This annotated bibliography of 204 references on visitor research and museum audiences is designed for museum professionals interested in the measurement of visitor reactions to museum exhibits. Citations are included for books, periodical articles, dissertations, studies, reports, and similar unpublished works. Most were published in the late 1950s, 1960s, and early 1970s. A few date back to the 1890s-1900s. Entries are listed alphabetically by author. One article is written in Spanish. The range of subject matter is broad, including the following topics: development of a multiple-choice test about artifacts in particular exhibit cases; impact of ethnic exhibits on attitudinal shifts toward ethnic groups; visitor surveys on admission fees and evening hours; potentials for the computer as a learning instrument in museums; methods used to evaluate overseas exhibits; and theories on the social nature of museum visiting. Papers about educational programs and principles of exhibit design are excluded from the bibliography because they only deal indirectly with visitor reaction to museums. (AV)
STUDIES OF VISITOR BEHAVIOR
IN MUSEUMS AND EXHIBITIONS:

AN ANNOTATED BIBLIOGRAPHY OF SOURCES
PRIMARILY IN THE ENGLISH LANGUAGE

by
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OFFICE OF MUSEUM PROGRAMS
SMITHSONIAN INSTITUTION
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FOREWORD

The preparation of this bibliography was undertaken primarily to aid museum professionals interested in the measurement of visitor reactions to museum exhibits. Because new research reports on this subject are continually appearing, and in the hope of locating additional works on museum audience research, earlier drafts of this bibliography were circulated to a number of museologists, administrators, social scientists, and students. By such means, additional works were uncovered and errors in the original citations corrected. It was also encouraging to receive evidence that the bibliography was indeed of use to the respondents, and that it had stimulated their interest in visitor research.

It also became clearly apparent that research into visitor responses to museum materials and environments needed a more formal identity, so that persons with common interests in this work could communicate and know of the literature involved. In the hope of establishing such an identity, and because of this underlying interest in defining a specialty of museum visitor behavior, it became necessary to decide upon some criteria for inclusion of titles. For the most part, therefore, references were selected that bore as directly as possible on visitor research or on discussion of the museum audience. Among the papers excluded because they dealt only indirectly with visitor reaction to museums were those related to museum educational programs and to principles of exhibit design. Although both of these topics interface closely with visitor behavior, they are extensive specialties in their own right, and for that reason such works were included only if they contained results of visitor research or dealt directly with audience reactions.

It should be noted that in addition to books and to articles in the periodical literature, a number of dissertations, studies, reports, and similar unpublished works have been cited. The original source of these documents has been identified to the fullest degree possible. In addition, efforts are being made to keep active files of such publications on museum visitor research, both at the Department of Psychology, Colorado State University, and at the Smithsonian Institution's Office of Museum Programs. Copies of works not included in the present bibliography, as well as correspondence from individuals interested in visitor research, can be sent directly to the Office of Museum Programs.

Finally, gratitude is expressed to the Office of Museum Programs for the opportunity of carrying out this research.

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ANNOTATED BIBLIOGRAPHY


   Review of research on exploratory behavior, novelty, and curiosity applied to children's museum visits.


   Review of the procedures followed in setting up a visitor survey consisting primarily of demographic questions. The sampling procedure is designed to measure across hour of day, day of week, and season of year. (See also reference 28.)


   Summary of the follow-up studies on the Royal Ontario Museum visitor survey, including a comparative study between the museum staff's view of visitors and demographic data. The museum as a neighborhood resource and a profile of the frequent visitor are also studied. (See also reference 28.)


   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. Previous research and commentary on the methodological problems encountered are also included.

Review of strategies and problems encountered in evaluating the educational opportunities of museum settings and special activities such as school field trips. Evaluation methods such as tests, interviews, and physical evidence such as traces left by visitors are also mentioned.


Abstract of 1969 survey of groups visiting 18 German science, natural history, and art museums. Preliminary results revealed that group leaders have very little specific training for understanding the museum and suggested that visits are motivated "as a means of integrating or deepening a cultural experience rather than as a source of information."


Changes in locomotor exploratory behavior because of environmental cues such as different displays or paintings, are monitored by means of an hodometer (a floor grid sensitive to pedestrian movement) fitted to a small room or gallery, combined with apparatus to count movements. Because knowledge of being observed can influence visitor movement in a gallery, the unobtrusive hodometer is a useful device.


Summary of some principles of museum behavior formulated by Robinson, Melton, and others, and how such techniques could be applied to commercial exhibit designs.

While the research reported in this summary is typical of exhibit evaluation and audience measurement, the results are distinctive since the data was gathered from three cities. (A more complete report is found in reference 23.)


Description of a classic experimental study on varying methods of museum school-tour instruction that distinguishes between formal instruction and arousal of exploratory behavior in children. Immediate and delayed testing of children for recall of material learned in the museum were compared. The preparation of children for their museum trip was found to contribute significantly to the result of the visit.


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. (See reference 16 for a more complete report.)

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.


Summary of the development of a multiple-choice test around the artifacts in one exhibit case so that visitors could test themselves to measure their understanding of the display.


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.


View of the museum as conveyor of perceptions about subcultures within a society and the attitudes and values influenced by museum environments.


Exhibit materials for an USIA exhibit are pretested to sample public reactions before the formal opening of the exhibit.

Demonstrates the value of pretesting exhibits before public release, discusses defining measurable objectives for exhibits, and explains the construction of a model audience questionnaire.


Final report of research undertaken to measure attitudinal shifts towards Japanese people after viewing a traveling Japanese art exhibit. Study demonstrates use of publicity to stimulate attendance and problems encountered in meeting the expectations of visitors attracted by such campaigns. General exhibit-evaluation data are collected and comparisons made among results in three cities.


Do attitudinal shifts occur toward the Japanese people after viewing a model Japanese house? Study done in conjunction with and a comparison to The Japanese Art Exhibit. (See reference 23.)


Essentially a summary of projects reported in references 23 and 24.


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.


Explanation of the reliability of ratings given exhibits as a tool in the evaluation of visitor reactions. Ratings of different audience groups are compared and considerable disagreement occurs because of the difficulty of defining exhibit criteria.


Author's rationale for exhibit evaluation that generally reiterates many of the problems of exhibit evaluation, such as design and instrumentation of evaluative efforts.


Framework for preparing a visitor study, including some of the problems involved in learning about museum audiences.


Focuses on improving the quality of attendance data by providing more complete breakdowns of categories of visitors and presents practical tips on audience measurement.


Broad discussion in which ideas on the communication properties of museum exhibits are proposed. Defines what exhibit-visitor communication is and the limitations of group visits to museums.

Summary of Royal Ontario Museum visitor studies reported in more detail in the Royal Ontario Museum "Museum Visitor" series.


Emphasizes the need for museums to do audience research and suggests some specific studies that could be undertaken, such as measuring the interests of visitors.


Summarizes a visitor survey on admission fees and provides comparative data related to an earlier Royal Ontario Museum survey.


Report on the Royal Ontario Museum survey consisting primarily of demographic and descriptive questions. (See also references 2 and 3.)


Methodological comment on visitor counts and recommended procedures for increasing accuracy. Attendance measures and devices such as turnstiles and amount of gallery traffic are compared and sample techniques for calculating coefficients of visitor traffic presented.


Raises questions about accuracy of museum attendance counts by noting the need to distinguish between new and repeat visitors.

Examination of thematic and stylistic qualities which the public prefers in 20th century art.


Summarizes museum polls which ask if museums should have evening hours and cites problems involved when hours are extended.


Demographic survey employing pre-visit interviews and post-visit questionnaires. Factors stressed are length of visit, distance walked, visitor fatigue, and how the size of a group affects the visit.


A survey of museum visitor orientation programs in twelve museums primarily on the east coast. The effectiveness of the orientation is evaluated in terms of visitor behavior.

41b. _____. "A Yale University Art Gallery Survey." Department of Art History, Yale University, New Haven, Connecticut, 1972. (mimeograph)

A multipurpose survey was completed by 500 visitors to the Yale Art Gallery. Questionnaire sampled visitor characteristics, use of the facility, audience preference, and reactions to labeling techniques.

Ways to orient visitors to historic houses, with guides on visiting hours, publicity, signs, maps, and special activities are suggested.


Investigators collected standard visitor profile data but increased its scope by assessing the degree of prejudice towards Afro-Americans reflected in visitor reactions to the exhibit.


A questionnaire is employed to discover public reactions to displays in a specific gallery. Results include reactions to labels and suggestions for a new gallery.


Abstract of survey results from two different questionnaires distributed at the Institute of Applied Science, Melbourne, requesting demographic information and general opinions of displays.


Factors such as intelligence and socio-economic status are related to museum attendance patterns in children.
47. CUMMINGS, CARLOS E. East is East and West is West: Some Observations on the World's Fairs of 1939 by One Whose Main Interest is in Museums. Buffalo: Buffalo Museum of Science, 1940.

Based on observations by a panel of museologists visiting the 1939 World Fairs, this work is still useful as a source and catalog of ideas and subjects for visitor studies. Visitor-related topics such as use of attendants in exhibits, demonstrations, labeling, and traffic flow are examined, and comparisons are made between museums and special exhibitions such as fairs.


An omnibus paper that covers many topics, including the history of visitor research and the efforts of museums to attract a wider audience.


Treats aspects of display design that can make a significant difference in the educational value of an exhibit. Variables such as eye movement, kind of typesetting, and use of peripheral vision are reviewed in relation to exhibit design.


Investigation of the Smithsonian Associates Program and the Smithsonian Magazine, involving a national survey, group interviews, and phone interviews in specific locales. Membership and the audience for publications were surveyed.


Encourages research into the problem of the illiterate museum visitors and suggests how to make the museum more useful to them.

Patterns of attendance, demographic variables, and duration and motivation of visits are among the items surveyed.


A summary of thesis research conducted in a laboratory setting and directed by Edward S. Robinson to measure the effects of exposure time and the amount of information contained in labels on recall of works of art. Demonstrates that controlled experiments can be carried out using variables of interpretation.


Research conducted to measure attitudes toward museums and other cultural institutions that emphasizes the museum as a social institution. Represents the problem-oriented survey research of European investigators rather than American approaches emphasizing visitor descriptions.


The survey attempts to discover why people do or do not visit museums by randomly sampling Belfast residents in the street.


Enumerates reasons why displays sometimes don't reach the museum visitor. Suggested improvements include making the exhibit more interactive and organizing exhibits into primary displays designed for the general public and secondary displays for students and experts.

Thesis examining the variables affecting the behavior of museum visitors when they use automated self-testing machines to facilitate learning from exhibits.


This early work attempts to measure visitor reactions to works of art.


Paper suggesting ways to maintain museum visitor interest by the use of lectures and other formal education programs.


The living museum brings objects to life by having children dress in museum costumes, use artifacts, and put on a play.

61. GIBSON, KATHERINE. "An Experiment in Measuring Results of Fifth Grade Class Visits to an Art Museum." School and Society, vol. 21, no. 554 (May 25, 1925), pp. 658-662.

Experimental study on children and museum learning relating the intellectual level of the child to the amount of material learned on school trips at the museum.


Photographs of visitors examining objects in a variety of displays were used as the basis of determining the degree of physical exertion which each type of installation required. Recommendations were made for shallow eye-level cases.
62. GOINS, ALVIN, and GEORGE GRIFFENHAGEN. "The Effect of Location and a Combination of Color Lighting and Artistic Design on Exhibit Appeal." The Museologist, no. 67 (1958), pp. 6-10.


Two discussions of the medical sciences division of the U.S. National Museum which serve as pilot projects: one compares reactions to an exhibit case before and after modernization and the other explores means of determining important attraction and comprehension factors of exhibits.


Summary of findings on experiments conducted to compare the effectiveness of different methods of teaching science in museums. Lecture tours are compared with discussion groups and game cards are used to direct the children's attention to labels and features of the exhibits.

65. HASSLER, WILLIAM G. "Exhibit Patterns Which Keep the Public Coming." Preparation and exhibit program of a children's museum, Children's Museum: Nashville, Tennessee. (Undated mimeograph)

General discussion about keeping up public interest and attendance by planning and changing exhibits.


Demographic study of museum visitors, involving both large and small institutions in a metropolitan region and thereby supplying comparative information about access to different types of museums.


Abstract of Mildred Porter's work in three different exhibit halls, focusing on attention to entrances and exits, handout leaflets, use of attendants and time spent in different areas.

Multidimensional psychological scaling is employed to measure public reaction to specific characteristics of the visual environment in museums such as space, lighting, color and readability.


Description of the U.S. Internal Revenue Service Building Visitor Exhibit and the use of mixed-media and learner-operated devices to achieve maximum visitor involvement.


Reply to Cameron's paper (reference 32) on what constitutes communication in museum exhibits, implying that he undervalues interpretative materials as part of museum communication.


How a visitor survey is pretested. (See also reference 193.)


Outlines potentials for the computer as a learning instrument in the museum environment and emphasizes Montessori educational theory.


Different strategies for performing visitor research are suggested and examples cited.

Topics typically measured in visitor surveys are enumerated; some limitations of surveys and alternative methods of research are mentioned.


Applications of social psychology are made to visitor learning in museums. The social aspects of a museum visit are stressed and problems such as engaging new audience groups, attitude change induced by exhibits, crowding, socially based learning criteria, and the relationship of social psychology to visitor research are discussed.


Description of a brief demographic survey.


Description of the work of the Milwaukee Public Museum Information Services Office, which was partly designed to supervise visitor studies. Shows how one major museum performed visitor research during the 1960s.


Report on a pilot study conducted by ICOM to seek ways in which a museum may increase children's awareness and enjoyment of objects through more direct interaction with them.


General discussion that advocates more testing of exhibit effects and exhibit planning with visitor reaction in mind.

Review of trends in museum visitor research, such as the museum as a unique environment and social institution.


Abstract of a series of typical visitor surveys conducted in Australian museums during the 1960s.


Outline of earlier studies, which treat the influence of motion in exhibits and label placement on attracting and holding attention.


Reporting the results of a number of studies in the research program initiated by E. S. Robinson, this monograph provides the most complete coverage of Melton's work and reveals the rationale and methodology for the unobtrusive measurements used. Variables of installation such as location of exhibit and the number and homogeneity of objects displayed are researched.


Abstract for a talk summarizing the early Robinson and Melton work. The right-hand turn bias and the attraction gradient of the exit are emphasized.


More attention-span data are reported for art exhibits and patterns of visitor movement through the whole gallery area are traced. A classification of types of visitor exploratory behavior is established.

Excerpts from early Melton museum papers on environmental psychology. Of interest is the experimental and unobtrusive observational approach to museum behavior and the practical nature of the areas studied, such as number of objects displayed, their isolation or grouping, their positioning, and use of labels.


Investigation of the relative educational effectiveness of various methods of instruction (visual aids, illustrated lectures, pre-tour preparation) and other considerations in the formal visits of school children (grades 5-8) to the Buffalo Museum of Science.


Museums can measure the reactions of its members to the benefits provided by their memberships as here demonstrated by a telephone survey of Los Angeles County Museum of Art associates. Membership drives and programs of a sample of art museums across the country are also described.


Reviews frequent difficulties encountered in testing museum visitors, and the strategies used to measure visitor reactions.

90. MONZON, ARTURO. "Bases para Incrementar el Publico que Visita el Museo Nacional de Antropología." Anales de Instituto Nacional de Antropología e Historia, vol. 6, no. 2a (1952), pp. 87-131.

Survey that compares foreign and native visitors and their interests in the National Museum of Anthropology, Mexico City.

Classifies different types of visitors, visits, and motivations for coming to the museum and suggests that museums are best attended with others.


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.


Walking time is the value factor employed to gauge the success of exhibits and visitor responses.


Survey providing a profile of visitors' places of residence as an indicator of the national attraction of a major American museum.

95. NAHEMOW, LUCILLE. "The Comprehension of Museum Environments." Environmental Psychology Program, City University of New York, 1970. (mimeograph)

A rationale for museum visitor research. (See reference 96.)


Pilot study, defining both environmental and social variables for studying visitors' curiosity and learning, and structural and experiential ways of comprehending the environment.

General survey consisting of demographic, access and evaluation items. One-third of those sampled completed a follow-up questionnaire at the end of their visit.


Research conducted at the Boston Children's Museum with special exhibit materials designed for children demonstrates that children's reactions to exhibit materials can be measured and exhibit learning potentials validated.


Second part of a visitor study, primarily dealing with local visitors rather than summer tourists. (See reference 100.)


Reports the results of a typical survey to provide a profile of a museum's audience.


Examines a survey of 40 museums to determine how many keep evening hours and the pros and cons of extended visitor hours.

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.


Survey determining if visits to local museums and galleries depend on previous visits to larger national institutions. Results support the need for local museums because a majority of respondents had never visited the major national institutions.


Review of important factors involved in the learning process which are related to the museum setting.


Exploration of broader goals for exhibit communication than transmission of facts and information. Should be read in conjunction with reference 20.


 Suggestions for museum exhibit techniques derived from commercial store displays geared toward the visitor (i.e., exhibit patterns to eliminate museum fatigue, and efforts to concentrate attention on an object without distractions).
108. PARR, A. E. "Talk Given by A. E. Parr at the International Design Conference in Aspen, 1954." Printed leaflet edited from tape recording. (No publication data available.)

Criticizes standardization in design and espouses design that creates moods and influences behavior patterns.


Report on a study of display techniques in which kinds of labels (interrogative vs. declarative), visual complexity, and color variation are investigated.


The unobtrusive observational methods of Robinson and Melton are used to build a visitor attention profile for specific components of a pharmacy hall exhibit. The project integrates early and contemporary visitor research.


Visitor survey consisting of a demographic study made on the museum's first-year visitors.


Describes features of participatory exhibitions and documents visitor reactions to different exhibit styles.


Reviews surveys taken in Poland and explains how their conclusions may be implemented.

Study of visitor attention time in exhibit halls and efforts to influence visitor behavior with orientation devices such as signs and pamphlets.


Although visitor behavior is not the primary interest, this study does document a traveling exhibit and suggests some criteria for measuring student reaction to art.


Study based on C. Hay Murray's technique of measuring visitor interest in terms of length of time spent walking through individual halls. Uses the difference in times recorded before and after alteration as an index of visitor reaction to hall modernization.


One of the first efforts to follow attendance patterns across seasonal change. Trends in group and individual attendance are noted.


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.

Brief statement on the basic aspects of labelling, especially "end labelling," or general information labels placed at the end or side of cases.


Assessment of museum popularity on the basis of ratio of visitor attendance to metropolitan population, a losing proposition for museums located in large cities.


Analysis of methods used to evaluate overseas exhibits that questions the validity of much of this evaluative research.


A catalog of visitor comforts and orientation aids which may reduce museum fatigue.


Experimental study advising that children be prepared for their visits to the museum.


Guide to constructing a short visitor questionnaire based on questions that did and did not work in a study at the University of Michigan Exhibit Museum, Ann Arbor.

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.


References 126, 128 and 129 disclose Robinson's thinking, and describe his museum research and much of the rationale behind it.


References 130 and 131 present suggestions for experimental studies and how to assess them in order to develop education programs.


Review of much of the existing literature (ca. 1960) on learning from exhibits and research on school children's reactions to exhibit materials.


Summary of a multiple measurement study of a livestock exhibit, using mail survey, interview, counting, and timing visitor traffic.


Survey of racially mixed students from an inner city school and their feelings about using a science museum.


Discussion of history of museums and psychology and the author's perceptions of museum-visitor interaction.


Case history of a museum-community conflict over decision-making in the museum, with a survey describing the Oakland Museum visitor.


Instructional aids that can facilitate learning in museums and their implications for visitor research are presented.

Learning systems technology is applied to existing exhibits as a means of enhancing their instructional effectiveness at the Milwaukee Public Museum.


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 devices 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.


Report on visitor-count data for a world's fair exhibit.


Aimed at developing a more active museum education program but also presents behavioral criteria for visitor learning.


Reviews problems encountered when using interviews to assess exhibit effects.


Measurement of government exhibits and their impact.


Demonstrates that worthwhile studies of exhibit effectiveness can be designed and completed, but they require experimentation and use of measurements besides survey questions.

Analysis of methodological problems involved in measuring visitor reactions to traveling exhibits. Of particular importance is the difficulty of testing for attitude change under the short exposure conditions of exhibit visitation.


A distilled version of reference 149.


Indicates the difficulty in getting respondents to agree on criteria of exhibit effectiveness and shows the need for clearer statements of exhibit objectives. An exhibit evaluation form is appended.


(See reference 145.)


Comprehensive source on methods for improving exhibit impact upon visitors.


Study of the methodology used to evaluate the effectiveness of two types of participatory response devices in the museum, in which visitors are tested for their learning of specific information about art.

Guidelines for completing a demographic visitor survey.


General discussion of methods of audience engagement and measurement.


The hodometer tests visitor sensitivity to changes that included the wall color of the gallery. (See references 8 and 9.)

156. "Statistics Regarding the Bell Telephone Exhibit at the New York World's Fair 1939 and 1940." Bell Telephone Exhibit, Business Research Division, 1940. (mimeograph)

References 156-157 and 159 are summary reports of visitor attendance counts.


Expansion of Morris's theories on the social nature of museum visiting. (See reference 91.)


Proposes a visitor-oriented floor plan for a science and industry museum, in which the parallel gallery concept is demonstrated.


Discussion of visitor research which is sensitive to the problems encountered in doing psychological studies in museums.


The limitations of visitor surveys are mentioned, especially the lack of good pre-college data to assist museum educators.


Study of a world's fair science center in which investigators look at crowd flow, visitor learning, and influence of exhibits on attitudes towards science, and make recommendations for exhibit design.

164. ULLMANN, DARRELL A. Attraction Sign Survey. Nebraska Department of Roads and Nebraska Department of Economic Development, 1972.

Study of the effectiveness of highway signs on travelers' choices measured by a survey and a field experiment. Data collected on planned and unplanned stops by travelers is germane to determining how to attract visitors to museums.


Items 165-184 are a series of USIA reports on how U.S. exhibits in foreign countries and territories influenced attitude change.


Survey of visitors on admission-free days, in which uses of visitor-orientation rooms and group activities to attract new visitors to the museum are considered.


Analysis of surveys revealing that museums inadvertently support pressures that inhibit the museum visits of non-professional and less educated people.


Sociological survey of the Uganda museum which discovered that the museum communicated with its public, but that the level of comprehension was much lower than expected.

188. WASHBURN, WILCOMB E. "Defining the Museum's Purpose." Paper read at the New York State Historical Association, Cooperstown, New York, 1973. (mimeograph)

Museum professionals are urged to do more visitor-related research and consider their institutional goals according to educational change.
189. WEINER, GEORGE. "Why Johnny Can't Read Labels." Curator, vol. 6, no. 2 (1963), pp. 143-156.

Description of all aspects of labeling, such as length, content, and the size, type, and positioning of lettering, and the effects these elements have on the museum visitor.


References 190-192 comprise 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. Speculations on crowd flow and experiments with children's exhibits are also included.

191. Fairs, Exhibits, Pavilions, and Their Audiences. Published by the authors, 1962.

192. A Summary of Fairs, Pavilions, Exhibits, and Their Audiences. Published by the authors, 1962.


Profiles of typical Smithsonian visitors, who they are, where they are from, and what motivated them to come.


Description of different response boxes designed to help museums determine if an exhibit is a successful teaching medium and to increase visitor interaction with exhibit materials.


Analysis of Soviet reactions to an American exhibit and possible influences on such attitudes. Biases impeding accurate evaluation of exhibits are also considered.

References 196-198 outline some of the authors' work on a visitor description study at the Carnegie Museum of Natural History and an observational study to determine the kinds of questions asked by visitors about exhibits and whether or not visitors were recalling language learned from the exhibit script.


Investigation of how well a specific architectural space in a specific museum could be simulated within a laboratory setting. (See also references 149 and 151.)


Highlights some of the ways exhibit design can fail because it is not well matched to the visitor's physical and psychological constitution.


Exhibit environment and quality of verbal, literary and visual communication are criteria which may be used to evaluate museum displays.

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 directional orientation factors similar to those in an animal-maze situation.


Thesis examining the rationale for the development of adult education programs in four museums and the public's response to each program. Bibliography included.


Concentrates on concerns and problems of museum education programs; but relies on visitor research for some findings.