

Session 8
Discuss Visitor
Observations

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Visitor Behavior Discussion

- Video vs. Live
 - Differences and similarities
 - Difficulties and strengths
- APE vs. PD
 - Physical Engagement
 - Intellectual Engagement
 - Social Engagement
- Other ways to describe differences?

Operational Definition of APE

- Physical Engagement
- Intellectual Engagement
- Social Engagement

APE behavior

- Physical Engagement
 - Avg holding time longer than 1 minute
 - Visitors seem to use exhibit features
 - Strong initial engagement
 - Good prolonged engagement (relates to holding time)
 - Use of exhibit seems diverse, rather than uniform
 - Visitors leave before running out of options

APE behavior

- Intellectual Engagement
 - Visitors seem intentional, not just doodling
 - Visitors seem to drive the experience
 - Don't rely on label exclusively
 - Ask and answer their own questions
 - Visitors don't seem too focused on the label's explanation

APE behavior

- Social Engagement
 - Visitors can work collaboratively or independently
 - Visitor roles are fluid and flexible
 - Rather than “Kids do, parents read”