

Australian Museum

Deep Oceans

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August 2012

nature culture **discover**



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Introduction

The *Deep Oceans* exhibition ran at the Australian Museum from June 16 to October 14, 2012.

SUMMARY

Stereotypical visitor:

- Well educated Australian female aged 35-49 visiting with a family group consisting of another adult and two children aged 4-8.
- Has visited the Museum within the past 2 years and likely to return in the next 12 months.
- Came specifically to see *Deep Oceans* having seen it advertised on the Museum's website and outdoor media.

Findings:

- Education about biodiversity and conservation were the two main concepts that audiences recognised were being presented.
- Average time spent in the exhibition was 34 minutes.
- Males were more engaged than females. Children were the most engaged age group.
- The least engaging displays were "Survive the Swim" and the ROV (note that the ROV interactive was removed early in the exhibition's run).
- Most engaging sections were the Introduction & Sunfish, Pressure, Whale Fall, the Angler Fish model, and Adaptations/Light Organs (see page 15).
- 16% of tracked visitors exited through the entrance. Engagement decreased towards the exit.
- The sections least likely to be encountered were Survive the Swim, Midwater and Mining/Trawling.
- 81% of visitors had heard about *Deep Oceans* before arriving, mostly via the Museum's website or outdoor media (billboards or bus stop posters).
- Sound and flow/layout ranked lowest in satisfaction.
- The most liked aspects were interactivity, and the presence of real objects/specimens.

Exhibition floorplan / tracking sheet

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	Introduction / globe	12	Angler fish model
2	Mysteries below / sunfish	13	Adaptations wall
3	Midwater	14	Light organs
4	Survive the swim	15	Reach the light
5	Whale fall	16	Kids area
6	Pressure / interactive	17	Theatrette
7	Light interactive	18	Research lab
8	Abyssal plain	19	Mining / trawling
9	Sea mounts / vents	20	Magic globe
10	Bathysphere	21	Deep messages (ipads)
11	ROV model / interactive	22	Jason Edwards photos

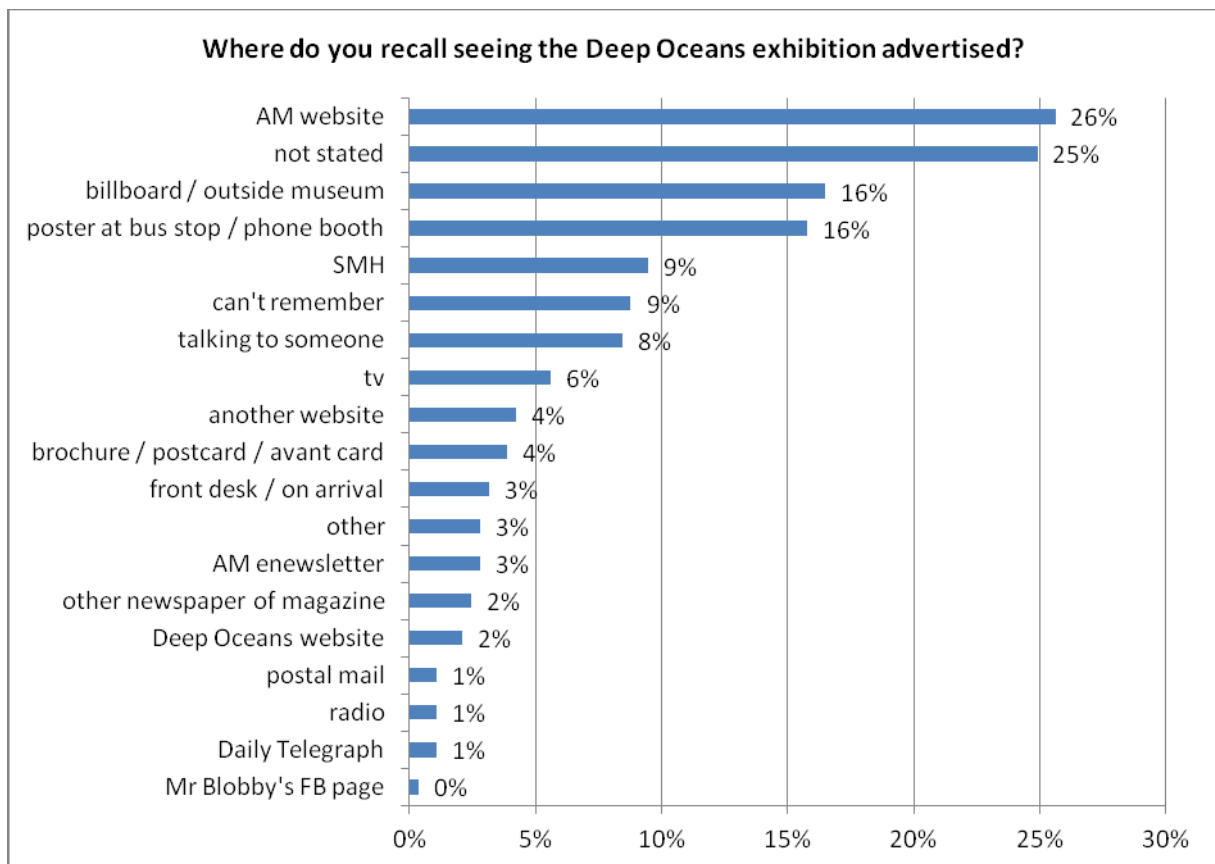
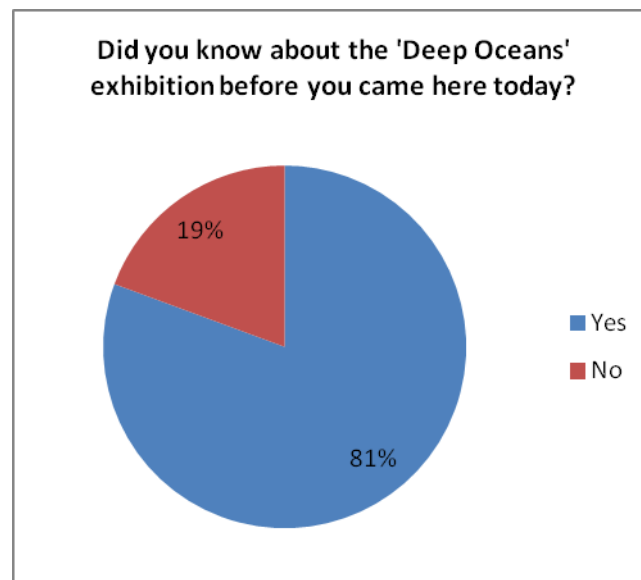
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Time of arrival	Age	<input type="radio"/> Adult <input type="radio"/> Teen <input type="radio"/> Child
Time of departure	Group	<input type="radio"/> Alone <input type="radio"/> Couple <input type="radio"/> Family <input type="radio"/> Friends <input type="radio"/> School group
Comments		

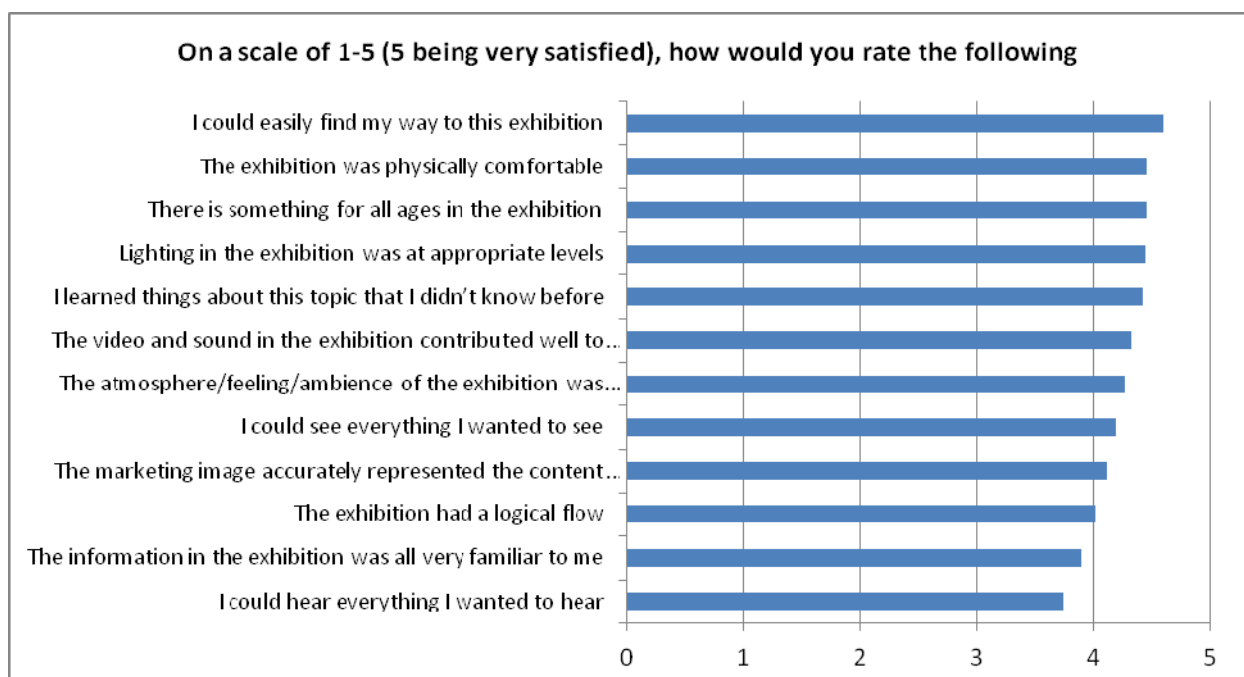
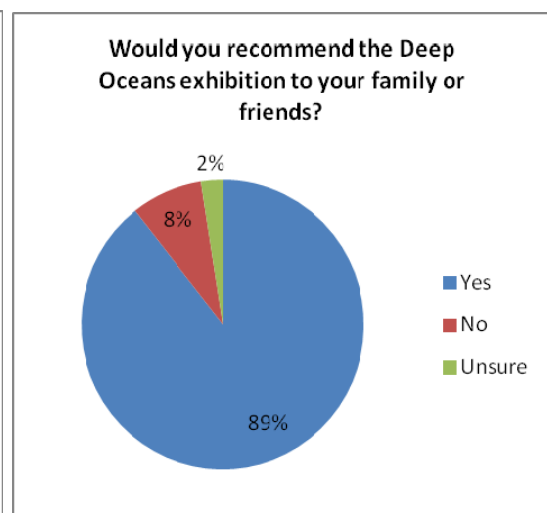
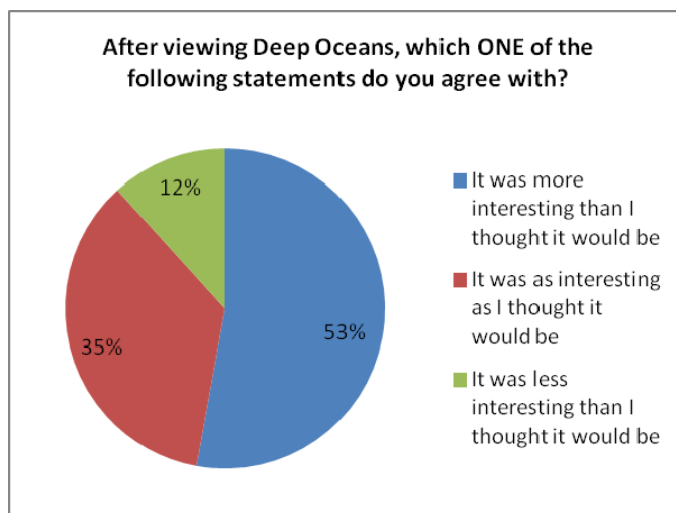
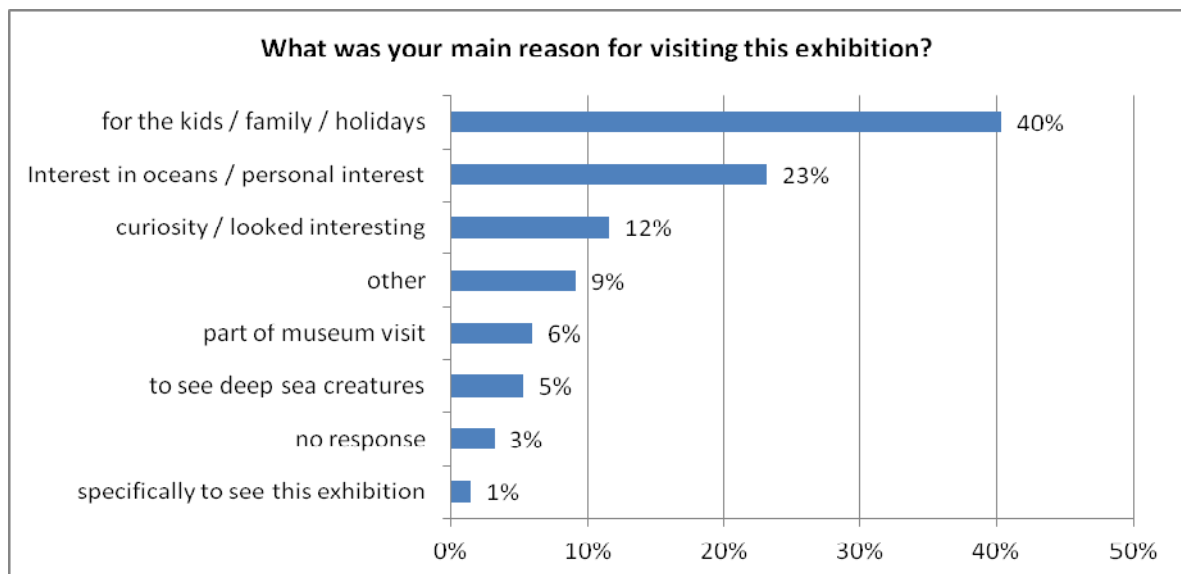
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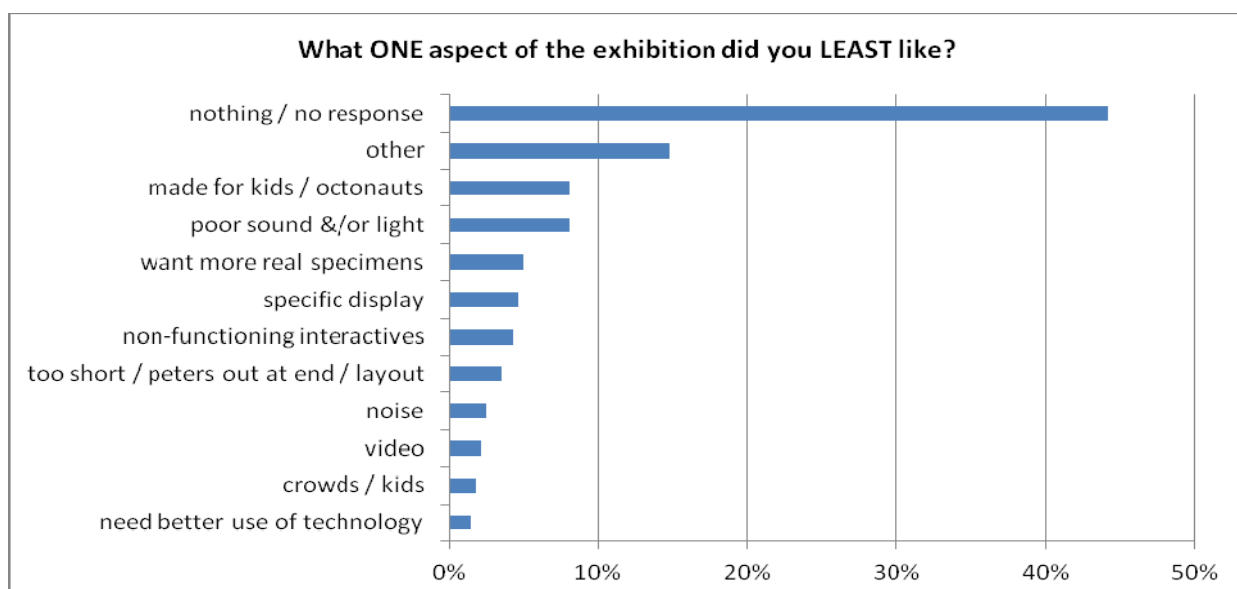
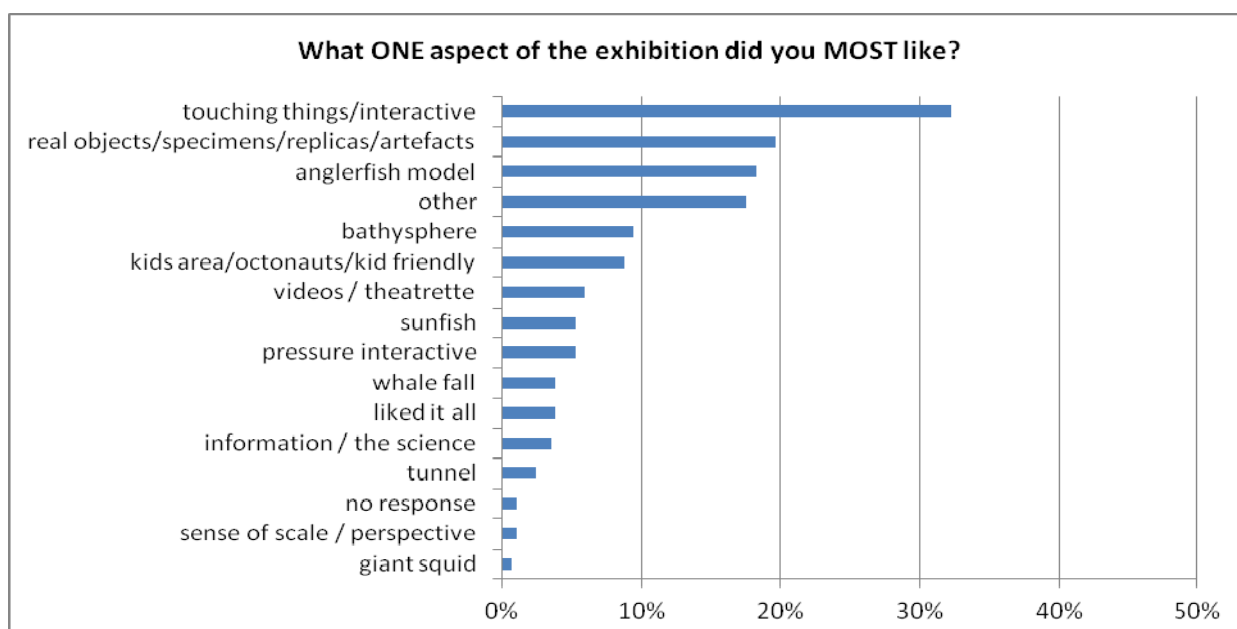
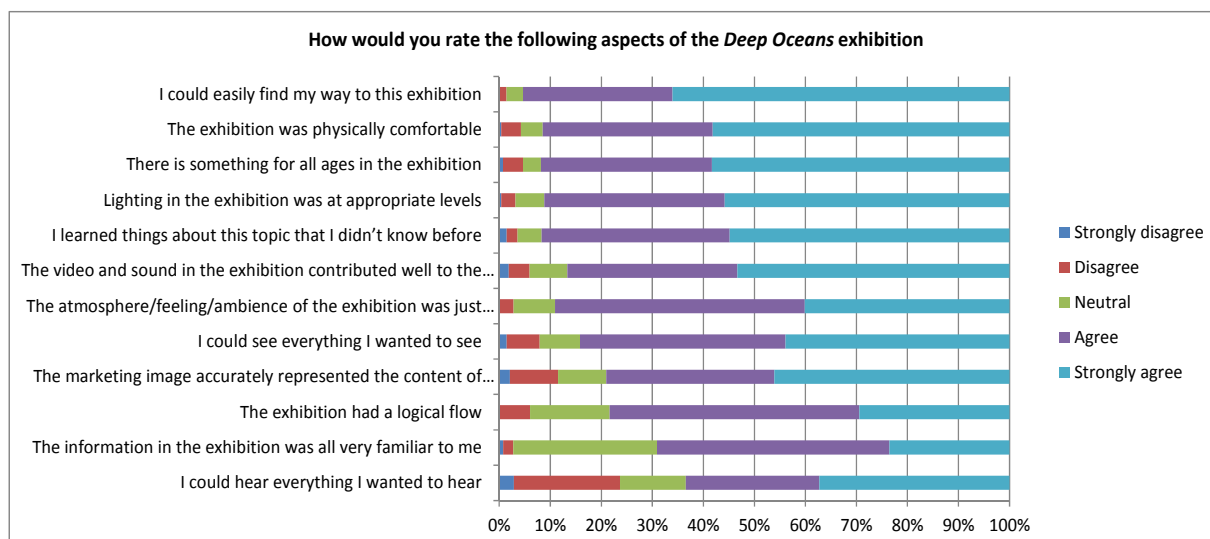
Exit survey results

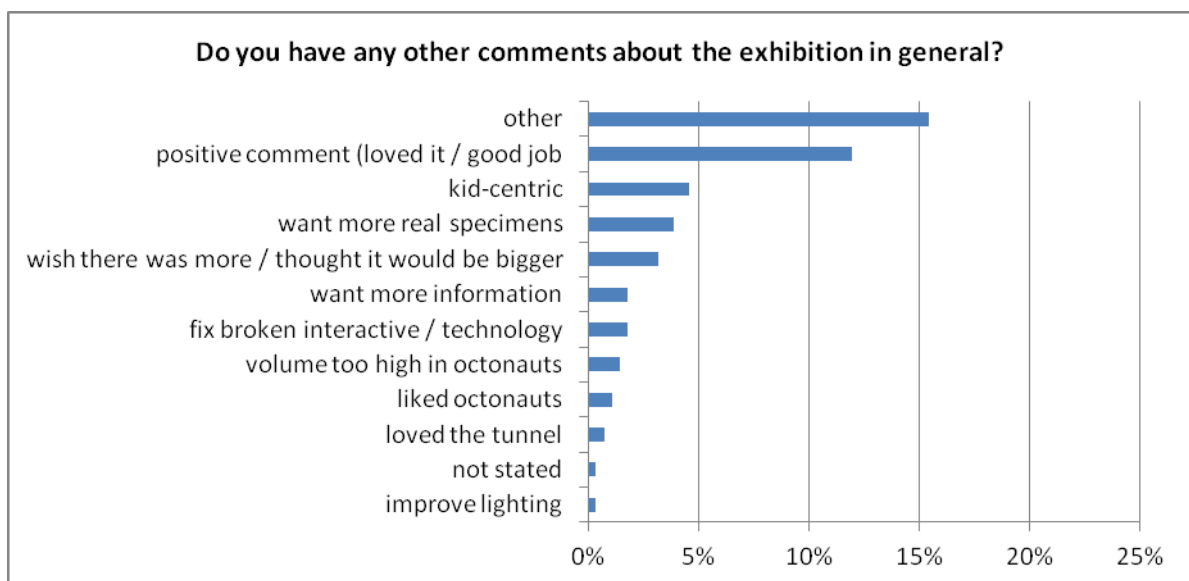
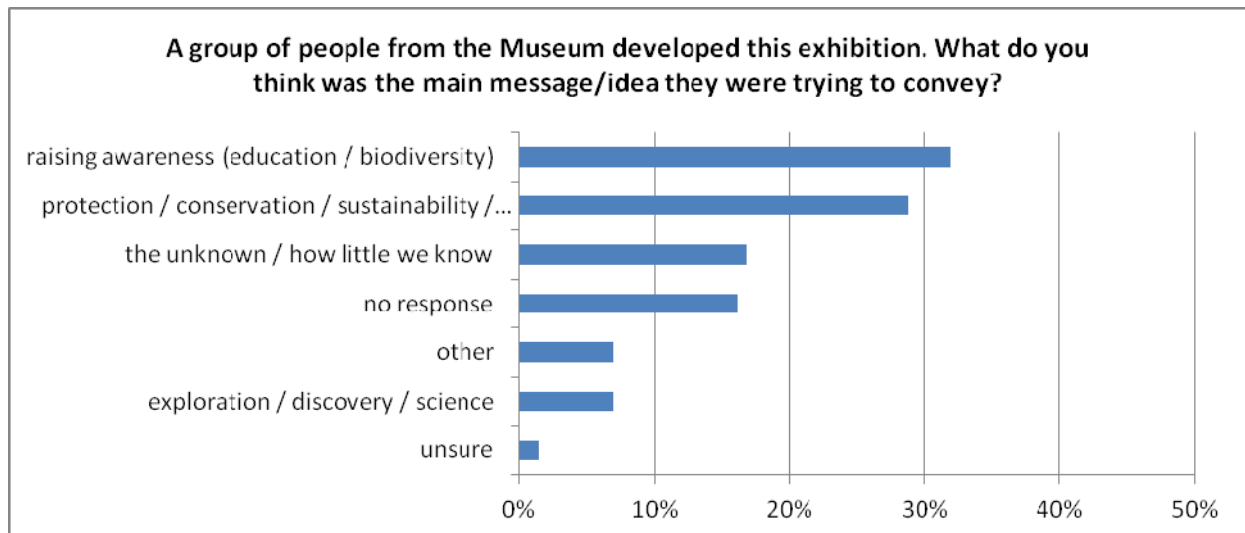
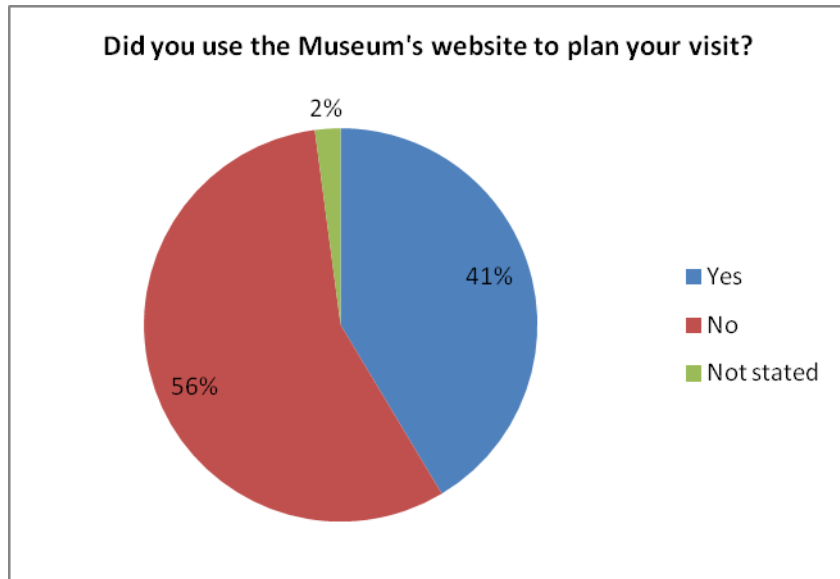
285 face to face surveys were conducted between June and August 2012 of visitors who had just exited the *Deep Oceans* exhibition.

RESPONSES

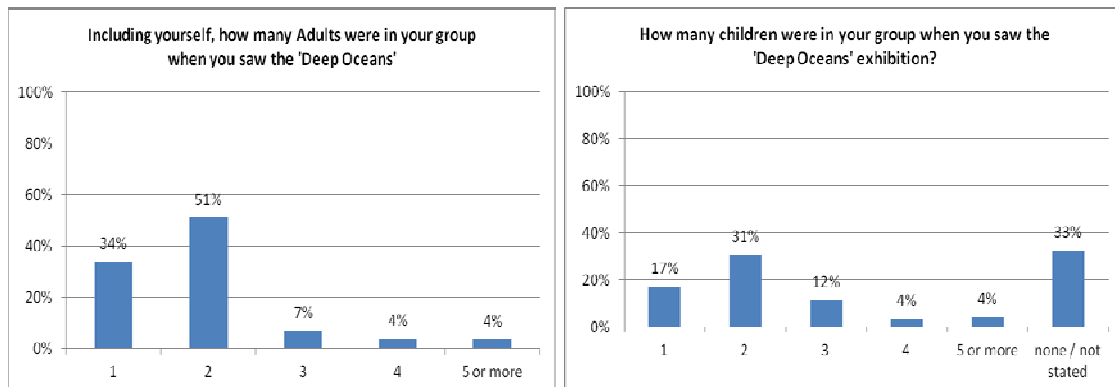
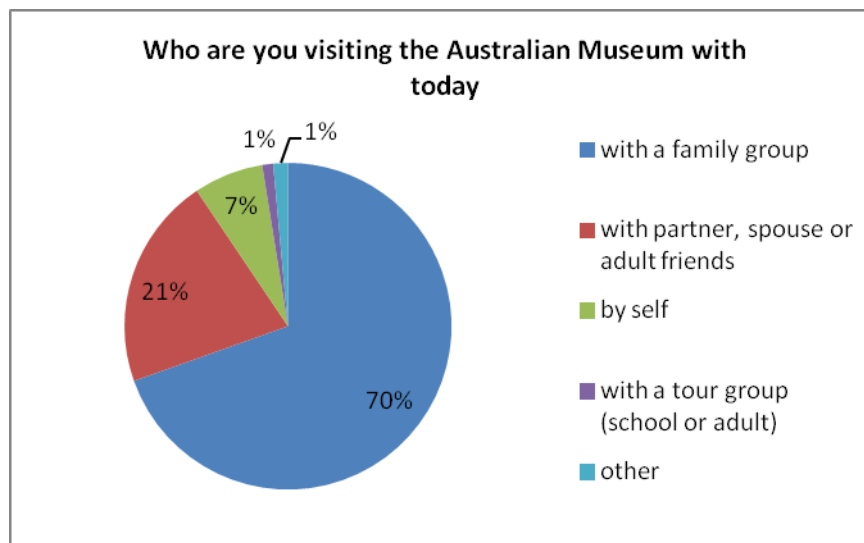
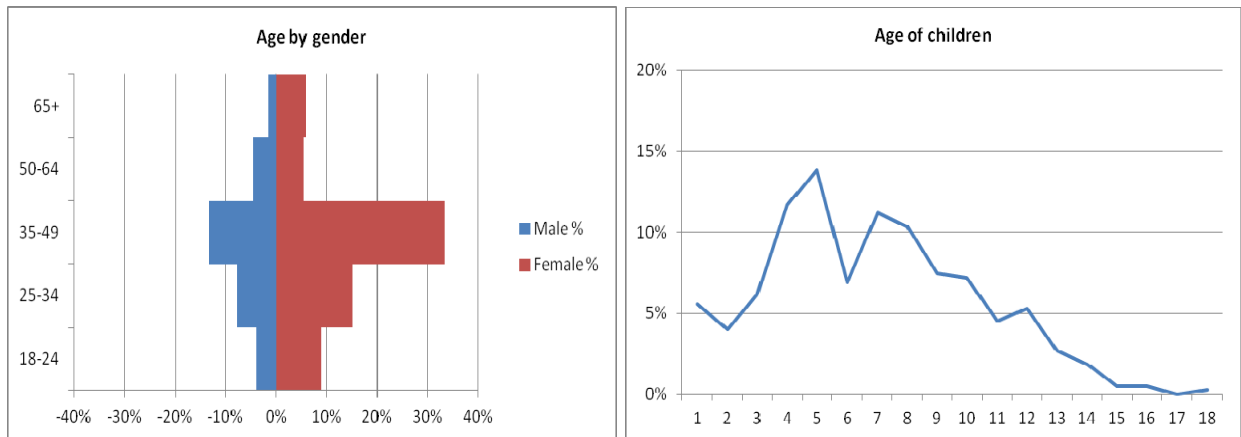


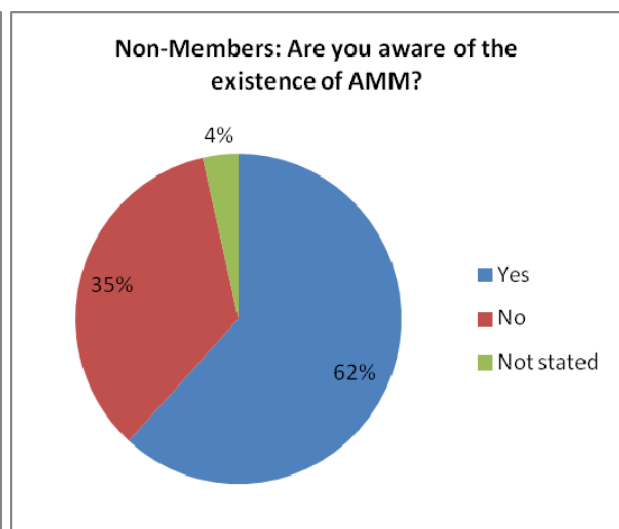
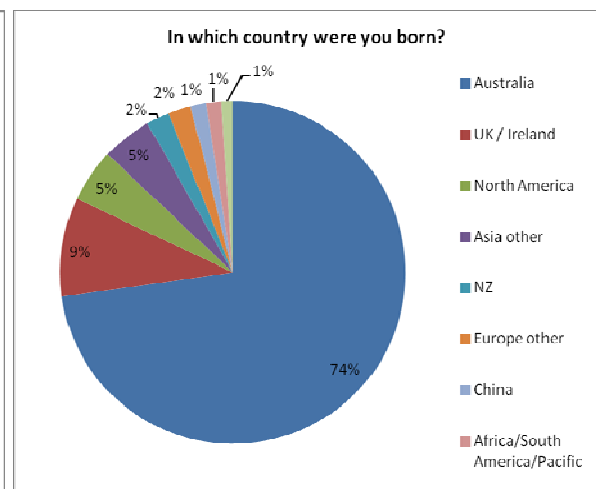
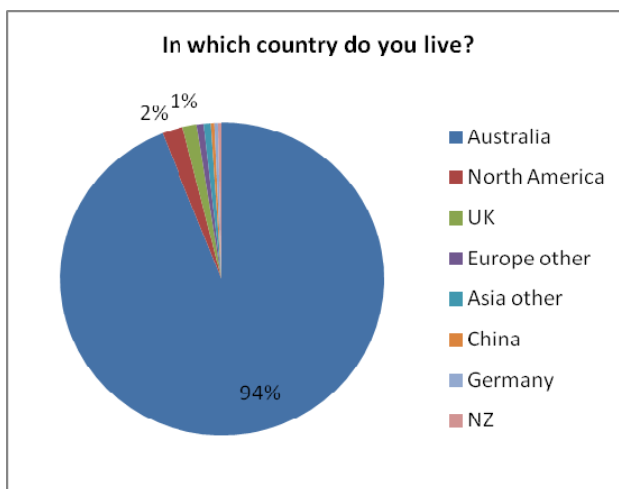
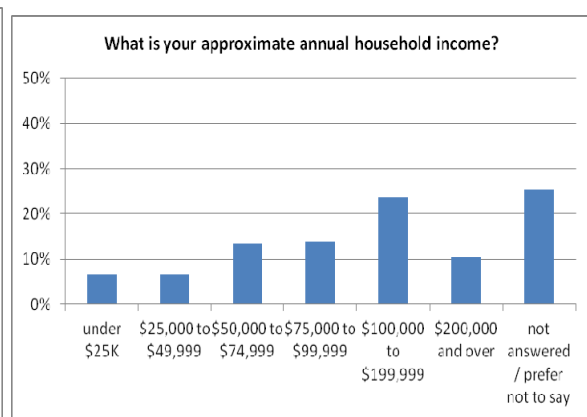
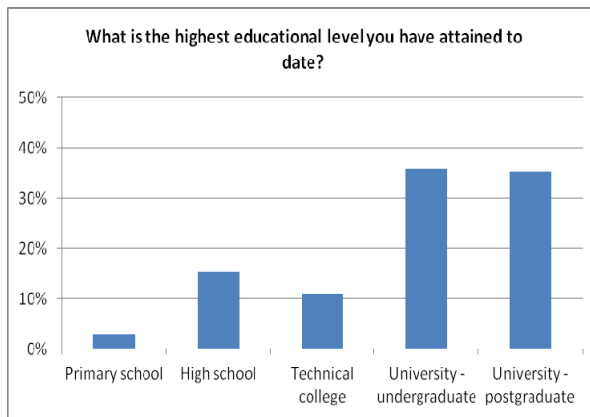




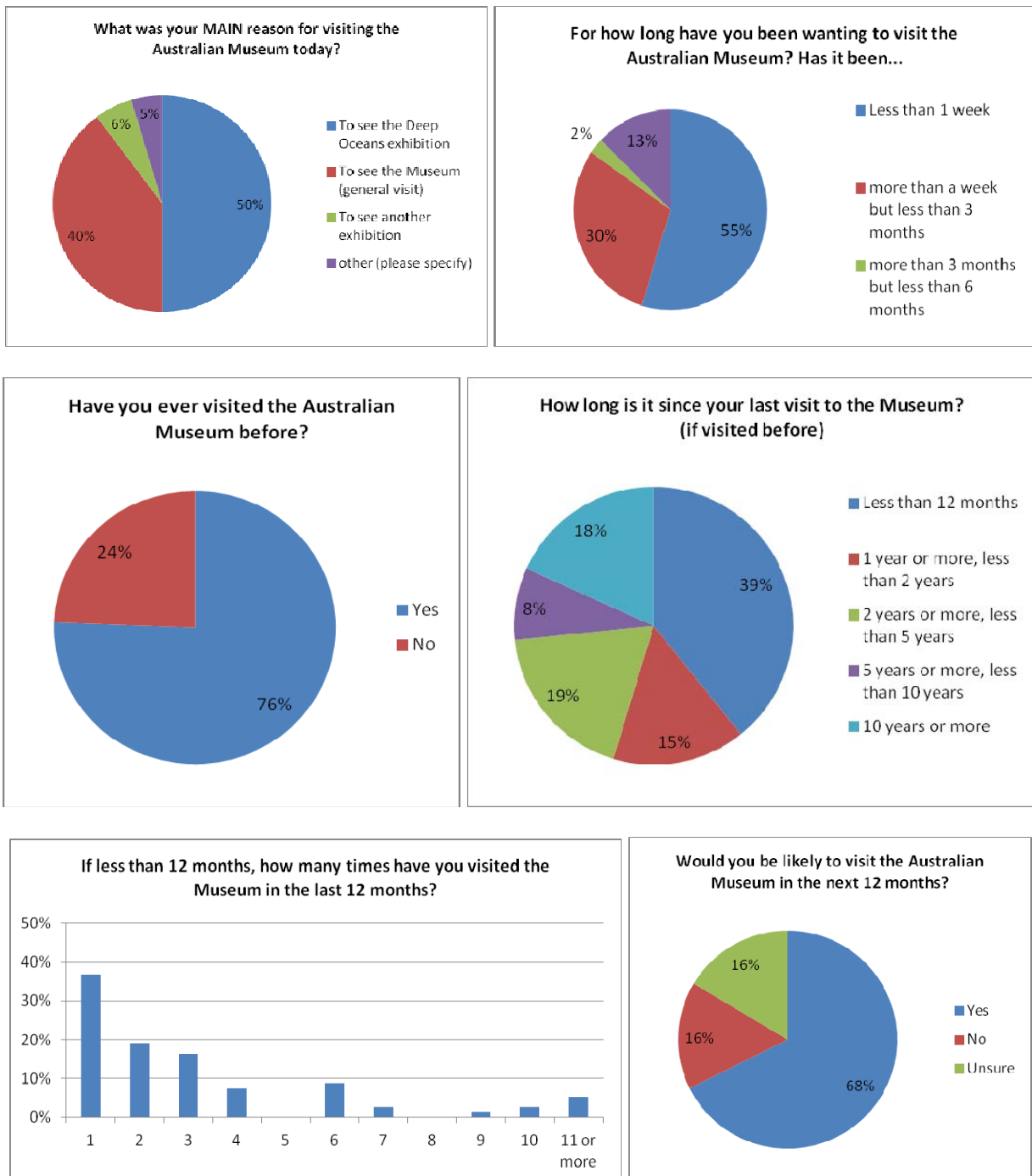


EXIT SURVEY DEMOGRAPHICS

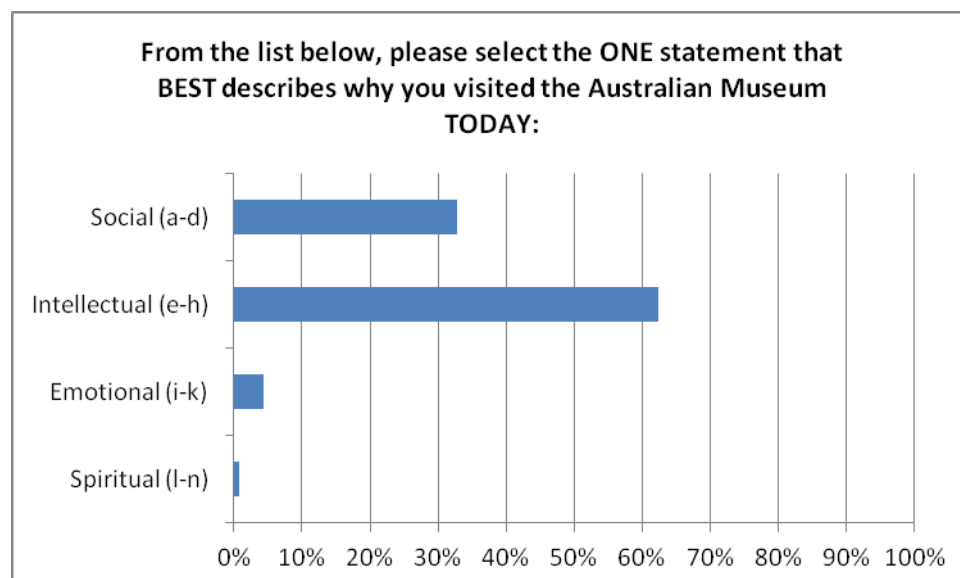
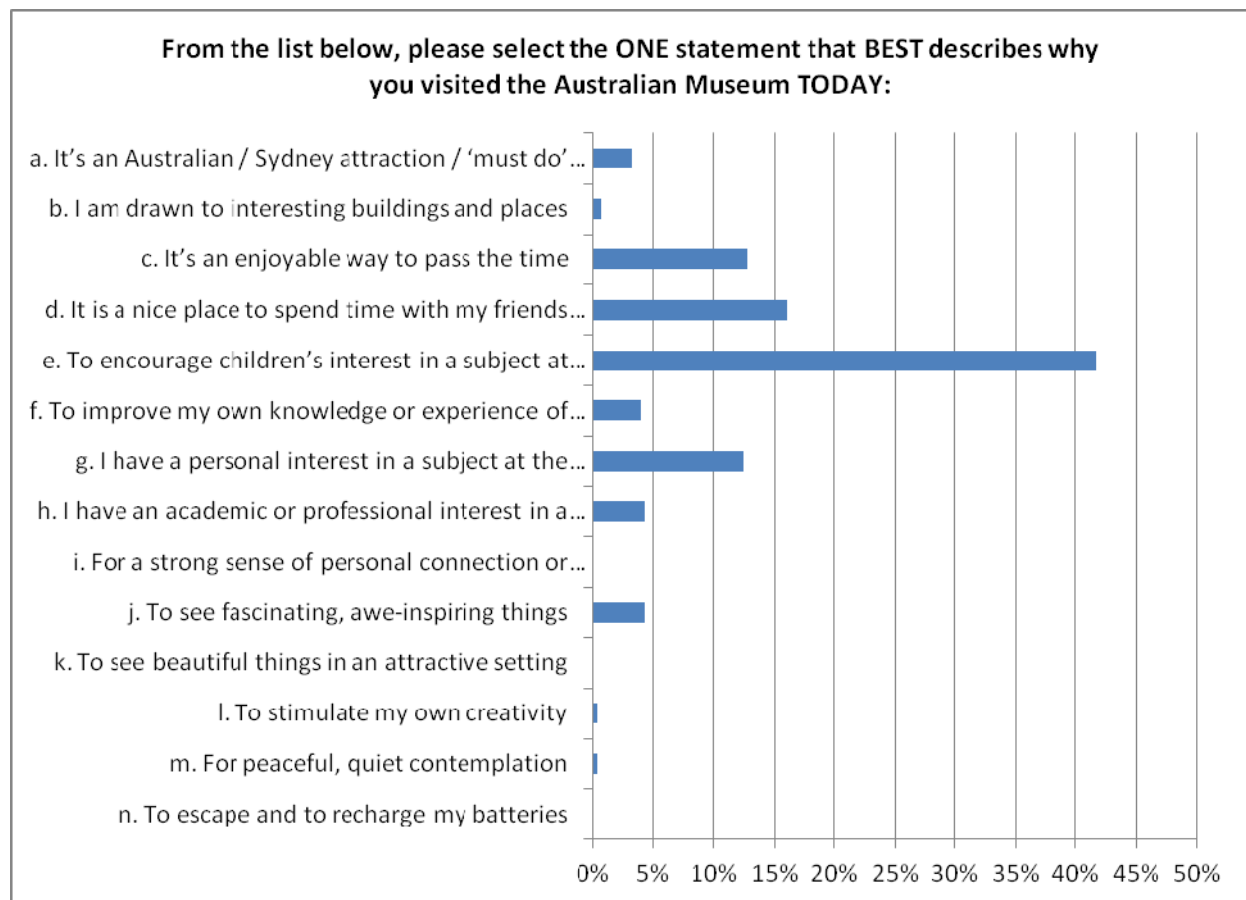




MUSEUM VISITATION



The following two questions are used by Auckland Museum to analyse the motivations of their audiences. The second graph is based on the responses in the first graph (eg, questions A to D are “social” motivations, E to H are “intellectual” motivations and so on). These questions will be included in future surveys.



Tracking Results

193 tracking studies were made over the period from June 21st to July 20th 2011, between 10:30am and 4:30pm. Observations were carried out by interns and contracted surveyors, tracing the routes taken by visitors and noting how they engage with various display areas.

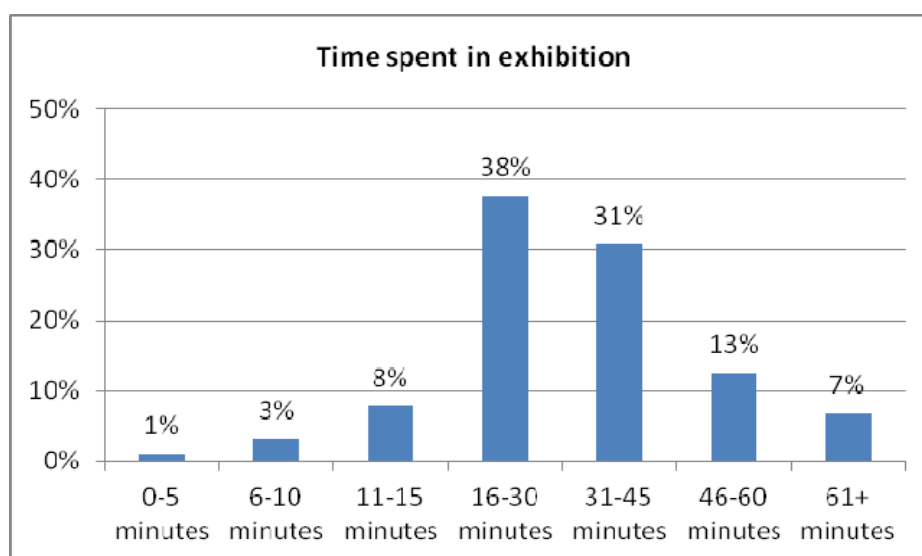
Visitors were classified as being an adult, teenager or child, and whether they came alone, with friends, as a couple, as a family, or a school group.

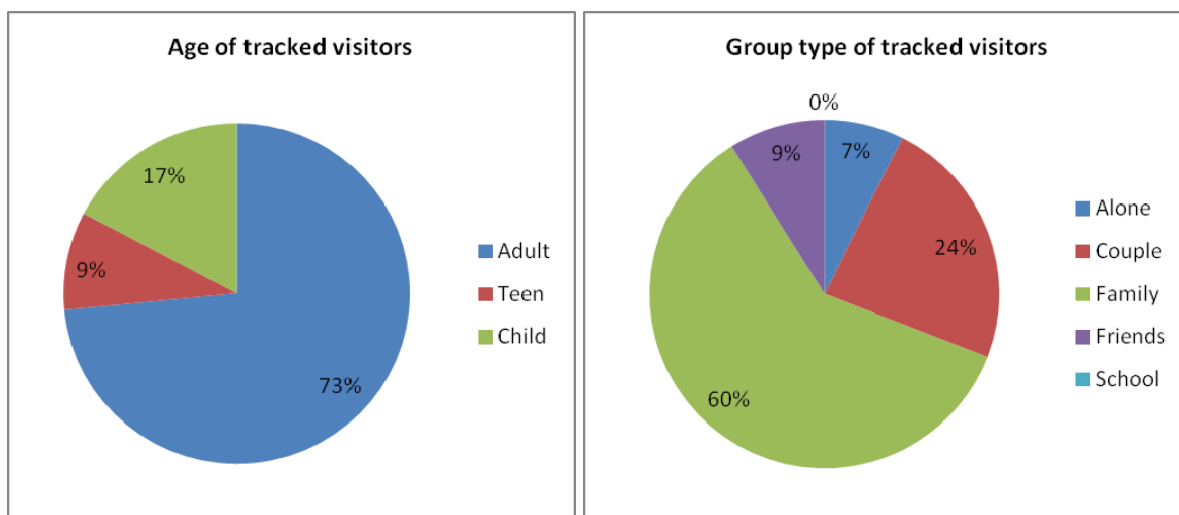
The observed behaviour of visitors at each area in the exhibition was divided into the following categories:

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

Observations:

- 16% exited through the entrance.
- The average time spent in the exhibition was 34 minutes, and ranged from 4 minutes to 1 hour 55 minutes. Adults in couple groups spent the most time in the exhibition.
- Engagement decreases as one progresses through the exhibition. Children were the most engaged. Males were more engaged than females.





Average Time and Engagement by demographic:

Time	Adult	Teen	Child	ALL
Family	0:31	0:27	0:33	0:31
Couple	0:41	*	-	0:41
Friends	0:33	*	-	0:33
Alone	0:29	*	-	0:28
ALL	0:35	0:31	0:33	0:34

Engagement	Adult	Teen	Child	ALL
Family	2.92	3.11	3.19	3.01
Couple	3.11	*	-	3.12
Friends	3.15	*	-	3.13
Alone	2.98	*	-	2.99
ALL	3.01	3.12	3.19	2.99

* = insufficient numbers to calculate an average

- = no data collected for this

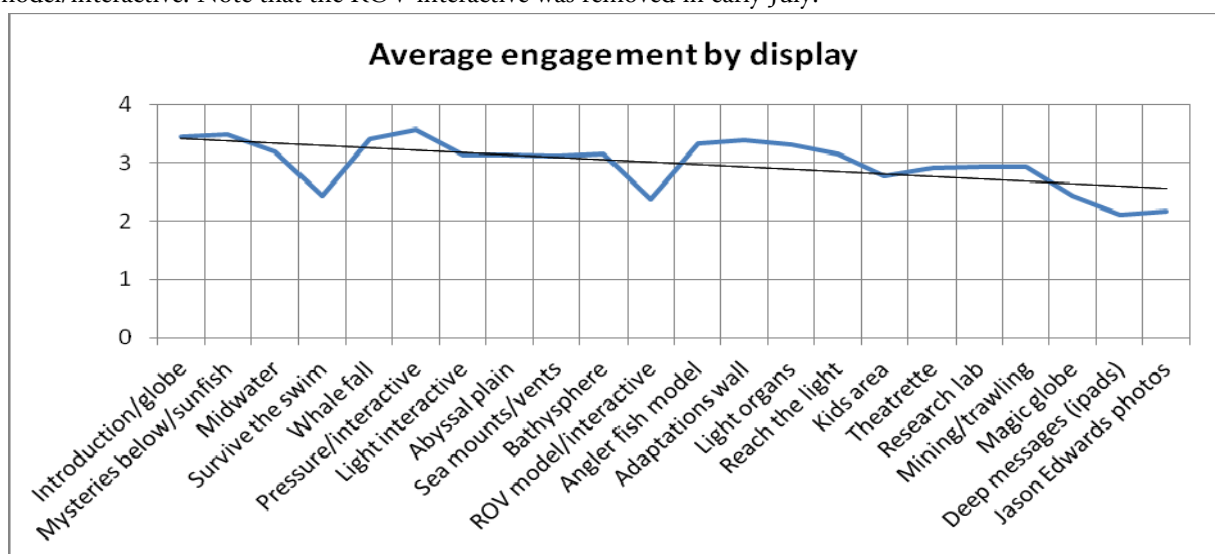
Gender	Average Time	Average Engagement
Male	0:34	3.12
Female	0:34	3.00

Engagement by exhibit area

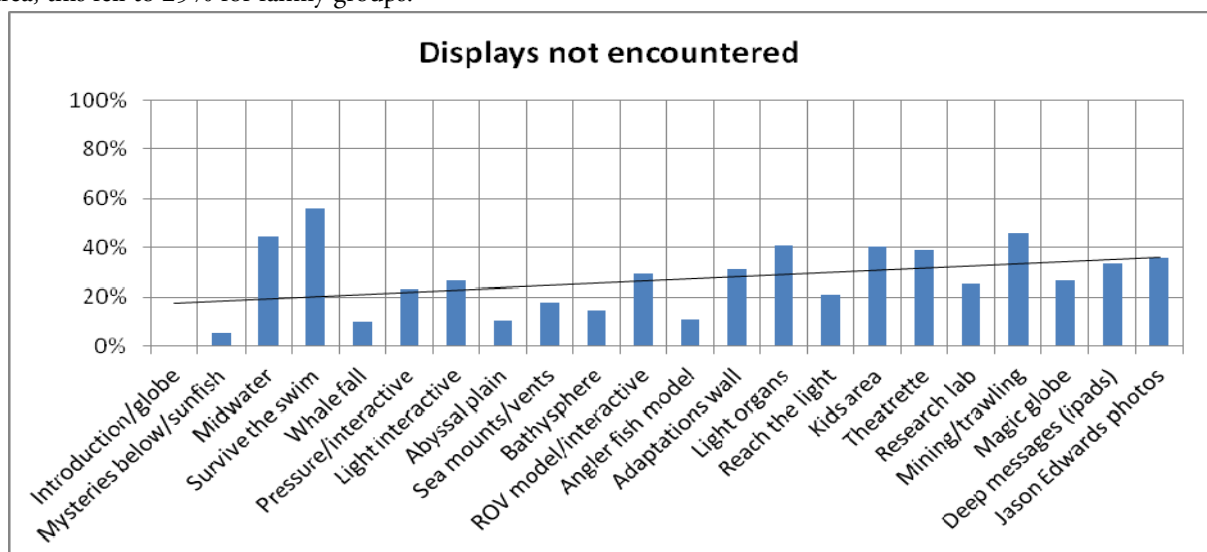
The degrees of engagement (Engage, Attend, Skim, Ignore) were quantified on a scale of 1 to 4 so that the average level of engagement for each area and for each demographic could be calculated. An average of 4 would mean that all those observed engaged with that particular section, while a rating of 1 would mean that everybody ignored it. If a visitor did not approach within 2 metres of a display this was also recorded.

The average level of engagement across the entire exhibition was 2.99.

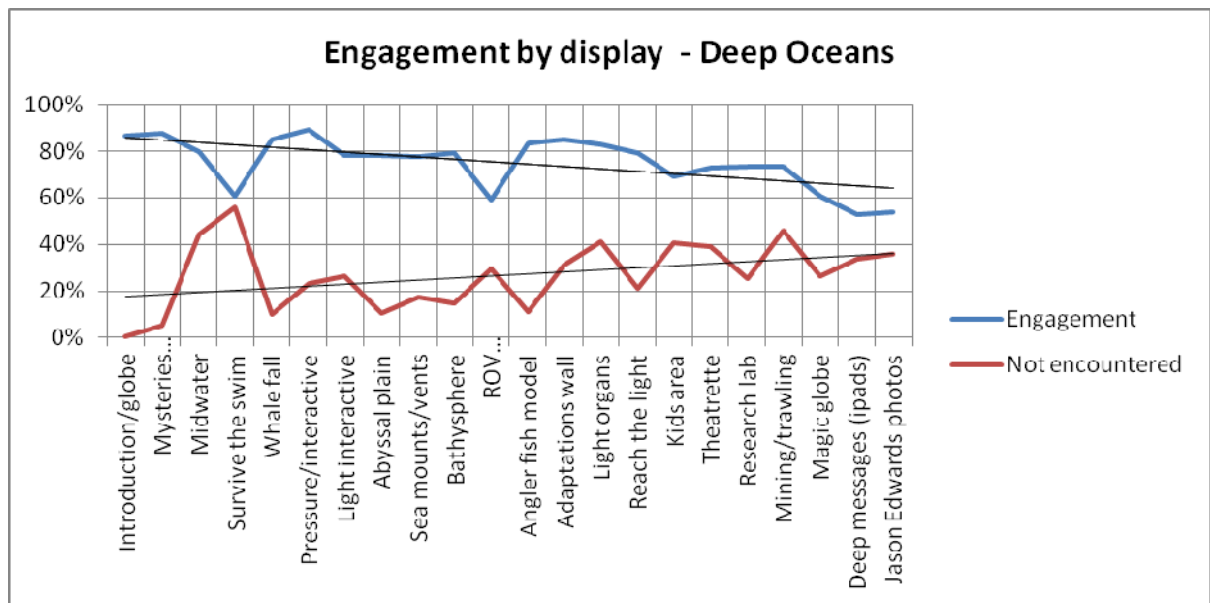
Average engagement by display gradually decreased towards the end of the exhibition (indicated by the trend line in the chart below). The two least engaging displays were the “Survive the Swim” interactive and the ROV model/interactive. Note that the ROV interactive was removed in early July.



The number of visitors who did not encounter displays is plotted below, and increases through the exhibition with an average of 27%. Between 40% and 60% of observed visitors were not encounter the Midwater and Survive the Swim. Over 40% did not encountered the Light Organs and Mining/Trawling displays. These are all possibly due to their positioning (see floorplan). Note also that although 40% of all observed visitors did not approach the Kids area, this fell to 25% for family groups.



The below chart overlays these two aspects, suggesting that if a visitor will avoid a display/exhibit if it looks unengaging.

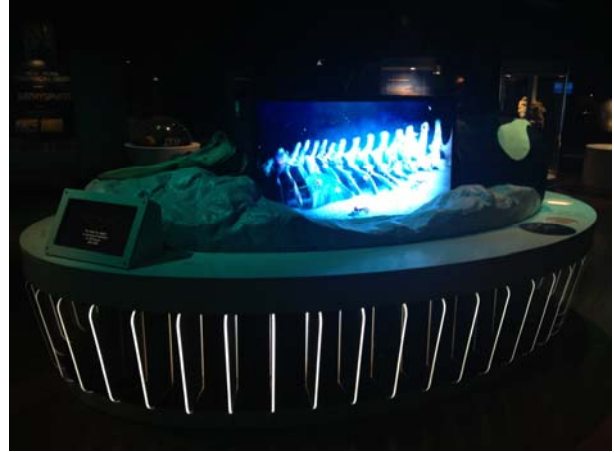


Most engaging displays

Pressure interactive



Whale Fall



Angler Fish Model



Adaptations



Least engaging displays

Survive the Swim



ROV (interactive not shown)



Mining & Trawling

