Museum Education Monitor

My goal for MEM is to assist the development of theory and practice in museum education by providing a road map to new and current resources. If you like MEM and find it useful, please support my efforts by subscribing at http://www.mccastle.com If you are already a subscriber – thank you! Your financial support makes it possible for a free-lance worker to produce this publication.

I encourage you to share Museum Education Monitor with others within your immediate organization. Please do not forward the newsletter beyond this boundary.

May 2008

Contents: May 2008 Issue

Chris @Keukenhof Gardens, NL

A Word from the Editor – Making the strange familiar and the familiar strange

Earlier this month I was given the wonderful opportunity to visit Belgium and the Netherlands in the company of both my husband and my father, who was stationed there with the Canadian Army during WWII. During two weeks of "river cruising," I experienced just about every aspect of museum education and interpretation I have ever read or written about – from following seasoned tour guides to hearing organ music in a church reconstructed using the bricks of a bombed-out cathedral to beholding "The Night Watch" to witnessing the reminiscences of family and new friends about what it meant to live through a war. The strange became familiar – and the familiar strange. What a gift! I wish you all such an unsettling chance to rethink and reframe.

Chris Castle, Editor

Special thanks to Sandra Murriello (Brazil), Kris Wetterlund (USA) and readers like you around the world!

(1) Ongoing Research

Concepciones sobre adquisición y transmisión de conocimiento científico en investigadores dedicados a la divulgación. *Conceptions about scientific knowledge transmission and acquisition in researchers as science communicators* (Brazil)
Research questions: This study attempts to compare two science communication models through texts shown to high school students in informal contexts. After this we will analyse the impact of both models. The two models are based on a synthesis of communication theory, cognitive psychology, science communication in museums.
Data presentation: Papers, Proceedings.
Principal researchers: Astrid Bengtsson, Sandra Murriello, Anabella Procopio, Adriana Cascón, Carlos Gho, Lilia Dubini.
Sites:: Instituto Balseiro, Universidad Nacional de Cuyo, Argentina.
Time: May 2009
Contact: astrid@cab.cnea.gov.ar, sandramu@gmail.com
Key words: Communication models, text analysis, Nanotechnology,

UPDATES on research listed in earlier issues of MEM

Evaluation of Renaissance in the Regions-funded Education programme at Stoke-on-Trent Museums
Report by Kate Pontin. February 2008
"useful to practitioners in the field, especially regarding what teachers want, generic learning outcomes and impact of museum visits on children's and teachers' learning.
Contact: Claire Sandys, Curriculum Development Officer, Stoke-on-Trent Museums Education Service c/o Gladstone Pottery Museum Uttoxeter Road Stoke-on-Trent
ST3 1PQ tel: 01782 235390 or claire.sandys@stoke.gov.uk

Claire has kindly given permission to share this report with MEM subscribers. It will be available for download at http://www.mccastle.com/UserData/Stokeontrentreport2008.pdf until June 15, 2008. After that time please contact Claire directly as above.

(2) Online Journals

Arts Research Monitor
Vol. 7, #1
Theme: Arts Attendance / Performing arts
"four reports related to arts attendance, including an American study of the intrinsic impacts of performance attendance, a Canadian examination of the social impacts of performing arts attendance, a study of attendees' motivations, abilities and opportunities to participate, and a report on the demographic and cultural factors involved in performing arts attendance in Canada." http://www.artsresearchmonitor.com/arm_details.php?armUID=1110

The Evaluation Exchange
Volume XIV, #1&2, Spring 2008
Issue Topic: Building the Future of Family Involvement
http://www.gse.harvard.edu/hfrp/eval/issue35/

Museological Review
Issue 13, 2008
Includes:
- Mette Houlberg Rung, "Art Museums and Creative Citizens"
- Victoria Durrer, "Theoretical Perspectives in New Labour's Cultural Policy: Art Museums as Vehicles for Social Inclusion"
- Mary Stevens, "Immigrants into Citizens: Ideology and Nation-Building in the Cité nationale de l'histoire de l'immigration"
http://www.le.ac.uk/ms/research/phdmusrev.html

museum and society
march 2008, vol 6, #1
Includes:
- David Anderson and Viviane Gosselin, "Private and public memories of Expo 67: a case study of recollections of Montreal's World's Fair, 40 years after the event"
- Morgan Meyer, "On the boundaries and partial connections between amateurs and professionals"
http://www.le.ac.uk/ms/museumsociety.html

Network (Museum Education Roundtable)
Winter 2008
http://www.mer-online.org/publications/2008-winter.html

(3) Electronic List Discussions

MUSEUM-ED
[Thanks to Kris Wetterlund for supplying these summaries. For more info see the museum-ed archives at http://www.museum-ed.org/content/blogcategory/32/66/]

February 2008
Topic: Chaperone Information

A query for pre-visit information (online resources, paper handouts, etc.) specifically made for parent chaperones yielded online papers from the Visitor Studies Association:

Burtnyk, K. M., & Combs, D. J. (2005). Parent chaperones as field trip facilitators: A case study. *Visitor Studies Today,* 8(1), 13-20.
http://www2.informalscience.org/download/VSA-a0a5z9-a_5730.pdf

Parsons, C., & Muhs, K. (1995). Field trips and parent chaperones: A study of self-guided school groups at the Monterey Bay Aquarium. *Visitor studies: Theory, research and practice: Selected papers from the 1994 Visitor Studies Conference*, 7, 57-61.
http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a4k8-a_5730.pdf

and guides online at the National Constitution Center, one for each academic level (elementary, middle, high school) that include maps, an introduction to the museum, and two different types of activities (student self guided or teacher/chaperone led discussion trail).
http://www.constitutioncenter.org/visiting/GroupInformation/Download&Print.shtml

March 2008
Topic: Museum Manners

One Museum-Ed Discussion List member wrote about using a technique where visitors articulate guidelines for positive behavior in museum galleries: the docent, students, teachers, and chaperones take five minutes to collectively list the things that are important to help us all take care of the artwork and develop an atmosphere of respect and open sharing. Others shared techniques where children are asked to watch the adults to make certain they follow museum rules, and asking groups to compare a museum visit to "calling on the King," and exhibit culturally suitable manners of behaving when visiting royalty. This approach is recommended for historic house museums, for art and science centers it may not be appropriate.

Kris also writes:
"I've just put up a new blog about my technology presentation at the National Art Education Association's Museum Division Pre-Conference at www.museum-ed.org. In addition, there are many new resources including the winners of AAM's museum label writing competition in 2002 and 2004, and a bibliography from David Ebitz's NAEA session: What's My Theory?"

(4) Recent Reports

Report on Museums and Galleries Marketing Day
Arts Marketing Association, Imperial War Museum, London, 20th February 2008
Includes:
- Jerry Yoshitomi, "The transaction between the public and the museum or gallery and frameworks for increasing participation"
http://www.a-m-a.org.uk/images/downloads/MMG08report.pdf

Examining the Impact of Learning Objects in Secondary School
Robin H. Kay and Liesel Knaack, University of Ontario Institute of Technology, April 2008
"…examined the impact of learning objects from the perspective of 850 students and 27 teachers (50 classrooms) of science, mathematics, or social science."
Keywords: evaluate, assess, quality, scale, secondary school, high school, learning object
http://www.ccl-cca.ca/NR/rdonlyres/1E9D422E-0730-4A8C-8003-62D385AD8986/0/KayFinalReportSL2006.pdf

(5) Online Resources

Building Evaluation Capacity
by Beatriz Chu Clewell, Patricia B. Campbell, The Urban Institute. January 2008
"This two-guide set for evaluators and others interested in evaluation grew out of a National Science Foundation funded effort to improve cross project evaluations.."
http://www.urban.org/url.cfm?ID=411651

Thinking about...Community participation
Heritage Lottery Fund, UK April 2008
A guide to creating, developing and evaluating projects involving community participation.
http://www.hlf.org.uk/HLF/Docs/HelpingYourApplication/Thinking_about_Community_participation.pdf

Museums Learning 2.0
"new online course found in the Canadian Heritage Information Network (CHIN) Knowledge Exchange. … offers 14 practical, step-by-step exercises that guide users through the creation of blogs, podcasts, wikis, RSS feeds and other online communications tools typically referred to as Web 2.0 applications. http://www.chin.gc.ca/ATutor/login.php

Museum Audience Insight
Blog on audience research, trends, observations from Reach Advisors and friends. Recent focus on outdoor history museums. http://reachadvisors.typepad.com/museum_audience_insight/

Science Center at School
Amito Haarhuis from the Science Center NEMO in Amsterdam, the Netherlands, describes a project that challenges pupils aged 11-12 to design and create their own exhibits*.*
http://www.scienceinschool.org/2008/issue8/pencil/

Personal meaning making in museums
An interesting tale of an experience at Seattle's Museum of Science & Industry
http://americandigest.org/mt-archives/american_studies/in_the_museum.php

A Conversation with Kathleen McLean
"…about what today's museum audiences expect in an exhibition, current trends in exhibitions from across the nation, and the future of museum exhibitions." Recorded videocast.
http://museumstudies.si.edu

Museums and the Web Online Bibliography
With the addition of the papers published for Museums and the Web 2008, the on-line bibliography now numbers over 1,200 sources.http://conference.archimuse.com/researchForum/

Museums, Libraries and Archives Council UK Research Resources
This site gives you access to hundreds of research and evaluation publications commissioned and undertaken by the MLA. It also includes case studies on how these sectors are delivering

outcomes-focused activities and allows you to interrogate and manipulate the most important datasets for the sector http://research.mla.gov.uk.

Museums Have Visitors: They Don't Serve The Wishes Of Market Analysts
April 10th, 2008
Interesting response by Australian Des Griffin to articles by Bob Janes and Max Anderson in recent issue of *Curator.* An example of the online international dialogue that is emerging in our professional sphere.
http://desgriffin.com/2008/04/10/visitors-markets/

(6) Print Journals

[Editor's Note: An URL listed in this section provides a link to the journal, not to the article itself. Articles in print journals are available by subscription to that journal, by online purchase of the article, or through museum and university libraries. I encourage you to subscribe. I provide an abstract wherever possible to assist MEM readers in your choices. As well, many journals offer a free sample if you check the website. CC]

ALHFAM BULLETIN (Association for Living History, Farms and Agricultural Museums)
Vol. 38 #1, Spring 2008
- Brittany Lewis, "Teaching about choice: Museum interpretation as environmental activisim" p. 21-24
- Katie M. Hill, "From cradle to grave: Interpreting 19th century women's community connections through the role play of a midewife" p. 25-27
 http://www.alhfam.org/index.php

EDUCATION AND URBAN SOCIETY
Vol. 40 #4 2008
- Kanevsky, Lannie; Corke, Michael; Frangkiser, Lorri, "The Academic Resilience and Psychosocial Characteristics of Inner-City English Learners Participating in a Museum-Based School Program" p 452-475
School in the Park is a museum-based intervention intended to nurture the resilience of inner-city students in third grade to fifth grade. The academic resilience and personal development of participants were compared to those of nonparticipants for 2 years. Although the groups differed in academic resilience for the duration of the study, they did not differ in their positive self-perceptions of three psychosocial variables (character, self-efficacy, and attitude toward school). The only significant difference between groups was in academic self-concept; program participants' and younger nonparticipants' ratings were stable, whereas those of the older nonparticipants declined. All groups' attitudes toward school declined. The independence of these two sets of measures was an unexpected finding, as they have been highly correlated in the majority of previous studies." http://eus.sagepub.com/

THE INFORMAL LEARNING REVIEW
Vol. 88, January-February 2008
- Jocelyn Dodd, Sheila Watson, and Sheri [sic] Jones, "Museums helping young people to engage, learn and achieve"

Report on new study by the Research Centre for Museums and Galleries (RCMG) at the University of Leicester, UK. Draws on "the experiences of 9 schools visiting 5 museums and one archive in the East of England region to find that 60% of pupils experienced an increase in their marks for the museum-related assignments compared to previous assignment marks."
- W. Scott Heath, "Social networking and museums: A primer"
http://www.informallearning.com/ilr-about.htm

JAM (Arts Marketing Association)
#29, April 2008
- Peter Fisk, "Marketing Science"
"extract from *Peter Fisk's* bestseller *Marketing Genius* explores neuro marketing"
- AMA salary survey
- Peter Fisk, "Getting the message across"
"explores how audiences need to be engaged, and how they need structure and a story"
- Taryn Ozorio, "Why yes, our print is accessible"
"explains that accessibility cannot be measured in absolutes"
http://www.a-m-a.org.uk/index.asp

MUSEUM MANAGEMENT AND CURATORSHIP
Vol. 23, #2, June 2008
Includes:
- Lynn Uyen Tran, "The work of science museum educators"
"findings from an interview study with 24 educators from 10 museums in England. The investigation looked at how educators *characterise their work* and how their *work is organised.* The analytical framework of this investigation draws on sociological discussions on professionalism. The findings show that there is shared conception of what museum educators do and that a technical language to talk about their work is emerging. However, further development may be effected by the diversity in educators' educational backgrounds. Furthermore, the way work is divided in some (large) institutions directly challenges the integrity and expert knowledge of the practitioners, which may ultimately impede the occupation from truly becoming a profession."
- Emily Hertzman; David Anderson; Susan Rowley, "Edutainment heritage tourist attractions: a portrait of visitors' experiences at Storyeum"
Edutainment heritage tourist attractions (EHTAs) are a hybrid form of attraction that seek to create a synergy between the educational value and the entertainment value of their heritage contents by using multimedia technologies. …This study investigates visitors' experiences at this emergent form of attraction. Interviews with tourists at Storyeum, an EHTA in Vancouver, Canada, potentially reveals that EHTAs may be important sources of historical information and that tourists actively and critically engage with heritage representations at these attractions."
- Denise Cole, "Museum marketing as a tool for survival and creativity: the mining museum perspective"
"considers the contribution that marketing can make to museum survival strategies and, in particular, the application of marketing tools to mining heritage museums." Keywords**:** museum marketing; museum management; museum earned revenues; mining heritage; mining museums
http://www.informaworld.com/smpp/title~db=all~content=t770943820~tab=issueslist

READING TEACHER,
Vol. 61 #8 May 2008
Includes:
- A. Jonathan Eakle & Brooke L. Dalesio, "Museum Literacies of a Second-Grade Classroom"
"Concepts of museum literacies are introduced in this report. Information is presented for how museum literacies were initiated, designed, and produced in a second-grade classroom. Findings show how participants took up museum literacies differently, including their uses of printed texts and other communicative forms. Two short case studies are presented that suggest how museum literacies can be engaging and transforming for students. Suggestions of how to use museum literacies are provided for educators, online museum resources are included. These practices suggest creative possibilities to teach literacies while covering subject area content and addressing school curricular standards."
http://www.reading.org/publications/journals/rt/index.html

TEACHING IN HIGHER EDUCATION
Vol. 13 #3 June 2008
Includes:
- Gabriel, John, "Refugee Community Oral Histories: Issues in Pedagogy and Curriculum Development" p265-277
"explores a community-based project documenting the histories of 15 refugee communities in London with a major exhibition at the Museum of London. While the focus of the article is concerned with the educational aspects of the project, an important argument suggests the inseparability of educational and pedagogic issues from a wider set of political influences. The article begins with an overview of the Refugee Community Histories Project, followed by a more detailed discussion of the postgraduate courses that made up its educational component and concludes with a reflection on the tensions arising from the differing priorities and interests of the project's participants. (Contains 10 notes.)"
http://www.tandf.co.uk/journals/carfax/13562517.html

THEORY INTO PRACTICE
Vol 47 #2 Apr 2008
- Kris Wetterlund, "Flipping the Field Trip: Bringing the Art Museum to the Classroom" p110-117
"examines the current landscape of online art museum educational resources and provides examples of the creative ways that teachers are using these resources in the classroom."
http://ehe.osu.edu/tip/

VISITOR STUDIES
Vol.11 #1 January 2008
Includes:
- Alexa Reynolds Delbosc, "Social Identity as a Motivator in Cultural Festivals" p. 3-15
"explores some of the reasons people visit cultural festivals at the Immigration Museum in Melbourne, Australia, … it was found that social identity played a role in why people chose to visit, especially for community members and at the festivals of communities that were relatively new to Melbourne."
- Herman du Toit & Brigham Dye, "Empathic Dramatic Engagement as a Metaphor for Learning in the Art Museum" p. 73-89

"reports on a qualitative study that identified empathic dramatic engagement as a powerful lens for understanding how visitors learn in the art museum. Visitor responses to two art exhibitions reveal that visitors construct their own meaning-making narratives through a creative process of concept formation and imaginative elaboration (play). It is argued that visitors actively seek significant meaning through empathic engagement (identification) with selected exhibition elements in a manner similar to the way in which theater audiences identify with, and make meaning of, dramatic performances. Although these narratives are idiosyncratic in nature and rooted in the visitors' own memories and past experiences, it was found that visitors tend to conceptualize significant exhibition experiences in terms of basic elements of drama: character, plot, dialogue, and setting. The study also found that willing suspension of disbelief on behalf of the visitor is central to learning in the art exhibition setting, as it is in the theater. These findings confirm that the performative nature of the art museum environment is essentially evocative, and that art exhibitions lend themselves to empathic dramatic engagement."
http://www.informaworld.com/smpp/title~content=t773235895~db=all

(7) Recent Theses, Dissertations & Major Papers

 [To order, see UMI ProQuest Dissertation Express http://wwwlib.umi.com/dxweb/gateway]

Benjamin, Nora J., 2007. **Building understanding in a museum exhibit: Effects of event preparation on caregiver-child collaboration and children's learning**. PhD. Loyola University Chicago, 150 pp. Advisor: Haden, Catherine A.

Zeman, Katie. 2008**. The "Y" And How Of Generational Differences And Tour Guide Recruitment**. M.A..Royal Roads University. Contact the author ZemanK@parl.gc.ca

(8) New Books & Media

Open air museums – the history and future of a visionary idea
by Sten Rentzhog, Jamtli Publishing 2008
"In April 2007 leading staff members from Open Air Museums all over the world met at Skansen in Stockholm, Sweden for discussions about the future of this very special kind of museum. This anthology captures the main questionss which were discussed trough the papers presented at the conference." http://www.jamtli.com/english/4514.open_air_museums.html

Engaging Art: The Next Great Transformation of America's Cultural Life
Steven J. Tepper and Bill Ivey, ed. Routledge, 2008
"explores the many ways that Americans participate in the arts today. The authors argue that a new commitment to arts participation in everyday art-making, creativity, and quality of life will not only restore the lifelong pleasure of homemade art, but will seed a new generation of arts enthusiasts."
http://ww2.americansforthearts.org/vango/core/orders/product.aspx?catid=5&prodid=848

Exhibition Experiments
Sharon Macdonald & Paul Basu, ed. Wiley-Blackwell, 2007
*"*considers experiments with museological form that challenge our understanding of - and experience with - museums.

- Explores examples of museum experimentalism in light of cutting-edge museum theory
- Draws on a range of global and topical examples, including museum experimentation, exhibitionary forms, the fate of conventional notions of 'object' and 'representation', and the impact of these changes
- Brings together an international group of art historians, anthropologists, and sociologists to question traditional disciplinary boundaries
- Considers the impact of technology on the museum space
- Tackles a range of examples of experimentalism from many different countries, including Australia, Austria, Germany, Israel, Luxembourg, Sweden, the UK and the US
- Examines the changes and challenging new possibilities facing museum studies

http://ca.wiley.com/WileyCDA/WileyTitle/productCd-1405130776,descCd-description.html

Museum Revolutions How museums change and are changed
Simon J. Knell; Suzanne MacLeod; Sheila Watson, ed, Routledge, UK September 2007
",,, chapters reveal the diverse and subtle means by which museums engage and in so doing change and are changed. The authors span over 200 years discussing national museums, ecomuseums, society museums, provincial galleries, colonial museums, the showman's museum, and science centres. Topics covered include: disciplinary practices, ethnic representation, postcolonial politics, economic aspiration, social reform, indigenous models, conceptions of history, urban regeneration, sustainability, sacred objects, a sense of place, globalization, identities, social responsibility, controversy, repatriation, human remains, drama, learning and education."

http://www.informaworld.com/smpp/2095078750-11607847/title~content=t782834855~db=all

The power of touch : Handling objects in museum and heritage contexts
Elizabeth Pye, Left Coast Press, 2008
"Despite the fact that we have a range of senses with which to perceive the world around us, museums and other cultural institutions have traditionally used sight as the main way to convey information. In everyday life, though, we use touch constantly in conjunction with sight. Why, then, does it play so small a role in the study and enjoyment of museum objects? Contributors to this volume explore how the sense of touch can be utilized in cultural institutions to facilitate understanding and learning."

http://www.lcoastpress.com/book.php?id=119

(9) Calls

"The Great Interpreter Contest"
Think youre a great interpreter? The National Association for Interpretation is giving you a chance to prove it. "The Great Interpreter Contest" will feature 5- to 10-minute videos of interpretive presentations. NAI invites all interpreters (whether youre officially called a naturalist,

historian, docent, educator, or whatever) to submit a video of your best work to *YouTube*.
www.interpnet.com/video

Education Program Development Process
At ASTC 2007 in Los Angeles, two colleagues and I [Ben Dickow] began a project to try and bring together the field's thinking about the education program development process. That session was a kick-off to a multi-year(?) or, at least, multi-occurrence conversation that will result in some sort of documented process(es), we hope. It's been awhile since ASTC … and I am sending this note out to any one who thinks this may be fun to participate in and who wants to send me your contact info. Please send your info to this address:
edprogramdevelopmentprocess@gmail.com

NaMu- Making National Museums
A series of Marie Curie-funded international workshops comparing institutional arrangements, narrative scope and cultural integration. Second call for participation for Workshop 5.
Re-imagining the National Museum: Traditional Institutions in an era of technological change
University of Leicester, UK, 16-18 June 2008.
Note - At the time of publication there were still FUNDED places open for PhD students and postdocs
http://www.namu.se/images/Docs/namu%20v%20leicester%20second%20call.pdf

2008 Conference for Community Arts Education
The National Guild of Community Schools of the Arts is seeking session proposals for its 71st annual Conference for Community Arts Education, to be held in October 2008.
Deadline: May 31, 2008
http://www.communityartsed.org/index.cfm

Interpretation Australia Association (IAA)
Adelaide, South Australia on October 27-29 2008. The conference theme is *Hearts and Minds – connecting the rational with the emotional to create more powerful visitor experiences*.
Deadline for proposals: May 30, 2008
http://www.sapro.com.au/IAA.htm

Seeing... Vision And Perception In A Digital Culture
CHArt (Computers and the History of Art) 2008 Conference
Thursday 6 - Friday 7 November 2008
(central London UK venue to be confirmed)
Deadline for proposals: May 30, 2008
www.chart.ac.uk

(10) Professional Development / La Formation Professionnelle

May 29th at 3:00PM EST, 12:00PM PST
Igniting Community Action for Arts Learning, *Free webinar*. To RSVP, please contact Dana Nachbar at 914.833.7093 or dnachbar@douglasgould.com

31 May 2008
Scottish Art College Collections & The History Of Art Education In Scotland
Stirling Smith Art Gallery & Museum, Dundee, Scotland
m.h.jarron@dundee.ac.uk

June 4, 2008
Digital Democracy in Exhibit Design
to engage the museum community in a larger conversation about the role of technology and open-source philosophy in collaborative exhibit design. Tour the new exhibition in Second Life, talk with the outside creators and advisors to The Tech Virtual, and join in a lively roundtable discussion about the future of exhibit design. *Free* but you must pre-register. http://thetechvirtual.org/news/june-4-summit-invitation

5 June 2008
All grown up: exploring adult learning
London Transport Museum, London, UK
http://www.museumsassociation.org/events/grownup

8-11 June 2008
The International Conference on the Inclusive Museum
National Museum of Ethnology , Leiden, the Netherlands
http://z08.cgpublisher.com/

19 June 2008
Uk Museums On The Web Conference 2008
'Integrate, Federate, Aggregate: Making Collections Connect Online'
Henry Wellcome Building, University of Leicester, UK
Organised by the Museums Computer Group
http://www.museumscomputergroup.org.uk/meetings/2-2008.shtml

June 20-21, 2008
A+DEN--the Architecture + Design Education Network
Chicago, IL, USA
http://www.adenweb.org/conference2008

23 June to 25 June 2008
First Steps in Science for Adults - a joint NIACE / National Science Learning Centre residential conference
National Science Learning Centre, York, UK
Target audience: Post-16 practitioners who teach, or who are interested in teaching science to adults and curriculum managers
www.slcs.ac.uk/national/nat39

25-28 June, 2008
Communicating the Museum – Communication Strategies
Venice, Italy
http://www.communicatingthemuseum.com/programme.html

29-31 July, 2008
Why?: Discovering the Secrets of Public Behaviour and the Arts
Arts Marketing Association, UK
The Sage Gateshead, UK
http://www.a-m-a.org.uk/conference08.asp

August 3-8, 2008
TIME 2008/ Teaching Institute in Museum Education
The School of the Art Institute of Chicago, Chicago, IL, USA
Please submit applications by June 10, 2008.
http://www.saic.edu/continuing_studies/teacher/index.html#time

Tuesday 2 September – Friday 5 September
Heritage Learning and Social Change
Group for Education in Museums (GEM) Conference 2008
Medway, Kent, UK
www.gem.org.uk

(11) The Last Word

[Explaining "museumitis"] In a museum, as opposed to in a church or school, the tempo of the experience is controlled not by the person orchestrating the event but by the visitor himself [sic]; and thus a heavy burden of decision-making falls upon the visitor, who must decide to move on or stay, to avoid the crowd or be pushed on at a difficult pace, to read or not to read the labels, to glance or study the exhibits.

Nelson Graburn, "The Museum and the Visitor Experience" in Nichols, Susan K., ed. 1984. Museum Education Anthology:1973-1983. Washington, D.C.: Museum Education Roundtable