Hello. We are asking people today about what they thought of the exhibition you just left. There are no right or wrong answers, just your opinions. Your answers will be completely anonymous. It will only take about 5 minutes and you will really be helping the museum.

1 Did you come to the museum today particularly to see [the exhibition]? __No __Yes
If yes: Do you remember where you heard about it? __No   __Yes: Can you tell me where:

__Personal recommendation   __In the Museum   __Internet   __Other:_____

2 When you tell a friend or family member about this exhibition, how would you explain what the ToL represents?

3 (*Show cladogram*) Here is a diagram showing a small part of the scientific Tree of Life. Does it show that a mushroom or a flower is more closely related to a human?   __mushroom __flower;   How can you tell?

4 I am going to read you pairs of words; please tell me which of them you think applies to the ToL. If you are not sure, just let me know.

    __Old technology   or   __Cutting edge   __Not sure
    __Still growing   or   __Basically complete   __Not sure

5 What was the highlight of the exhibition for you? (What part did you like best?)

5a why did you like that?

6 Did you see anything in the exhibition that surprised you? __No   __Yes:
6a what was it?

6b Why did it surprise you?

7 Please tell me if you agree or disagree with the following statements. If you are not sure, let me know.

	Agree	Disagree	Not sure
The exhibition showed me that new scientific discoveries are being made that change the ToL.			
The exhibition made me realize that it takes a very powerful computer to work on the ToL.			
The exhibition illustrates that a dinosaur is more closely related to a hummingbird than to a crocodile.			

8 Can you think of any practical uses for the ToL? __No__Yes:
8a What are they?

9 Some people like to read about the exhibits, some don't. About how much did you read in this exhibition? (*Interviewers read choices)*:

　　__Almost everything 　　__About half 　　__Just a little 　　__Nothing at all

9b *If visitor read anything:* Was the writing easy or difficult to understand? *(Interviewers do not read choices)*

　　__Easy __Difficult 　　　__Some of each

9c Do you think there was too much to read, too little or about the right amount?

　　__Too much 　　__Too little 　　__About right

10 We would like to know if visitors watch the videos or use interactive computers in the exhibition:

10a Did you watch the film at the <u>beginning</u> of the exhibition? __Yes, all of it __Yes, some of it __No

10b Did you watch the video about <u>uses of the ToL</u>? __Yes, all of it __Yes, some of it __No

10c Did you use the interactive computer <u>game about the cat</u>? __Yes, all of it __Yes, some of it __No

10d Is there anything you would like us to know about any of those exhibit elements, either good or bad?

11 Could you tell me one thing you learned in this exhibition that you didn't know before?

Now something about you so we can know our visitors better:

Respondent is __Male __Female

<u>Your age</u>	<u>Your Residence</u>	<u>Are you visiting…</u>
__10-13 __ 14-18 __19-39 __40-59 __60 and over	__ New Haven area 　__Other Connecticut __ Other USA: __ International:	__ Alone __With family __With friends
How many children under age 18 are with you today? 　　　　Ages:		
Do you feel very well informed, moderately well informed or poorly informed about scientific discoveries and technology?　__Very well informed 　　__Moderately well informed 　　__Poorly informed		
Do you have special training in science? __No 　__Yes Please specify:		

What is the highest level of formal education you completed or the grade you just completed:

❏ Middle school 　❏ High school 　　❏ Some college 　　❏ Bachelor's degree ❏ MA/Ph.D/Professional

❏ Grade just completed: _____

　　　　　　　　　　　　　　　　　　Thank you very much for your time and your idea

<u>Interviewer comments:</u>