

Making Sense of Visitor Data for Yourself and Others

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Before doing analysis think about...

- ***Who* is the information for?**
- ***What* resources are available?**
- ***How* will you analyze the data?**
- ***When* will the results be available?**
- ***Why* will the information be useful?**

Which methods shall I use?

Quantitative: Tells you WHAT

- Surveys
- Structured interviews
- Formal tracking

Qualitative: Tells you WHY

- In-depth interviews
- Focus groups
- Case studies

Mixed Methods

Whom shall I talk to?



Select a target population

And appropriate methods

Sample selection

Response rates

It's not the number ...

Who aren't you talking to?



Making sense of your data

Places for seeking help...

Bibliography ...Internet ... College Testing Center... Faculty at local college or university ...Students [for class projects or paid] Consultant assistance... Professional institutes



Making sense of your data

- **Qualitative software**
 - NVivo, Ethnograph, HyperResearch, QSR NUD*IST, Microsoft Excel
- **Quantitative software**
 - SPSS, SAS, SigmaStat, Microsoft Excel



How should I report the data?

You can have.....

The best-designed study in the world

The best data in the world

But...

If you can't communicate the results in a meaningful way you don't have a thing

First step: Think about your audience

- Do they know a lot about evaluation?
- Do they know a lot about the study?
- Do they care about methods?
- Are they “numbers” people?
- What is their stake in this project?
- How might they use the findings?

Second step: Organize your results

- Know thy data! Be thorough with analysis
- Compare findings by visitor type
- Include data collection instruments
- Include representative quotes
- Help interpret the findings
- Be impartial

Third step: Present your results

- 1 to 2 page executive summary for reports
- Include comparisons
- Use figures and tables only when they help explain the data
- Present most relevant and useful results
- When appropriate, include implications
- Before distribution, have someone review your work

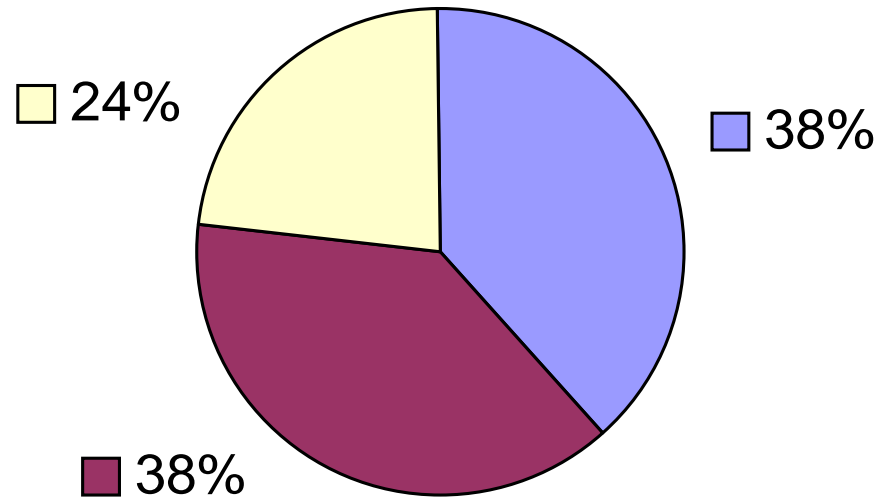
Amount of Time at Specific Exhibits, Sharks: Myth and Mystery

Exhibit	Average Time (sec.)
Sharks and Rays Touch Pool	93
Oceanic Sharks and Rays Tank	77
Coral Reef Tank	58
Tropical Rays Pop-Up Window	55
Tropical Rays Tank	48
River Rays Tank	45
Mother Stingray Object Theater	43
Craft Room	41
Catsharks Tank	39
Mayan Rubbings Interactive	39
Small Reef Tank	36
Coastal Rays Tank	35
Humor Wall and Video	29
Hula Video	28
<i>Jaws</i> Wall and Video	28

(Not all exhibits are shown here.)

Type of Exhibit	Percent of Total Time Spent
Animal tank	38%
Interpretive exhibit	38%
<i>Cultural exhibit with video</i>	16%
<i>Interactive exhibit/touch pool</i>	16%
<i>Cultural exhibit without video</i>	3%
<i>Conservation panel</i>	2%
<i>Title wall/intro panel</i>	1%
<i>Spanish panel</i>	< 1%
Down time	24%

Percentage of Total Time Spent



■ Animal tanks

■ Interpretive exhibits

■ Down time

Most vivid memory of Sharks: Myth and Mystery exhibition (4 months post-visit)

Exhibit	Percent
Cultural information, myths	10.8%
The animals, sharks, rays	10.4%
Variety of sharks	6.8%
The exhibit displays	6.4%
Mother Stingray video	4.8%
Hammerhead sharks	4.4%
Watching my kids, grandkids	4.4%
Saturday Night Live video, Land Shark	3.6%
Touch pool	3.6%
Videos in general	3.2%
Ornamental masks	3.2%
Other art or artifact	3.2%
Hawaii, hula video	2.8%
Pop-up window	2.8%
Sharks are misunderstood, not that aggressive	2.4%
Seeing sharks up close	2.0%
Egg cases	2.0%
Specific conservation message in exhibits	2.0%

(Not all responses to the question are shown here.)

Most vivid memory of Sharks: Myth and Mystery (4 months post-visit)

Exhibit	Percent
Animals	25.6%
The animals, sharks, rays	10.4%
Variety of sharks	6.8%
Hammerhead sharks	4.4%
Seeing sharks up close	2.0%
Egg cases	2.0%
Information	18.0%
Cultural information, myths	10.8%
Sharks are misunderstood, not that aggressive	2.4%
Specific conservation message in exhibition	2.0%
Amount of information about sharks	2.0%
How widespread sharks are in the world	0.8%
Cultural videos	15.6%
Mother Stingray video	4.8%
Saturday Night Live video, Land Shark	3.6%
Videos in general	3.2%
Hawaii, hula video	2.8%
Jaws video	1.2%

(Not all categories/responses are shown here.)

Analysis needs to be...

- Based on best practice
- Conservative – don't jump to conclusions
- Thorough

Reporting needs to be...

- Relevant to questions being asked
- Useful to the stakeholders
- Clear and unambiguous

Any questions, contact:

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