

Mind – Formative Evaluation Floor Prompts for Self-Reflection

Joyce Ma

September 2007

THIS IS NOT A DEFINITIVE FINAL REPORT

FORMATIVE evaluation studies like this one often:

- **are conducted quickly**, which may mean
 - small sample sizes
 - expedited analyses
 - brief reports

- **look at an earlier version** of the exhibit/program, which may mean
 - a focus on problems and solutions, rather than successes
 - a change in form or title of the final exhibit/program

Mind - Formative Floor Prompts for Self-Reflection

Joyce Ma
September 2007

This report documents two formative evaluations that look at using short statements on the floor to prompt for self-reflection in the Mind Section of the Exploratorium.

- The first study was conducted to determine if visitors even read the prompts, and if they did, if they stopped to think about the statement and talk with their companions about what they read.
- The second study asks if visitors thought the floor prompts improved the Mind Section. In addition, it takes a closer look at the question: *Is a floor prompt that refers to a particular exhibit nearby more or less likely to encourage visitors to pause and think than one that refers to mind in general?* We wanted to determine if we could better contextualize the floor prompts by having them connect more specifically to exhibits close-by.

We found that

- Visitors who stop and read a floor prompt are also likely to think about the statement.
- Floor prompts can encourage some (40% to 50%) visitors to think about themselves.
- Most (73%) visitors found that the floor prompts added to the section. A small minority (2%) thought they detracted from their visit to the area.
- We should try to use statements that refer to specific exhibits and place those prompts near those exhibits to help contextualize the statements for visitors.

FORMATIVE EVALUATION I

PURPOSE

Ten signs, or floor prompts, (Figure 1) intended to encourage visitors to pause and think about themselves were taped to the floor throughout the Mind Section as shown in Figure 2. All but one sign were 2-feet in diameter; the exception, *I'm not the person people think I am*, measured 2.5 feet.

Figure 1. Self-Reflection Floor Prompts

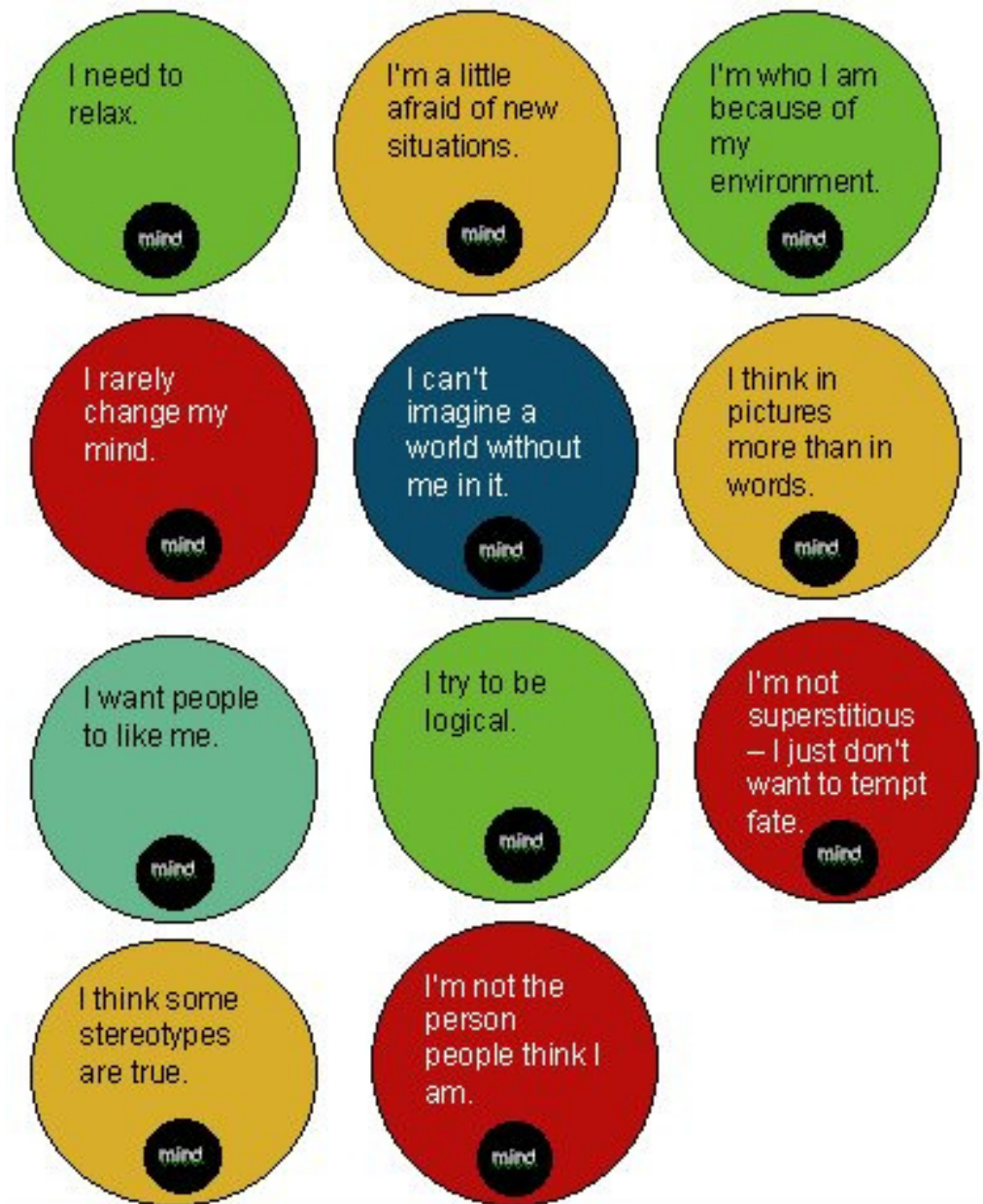
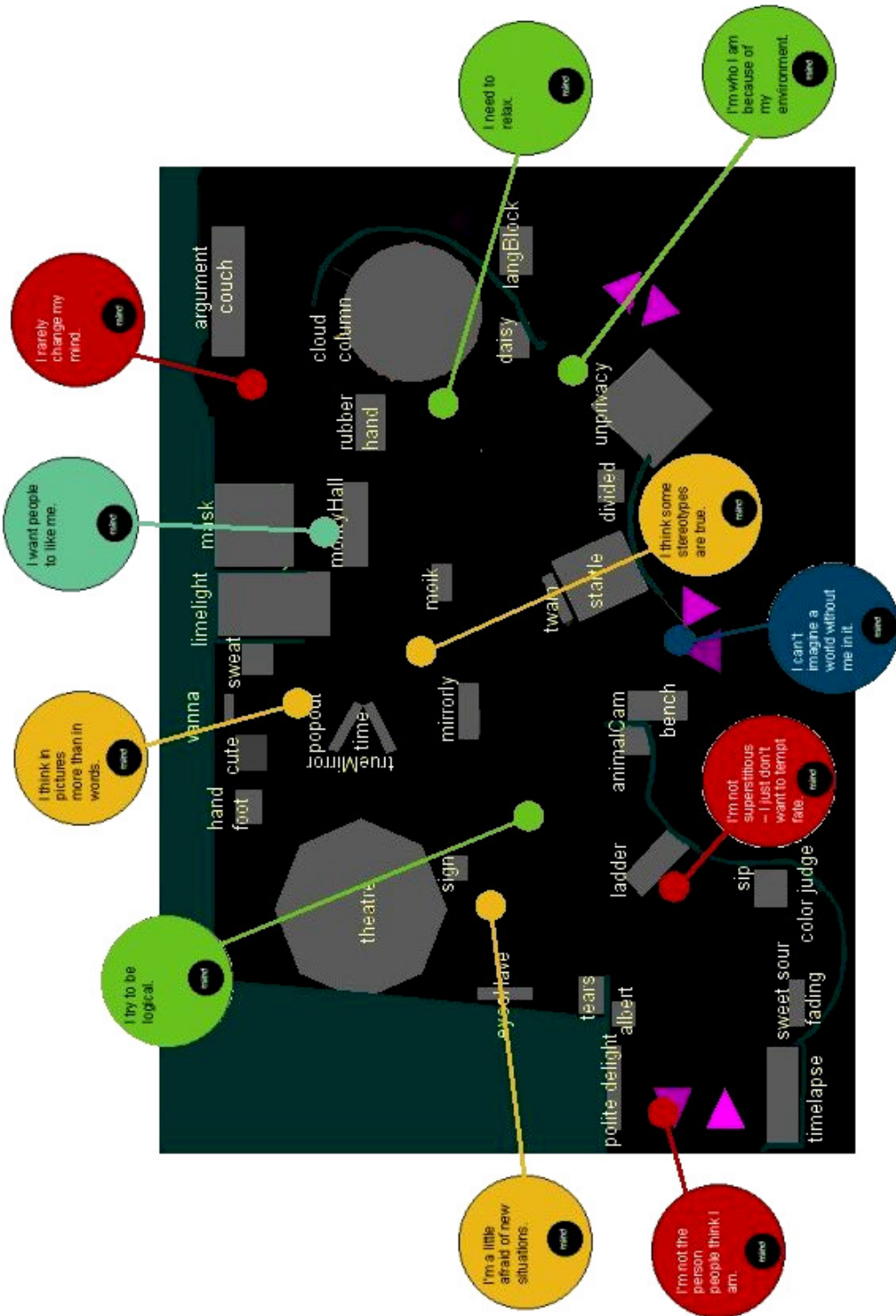


Figure 2. Positions of the Prompts



One sign, *I'm not superstitious, I just don't want to tempt fate*, was intended to refer to a particular exhibit, *Perilous Portal*. The other prompts were more general statements about different aspects of mind. Nonetheless, many of these more general signs could still be associated with one or more exhibits in the collection, and in positioning these exhibits, I decided to place some of these signs close to an exhibit or exhibits that touch on a similar idea. My intentions are listed below in Table 1.

The purpose of this first evaluation was to collect initial information for the following questions:

- Do visitors see and read the signs on the floor?
- Do they think about any of the signs they read? Which ones? What do they think about?
- Do visitors talk with their family or friends about what they read? What do they talk about?
- What statements do visitors find intriguing?

Table 1. Self-Reflection Prompts and Associated Exhibit.

Prompt	Associated Exhibit
<i>I'm not superstitious - I just don't want to tempt fate.</i>	Perilous Portal
<i>I rarely change my mind.</i>	Argument Couch
<i>I want people to like me.</i>	Limelight
<i>I'm not the person people think I am.</i>	Polite/Delight Smile
<i>I need to relax.</i>	Cloud Column
<i>I'm a little afraid of new situations.</i>	Theatre of Mind (Risk film)
<i>I think some stereotypes are true.</i>	(very loosely) Competent Candidates
<i>I think in pictures more than in words.</i>	(very loosely) Popout, Vanna, Cute Cabinet
<i>I try to be logical.</i>	None
<i>I can't imagine a world without me in it.</i>	None
<i>I'm who I am because of my environment.</i>	None

METHOD

An evaluator approached visitors, 8-years old and older, who were exiting the Mind Section and asked for a short interview. (See Appendix A.) She moved freely between the exits throughout the day to collect data from the three main entrances/exits to the Mind Section. To eliminate people who were simply passing through from our interview, the evaluator first asked visitors if they had had a chance to see the exhibits in the area before proceeding with the remaining questions.

DATA COLLECTED

We interviewed visitors on Tuesday, July 31, 2007, Friday, August 3, 2007 and Saturday, August 3, 2007.

In total, we talked with 34 visitors. ($N = 34$.) Their demographic information is as follows:

Gender	Count (out of 34)
Male	18 (53%)
Female	16 (47%)

Age Group	Count (out of 34)
Child (8-12)	4 (12%)
Teen	9 (26%)
Adult	21 (62%)

RESULTS***Did visitors see and read the signs on the floor?***

Twenty-one (62%) of the 34 visitors we intercepted reported seeing and reading at least one sign.

Table 2. Tally of people who saw and read a self-reflection prompts

Prompt	Tally of those who saw and read the prompt (out of 21)
<i>I can't imagine a world without me in it. (Side entrance)</i>	7 (33%)
<i>I want people to like me.</i>	7 (33%)
<i>I'm not superstitious - I just don't want to tempt fate.</i>	6 (29%)
<i>I try to be logical.</i>	5 (24%)
<i>I think some stereotypes are true.</i>	5 (24%)
<i>I need to relax.</i>	5 (24%)
<i>I think in pictures more than in words.</i>	4 (19%)
<i>I'm not the person people think I am. (Front entrance)</i>	4 (19%)
<i>I rarely change my mind.</i>	3 (14%)
<i>I'm a little afraid of new situations.</i>	3 (14%)
<i>I'm who I am because of my environment. (Rear Side entrance)</i>	0 (0%)

These numbers give some indications of which positions are more visible than others. Note in particular that no one reported seeing the sign at the rear side entrance (by the Tactile Dome),

and less than 20% of the people interviewed remembered seeing the floor prompt at the front entrance.

Did visitors think about any of the floor prompts they read?

Seventeen (81%) of the 21 visitors who reported reading a sign claimed that they thought about at least one of the signs they saw.

Table 3. Tally of people who thought about a self-reflection prompts

Prompt	Count (out of those who read the statement)
<i>I rarely change my mind.</i>	2/3
<i>I'm not superstitious - I just don't want to tempt fate.</i>	4/6
<i>I try to be logical.</i>	3/5
<i>I can't imagine a world without me in it.</i>	4/7
<i>I want people to like me.</i>	3/7
<i>I think some stereotypes are true.</i>	2/5
<i>I think in pictures more than in words.</i>	1/4
<i>I'm not the person people think I am.</i>	1/4
<i>I need to relax.</i>	0/5
<i>I'm a little afraid of new situations.</i>	0/3
<i>I'm who I am because of my environment.</i>	0/0

What visitors thought about can be placed into three broad categories:

- Thoughts on the statement itself (9 out of 17 visitors). For example,

Visitor30 *I think some stereotypes are true: I'm not the person people think I am.* M:

[About the stereotypes statement]: That's why jokes are funny.

F: [About the "not the person people think I am" statement]: That it was right when you come into the Mind area, how it's a thought about minds.

Visitor23 *I can't imagine a world without me in it. It's true; it's hard to imagine that.*

Visitor24 *I rarely change my mind. Younger woman: Well, I'm a teacher, so I was thinking about my flexibility at school.*

- Perceived connections between the floor prompt and an exhibit close by. (5 out of 17 visitors) For example,

Visitor14 *I want people to like me. Hmm, it's kind of hard to explain but, the one near the booth where you go into it and people applaud for you... well, it made me feel kind of weird. {say more?} Well, I guess... who was that about?*

Visitor10 *I'm not superstitious - I just don't want to tempt fate. Just about what would happen if I walked under the ladder.*

Visitor19 *I rarely change my mind. Yeah, it was by the exhibit that talks about machines having a conscience, and I didn't change my mind about what I thought about that.*

- Questions about the (missing) context. (4 out of 17 visitors). For example,

Visitor20: [Not about one in particular] I was just wondering what they were for - were they part of a larger exhibit?

Visitor27: [Not about one in particular] I was wondering if they belonged to an overarching exhibit.

We also looked at what visitors reported thinking about to see if it suggests self-reflection. In doing so, we roughly defined a self-reflection statement as one that refers to one's own actions, thinking, or feeling. Examples of these statements appear in purple above. We found that 10/17 visitors reported thinking about themselves after reading and thinking about one of the floor prompts they saw.

Did visitors talk with their family or friends about what they read? What Did they talk about?

Only 2 visitors reported talking about the signs:

Visitor22 *I think some stereotypes are true. Yeah, we just commented that it was odd that it was there.*

Visitor24 *I rarely change my mind. Older woman: Yeah, we pointed them out. And I think I said [to the woman she was with], "You don't make up your mind!"*

What prompts did visitors find intriguing?

To identify other promising prompts that may be intriguing enough to provoke thought and discussion, we showed visitors candidate statements and asked them which they found interesting to think and talk about. Some of these were inspired by specific exhibits but can also possibly function as more general prompts.

Table 4. Prompts visitors rated as being interesting to them. Statements designed with a particular exhibit in mind appear in orange.

Prompt	Count of those who thought it was interesting ¹
<i>I think some stereotypes are true.</i>	15/25 (60%)
<i>I can't imagine a world without me in it.</i>	10/17 (59%)
<i>I don't trust my own mind, so I always go with my gut.</i>	10/17 (59%)
<i>I really feel sad when I see myself crying.</i>	10/17 (59%)
<i>I think in pictures more than in words.</i>	10 /17 (59%)
<i>I want people to like me.</i>	10/17 (59%)
<i>I'm a good liar.</i>	10/17 (59%)
<i>I believe that only "meat" -biological beings-can think.</i>	14/26 (54%)
<i>I don't want people to know everything my body language is saying.</i>	9/17 (53%)
<i>I think drinking from a toilet is gross, but I don't want to look scared.</i>	13/25 (52%)
<i>I try to be logical.</i>	8/17 (47%)
<i>I need to relax.</i>	11/26 (42%)
<i>I'm a little afraid of new situations.</i>	7/17 (41%)
<i>I'm not the person people think I am.</i>	7/17 (41%)
<i>I'm who I am because of my environment.</i>	6/17 (35%)
<i>I don't think animals have minds.</i>	5/17 (29%)
<i>I'm not a very nervous person.</i>	5/17 (29%)
<i>I rarely change my mind.</i>	4/17 (24%)
<i>I'm not superstitious - I just don't want to tempt fate.</i>	6/25 (24%)
<i>I'm the same person I was 5 years ago.</i>	3/17 (18%)
<i>I'm attracted to people with large eyes.</i>	2/17 (12%)

¹ We showed each visitor only 8 or 9 statements to rate.

SUMMARY AND RECOMMENDATIONS

- About 60% (21/34) of the visitors we interviewed noticed and read a floor prompt. **The results of this study give some indications of which locations attract more attention.**
- About 80% of this 60% (~50%) reported thinking about what they read. So, **if they stop and read, visitors are likely to also think about the statement.**
- Some visitors who noticed and read the prompts were trying, and struggling, to put the floor signs into a context, either with the larger collection or with individual exhibits. More specifically,
 - Some (4/17) visitors were confused by the floor prompts. They wondered what they were doing there and weren't sure what to make of them.
 - A few visitors related the floor prompts, including some that were not designed for a particular exhibit, to different exhibits they've seen.
- Nonetheless, we found that 60% (10/17) visitors did report thinking about themselves after reading and thinking about one of the floor prompts they saw, showing some promise that **floor prompts can encourage self-reflection.**
- Yet, only 2 visitors reported talking about any of the prompts they saw, and one of these two talked not about the statement itself but asked why it was there. Stumbling across a sign may not be enough to spark discussion. If we are interested in using these floor signs to provoke conversation, we may need to find better ways of creating a share experience or context for these prompts. One possibility is to **create a stronger tie to individual or a cluster of exhibits.** That way, the exhibits provide the shared experience and the prompts encourage self-reflection about the broader implications of that experience. Scattered and decontextualized, the current prototype does not encourage conversations about the self.

FORMATIVE EVALUATION II

PURPOSE

The results of the initial evaluation suggest that floor prompts may be a valuable addition to the Mind Section. However, before placing permanent signs on the floor, we wanted to gauge: *Do visitors feel that the floor prompts make the area better or worse?*

Also, this second evaluation was an opportunity for us to explore: *Are statements that refer to a particular exhibit more effective in encouraging self-reflection than general statements about the mind?* Our hypothesis was that the more specific statements would be better at promoting self-reflection for the reasons listed in Table 5.

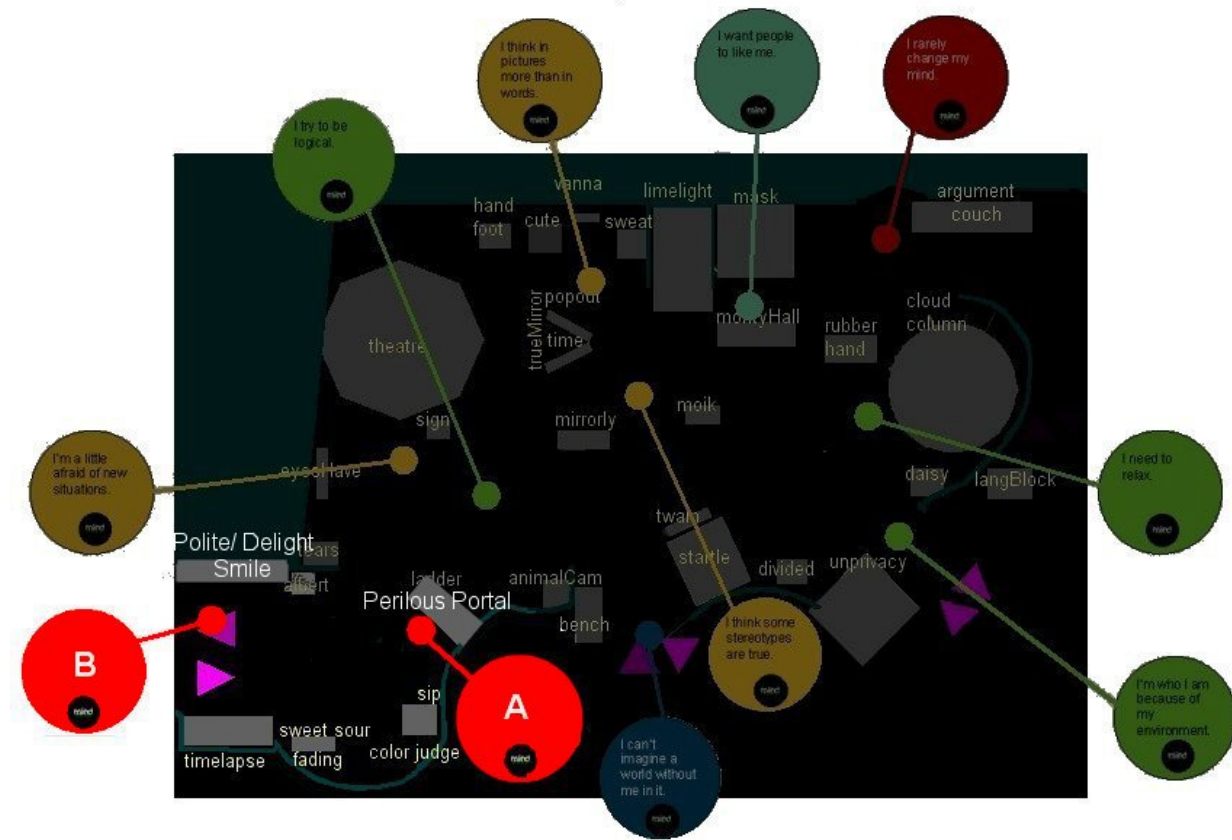
Table 5. Comparison between exhibit specific and general prompts

Exhibit specific prompts	General prompts
<ul style="list-style-type: none"> • Provide a clear referent - a specific exhibit experience, to reflect on • Provides a more familiar (typical) use of labels • Provides a shared exhibit experience to talk about 	<ul style="list-style-type: none"> • Allow visitors to draw their own connections and referent(s), and thus interpretation(s) • Help tie together many exhibit experiences • May encourage visitors to pause and reflect because they are not the typical exhibit label

METHOD

We left all the floor signs from the first evaluation in place and looked only at two floor prompts in the front of the Mind Section for this study. These are highlighted in Figure 3.

Figure 3. Positions of the Prompts Considered in Evaluation II



Floor Prompt A was placed near Perilous Portal. Floor Prompt B was placed near Polite/Delight Smile. There were three different versions for each floor prompt as indicated in Table 6.

Table 6. Three Versions of the Floor Prompts

Version Level of Specificity	Floor Prompt A	Floor Prompt B
High – Exhibit specific. Refers to a particular exhibit	<i>I'm not superstitious. I just don't like ladders.</i>	<i>I hide my thoughts behind my smile.</i>
Medium – Applies to a small subset of exhibits	<i>I try to be logical.</i>	<i>I'm not the person people think I am.</i>
Low – Applies to a large subset of exhibit in Mind	<i>I make decisions based more on feeling than thinking.</i>	<i>I make decisions based more on feeling than thinking.</i>

We switched between different versions of each floor prompt according to the schedule shown in Table 7.

Table 7. Evaluation Day for each pair of prompts

Day	Floor Prompt A	Floor Prompt B
Saturday 8/25/07	<i>I try to be logical.</i>	<i>I hide my thoughts behind my smile.</i>
Saturday 9/1/07	<i>I'm not superstitious. I just don't like ladders.</i>	<i>I make decisions based more on feeling than thinking.</i>
Sunday 9/2/07	<i>I make decisions based more on feeling than thinking.</i>	<i>I'm not the person people think I am.</i>

An evaluator stood in the front of the Mind Section where the two floor prompts were placed. She watched for visitors, 8-years old and older, who stopped at one of the floor prompts and looked down, alternating between watching at Prompt A and Prompt B. As the observed visitor was leaving the front area of the Mind Section, the evaluator would approach him/her and ask for a short interview. (See Appendix B.)

DATA COLLECTED

We interviewed 50 visitors ($N = 50$) over the course of 3 weekend days:

Gender	Prompt A (out of 25)	Prompt B (out of 25)	Total (out of 50)
Male	9 (36%)	8 (32%)	17 (34%)
Female	16 (64%)	17 (68%)	33 (66%)

Age Group	Prompt A (out of 25)	Prompt B (out of 25)	Total (out of 50)
Child (8-12)	1 (4%)	0 (0%)	1 (2%)
Teen	2 (8%)	0 (0%)	2 (4%)
Adult	22 (88%)	25 (100%)	47 (94%)

RESULTS

Did the floor prompts make the section better or worse?

A majority (73%) of the visitors who stopped and read a floor prompt thought the floor prompt made the area better (Table 8).

Table 8. Did visitors think the floor prompts improved the area?

Did the circles make the section better/worse or about the same?	Count (out of 45)
Better	33 (73%)
Worse	1 (2%)
About the same	11 (24%)

Visitors explained that the floor prompts made the section better because:

- They were thought provoking (16 out of 45 visitors)
 - Visitor9_AHigh: Because I think it made me think. It kicked off a thought and otherwise I could have been drifting through. I would have gone into my background, other things in my head. It kicks your mind into a different pattern
 - Visitor13_SetBLow: makes people think and gets your minds working a little more.
 - Visitor17_BHigh: Stops to make you think. It's not an exhibit, it's seen out of the corner of your eye. You're not really paying attention to it, but you think about it later.
 - Visitor18_ALow: It's very subtle, it take little effort for people walking through here to notice, and it can bring people to reflect on themselves for a moment.
- Their placement added interest to the floor (9 out of 45 visitors)
 - Visitor11_BHigh: It made the floor less plain.
 - Visitor14_ALow: I think it's kind of cool. Like little surprises on the floor.
- They enhanced an exhibit (8 out of 45 visitors)
 - Visitor15_BHigh: You see it and look up. I think if you're walking in and not looking at the wall then you look down and see the sign and you look up at the exhibit.

Visitor4_AMed: Because some people may just walk by without thinking, but some visual cue, like the sign, might cause people to look at the exhibit a little closer.

- They help describe the section (3 out of 45 visitors)

Visitor2_BLow: It draws your attention to the floor and lets you know what the section might be about. It's better than the other sections, I didn't know what they were about.

The visitors who thought that the floor prompts neither added nor detracted from the section, most frequently (4 out of the 11) thought that people would not even notice the prompts.

What did visitors think about when they saw the statement?

We asked visitors who had read the floor prompt what they thought about when they encountered the prompt. Seventy-five percent (35 out of 50 visitors) reported thinking about:

- How the statement is connected to an exhibit (14 out of 50). For example,

Visitor4_AMed: I saw it near the ladder so in my mind I thought people with strong superstitions wouldn't go under, but your mind tells you to be logical and it's not going to hurt you to walk under a ladder.

Visitor7_BMed: Then I stepped back, and thought hmm, that [sign] might have something to do with the smiles. Then I saw the mirror and looked at the mirror. I didn't see a direct connection to the smiles, but maybe that means there are times when I fake smile. I went to the mirror and smiled and thought, there's no way of having a real laugh in front of a mirror. I had no idea people even knew if a smile was fake or not.

Visitor13_BHigh: I thought it was interesting in relation to the smiles posted there. It made me stop and think about it.

Visitor14_AMed: I looked at it then walked right under the ladder. I interpreted the sign as being thought provoking of the old wives' tale not to walk under ladders. What do we do and not do without thinking is this logical? Is there a logical bases for what we do? It made me smile, the placement by the ladder, inviting you to walk under.

- Whether or not they agree with the statement (9 out of 50). For example,

Visitor13_AHigh: Briefly. I don't buy it. I assumed walking under ladders when it says that. If someone has a problem going under one it's because of superstition.

Visitor1_BMed: That's probably true.

- How they themselves behave (5 out of 50). For example,

Visitor17_BMed: I thought. I didn't stop much. I thought it was interesting. I've had times when I've hidden my thoughts behind my smile.

- How the statement is connected to the overall section (3 out of 50). For example,

Visitor2_AMed: at first I only thought about it being an introduction, introducing this section of the mind

The three most frequent types of responses are shown in Table 9, according to the specificity of the prompt. That is; *high* indicates that the prompt made a specific reference to an exhibit close by. For example,

I'm not superstitious. I just don't like ladders. ['Ladders' refers to Perilous Portal.]

I hide my thoughts behind my smile. ['Smile' refers to Polite/Delight Smile]

Alternatively, *low* indicates that the prompt was more general and can be applied to many exhibits in the Mind Section:

I make decisions based more on feeling than thinking.

Table 9. What visitors thought about according to the specificity of the prompt

Prompt specificity	What visitors thought about			Total visitors who thought about the prompt
	Aspects of themselves (Self-Reflection)		How does this connect to the exhibit?	
	Do I agree or disagree with the statement?	How does this reflect my own behavior?		
High	2	3	8	14
Med	2	1	4	11
Low	5	1	2	10
Total	9	5	14	35

About 40% (14/35) of the visitors, who reported thinking about the prompt we were testing, thought about how that statement is connected to an exhibit on the floor. The more specific the statement was to an exhibit, the larger the number of visitors who tried to make an exhibit connection. We, however, could not detect statistical significance with our small sample.

Less than 15% of the visitors reported thinking about their own behavior, though slightly more did think about whether or not the statement was true of themselves or not. Together 40% (14/35) visitors reflected on themselves, their own beliefs and their own behavior at the floor prompts.

What connections did visitors see between the statement and the Mind area or a Mind exhibit?

We asked visitors if the statement they read on the floor was connected to the section they were in. The results are tabulated in Table 10.

Table 10. How the floor prompt is connected to the Mind Section

Prompt specificity	Connections Visitors Saw			Total respondents
	It has to do with the Mind Section	It's connected to a specific Mind exhibit	There's no connection	
High	10	5	1	16
Med	9	2	3	14
Low	7	4	4	15
Total	26	11	8	45

Most (82% or 37/45) visitors thought there was some connection:

- A majority of the visitors thought the prompt they read had something to do with the overall Mind Section.

Visitor11_AHigh: The mind and different things that influence things you do. Things in your everyday life that you do because of different paradigms.

Visitor18_ALow: it has a lot to do with it. I thought that it fit. For a split second I thought, "What's that?" Then I thought, we're in the mind/perception area, so it was appropriate.

Visitor11_BHigh: I'm assuming that it's mind things so it has to be like things with two meanings that make you think. It makes you think in your mind in this section.

- Even with the most general statement, some visitors tried to make a connection to particular exhibits they saw.

Visitor16_BLow: The smiles right across. It shows that the smiles when there is emotion into the smile it is different than other smiles for pictures.

Visitor10_ALow: The toilet, because that's what it is. The nature of the exhibits here is what the sign says.

- However, with the more general statement, more visitors saw *no* connection to anything in Mind compared to visitors who read and thought about the more specific statement. Our *N* was, however, too small for us to perform any meaningful statistical comparison.

SUMMARY AND RECOMMENDATIONS

- A majority (73%) of the visitors who stopped and read a floor prompt thought the floor prompt improved the area (Table 8). The three most frequent reasons given were 1) the statements were thought provoking, 2) their placement on the floor made the floor more interesting, and 3) the floor prompts enhanced an exhibit. Alternatively, a few visitors thought they did not really make the area better particularly because they are somewhat hidden and people may not even notice them, and only one visitor thought it would make the area worse. This suggests that **including these types of prompts on the floor of the**

Mind Section would be a valuable addition for most visitors and would not detract from the experience for other visitors.

- The statements we tested prompted 40% (14/35) of the visitors to reflect on some aspect of themselves, their own beliefs or their own behavior. Though this is a minority, coupled with the similar finding from the first evaluation, this suggests that **floor prompts can encourage self-reflection**.
- Over half (58% or 26/45) of the visitors thought the floor prompt that they read had something to do with mind. About 25% of the visitors made a specific connection between the floor prompt and a particular exhibit, even when the floor prompt was general and not intended to refer to any specific exhibit. But, at the same time, the more general the prompt, the fewer visitors reported seeing a connection of any type between the statement and the Mind Section or its exhibits. This suggests that when possible we should **use statements that refer to specific exhibits or groups of exhibits in our floor prompts and place those prompts nearby** to help contextualize the statements.

ACKNOWLEDGEMENTS

The author would like to thank Alyssa Freedman, Beth Gardner, Adam Klinger and Emily Pinkowitz for helping with setup and for collecting the data for these two studies.

This material is based upon work supported by the National Science Foundation under Grant number 0307927. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author and do not necessarily reflect the views of the National Science Foundation.



APPENDIX A

Questions (Evaluation I)

In this area [gesture],

1. Did you happen to see anything on the floor that looked something like one of these? So, a circle with words. Which one?
2. Did you read any of the circles? Which one?
3. Do you remember thinking about the statement in each circle you read? Which one?
4. Did you talk to any of your friends or family about any of the statements in a circle? Which one?

Circle	See	Read	Think	Talk
I need to relax.				
I'm a little afraid of new situations.				
I'm who I am because of my environment.				
I'm not superstitious – I just don't want to tempt fate.				
I can't imagine a world without me in it.				
I think in pictures more than in words.				
I want people to like me.				
I try to be logical.				
I rarely change my mind.				
I think some stereotypes are true.				
I'm not the person people think I am.				

- a. [If YES to 4, for each] Can you tell me a little bit about what you talked about?
5. I'd like you to look through these circles and let me know which ones you find interesting to think and talk to your friends or family about and which ones you do not. We not sure which, if any, we should use in this area; so please don't feel shy about telling us which are not interesting to you.

APPENDIX B**Questions (Evaluation II)**

1. It looks like this – a statement in a red circle. [Show copy of appropriate sign.] Do you remember seeing this sign on the floor?

YES NO

[if NO] That's perfectly fine. [SKIP to Q5.]

[if YES, finish the rest of the questions]

2. Did you think about the statement in the circle when you saw it on the floor?

YES NO

[If YES]

- a. Can you say a little bit about what you thought about?

3. Did you talk to any of your friends or family about the statement in the circle?

YES NO

[If YES]

- a. Can you tell me a little bit about what you talked about?

4. What, if anything, do you think the statement has to do with what's in this area of the museum? It's okay if you think it has nothing to do with this area. That's important for us to know.

- a. When did that cross your mind? For example, did that occur to you while you were reading the sign, as you're talking with me, or at another time? Do you remember?

Continue to Q5.

5. Did you see any other circles with statements on the floor of this area?
 YES NO

[If YES]

- a. Do you remember which ones? [show the circle selection for the appropriate set].

Circle	See
I can't imagine a world without me in it.	
I hide my thoughts behind my smile.	
I make decisions based more on feeling than thinking.	
I need to relax.	
I rarely change my mind.	
I think in pictures more than in words.	
I think some stereotypes are true.	
I try to be logical.	
I want people to like me.	
I'm a little afraid of new situations.	
I'm not superstitious. I just don't like ladders.	
I'm not the person people think I am.	
I'm who I am because of my environment.	

6. In your opinion, do you feel that circles like this one make this area better or worse, or do they not really make any difference to you?
 BETTER WORSE SAME

- a. Can you say a little bit about why you think that?