GALLERY THEME STUDY:
WITH AND WITHOUT AREA SIGNS

Visitor Research & Evaluation
EXPLORATORIUM
SEPTEMBER 2017
KEY QUESTIONS

- Are visitors confused about the content themes in our galleries?

- Do visitors feel like they have a sense of the common theme in each gallery?

- Do visitor have the correct idea of the theme in each gallery?

- How do visitors get a sense of the idea/theme?
SUMMARY OF FINDINGS

• Are visitors *confused* about the content themes in our galleries? NO

• Do visitors *feel* like they have a *sense of the common theme* in each gallery? YES

• Do visitors have the *correct* idea of the *theme* in each gallery? YES

• *How* do visitors get a sense of the idea/theme? THE EXHIBITS
STUDY: Part 1

COMPARE RESPONSES WITH AND WITHOUT SIGNS

Look at the Central Gallery without signs (baseline) and with area signs
COMPARE RESPONSES WITHOUT SIGNS IN TWO DIFFERENT GALLERIES

Look at the East Gallery and the Central Gallery without signs (baseline).
I see you were just in this area (wave arms). Do you have any sense of a common idea or theme among all of those exhibits?  Yes / No

[IF YES]
And what is that?

What in this area gave you that sense?

[if didn’t mention it already] Did you happen to notice any of those white signs in that section? (point to all of the white signs) Yes / No

And did you have a sense of that theme/idea when you were in the section or just now as we have been talking about it? When in section / Just now

[IF NO]
Would you say that...
• I just go from exhibit to exhibit and don’t feel like I need to know which section I am in.
• I tried to figure it out, but I was confused about which section that was.
• Other:
CENTRAL GALLERY
BASELINE & AREA SIGNS
The study was conducted with *NO* area signs on June 25 and 26th, 2017.

A total of 84 visitors were randomly approached as they left the Central Gallery and asked to participate in a short interview.

- **LIGHT & COLOR**  
  N = 28
- **VISION & PERCEPTION**  
  N = 30
- **SOUND & HEARING**  
  N = 26

45 visitors were female; 39 were male.

6 visitors were age 8 -12; 11 visitors were age 13-17; 25 visitors were age 18 – 29; 42 visitors were age 30+
The study was conducted *WITH* area signs on Nov 6th and 13th, 2016.

A total of 58 visitors were randomly approached as they left the Central Gallery

- LIGHT & COLOR N = 18
- VISION & PERCEPTION N = 20
- SOUND & HEARING N = 20

30 visitors were female; 28 were male.

1 visitors was age 8 - 12
29 visitors were age 18 – 29
28 visitors were age 30+
VISION & PERCEPTION
SOUND & HEARING
LIGHT & COLOR
### Sense of a Common Idea or Theme

<table>
<thead>
<tr>
<th>Central Baseline (N = 84)</th>
<th>Central Area Signs (N = 58)</th>
</tr>
</thead>
<tbody>
<tr>
<td>83% had a sense of a common idea or theme</td>
<td>90% had a sense of a common idea or theme</td>
</tr>
</tbody>
</table>
### IDENTIFIED THE IDEA/THEME CORRECTLY?

<table>
<thead>
<tr>
<th>CENTRAL BASELINE (N = 67)</th>
<th>CENTRAL AREA SIGNS (N = 52)</th>
</tr>
</thead>
<tbody>
<tr>
<td>91% correctly identified the common idea or theme</td>
<td>88% correctly identified the common idea or theme</td>
</tr>
</tbody>
</table>
Visitors were asked:

I see you were just in this area (wave arms). Do you have any sense of a common idea or theme among all of those exhibits? Yes / No  [If yes] And what is that?

**LIGHT AND COLOR:**

| Bending light | Light and color is what I got from that |
| Color | Light and electricity |
| Color and light | light and optics |
| Color and light | Light waves |
| Color and light | Light, yea, lights/shadows |
| Coloration. Yea color spectrum | Lights and colors |
| Down the hallway is electricity and then into light here | Lights and colors |
| I think the use between lighting and mirroring | Lights, I guess |
| It's about color | Rainbow lights |
| Kind of like light | Reflections; visuals; light & colors |
| Light | Light/illusions |
| Light | Sunlight, or light and different spectrums |
| Light | That's the light section |
| Light | They're all related with light and color |
| Light | This portion seems to be about light and shadows |
| Light | This stuff is all light based things |
| Light | Visual, light spectrum and optical illusions as the light moves |
Visitors were asked:

I see you were just in this area (wave arms). Do you have any sense of a common idea or theme among all of those exhibits? Yes / No [If yes] And what is that?

VISION AND PERCEPTION:

Eyesight and images
How images can be see like distortion a little bit
I was wondering so... perception I guess
I'm looking for my kids, I didn't really pay attention but I think it's about seeing and lenses
It's all about sight
Learning about visual experiences
Light and optics
Light/visual
Lots of visuals
Mirrors and vision
Optics
Our eyes
Reflections and different sensations
Reflections and mirrors
Sight
Sight
Sight

Stereovision
The trick of the eye/tricking
They all have like light involved with them or seeing things
Things about seeing
Vision
Vision
Vision
Vision
Vision and eyes
Visual
Visual complexity
Visual effects
Visual senses
Visual things
Visual things
Visuals, how our brain works with seeing stuff
What you see
COMMON IDEA/THEME VISITOR RESPONSES

Visitors were asked:

I see you were just in this area (wave arms). Do you have any sense of a common idea or theme among all of those exhibits? Yes / No  [If yes] And what is that?

SOUND AND HEARING:

All the hearing/sound I guess
All the stuff over there has to do with sound, that one with music, a lot of them with hearing
Audio
Hearing
Hearing
Hearing
Hearing, sound
How sound propagates
I got a sense that it's about the way sound travels
Lots of auditory based phenomena, sound phenomena, teaching basic physics of vibration
Mostly have to do with Sound
Music/sounds
Sound
Sound
Sound
Sound
Sound
Sound
Sound
Sound
Sound
Sound
Sound
Sound and hearing
Sound and physics of sound
Sound perception
Sound waves, how they travel and what kind of interference. Also experiments to collect/concentrate sound
Sound, hearing, speaking
Sound, sound-waves
Sound; ears
### INDICATORS THAT SIGNAL THE IDEA/THEME?

<table>
<thead>
<tr>
<th></th>
<th>CENTRALBASELINE (N = 68*)</th>
<th>CENTRAL AREA SIGNS (N = 61*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibits</td>
<td>87% of responses</td>
<td>79% of responses</td>
</tr>
<tr>
<td>Environment</td>
<td>13% of responses</td>
<td>15% of responses</td>
</tr>
<tr>
<td>Signage</td>
<td>0% of responses</td>
<td>3% of responses</td>
</tr>
</tbody>
</table>

*visitors could give offer more than one response to this question*
The study was conducted with *NO* area signs on several days between June 20 and 27\textsuperscript{th}, 2017.

A total of 54 visitors were randomly approached as they left the East Gallery.

- **LIFE/EARTH/DIRT** \(N = 25\)
- **WATER** \(N = 29\)

32 visitors were female; 22 were male.

4 visitors were age 8 -12; 7 visitors were age 13-17; 14 visitors were age 18 – 29; 29 visitors were age 30+
LIFE/EARTH/DIRT (loose description, area not yet defined)
WATER (loose description, area not yet defined)
## SENSE OF A COMMON IDEA OR THEME

<table>
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<th>EAST BASELINE (N = 54)</th>
<th>CENTRAL BASELINE (N = 84)</th>
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<td>87% had a sense of a common idea or theme</td>
<td>83% had a sense of a common idea or theme</td>
<td>90% had a sense of a common idea or theme</td>
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</table>
The sections in the East Gallery haven’t been defined yet. Here are the loose categories that the visitors mentioned.

- **LIFE/LIVING THINGS**
  - Plants
  - Nature/Earth
  - Biology
  - Bacteria
  - Other

- **WATER/OCEAN**
  - Micro Organisms
  - Sea Life
  - Other
COMMON IDEA/THEME VISITOR RESPONSES

Visitors were asked:

I see you were just in this area (wave arms). Do you have any sense of a common idea or theme among all of those exhibits? Yes / No  [If yes] And what is that?

<table>
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<th>LIFE/LIVING THINGS</th>
<th>PLANTS</th>
<th>NATURE/EARTH</th>
</tr>
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<tbody>
<tr>
<td>Like life, I guess</td>
<td>Plants/flora</td>
<td>Nature I guess</td>
</tr>
<tr>
<td>Living things I guess or old living things</td>
<td>Plants and insects</td>
<td>Earth</td>
</tr>
<tr>
<td>Life</td>
<td>Plants</td>
<td></td>
</tr>
<tr>
<td>It's mostly about animals and living organisms</td>
<td>Plants</td>
<td></td>
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It's all natural/nature. We came in here for the biology but now I guess we got into the Natural area
I'm guessing more nature, outside, forest maybe
Well I would say that they're all nature related
Nature

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<th>BIOLOGY</th>
<th>BACTERIA</th>
<th>OTHER</th>
</tr>
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<tr>
<td>Biology</td>
<td>Bacteria, something dying</td>
<td>Like ecosystem and stuff</td>
</tr>
<tr>
<td>Biological life sciences</td>
<td>Waves, bacteria &amp; stuff</td>
<td>Maybe not the tree but everything else it's microorganisms</td>
</tr>
<tr>
<td>Biology</td>
<td></td>
<td></td>
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Visitors were asked:

I see you were just in this area (wave arms). Do you have any sense of a common idea or theme among all of those exhibits? Yes / No  [If yes] And what is that?

**MICRO ORGANISMS**
I mean it's little tiny organisms
Microorganisms
Microbiology, more like sea life/life prior to evolution
Plankton over here there's plankton
Bacteria infections, little organisms, and stuff like that

**SEA LIFE**
They're all like sea life and stuff
The sea life the microscopic sea creatures
Sea creatures... wasn't there much [that's ok]
Uh it's about the ocean
Marine life
It's about the submarine life

**WATER / OCEAN**
Water, ocean, sustainability, biodiversity
Water, ocean
Water

The ocean
The ocean
Ocean
Organisms, ocean
Mostly like ocean life and then height of the tide.
It's all about water and what's inside of it
Just different properties of water
Liquids/water
A lot of water based exhibits

**OTHER**
You learn about stuff you can't see
Natural phenomenon
General marine...migration of marine animals, so I guess in general a snapshot of aquatic dynamics
Biology
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<td>Signage</td>
<td>6% of responses</td>
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*visitors could give offer more than one response to this question*
COMMENTS
&
QUESTIONS