

Evaluating the Visitor Experience in Traveling Exhibits

Traveling Exhibits: What we know...

Front End Evaluations

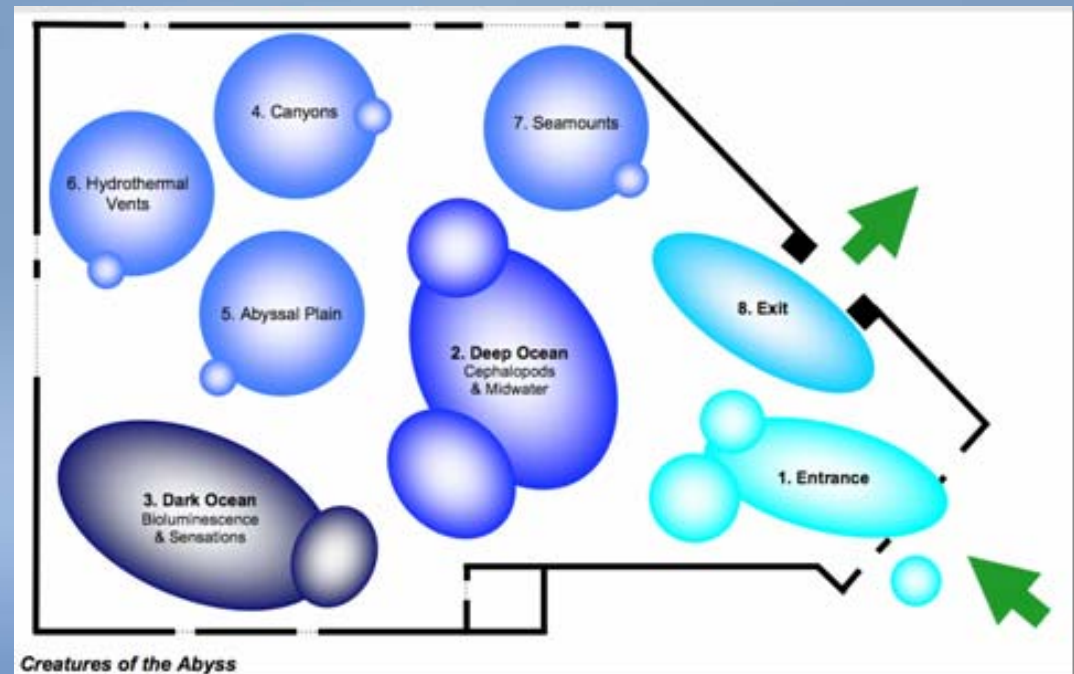
Assessing :

Prior knowledge

Prior Experience

Interest

Motivation



Creatures of the Abyss, Science North

Traveling Exhibits: What we know...

Key Influences on Learning

Prior knowledge

Prior experience

Interest

Motivation



Creatures of the Abyss, Science North

Traveling Exhibits: What we know...

Summative Evaluations

*In-depth,
meaningful experience for
families, adults and
children*



Discovering Chimpanzees, Science North

Traveling Exhibits: What we know...

Summative Evaluations

Effectively convey main messages

Most visitors can express main message when interviewed.



Robots + Us, SMM

Traveling Exhibits: What we know...

Summative Evaluations

Visitors gain:

New knowledge

New concepts

New vocabulary

New understanding



Disease Detectives, SMM

Traveling Exhibits: What we know...

Provide :

- Real world contexts for fascinating topics
- In-depth experience for maximizing learning outcomes



*Ends of the Earth:
From Polar Bears to Penguins, Science North*

Case Study: WaterWorks: Soak Up the Science



Water Works Exhibit Evaluation

- 3 sources of data collection:
 - Observations of visitor interactions
 - Survey questions on main themes
 - Open-ended comments



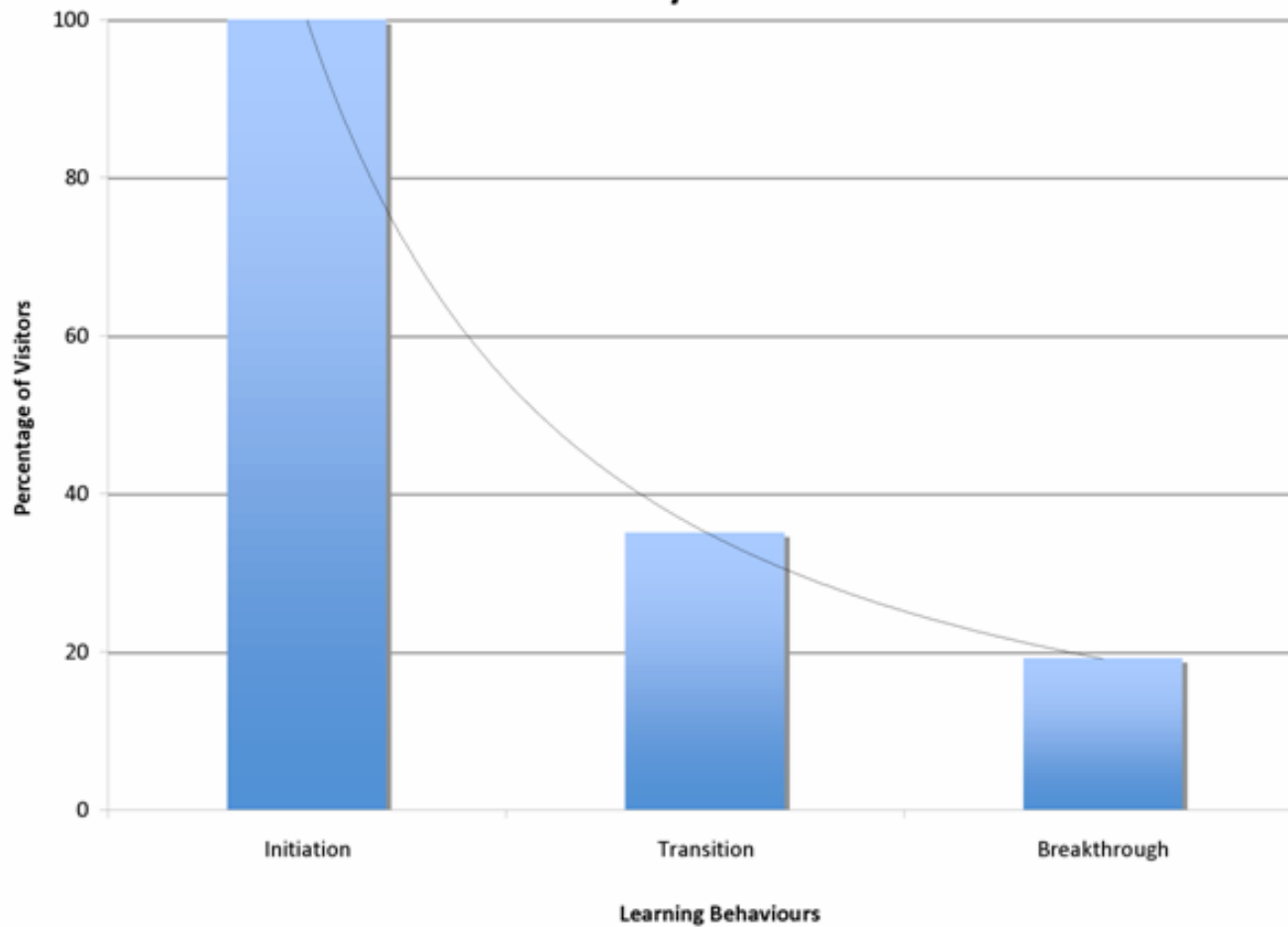
Observation of visitor interactions

Initiation	1. Doing the activity
	2. Observing others or observing the exhibit
	3. Support or assistance by staff or other visitors
Transition	4. Repeating the activity
	5. Positive emotional response
Breakthrough!	6. Acknowledging relevance
	7. Seeking/sharing information
	8. Engagement/involvement

Visitor Engagement Framework

Glycerine Bubbles

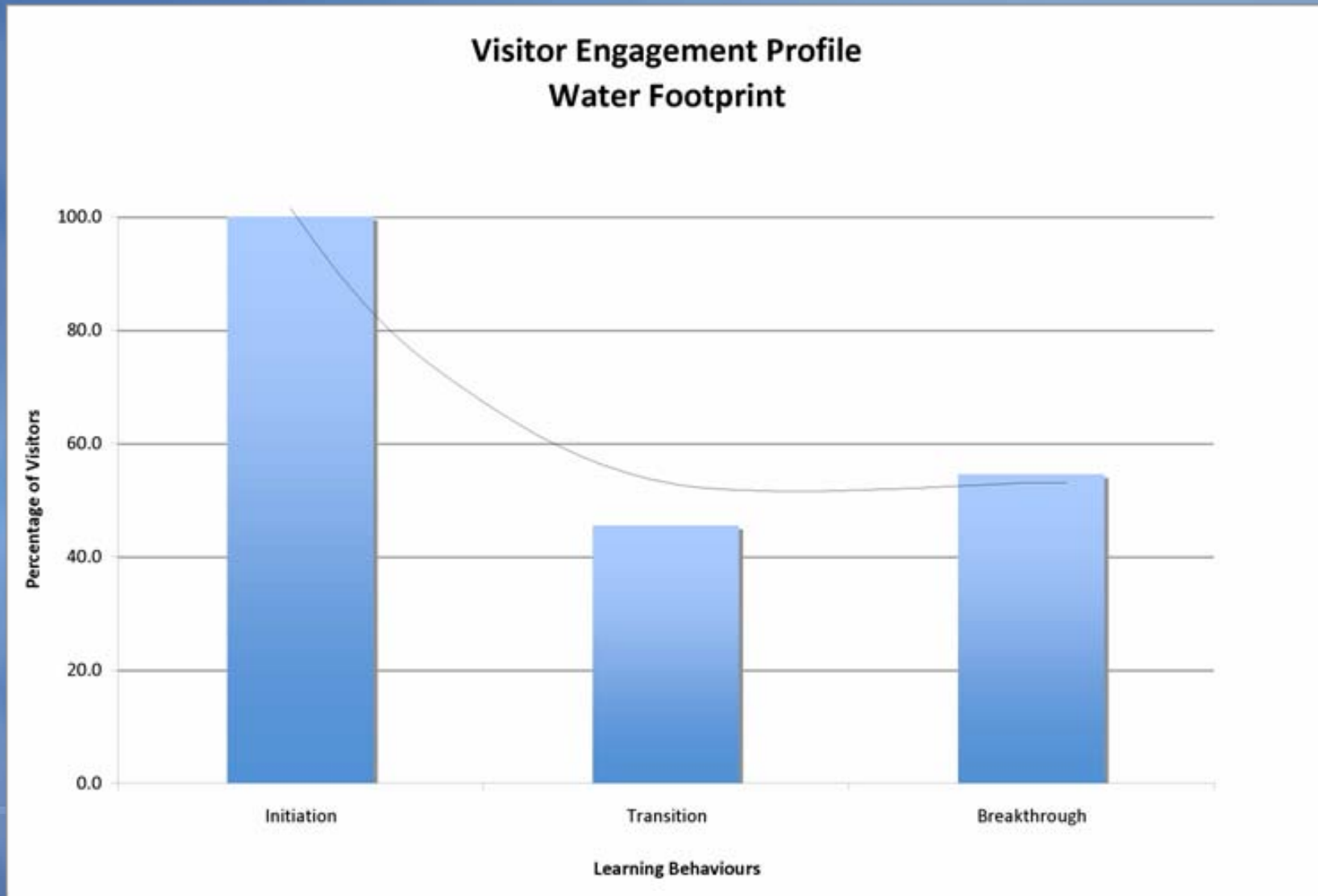
Visitor Engagement Profile
Glycerine Bubbles



Your Water Footprint



Your Water Footprint



Visitor Survey

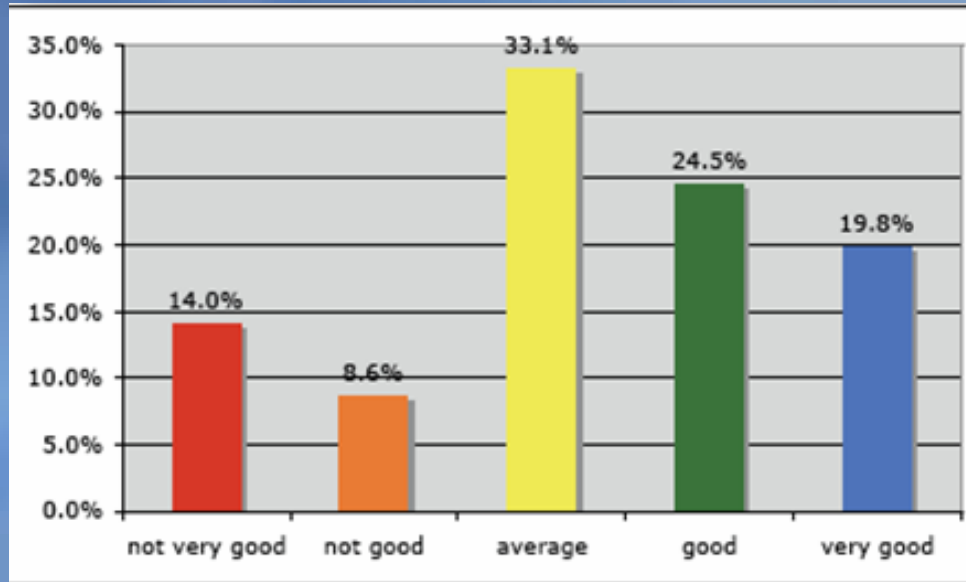
- Self-reporting on knowledge
 - Water usage
 - Water treatment
 - Water resources
- Visitor Comments

Visitor self report on knowledge and understanding

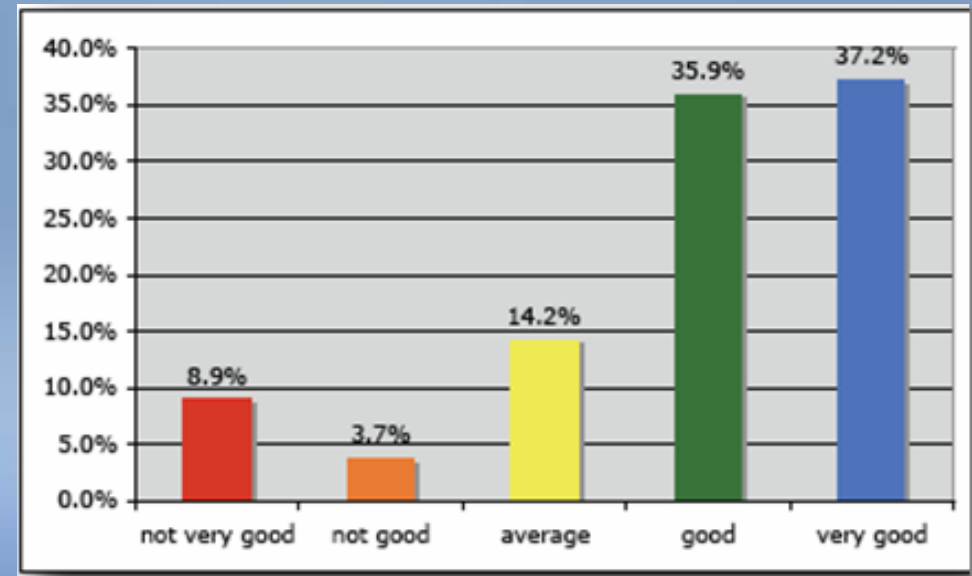
Before visiting WaterWorks, how would you have rated your knowledge or understanding of water treatment?

After visiting WaterWorks, how would you rate...

Visitor self report on knowledge and understanding of: Water Usage

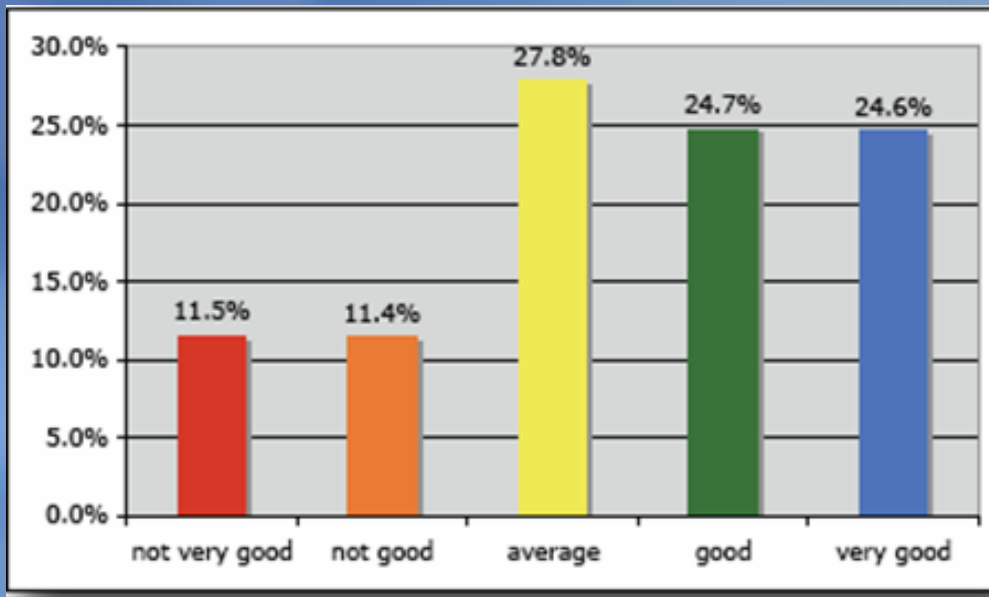


Before visiting

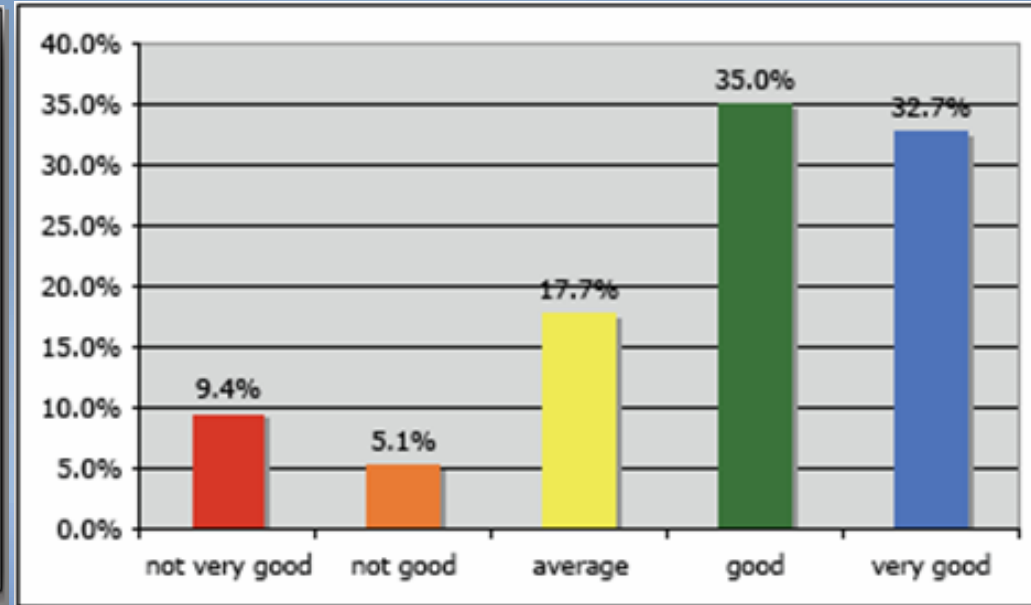


After visiting

Visitor self report on knowledge and understanding of: Water Treatment Processes

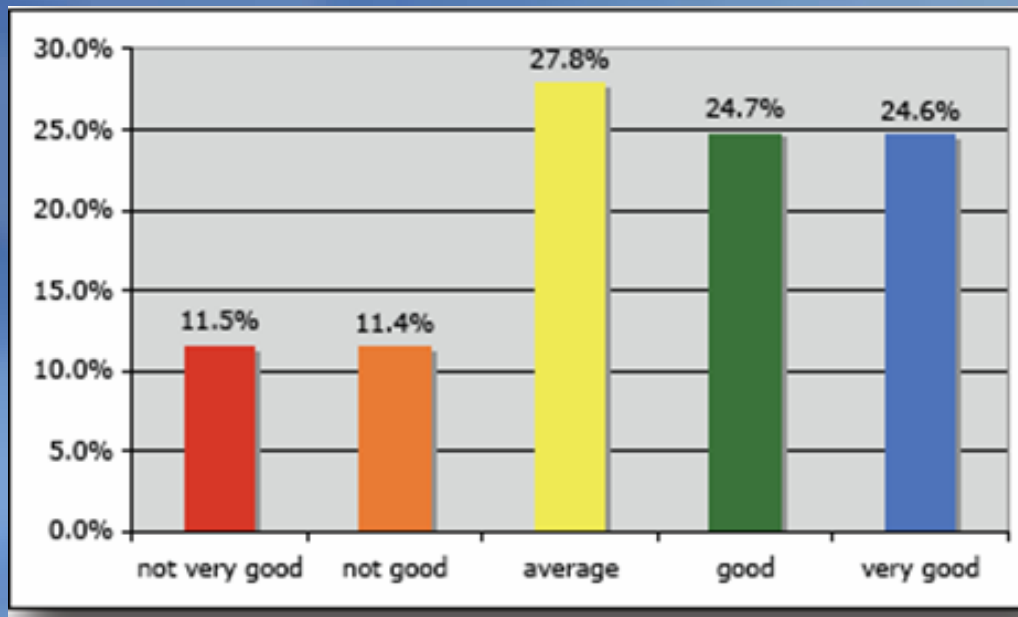


Before visiting

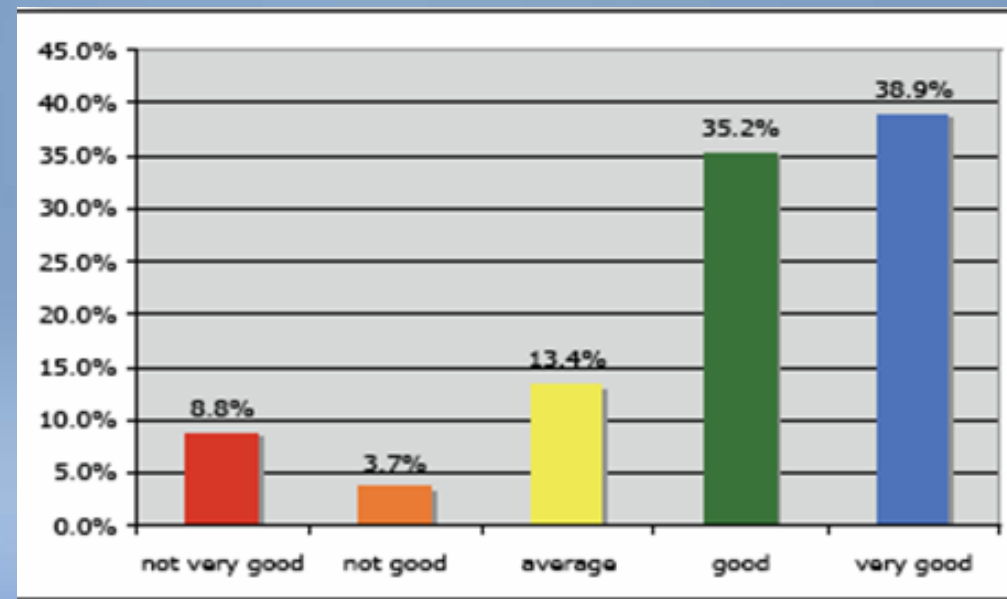


After visiting

Visitor self report on knowledge and understanding of: Earth's Water Resources



Before visiting



After visiting

Visitor Comments

- What did you find most interesting in WaterWorks today?
- 1044 comments
- Three types of visitor comments:
 1. Identifying Experience
 2. Positive Affective Comment
 3. Meaning Making

Identifying Experiences

Identifying Exhibits	651
Identifying Demonstration	66
Identifying Bluecoat	36
Total	753

Positive Affective Comments

Positive Emotional Response	225
Entertaining	47
Interactivity	49
Total	321

Meaning Making

Change in Understanding	161
Acknowledging Relevance	58
Further Action	16
Total	237

Your Water Footprint



Your Water Footprint

“The thing that I had found interesting about Water Works today was learning about how many litres of water I consume and waste in a day. It made me realize how much water I actually waste and how I should start to consume it.”

- Change in understanding, acknowledging relevance and further action = meaning making

Household Water Cycle



Household Water Cycle

“The water treatment was very helpful in teaching us how much effort it takes to get water to our tap.”

- Change in Understanding, Acknowledging Relevance

Water Works Traveling Exhibit



Overall, extremely positive impact on visitor experience

Evaluation resources



Raising the Roof, SMM

- Kirsten Ellenbogen, Science Museum Minnesota
- Randi Korn & Associates, Inc.
- Selinda Research Associates, Inc.
- Serrell & Associates
- Chantal Barriault, Science North

Thank You!

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