

The Language Kiosks: Hearing Missing Sounds, Harpin Boont, Ladle Rat Rotten Hut, and Repeating Words

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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

Sound and Hearing – Formative The Language Kiosks

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PURPOSE

Initial Impression: Exhibits do not hold visitor interest --- Visitors put on the earphones and take them off almost immediately (e.g., within first few seconds)

Question: Do the Language and Word Perception Exhibits hold visitor interest? (How long do visitors stay at the Language and Word Perception Exhibits?)

METHOD

Observation Times

10/11/01	Thursday	11:00 – 12:00 2:25 – 2:45
10/12/01	Friday	12:30 – 1:15
10/13/01	Saturday	4:15 – 5:00

Data Collected

- Exhibit
 - o Hearing Missing Sounds (N=22)
 - o Harpin Boont (N=6)
 - o Ladle Rat Rotten Hut (N=24)
 - o Repeating Words (N=30)
- Visitor Gender
- Visitor Age Group -- adult/ pre-teen/ teen
- Time spent
 - o Start = visitor puts on earphones
 - o Stop = visitor takes off earphones

RESULTS

Overall

- On average, visitors stay with exhibits for about 40 seconds
- ~17% leave within the first 12 seconds
- 0% stay for the entire recording

Hearing Missing Sounds

Assuming visitors start at the beginning of the recording

- 68% stayed past first instruction set (i.e., > ~28sec)
- 59% stayed past first demo (i.e., > ~42sec)
- 18% stayed past second instruction set (i.e., > ~60sec)

Harpin Boont

Cannot draw strong conclusions because of small N, but...

- 0% stayed for English translation

Ladle Rat Rotten Hut

Assuming visitors start at the beginning of the recording

- 79% stayed to hear part of story (i.e., > ~10sec)

Repeating Words

Assuming visitors start at the beginning of the recording

- 59% stayed past first instruction (i.e., > ~28sec)
- 2% complete 'flime', the first demo (i.e., > ~98sec)
- 0% reach 'fantasy', the second demo (i.e., > ~114sec)

RECOMMENDATIONS

- Exhibits hold visitor interest (Keep Exhibits)
- Modularize exhibits to allow user control and encourage experiencing later demos
 - o Repeating Words
 - o Split into 2 parts, allowing visitor to start with either 'flime' (i.e., fast repeat) or 'fantasy' (i.e., speech in noise)
 - o Provide explanation at end of each part (not just at the end of entire segment)
 - o Hearing Missing Sounds
 - o Split into 4 parts, allowing visitors to start with any of the 4 demos
- Shorten segments to discourage early departure
 - o Shorten silence periods at the beginning of recording
 - o Eliminate or shorten read-aloud