

## Visitor Survey

### References:

Eilean Hooper-Greenhill and Theano Moussouri, "Making Meaning in Art Museums 1: Visitors' Interpretive Strategies at Wolverhampton Art Gallery,"

[http://discovery.ucl.ac.uk/52845/1/Making\\_meaning\\_1.pdf](http://discovery.ucl.ac.uk/52845/1/Making_meaning_1.pdf)

Some questions visitors have been asking the Brooklyn Museum:

<https://www.brooklynmuseum.org/ask>

Desai, P. and Thomas, A. *Cultural Diversity: Attitudes of Ethnic Minority Populations Towards Museums and Galleries*, Museums and Galleries Commission, London; and Harris Qualitative, (1998)

### Instructions

Your goal is to record 10 responses to your survey. It may take multiple tries at different times. The weekends are probably the days with the most traffic. You will need to record the responses with an audio recorder. You can check out an audio recorder from the Digital Media Center, or, with advance notice, I can reserve a recorder for you at the Center for Educational Resources. You can also use the recording app on your smartphone. Make sure to turn in all survey recordings to the instructor.

Position yourself in the gallery near the object you are researching. Approach every third person / group to enter the gallery.

### Survey (please follow this script consistently)

Hello, my name is .... and I'm a student at Johns Hopkins University. I'm doing research for a class and I'm interested in what your experience is like in this gallery of the museum. Would you mind if I ask you some questions? (Yes/No)

(If they don't mind)

I would like us to spend some time with this artwork and record your reactions to it. You can say anything you want about what you see and what you think about this artwork and this museum. There are no right or wrong answers. Anything you say will be useful for this research.

1. What comes to mind when you look at this artwork?
2. Can you explain what you mean? (and / or Can you tell me more about that? And / or Why do you think that? -> choose what feels more natural)
3. What else comes to mind when you look at this work?

4. Not everyone sees the same things in this artwork. What questions come to mind when you look at it?
5. What other things are you curious about when it comes to this artwork (or artworks more generally, or the museum)?

If they haven't read the label yet, please ask them to read it

1. What impressions of the artwork does the label give you?
2. What is it in the label that gives you those impressions?
3. What questions, if any, does the label answer for you?
4. What questions, if any, does the label raise in your mind?

"Thank you so much – to wrap up - I would like to ask you a few questions about yourself which will help me analyze my study."

Please record the responses to these in writing as well as with your audio recorder. It will make it easier to quantify your data.

1. Can I ask what year you were born?
2. Do you live in Baltimore? If yes, what neighborhood do you call home? If no, where do you live?
3. What brought you to the museum today?
4. Have you come to the Baltimore Museum of Art before? How many times? Do you have a favorite spot / gallery / artwork?
5. Did you ever study art? If yes, which art subject? How long?
6. Do you follow any publications or websites or social media on either art or museums (e.g. magazine, blog, Instagram etc...)? ....If yes, which ones? how often (e.g. regularly, occasionally)?
7. Do you watch any TV programs on art or listen to any radio shows on art? If yes, which one(s) and how often (e.g. regularly, occasionally)?
8. Have you ever worked or volunteered in a museum? If yes, which one?