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**TITLE**

Gaining Visitor Consent for Research III: A Trilingual Posted-Sign Method

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**ABSTRACT**

When studying museum visitors, researchers sometimes collect data by video- and audio-taping large high-traffic areas. In order to inform visitors that they are being recorded, researchers post signs in the area. This article describes the Exploratorium’s efforts to design and test trilingual signs that would effectively inform visitors when video-based research is in progress. Interviews with 255 adult museum visitors, conducted across six versions of the recording area's setup and signage, revealed several effective design elements. The posted sign was more noticeable and welcoming when it included a large headline, a realistic camera icon, and a colorful background.
The most effective setup of the area contained many cues to videotaping beyond the large posted sign, such as visible recording equipment and small signs on exhibits and cordons. In the most successful trilingual setup we tested, 92% of visitors leaving the research area knew they had been videotaped.

**KEYWORDS**

human subjects, informed consent, ethics, communication, research, signage design, graphic design, video research, multilingual
Introduction

Museums have long been interested in observing visitor behavior (e.g., Melton 1936), and continuing advances in technology make the task easier than ever. Videotaping is one such technology, and it offers many advantages: it is affordable, reliable, may be watched many times, and may be less obtrusive than real-time observations (Yalowitz and Bronnenkant 2009). One potential challenge when collecting video data, however, is the task of doing so ethically. Federal guidelines for social science research require that human subjects must be informed about the nature of the research, and the potential risks involved (U.S. Office for Human Research Protections 2013; Ryan et al. 1979). The Committee on Audience Research and Evaluation (CARE), within the American Alliance of Museums, has created a set of guidelines for ethical research practices, which includes the responsibility to “respect the rights and privacy of all individuals who may be involved in a study” (CARE 2003).

Despite these requirements and recommendations, research protocols for video data collection have yet to be standardized across the museum field (Yalowitz and Bronnenkant 2009). Rather, a variety of methods are used to inform visitors of videotaping. For instance, some studies obtain written consent from participants before videotaping (e.g. Callanan 2012; Ma 2012). This approach works best when studying a few visitors at a time. To record large numbers of visitors, some researchers use an implied-consent method of posting informational signs in the area being videotaped (e.g., Leinhardt, Crowley, and Knutson 2002; vom Lehn, Heath, and Hindmarsh 2002).

In 2002, the second author developed and tested a posted-sign method for obtaining implied consent at the Exploratorium, publishing the results in this journal (Gutwill 2002). Gutwill tested the efficacy of placing informational signs at various locations to let visitors know
when, where, and why videotaping was occurring. A second study (Gutwill 2003) showed that more visitors knew they were being videotaped when additional signs were placed on the camera, cordons, and exhibit elements. In recent years, several studies have employed or adapted Gutwill’s posted-sign method to inform visitors about videotaping in a museum (e.g., Atkins, et al. 2009; Barriault and Pearson 2010; Meisner et. al. 2007; Moss, Esson, and Bazley 2010). However, to our knowledge, the effectiveness of the posted-sign method (or adaptations of it) has not been rigorously tested since 2003, even as security surveillance and consumer video recording capabilities have become ubiquitous.

[A-head] Updating Posted Signs

Museum signage has changed in the past decade, with many institutions implementing multi-lingual labels to provide greater access to their diverse communities of visitors. As part of an initiative to create trilingual signs at the Exploratorium, we set out to update our posted bilingual consent signs (in English and Spanish) to add text in Traditional Chinese. The addition of a third language meant we needed to update the layout of the sign, while keeping the message clear and prominent. This redesign presented an opportunity to investigate the effectiveness not only of the new sign, but of the entire posted-sign method for implied consent.

Our goal was to create and test designs for a trilingual consent sign to determine which design elements would best help visitors:

- understand they are being videotaped in the research area,
- feel welcomed into the area being videotaped, and
- learn more about the research, so they may make an informed choice about whether to participate.
We conducted six sub-studies: iteratively designing and testing five versions of the sign and setup of the area, and then re-testing the original sign and setup from Gutwill's 2003 study.

[B-head] **Setup of Area**

The study was conducted in the museum’s on-floor lab, a small area containing six exhibits on heat and temperature situated within a larger exhibit space. To reduce ambient noise during audio recording, the lab has sound absorption materials in the floor, walls, and ceiling. We adapted the methods from the 2003 study, changing the setup slightly across each iteration.

In all six sub-studies, the on-floor lab contained:

- cordons demarcating the six exhibits inside the area,
- two entrances into the space,
- a camera,
- two microphones (except Study 1),
- large area signs at both entrances and at the front of the museum, and
- small signs on exhibits and cordons (except Study 1).

[C-head] **Content and Appearance of Signs**

The museum had already established two guidelines for creating the trilingual signs:

- each language must have a distinct font assigned to it, and
- all three languages must have the same font size and weight.
Based on the federal guidelines for the protection of human subjects (Ryan et al. 1979), our Institutional Review Board required that any posted sign also include information about:

- where and when the videotaping would take place,
- how the video would be used, and
- how to opt out of being videotaped.

Across sub-studies 1-5, the design and layout of the large signs differed as we iterated through several different versions, but the text remained the same throughout. In sub-study 6, we replicated Gutwill's 2003 study for a clean comparison to those prior results. See Table 1 for the English text of the signs at the museum and videotaping area entrances in sub-studies 1-5; see Appendices A and B for the text in Spanish and Traditional Chinese, respectively, and Appendix C for the text on the sign in sub-study 6. Figure 1 shows an overview of the major design changes to the large sign; see Appendix E for full details.

[Insert Table 1 about here]

[Table 1 caption] Table 1. Sign text used across sub-studies 1-5.

[Insert Figure 1 about here]

[Figure 1 caption] Figure 1. Overview of design changes across sub-studies 1-5.

Additionally, we created small trilingual signs to place on each exhibit in the area which read, “You are being videotaped in this area” translated into each of the languages. See
Appendices A and B for text in Spanish and Traditional Chinese, respectively. We used a yellow-and-black “caution tape” style for these signs, hypothesizing that this pattern would be easily noticed, and would not conflict with the colors used in the large area signs. See Appendix D for images of the small signs.

[A-head] Data Collection

We randomly selected and interviewed a total of 255 adults on all days of the week between July and December 2012, by recruiting them as they left the lab area. We asked participants if they knew they had been videotaped while in the area, and if so, how they knew. We also asked them to rate the degree to which they felt “bothered” by being videotaped. We offered visitors the option of being interviewed in English or Spanish on days when a bilingual data collector was available. We were unable to offer visitors the option of being interviewed in Chinese, because no bilingual Chinese-English speaking data collectors were available for this study.

[A-head] Results and Discussion

Despite our efforts to create a trilingual sign that was as effective as the bilingual sign tested in 2003, across the first five sub-studies a significantly lower fraction of visitors indicated being informed about the videotaping than in Gutwill’s 2003 study. This finding motivated the creation of sub-study 6: a pure replication of the 2003 study, using the original bilingual sign. Surprisingly, even a full replication of the prior study showed the same decrease in effectiveness (see Table 2).
Table 2. Comparison of findings across all studies.

There are several possible explanations for the drop in effectiveness of the posted-sign method. First, there is the possibility that the addition of a third language made the sign less effective. Perhaps the additional text made visitors more reluctant to read it. Prior research has shown that museum visitors are less attracted to longer labels, and read less of longer label text (Bitgood and Thompson 1989). However, to our knowledge, little is known about the effect of multiple languages on label reading. Second, the environment was different between 2003 and 2013. In the current studies, we tested an area with six exhibits, not three, and the location of the lab for the current study was slightly farther into the museum than the space in the 2003 study. Visitors may be more vigilant earlier in their visit, reading a larger fraction of the signs they encounter (Falk and Dierking 1992). To further examine the role of environmental context, we plan to re-test this method in the Exploratorium’s new downtown location; we also encourage other researchers to study this method in their own environments. Third, there may have been a significant change in visitors’ attitudes toward videotaping over the past decade. As video surveillance and video recording by smartphones in public places has become more common, people may be less concerned about being videotaped, and thus pay less attention to signs indicating video recording in progress (Massimi et al. 2010, Nguyen et al. 2011). For example, one visitor commented on this subject, “Most people understand they are being taped most times. It’s not a huge issue.”

Of the two hundred fifty-five participants across sub-studies 1-6, twenty-eight did not
realize they were being recorded. To assess these visitors' concerns about being videotaped without their knowledge, we used a Likert-type scale to ask how much the recordings bothered them. Only two reported feeling “a little” bothered by it, with the remaining twenty-six bothered “not at all.” Thus, it appears the risk of upsetting visitors by recording them without their knowledge is quite low.

[B-head] Design of the Signage

Our findings from the five sub-studies indicate that the design of the trilingual signage and the setup of the lab area influenced the effectiveness of the overall implied consent method. The design and setup from sub-study 5 appeared to meet our goals most effectively. Specifically, sub-study 5’s area sign was the one most likely to be noticed by visitors, while also helping them feel welcome (or at least not unwelcome). The design of the large and small signs in that study—color, layout, and images—seemed critical to their success. See Appendix D for large images of all signs used in sub-study 5. Below, we describe each design feature tested across the sub-studies.

[C-head] Color

Color (or lack of it) was a central factor in the effectiveness of the signs. We found an interesting tension between attracting attention and mitigating discomfort: less color seemed better at gaining attention, but more color helped visitors feel more comfortable. Specifically, fewer participants noticed the colorful sign used in sub-studies 1 and 2 than the black and white sign in sub-studies 3 and 4. Visitor comments indicated that the colorful sign may have looked similar to other signs in the museum, and therefore sometimes went unnoticed. For example, one
visitor commented, “It blends in; I didn’t even see it.” Another said, “It looks like any other exhibit sign.” The black and white sign in sub-studies 3 and 4 was noticed more often than the color sign, but we saw an increase in visitors’ perception of that sign as being unwelcoming (see Figure 2), with a few visitors describing it as “stark,” or “intense.” Ultimately, we recommend using sub-study 5’s design, because its combination of a black and white headline with colorful bands of body text seemed to improve the signs’ visibility without introducing an unwelcoming feel.

[Insert Figure 2 about here]

Figure 2. Perceptions of welcome evoked by large signs

[C-head] Layout

Information on the sign had to be quickly accessible, since informal observations indicated that visitors' attention was easily distracted away from the signage. For this reason, we revised the layout of the large area sign in sub-study 3 to have a large headline that would convey the critical information about videotaping. More participants spotted the large signs that contained a headline than the signs that did not.

[C-head] Camera Images

The sign in sub-studies 1 and 2 included a camera icon, which was intended to convey the idea that museum researchers were videotaping. We also hoped that an icon would foster a more welcoming feeling than a realistic camera image, which may trigger negative associations
with surveillance. However, some participants interpreted the icon to mean that *visitors* should not videotape in the area. To emphasize our intended message nonverbally, in sub-study 3 we changed the camera image to a realistic, professional-looking camera similar to the 2003 original sign. The realistic camera image may have been less welcoming than the icon, but the message it conveyed was critical. From sub-study 3 onward, we used a realistic camera image on both large and small signs.

**Setup of Lab Area**

The number, size, and placement of cues to videotaping also played an important role in informing visitors. We found that offering many conspicuous cues helped inform visitors of the recording in the lab area. Figure 3 gives an overview of these cues across sub-studies 1-6; Appendix E gives full details.

**Visual cues that recording is in progress**

In sub-study 1, we tested the importance of the visual cues used in the 2003 study by eliminating some of them. Specifically, we removed double-sided signs, visible microphones, and signs on the cordons. Unfortunately, with fewer cues, a smaller fraction of visitors understood that recording was taking place. In sub-studies 2-5, we included all the same cues as in the 2003 study, and the fraction of visitors who were informed rose dramatically, by as much
as 14%. This increase suggests that although few visitors reported noticing every individual element, a combination of many cues is the most effective way to inform museum visitors about videotaping. Future studies might examine the effect of each element separately; for the present, we recommend using as many cues as possible.

[C-head] Small Signs on Exhibits

In all six sub-studies, the fraction of visitors noticing the signs on exhibits was the same or higher than the fraction noticing the entrance signs. This suggests that placing small signs on exhibits is at least as important as posting large signs at the entrances to the lab area. However, a large posted sign can include much more information about the research than can a small exhibit sign. Thus, we recommend using both types of signs when informing visitors of videotaping.

[A-head] Conclusions

The posted-sign method continues to be effective at informing most visitors of video and audio-taping at museum exhibits. There seems to be a trade-off between informing visitors and maximizing their comfort. Our solution was to take a hybrid approach with colors and images that would be noticeable yet welcoming. In general, we recommend using as many cues as possible in the recording area to inform visitors of the videotaping. Effective strategies include placing small signs on individual exhibits and large double-sided signs at the entrances to the area that will be recorded. Attention to the layout, color, and imagery used in the sign is also important. The signs and setup we tested in sub-study 5 have been adopted as the accepted protocol at the Exploratorium and approved by our external Institutional Review Board, as part of our ongoing and systematic efforts to collect data in an ethical manner. Copies of these signs
are available in Appendix D and also at www.exploratorium.edu/video-consent. We hope that our colleagues in the field of museum visitor research will continue to use and refine this trilingual posted sign method.

[A-Head] Acknowledgements

The authors would like to thank the data collectors for this study: Ivel Gontan, Emily Leighton, and Anna Rosenbluth. We are also grateful to our graphic designer, Ana Chang.
[A-head] References


APPENDIX A: SPANISH TEXT

Text for Sign Posted at Museum Entrance

Es posible que hoy seas videograbado en ciertas áreas del museo.

INVESTIGACIÓN EN PROGRESO

Cuándo: Grabación de audio/video hasta las 4:00 p.m. del día de hoy.
Dónde: Se publicarán letreros en las áreas donde se grabará video.
Por qué: Para mejorar la experiencia de los visitantes del Exploratorium, estamos estudiando cómo se desplazan las personas en el museo y utilizan las exhibiciones. Por favor, continúa con normalidad.

Si tienes preguntas o inquietudes, por favor, dirígete a la oficina principal.

El video para investigación no se utilizará con fines comerciales o de transmisión, pero podría utilizarse en conferencias educativas o de museos para informar a nuestros colegas.

Text for Sign Posted at Entrances to Videotaping Lab Area

Estás siendo videograbado en esta área.
Investigación en progreso

Cuándo: Grabación de audio/video hasta las 4:00 p.m. del día de hoy. Si no deseas ser videograbado, por favor, regresa más tarde.

Por qué: Para mejorar la experiencia de los visitantes del Exploratorium estamos estudiando cómo se desplazan las personas en el museo y utilizan las exhibiciones. Por favor, continúa con normalidad.

Si tienes preguntas o inquietudes, por favor, dirígete a la oficina principal.

El video para investigación no se utilizará con fines comerciales o de transmisión, pero podría utilizarse en conferencias educativas o de museos para informar a nuestros colegas. Los videos podrían ser analizados por investigadores externos bajo la supervisión de los investigadores del Exploratorium.
APPENDIX B: CHINESE TRADITIONAL TEXT

Text for Sign Posted at Museum Entrance

你今日可能會在博物館的某些區域被錄影。

研究進行中

何時：錄音／錄影至今日下午4時。

何地：錄影區域將張貼告示。

何解：為了令訪客在探索館(the Exploratorium)有更好的體驗，我們正研究訪客在館中的走動路線及使用展品的方式。請如常走動。

如有問題或疑慮，請前往總辦公室。

作研究用的錄影片將不會作商業或公開播放，但可能會在教育或博物館會議上播放，以告知本館各同事。

Text for Sign Posted at Entrances to Videotaping Lab Area

你正在被錄影：此展區正在全程錄影
研究進行中

何時：錄音/錄影至今日下午4時。如你不希望被拍攝，請稍後再度光臨。

何解：為了令訪客在探索館 (the Exploratorium) 有更好的體驗，我們正研究訪客在館中的走動路線及使用展品的方式。請如常走動。

如有問題或疑慮，請前往總辦公室。

作研究用的錄影片將不會作商業或公開播放，但可能會在教育或博物館會議上播放，以告知本館各同事。錄影片可能會在探索館 (the Exploratorium) 研究員的監督下，由外部研究員進行分析。
APPENDIX C: TEXT OF STUDY 6 SIGNS

[Insert Table 3 about here]

APPENDIX D: STUDY 5 SIGNS

[Insert Table 4 about here]

APPENDIX E: DETAILS OF ITERATIVE DESIGN CHANGES

[Insert Table 5 about here]
Study 1 and 2
• Color
• Three rows of text
• Camera icon

Study 3 and 4
• Black and white
• Headline + three rows of text
• Realistic camera

Study 5
• Color + black and white
• Headline + three rows of text
• Realistic camera

Study 6
• Bilingual sign from 2003 study
Study 1
• Single-sided sign (a)
• Signs on exhibits (b)
• No visible microphones
• No signs on cordons

Study 2 through 6
• Double-sided sign (a)
• Signs on exhibits (b)
• Visible microphones (c)
• Signs on cordons (d)
<table>
<thead>
<tr>
<th><strong>Museum Entrance Sign</strong></th>
<th><strong>Recording Area Entrance Sign</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>You may be videotaped in certain areas of the museum today.</td>
<td>You are being videotaped in this area—Now.</td>
</tr>
<tr>
<td>Research in Progress</td>
<td>Research in Progress</td>
</tr>
<tr>
<td>When: Audio/videotaping until 4:00 p.m. today.</td>
<td>When: Audio/videotaping until 4:00 p.m. today. If you do not want to be videotaped, please come back later.</td>
</tr>
<tr>
<td>Where: Signs will be posted in the videotaped areas.</td>
<td></td>
</tr>
<tr>
<td>Why: In order to improve visitors’ experience at the Exploratorium, we’re studying how people move through the museum and use the exhibits. Please proceed normally.</td>
<td>Why: In order to improve visitors’ experience at the Exploratorium, we’re studying how people move through the museum and use the exhibits. Please proceed normally.</td>
</tr>
<tr>
<td>For questions or concerns, please go to the main office.</td>
<td>For questions or concerns, please go to the main office.</td>
</tr>
<tr>
<td>Video for research will not be used for commercial or broadcast purposes, but may be shown at education or museum conferences to inform our colleagues.</td>
<td>Video for research will not be used for commercial or broadcast purposes, but may be shown at education or museum conferences to inform our colleagues. The videos may be analyzed by outside researchers, under supervision of Exploratorium researchers.</td>
</tr>
<tr>
<td>Visitors who...</td>
<td>Study 1 (n=54)</td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>knew that they were being videotaped&lt;sup&gt;a&lt;/sup&gt;</td>
<td>78%</td>
</tr>
<tr>
<td>noticed the signs at entrances to lab&lt;sup&gt;b&lt;/sup&gt;</td>
<td>38%</td>
</tr>
<tr>
<td>noticed the signs on exhibits in lab</td>
<td>85%</td>
</tr>
</tbody>
</table>

<sup>a</sup>Note: Collapsing across all six recent studies and comparing to the 2003 study, a Fisher Exact Test finds a significant difference (p<.0001) in fraction of visitors who knew they were being videotaped.

<sup>b</sup>Chi Square comparing all studies = 89.9, p<.0001
<table>
<thead>
<tr>
<th><strong>Sign at museum entrance</strong></th>
<th><strong>Sign at entrances to videotaping area</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Image of sign at museum entrance" /></td>
<td><img src="image2" alt="Image of sign at entrances to videotaping area" /></td>
</tr>
</tbody>
</table>

**You may be videotaped in certain areas of the museum today.**
Signs will be posted in the research areas that will be videotaped.

**When:** Audio/videotaping until 4pm today.
**Why:** The Exploratorium is trying to learn about how visitors move through the museum and use the exhibits, in order to improve them. Please proceed normally.
**For questions or concerns, please go to the main office.**
Video for research will not be used for commercial or broadcast purposes, but may be shown at education or museum conferences to inform our colleagues.

**You are being videotaped in this area — now. RESEARCH IN PROGRESS**

**When:** Audio/videotaping until 4pm today. If you do not want to be videotaped, please come back later.
**Why:** The Exploratorium is trying to learn about how visitors move through the museum and use the exhibits, in order to improve them. Please proceed normally.
**For questions or concerns, please go to the main office.**
Video for research will not be used for commercial or broadcast purposes, but may be shown at education or museum conferences to inform our colleagues.
Sign at entrance to video taping area:

You are being videotaped in this area.

Sign on exhibit:

Now! ¡Ahora!

Small sign placed on large area signs:

你现在！

You are being videotaped in this area.

Estás siendo videograbado en esta área.

You may be videotaped in certain areas of the museum today.

Es posible que hoy seas videograbado en ciertas áreas del museo.
<table>
<thead>
<tr>
<th>Signage</th>
<th>Design aspect</th>
<th>Study 1</th>
<th>Study 2</th>
<th>Study 3</th>
<th>Study 4</th>
<th>Study 5</th>
<th>Study 6</th>
<th>2003 study</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Large Signs</strong>&lt;br&gt;(placed at entrances)</td>
<td>Overall Image*</td>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
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<td><img src="image6.png" alt="Image" /></td>
<td><img src="image7.png" alt="Image" /></td>
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<tr>
<td></td>
<td>Double or single-sided</td>
<td>Single</td>
<td>Double</td>
<td>Double</td>
<td>Double</td>
<td>Double</td>
<td>Double</td>
<td>Double</td>
</tr>
<tr>
<td></td>
<td>Large sign languages</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Color of sign</td>
<td>Color</td>
<td>Color</td>
<td>B&amp;W</td>
<td>B&amp;W</td>
<td>C and B&amp;W</td>
<td>B&amp;W</td>
<td>B&amp;W</td>
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<tr>
<td></td>
<td>Layout</td>
<td>3 rows</td>
<td>3 rows</td>
<td>Headline + 3 rows</td>
<td>Headline + 3 rows</td>
<td>Headline + 3 rows</td>
<td>Headline + 2 columns</td>
<td>Headline + 2 columns</td>
</tr>
<tr>
<td></td>
<td>Camera image</td>
<td>Iconic</td>
<td>Iconic</td>
<td>Realistic</td>
<td>Realistic</td>
<td>Realistic</td>
<td>Realistic</td>
<td>Realistic</td>
</tr>
<tr>
<td></td>
<td>Size of camera image</td>
<td>Small</td>
<td>Small</td>
<td>Large</td>
<td>Large</td>
<td>Large</td>
<td>Large</td>
<td>Large</td>
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<td></td>
<td>Camera image placement</td>
<td>In-line</td>
<td>In-line</td>
<td>In headline</td>
<td>In headline</td>
<td>In headline</td>
<td>In headline</td>
<td>In headline</td>
</tr>
<tr>
<td><strong>Small signs</strong>&lt;br&gt;(placed on exhibits and cordons)</td>
<td>Overall image*</td>
<td><img src="image8.png" alt="Image" /></td>
<td><img src="image9.png" alt="Image" /></td>
<td><img src="image10.png" alt="Image" /></td>
<td><img src="image11.png" alt="Image" /></td>
<td><img src="image12.png" alt="Image" /></td>
<td><img src="image13.png" alt="Image" /></td>
<td><img src="image14.png" alt="Image" /></td>
</tr>
<tr>
<td></td>
<td>Camera image</td>
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<td>Iconic</td>
<td>Realistic</td>
<td>Realistic</td>
<td>Realistic</td>
<td>Realistic</td>
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</tr>
<tr>
<td></td>
<td>Sign on cordons</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Size of signs</td>
<td>Small</td>
<td>Small</td>
<td>Small</td>
<td>Large</td>
<td>Small</td>
<td>Small</td>
<td>Small</td>
</tr>
<tr>
<td></td>
<td>Sign &amp; light on camera</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td><strong>Other</strong></td>
<td>Microphones in view</td>
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