Hello. We are asking people today about what they thought of the exhibition you just left. There are no right or wrong answers, just your opinions. Your answers will be completely anonymous. It will only take about 5 minutes and you will really be helping the museum.

1 Did you come to the museum today particularly to see [the exhibition]? __No __Yes

If yes: Do you remember where you heard about it? __No ______Yes: Can you tell me where:

__Personal recommendation __In the Museum __Internet __Other:______________________________

2 When you tell a friend or family member about this exhibition, how would you explain what the ToL represents?

3 (Show cladogram) Here is a diagram showing a small part of the scientific Tree of Life. Does it show that a mushroom or a flower is more closely related to a human? __mushroom __flower; How can you tell?

4 I am going to read you pairs of words; please tell me which of them you think applies to the ToL. If you are not sure, just let me know.

__Old technology or __Cutting edge __Not sure

__Still growing or __Basically complete __Not sure

5 What was the highlight of the exhibition for you? (What part did you like best?)

5a why did you like that?

6 Did you see anything in the exhibition that surprised you? __No ______Yes:

6a what was it?

6b Why did it surprise you?

7 Please tell me if you agree or disagree with the following statements. If you are not sure, let me know.

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Disagree</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>The exhibition showed me that new scientific discoveries are being made that change the ToL.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The exhibition made me realize that it takes a very powerful computer to work on the ToL.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>The exhibition illustrates that a dinosaur is more closely related to a hummingbird than to a crocodile.</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
8 Can you think of any practical uses for the ToL?  __No__ Yes:
8a What are they?

9 Some people like to read about the exhibits, some don’t. About how much did you read in this exhibition? (Interviewers read choices):
   __Almost everything  __About half  __Just a little  __Nothing at all

9b If visitor read anything: Was the writing easy or difficult to understand? (Interviewers do not read choices)
   __Easy  __Difficult  __Some of each

9c Do you think there was too much to read, too little or about the right amount?
   __Too much  __Too little  __About right

10 We would like to know if visitors watch the videos or use interactive computers in the exhibition:
10a Did you watch the film at the beginning of the exhibition?  __Yes, all of it  __Yes, some of it  __No
10b Did you watch the video about uses of the ToL?  __Yes, all of it  __Yes, some of it  __No
10c Did you use the interactive computer game about the cat?  __Yes, all of it  __Yes, some of it  __No
10d Is there anything you would like us to know about any of those exhibit elements, either good or bad?

11 Could you tell me one thing you learned in this exhibition that you didn’t know before?

Now something about you so we can know our visitors better:
Respondent is  __Male  __Female

<table>
<thead>
<tr>
<th>Your age</th>
<th>Your Residence</th>
<th>Are you visiting...</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-13</td>
<td>14-18</td>
<td>New Haven area</td>
</tr>
<tr>
<td>19-39</td>
<td>40-59</td>
<td>Other Connecticut</td>
</tr>
<tr>
<td>60 and over</td>
<td></td>
<td>Other USA:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>International:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How many children under age 18 are with you today?</th>
<th>Ages:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you feel very well informed, moderately well informed or poorly informed about scientific discoveries and technology?</td>
<td>__Very well informed  __Moderately well informed  __Poorly informed</td>
</tr>
<tr>
<td>Do you have special training in science?</td>
<td>__No  __Yes Please specify:</td>
</tr>
</tbody>
</table>

What is the highest level of formal education you completed or the grade you just completed:
   ❑ Middle school   ❑ High school   ❑ Some college   ❑ Bachelor’s degree   ❑ MA/Ph.D/Professional
   ❑ Grade just completed: ____________________

Thank you very much for your time and your idea.

Interviewer comments: