

Family Learning in Interactive Galleries



Speed Museum of Art



High Museum of Art



**Frist Center for the
Visual Arts**


Motivation Use Value Study (Breadth)




**Longitudinal Case
Study (Depth)**



FLING (Family Learning in Interactive Galleries) Two-Study Research Design

 = MUV (Motivation-Use-Value Large Scale Study)

 = Longitudinal Case Study

	MOTIVATION	USE	VALUE	CONNECTION
Research Questions	R.Q. #1: WHO are the families who use interactive spaces in art museums?	R.Q. #2: HOW do families use interactive spaces within art museums?	R.Q. #3: WHAT is the value of interactive spaces in art museums for families?	R.Q. #4: HOW does the value of interactive spaces in art museums intersect with and support frequent-visiting family's core values?
MUV Study Measures	<ul style="list-style-type: none"> ▪ Demographics ▪ Psychographics ▪ Motivations <ul style="list-style-type: none"> ○ Interactive space ○ Museum 	<ul style="list-style-type: none"> ▪ Social interactions ▪ Engagement ▪ Position of space within visit ▪ Connections b/n space and rest of the museum 	<ul style="list-style-type: none"> ▪ Learning outcomes ▪ Satisfaction 	
MUV Study Methods	<ul style="list-style-type: none"> • Written Questionnaire <ul style="list-style-type: none"> – Post-visit, onsite – N=800/site 	<ul style="list-style-type: none"> • Focused Observation <ul style="list-style-type: none"> – During visit, onsite – N=50/site • Reflective Tracking <ul style="list-style-type: none"> – Post-visit, onsite – N=800/site 	<ul style="list-style-type: none"> • Written Questionnaire <ul style="list-style-type: none"> – Post-visit, onsite – N=800/site • Follow-Up Interview <ul style="list-style-type: none"> – Post-visit, phone – N=200/site 	
Case Study Measures	<ul style="list-style-type: none"> ▪ Motivations <ul style="list-style-type: none"> ○ To visit museum ○ To become frequent visitors 	<ul style="list-style-type: none"> ▪ Social interaction ▪ Patterns & Rituals ▪ Position of space within visit 	<ul style="list-style-type: none"> ▪ Learning outcomes/benefits ▪ Social interaction ▪ Patterns & Rituals ▪ Position of space within visit 	<ul style="list-style-type: none"> ▪ Learning outcomes/benefits ▪ Social interaction ▪ Patterns & Rituals ▪ Connections b/n space, rest of museum, like-sites, & core values
Case Study Methods	<ul style="list-style-type: none"> • Initial semi-structured Interview • Pre & post phone/to-from travel conversations for accompanied visits <p>Sample: 6 frequent-visitor families per partner museum; N= 18 families</p>	<ul style="list-style-type: none"> • Accompanied museum visits <ul style="list-style-type: none"> – Pre & post phone/to-from travel conversations – Site visit observations, timing & tracking, site photographs • Follow-up interviews after each museum & like-site visit 	<ul style="list-style-type: none"> • Initial semi-structured Interview • Follow-up interviews after each museum & like-site visit • Family Scrapbooks • Final group meeting/member check 	<ul style="list-style-type: none"> • Initial group meeting <ul style="list-style-type: none"> – Family Story Art Activity • Initial semi-structured Interview • Accompanied museum & like-site visits <ul style="list-style-type: none"> – Pre & post phone/to-from travel conversations – Site visit observations, timing & tracking, site photographs • Follow-up interviews after each museum & like-site visit • Family scrapbooks • Final group meeting/member check