DATA ENTRY & ANALYSIS PROTOCOL

TRANSFER DATA FROM OBSERVATIONAL FORM TO OBSERVATIONAL DATABASE
Information from the [Observational Form](#) document should be transferred into the Excel [Observational Database](#). The database sheet was created to be user-friendly and adaptable to your organization's needs. All of the formulas are set up within the worksheet, unless the person entering the data has advanced knowledge of Excel, the formulas should not be changed.

THE DATA WORKSHEET

There are five worksheets within the Excel data document:
- *Worksheet: Data* (raw data is input into this worksheet)
- *Worksheet: Summary* (summates the raw data that was entered in the *Data* worksheet)
- *Worksheet: Summary Charts* (creates basic charts that can be used for presentations)
- *Worksheet: Example: Data* (presents an example of a completed data sheet)
- *Worksheet: Example: Summary* (presents an example of summary information and charts)

ENTERING DATA

- **Step 1:** At the top left hand corner of the *Data* worksheet is a text box. Enter name of your art museum and station/activity/exhibit component that was the target of the observation
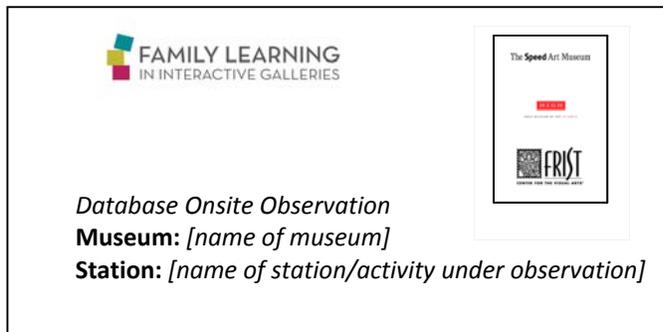
Database Onsite Observation
Museum: *[name of museum]*
Station: *[name of station/activity under observation]*

- **Step 2:** The data for one 30-minute observation should be entered into one section of the shaded table which is denoted with a mini heading i.e. *first observation.* The data should be entered across the page:

Column A	enter date
Column B	enter time of observation, i.e. 10 a.m. – 10.30 a.m.
Column C	onwards copy data from Observation Database into the appropriate columns

- **Step 3:** Enter the total number of observation days [i.e., if you conducted a total of 32, thirty-minute observations, you would enter 2 days into the *total days observing* section (30 minutes X 32 sessions = 960 minutes = 16 hours = 2 days) at the bottom left-hand side of the Excel worksheet just under the main table]
- **Step 4:** Once you have entered all of the data from your first observation [**Step 1-3**], go to your next *Observation: Data Sheet* and continue to enter your data [**Repeating Steps 1-3**] until all of your data has been input into the *Data* worksheet [Refer to example in data sheet titled *Example: Data* to look at a completed data page]
- **Step 5:** Review the *Summary Data* worksheet and *Summary Charts* worksheets to ensure that the summated totals are correct
- **Step 6:** Use the summated findings and charts to create a report of findings [A Report Template and two example reports (Frist Report and High Report) presenting results from the High Museum of Art and Frist Center for the Visual Arts are available to help you get started]

**Creating Additional DATA worksheets

If you observed more than one interactive station or exhibit component, we recommended you create additional *Data* worksheets. There should be one *Data* worksheet per interactive station/component. To create additional worksheets, we recommend that a person with advanced understanding of Excel take the following steps:

- Right click the mouse on one of the tabs at the bottom of the Excel worksheets and click on 'insert.' From here a new worksheet can be created
- Copy the entire chart from the *Data* page into your new page and rename to match the interactive/station the page is collecting data from
- Check that the formulas to ensure they are working correctly in the new worksheet
- Formulas in the *Summary* worksheet will need to be modified to so that data from the new *Data* worksheet (Data worksheet #2) is combined with data from the original *Data* worksheet (Data worksheet #1)