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

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October 2001

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**  
Hearing Missing Sounds, Harpin Boont, Ladle Rat Rotten Hut, and Repeating Words  

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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**  

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/11/01</td>
<td>11:00 – 12:00</td>
<td>Thursday</td>
<td>2:25 – 2:45</td>
</tr>
<tr>
<td>10/12/01</td>
<td>12:30 – 1:15</td>
<td>Friday</td>
<td>12:30 – 1:15</td>
</tr>
<tr>
<td>10/13/01</td>
<td>4:15 – 5:00</td>
<td>Saturday</td>
<td>4:15 – 5:00</td>
</tr>
</tbody>
</table>

**Data Collected**  

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