



Using Websites to Extend Museum Visits

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Museum of Science Case Studies

- *Star Wars: Where Science Meets Imagination* Tour Bookmarking
- “Baseball Stories” User Generated Content



Star Wars: Where Science Meets Imagination Tour



- Add-on multimedia tour
- Listen and watch video and audio in the exhibition
- Send bookmarks to email address with more content




Star Wars: Where Science Meets Imagination Bookmarking

Your Exhibit Bookmarks - Thunderbird

File Edit View Go Message Tools Help

Get Mail Write Address Book Reply Reply All Forward Delete Junk Print Stop

Subject: Your Exhibit Bookmarks
From: Museum of Science <sonja@shmproject.com>
Date: 10:42 AM
To: sonja@shmproject.com



YOUR EXHIBIT BOOKMARKS

Thank you for visiting *Star Wars: Where Science Meets Imagination* at the Museum of Science.

Below is the link to the content you selected when using the Multimedia Tour. [Access your bookmarks](#)

Enjoy your Online Exhibit.

And may The Force be with you.

Please Note: This email was auto-generated through the Multimedia Tour of the *Star Wars: Where Science Meets Imagination* exhibition. Your email address was entered by you, or someone else, as the recipient for these bookmarks. Your email address will not be used or stored by us or by any third parties after this message.

All Star Wars ® images and logos © Lucasfilm Ltd. All Rights Reserved. Used Under Authorization. Email copy and design © Museum of Science. All rights reserved.

MoS | Star Wars Bookmarks - Jawas and Sandcrawlers - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.mos.org/doc/1820?08DF16/3FFFFF

Getting Started Latest Headlines support.microsoft.c...



YOUR BOOKMARKS

- BUILDING COMMUNITIES
- MAGLEV DESIGN LAB
- MOLLER SKYCAR
- THE MILLENNIUM FALCON
- LIGHTSABERS
- KASHYYYK
- ROBOT VISION
- LUKE'S LANDSPEEDER
- YODA
- JAWAS
- LIVING ON TATOOINE

Nomads no more

Nomads no more | Dressed for the desert | Water loss | Minimum water requirements | Global water needs

The Jawas' costumes are based upon the clothing worn by traditionally nomadic Bedouin people, Arab desert dwellers who live in the Sahara, the Negev, and the Sinai and Arabian peninsula. ("Bedu" in Arabic means "inhabitant of the desert".) The Bedouins' traditional nomadic way of life rapidly vanished in the late twentieth century.



Star Wars Jawa

Dressed for the desert

The robes worn by the Jawas resemble the Bedouin *jalabiy-ya*, a long, hooded robe that is worn in both rural and urban areas, usually made from a coarse wool from sheep and goats. They also wear a long, loose-fitting white tunic that allows air to circulate but slows dehydration by preventing sweat from escaping too quickly.



Bedouin Man™

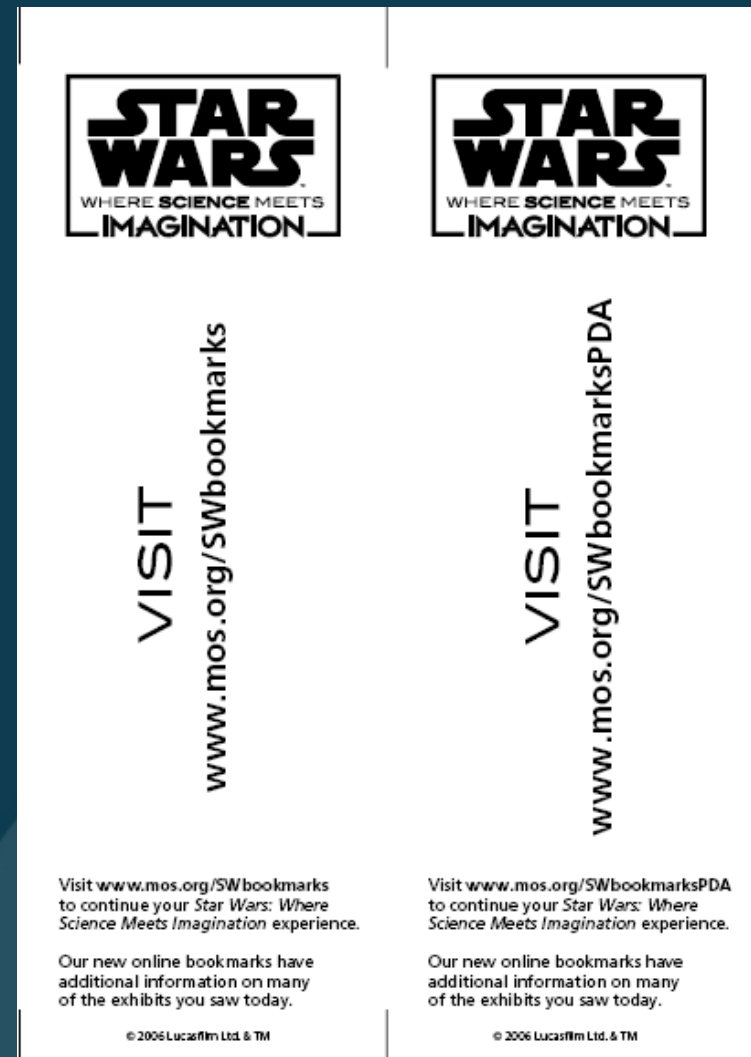
Water loss

Such clothing makes good sense in hot, arid environments. Water retention is critical to survival. We lose water from the body in three different ways: sweating, excretion, and breathing. What are minimum human water requirements for survival? The answer depends on several factors: where you live, activities you are engaged in, body size, and even food intake.



Evaluation Methods

- Web statistics
- Online survey of bookmark users
- Ad hoc study
 - Hand out paper bookmarks
 - Check web statistics





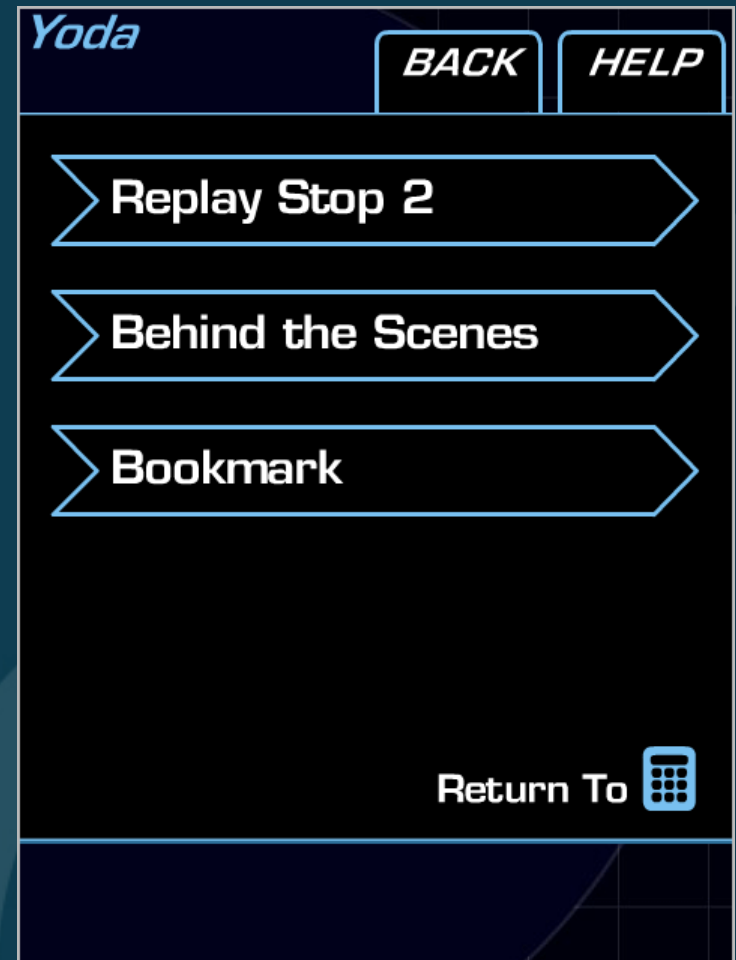
Who used the bookmarks and why?

- Users were:
 - Only a small percentage of tour users
 - Dedicated Museum of Science visitors
 - Big “Star Wars” fans
- Bookmarks were used to:
 - Learn more about “Star Wars” content
 - Continue the exhibition experience



What prevented visitors from using the bookmarks?

- Not understanding the value and purpose of the bookmarks
- Feeling that there was no reason to extend the exhibition experience
- Not having time to create the bookmarks





Effectiveness of bookmarks in extending the visit

Successful Aspects

- Allowed a continued experience
- Extended learning
- Reinforced content

Unsuccessful Aspects

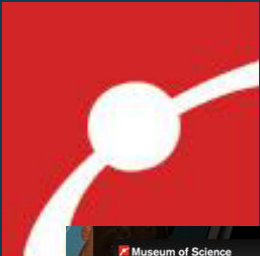
- Under-utilized
- Value/purpose unclear
- Repetitive content



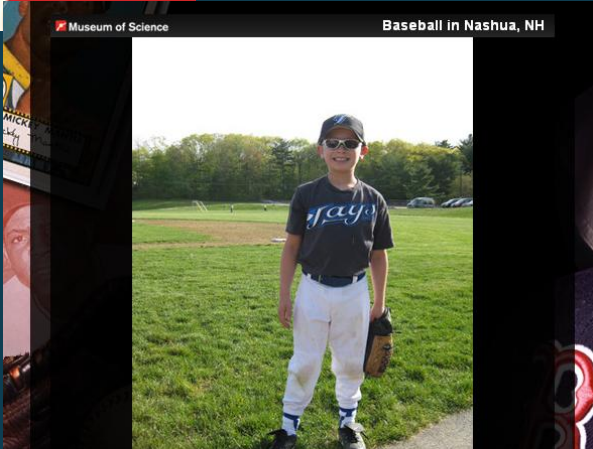
“Baseball Stories” User Generated Content

- Website and Exhibit
- On website
 - Sign up to create a profile
 - Create picture or video stories
 - View stories
- At exhibit
 - Send a reminder email
 - Cue stories you’ve created
 - View stories





“Baseball Stories”



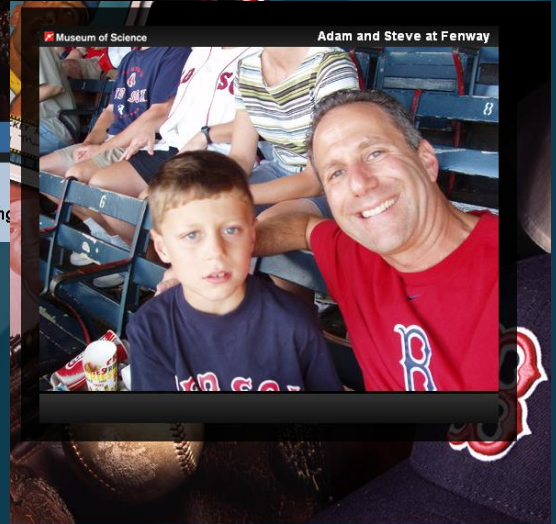
User: [Mark and Zach](#)
Baseball in Nashua, NH
372 Views



[Science](#)
...y remembers watching
...rother.



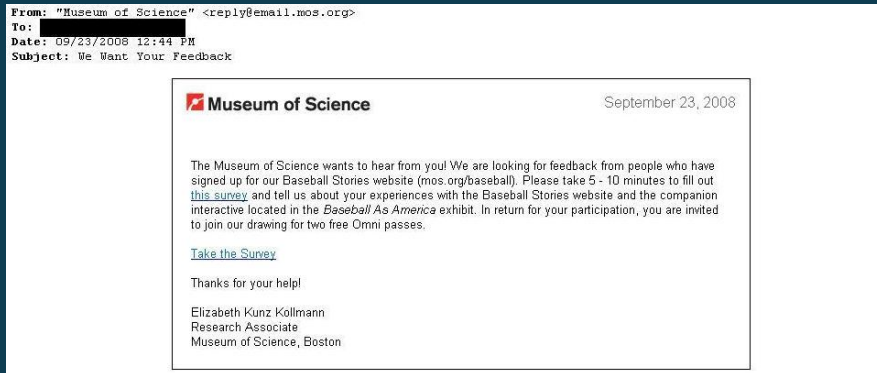
User: [Museum of Science](#) [Return to project page](#)
The Museum's Mike Horvath recalls his chance to throw a hairy fastball.



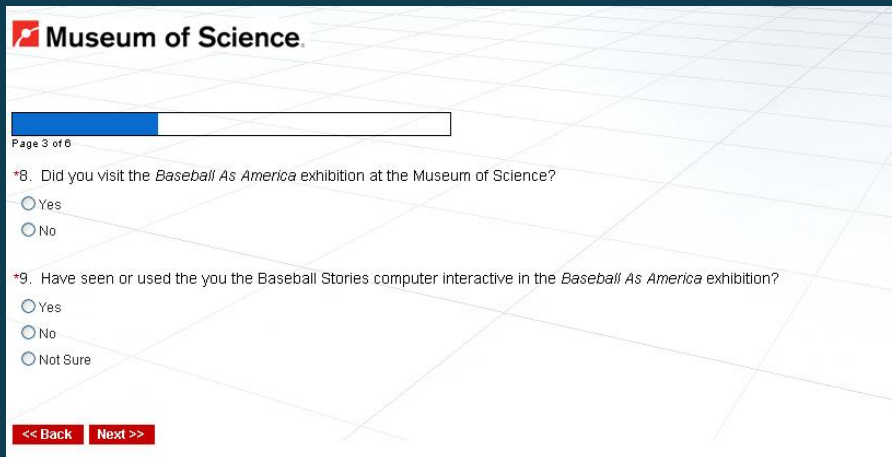
User: [\[redacted\]](#) [Return to project page](#)
During their first trip to Fenway, Adam and Steve pose for the camera
578 Views



Evaluation Methods



- Online survey of people with profiles
- Categorization of website stories
- Observations of exhibit use
- Surveys from exhibit users





Who created “Baseball Stories” and why?

- Users:
 - Heard about it from the Museum of Science
 - Had posted content before
 - Wanted to see their stories in the exhibition
- Stories were posted to:
 - Involve their family and friends
 - Show their love of baseball
 - Share their anecdotes



What prevented visitors from creating “Baseball Stories?”

- Feeling they didn't have a story to tell
- Not being interested in posting a story

Museum of Science | Creativity and Collaboration Center

SIGN UP | LOG IN | CREATE HOME | MOS HOME

Baseball Stories

Part of the Baseball As America Exhibit

Getting Started | Baseball As America | Project Home | View All

All Media for Baseball Stories

By Date | By Views

	My Pilgrimage to Dodgertown by Dodger Fan on the Money Coast 865 views		American Star by Monty 853 views		Stephen at Fenway by Godetto 862 views
	2004 world series by sal 897 views		Adam at the Red Sox Wall of Plaques by Cassie Mendes 874 views		Adam and Steve at Fenway by Cassie Mendes 871 views
	Adam and Steve with The Trophies by Steve Mendes 782 views		First Sox Game by First Sox Game 816 views		2008 Melrose Federal Braves by Joseph Crain 759 views
	The Fenway Tour by The Godetto Family 776 views		Yankee Stadium by The Godetto Family 730 views		First Fenway Trip by GUY 584 views
	NYC with Dad by Mark and Zach 612 views		The New Yankee Stadium by Mark and Zach 645 views		Baseball in Nashua, NH by Mark and Zach 609 views

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 Next

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Internet 100%



Effectiveness of “Baseball Stories” in extending the visit

Successful Aspects

- Created a visitor community
- Interested visitors in posting content
- Drove exhibition visitation

Unsuccessful Aspects

- Limited to visitors familiar with posting
- Engaging only to baseball fans
- Didn't encourage post visit use



In conclusion

- The reach of off-site media is limited...
- ...BUT when thoughtfully used, off-site media have the potential to extend the pre and post visit