

FLING ART MUSEUM COLLABORATIVE Motivations | Use | Value Study

PART B: Onsite Interview Protocol

Review PART A: Recruitment Protocol before beginning this section.

BACKGROUND/PURPOSE

The onsite interview portion of the final study is focused on understanding various aspects of an intergenerational group's background and experiences at the museum. In addition to information about a group's composition, art interest, and museum-going background, the interview will provide insight into:

- How an intergenerational group's visit to the interactive space fits within their overall art museum experience;
- What types of interactive elements and programs intergenerational groups participate in or use while visiting the museum;
- What motivates intergenerational groups to visit the museum and the museum's interactive space.

The interview is comprised of three different elements:

1. Reflective tracking exercise
2. Interview
3. Demographic (self-administered) survey

PRE-INTERVIEW NOTATIONS

Before you begin conducting the interview, complete the box in the top-right of the first page.

Visitor ID: _____
Date: _____
Time Interviewed: _____
Group Composition: _____

- **Visitor ID** – numbers should be consecutive throughout the entire 12-months of the study and should not be duplicated. This should be a unique identifier.
- **Date** – this is the date of the interview
- **Time Interviewed** – this is the approximate time you are conducting the interview

- **Group Composition** – quick notation of the people in the intergenerational group using the following notations:

M = Adult Male	b = Child Boy
F = Adult Female	g = Child Girl

REFLECTIVE TRACKING ACTIVITY

Once your group is situated at your activity station, explain to the participant that you want them to reconstruct what they did on their visit using photographs of the various collections areas, exhibitions, interactive spaces, programs, and so on. Explain that they should look through the photographs and then place them on the magnetic board (or on the table) in the order that they were visited. Use a variation of the following script:

I'd like you to think about where you went and what you did today at the museum. Use these picture cards to recreate your visit for me. Each card represents a gallery you may have spent time in, or an activity you may have done. Put the photos in the order that you visited, as best you can remember. Specifically focus on where you spent time in, not just where you passed through.

While it is okay if other members of the group participate in the activity, ensure that your primary unit of analysis is the one ultimately completing the task.

If the group separated at any time, have them indicate it on their “picture map” as a branching path.

At the end of the exercise, ask the participant to confirm the path they created is complete. Leave the map on the magnetic board or table and move to the next portion of this interview. You will record the tracking path at the end of the interview.

THE INTERVIEW

Once the visitor has completed the reflection exercise, guide them through the next 11 questions.

1. **Including this visit, how many times have you visited the [MUSEUM] in the last 12 months?**
2. **How many times have you visited other museums in the last 12 months?**
 - For both of these questions, you will read off each option to the participant
 - Indicate with a number how many times he/she has visited, or mark an “X” next to “None” if the response is zero.
3. **Do you current have a membership...**
 - Indicate with an “X” whether the participant responded Yes or No to the options.
4. **Why did you come to the [MUSEUM] today?**
 - This is an open-ended question so simply write down the participant's response.
 - RECORD: all responses from the visitor – short and more detailed
 - PROBE: while simple responses such as “it was a free day,” “because they wanted to come,” “we come all the time,” etc. are okay, we are aiming to get detailed responses using prompts

such as: “tell me more about that,” “why is that,” etc. – aim to get rich answers to participant motivations for visiting the museum

5. While you were at the [MUSEUM] today, did you pick up or use any of the following items?

→ With an “X” indicate No, Pick Up, or Use to each item listed

6. Over the last 12 months, how often have you participated or used the following family programs:

→ Read off each item and write in the number in the blank next to the word “times” as the visitor responds.

→ You may use (blue) photo cards to cue visitors as to the program.

7. I’m going to read you six statements. For each one, please tell me whether or not it describes you by answering Yes or No.

→ Read each statement and with an “X” indicate Yes or No as the participant responds

8. How often did you visit museums as a child?

→ With an “X” indicate the participant response

Before continuing with the next set of questions, focus the participant’s attention back on the green **INTERACTIVE SPACE** card from the reflective tracking exercise and use it as a visual cue to help them remember back to their experience there. Be very clear with the participant that the following questions are just about the **INTERACTIVE SPACE**.

9. Had you heard about [INTERACTIVE SPACE] before today?

→ With an “X” indicate Yes or No

10. Including this visit, how many times have you been to the [INTERACTIVE SPACE] in the last 12 months?

→ Write in the number in the blank next to the word “times” as the visitor responds.

11. Why did you go to the [INTERACTIVE SPACE] during your visit to the museum today?

→ This is an open-ended question so simply write down the participant’s response.

→ **RECORD:** all responses from the visitor – short and more detailed

→ **PROBE:** while simple responses such as “because they wanted to come,” “we come all the time,” “it’s a nice place for kids,” etc. are okay, we are aiming to get detailed responses using prompts such as: “tell me more about that,” “why is that,” etc. – aim to get rich answers to participant motivations for visiting the interactive space

DEMOGRAPHIC INFORMATION

To complete the interview, they need to take a short survey which asks about them for basic demographic information as well as contact information so that we can follow-up with them for the Offsite portion of the study. Place the last page of the interview (4 of 4) entitled *Tell us about yourself* – on a clipboard and hand it to the participant to fill out. You may want to prompt the participant with the following script:

We're almost done here. I just need you to quickly fill out some information about you and your group. Also, please provide us with contact information so that we can follow up with the second part of this research study.

Once the participant returns the sheet, review their information to make sure all questions are answered, and that contact information is **complete and legible**.

ENDING THE INTERVIEW

Thank the participant for their time and remind them of the importance of their participation in our study. Reintroduce their offsite obligation saying:

The second part of this study involves a survey that you can be completed online.

→ If the participant indicates that they do not want or cannot complete this survey online (for any reason), offer them a paper copy.

Write the **Visitor ID#** and **Date of Interview** on the top of the paper survey as indicated.

On the front page of the ONSITE SURVEY, in the top right corner, write a "P" and circle it to indicate the visitor received a paper copy. This will allow us to track them separately.

Hand them an OFFSITE SURVEY PACKET and remind them to complete it and send it back in the prepaid envelope as soon as possible. Let them know they might receive a follow-up telephone reminder in a week's time.

If the participant is comfortable with an online survey, continue with a version of the following script:

In about 48 hours you will receive an email invitation that contains a link you will use to access the online survey. Simply click on the link in the email—it will take you to the survey webpage—and complete the survey. Once you have completed it, you will be automatically entered into a drawing at the end of the month for a \$100 American Express gift card.

This second part of the study is very important and we're hoping you will find time within the next week to complete it. Your feedback is fundamental to our research and of course, all your responses are confidential. Do you have any final questions about this research study?

Well, thank you again for your participation and spending time with us today. For museums like ours to be relevant to visitors like you, it is essential that learn from visitors like you and we really appreciate your time and effort.

Give the participant any incentives you may have available for completing the onsite interview and thank them again for their time.

RECORDING THE REFLECTIVE TRACKING PATH

Once the participant has left your station, you may record the results of the reflection activity. Record the group’s reconstructed path in the space provided on the data collection sheet. Each photograph is mounted on color paper and has an identification number in the upper-left hand corner (Ex: O1, G2, Y1). Use these numbers to record the order of the group’s visit on your sheet.

For the most part, your data will fall in the “**1 (Orig)**” column.

- If the group split up at some point during their visit, record where the splinter group left in the “2 (Spur)” column using an arrow (→). In the small box in this column, indicate who from the group went on a different path.
- If the participant knew where (i.e. what gallery space) their splinter group went, you can record this information in the spur column, but this isn’t necessary.
- If the spur group rejoined the core group, use an arrow (←) to indicate where/when they returned. For example:

	1 (Orig)	2 (Spur)
1 st	O1	<input type="text"/>
2 nd	X2	<input type="text"/>
3 rd	G2 →	O2 Mg <input type="text"/>
...		<input type="text"/>
11 th	O4 ←	O5 <input type="text"/>

- Note: It isn’t necessary to write down which gallery spaces the spur group went to (O2) or rejoined from (O5) if the participant doesn’t know this information.
- It is most important to indicate where the group split (and rejoined) and the members of the group that split off.