Assessing Visitor Behaviour and Attitudes in the medien.welten Exhibition

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Exhibition Concept
- Permanent exhibition on history and evolution of media
- Combination of original exhibits and information space
- Networked information system of interactive installations
- Individual visit with the souvenir-card (smart.card)

Evaluation Concept
Quantitative Methods
- Statistical analysis of visitor behaviour
- From automatically generated data and logging of interactions

Qualitative Methods
- 30 interviews (half-structured)
- 16 hours of open-ended observation

Complementary combination of both approaches
- Contextual background information eases interpretation of quantitative results
- Crosswise verifying of results
- New questions for observation and statistical analysis

Different types of visitors:
- Short stroll (15 min.)
- Historically interested
- Nostalgia
- New media and games
- Computers and computer history
- School classes

Age and interest groups prefer different installation types:
- Elderly people seek used digital media
- Children rarely take notice of traditional exhibits
- Only hands-on interactive lead by all groups

Evaluation Results
- Newsroom, aspects and digital room are the most popular stations
- Anonymous visitors spend more time on browsing the Internet and playing network games
- Guided tours are most frequently used to access the digital backpack and recommendations
- People want visual guidance and not a separate guide system
- Some stations have usability glitches (touchscreen offset, navigation)
- For some installations one must take time (learning curve, complexity of content)

Public “performing” in the Newsroom was common and no problem