

DATA ENTRY & ANALYSIS PROTOCOL

TRANSFER DATA FROM OBSERVATION FORM TO OBSERVATION DATABASE

Information from the Observation Form document should be transferred into the Excel Observation Database. The database sheet was created to be user-friendly and adaptable to your organization's needs. All formulas are set up within the worksheet and should not be tampered with, unless the person entering the data has advanced knowledge of Excel. If the formulas are changed, there is a strong possibility the results will not be accurate. With that said, we strongly encourage that at least one member of the evaluation team has a basic knowledge of Excel formulas to make changes and validate final results and figures.

THE DATA WORKSHEET

There are five worksheet tabs within the Excel data document:

- *Worksheet: "Data"* (raw data is input into this worksheet)
- *Worksheet: "Summary"* (summates the raw data that was entered in the *Data* worksheet)
- *Worksheet: "Summary Charts"* (creates basic charts that can be used for presentations)
- *Worksheet: "Example: Data"* (presents an example of a completed data sheet)
- *Worksheet: "Example: Summary"* (presents an example of summary information and charts)

ENTERING DATA

- **Step 1:** At the top left-hand corner of the *Data* worksheet is a text box. Enter name of your Art Museum and station/activity/exhibit component that was the target of the observation



FAMILY LEARNING
IN INTERACTIVE GALLERIES



Database Onsite Observation

Museum: *[name of museum]*

Station: *[name of station/activity under observation]*

- **Step 2:** The data for one 30-minute observation should be entered into one section of the shaded table which is denoted with a mini heading (i.e., "*first observation*"). The data should be entered across the page:

Column A enter date;

Column B enter time of observation i.e., 10am – 10.30am;

Column C onwards copy data from Observation Database into the appropriate columns.

- **Step 3:** Enter the total number of observation days [i.e., if you conducted a total of 32, thirty minute observations, you would enter 2 days into the “*total days observing*” section (30 minutes X 30 days = 960 minutes = 16 hours = 2 days) at the bottom left hand side of the excel worksheet just under the main table]
- **Step 4:** Once you have entered all the data from your first observation [**Step 1-3**], go to your next “*Observation: Data Sheet*” and continue to enter your data [**Repeating Steps 1-3**] until all of your data has been input into the *Data* worksheet [Refer to example in data sheet titled “*Example: Data*” to look at a completed data page]
- **Step 5:** Review the *Summary Data* worksheet and *Summary Charts* worksheets to ensure that the summated totals are correct
- **Step 6:** Use the summated findings and charts to create a report of findings [A Report Template and two example reports (Frist Report and High Report) presenting results from the High Museum of Art and Frist Center for the Visual Arts are available to help you get started]

****Creating Additional DATA worksheets**

If you observed more than one interactive station or exhibit component, we recommended you create additional *Data* worksheets. There should be one *Data* worksheet per interactive station/component. To create additional worksheets, we recommend that a person with advanced understanding of Excel take the following steps:

- Right click the mouse on one of the tabs at the bottom of the excel worksheets and click on “insert.” From here a new worksheet can be created
- Copy the entire chart from the “Data” page into your new page and rename to match the interactive/station the page is collecting data from
- Check that the formulas to ensure they are working correctly in the new worksheet
- Formulas in the *Summary* worksheet will need to be modified to so that data from the new *Data* worksheet (Data worksheet #2) is combined with data from the original *Data* worksheet (Data worksheet #1)