RESOURCES

Selected On-line Resources

AMARC Australian Audience Research Centre
http://www.amonline.net.au/amarc/

Institute for Museum and Library Services
Knowing What Audiences Learn – Outcomes and Program Planning
http://www.imls.gov/recipients/recipients.shtm

Informal Science (Site features front end and summative evaluation case studies and professional evaluator list)
http://www.informalscience.org/


Science and Engineering Indicators 2008
http://www.nsf.gov/statistics/seind08

SEPA is sponsored by the National Center for Research Resources (NCRR), part of the National Institutes of Health (NIH).
www.ncrrsepa.org/

Association of Science and Technology Centers
http://www.astc.org/

Committee on Audience Research and Evaluation (CARE)
http://www.care-aam.org/

The Education Committee of the American Association of Museums (EdCom)
http://www.edcom.org

Learning in Museums Network
http://www.ala.asn.au

Museum Education Roundtable
http://www.mer-online.org/

Office of Policy & Analysis/Smithsonian Institution
http://www.si.edu/opanda/current.html

The Visitor Studies Association (VSA)
http://www.visitorstudies.org

W.K. Kellogg Foundation Logic Model Development Guide Handbook, focuses on the development and use of the program logic model.
www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf
EVALUATION BIBLIOGRAPHY

This eclectic bibliography contains the basic references related to studying visitors in museums and participants in museum programs. It also includes some references which describe museum populations, as well as more philosophical pieces. Publications prior to 1990 are not included.

Introduction to Evaluation and Audience Research


Diamond, J. (1999). Practical Evaluation Guide: Tools for Museums and Other Informal Educational Settings. Walnut Creek, CA: AltaMira Press. This guide provides a concrete guide to tools and approaches for understanding how well programs and exhibits communicate the intended messages to museum audiences. It includes samples of numerous strategies for collecting information on museum learning, and describes how to construct and use them.


Journal of Museum Education. Understanding the Visitor Experience: Theory and Practice. 1997, V. 22(2 & 3). This issue features articles written by experts with experience in studying learning in diverse settings. The articles represent different approaches to studying learning in museums, specifically discussing cognitive, social, aesthetic, and motivational dimensions.


Popham, W. J. (1992). Educational Evaluation. Needham Heights, MA: Allyn and Bacon. An evaluation text that is actually fun to read! Though based on formal education, it is more than adequate for evaluations in informal environments. It has good information about affective measurement. The last chapter provides a wonderful description of every issue you are likely to encounter and a rich discussion of ethical issues.
Front-end Evaluation/Background Studies


Mager, R. F. (2000). *Preparing Instructional Objectives: A Critical Tool in the Development of Effective Instruction.* Atlanta, GA: Center for Effective Performance, Inc. The first version of this book was published in 1975 and has been popular ever since.


Formative Evaluation/Try outs


Taylor, S. & B. Serrell, Eds. (1991). *Try It! Improving Exhibits through Formative Evaluation.* Washington, DC: ASTC. The authors offer a variety of helpful ideas, case studies and actual experiences of experts (e.g. Alan Friedman etc.). The book is easy to read and the lessons are practical and easy to apply.
Methodology


Hedrick, T. E., L. Bickman, et al. (1993). Applied Research Design: A Practical Guide. Newberry Park: Sage Press. This short book is a good overall introduction to doing applied research including evaluation studies. The authors discuss the nature of applied research and then walk the reader through the major steps of doing a project including estimating resources needed.

Krueger, R. A. (1994). Focus Groups: A Practical Guide for Applied Research. Thousand Oaks: Sage Press. This is a very clear and complete review of the focus group method for either someone who plans to do a study, or an administrator or professional who just wants to know what this method is all about. Evaluation is stressed.


Patton, M. Q. (2001). Qualitative Research & Evaluation Methods, 3rd Edition. Newbury Park, CA: Sage Publications. This book has been a resource and training tool for countless applied researchers, evaluators, and graduate students. The 3rd edition has hundreds of new examples and stories illuminating all aspects of qualitative inquiry. This is the most comprehensive, systematic, and up-to-date review of qualitative methods available.


2002 User-Friendly Handbook for Project Evaluation (NSF 02-057)
Serrell, B. (1996). *Exhibit Labels: An Interpretive Approach*. Walnut Creek, CA: Alta Mira. Because of budgetary constraints, even small museums rely heavily on text to communicate ideas and concepts. This book should cover most of what you need to know. It is practical, easy to understand and loaded with examples.

Stake, R. (1995). *The Art of Case Study Research*. Thousand Oaks: Sage Press. This book provides an insight into the thinking of one of the most respected evaluation researchers. It is a good background read. The text leans to the qualitative side, but also respects the role of quantitative or categorical data.


**Other Books/Articles/Resources**


Journals

**Visitor Studies: Theory, Research, and Practice** - From 1992 to Present. Jacksonville, AL: Visitor Studies Association (VSA). These are proceedings from the VSA conferences and include lots of case studies and examples of different evaluation studies for different purposes. For more information and Tables of Contents contact the VSA office at info@visitorstudies.org

**Visitor Studies**—a peer-reviewed journal published for the Visitor Studies Association by Routledge.

**Curator: The Museum Journal** –For over 49 years, this peer-reviewed publication has included studies of visitors and methodological articles and commentary. See [see www.altamirapress.com/RLA/Journals/Curator/](http://www.altamirapress.com/RLA/Journals/Curator/)