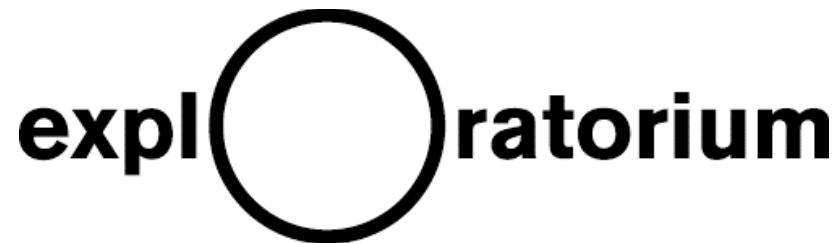


Revealing Bodies Summative Evaluation

Research & Evaluation Dept.



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Description of exhibition

- Total number of exhibits 79
- Total square feet 3,500
- “Hands-on” exhibits 23 (29%)
- “Look-only” exhibits 56 (71%)

Two Studies

- Tracking and timing
 - Surreptitiously follow a single visitor (in a group)
 - Which exhs? How long at each exh? In exhibition?
 - Collect data August 7-28 on all days of week
 - N = 50 visitors followed
- Exit interviews
 - Ask questions of every 3rd visitor
 - Collect data Aug. 26 - Sept 2 on weekdays & ends
 - N = 43

Visitors in tracking study

- Gender
 - Males = 26
 - Females = 24
- Age range — slight adult bias

13-19	6	40s	6
20s	10	50s	3
30s	21	>60s	2

- Individuals vs. groups
 - Individuals = 7
 - Single generation groups = 18
 - Inter-generational groups = 25

Overall tracking study findings

- Avg time in exhibition = 24.6 minutes
- Time ranged from 3 to 71 minutes
- Avg number of exh stops = 25 (32%)
- Most visitors followed sequence

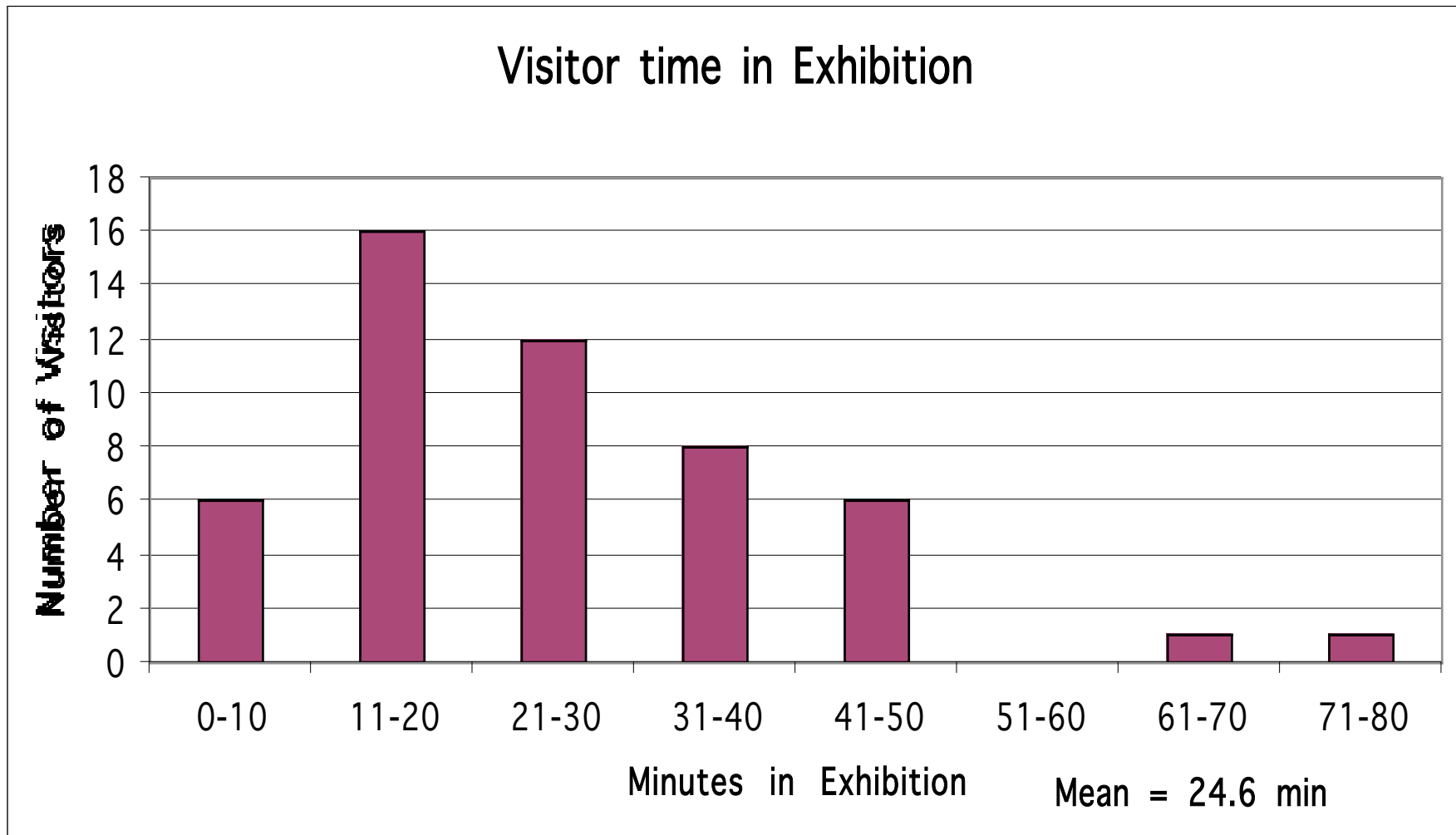
Comparison tracking results

	Bodies	Memory	Science Mus Avg
Mean time (min)	24.6	24	12.6
Mean exhibit stops	25 (32%)	13 (24%)	29%
Sq Footage	3500	3750	3398
%Diligent Vs	14%	5%	19.6%
Sweep Rate Index	142		287

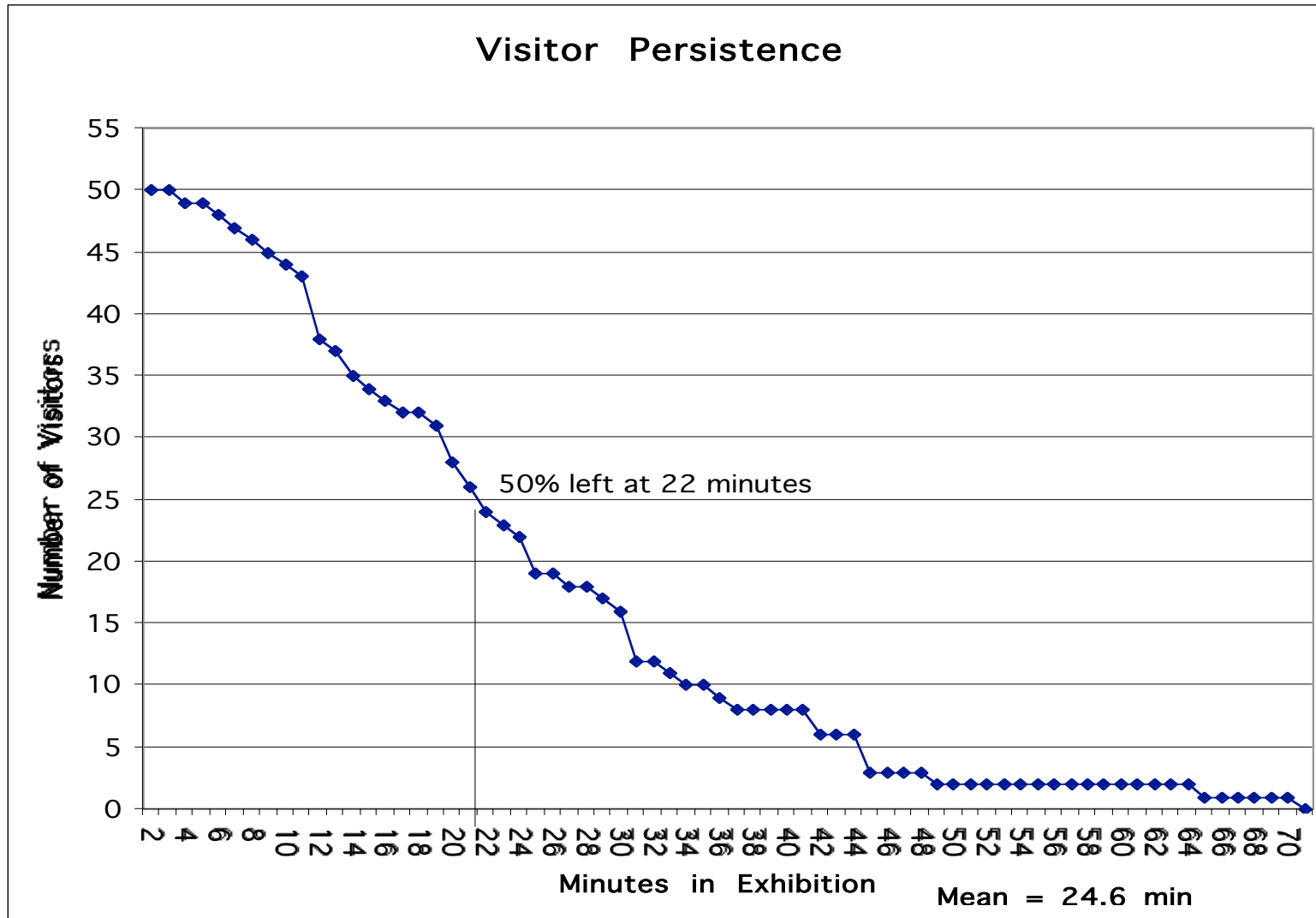
Time in Exploratorium exhibitions

Exhibition	Mean time (min)
Revealing Bodies	24
Frogs	11
Memory	24
Turbulent Landscapes	11
Boundaries	9
Cycles	9

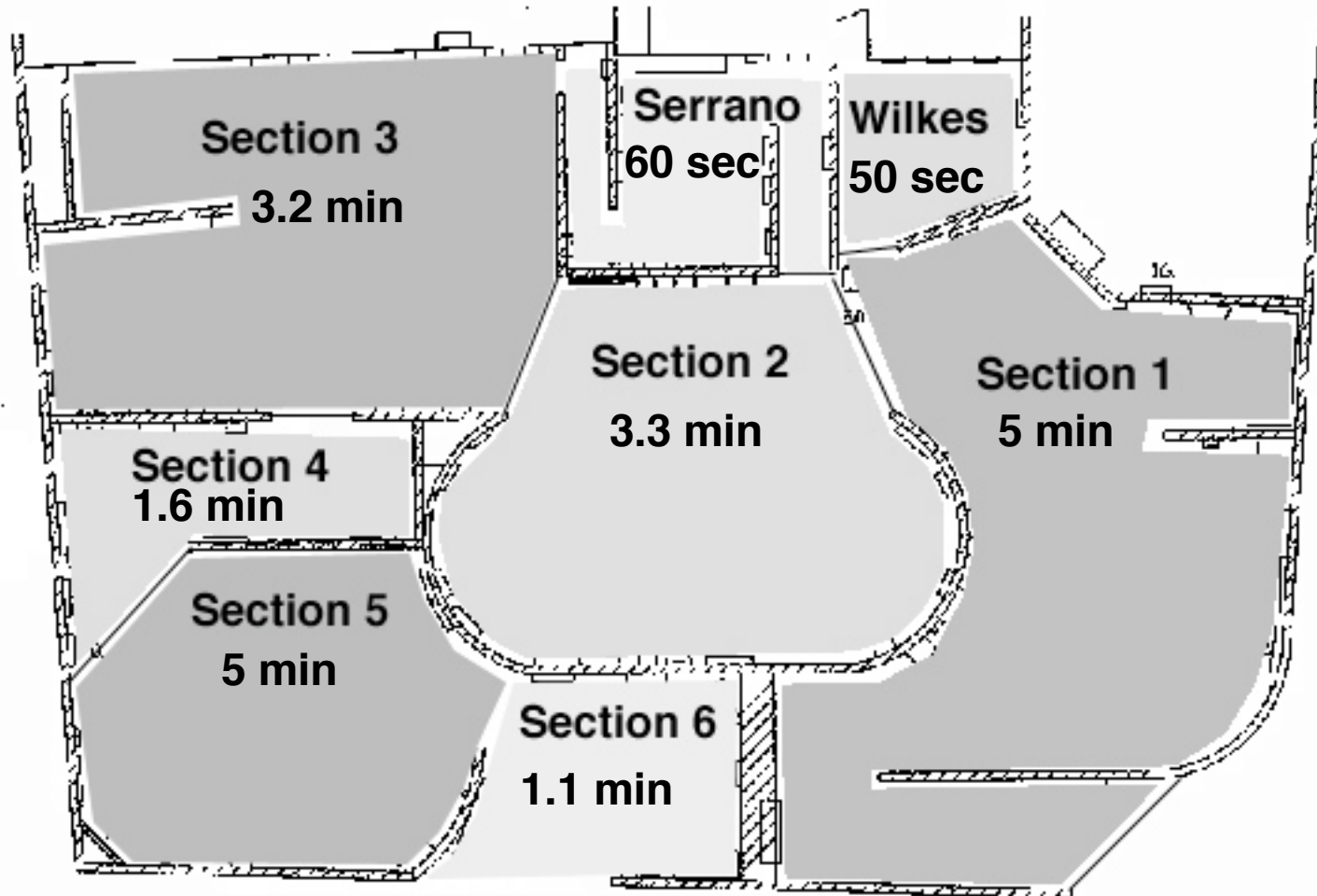
Time spent in exhibition



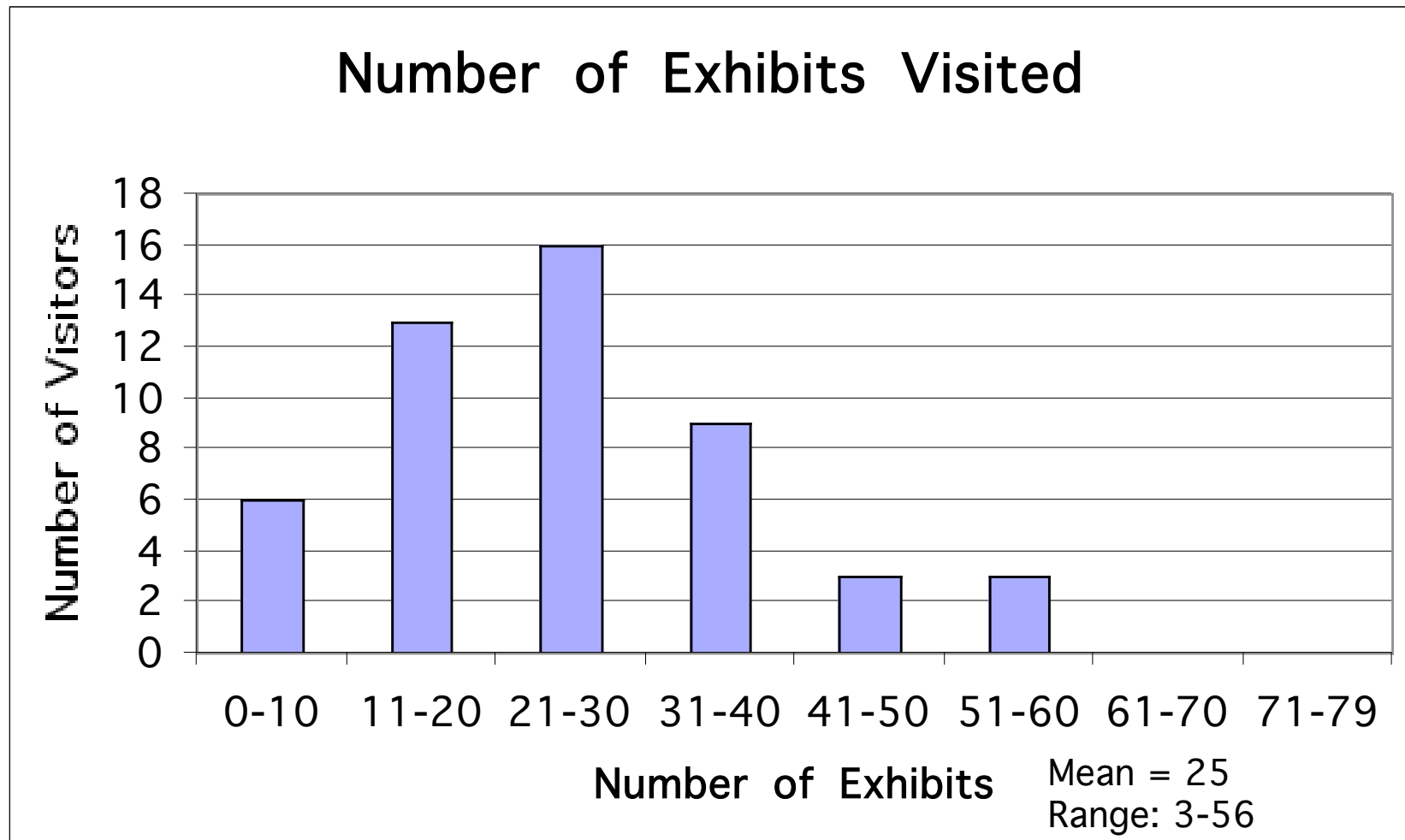
Visitor persistence



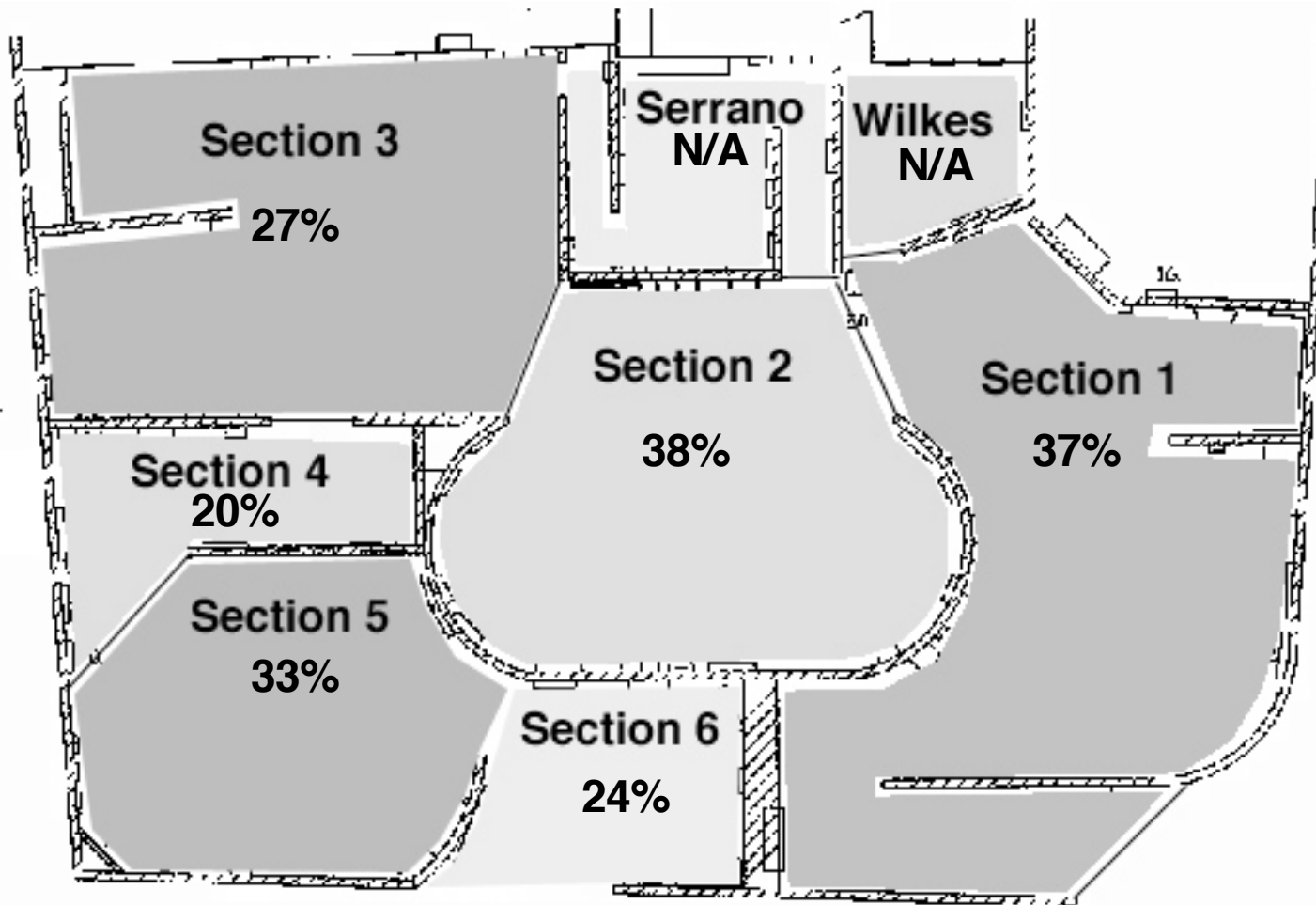
Mean time at exhibits in each room



Mean number of exhibit stops

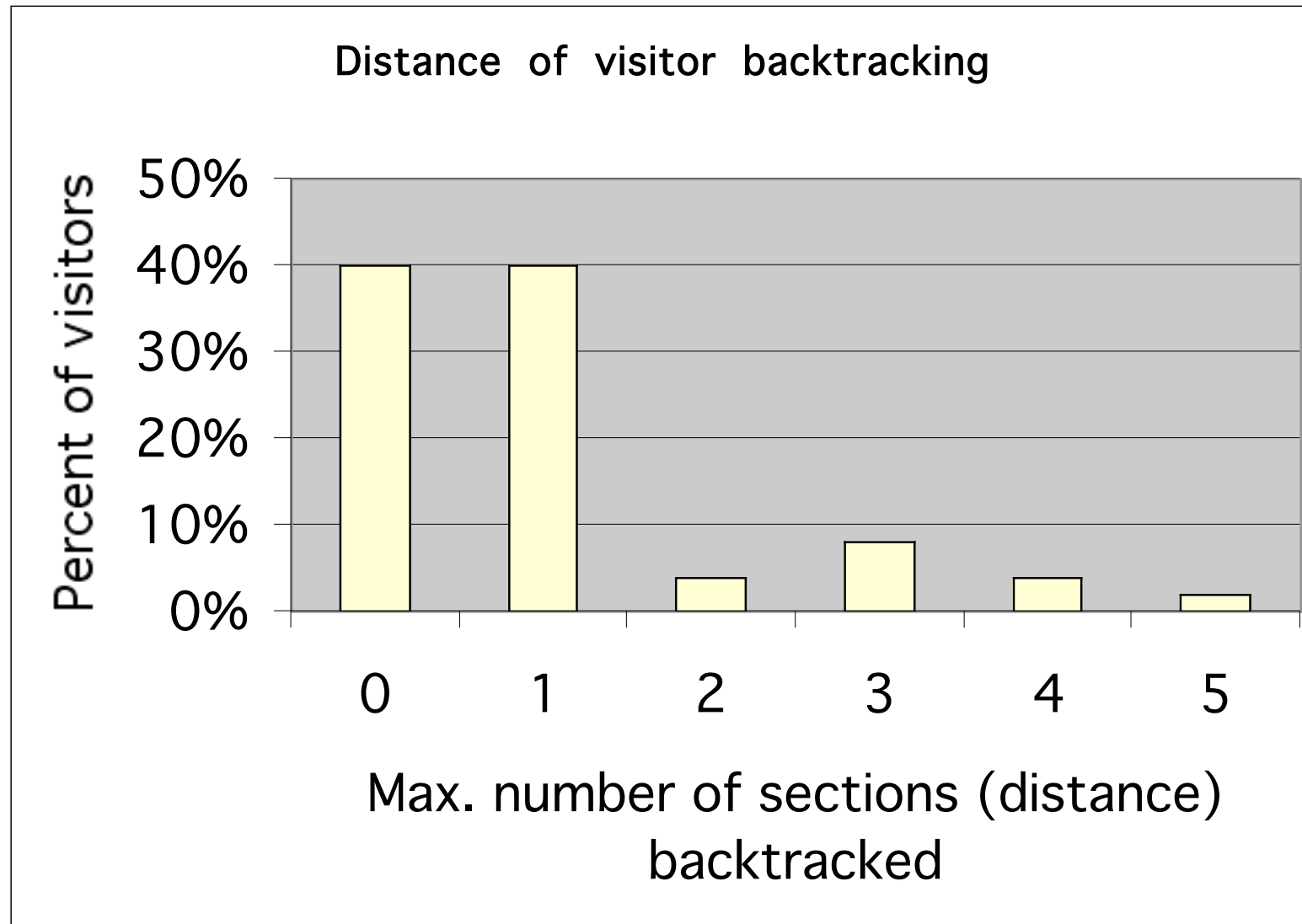


Avg percentage of exhibits visited



Section	Exhibits
1	18
2	15
3	16
4	11
5	10
6	9

Distance out of sequence



15 highest-attracting exhibits

	Exhibit	N	%
High Holding	Alexa Wright Interactive & Wall photos	38	76%
	Project insides	33	66%
	Scott Serrano exhibition	32	64%
	Heat camera	32	64%
	Silhouette Activity	27	54%
	Italian Medical Venus	41	82%
	5 photos of cadavers by K.Wilkes	38	76%
	High powered magnifier	35	70%
	Visible Human Project Man/Woman	34	68%
	2 Phantom Limb Photos	34	68%
	Prosthetic Wall - legs	30	60%
	Mirror of 8 Questions	29	58%
	Dissected Hand (Photo)	28	56%
	Wax face	26	52%
	Visible Man & Woman	26	52%

15 longest-holding exhibits

	Exhibit	Mean Time (min)
High Attracting	Alexa Wright Interactive & Wall photos	3.0
	Scott Serrano exhibition	1.5
	Heat camera	1.4
	Silhouette Activity	1.4
	Project insides	1.1
	Waiting for Alexa interactive	2.6
	Anatomy Book	2.5
	URU #1: Register & fingerprint info.	2.4
	URU #2: Body Organ Donations	1.9
	URU#5: Statistical Comparisons	1.8
	URU #3: Medical Imaging	1.7
	Book: Identity	1.3
	Doppler artery device	1.3
	Xray Person/Light Table	1.3
	URU #4: Plastic Surgery	1.2

Description of interview study

- Exit interviews
 - 15 minutes
- 43 Visitors interviewed
 - Age
 - 31 Adults
 - 12 teens (10 - 18 yrs old)
 - Gender
 - 24 female
 - 19 male

Interview Questions

- Choose words to describe exhibition
- Memorable, surprising, disappointing, reminded of own life?
- Misled / missed point?
 - Serrano’s “self-dissection”
 - Wright’s “face value”
- Want in next temporary exhibition?
 - Walls vs. open like rest of museum
 - More hands-on vs. More to look at

Words chosen to describe exhibition

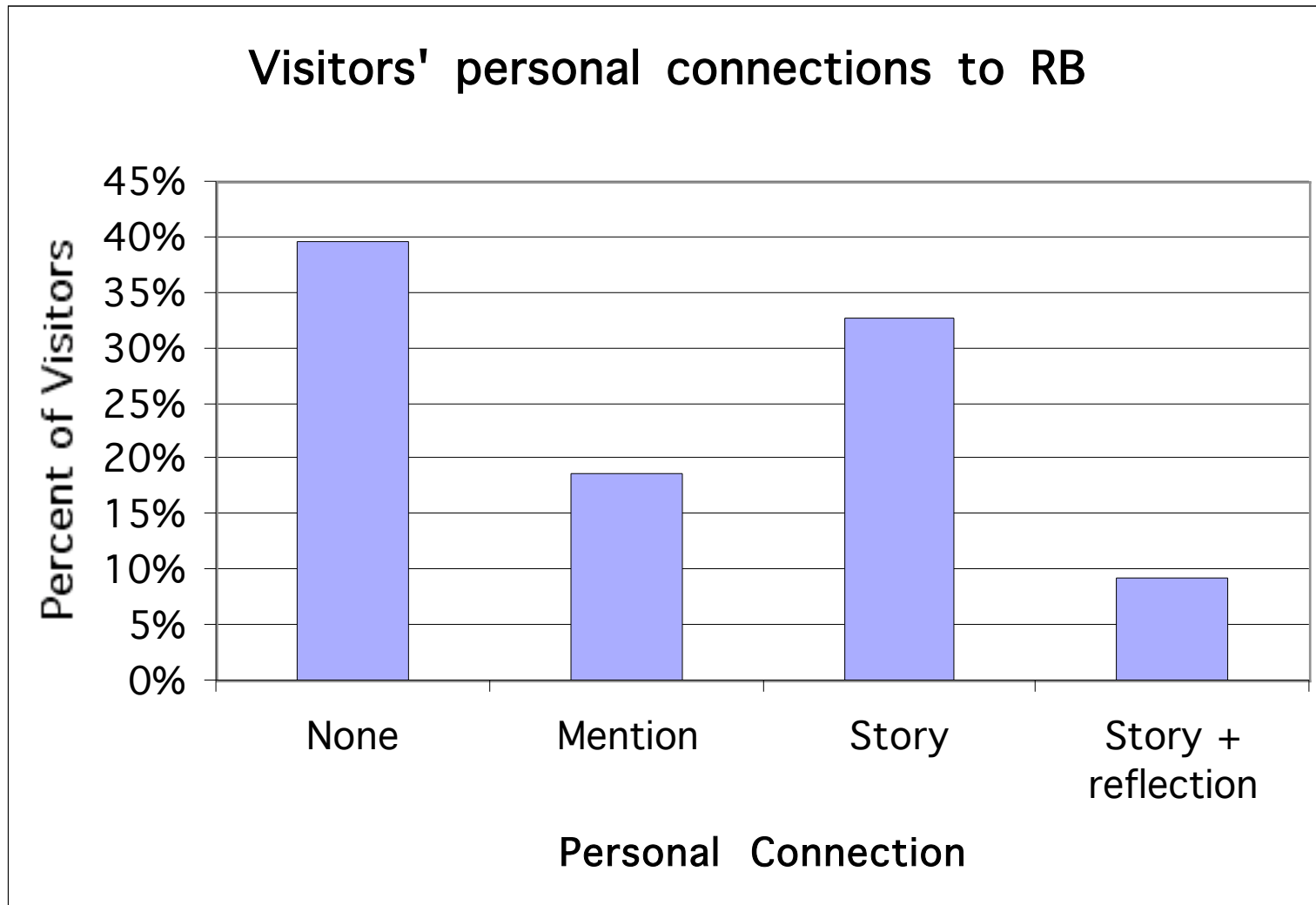
Chosen word	Overall (N=43)	Adult (N=31)	Teen (N=12)
Interesting	84%	87%	75%
Thought-provoking	58%	55%	58%
Want to learn more	49%	35%	75%
Hands-on	42%	42%	42%
Interactive	37%	35%	42%
Fun	35%	29%	42%
Gory	33%	26%	50%
Too much reading	21%	23%	17%
Scary	12%	16%	0%
Passive	7%	3%	17%
Boring	5%	0%	17%

Spontaneous recall of exhibits

Exhibit	Visitors recalling	High attracting	High holding
5 photos of cadavers by Wilkes	13	√	
Italian Medical Venus	12	√	
Heat camera	6	√	√
Alexa Wright Interactive	6	√	√
Prosthetic Wall - legs	6	√	
Project insides	5	√	√
Visible Human Proj. Man/Woman	5	√	
Scott Serrano exhibition	5	√	√

Note: High attracting & holding data are from Tracking study

Personal connections



Understanding at Serrano & Wright

Visitor Response	Serrano self-dissect (N=20)	Wright face-value (N=26)
Understood	45%	50%
Confused at first	25%	0%
Confused throughout	20%	31%
Not applicable	10%	19%

Do visitors want shows with walls?

Visitor Response	Visitors (N=43)
Walls	86%
No Walls	5%
Unsure	9%

Visitors' reasons	Visitors
Helps me focus	15
Helps me navigate	14
Highlights exhibits	6
Separates topics	3
Provides privacy	1
Protects children	1
Can miss rooms	2
Can't see in	1

Do visitors want more interactives?

