

visitor research
Besuchersforschung
recherche sur les publics

non-visitor studies
Nichtbesucher-Befragung
études de non-publics

evaluation
front-end | formative | summative
Evaluation
vorab | formativ | summativ
évaluation
préalable | formative | sommative



Dr. Stéphanie Wintzerith

Jahnstrasse 1
D- 76133 Karlsruhe

Tel. +49 (721) 75 40 812
swi@wintzerith.de
www.wintzerith.de

Surveys

1. How well do you know your audiences?

- very well
- well
- not well enough

2. Which information about your audiences do you need to know?

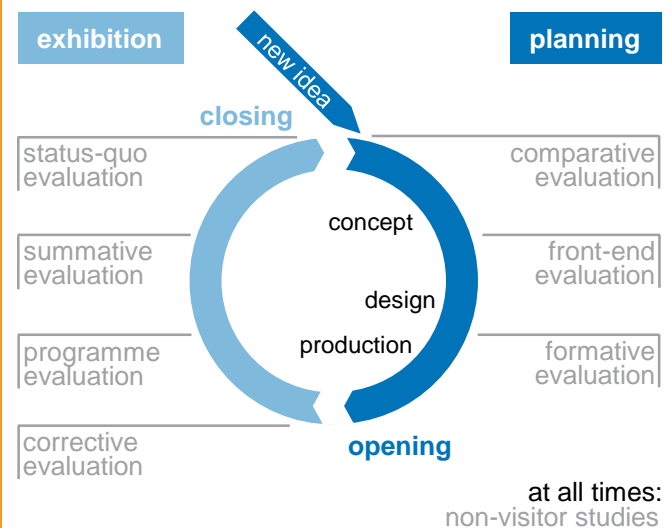
(several answers possible)

- audience structure
- reason(s) of visit
- expectations
- behaviour in the exhibition
- use of hands-on exhibits
- visit experiences
- satisfaction

3. Other questions I will explore for you:

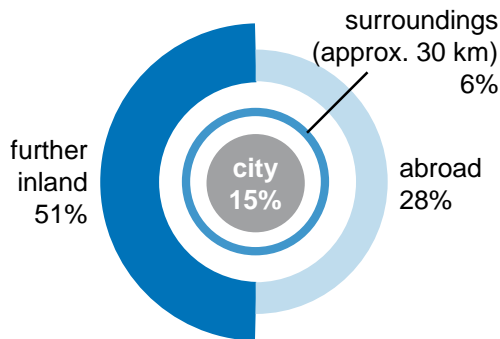
Methods

Evaluation in the life-cycle of an exhibition

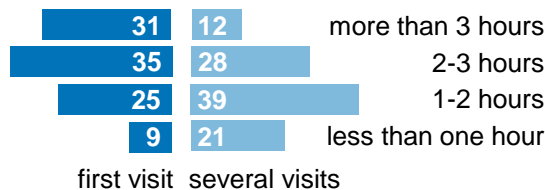


Findings

Catchment area



Duration of visit



References

4. Museums and cultural institutions I have already worked with (selection):

(several answers possible)

- Abbaye aux Dames, Saintes (F): large scale audience survey
- Senckenberg Naturmuseum, Frankfurt (D): evaluation of an intercultural project
- Le Vaisseau, Strasbourg (F): (potential) German visitors
- eMotion – mapping museum experience, St. Gall (CH): member of the researchers' team
- Association Rhône-Alpes des Conservateurs, Lyon (F): a cross-border museums-pass for three countries?
- Option Culture, Paris (F): tourist information desks in Berlin and Munich
- Senckenberg Naturmuseum, Frankfurt (D): visitor surveys

5. The next institution to join this list is:

- your museum
- your cultural institution