

Back to Basics:

Revisiting the Essentials of Visitor Studies and Evaluation

Jenni Fuchs, Visitor Studies Group Chair
Visitor Studies Group Seminar
Friday 6 March 2009
National Waterfront Museum, Swansea



Interpreting your results

Friend to Groucho Marx:

“Life is difficult!”



Groucho Marx to Friend:

“Compared to what?”

Analysing Data

Quantitative Data

- Statistics
- Graphs & charts

Qualitative

- Coding
- Quotes

Quantitative Data: Tables

Age of Respondents

Base: All respondents (425)

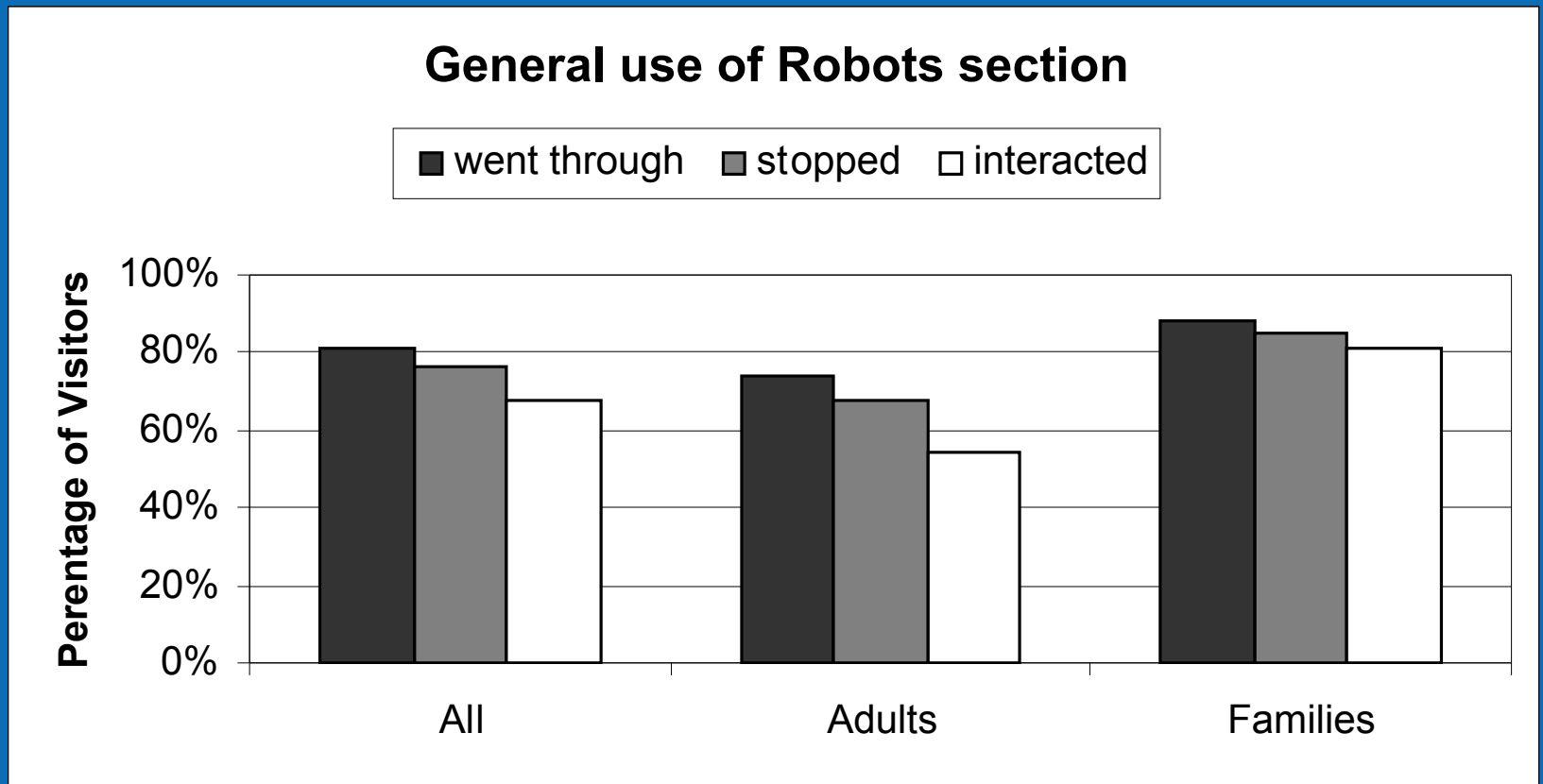
Age	%
16 or under	15
17-24 years	5
25-34 years	12
35-44 years	20
45-54 years	15
55-64 years	16
65+ years	17

Museum of Flight Survey

Quantitative Data: Bar Charts

General use of Robots section

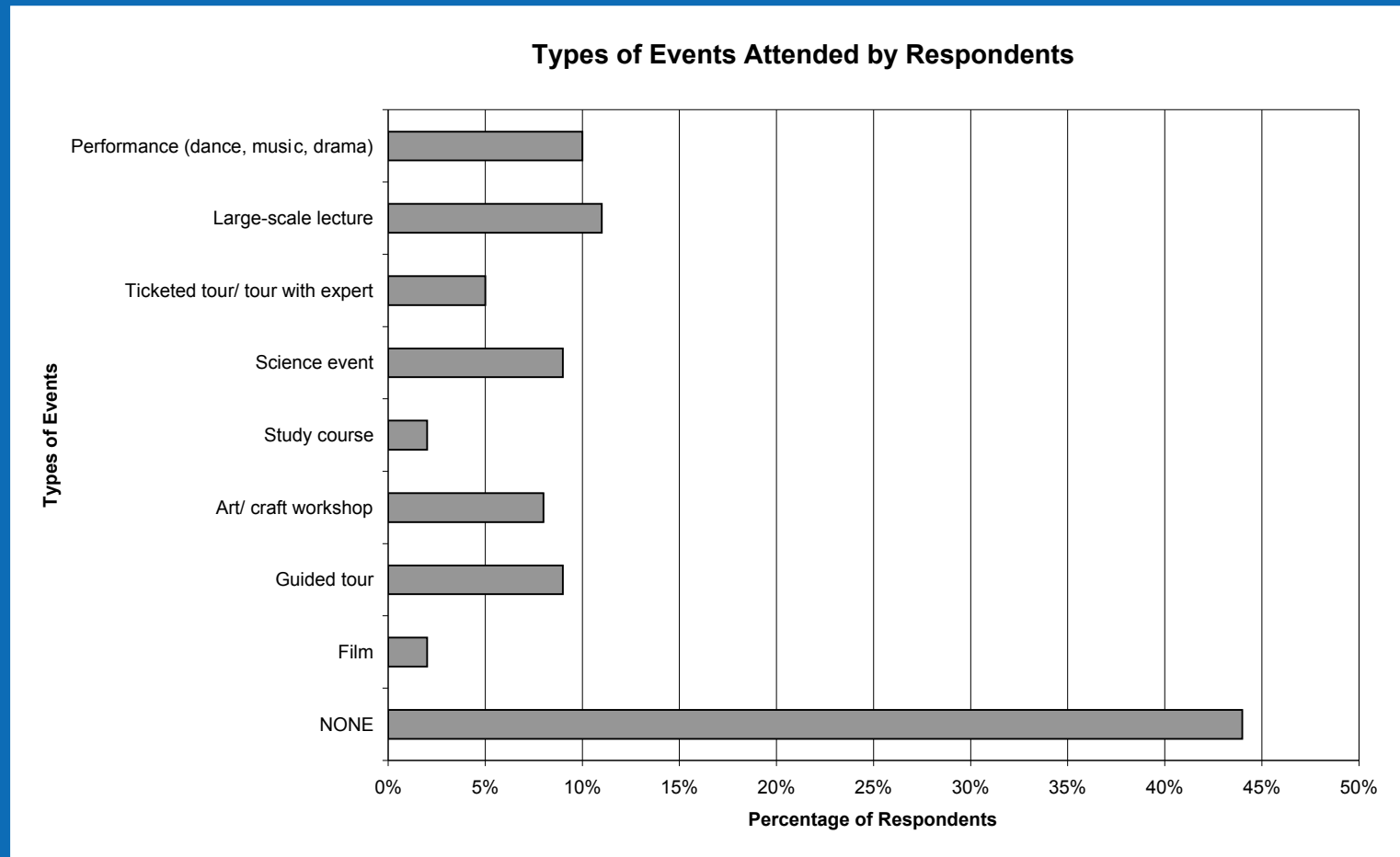
Base: All respondents (200)



Quantitative Data: Bar Charts

Types of events respondents attended

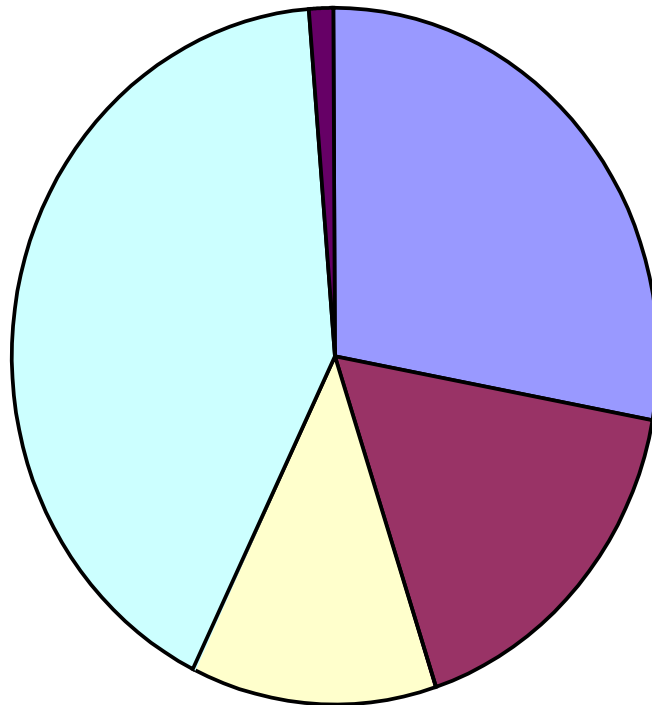
Base: All respondents (100)



Quantitative Data: Pie Charts

Area of Residence

Base: All respondents (140)

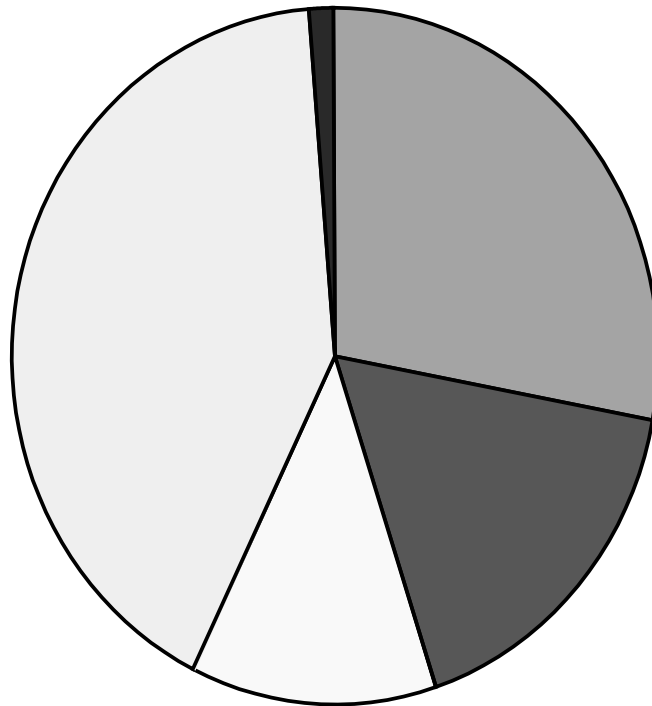


- Edinburgh & Lothians
- Elsewhere in Scotland
- Elsewhere in the UK
- Overseas
- No answer

Quantitative Data: Pie Charts

Area of Residence

Base: All respondents (140)

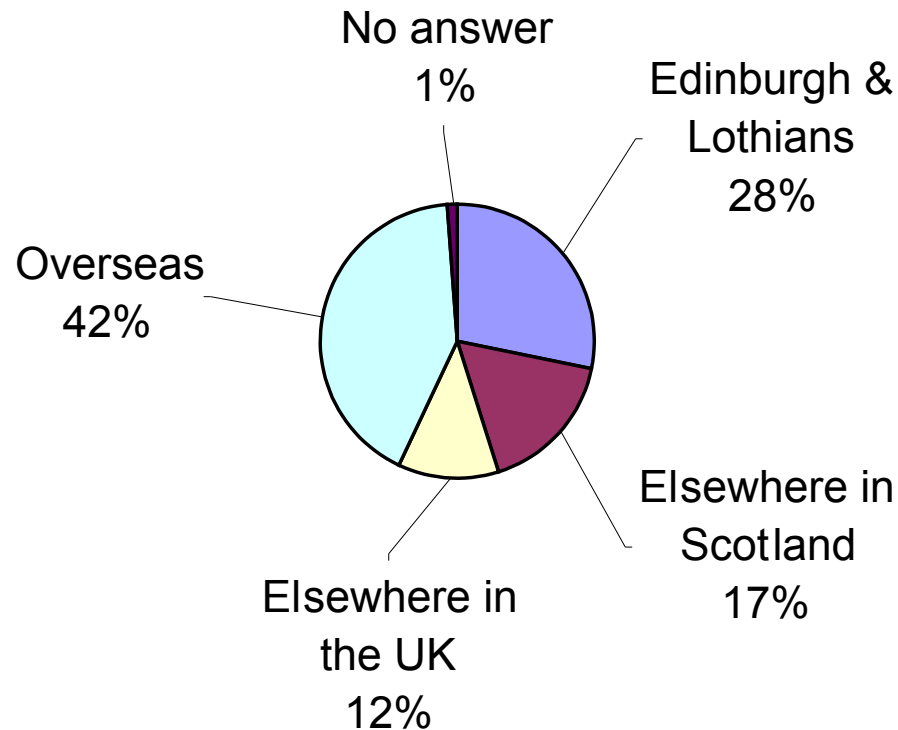


- Edinburgh & Lothians
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Quantitative Data: Pie Charts

Area of Residence

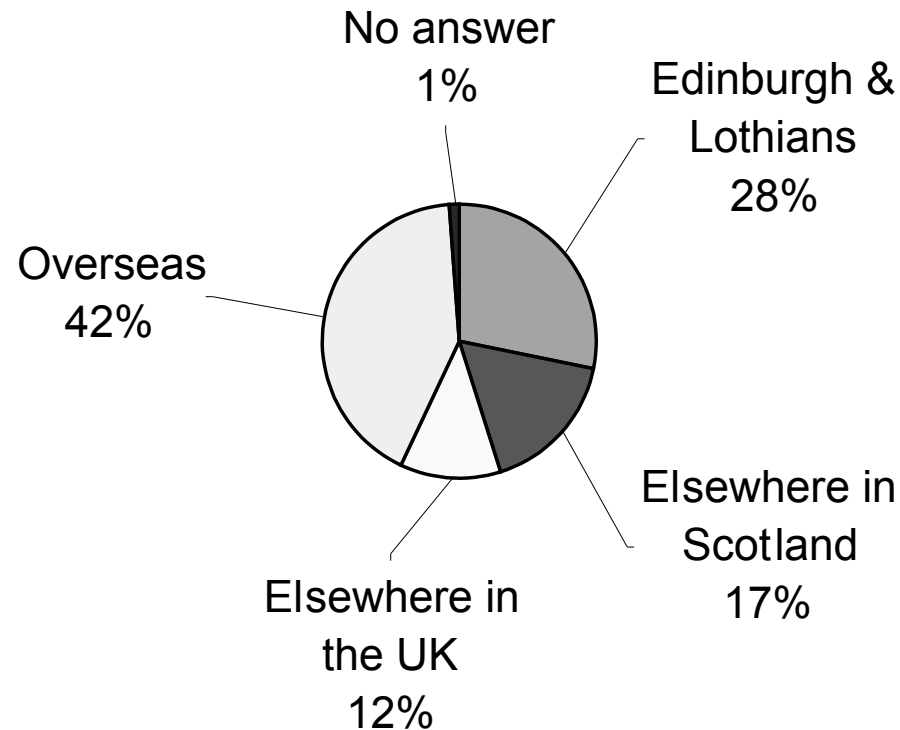
Base: All respondents (140)



Quantitative Data: Pie Charts

Area of Residence

Base: All respondents (140)



Qualitative Data: Coding

Do you feel differently about Picasso after visiting the exhibition?

Yes

No

Don't know

If yes, how has it changed the way you feel?

Qualitative Data: Coding

82 respondents said their perception had changed:

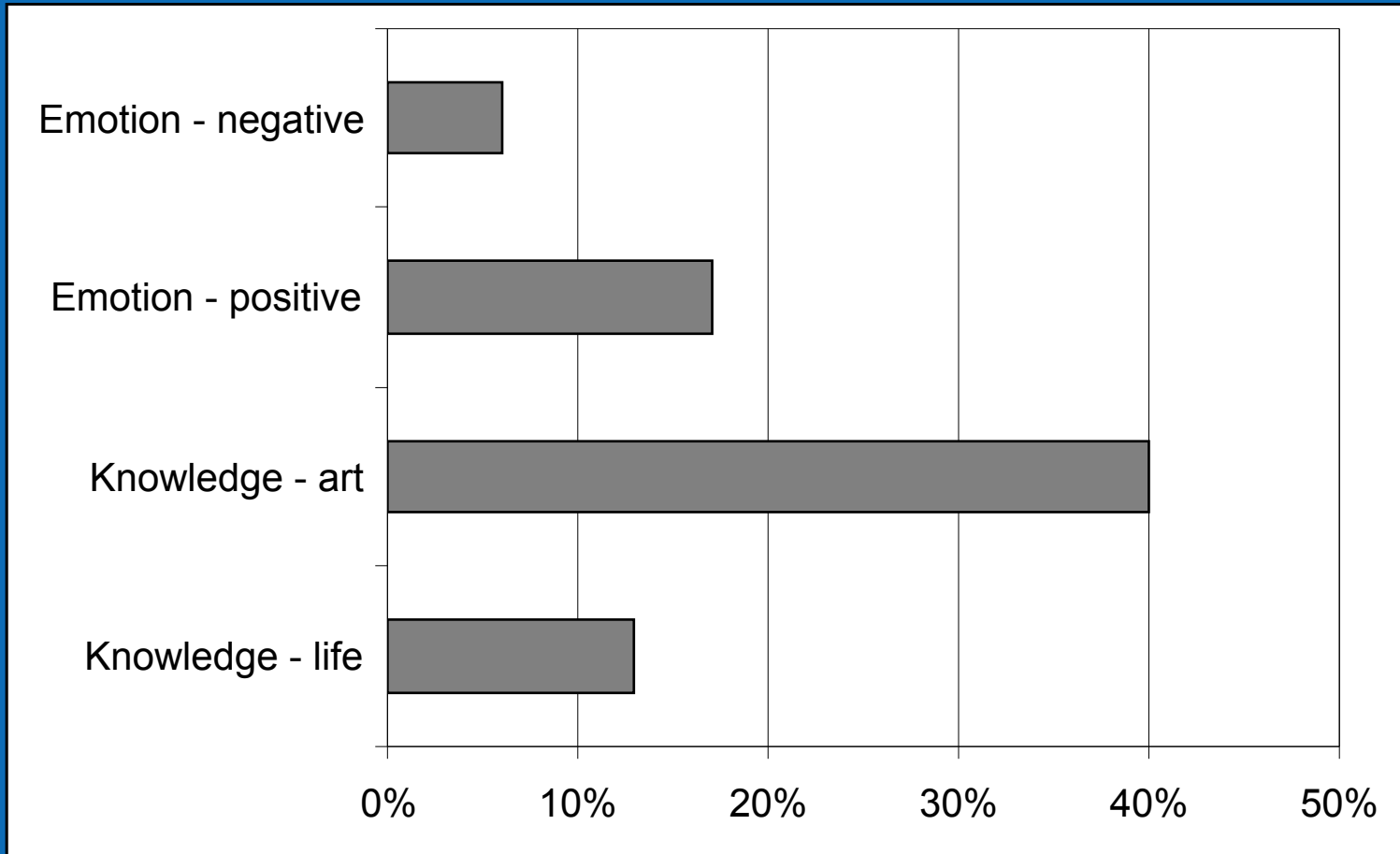
=> 17% felt more positively about him

=> 6% felt more negatively about him

Qualitative Data: Coding

Change in Perception

Base: Respondents who said their perception had changed (82)



Qualitative Data: Focus Groups

Initial steps:

- Brain dumping
- Transcripts
- Matrix of key issues

Qualitative Data: Focus Groups

Organising the data:

- Making links
- Pulling together findings
- Using topic guide as framework
- Using quotes

Qualitative Data: Focus Groups

Some helpful pointers:

- Keep an open mind
- Don't jump to conclusions too early
- Separation of how moderator sees issue from how participant see it
- Important not to force the data to fit with what a theory or model suggests

Qualitative Data: Use of Quotes

*“He’s such as a crazy man, but I like him!”
(1st time visitor, 17, Taiwan)*

*“More human feelings about Picasso.”
(1st time visitor, 51, Scotland)*

“What a pig Picasso...was to women.”

*“3 illegitimate kids, multi girl friends all for
one bald headed egotist.”
(1st time visitor, 66, USA)*

Producing a Report

Typical format:

- Executive Summary
- Introduction
- Visitor Profile
- Detailed Findings
- Conclusion/ Recommendations
- Appendix

Finally...

...give yourself enough **TIME**



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