

Australian Museum

Rituals of Seduction: Birds of Paradise Tracking Survey Results

Chris Lang
July 2011

nature culture **discover**



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Introduction

Rituals of Seduction: Birds of Paradise was an exhibition that ran in the ground floor space from 9 April to 7 August 2011.

The exhibition looked at how both birds and people engage in a variety of decoration, display and dance to draw attention to themselves and at the close relationship between birds of paradise and people. It featured still photography, film footage and mounted specimens showing the species' range of eccentric attributes. Also on display were items from the Museum's anthropology collection including wigs made from human hair and magnificent feathered headdresses.

The elaborate costumes and exuberant dances at these celebrations demonstrate how alike birds and people really are.

However, their sustainable practices are being challenged as guns replace traditional bows and arrows in some areas, and the habitats of the birds of paradise are further lost to developments including logging, mining, population growth and climate change.

This document reports on a tracking study undertaken between 10 May and 30 June 2011.

Methodology

100 tracking studies were made over the period from May 10th and June 30th, including over the June long weekend, between 10am and 4:30pm.

Observations were carried out by six different people:

- Chris Lang (Audience Research)
- Marloes Schepers (intern)
- 4 contractors (Francesca Kelly, Tanya Johannesen, Lara Matkovic, Lesley Barratt)

Visitors were classified as being an adult, teenager or child, and whether they came alone, with friends, as a couple, as a family, or a school group.

The observed behaviour of visitors at each area in the exhibition was divided into the following categories:

Engage (E)	Visitor is clearly active and intently reads or uses exhibit
Attend (A)	Visitor stops at exhibit with both feet still for at least two seconds
Skim (S)	Visitor looks briefly at exhibit details but does not stop to attend
Ignore (I)	Visitor passes within two meters of exhibit but fails to attend or skim

General observations:

- An equal number of males and females were tracked in this exhibition
- 69% of those observed were adults
- 8% of those observed were teenagers
- 23% of those observed were children
- 21% were observed using a camera in the exhibition
- 29% of visitors ignored the introductory section
- 44% of visitors ignored the Naming and Mythology section

It was noted on several occasions that one or more of the areas was not functioning properly, where the lights in the Fluorescence & Iridescence interactive were not working, the interactive Database had lost its connection to the server, or the light bulb for the Big Screen Projection had blown.

Time spent in the exhibition

Time spent in exhibition (% of visitors observed)

0-5 minutes	11%
6-10 minutes	37%
11-15 minutes	21%
16-30 minutes	25%
31-60 minutes	5%
61+ minutes	1%

Minimum amount of time spent in the exhibition was **2 minutes**

Maximum amount of time spent in the exhibition was **70 minutes**

The average amount of time spent in the exhibition was **15 minutes**

Average amount of time for males: **15 minutes**

Average amount of time for females: **15 minutes**

Average time, with camera: **19 minutes**

Average time, no camera: **14 minutes**

The matrix below shows the average amount of time in minutes spent by age and group type, where data is present.

	Adult	Teen	Child	ALL
Alone	18	*	-	19
Friends	19	*	-	17
Couple	16	*	-	15
Family	13	*	11	13
School	-	*	10	8
ALL	16	15	11	15

Adults who came with friends spent the most time in the exhibition, with average of 19 minutes.

Children in school groups spent the least amount of time in the exhibition, averaging 10 minutes.

* Note that not enough teenagers were observed to get an average for each group type.

Levels of engagement

The degrees of engagement (Engage, Attend, Skim, Ignore) were quantified on a scale of 1 to 4 so that the average level of engagement for each area and for each demographic could be calculated. An average of 4 would mean that all those observed engaged with that particular section, while a rating of 1 would mean that everybody ignored it.

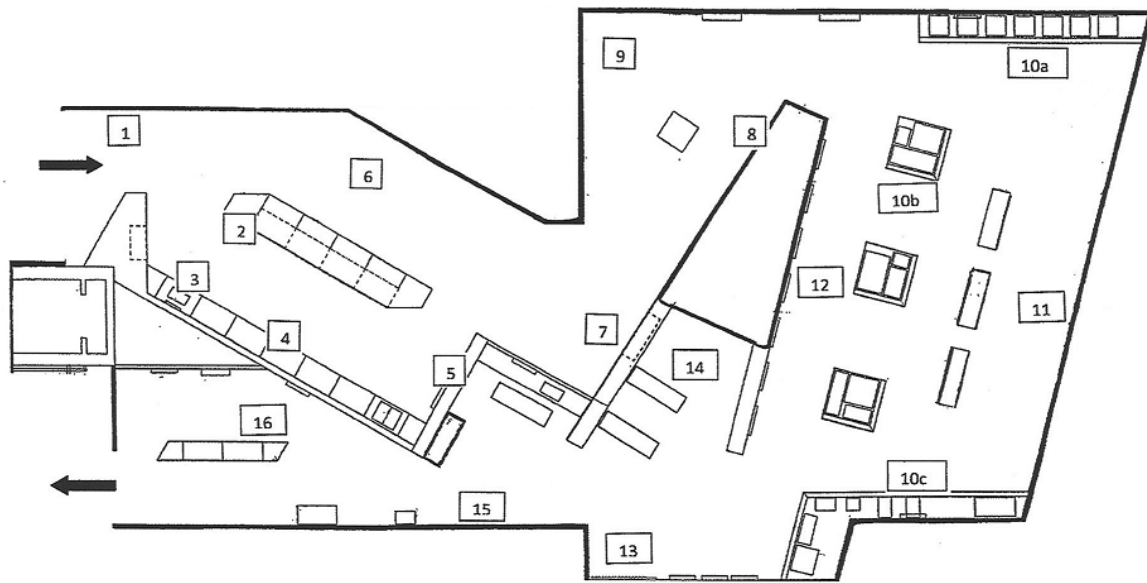
The tracking sheets at the end of this report show the location of each area within the exhibition. A floorplan of the exhibition is overleaf.

The table below shows the average engagement for all observed visitors in each area, and the number of times each of the behaviours was observed:

Area	Description	E	A	S	I	Average Engagement
1	Intro Section	16	18	34	29	2.22
2	Mounted Specimens	37	21	28	13	2.83
3	Database	27	20	26	23	2.53
4	Study Skins	44	20	24	10	3.00
5	Bird Dance	55	20	11	12	3.20
6	Mythology & Naming	20	13	21	44	2.09
7	Fluorescence & Iridescence	39	12	36	11	2.81
8	Trade	24	18	39	17	2.50
9	Spirituality	30	20	31	16	2.66
10a	Tribal Groups	46	23	14	14	3.04
10b	Tribal Groups	28	15	30	24	2.48
10c	Tribal Groups	40	19	21	16	2.86
11	Big Screen Projection	60	20	13	4	3.40
12	PNG Photos	24	21	26	25	2.46
13	Conservation	8	20	45	22	2.15
14	Interviews	30	15	24	26	2.52
15	Peoples' Response	22	24	34	14	2.57
16	Biomimicry & Fun	37	15	17	24	2.70

The average level of engagement across the entire exhibition was 2.67.

Exhibition floorplan



- 1 = Intro Section
- 3 = Database
- 5 = Bird Dance
- 7 = Fluorescence & Iridescence
- 9 = Spirituality
- 10b = Tribal Groups
- 11 = Big Screen Projection
- 13 = Conservation
- 15 = Peoples Responds

- 2 = Mounted Specimens
- 4 = Study Skins
- 6 = Mythology and Naming
- 8 = Trade
- 10a = Tribal Groups
- 10c = Tribal Groups
- 12 = PNG Photos
- 14 = Interviews
- 16 = Biomimicry & Fun

Average engagement by demographic

The below matrix shows the average amount of time spent by age and group type where data is present.

	Adult	Teen	Child	ALL
Alone	2.72	*	-	2.77
Friends	3.01	*	-	2.92
Couple	2.70	*	-	2.75
Family	2.68	*	2.58	2.66
School	-	*	2.28	2.11
ALL	2.74	2.72	2.49	2.67

This data closely reflects the time spent, with adults in groups of friends rating the highest at 3.01 and children in school groups rating the lowest at 2.28.

* Note that not enough teenagers were observed to get an average for each group type, and that no children were observed visiting alone, with friends or as a couple.

Most engaging areas

- Area 11: Big Screen Projection (60% engaged, 20% attended, average engagement 3.40)
- Area 5: Bird Dance (55% engaged, 20% attended, average engagement 3.20)
- Area 10a: Tribal Groups (46% engaged, 23% attended, average engagement 3.04)

The high level of engagement with these three areas is also reflected in the exit surveys which were conducted during this period, with many respondents mentioning the videos and headdresses as the most liked part of the exhibition.



Least engaging areas

- Area 6: Mythology and Naming (44% ignored, 21% skimmed, average engagement 2.09)
- Area 13: Conservation (22% ignored, 45% skimmed, average engagement 2.15)
- Area 1: Intro Section (29% ignored, 34% skimmed, average engagement 2.22)



Preliminary notes from exit surveys

250 exit surveys were also conducted during this period. Respondents asked a range of questions about themselves and the exhibition, including what they expected to see and which parts of the exhibition they liked most and least. The results are being summarised in a separate report once the data has been collated. Some common responses are included below:

- Headdresses were a highlight for many people.
- Videos were also a highlight for many people.
- Seating being too close to the big screen projection was a common comment.
- Some visitors expected birds but not cultural artefacts and vice versa, in roughly equal numbers. Many were pleasantly surprised about the balance.
- Divided entrance may have led many to miss some content, possibly explaining the low level of engagement with the Mythology and Naming section.
- Likewise at the exit, the divided flow caused many to miss the dance section. Those with children reported loving it.
- Surprisingly, mounted specimens and study skins were fairly evenly divided between being the most liked and least liked part of the exhibition.

Appendix

Tracking forms

The following tracking forms represent the range of visitor behaviours observed in the exhibition.



Birds of Paradise – Tracking Study

Date <i>11-05-2011</i>		Number <i>005</i>	
Time of arrival <i>16:21</i>		Total time spent <i>4 minutes</i>	
Time of departure <i>16:28</i>			
Gender <input type="radio"/> Male <input checked="" type="radio"/> Female	Age <input type="radio"/> Adult <input checked="" type="radio"/> Teen <input type="radio"/> Child	Group <input type="radio"/> Alone <input type="radio"/> Couple <input type="radio"/> Family <input checked="" type="radio"/> Friends <input type="radio"/> School group	
Camera <input type="radio"/> Yes <input type="radio"/> No		Comments	

- | | |
|--------------------------------|--------------------------|
| 1 = Intro Section | 2 = Mounted Specimens |
| 3 = Database | 4 = Study Skins |
| 5 = Bird Dance | 6 = Mythology and Naming |
| 7 = Fluorescence & Iridescence | 8 = Trade |
| 9 = Spirituality | 10a = Tribal Groups |
| 10b = Tribal Groups | 10c = Tribal Groups |
| 11 = Big Screen Projection | 12 = PNG Photos |
| 13 = Conservation | 14 = Interviews |
| 15 = Peoples Responds | 16 = Biomimicry & Fun |

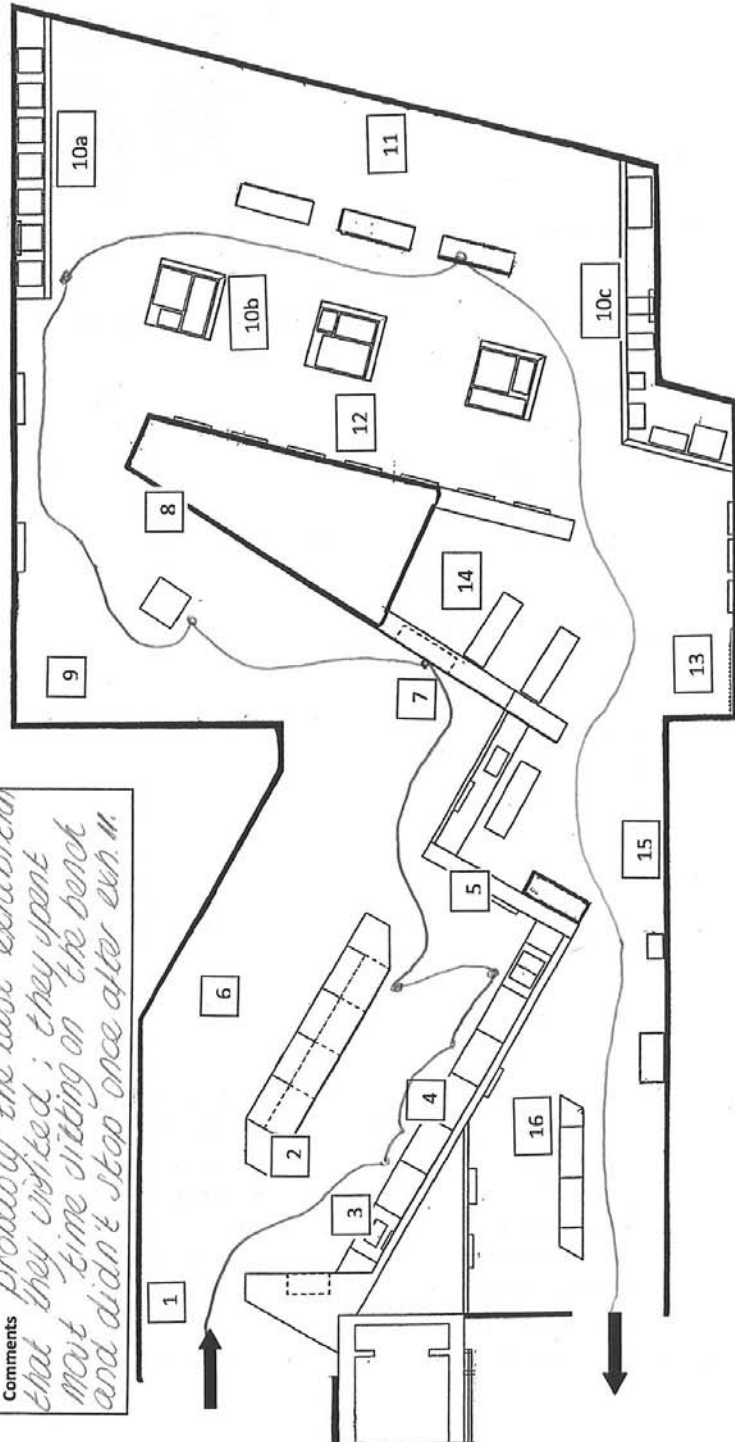
Interactions Key

- I : Ignore
(Visitor passes within 2 metres of exhibit but fails to attend or skim)
S : Skim
(Visitor looks briefly at the exhibit details but does not stop to attend)
A : Attend
(Visitor stops at the exhibit with both feet still for at least two seconds)
E : Engage
(Visitor is clearly active and intently reads or uses the exhibit)

1	2	3	4	5	6	7	8	9
i	A	U	E	U	i	A	A	i
10a	10b	10c	11	12	13	14	15	16
E	A	i	E	i	i	i	U	U

Comments

Probably the last exhibition that they visited; they spent most time sitting on the bench and didn't stop once after exhibit 11.





Birds of Paradise – Tracking Study

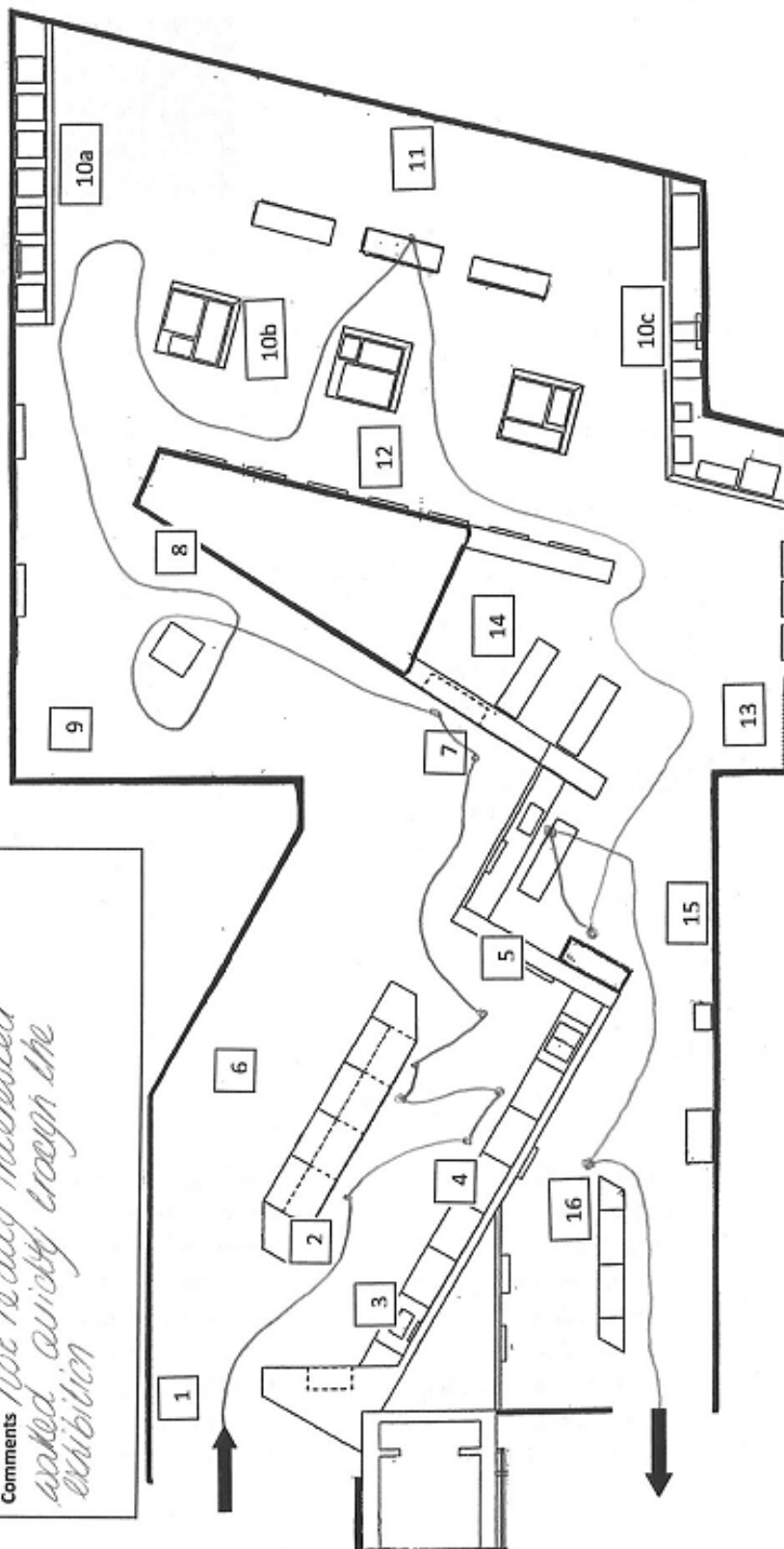
Date <i>12-05-2011</i>	Number <i>008</i>
Time of arrival <i>13:36</i> Time of departure <i>13:42</i>	Total time spent <i>6 minutes</i>
Gender <input checked="" type="radio"/> Male <input type="radio"/> Female Age <input type="radio"/> Adult <input checked="" type="radio"/> Teen <input type="radio"/> Child	Group <input type="radio"/> Alone <input checked="" type="radio"/> Couple <input type="radio"/> Family <input type="radio"/> Friends <input type="radio"/> School group
Camera <input type="radio"/> Yes <input checked="" type="radio"/> No	Comments

- | | |
|--|--|
| 1 = Intro Section
3 = Database
5 = Bird Dance
7 = Fluorescence & Iridescence
9 = Spirituality
10b = Tribal Groups
11 = Big Screen Projection
13 = Conservation
15 = Peoples Responds | 2 = Mounted Specimens
4 = Study Skins
6 = Mythology and Naming
8 = Trade
10a = Tribal Groups
10c = Tribal Groups
12 = PNG Photos
14 = Interviews
16 = Biomimicry & Fun |
|--|--|

Birds of Paradise - Tracking Surfy

I :	Ignore	(Visitor passes within 2 metres of exhibit but fails to attend or skim)
S :	Skim	(Visitor looks briefly at the exhibit details but does not stop to attend)
A :	Attend	(Visitor stops at the exhibit with both feet still for at least two seconds)
E :	Engage	(Visitor is clearly active and intently reads or uses the exhibit)

Comments *Not really interested
asked quickly enough the
exhibition*





Birds of Paradise – Tracking Study

Date <i>17-05-2011</i>		Number <i>010</i>	
Time of arrival <i>13:49</i>		Total time spent <i>29 minutes</i>	
Time of departure <i>14:18</i>			
Gender	<input type="radio"/> Male <input checked="" type="radio"/> Female	Group	<input type="radio"/> Alone <input checked="" type="radio"/> Couple <input type="radio"/> Family <input type="radio"/> Friends <input type="radio"/> School group
Age	<input checked="" type="radio"/> Adult <input type="radio"/> Teen <input type="radio"/> Child		
Camera	<input checked="" type="radio"/> Yes <input type="radio"/> No	Comments <i>this couple totally engages with the entire exhibition from the beginning.</i>	

- 1 = Intro Section
- 3 = Database
- 5 = Bird Dance
- 7 = Fluorescence & Iridescence
- 9 = Spirituality
- 10b = Tribal Groups
- 11 = Big Screen Projection
- 13 = Conservation
- 15 = Peoples Responds

- 2 = Mounted Specimens
- 4 = Study Skins
- 6 = Mythology and Naming
- 8 = Trade
- 10a = Tribal Groups
- 10c = Tribal Groups
- 12 = PNG Photos
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- 16 = Biomimicry & Fun

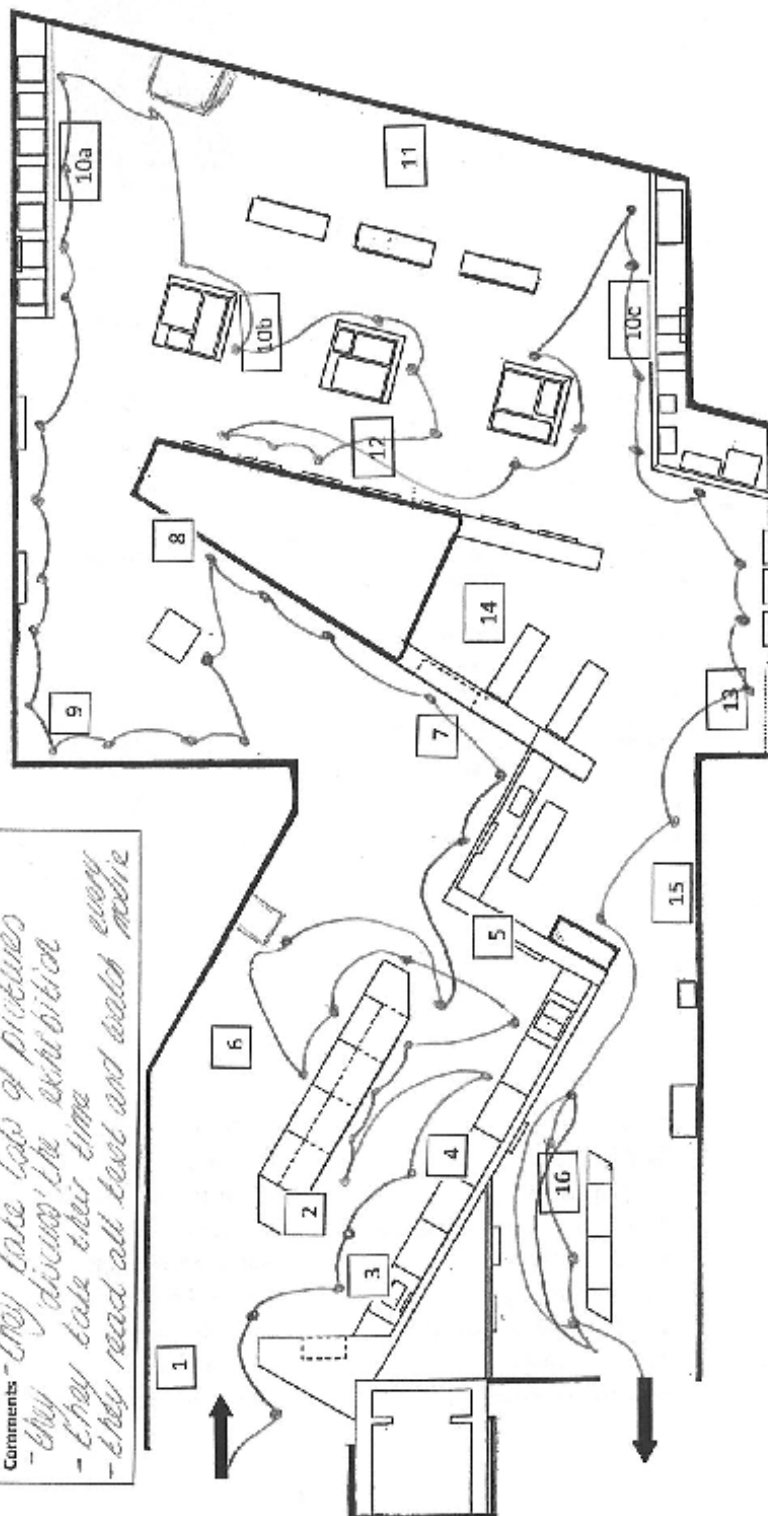
Birds of Paradise – Tracking Study

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- A : Attend (Visitor stops at the exhibit with both feet still for at least two seconds)
- E : Engage (Visitor is clearly active and intently reads or uses the exhibit)

1	2	3	4	5	6	7	8	9
E	E	E	E	E	A	E	E	E
10a	10b	10c	11	12	13	14	15	16
E	E	E	A	E	E	S	A	E

Comments - they take lots of pictures
- they discuss the exhibition
- they take their time
- they read all text and watch movie



Birds of Paradise – Tracking Study

Date	19-05-2011	Number	020
Time of arrival	14:26	Total time spent	34 minutes
Time of departure	14:50		
Gender	<input checked="" type="radio"/> Male <input type="radio"/> Female	Group	<input type="radio"/> Alone <input checked="" type="radio"/> Couple <input type="radio"/> Family <input type="radio"/> Friends <input type="radio"/> School group
Age	<input type="radio"/> Adult <input checked="" type="radio"/> Teen <input type="radio"/> Child		
Camera	<input type="radio"/> Yes <input type="radio"/> No	Comments	couple wants to see everything and they discuss the exhibition. Girl dances: totally (16) engaging!

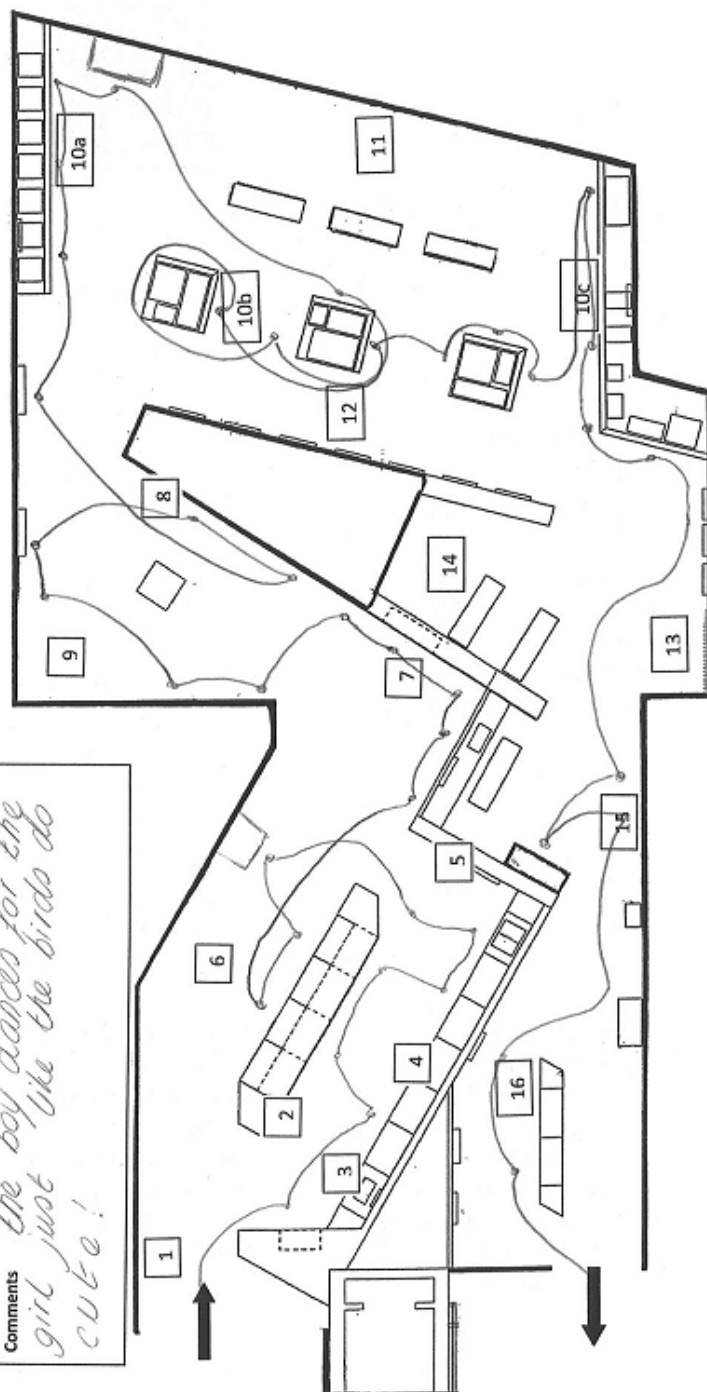
- | | |
|--------------------------------|--------------------------|
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| 3 = Database | 4 = Study Skins |
| 5 = Bird Dance | 6 = Mythology and Naming |
| 7 = Fluorescence & Iridescence | 8 = Trade |
| 9 = Spirituality | 10a = Tribal Groups |
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E :	Engage	(Visitor is clearly active and intently reads or uses the exhibit)

1	2	3	4	5	6	7	8	9
U	e		i	e	e	e	e	e
10a	10b	10c	11	12	13	14	15	16
e	e	e	e	u	u	i	e	e

Comments
the boy dances for the
girl just like the birds do
cute!





TRACKING STUDY - RITUALS OF SEDUCTION: BIRDS OF PARADISE

Date 19/06/11		Number 2	
Time of arrival 12:20		Total time spent 30 mins	
Time of departure 12:50			
Gender <input type="radio"/> Male <input checked="" type="radio"/> Female	Age <input checked="" type="radio"/> Adult <input type="radio"/> Teen <input type="radio"/> Child	Group <input type="radio"/> Alone <input type="radio"/> Couple <input checked="" type="radio"/> Family <input type="radio"/> Friends <input type="radio"/> School group	
Camera <input type="radio"/> Yes <input checked="" type="radio"/> No	Comments mother & daughter		

- | | |
|--------------------------------|--------------------------|
| 1 = Intro Section | 2 = Mounted Specimens |
| 3 = Database | 4 = Study Skins |
| 5 = Bird Dance | 6 = Mythology and Naming |
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| 13 = Conservation | 14 = Interviews |
| 15 = Peoples Responds | 16 = Biomimicry & Fun |

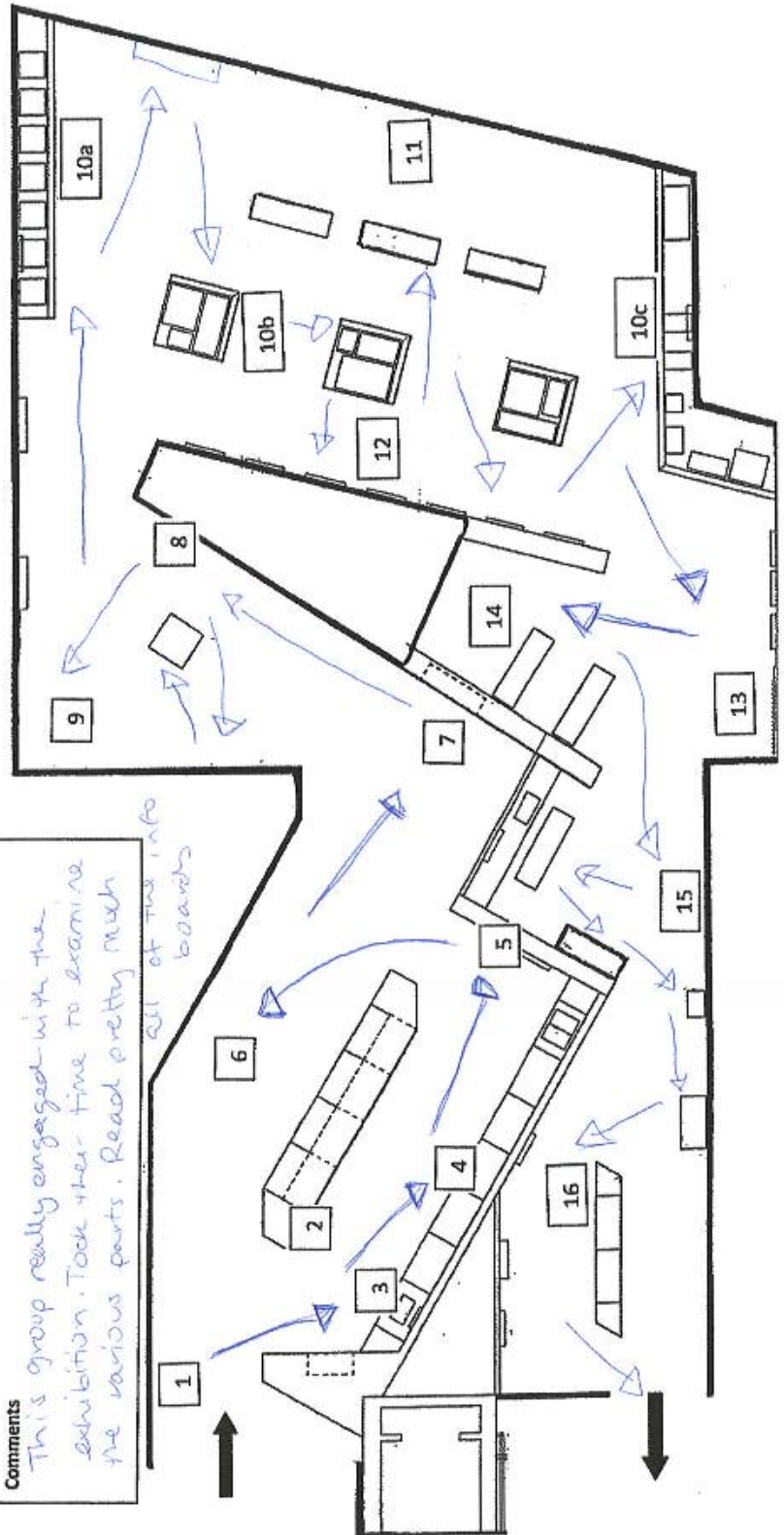
Interactions Key

- I: Ignore
S: Skim
A: Attend
E: Engage
- (Visitor passes within 2 metres of exhibit but fails to attend or skim)
(Visitor looks briefly at the exhibit details but does not stop to attend)
(Visitor stops at the exhibit with both feet still for at least two seconds)
(Visitor is clearly active and intently reads or uses the exhibit)

1	2	3	4	5	6	7	8	9
A	A	S	A	E	E	E	E	E
10a	10b	10c	11	12	13	14	15	16
E	E	E	E	E	E	E	E	E

Comments

This group really engaged with the exhibition. Took their time to examine the various parts. Read pretty much all of the info boards



TRACKING STUDY - RITUALS OF SEDUCTION: BIRDS OF PARADISE

Date <u>24/6/11</u>		Number	
Time of arrival <u>12.20</u>		Total time spent	
Time of departure <u>12.43</u>		<u>23 mins</u>	
Gender <input checked="" type="radio"/> Male <input type="radio"/> Female	Age <input checked="" type="radio"/> Adult <input type="radio"/> Teen <input type="radio"/> Child	Group <input checked="" type="radio"/> Alone <input type="radio"/> Couple <input type="radio"/> Family <input type="radio"/> Friends <input type="radio"/> School group	
Camera <input type="radio"/> Yes <input type="radio"/> No		Comments	
<p><u>left through entrance after #11</u></p>			

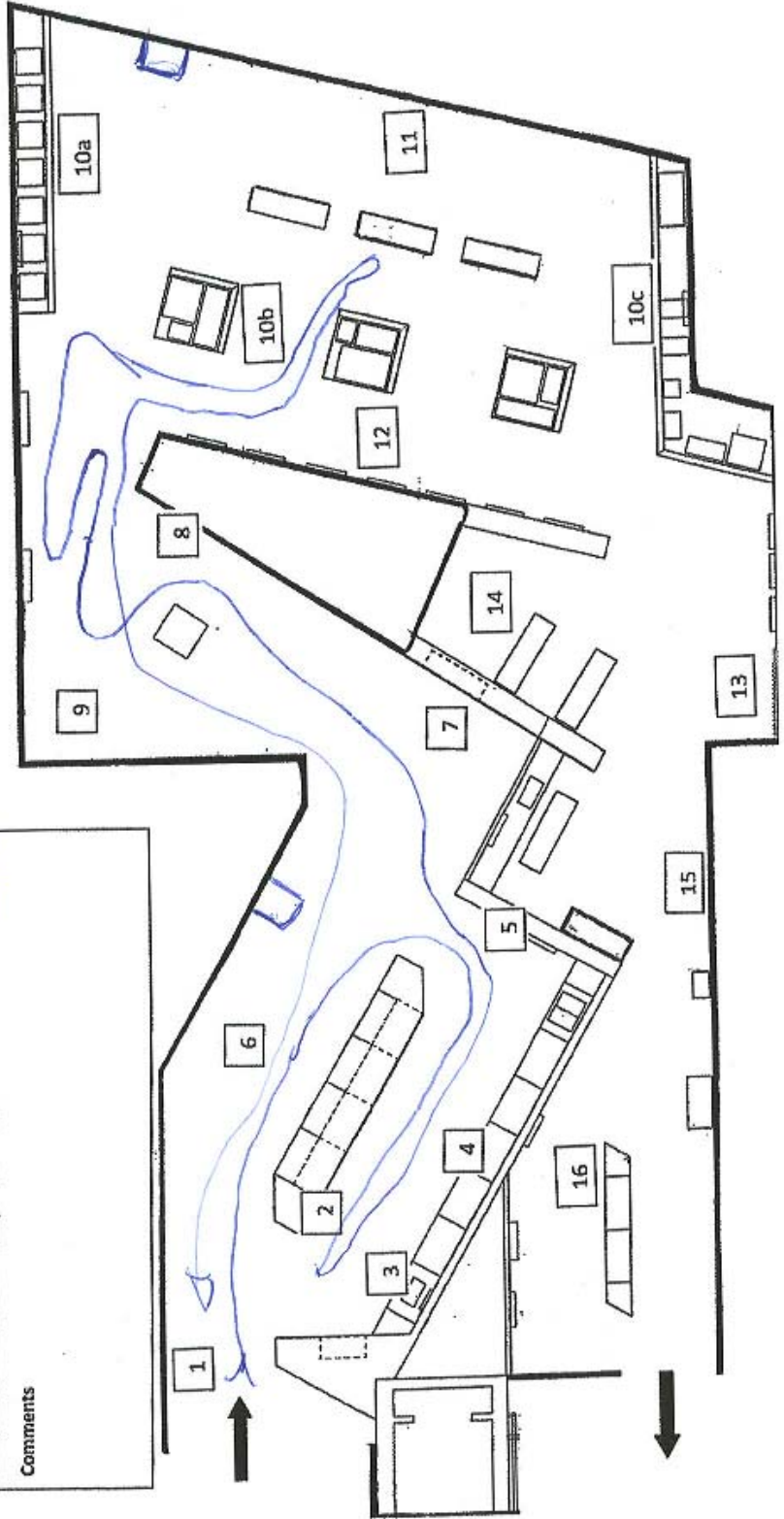
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	1	2	3	4	5	6	7	8	9
1	I	S	I	E	A	E	I	E	S
10a	A	10b	10c	11	12	13	14	15	16

Comments



99 ✓



Birds of Paradise - Tracking Study

Date 30/6/11		Number	
Time of arrival 2:10		Total time spent	
Time of departure 2:17		7	
Gender <input type="radio"/> Male <input checked="" type="radio"/> Female	Age <input checked="" type="radio"/> Adult <input type="radio"/> Teen <input type="radio"/> Child	Group <input type="radio"/> Alone <input type="radio"/> Couple <input checked="" type="radio"/> Family <input type="radio"/> Friends <input type="radio"/> School group	w/2 toddlers dad (grandson)
Camera <input type="radio"/> Yes <input checked="" type="radio"/> No		Comments	

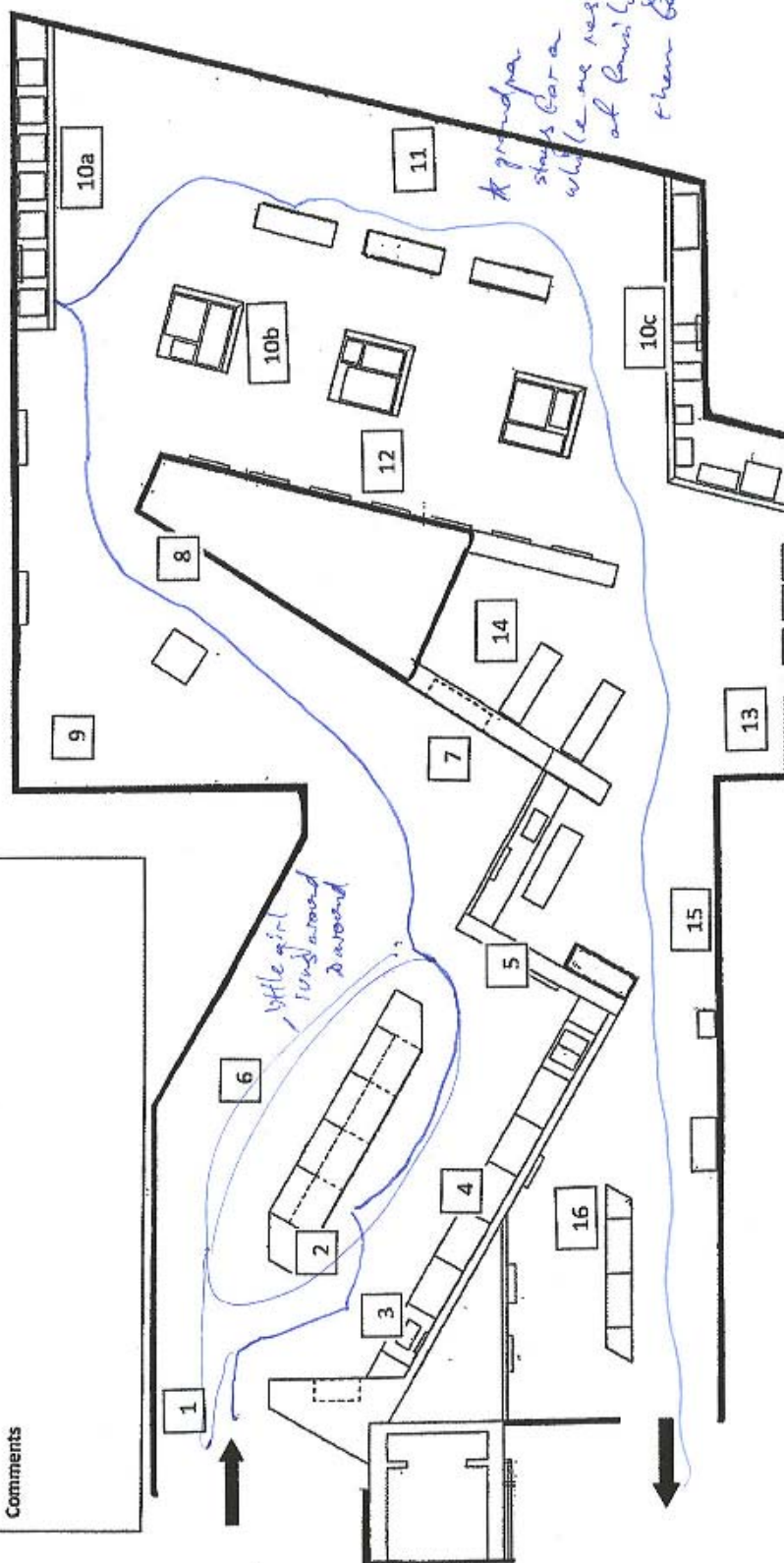
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1		2	3	4	5	6	7	8	9
	S	E	I	S	A	I	E	I	I
10a		10b	10c	11	12	13	14	15	16
	E	I	I	E	I	I	I	S	I

Comments



108 ✓



Birds of Paradise - Tracking Study

Date 30/6/11		Number	
Time of arrival 2:28		Total time spent 33 min	
Time of departure 2:58			
Gender <input type="radio"/> Male <input checked="" type="radio"/> Female	Age <input checked="" type="radio"/> Adult <input type="radio"/> Teen <input type="radio"/> Child	Group <input type="radio"/> Alone <input type="radio"/> Couple <input type="radio"/> Family <input checked="" type="radio"/> Friends (know?) <input type="radio"/> School group	
Camera <input type="radio"/> Yes <input type="radio"/> No		Comments	

- | | |
|--------------------------------|--------------------------|
| 1 = Intro Section | 2 = Mounted Specimens |
| 3 = Database | 4 = Study Skins |
| 5 = Bird Dance | 6 = Mythology and Naming |
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(Visitor is clearly active and intently reads or uses the exhibit)

1	2	3	4	5	6	7	8	9
	S	E	S	E	E!	E	E	S
10a	10b	10c	11	12	13	14	15	16
E	E	E	E	E	S	I	S	S

Comments

watched all of S. D. screened but
near the S. Sat & watched 11

