

Family Learning in Interactive Galleries



The Speed Museum of Art



High Museum of Art



Frist Center for the Visual Arts

Motivation, Use, Value Study (Breadth)



Longitudinal Case Study (Depth)



Motivation, Use, Value (MUV)

Research Design

	MOTIVATION	USE	VALUE
	<p><u>Research Question #1</u> WHO are the families who visit interactive spaces in art museums and why do they visit them?</p>	<p><u>Research Question #2</u> HOW do families use interactive spaces within art museums?</p>	<p><u>Research Question #3</u> WHAT do parents perceive is valuable about interactive spaces in art museums and how do they perceive their families benefits from visiting them?</p>
	<ul style="list-style-type: none"> ▪ Demographics ▪ Psychographics ▪ Motivations <ul style="list-style-type: none"> ○ Interactive space ○ Museum 	<ul style="list-style-type: none"> ▪ Social interactions ▪ Engagement ▪ Position within visit ▪ Connections to rest of the museum 	<ul style="list-style-type: none"> ▪ Learning outcomes ▪ Satisfaction
	<ul style="list-style-type: none"> • ON-SITE Interview <ul style="list-style-type: none"> – Post-visit – N=800/site <ul style="list-style-type: none"> ✓ <i>Reflective Tracking</i> ✓ <i>Interview</i> ✓ <i>Demographic Survey</i> 	<ul style="list-style-type: none"> • ON-SITE Interview <ul style="list-style-type: none"> – Post-visit – N=800/site <ul style="list-style-type: none"> ✓ <i>Reflective Tracking</i> ✓ <i>Interview</i> ✓ <i>Demographic Survey</i> 	<ul style="list-style-type: none"> • OFF-SITE Survey <ul style="list-style-type: none"> – Post-visit – N=800/site <ul style="list-style-type: none"> ✓ <i>Online or paper questionnaire</i>

Longitudinal Case Study (LCS) Research Design

Motivation	Use	Value	Connection
<p><u>Research Question #1</u> WHO are the families who visit interactive spaces in art museums and why do they visit them?</p>	<p><u>Research Question #2</u> HOW do families use interactive spaces within art museums?</p>	<p><u>Research Question #3</u> WHAT do parents perceive is valuable about interactive spaces in art museums and how do they perceive their families benefits from visiting them?</p>	<p><u>LCS</u> For frequent visitors, HOW do the perceived benefits of art museums with interactive spaces intersect with and support core family values?</p>
<ul style="list-style-type: none"> ▪ Demographics ▪ Psychographics ▪ Motivations <ul style="list-style-type: none"> ○ Interactive space ○ Museum 	<ul style="list-style-type: none"> ▪ Social interactions ▪ Engagement ▪ Position within visit ▪ Connections to rest of the museum 	<ul style="list-style-type: none"> ▪ Learning outcomes ▪ Satisfaction 	<ul style="list-style-type: none"> ▪ Learning benefits ▪ Social interaction ▪ Patterns and rituals ▪ Connections between space, rest of museum, like sites, and core values
<ul style="list-style-type: none"> • ON-SITE Interview <ul style="list-style-type: none"> – Post-visit – N=800/site <ul style="list-style-type: none"> ✓ <i>Reflective Tracking</i> ✓ <i>Interview</i> ✓ <i>Demographic Survey</i> 	<ul style="list-style-type: none"> • ON-SITE Interview <ul style="list-style-type: none"> – Post-visit – N=800/site <ul style="list-style-type: none"> ✓ <i>Reflective Tracking</i> ✓ <i>Interview</i> ✓ <i>Demographic Survey</i> 	<ul style="list-style-type: none"> • OFF-SITE Survey <ul style="list-style-type: none"> – Post-visit – N=800/site <ul style="list-style-type: none"> ✓ <i>Online or paper questionnaire</i> 	<ul style="list-style-type: none"> • Initial group meeting • Initial semi-structured interview • Accompanied museum/like-site visits • Follow-up interviews • Scrapbooks • Final group meeting