

Do visitors bring music with them to the Exploratorium?

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Sound and Hearing – Front-End

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PURPOSE

The Listening proposal assumes that people bring music with them to the Exploratorium and suggests creating new or modifying current exhibits to accommodate visitors' music. Such a feature can be expensive, and at Krys' suggestions, we set out to learn if visitors bring music or any portable audio equipment with them into the Exploratorium.

METHOD

We interviewed visitors as they were exiting the Exploratorium. Specifically, an evaluator waited by the exit and asked every 3rd person who placed his/her sticker on the Stickerman, the question: Did you bring any music with you today to the Exploratorium? Like...

CDs tapes Radio MP3 player
CD player Cassette player Minidisc player Others

Interview Times

Date	Day	Time of Day
11/24/02	Sunday	3pm – 5pm
11/26/02	Tuesday	12pm – 4pm
12/22/02	Sunday	4pm – 5pm
12/26/02	Thursday	3pm – 5pm
1/15/03	Wednesday	1pm – 2pm
1/16/03	Thursday	12pm – 2pm

Data Collected

- N= 188
- Demographic Breakdown

Age Group	Count
Child (8-12)	25 (13%)
Teen (13-17)	48 (26%)
Adult	115 (61%)

Gender	Count
Male	81 (43%)
Female	107 (57%)

SchoolGroup?	Count
With school group	31 (16%)
Not with school group	155 (82%)

RESULTSOverall

A majority of visitors (97%) did NOT bring any music or audio equipment with them to the Exploratorium.

Bring own music?	Count
Yes	6 (3%)
No	182 (97%)

Of the 6 visitors who did have music with them, 4 had CDs and CD players, 1 had CDs, and 1 had an MP3 player.

According to Age Group

Age Group	Bring own music?		Total
	Yes	No	
Child	1 (4%)	24 (96%)	25 (100%)

Teen	4 (8%)	44 (92%)	48 (100%)
Adult	1 (1%)	114 (99%)	115 (100%)

Children and teenagers were more likely to bring music and/or audio equipment with them than adults; Fisher's Exact Test, $p=.032 < .05$.

According to Gender

Gender	Bring own music?		Total
	Yes	No	
Male	2 (2%)	79 (98%)	81 (100%)
Female	4 (4%)	103 (96%)	107 (100%)

There is no significant difference between the percentage of males who brought music and/or audio equipment and the percentage of females who brought music and/or audio equipment to the Exploratorium.

According to School Group

School Group?	Bring own music?		Total
	Yes	No	
With School Group	3 (9%)	30 (91%)	33 (100%)
Not with School Group	3 (2%)	152 (98%)	155 (100%)

- Considering only Teens and Children

School Group?	Bring own music?		Total
	Yes	No	
With School Group	3 (12%)	22 (88%)	25 (100%)
Not with School Group	2 (4%)	46 (96%)	48 (100%)

There is no significant difference between the percentage of teens and children in school groups who brought music and/or audio equipment and the percentage of teens and children not in school groups who brought music and/or audio equipment with them to the Exploratorium.

SUMMARY AND RECOMMENDATIONS

- A small minority (less than 5%) of visitors brings music or audio equipment with them to the Exploratorium. Therefore, very few visitors will be able to take advantage of any exhibit feature that allows them to use their own music or audio equipment.

- Teenagers and children are more likely to bring music or sound equipment with them than adults are (though the % is still small). Any exhibit that allows visitors to use their own equipment and music should focus on engaging teens and children.
- Different schools have different policies regarding whether or not students can have electronic equipment with them. (When we asked a few students if they were allowed to bring audio equipment with them, some mentioned that they were not.) If we are interested in visitors bringing and using their own music at our exhibits, then we need to inform the school groups.

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