



**MSCOPE Meeting  
October 21<sup>st</sup>, 2005**

**Project 2: Design and carry out an evaluation**

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Investigate people's experiences in MSI. The focus will be on the visitors: How do they interact with an exhibit? What do they learn? What are their interests and expectations when they come to the museum? What is important for them? What do they think should be done different?

For your assigned project:

- Get some basic background research on the exhibit/program/topic that you will evaluate (find the goals, background information, talk to people from MSI)
- Define objectives and generate survey questions
- Choose the evaluation technique (observational, structured/open-ended interviews, questionnaires/surveys)
- Carry out the evaluation
- Analyze and discuss the results

**Considerations:**

Use the background information you collect in order to define what questions are most important and how the data will be used. Define the target audience. Try to get a representative sample and collect data systematically. Plan to come to the museum several times to get a variety of visitor responses (one of you can come on a Saturday, let's say, and one can come during a weekday). A good start to a survey would be to have at least 25 completed responses, and figure realistically it will take you about an hour and a half to get 10 people to fill out a 5-10 minute survey.

You should stagger your visits at MSI - if 5 groups all show up on the same day demanding surveys, visitors may be less likely to fill any out (people only want to fill out 1 survey max on a trip).

**Important Dates:**

Friday, November 4<sup>th</sup>

Background research & Evaluation Outline due

Todd Gieseke from MSI will talk to us on evaluations and discuss the projects.

Friday, November 18<sup>th</sup> – Progress reports due (data collected).

Saturday, December 3<sup>rd</sup> – Presentation of evaluations and reports

## Related Readings

- “*Practical Evaluation Guide, Tools for Museums & other Informal Education Settings*”, Judy Diamond, Altamira Press, 1999
- “*Planning for People in Museum Exhibitions*”, Kathleen McLean, **Chapters 5-6**, ASTC, 1993
- *NSF Evaluation guide* <http://www.ehr.nsf.gov/EHR/REC/pubs/NSF97-153/start.htm>

## Project List

Descriptions attached

1. Survey for Adult Programming & Current Events in Science
2. Evaluate “See your own DNA” demonstration
3. Determine usability and functionality of the U-505 Online interactives
4. Evaluate “Petrochemicals, Polymers and You!” demonstration
5. Survey for Demonstration Program Development
6. Exhibit Evaluation - Choose an exhibit component from the idea factory
7. Exhibit Evaluation - Choose an exhibit component from the reusable city