
REVIEW OF RESEARCH ON EXPLORATORY BEHAVIOR, NOVELTY, AND CURIOSITY APPLIED TO CHILDREN'S MUSEUM VISITS.


REPORT ON SURVEYS CONDUCTED TO MEASURE REACTIONS TO ADMISSION CHARGE AND VISITING HOURS. GENERAL ADVICE ON CARRYING OUT AUDIENCE SURVEYS IS ALSO INCLUDED.


RESEARCH PROJECT MEASURING THE EFFECTS OF TRAFFIC PATTERN AND EXHIBIT-CASE DESIGN ON LEARNING AND USING CONVENTIONAL TESTING PROCEDURES AND VARIATIONS IN EXHIBIT LAYOUT.


SUMMARY OF SOME PRINCIPLES OF MUSEUM BEHAVIOR FORMULATED BY ROBINSON, MELTON, AND OTHERS, AND HOW SUCH TECHNIQUES COULD BE APPLIED TO COMMERCIAL EXHIBIT DESIGNS.


STATES THE NEED FOR EXHIBIT EVALUATION AND THE USE OF SPECIAL TEST EXHIBITS TO MEASURE VISITOR RETENTION AND PARTICIPATION.


DISCUSSION OF SPATIAL AREAS IN THE MUSEUM, HEAVILY INFLUENCED BY EDWARD HALL' S THE SILENT LANGUAGE.


PHILOSOPHY OF A MUSEUM ADMINISTRATOR COMMITTED TO VISITOR RESEARCH.


PRINCIPLES FOR CROWD-FLOW CONTROL AND EXHIBIT DESIGN BASED UPON LIMITED RESEARCH. EXHIBIT PROPERTIES ARE RELATED TO CONDITIONS OF CROWD MOVEMENT SUCH AS VARIABLE AND CONSTANT FLOW.


MENTIONS WAYS TO IMPROVE THE COMMUNICATION VALUE OF EXHIBITS, SUCH AS DRAMATIC LABELS AND LIGHTING, AND REVEALS THE MANNER IN WHICH THE RESEARCHER MANIPULATED THE ATTENTION AND INTEREST-HOLDING VARIABLES OF EXHIBITS.


MUSEUM VISITS OF ILLITERATE AND LITERATE VISITORS TO A GOVERNMENT EXHIBIT WERE COMPARED BY UNOBTRUSIVE OBSERVATION AND TESTING.


MULTIPLE MEASUREMENT STUDY OF CHILDREN'S REACTIONS AND ATTENTION TO SCIENCE MATERIALS WHICH SHOWS THAT A PROJECT OF MODEST SCALE CAN SUPPLY USEFUL EVALUATIVE DATA.


GUIDELINES FOR EFFECTIVE EXHIBIT TECHNIQUES WHICH ENGAGE VISITOR ATTENTION. HOW SUCH DEVICES FUNCTION, THE PROS AND CONS OF EACH TECHNIQUE AND THE PSYCHOLOGICAL JUSTIFICATION FOR THEIR IMPLEMENTATION ARE DISCUSSED.


SUMMARY OF ROYAL ONTARIO MUSEUM VISITOR STUDIES REPORTED IN MORE DETAIL IN THE ROYAL ONTARIO MUSEUM "MUSEUM VISITOR" SERIES.

COHEN, MARILYN S., "Facility Use and Visitor Needs in the Na-
DEMOCRAHIC SURVEY EMPLOLYING PRE-VISIT INTERVIEWS AND POST-
VISIT QUESTIONNAIRES. FACTORS STRESSED ARE LENGTH OF VISIT,
DISTANCE WALKED, VISITOR FA-
TIGUE, AND HOW THE SIZE OF A
GROUP AFFECTS THE VISIT.

"The State of the Arts of Mu-
seum Visitor Orientation: A
Survey of Selected Institutions
Office of Museum Programs,
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1974.

A SURVEY OF MUSEUM VISITOR OR-
IENTATION PROGRAMS IN TWELVE MU-
SEUMS PRIMARILY ON THE EAST
COAST. THE EFFECTIVENESS OF THE
ORIENTATION IS EVALUATED IN
TERMS OF VISITOR BEHAVIOR.

COHEN, M.S. AND WINKEL, G.H.
"Orientation in a Museum - An
Experimental Study." Curator,

PRESENTS FINDINGS OF A STUDY
CONDUCTED TO ASSESS THE EFFECT-
IVENESS OF DIFFERENT ORIENTA-
TION AIDS AND TO DEVELOP AN
EXPERIMENTAL PROCEDURE THAT
WOULD ALLOW A COMPARISON OF HOW
USEFUL ORIENTATION AIDS WERE IN ASSISTING MUSEUM VISITORS.

GILMAN, BENJAMIN J. "Museum
Fatigue." The Scientific
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pp. 62-74.

PHOTOGRAPHS OF VISITORS EXAM-
INING OBJECTS IN A VARIETY OF
DISPLAYS WERE USED AS THE BA-
SIS OF DETERMINING THE DEGREE
OF PHYSICAL EXERTION WHICH
EACH TYPE OF INSTALLATION RE-
QUIRED.

GOINS, AVIN. "The Effect of
Location and a Combination of
Color Lighting and Artistic
Design on Exhibit Appeal." The
Museologist, no. 67 (1958),
pp. 6-10.

THIS STUDY COMPARES REACTIONS TO AN EXHIBIT CASE BEFORE AND
AFTER MODERNIZATION.

DANDRIDGE, FRANK. "The Value of
Design in Visual Communication.
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pp. 331-336.

TREATS ASPECTS OF DISPLAY DE-
SIGN THAT CAN MAKE A SIGNIFI-
CANT DIFFERENCE IN THE EDUCA-
TIONAL VALUE OF AN EXHIBIT.
VARIABLES SUCH AS EYE MOVEMENT
OF TYPESETTING, AND USE OF
PERIPHERAL VISION ARE REVIEWED
IN RELATION TO EXHIBIT DESIGN.

DOUGHTY, PHILIP S. "The Public
of the Ulster Museum: A Sta-
tistical Survey." Museum
Journal, vol. 68, no. 1 (1968),
pp. 19-25.

PATTERNS OF ATTENDANCE, DEMO-
GRAPHIC VARIABLES, AND DURA-
TION AND MOTIVATION OF VISITS
ARE AMONG THE ITEMS SURVEYED.

LOOMIS, ROSS J. "Museums and
Psychology: The Principle of
Allometry and Museum Visitor
Research." The Museologist,
no. 129 (1973), pp. 17-23.

DIFFERENT STRATEGIES FOR PER-
FORMING VISITOR RESEARCH ARE
SUGGESTED AND EXAMPLES CITED.

"Please! Not Another Visitor
21-26.

TOPICS TYPICALLY MEASURED IN
VISITOR SURVEYS ARE ENUMERATED
SOME LIMITATIONS OF SURVEYS
AND ALTERNATIVE METHODS OF RE-
SEARCH ARE MENTIONED.

Midwest Museums Quarterly,
vol. 23, no. 1 (1963), pp. 9-
11.

GENERAL DISCUSSION THAT ADVOC-
ATES MORE TESTING ON EXHIBIT
EFFECTS AND EXHIBIT PLANNING
WITH VISITOR REACTION IN MIND.

MASON, C.W. "Experimental
Studies in the Education of Chil-
dren in a Museum of Science."
New Series, no. 15 (1936).

DISCUSSES VARIOUS METHODS USED
TO INCREASE THE LEARNING PRO-
CESS OF CHILDREN WITHIN MUSEUM
ENVIRONMENTS.

MELTON, ARTHUR W. "Distribution
of Attention in Galleries in a
Museum of Science and Industry.
Museum News, vol. 14, no. 3
(1936), pp. 5-8.

OUTLINE OF EARLIER STUDIES,
WHICH TREAT THE INFLUENCE OF
MOTION IN EXHIBITS AND LABEL
PLACEMENT ON ATTRACTION AND
HOLDING ATTENTION.

"Problems of Installation in
Museums of Art." (Number 14 in
Publications of the American
VISITOR SURVEY AND OBSERVATION CONDUCTED TO DETERMINE VISITOR RESPONSE TO DISPLAYS OF DIFFERENT DESIGN AND VARYING AMOUNTS OF INFORMATION. PARENT-CHILD INTERACTION IN THE EXHIBIT SETTING IS ALSO STUDIED.

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PILOT STUDY DEFINING BOTH ENVIRONMENTAL AND SOCIAL VARIABLES FOR STUDYING VISITORS' CURIOSITY AND LEARNING, AND STRUCTURAL AND EXPERIENTIAL WAYS OF COMPREHENDING THE ENVIRONMENT.

NIEHOFF, ARTHUR. "Evening Exhibition Hours for Museums." The Museologist, no. 69 (1958), pp. 2-5.

EXAMINES A SURVEY OF 40 MUSEUMS TO DETERMINE HOW MANY KEEP EVENING HOURS AND THE PROS AND CONS OF EXTENDED VISITOR HOURS.

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Discusses ways in which visitors' physical problems (such as fatigue) were considered in the planning of a new museum.


DETAILED REPORT AND EVALUATION OF AN EARLY PHOTOGRAPHIC TECHNIQUE FOR OBSERVING VISITORS.

R


APPLICATION OF ENVIRONMENTAL PSYCHOLOGY AND STRUCTURAL BALANCE THEORY FROM SOCIOLOGY TO MUSEUM VISITOR BEHAVIOR. DATA WAS COLLECTED AT THE MAXWELL MUSEUM OF ANTHROPOLOGY, ALBUQUERQUE, NEW MEXICO.


A CATALOG OF VISITOR COMFORTS AND ORIENTATION AIDS WHICH MAY REDUCE MUSEUM FATIGUE.
THE FIRST MAJOR PUBLICATION ON MUSEUM VISITOR RESEARCH, THIS MONOGRAPH PRESENTS BOTH THE UNOBTRUSIVE OBSERVATIONAL METHODS USED AND THEIR RESULTS, RAISES THE POSSIBILITY THAT MUSEUM FATIGUE IS MORE A QUESTION OF PSYCHOLOGY THAN PHYSICAL DISCOMFORT, AND CONDUCTS EXPERIMENTS IN A NATURAL SETTING.


OUTLINES TECHNIQUES TO HELP MUSEUMS EXPERIMENT WITH THEIR EDUCATIONAL METHODS, INCLUDING THE SUGGESTION THAT MUSEUMS SYSTEMATICALLY ALTER INTERIOR DIMENSIONS TO ACHIEVE DIFFERENT EFFECTS ON VISITORS.


DISCLOSES ROBINSON'S THINKING AND DESCRIBES HIS MUSEUM RESEARCH AND MUCH OF THE RATIONAL BEHIND IT.


PRESENTS SUGGESTIONS FOR EXPERIMENTAL STUDIES AND HOW TO ASSESS THEM IN ORDER TO DEVELOP EDUCATION PROGRAMS.


REVIEW OF EXISTING LITERATURE ON LEARNING FROM EXHIBITS.

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INSTRUCTIONAL AIDS THAT CAN FACILITATE LEARNING IN MUSEUMS AND THEIR IMPLICATIONS FOR VISITOR RESEARCH ARE PRESENTED.


DISCUSSION OF PLANNED LEARNING PROGRAMS FOR EXHIBITS AND THEIR POTENTIAL.


REVIEWS EFFORT TO USE SYSTEMATIC EXPERIMENTATION AND THE APPLICATION OF LEARNING PSYCHOLOGY TO INCREASE VISITOR LEARNING FROM EXHIBITS.


DESCRIPTION OF A MUSEUM EDUCATION EXPERIMENT UTILIZING SELF-TESTING DEVICE AND GUIDANCE SYSTEMS.


SUMMARY OF SOME OF THE AUTHOR'S PROGRAMMED INSTRUCTION EXPERIMENTS IN MUSEUMS.


SUMMARY OF A SERIES OF STUDIES INVESTIGATING THE APPLICATION OF PROGRAMMED INSTRUCTION TO INCREASE VISITOR LEARNING FROM EXISTING MUSEUM EXHIBITS.


DEMONSTRATES THAT WORTHWHILE STUDIES OF EXHIBIT EFFECTIVENESS CAN BE DESIGNED AND COMPLETED, BUT THEY REQUIRE EXPERIMENTATION AND USE OF MEASUREMENTS BEYOND SURVEY QUESTIONS.


THE HODOMETER TESTS VISITOR SENSITIVITY TO CHANGES THAT INCLUDED THE WALL COLOR OF THE GALLERY.

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PROPOSES A VISITOR-ORIENTED FLOOR PLAN FOR A SCIENCE AND INDUSTRY MUSEUM, IN WHICH THE PARALLEL GALLERY CONCEPT IS DEMONSTRATED.

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AN EXTENSIVE STUDY OF THE SEATTLE WORLD'S FAIR INVOLVING MONITORING TRAFFIC FLOW, LINES AND CONGESTION, THE EFFECTS OF EXHIBIT TECHNIQUES ON THE AUDIENCE, AND THE TEACHING POTENTIAL OF EXHIBITS.

WINKEL, GARY H. AND ROBERT SASANOFF, "An Approach to an Objective Analysis of Behavior in Architectural Space." Pages 319-330 in Environmental Psychology: Man and His Physical
INVESTIGATION OF HOW WELL A SPECIFIC ARCHITECTURAL SPACE IN A SPECIFIC MUSEUM COULD BE SIMULATED WITHIN A LABORATORY SETTING.


EXHIBIT ENVIRONMENT AND QUALITY OF VERBAL, LITERARY AND VISUAL COMMUNICATION ARE CRITERIA WHICH MAY BE USED TO EVALUATE MUSEUM DISPLAYS.

Y


ANALYSIS OF TRACING RECORDS MADE AT AN EXHIBIT AT THE 1939 WORLD'S FAIR TO DETERMINE IF HUMAN MOVEMENT IN ENCLOSED AREAS IS INFLUENCED BY THE DIRECTION ORIENTATION FACTORS SU_