

WATER EXHIBITION IMAGE TESTING

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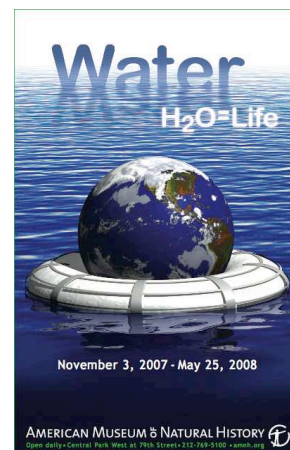
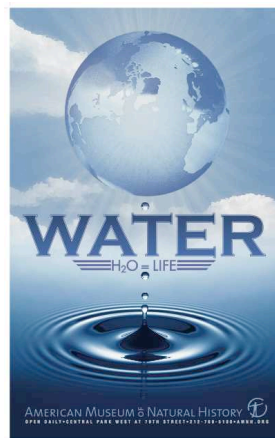
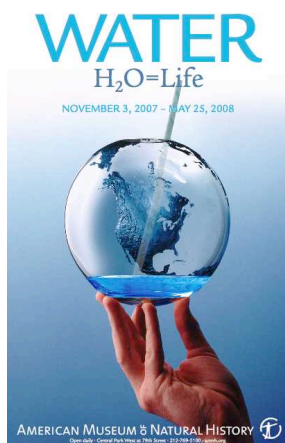
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Purpose

Water: H₂O = Life is a thought-provoking, informative, and entertaining exhibition that examines our planet's lifeblood. Water is essential to life as we know it. As it cycles from the air to the land to the sea and back again, water shapes our planet and nearly every aspect of our lives. Imaginative presentation techniques including a 68-inch globe displaying composite satellite images of Earth, 3D video, live animals, walk-through dioramas, and more than 90 artifacts and models give visitors a firsthand experience of the power and importance of water. The exhibition also addresses the compelling issues facing societies and ecosystems around the globe related to water quality and availability. A study was carried out to gain visitor feedback on three images advertising the Water exhibition.

Methodology

Visitors were shown the following three images: 1) an Earth-shaped cup held up by a human hand; 2) the Earth with a drop of water, and 3) the Earth floating in a life preserver.



Then we asked visitors if any of the images would inspire them to visit the museum and which most accurately depicted a description of the exhibition. A total of 117 visitors ages 18 and above were interviewed.

Results and Discussion

Inspiring Visitors to Come to Museum

Visitors were asked if any of the images would inspire them to come to the museum and if so, which image would most inspire them. As illustrated in the table below, two-fifths of visitors (39%) said the cup image would most inspire them. On the following page are comments some

visitors provided to explain why they chose a particular image. A fifth of visitors (21%) said none of the images would inspire them, with some of these visitors commenting that they would need more information to decide if they would come to the exhibition or not.

<u>Image That Would Inspire Visitors To Come to the Museum (n=117)</u>	
<u>Image</u>	<u>Percent of Visitors</u>
Cup	39%
Drop	23%
Life Preserver	17%
None of the images would inspire them	21%

Comments About Cup Image

- It shows we hold the future in our hands.
- It looks like we are just sucking it out of her (Earth).
- It looks like we're running out.
- We're just draining it.
- It's the hand holding it.
- Yes, the one with the human hand.
- I like the complimentary colors. I like the simplicity of it.
- Intriguing.
- Just looking at them makes me want to know what it is about.
- Just the topic of water will have peaked my interest somewhat because it is so important.
- Why is it a white hand?

Comments About Life Preserver Image

- I also think drop would.
- Makes me think and wonder. [Drop] "Oh that's nice."
- Interesting enough to make me wonder.

Comments About Drop Image

- It's simpler but it doesn't have any dates on it.

Comments Why None of the Images Would Inspire Them

- Would need to know more than what's in the exhibit to choose.
- You'd have to tell me more. I have water at home. What's so important?
- I would need some talking to.
- I don't think this all alone would do it.
- Not the image by itself.
- Not by itself.
- Not by themselves.
- I would come anyway.
- We just come to museums as a destination so a particular ad wouldn't influence me.
- Seems a little bland.

Depiction of Exhibition Content

Visitors were then asked to read the following description of the exhibition and asked which image they felt most accurately depicted the description.

Water is an essential resource; it makes Earth fit for life and fuels some of the planet's most powerful events. In the exhibit, visitors will view cutting-edge technologies, hands-on exhibits, video, interactive media, cultural artifacts and live specimens as they consider questions like: Where did Earth's water come from? Do we have enough? Can we get more? How can we better manage this most precious of resources? "Water" will change the way visitors of all ages think about and use water.

As shown in the table below, two-thirds of visitors (63%) felt that the cup image most accurately represented the description. Some visitors provided comments about why they chose the cup image; with visitors most frequently mentioning the image depicted the scarcity of water resources and the human connection to the use and conservation of these resources. As previously mentioned, a quarter of visitors (23%) felt the drop image would inspire them to come to the museum, however only 15% felt the image accurately depicted the description.

<u>Image</u>	<u>Percent of Visitors</u>
Cup	63%
Life Preserver	21%
Drop	15%
None of the images accurately depicts the exhibit	2%

Comments About Cup Image

- The human hand being involved in it all. Makes people feel more a part of it.
- The H₂O=Life stands out. There is a scarce amount of water in the cup. Sustaining life. The straw running out, human hand - involvement of people. More spiritual and connected and holistic.
- It's like we're drinking the water and there's not much left.
- It brings it home. It's our responsibility.
- I like the idea of the human in there.
- Life Preserver is ugly. We're involved in this one.
- I like the straw and the thoughts that it presents.
- Human's connects with whole. Can't live without it.
- It's scary, to think about us running out of water.
- Sucking it dry.
- With the water leaving the bowl.
- Great depiction.
- I think this one makes the most sense.
- Makes you think and wonder.
- This one grabs me the most.
- I think they all do. It depends on which one you like.
- Are they going to be reading or hearing that?

Comments About Life Preserver Image

- Yeah. Saving water.
- Because of the preserver. It's too harsh though. The cup is more aesthetic. The drop is almost spiritual.
- An interesting picture.

Comments About Drop Image

- H2O, Life.
- Global as opposed to North America (in cup image).
- That one is more modern.
- This one is really interesting.
- None really, but this one fits best.

Comments Why None of the Images Accurately Depict the Exhibit

- For me to be enticed, I need something much less ethereal. I would go to a lecture, but I would not consider this as an entertainment piece for the afternoon.
- I don't think any of them reflect that.

Visitor Demographics

Below are demographics of the adult visitors who were interviewed.

Gender (n=117)	
	Percent of Visitors
Male	42%
Female	58%

Age Range (n=117)	
	Percent of Visitors
18-24	17%
25-34	14%
35-44	15%
45-54	18%
55-64	21%
65+	15%

Number of Prior Visits in Last Two Years (n=117)	
	Percent of Visitors
None	44%
1-2 times	33%
3-4 times	11%
5 or more times	13%

What Visitors Saw In the Museum (n= 117)	
	Percent of Visitors
Visited the Pompeii Exhibition	92%
Visited Other Exhibits	73%

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Excuse me, my name is _____, and I work here at the museum. We are talking to visitors today about a new exhibit. Would you be willing to take a few minutes to share your opinions?

1) (*Show images to visitor*) Which image do you like best? (*Note any comments from visitors*)

Life Preserver Cup Drop

2) Would any of these images inspire you to come to the museum? Yes No (If yes) Which one?

(*Note any comments. Ask them to choose the one that would most inspire them if they choose more than one.*)

Life Preserver Cup Drop

3) The following is a description of an exhibit called “Water”. (*Read description to visitors*)

Water is an essential resource; it makes Earth fit for life and fuels some of the planet’s most powerful events. In the exhibit, visitors will view cutting-edge technologies, hands-on exhibits, video, interactive media, cultural artifacts and live specimens as they consider questions like: Where did Earth's water come from? Do we have enough? Can we get more? How can we better manage this most precious of resources? “Water” will change the way visitors of all ages think about and use water.

Which image most accurately reflects the exhibit I’ve just described? (*Note any comments*)

Life Preserver Cup Drop

Visitor Information Sheet

This last part of the survey is designed to help us serve our audience.

4) What is your age? _____

5) Are you..... Male Female

6) Before today, how many times have you visited this museum during the last 2 years?

None

1 – 2 times

3-4 times

6 or more times

7) Did you see Pompeii today? Yes No

8) Did you see any other exhibit areas today? Yes No