

FLING ART MUSEUM COLLABORATIVE Motivations | Use | Value Study

PART A: Recruitment Protocol

BACKGROUND/PURPOSE

The final *FLING MUV* research study contains two components:

- ❖ ONSITE interview
- ❖ OFFSITE survey

As a complete unit, this study is focused on answering the following research questions:

1. Who are the families who use interactive spaces in art museum and why do they visit them?
2. How do families use interactive spaces within art museums?
3. What do parents perceive is valuable about interactive spaces in art museums and how do parents perceive their family benefits from visiting them?

OVERALL SAMPLE

For this final data collection, we only want to target adults who fit the following criteria:

- ✓ They are part of an *intergenerational group*—defined as any group of 2 or more people with at least 1 adult and 1 child under the age of 12;
- ✓ They have visited the *interactive space* in the museum with their group;
- ✓ They are *not part of an organized visit* or tour [i.e. they should have had the opportunity to explore the museum on their own].

PARTICIPANT SCREENING PROCEDURES

Approach an adult as he/she is exiting the museum. Make sure you approach adults at random; you may want to draw an imaginary line on the floor near the exit doors and approach every 3rd adult who crosses that imaginary line. Use the following script to identify yourself:

Hello, my name is _____ and I work here at the museum. Today, we are conducting a study to better understand what visitors do during their visit to the museum, and what their visit means to them. Would you be willing to participate in our study?

If the adult answers **no**, thank them for their time. Record this refusal on the Refusal Log (see attached); indicate a “#1” in the *Point of Refusal* column. If the adult answers **yes**, ask the first filter question to determine their eligibility:

Filter #1: *Have you been approached to participate in this study during a previous visit?*

If the adult answers **yes**, thank them for their time but explain that they can only participate once. Record this refusal on the Refusal Log (see attached); indicate a “#2” in the *Point of Refusal* column.

Then, ask if there is another adult in his/her group that would be interested in participating in the study.

- If they say **no**, there is no one else, thank them for their time and end the interview.
- If they say **yes**, and direct you to another member of their group, introduce yourself to the other person and continue with the second filter question.

If the adult answers **no**, ask the second filter question to further determine their eligibility:

Filter #2: *Are you visiting the museum with a child under the age of 12?*

If the adult answers **no**, explain that this study is targeting people who visit the museum with children, and thank them for their time. Record this interaction on the Refusal Log; indicate a “#3” in the *Point of Refusal* column. If the adult answers **yes**, ask the third filter question:

Filter #3: *Are you visiting the museum as part of any organized tour or group today?
For instance, are you part of a school group or church group?*

If the adult answers **yes**, explain that the study is targeting people who are visiting with children on their own, and thank them for their time; indicate a “#4” in the *Point of Refusal* column. If the adult answers **no**, ask the final filter question:

Filter #4: *Did your group visit the [insert name of the interactive space] today? [Show the picture of the interactive space.]*

If the adult answers **no**, explain that we are only targeting people who are visiting with children on their own and who went to this specific gallery; thank them for their time. Record this interaction on the Refusal Log; indicate a “#5” in the *Point of Refusal* column.

If the adult answers **yes**, invite their group to join you at your interview station. Make sure that this person is the adult who spent the most time in the interactive space.

This adult is the *primary unit of analysis* and will be your subject for this entire data collection exercise – ONSITE and OFFSITE.

NOTE: If the adult has some other reason for not wanting to participate – i.e. children are getting restless, have another engagement, etc.; indicate “#6” in the *Point of Refusal* column to represent “other reason.”

→ **Submit your refusal logs to ILI (Edgewater) at the end of each month.**

RECRUITMENT FOR STUDY / OBTAINING CONSENT

Before you begin the interview, it is important that the participant fully understands the purpose of the study, and what exactly is being asked of him/her. This is also the time to convince the visitor of the value of their contribution to our study. Use the following script to explain:

We know that more and more art museums around the country are adding interactive spaces like [INTERACTIVE SPACE] in hopes of attracting broader audiences. And while some research suggests these areas are appreciated by visitors like yourself, the museum field doesn't fully understand the value such experiences add to a family museum visit.

The [MUSEUM] is participating with two other art museums in the (southeast) region in a three-year research study to better understand what intergenerational groups like yours do during their visit to the museum, and what their visit means to them; particularly as it relates to the interactive galleries in art museums.

Our study involves two parts. The first is a 10-minute interview with me here today. The second is an online survey that can be done after your museum visit in the comfort of your own home. You will be sent an email invitation to participate in the web survey in the next few days. Your interview and survey responses are kept completely confidential.

In appreciation for your participation, you will be given a small thank-you gift for your participation in our interview today. Once you have completed the online survey, you will automatically become eligible for a monthly drawing for a \$100 American Express gift card.

Your participation in this study is completely voluntary. You may chose to partake in one but not both parts of this study, or not take part at all. If you decide to participate, you may choose to not answer any of the questions and you may stop at any time.

That said, your comments and experiences will be invaluable to us; and they will contribute greatly to helping the museum field understand how they can develop spaces like [INTERACTIVE SPACE] to better serve visitors like you and your family.

Make sure the participant has an information brochure (see attached), and ask if they have any questions about what we are doing before you begin.

Once you have provided the participant with background on the study, guide them (and their group) to your activity station.