

Visitors and the Timed Museum Experience



Warner Bros. Museum, Burbank, CA

Research Question:

Does time limitation affect the visitor experience?

Statement of Purpose:

To understand the affects that institutionally imposed time limits have on the visitor experience at the Warner Bros. Museum and the *Noah's Ark* exhibition.



Noah's Ark exhibition, Los Angeles, CA

Findings:

Study found that time limits do not have an affect on the visitor experience

	Time Limit	SRI	%DV
Warner Bros.	30 minutes	336	0%
Noah's Ark	120 minutes	130	6%
Typical Museum		432	26%

Reasons for low %DV:

- Familiar subject matter
- Repeated exhibit elements
- Long dwell times at single elements

Group Composition Differences In the *Noah's Ark* exhibition:

- Groups with children may see exhibition as a destination
- Groups without children may see exhibition as one part of the larger museum

	Active	Engaged
Adults + Children (n=13)	72	57
Adults Only (n=5)	25	18

References:

Serrell, B. (1998). *Paying Attention: Visitors and Museum Exhibitions*. Washington, D.C.: American Association of Museums Professional Practice Series.

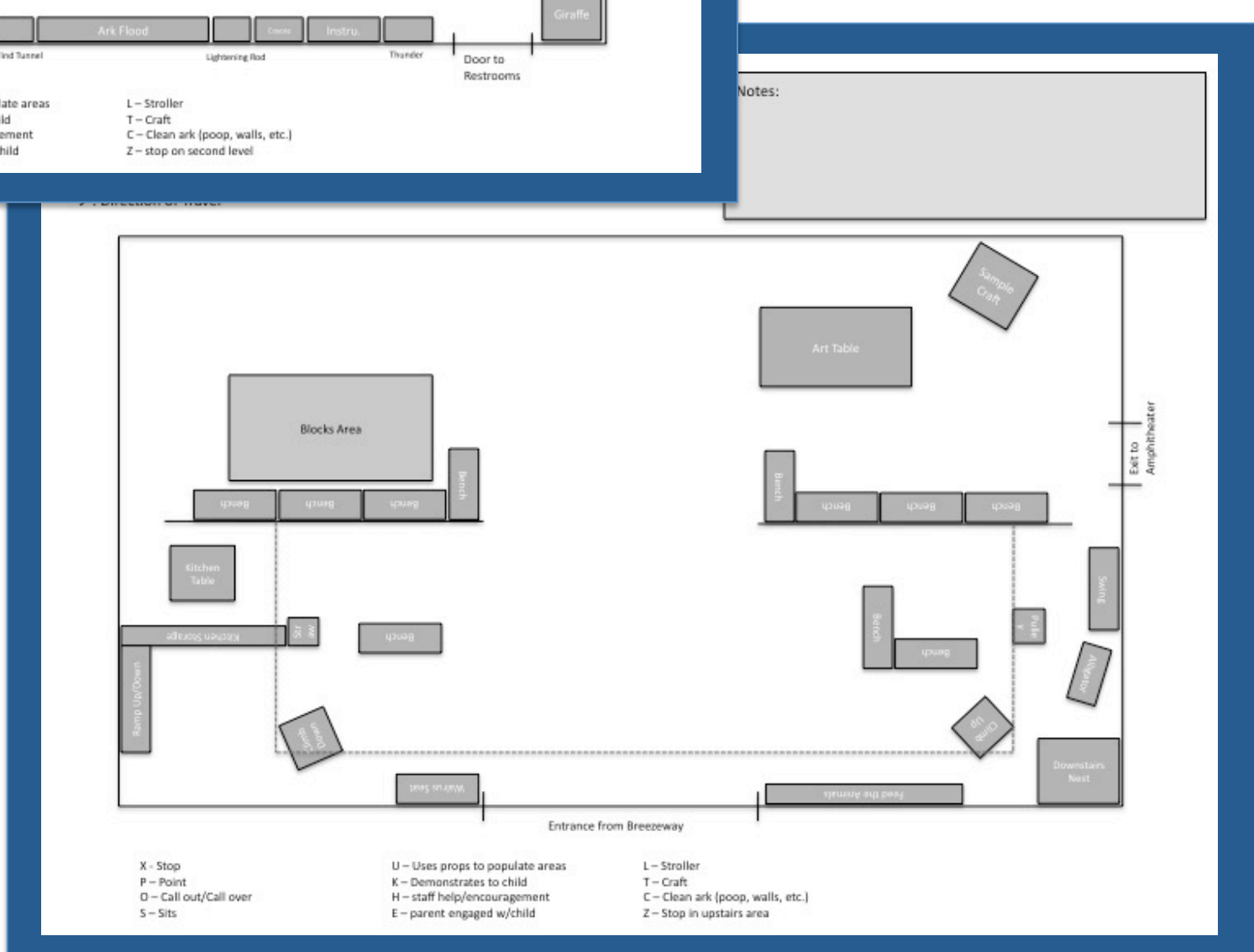
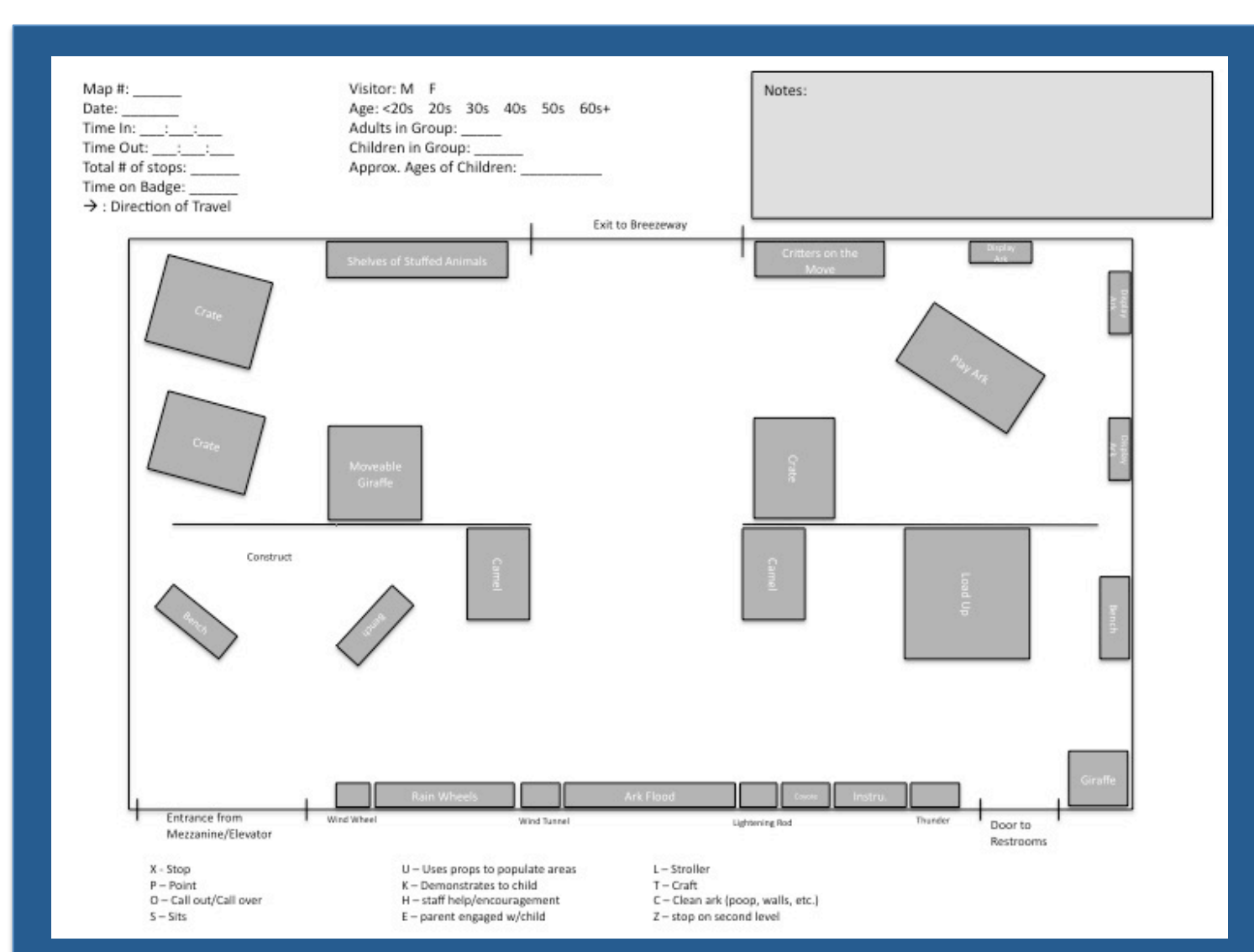
Emily Craig | University of Washington Museology

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Noah's Ark at the Skirball Cultural Center

- Permanent Exhibition
- 2 hour time limit
- 4 themed galleries
- 6000 square feet
- 46 interactive exhibit elements



Time in Exhibition Space:

	Longest	Mean	Median	Shortest
Active Time	124	59	48	13
Engaged Time	120	46	44	13

Sweep Rate & % Diligent Visitors:

SRI	130
%DV	6%

