



36 Visitors, 2.5 Years of Feedback, 1 Current Research Gallery

Chris Cadenhead | Evaluation Specialist | ccadenhead@pacsci.org



Seattle, WA

About The Studio

The Studio is a small change-ready exhibit space embedded within the *Wellbody Academy*, a 7,000 ft² permanent exhibit on health and wellness. The Studio showcases up-to-date research on topics like genetics, epidemiology, and allergies and features the labs and work of scientists in the Seattle area.



Studio fast facts

- 9: Months of development
- 6: Months theme is open
- 500: Square footage
- 4-6: Interactive elements
- 8-12: Text panels
- 3: Avg. casual visitor stay time (min.)

Cohort fast facts

- 25: Avg. Cohort stay time (min.)
- 18: Avg. interview (min.)
- 80: Avg. Evaluator hours per theme

Cohort evaluated themes

- Meet your Microbes!
- Allergies: Game On!
- Building a New You:
 - Harnessing the Power of Stem Cells
- Disease Detectives:
 - West Nile virus in Washington
- Minds & Machines
- Next Generation Genetics

THE QUASI-LONGITUDINAL METHOD WORKED

When recruiting, the intent was to end up with a sample of 25 groups who could give feedback about the entire “series” of exhibits; we ended up with 36.

Summative evaluation is being conducted by The Research Group.



A sense of familiarity and responsibility eliminated social bias and the cohort was able to compare across themes.



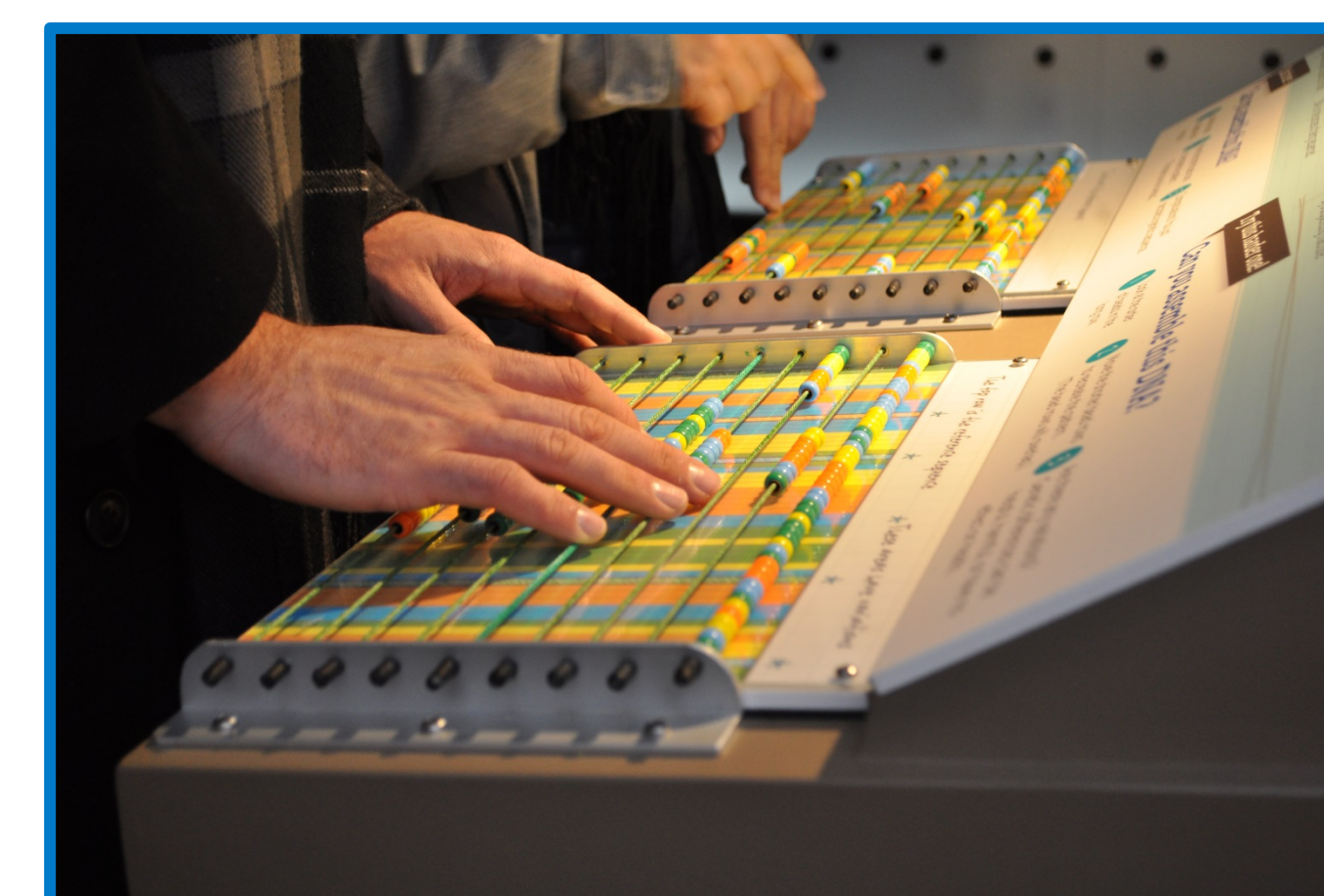
“Our 3-year old still talks about tongue-rolling [Genetics], but there wasn't much to take away from the Neuroscience exhibit.”

“I think in a lot of ways Disease Detectives was better done as an exhibit with a manageable theme and amount of content, but there wasn't as much... that was new and thought-provoking.”

“The themes are not as important as the experience of the studio. I ranked them by which ones I felt were the best put together in terms of hands on activities, facts, videos and overall quality.”

Exhibit developers were able to improve their practice. They now strive to:

- 1) Feature personal stories along with facts
- 2) Share relevant take-away information
- 3) Bring in real science tools and “artifacts” that are shown in videos or on text panels
- 4) Avoid having multiple noisy interactives
- 5) Avoid digital for digital's sake
- 6) Design interactives that mimic the process they are showing



About The Cohort

The purpose of the cohort study was to provide objective feedback about every Studio theme to exhibit developers as they experimented with finding the best balance of relevant information and fun interactives for the space considering the time and budget available.



Recruitment fast facts

- Applications reviewed: 300
- Recruited groups: 50
- Initiated participants: 42
- Families who finished the study: 36

Participant details

Individuals, pairs, and family groups.

Adult ages ranged from 25 to 73 and the sample was in line with our general visitor demographics.

As incentive/compensation, each group received a complimentary Family-level Membership, however...

of the families that were originally recruited, 48% were already Science Center Members.

Now, over a year after the conclusion of the study, 47% of finishers are still Members.

Special thanks to:

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- Jenny Gardner: current Project Manager
- Mary Olson: former Project Manager



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