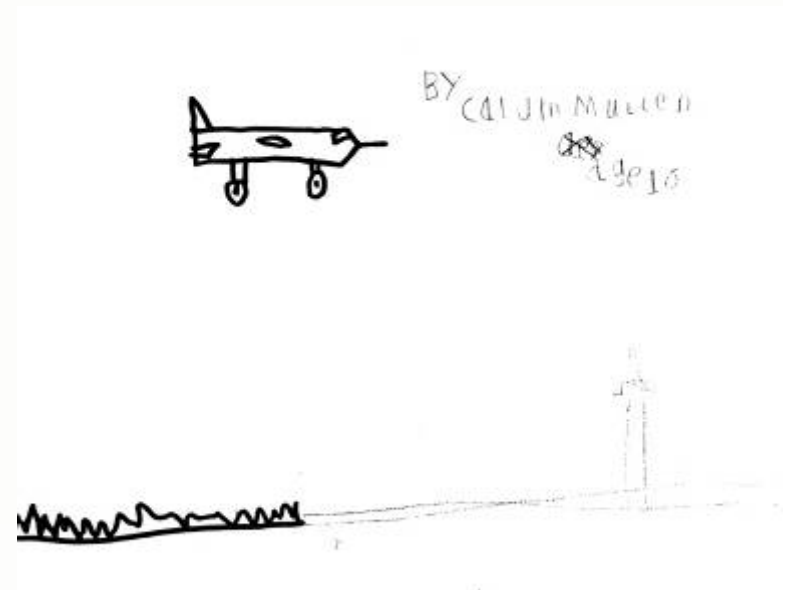


CHILDREN'S CONTRIBUTION TO AUDIENCE RESEARCH

SCOTINFORM LTD

VISITOR STUDIES GROUP

19TH SEPTEMBER 2008



OUR APPROACH

To recruit family groups as they exit exhibitions/galleries to discuss their visitor experience

- provides the opportunity to include children within the research study
- views/comments are based on immediate recall (especially good for children)
- children are able to talk within their “comfort zone” (with mum/dad, family/friends) and offer their views/comments on what they saw and how it made them feel

MONSTER CREEPY CRAWLIES



CLIENTS FOR WHOM WE'VE CONDUCTED RESEARCH WITH FAMILY GROUPS



ROYAL
BOTANIC
GARDEN
EDINBURGH



National
Museums
Scotland



NATIONAL
GALLERIES OF
SCOTLAND



The Scottish
Government

EXHIBITIONS WE'VE RESEARCHED ON BEHALF OF NATIONAL MUSEUMS SCOTLAND

National Museums Scotland exhibitions:

- Concorde
- Dinosaurs Alive!
- Extremes: Life in Subarctic Canada
- Monster Creepy Crawlies
- Pixar: 20 Years of Animation

CONSULTING WITH CHILDREN

Encouraging children to participate by asking them to draw a picture about what they've seen/read/heard

- less eye contact/less self-conscious
- continue to speak as they are drawing allowing facilitator to ask questions and encourage discussion
- further discussion surrounding picture once finished – what it communicates

CONSULTING WITH CHILDREN

Ask children to consider:

- What words/phrases they would use to describe exhibition/gallery
- How they would describe it to someone else, eg friend, teacher, parent
- How the exhibition/gallery made them feel
- How the exhibition/gallery could be improved upon

WHAT THEY TOLD US

“It (Concorde) travels faster than a jet and if you played golf in it you would have putted for five miles.”

(10 year old boy, visitor at Concorde exhibition)

WHAT THEY TOLD US

“The crash was caused by a small piece of metal left on the runway and 130 people died when the plane caught fire.”

(6 year old boy, visitor at Concorde exhibition)

WHAT THEY TOLD US

“It was made very obvious which dinosaurs were meat eaters and which ones were plant eaters. I also liked the water effects in the habitats. It looked real.”

(8 year old girl, visitor at Dinosaurs Alive!)