



Visitor Studies 101: Collecting & Interpreting Visitor Data

2010 AAM Annual Meeting

Los Angeles, CA

Tuesday, May 25, 9:00-10:15 AM



Session Overview

- **Introduction to Visitor Studies**

Elizabeth Kunz Kollmann, Senior Research & Evaluation Associate, Museum of Science, Boston

- **Talking with Visitors**

Wendy Meluch, Evaluation Consultant, Visitor Studies Services

- **Observing Visitors**

Johanna Jones, Managing Director, Randi Korn & Associates

- **Collecting Long-Term Data from Visitors**

Elisa Israel, Associate Director, Research and Evaluation, Saint Louis Science Center



What is visitor studies?

Visitor studies [is]...the process of systematically obtaining knowledge from and about museum visitors, actual and potential, for the purpose of increasing and utilizing such knowledge in the planning and execution of those activities that relate to the public.

(From the AAM CARE website:

<http://www.care-aam.org/>)



Why conduct visitor studies?

- Visitors have diverse backgrounds and interests
- Museums are free-choice learning environments





What are some types of visitor studies?

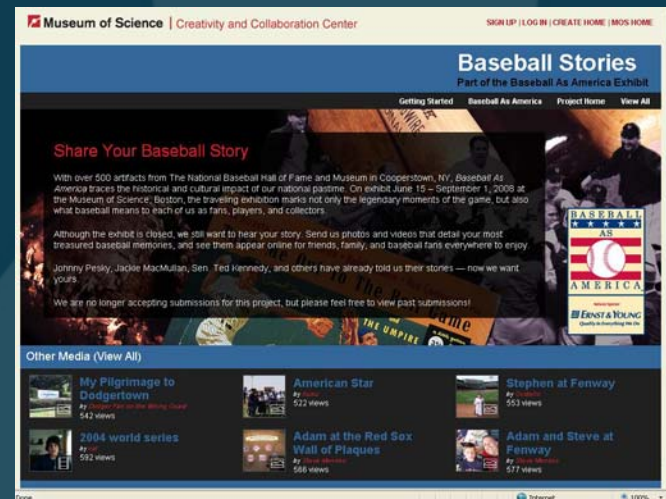


- Project Evaluation
- Learning / Educational Research
- Marketing Studies
- Visitor Service Studies



When can visitor studies take place?

- Front-end studies
- Formative studies
- Summative studies





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