Research Question
How do visitors’ experiences at immersive exhibits differ from those at tabletop exhibits?

Immersive Defined
An exhibit in which the phenomenon extends, virtually or physically, from in front of your face to either above your head, below your feet or behind your back. We studied Whole-body Interactive Immersive Exhibits.

Research Design
Employed a quasi-experimental, between-subjects design.
- 60 families visited three immersive exhibits.
- 60 families visited three tabletop exhibits.

Immersive and tabletop exhibits were paired by content.

Research Methods
- Audio, video and interview data for one adult and one child from each family group.
- 6-week follow-up surveys from adult.

Also: analyzed a random selection of responses to the Exploratorium’s museum exit interview.

Summary of Preliminary Results

Immeresives
- Adults enjoy using immersive exhibits more than tabletop exhibits.
- The proportion of immersive exhibits mentioned as favorite is significantly greater than the proportion of immersive exhibits on the museum floor.

Table-tops
- Families spend more time at the tabletop exhibits.
- 6-weeks later, those who visited the immersive exhibits did not remember significantly more (or fewer) of the research exhibits than those who visited the tabletop exhibits.
- Neither adults nor children saw the content connection to geometry more clearly at immersive or tabletop exhibits.
- Adults did not physically interact with significantly more of the immersives or tabletops.
- Children did not physically interact with significantly more of the immersives or tabletops.

Results Coming Soon
- Spatial reasoning talk and behavior.
- Attitude toward geometry and math.
- Memorability: photos taken and depth of memories.
- Comparing results to mixed condition.