

New Directions in Audience Research

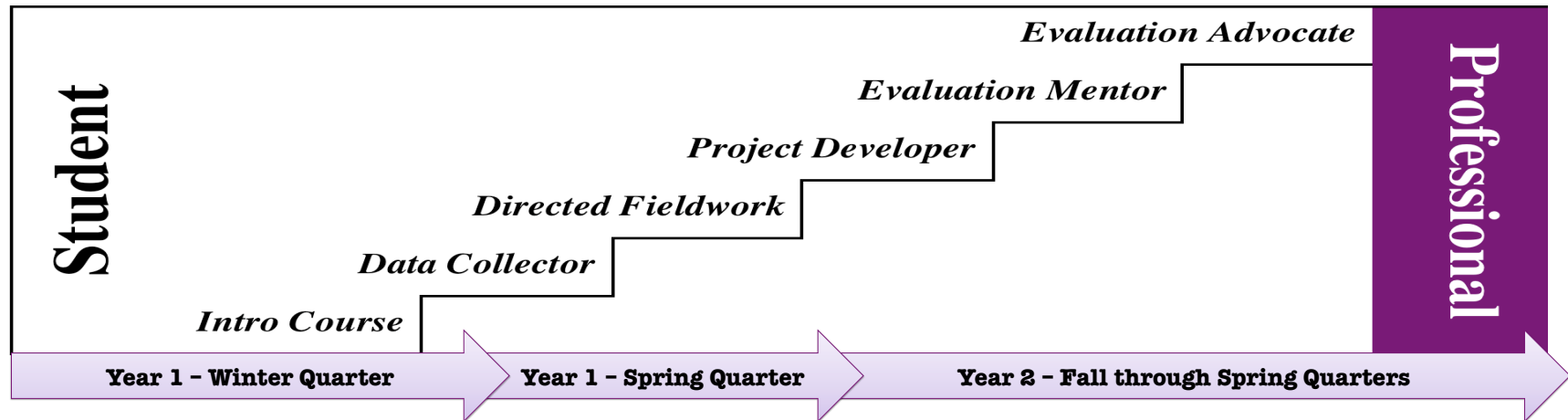


Partners:
 University of Washington, Seattle WA
 Woodland Park Zoo, Seattle WA
 Learning in Formal and Informal Environments Research Center (LIFE)

Project Team:
 Kris Morrissey, PhD – UW Museology Program (PI)
 Kathryn Owen – Woodland Park Zoo (PI)
 Nick Visscher, UW Museology Program (Coordinator)

Funded by:
 Institute for Museum and Library Services (IMLS)

“To prepare a new generation of evaluators and museum practitioners, through an intensive combination of mentoring, fieldwork, academics and client-centered experiences.”



Students take an “Introduction to Audience Research” Course, MUS 596 offering discussion on assessing impact, planning, methodology and exposure to the field of Visitor Studies.

Spring projects. Students work in teams and create an evaluation project of their own design using a local museum site as a “laboratory”.

Yearlong Client Projects. Teams of 2nd year graduate students work collaboratively with client museums who have pre-identified areas of audience research interest. Teams train 1st year graduate students to assist with their data collection.



Thank you to each of the students who participated in the 2010-2011 year of New Directions:

Andrea Barber, Emily Bailey, Chris Cadenhead, Emily Craig, Allie Criado, Michelle DelCarlo, Valerie Grabski, Ryan Horvath, Lauren LeClaire, Siri Linz, Amanda Mae, Peder Nelson, Betsy O'Brien, Katie Phelps, Kaleen Povis, Mark Rosen, Joseph Wapner, Renae Youngs