

2. The names "Rural Heritage Center" and "N. C. Rural Heritage Center" were less likely to suggest audiovisual presentations.
3. The name "State Historical Site" did not have a strong connotation of a guided tour compared with the other names.
4. "Farm Museum" was most likely to communicate the expectation of demonstrations.
5. Picnicking was most highly associated with "Living History Farm," "Living Historical Farm," and "State Historical Site."

The decision of what name to use should probably depend upon what features are considered most important. If

exhibits, audiovisual presentations, guided tours, and demonstrations are considered the most important features/programs offered at a facility, then the titles "Historical Farm" or "Farm Museum" best communicate these expectations. "State Historical Site," on the other hand, generates lower expectations with respect to exhibits, guided tours, and demonstrations.

Since this study included a small number of respondents from a homogeneous group in another state, one should be cautious about assuming the generality of results. It is possible that the general public of North Carolina would respond differently. However, it is clear that the name can communicate very different expectations, and facilities should take care in selecting a name.

## An Empirical Assessment of Member Motivations in the Museum Setting

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Ph. D. Dissertation Abstract

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Securing funding for the operation of cultural institutions is a growing problem. As the number of such organizations has increased, governmental funding has become disseminated and competition among nonprofit organizations for private funds has increased.

This study examined the motivations for museum membership and donation of the members of the San Antonio Museum Association. This was accomplished by developing a conceptual model of the museum donation decision process which incorporated Maslow's theory of motivation and social exchange theory. The typology of basic needs presented by Maslow provided a framework for the segmentation of the sample based on a Dimensional Structure of Donor Needs which included: altruistic, prosocial, cognitive, self-esteem, esteem of others, family belonging, and intimate group belonging need subdimensions.

Four specific segments were identified in the sample: Family/Education Motivated, Super-Motivated, Moderately Motivated, and Passive Members. Statistical analysis suggested that the main motivations across the segments were linked to needs in the prosocial, cognitive, and altruistic subdimensions. The segments were further analyzed to determine which specific museum benefits were sought by members to fulfill their needs. The Family/Education Motivated segment was most likely to have made casual museum visits, attend child/family oriented education programs and to have rated the free admission and monthly calendar of events as the most important benefits.

The remaining segments mainly differed with respect to

the intensity of need exhibited in each sub-dimension. That is, the basic motivational profile of the three segments and the membership package benefits identified as important by each segment were similar, but the level of needs fulfillment provided to each segment by the membership varied as indicated by their use patterns.

The theoretical Model of the Museum Donation Decision process was found to contribute to the study of providing a conceptual framework for the analyses. Maslow's typology of the basic needs which serve as motivators of behavior was supported in the donation setting through the development of a dimensional structure of donor needs from it and the structure's subsequent application in measuring the needs/motivations of the sample.

## Evaluating Interpretation: An Annotated Bibliography

Marcella Wells

Colorado State University

This bibliography contains over 150 citations that the author believes to be useful for evaluating interpretation. The citations come from a variety of disciplines but the point of view is definitely interpretation. Brief abstracts and key words are provided for each entry

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