

CECA Conference: “Thinking, Evaluating, Re-thinking”

October 2006

University Roma Tre, Italy





National
Museums
Scotland

- over 60 speakers
- keynote, theme & research papers
- poster session & market of ideas
- special focus on Italy
- Brazil, USA & French-Canada well covered

Presentations that stood out...





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Presentation #1: Israel

- Hagit Allon
- Israel Museum, Jerusalem
- exhibition to bridge the generation gap
- joint survey with grandparents & grandchildren



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Presentation #2: French-Canada

- Anne-Marie Emond
- Anselm Kiefer exhibition *Heaven & Earth*, Montreal
- student teachers' response to contemporary art
- think aloud & friendly stranger approach



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Presentation #3: Taiwan

- Wan Chen
- Institute of Museum Studies, Taiwan
- use of mobile phone audio tours
- tracking visitors, questionnaire, focus groups



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Presentation #4: USA

- Minda Borun
- Franklin Institute Science Museum, Philadelphia
- relationship between children's learning style & preferences for on-line educational activities
- internet as a research tool



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Presentation #5: England

- Paulette McManus
- Victoria & Albert Museum, London
- evaluating exhibition text
- psychology of the writer theory



Conclusion

- UK among visitor studies pioneers
- wide range of learning and museum education underrepresented
- museum educators not trained evaluators
- lack of knowledge of adequate methods

Great networking opportunity!

