

## **RESOURCES**

### **Selected On-line Resources**

AMARC Australian Audience Research Centre

<http://www.aronline.net.au/amarc/>

Institute for Museum and Library Services

Knowing What Audiences Learn – Outcomes and Program Planning

<http://www.ims.gov/recipients/recipients.shtm>

Informal Science (Site features front end and summative evaluation case studies and professional evaluator list)

<http://www.informalscience.org/>

National Science Foundation. Frechtling, J. (2002). User-Friendly Handbook for Project Evaluation.

<http://www.nsf.gov/pubs/2002/nsf02057/start.htm>

Science and Engineering Indicators 2008

<http://www.nsf.gov/statistics/seind08>

SEPA is sponsored by the National Center for Research Resources (NCRR), part of the National Institutes of Health (NIH).

[www.ncrrsepa.org/](http://www.ncrrsepa.org/)

Association of Science and Technology Centers

<http://www.astc.org/>

Committee on Audience Research and Evaluation (CARE)

<http://www.care-aam.org/>

The Education Committee of the American Association of Museums (EdCom)

<http://www.edcom.org>

Learning in Museums Network

<http://www.ala.asn.au>

Museum Education Roundtable

<http://www.mer-online.org/>

Office of Policy & Analysis/Smithsonian Institution

<http://www.si.edu/opanda/current.html>

The Visitor Studies Association (VSA)

<http://www.visitorstudies.org>

W.K. Kellogg Foundation Logic Model Development Guide Handbook, focuses on the development and use of the program logic model.

[www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf](http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf)

## **EVALUATION BIBLIOGRAPHY**

This eclectic bibliography contains the basic references related to studying visitors in museums and participants in museum programs. It also includes some references which describe museum populations, as well as more philosophical pieces. Publications prior to 1990 are not included.

### **Introduction to Evaluation and Audience Research**

Bitgood, Stephen & Shettel, Harris H. (1996). An overview of visitor studies. *Journal of Museum Education* 21/3.

Borun, M. & R. Korn, (Eds.) (1999); R Adams, series editor. Introduction to Museum Evaluation. Resource Report. Washington, DC: AAM/CARE (1999). A collection of articles that explains how visitor studies can influence museum exhibits, programs and services. [AM124.I58 1999]

Diamond, J. (1999). *Practical Evaluation Guide: Tools for Museums and Other Informal Educational Settings*. Walnut Creek, CA: AltaMira Press. This guide provides a concrete guide to tools and approaches for understanding how well programs and exhibits communicate the intended messages to museum audiences. It includes samples of numerous strategies for collecting information on museum learning, and describes how to construct and use them.

Hein G. E. (1998). Learning in museums. New York: Routledge. [AM7 .H44 1998X]

Hein, G. E. "Evaluating Teaching and Learning in Museums." In E. Hooper-Greenhill (Ed.) (1995) *Museum: Media: Message*. Chapter 17, (pp. 189-203). London: Routledge.

*Journal of Museum Education*. Determining Museum Effectiveness: Visitor Studies Today. 1997, V. 21(3). An overview of the field of visitor studies, this issue incorporates both the historical and current status of visitor studies. It includes articles by Stephen Bitgood, Zahava Doering and Andrew Pekarik, Randi Korn, Paulette McManus, Deborah Perry, Beverly Serrell and others.

*Journal of Museum Education*. Understanding the Visitor Experience: Theory and Practice. 1997, V. 22(2 & 3). This issue features articles written by experts with experience in studying learning in diverse settings. The articles represent different approaches to studying learning in museums, specifically discussing cognitive, social, aesthetic, and motivational dimensions.

Korn, Randi. (1994). Studying Your Visitors: Where to Begin. *History News* [American Association of State and Local History], 49(2):23-26.

Popham, W. J. (1992). Educational Evaluation. Needham Heights, MA: Allyn and Bacon. An evaluation text that is actually fun to read! Though based on formal education, it is more than adequate for evaluations in informal environments. It has good information about affective measurement. The last chapter provides a wonderful description of every issue you are likely to encounter and a rich discussion of ethical issues.

## **Front-end Evaluation/Background Studies**

- Dierking, L. D., and W. Pollock. (1998). Questioning assumptions: an introduction to front-end studies in museums. Washington DC, Association of Science Technology Centers (ASTC).
- Korn, R. (1993). Making the Most of Front-end Evaluation. In *Visitor Studies Today*, Volume 6, No. 3 (Fall), 1, 22-24.
- Mager, R. F. (2000). Preparing Instructional Objectives: A Critical Tool in the Development of Effective Instruction. Atlanta, GA: Center for Effective Performance, Inc. The first version of this book was published in 1975 and has been popular ever since.
- Miles, Roger, & Giles Clarke. (1993). Setting off on the right foot: Front-end evaluation. *Environment and Behavior*, 25(6), 698-709.
- Parsons, C. (1993). Front-end evaluation: How do you choose the right questions? Visitor Studies: Theory, Research, and Practice, Volume 6, 66-71. Jacksonville, AL: Center for Social Design. [See Note #1 below.]

## **Formative Evaluation/Try outs**

- Borun, Minda, & Katherine A. Adams. (1992). From hands on to minds on: Labeling interactive exhibits. Visitor Studies: Theory, Research, and Practice, Volume 4, pp. 115-120. Jacksonville, AL: Center for Social Design. [See Note #1 below.]
- Hayward, J, & R. J. Loomis (1993). Looking back at formative evaluation. Visitor Studies: Theory, Research, and Practice, Volume 6, 217-220. Jacksonville, AL: Center for Social Design. [See Note #1 below.]
- Kennedy, Jeff. (1994). User-Friendly: Hands-on Exhibits That Work, Washington, DC: ASTC
- McNamara, Patricia, A. (1990). Trying it out. In S, McCormick and B, Serrell (Eds.), What Research Says about Learning in Science Museums, pp. 13-15. Washington, DC: ASTC.
- Taylor, S. & B. Serrell, Eds. (1991). Try It! Improving Exhibits through Formative Evaluation. Washington, DC: ASTC. The authors offer a variety of helpful ideas, case studies and actual experiences of experts (e.g. Alan Friedman etc.). The book is easy to read and the lessons are practical and easy to apply.

## Methodology

Framework for Evaluating Impacts of Informal Science Education Projects (2008), the National Science Foundation [http://insci.org/docs/Eval\\_Framework.pdf](http://insci.org/docs/Eval_Framework.pdf)

Frechtling, J. (2002). User-Friendly Handbook for Project Evaluation. Arlington, VA: National Science Foundation, Directorate for Education and Human Resources, Division of Research, Evaluation and Communication. The handbook, an update of a 1993 publication, is aimed at people who need to learn more about both what evaluation can do and how to do an evaluation, rather than those who already have a solid base of experience in the field. Highly recommended. Available as a .pdf file at <http://www.nsf.gov/pubs/2002/nsf02057/start.htm>

Hedrick, T. E., L. Bickman, et al. (1993). Applied Research Design: A Practical Guide. Newberry Park: Sage Press. This short book is a good overall introduction to doing applied research including evaluation studies. The authors discuss the nature of applied research and then walk the reader through the major steps of doing a project including estimating resources needed.

Krueger, R. A. (1994). Focus Groups: A Practical Guide for Applied Research. Thousand Oaks: Sage Press. This is a very clear and complete review of the focus group method for either someone who plans to do a study, or an administrator or professional who just wants to know what this method is all about. Evaluation is stressed.

Korn, R & L. Sowd, (1999). *Visitor Surveys: A User's Manual*, Professional Practice Series Nichols, Susan K. (Compiler); Roxana Adams (Series Editor), Washington, DC: American Association of Museums, 164 pp.

Patton, M. Q. (2001). Qualitative Research & Evaluation Methods, 3rd Edition. Newbury Park, CA: Sage Publications. This book has been a resource and training tool for countless applied researchers, evaluators, and graduate students. The 3rd edition has hundreds of new examples and stories illuminating all aspects of qualitative inquiry. This is the most comprehensive, systematic, and up-to-date review of qualitative methods available.

Shank, G. (2001). Qualitative Research: A Personal Skills Approach. Pearson Education: Upper Saddle River, New Jersey. Offers a conceptual framework for qualitative research and provides step-by-step exercises and discussion to develop the basic skills necessary. The book is approachable and easy-to-use, but based on a sophisticated and well-articulated philosophy. [Also see author's web site for .pdf downloads: <http://www.home.duq.edu/~shank/work.html>

Serrell, B. (1998). *Paying attention: visitors and museum exhibitions*. Washington DC, ASTC.

2002 User-Friendly Handbook for Project Evaluation (NSF 02-057)

Serrell, B. (1996). Exhibit Labels: An Interpretive Approach. Walnut Creek, CA: Alta Mira. Because of budgetary constraints, even small museums rely heavily on text to communicate ideas and concepts. This book should cover most of what you need to know. It is practical, easy to understand and loaded with examples.

Stake, R. (1995). The Art of Case Study Research. Thousand Oaks: Sage Press. This book provides an insight into the thinking of one of the most respected evaluation researchers. It is a good background read. The text leans to the qualitative side, but also respects the role of quantitative or categorical data.

Stern, E. (Ed.) (2004). Evaluation Research Methods. This collection, organized in four volumes, offers a complete guide to evaluations research methods.

Tashakkori, A., & Teddlie, C. (1998). Mixed Methodology: Combining Qualitative and Quantitative Approaches. Thousand Oaks, CA: Sage Publications.

Yin, R. K. (1994). Case Study Research: Design and Methods. Thousand Oaks: Sage Press. The Yin book makes a good review to contrast with Stake. Yin comes out of the tradition of experimental psychology, like the Stake book,

### **Other Books/Articles/Resources**

Bitgood, Stephen & Shettel, Harris H. (1996). An overview of visitor studies. *Journal of Museum Education* 21/3.

Falk, John H. & Dierking, Lynn D. (2000). *Learning from museums: Visitor experiences and the making of meaning*. Walnut Creek, CA: Altamira Press.

Gill, C. J. (1999). Invisible ubiquity: The surprising relevance of disability issues in evaluation. *American Journal of Evaluation*, 20(2), 279-289.

Giusti, Ellen (in press). Accessibility and Handheld Technology in Museums, in Digital Technologies and the Museum Experience: Handheld Guides and Other Media, Altamira Press.

Hein, George, (2005). The Role of Museums in Society: Education and Social Action. *Curator: The Museum Journal*, 48/4 pp.357-363.

Mathison, S. (2005). Encyclopedia of Evaluation. Thousand Oaks, CA: Sage Publications.

McLean, K. C. (1993). Planning for People in Museum Exhibitions. Washington, DC: ASTC. This has good advice on getting an evaluation program started.

Scott, M. and Giusti, E. (2006). Designing Human Evolution Exhibitions: Insights from Exhibitions and Audiences, Museums & Social Issues, Volume 1, Number 1, pp. 49-68. Left Coast Press, Inc.

## Journals

Visitor Studies: Theory, Research, and Practice - From 1992 to Present. Jacksonville, AL: Visitor Studies Association (VSA). These are proceedings from the VSA conferences and include lots of case studies and examples of different evaluation studies for different purposes. For more information and Tables of Contents contact the VSA office at [info@visitorstudies.org](mailto:info@visitorstudies.org)

Visitor Studies—a peer-reviewed journal published for the Visitor Studies Association by Routledge.

Curator: The Museum Journal –For over 49 years, this peer-reviewed publication has included studies of visitors and methodological articles and commentary. See [see [www.altamirapress.com/RLA/Journals/Curator/](http://www.altamirapress.com/RLA/Journals/Curator/)