COMPASS Conference: Evaluation Report

The conference was held on September 6 – 7, 2018 at the Exploratorium. An online post-conference survey link was emailed to Attendees ten days after the conference. A total of 64 Attendees responded to the survey, with a 69% completion rate (i.e. 44 completed all survey questions, 20 partially completed the survey)[1].

EXECUTIVE SUMMARY

96% were satisfied / very satisfied overall with the conference

Survey responses to open ended questions about the "takeaways" were reviewed in relation to the **three COMPASS project goals**: an **integrated view** of ILAM; awareness of **innovative potential** in visitor mobile apps; awareness of potential of new methods to use in **visitor research**.

- Many survey respondents mentioned how important it was for them to gain this interdisciplinary **integrated view** from the conference.
- Respondents were equally impressed by **innovative potential** uses of ILAM they became aware of at the conference and referenced specific projects they learned about.
- Fewer respondents named the potential of using this technology in **visitor research** as a highlight. Even though a presentation on visitor tracking received high marks, this theme lagged behind the "integrated view" or "innovative potential" as a 'standout' of the conference.

Future needs and areas of interest were identified by survey respondents and could be used to guide the work of interest groups and associations such as ASTC, MCN, and Museums and the Web.
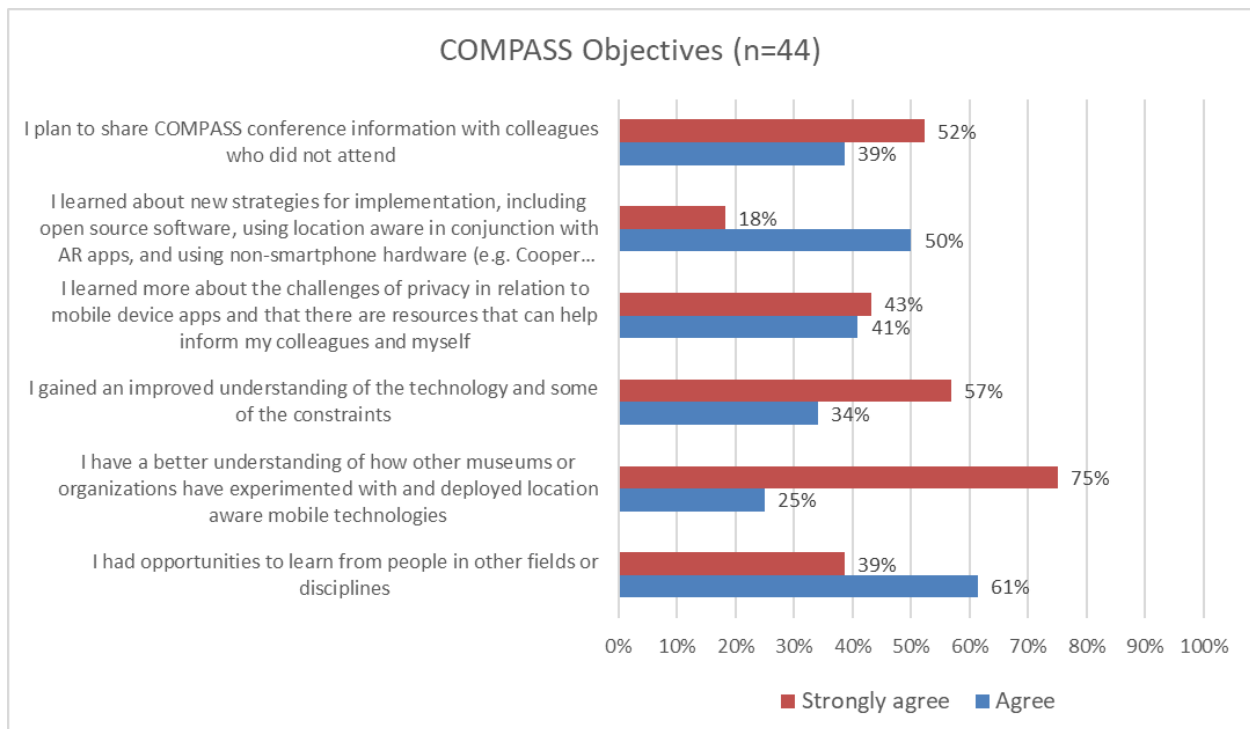
- Provide similar single topic conferences or seminars on other digital technologies such as AR/VR, social media, web apps, and RFID tags.
- Extended dialogue with counterparts at other museums, focussed brainstorming, time to reflect on work, share, compare or exchange ideas.
- Workshops that provide hands on experience with this technology, tutorials, introductions to coding in these platforms, opportunities to see demonstrations and try out the hardware.
- Similar conference, seminar, or interaction opportunity with stronger representation of more types of cultural institutions such as libraries, history museums and historic sites, archives, and outdoor gardens or parks.
- Privacy solutions and standards for museums and cultural institutions.

Final Report prepared by Dr Lynda Kelly, December 2018

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[1] Note: there were some surveys that weren't fully completed, with different sample sizes noted in this report where relevant

Attendees' ratings of the conference in relation to objectives

Attendees were asked to rate a series of statements related to the conference objectives on a five-point scale (strongly disagree to strongly agree), as follows:

COMPASS Objectives (n=44)

Statement	Strongly agree	Agree
I plan to share COMPASS conference information with colleagues who did not attend	52%	39%
I learned about new strategies for implementation, including open source software, using location aware in conjunction with AR apps, and using non-smartphone hardware (e.g. Cooper…	18%	50%
I learned more about the challenges of privacy in relation to mobile device apps and that there are resources that can help inform my colleagues and myself	43%	41%
I gained an improved understanding of the technology and some of the constraints	57%	34%
I have a better understanding of how other museums or organizations have experimented with and deployed location aware mobile technologies	75%	25%
I had opportunities to learn from people in other fields or disciplines	39%	61%

The objectives that the conference was very successful in achieving (100% strongly agree or agree) were:

- gaining a better understanding of **what other museums have done** with this technology
- having opportunities to **learn from people in other fields** or disciplines

A high rating was received from 91% for these objectives

- planning to **share information with colleagues** back at their institution or company.
- improving their **understanding of the technology**

More than two thirds, 84% and 68%, respectively, confirmed that these objectives were achieved:
- learned about the **challenges of privacy** with these apps
- learned about **new strategies** such as AR, non smartphone, open source

Comments:

- *I think it would be useful to have similar workshops around other forms of emerging technologies as well (e.g., AR, social media, etc.) to help elevate "our game" as informal institutions*
- *Thank you for a meaningful set of opportunities across two days of networking and idea sharing. It was a great learning experience.*
- *I think the conference could have even been expanded to cover the whole concept of "personalization" of which location is only one aspect.*

- *A corollary conference could include technology Infrastructures which support long term interactive exhibits.*
- *My particular project is developing a mobile experience for an outdoor urban park. I understand this conference was indoor specific, but I was able to apply many of the concepts and comments.*
- *I loved hearing from presenters sharing their front-end work, i.e. the survey from London that visitors don't actually want to use their phones in the museum.*

OVERALL CONFERENCE FEEDBACK

96% (n=46) were **satisfied / very satisfied with the overall conference**.

Comments:

- *I very impressed by the broad range of people and perspectives brought together.*
- *I was impressed with the speakers especially the ones who came from outside the museum world, and with the diverse mix of the attendees. I thought the organization of the breakout sessions needed more rigor: I worried that you might not get as high-quality information from the process as you had hoped given the high degree of intelligence in the audience*
- *It was extremely valuable to be able to share war stories with people grappling with similar problems, and deepen professional ties.*
- *I walked away with many questions and new ideas.*
- *I expected to see more implementation details - code samples, hardware lists, etc.*
- *This was a great networking event and I was very pleasantly surprised at the new technical learning I did at the event. The mix of speakers was excellent and this is rare in these narrowly focused events.*
- *I really appreciated the size of the conference, and the depth. The knowledge base was very well represented. I would have loved to have contributed, but was very satisfied with the learnings shared both in-session, and out of session.*
- *I thought that it was very well run and met one of the stated goals of creating dialogues between attendees.*
- *It was fascinating to be a part of such a FOCUSED conference, and I learned so much from my colleagues. Often times this work is done in isolation within an institution and exposure to other work/methods/philosophies can be hard to find (or rather, it's hard to find the time to seek out and connect with outside folks)*
- *It was great to be able to focus on a very specific area, survey what has been happening, where the tech is going and deep dive into some of the challenges. The networking opportunities were also really good.*
- *I wish there was more structured time for discussion. By lunch on Day 2, it felt like we were hearing the same information over and over because of the emphasis on a few case studies.*
- *The pace was relatively intense, given that it was a static set of attendees & we were all in the same room for much of the conference, but I think the conference presented and prompted a huge range of highly relevant conversation on the topic, and gave me a great opportunity to benchmark our progress and refine our direction.*
- *Exceptionally impressive collection cultural industry professionals. Content and conversations were valuable and timely.*

- *I found it hugely helpful to understand the complexity of developing these tools for engagement, and inspiring to hear of successes in our sector. I was particularly interested in tools for engaging those with learning differences and sensory challenges. I was able to connect with both peers in the museum community, and also specialists with experience that I learned from at the Conference, and ideally in the future. It was a true affinity group. I appreciated the collegiality of the attendees, and the conference leaders.*

Networking and Interdisciplinary Connections

Networking **was a key objective for the Attendees** and part of the conference design

Nearly all of the 57 respondents were able to connect with and planned to follow-up with new colleagues.
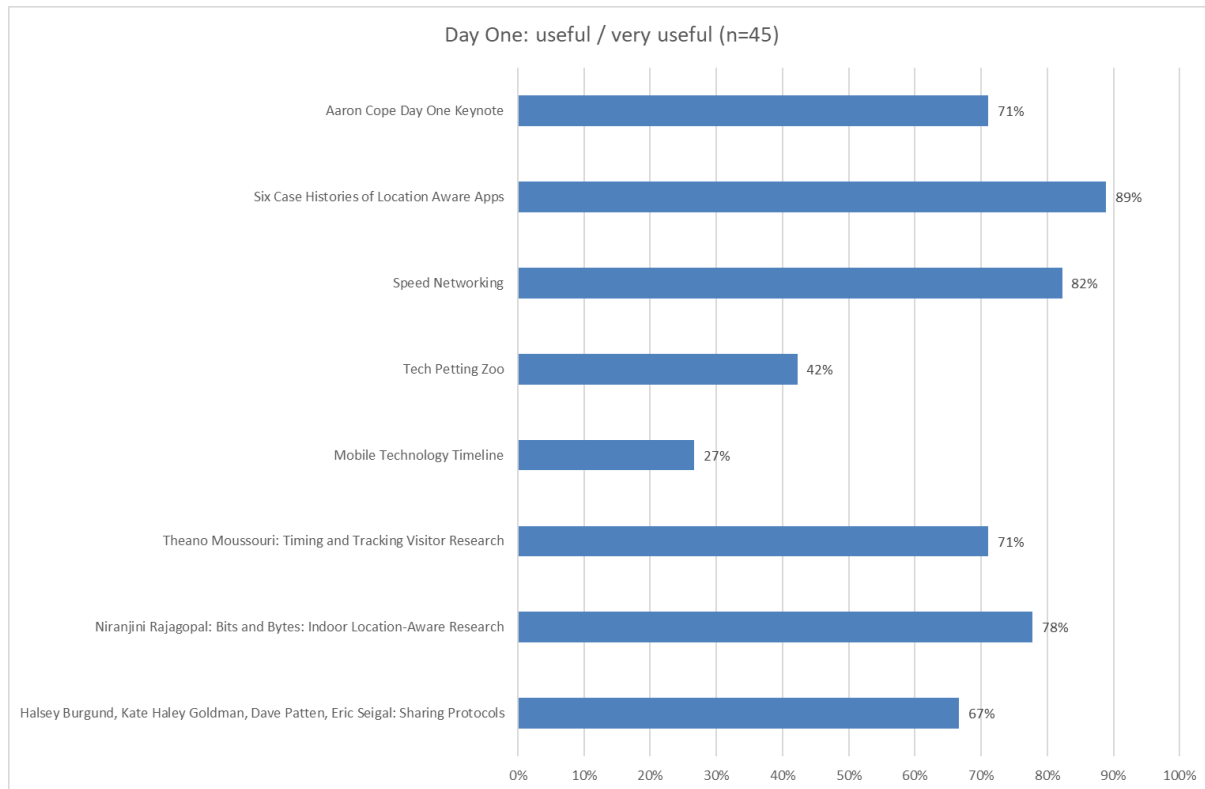
- 53% I met others and we discovered some areas of mutual interest that we will follow up on post conference
- 46% I met others and engaged in dialogue or exchanged contact information

Three quarters further reported that they were able to meet and **connect with individuals from outside their usual professional communities**:

- 52% I met others outside of my field/community
- 23% I took advantage of this opportunity and specifically sought out others who were outside of my field/community

Day One Feedback

Overall useful / very useful ratings for each session / speaker:

Day One: useful / very useful (n=45)

Session / Speaker	Rating
Aaron Cope Day One Keynote	71%
Six Case Histories of Location Aware Apps	89%
Speed Networking	82%
Tech Petting Zoo	42%
Mobile Technology Timeline	27%
Theano Moussouri: Timing and Tracking Visitor Research	71%
Niranjini Rajagopal: Bits and Bytes: Indoor Location-Aware Research	78%
Halsey Burgund, Kate Haley Goldman, Dave Patten, Eric Seigal: Sharing Protocols	67%

The Day One Keynote from Aaron Cope, was received positively and was described by some as provocative and challenging in tone.

- *He was interesting and provocative. But I thought we should have had a discussion immediately following in order to digest his ideas and think through our own.*
- *This was the most purely "inspiring" presentation because he posed open-ended, big-idea questions.*
- *I work in an environment that -absolutely- takes it for granted that if it's possible to use location tracking, it should be done as soon as possible with as much granularity as possible.   it was valuable to hear someone (that has overcome the technical hurdles already) say out loud that it isn't necessarily the silver bullet that some view it to be, both from the standpoint of the museum's cultural impact and from the visitor's experience.*
- *It's important to have a contrary point of view, and I liked his fresh style.*
- *Provocative and a great way to set the philosophical tone of the conference.*
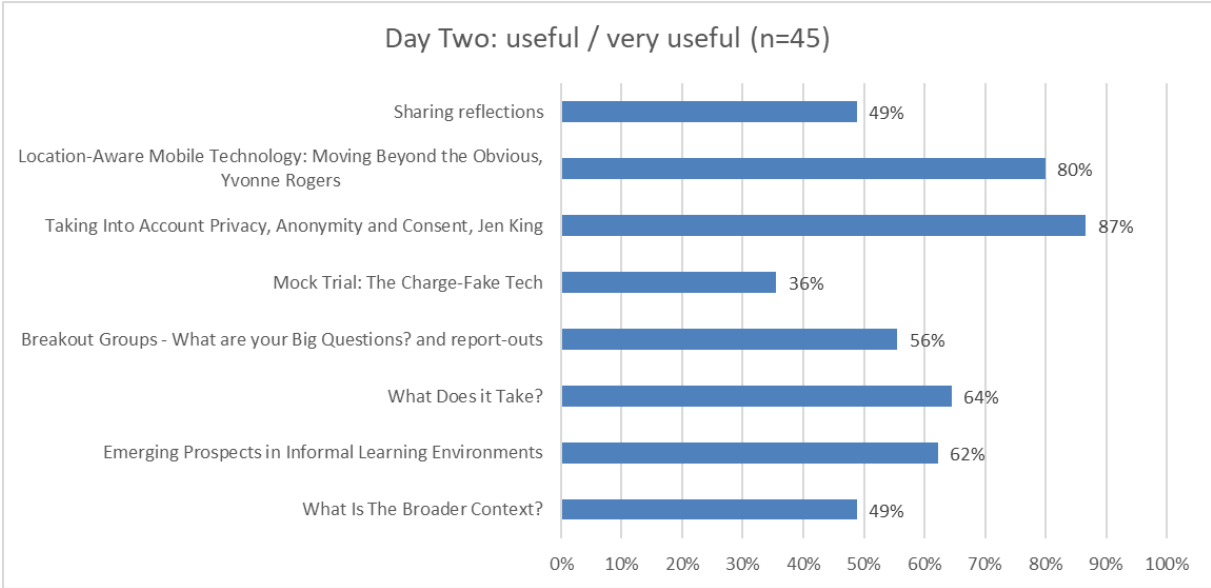- *I thought his challenge about repeat visitation was interesting.*

Other Day One session comments:

- *Everything was very useful - I would have liked to have had more contact with the timeline, which could be invaluable, but logistics made it so I didn't have a chance to consult it or add to it!*

- *The Tech Petting Zoo was overall great, but I did have a hard time getting close enough to most presenters to see/hear/understand what they were presenting. Perhaps the mingling that occurred too created a bit of a barrier to getting to interact with the tech itself.*
- *I think the discussion of Sharing Protocols was interesting, but I was looking for more of a resource-based discussion, i.e. listservs, guard-rails for sharing code & content, etc."*
- *This was a well-constructed cohort, with several perspectives represented among the attendees. I felt the atmosphere was more supportive and inclusive [in comparison] to some other conferences I have attended in this sector.*

Day Two Feedback

Useful and very useful ratings for each session or speaker:

Day Two: useful / very useful (n=45)

Session	%
Sharing reflections	49%
Location-Aware Mobile Technology: Moving Beyond the Obvious, Yvonne Rogers	80%
Taking Into Account Privacy, Anonymity and Consent, Jen King	87%
Mock Trial: The Charge-Fake Tech	36%
Breakout Groups - What are your Big Questions? and report-outs	56%
What Does it Take?	64%
Emerging Prospects in Informal Learning Environments	62%
What Is The Broader Context?	49%

The Day Two Keynote, Yvonne Rogers, was received very positively:

- *I liked that her talk got us thinking about wholly new experience designs*
- *Best one of the conference!!!*
- *Yvonne was a great counterpoint to Aaron. Both speakers were well positioned in the program.*
- *This presentation showed some great examples of non-phone-based location-aware interactives, introduced the concept of "enhance the guest experience vs. over-steer the guest experience", and using location-based technology to enhance the guest's sense of play.*

Other Day Two session comments:

- *Jen King's presentation was amazing and incredibly important. The mock trial missed an opportunity for a serious discussion of the issues. The breakout sessions were a great opportunity to delve more deeply into the issues, but the first day worked better than the second. I'm not sure why. Maybe the topic was just more engaging?*
- *I needed the small group sessions to process and synthesize from the bigger sessions.*

- *About the "Big Questions" small group brainstorming session - I found this to be more than a little frustrating as the question that was posed was a very loaded one. I think museums need a clear process for determining when and how location aware mobile actually IS valuable to visitors and defining metrics of success. I was hoping that the small group brainstorms would build on each other and allow us to try to answer these questions.*
- *I felt the conference could have had a few less presentations. Either my own mind reached capacity, and/or some sessions were a bit too vague/broad to really resonate for me.*
- *I didn't find the content of the Mock Trial to be particularly useful but I appreciated it nonetheless because it was a nice break from lectures and small groups. It introduced a light-hearted sense of humor to the conference proceedings.*
- *Mock trial was a good mood meter to enter into the Breakout, but went on too long. Hearing from some panellists again on the second day seemed redundant given the amount of talented people in attendance. Note: These are really minor complaints. Overall the program was excellent.*
- *I know that everyone was very excited for Jen King's session, and while it was informative, it would have been improved had she any experience working with issues directly related to location-aware mobile apps. Much of her talk was rooted in familiar tropes of online privacy. Valuable, certainly, but there are specifics to this tech that could have been drilled into*
- *I felt like the breakout group activities could have been better structured to elicit more useful responses—it felt like very surface level brainstorming/conversations, but we could have used that moment to dive deeper. Could have broken out groups into specific topics or challenges, for example, and start searching for solutions.*
- *As I noted earlier, I wanted more structured time for discussion. What if we got all the researchers in one discussion, Science Center/Museum content people, Art Museum people, etc.? I think more focused group discussions would have pushed the conference forward better.*
- *The What Does It Take? session was quite useful.*

Overall impressions or most significant takeaways (n=46)

Responses ranged across four areas – reassessing the value of the technology, general learning about mobile technologies, networking, and recognition voiced for conference program design.

1) The need to carefully assess the value of location aware mobile technology:

- *Indoor positioning is very, very hard, and probably still requires a large staff/budget to pull off well. I also didn't see any strong use cases that combined a good visitor experience with tracking precision useful to visitor researchers.*
- *That there is a missing core to the argument for mobile tech in most institutions. It is not clear to me why people are using it, and not clear that audiences want it.*
- *That mobile needs a long way to go to be location aware for most budgets.*
- *My impression was that there are a lot of people in the museum field thinking about location-aware technologies from a variety of perspectives, and that there are a still a lot of questions about the usefulness of these technologies for our field.*
- *That many museums still operate under the theory that mobile will solve problems or become a silver bullet solution.*
- *Location-based mobile awareness in museums is still hard to do well (for reasons of cost/tech) but even more important, its value for the visitor is unclear in many situations.*

2) New insights, better understanding of mobile technologies in museums:

- *Overall, the many questions I've had working within, and trying to stay in-the-know about location-based systems, were thoroughly answered.*
- *I got a good overarching sense of how the evergreen problems with museums and tech remain, and how we are approaching/managing the bleeding edge.*
- *Great breakout sessions. Just the questions and information we needed to hear. Our organization has been approached by several vendors wishing to install location aware apps/systems in our facility. We have a better idea now of what to ask and what we may or may not need.*
- *To think dynamically about these emerging applications for sensor enabled technologies, and to track their progression carefully. I need to stay involved in this conversation to make the wisest investments of our resources. As CEO of a museum, I own the public accountability for the investments we make in tools like these, so it's a great help to meet those whose experience is more advanced than my own.*
- *That mobile experiences need to be grounded in strategy to be truly effective.*

3) The opportunity to connect and grow your network:

- *I enjoyed talking to the presenters and attendees.*
- *The brainstorming sessions were the most useful, as we could see convergence among the independent groups.*
- *Other than the focus of the event, the new network of potential collaborators is my most significant takeaway.*
- *Excellent insights shared freely; useful conversations.*

4) Conference program design was effective:

- *It was interesting to hear about the Carnegie Mellon research as well as the privacy and visitor data researchers. I had a great time at the conference, and it was exciting to hear different viewpoints on the different topics.*
- *Meta, but I very much enjoyed the focus of a conference with one track discussing one issue.*
- *Overall a very well-orchestrated conference with a wealth of resources and presenters.*

Responses to "Please share an idea or perspective that challenged your thinking" (n=46)

Overall responses were clustered in five themes: that technology should be in service to strategy; the realities of producing and managing the technology; new or surprising applications of technology; privacy; and emphasizing the visitor's perspective.

1) Using technology to achieve defined strategic aims:

- A recurring sentiment I heard from attendees is "what problem are we trying to solve with mobile *tools, apps, etc." This challenged my thinking because it seems to me the same as asking why we need any new exhibits, programs, etc (except that I don't hear the latter being asked). To me, a digital tool is another interpretive tool to help visitors deepen engagement/thought/understanding just the same as exhibits and programs are interpretive strategies.*
- *We are still more eager to invest in technology than in people.*
- *Why should 'we' as a field do this?*
- *Aaron Cope repeatedly presented an eloquent rendition of the questions, 'should we do this?', 'are location-services the best path to providing an authentic and educational visitor experience?', and 'are we selling our souls in order to compete with entertainment venues?'*

2) The realities of developing, installing, managing the technology:

- *AMNH's presentation on the huge cost of doing this and the small fraction of visitors who benefit gave me great pause.*
- *Thinking and learning about very small budget initiatives which achieved their outcomes, particularly at Warhol.*
- *Seeing the real numbers that other institutions are working with challenged me to re-think the need for something to be "huge" to work.*
- *Oh, just the amount of money and hours spent on what has been disposable tech was shocking.*
- *The idea that "free" technology (in the form of a tech sponsor, for example) isn't actually free—you have to devote time and resources, and often tech companies will support only until the PR moment is done.*
- *It's not the ideas or perspectives that are challenging, it's the practical implementations of the technology that are challenging.*
- *Discussions about visitor benefits shifted my thinking away from the technological challenges toward actual use cases.*

3) New kinds of technology use cases and applications:

- *That AR could be used dependably for location awareness*

- *The idea of access to VR/AR elements and just-in-time content that can extend the learners' experience and connection to the materials/exhibits.*
- *That museums may see Augmented Reality as a distraction rather than enhancing the user experience.*
- *I was not aware of all the ways sensor-fusion could be used.*
- *I was fascinated by the uses of localization to support differently-abled visitors; it was quite frankly not an application area I had thought of for the technology.*

4) Privacy:

- *To me, the murkiest but also the most interesting ideas and questions are around the issue of privacy and consent, and how that relates to museums' reputations of trust (or lack thereof).*
- *Privacy presentation: "Location tracking trends toward individual identification."*
- *Privacy is a true concern, so if we collect there needs to be away to strip away personal information. Pushing data aside is not enough.*
- *The issues around privacy were perhaps more serious then I had previously considered.*

5) Taking the visitor's perspective:

- *We should not really be concerned as much with the location aspect, but a simple unobtrusive way to deliver what our visitors want.*
- *Just because the vast majority of museum visitors bring their own device doesn't mean that they are willing to use their own device for a digital experience. Handing out devices seems/seemed out dated to me, but could perhaps lead to a much higher participation rate.*
- *Maybe we are making false assumptions about what the audiences/visitors want?*
- *The "take-up" rate, of the number of end users who download and access these elective technologies can be low for several reasons. One concern is the access and cost of the data required to run a museum mobile application (tourists often rely on overseas data plans that are can make downloading an application cost-prohibitive).*

Responses to "Please share an idea or presentation that was especially inspiring to you" (n=44)

There were many presentations that Attendees found inspiring. The most frequently mentioned (7 – 8 responses each) were Desi Gonzalez's presentation about incorporating **universal design** goals into their Warhol app and Niranjini Rajagopal's presentation about the state of **current research in location aware** tech.

Also mentioned (3 – 4 responses each) were Yvonne Roger's talk about developing **more playful, less utilitarian** technology apps, Theano Moussouri's **visitor tracking** work, Matt Tarr's sharing out of **AMNH work**, and Jennifer King's presentation on **privacy**. The **Case Histories** session which had multiple presenters was also chosen in 3 responses.

Universal Design – Desi Gonzalez

- *Desi Gonzalez's presentation on using the tech to facilitate experiences for sight-challenged individuals was awesome. Thinking about the tech as a component of universal design thinking and using it to increase access the way that the Warhol did is inspiring for sure.*

- *Accessibility project at Warhol Museum was a great example of focusing efforts of a differently abled group of museum visitors that might be the most important way to experiment with this technology.*
- *Desi's audio guide for the visually impaired - How to make an art museum accessible. This is true expansion of the reach of museums and it used location aware tech for what it is really good at*
- *The Andy Warhol museum work is inspiring and has made me think about how we can do even more than just voiceover to help blind users.*
- *I am always inspired by the efforts of The Warhol Museum to reach all stakeholders. They seem to think most ambitiously about neuro-diversity, and that's very inspiring. I want to do that!*

Emerging Research and Technology – Niranjini Rajagopal

- *Bits and Bytes. [Rajagopal] I've never listened to such a dense, technical presentation that was so interesting or accessible to a non-expert like me. I came away feeling confident in the decisions my team has made to date (to not pursue location-based systems further at this time), given the state of the technology.*
- *Niranjini's, because it broke down each location-aware technology in very clear terms, which was useful for someone like me who is new to this stuff and not a tech person. Plus, she was a very good presenter with a good sense of humor!*
- *Niranjani's presentation on all the different tech solutions on the bleeding edge was really useful and interesting*
- *I loved hearing from Niranjini Rajagopal and Jen King about future technology directions and privacy issues. These were two very valuable perspectives from outside the museum sector.*

More playful, less utilitarian technology -Yvonne Roger and Visitor Tracking - Theano Moussouri

- *I adored the keynote given by Yvonne Rogers; we do need to be reminded that visitor experiences are not just about wayfaring and information delivery, and that new technologies open doorways for new kinds of visitation experiences.*
- *Theano's presentation that she was able to get ~1m precision using a mix of methods (including magnetic fingerprinting) was very impressive.*

AMNH Explorer –Matt Tarr and Privacy – Jennifer King

- *Matt Tarr's "Explorer" talk hit closest to home. The AMNH and my HMNS are similar in size and the Explorer app was what we were thinking of when considering doing an app.*
- *I liked the Stanford presentation [King] on privacy and consent, because it introduced a lot of meaningful questions and considerations around this topic which, as a researcher, I don't feel always get the attention they deserve. That presentation felt like a primer on human subjects research as applied to location-aware tech.*

Case Histories – Six Presenters

- *I really appreciated the case studies; the presenters were well-prepared, had useful info to share, and were inspiring.*
- *My favorite part was the case histories at the very beginning of the conference. This was so revealing. My husband is a surgeon and each month they present "morbidity and mortality" cases to their team - this was the digital version of that ;-)*
- *Seeing successful implementations in museums of location-based service was useful and gave an idea of some use cases.*

Responses to "Were there topics or themes missing from the conference that you think should have been included?" (n=28)

There were a wide range of responses ranging from more about specific technologies, more presenters external to the sector, to the fundamentals of pricing, coding, and tutorials:

- *More focus on implementation in small museums and how this might affect equity imbalances in museums of all sizes.*
- *As always, more people with intimate connections to developing the technology would have been great. It's so hard to locate and entice people from such communities to attend, though!*
- *I would love to have had a hands on coding session with some sample hardware*
- *I found it curious that there was a lack of history museums/historical sites voices in the room. Some of the examples of great location-aware experiences shared (i.e. audio-immersive experience of a burned down palace, AR of original paint in Spanish Villa) sat squarely in the wheel house of storytelling and the idea of being place-based, so I think it was a missed opportunity to have presenters from the history museum world and more attendees from those spaces.*
- *It would have been good to find some concrete examples of vendors and pricing.*
- *Kiosks - not exactly mobile, but could certainly be location aware*
- *How to use mobile devices for immersive interaction experiences.*
- *Alternatives to the tech - How exactly are cultural institutions pivoting in the wake of mobile app failures. Is there success in any other tech-based solutions?*
- *I would have been interested in topics that included outdoor location positioning and more about web apps instead of native apps.*
- *More case studies and tech demos would have been useful*
- *I can't imagine covering *more* ground than this conference covered in two days. That said, I could easily see a follow-up conference that tries to a) encourage solutions to and standards for addressing the privacy challenges that this conference brought up, and b) draws in some of the *providers* of these location-aware solutions.*
- *It would have been useful for some people outside museums (such as airports, malls, etc) who have successfully implemented location-based service to give an overview of what it took and what worked for them*
- *Would have loved more nerdy, hands-on technical discussion of the logistics of existing museum wayfinding, e.g., beacons, Wi-Fi positioning. For example, in the "What does it take?" section, real nitty-gritty specifics about how beacons are managed, where you buy them, etc. Maybe a beacon tutorial? (I realize the conference wasn't specific to a technology, but since I'm not a particularly technologically savvy person, this would have been very helpful.)*
- *I would have liked an overview of the state of location aware mobile in museums NOW. What technologies are in use? what are their pros and cons? What are the notable successes and where are there still considerable challenges or barriers. How are sites measuring the success of these efforts? We had a parade of case studies (many of which were very useful) but no overview of the current state of the field.*

Responses to "Is there anything we didn't ask you that you would like to share?" (n=16)

In response to this question, Attendees were enthusiastic and expressed appreciation. They complimented both the content and the candid constructive non-commercial tone. Some noted the abundance (or overabundance) of content covered in two days. Others appreciated the focus and the relatively small size of the conference.

- *I think it actually would have worked better at a slightly more relaxed pace (add an extra day, more socialization opportunities). It was PACKED!*
- *I got a great deal out of the historical examination of trends in terms of the timelines. The mock-trial was a great way to reflect on pros and cons in a fun way. Very engaging all the way around.*
- *Thank you for hosting this event. It was phenomenal. The honesty of the attendees, which would be really hard to achieve with a larger conference, was incredibly valuable.*
- *I think it was valuable to have everyone in the same session and tackling the same questions. But maybe on the second day once we had gotten to know each other and gotten a lay of the land I could have benefited from focusing more on my areas of interest by having simultaneous sessions on different topics? Also, it was very well run, nice job!*
- *I loved how open and willing to share everyone was; this was not a gathering where everyone is trying to one-up one another. It was also very nice that for the most part, no one was selling anything.*
- *I deeply appreciate the effort involved in organizing and delivering such an informative and timely conference*
- *Would LOVE a brief expert summary of this conference to share with my co-workers. It would also be great to bring in a wider variety of cultural heritage orgs that are not museums proper, such as archives, libraries; would love the opportunity to share learnings across the GLAM sector more broadly (museums tend to self-silo).*
- *It was a very good conference overall. I absolutely loved having two days to dive deep into this single topic. I think you may have tried to do too much, present a few too many ideas and a few too many speakers. I would have liked an overview of the state of the field and I would have liked to have seen you take the brainstorming sessions a bit further.*

ABOUT SURVEY RESPONDENTS (Attendees)

Respondents came from the **following types of institutions** (n=64):

- 30% Science Center or Science Museum
- 19% Consultancy or Business
- 16% Art Museum
- 20% Other type of Museum or Cultural Heritage Institution
- 12% University or Independent Research NGO
- 3% Government Agency

Institution's **approximate annual budget** (n=60):

- 13% $350,000 or under
- 5% $350K–1M
- 12% $1M–5M
- 20% $5M–15M
- 50% More than $15M The majority (n=60) worked in organizations with a **staff numbering** more than 200 (38%), 25% worked 1-15 people and another 25% with 51-20; and 12% worked with 16-50 staff.

The majority of the 59 who responded to a question about years of involvement in digital/mobile work have been **involved in mobile, digital or electronic media-based work** for more than ten years (58%), followed by 5-10 years (24%), 0-5 years (15%), with 3% stating that 'this work is new to me'.

Social Media

Several attendees tweeted during the conference to share out their observations. The active Twitter stream with the hashtag #COMPASSconference, "trended" [hashtag quickly became popular on that day] in San Francisco on Day One (September 7, 2019).

The #COMPASSconference stream was also read by those not attending the conference allowing them to follow the conference activity, save tweets, re-tweet, ask questions and reflect.
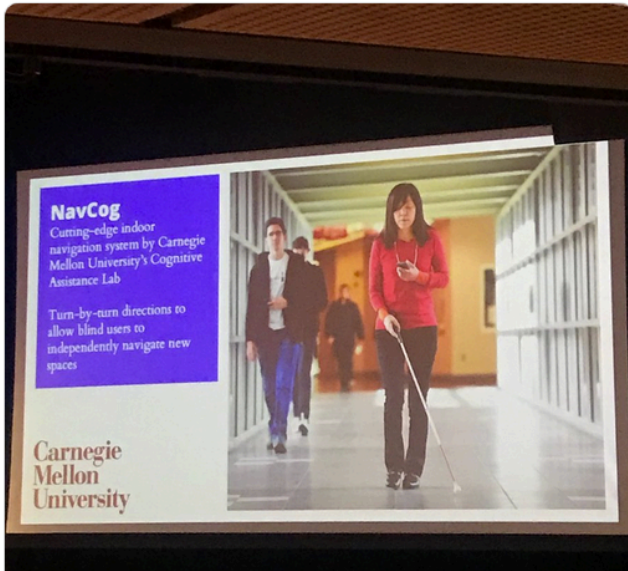
Christine Murray @cmurraydocs · 6 Sep 2018

Excited to see some real leaps forward in turn-by-turn navigation for the blind. #COMPASS #Compass2018 #COMPASSConference

David Nuñez @davidnunez · 6 Sep 2018

COOL! Learning about geomagnetic mapping techniques for 1m accuracy without needing additional infrastructure. #COMPASSconference

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Christine Murray @cmurraydocs · 6 Sep 2018

Great reminder from @matthewtarr that the goal is for visitors to leave not saying "what a great app" but "what a great museum" as a result of using it. #COMPASS #Compass2018 #COMPASSconference
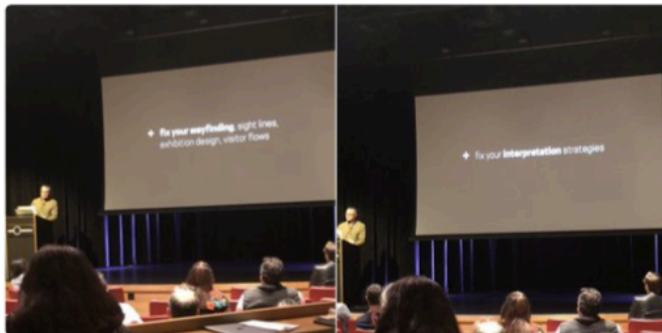
💬   🔁 1   ♡ 8

Annelisa Stephan
@meowius

.@sebchan pointing out that museum apps (+ tech broadly) can be an expensive band-aid on human problems—fixing these is the real opportunity

* Fix your wayfinding
* Fix your interpretation strategies#COMPASSconference

♡ 14   9:08 PM - Sep 7, 2018 · San Francisco, CA   ⓘ

Cathy Sigmond @cjsigmond · 7 Sep 2018
Absolutely LOVED Jen King's talk on privacy and consent for location aware technology in museums. Tons of great resources. A few thoughts: #COMPASSconference

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Cathy Sigmond @cjsigmond · 7 Sep 2018
These principles are basic principles of human subjects research, necessarily consideration for all social science studies (studying people!) even in museums. #COMPASSconference
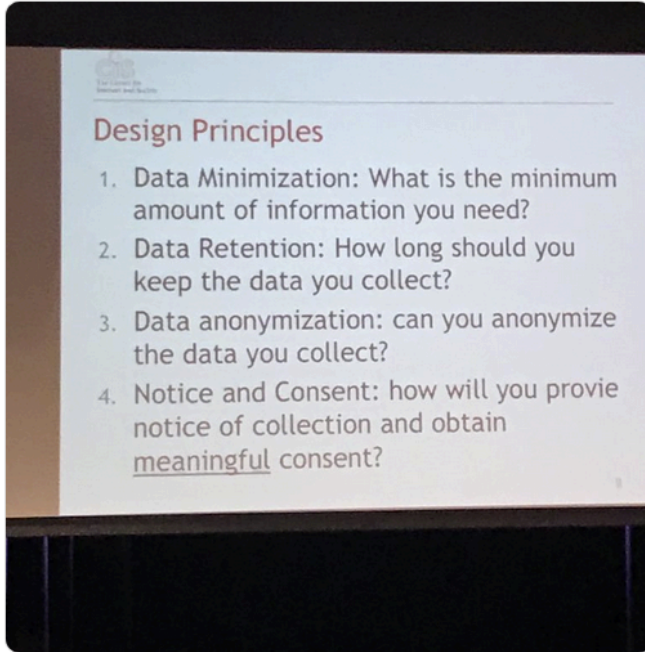
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Concord Consortium @ConcordDotOrg · 18 Sep 2018
Our Learning Everywhere initiative is creating new learning experiences that bridge in-school & out-of-school time. #COMPASSconference at @exploratorium inspired us with mobile content apps and location-aware tracking technologies for #museums & beyond. ow.ly/imoE30lShC8

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Cathy Sigmond @cjsigmond · 7 Sep 2018

Also, there is interesting work being done around the questions of trust and visitors' opinions on museums using tech to collect personally identifiable info. See recent issues of visitor studies journal focused on timing & tracking (will post link later!) #COMPASSconference

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Cathy Sigmond @cjsigmond · 7 Sep 2018

Short version is people trust museums to use tech responsibly way more than other companies #COMPASSconference

💬 1　　🔁　　♡

Cathy Sigmond @cjsigmond · 7 Sep 2018

Excited to learn all I can from Jen King and @StanfordCIS's work on privacy/security/consent cyberlaw.stanford.edu #COMPASSconference

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Cathy Sigmond
@cjsigmond

(Follow)

@kingjen Thank you for the wonderful talk at #COMPASSconference. Very interesting coming from an evaluation standpoint in museums.

11:01 AM - 7 Sep 2018

1 Like

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