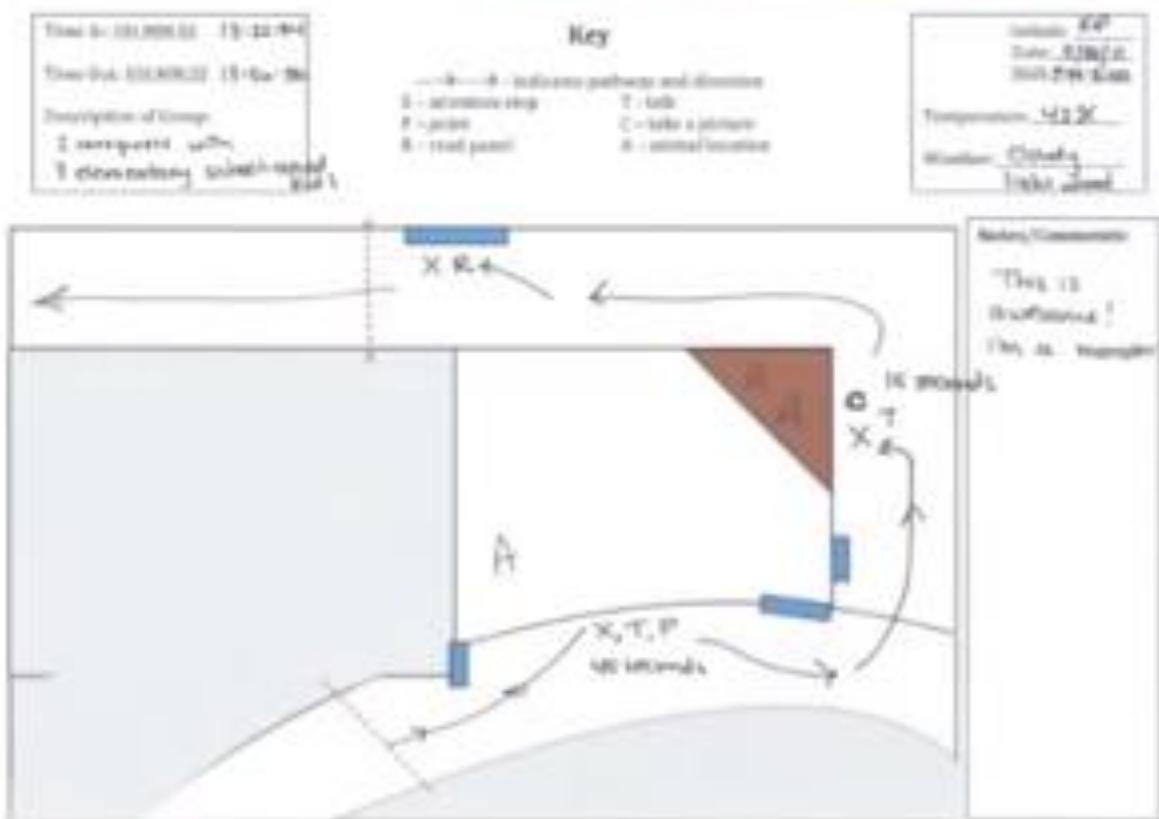
- * What do people do in the current space?
- * How much time do they spend there?
- * What do visitors remember about their visit to the space?

Seattle Aquarium, Fall 2011, Evaluation
Plan Presentation, UW New Directions in
Audience Research

Timing and Tracking

Attitudes Towards Current Exhibit

How visitors use the current space.



Mixed Methodology

Sample Size: 300 instruments

- 100 subjects per instrument
- instruments are independent

Instruments

- * Hands-On Activity
- * Timing and Tracking
- * Reflective Tracking



Hands-On Activity

Visitor Knowledge
of harbor seals





Evaluating the gallery guide



Andrea Fraser, performance, Museum Highlights



Task: Assess how much an exhibition is visitor-friendly!

You may choose an exhibition you have seen before that needs no or only little alteration, or one that should be profoundly redesigned.

Recall the exhibition, and evaluate it assuming the points of view of visitors described in the table below.

How much would they agree with the statements? (Scores: 5 = agree completely, 1 = do not agree at all).

Assessment sheet for different visitor groups

Visitor opinion	Family with small child	Persons with motor disability	Old tourist couple
The exhibition is overwhelming.			
Every part of it is easy to access.			
We understand the messages of the show.			
Every object can be seen adequately.			
Labels are readable and easy to understand.			
Information devices are easy to handle.			
Information materials on sale seem to be interesting and may contribute to my experience.			

From the Academy to Nature. Forms of Landscape Painting in Central Europe 1860– 1890



Emil Jakob Schindler. Večerní krajina s řekou. 1885

Task: Assessment practice in the Gallery

- Work in **groups of 2-3**, and assess a part of the exhibition in terms of
- **accessibility** for the mobility / vision impaired,
- **support** given by exhibition communication tools (wall texts, flyers, the audioguide, etc.) for different audience groups (families with small children, adolescents, senior visitors, experts)
- **attractiveness** of the exhibitions: which part would be most suitable for which audience group?
- Group work would be followed by **presentations** by one member in each group, and a **discussion**

Task: Same collection – different interpretations

You surely have made a lot of photographs during your last tourist trip. Please compile two sets of 20 pictures – one for a travel agency to popularise the place you have visited, showing that it is a quiet venue where everyone can come and feel safe, and another set for the police to warn tourists about dangers in this neighbourhood.

You may use labels and make montages, too, but you have to create both displays using exactly the same collection of photographs. This task is about producing exhibitions of different meaning out of the same museum storage!

Show both sets of images to your fellow travellers and discuss the meaning of verbal and visual communication and interpretation options of the same experiences.

Task: Advertising an exhibition

In your favourite cinema or club, there is a small exhibition room where your friends have decided to organise a show display about their common hobby. This hobby is interesting, but not particularly well-known. Design a small advertising campaign for the exhibition!

- Write a short and catchy text of 10-15 lines about the hobby and how it can be show presented in an exhibition!
- Choose a few objects to be shown in a glass case at the entrance, near the exhibition room!
- Design a large canvas that will be hung above the name of the cinema, to advertise the display.

Ask your friends if they would consider visiting the show display before or after a film screening!

Further reading

[Literature EN Exhibition assessment \(https://www.dropbox.com/sh/egaey2fmv40kma6/AAAjQeK_EmYZFt4TPSClvHL0a?dl=0\)](https://www.dropbox.com/sh/egaey2fmv40kma6/AAAjQeK_EmYZFt4TPSClvHL0a?dl=0)

Audience research blog on Museum 3.0: book reviews, conference announcements, research reports on visitor studies. <http://museum30.ning.com/group/audienceresearch>

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