



REPORT

Climate Solutions Summative Evaluation

PREPARED BY

Kera Collective

FOR

The Wild Center

DATE

September 2022



Climate Solutions Summative Evaluation



PREPARED FOR

The Wild Center
<https://www.thewildcenter.org>
Tupper Lake, NY



PREPARED BY

Katie Chandler, *Senior Researcher*
Claire Lucas, *Research Assistant*

Kera Collective
Keracollective.com
Washington, DC and New York, NY

This summative exhibition evaluation was funded through a grant from the Institute of Museum and Library Services (IMLS) (<https://www.ims.gov/>).

Table of Contents

<u>01 Discussion</u>	4
<u>02 Study background</u>	8
<u>About the study</u>	9
<u>03 Findings</u>	11
<u>Participant Characteristics</u>	12
<u>Visitors liked the focus on solutions and personal stories.</u>	13
<u>Many recognized climate action and solutions as the main message of the exhibition.</u>	15
<u>The exhibition elicited a mixture of hope and urgency in visitors.</u>	16
<u>Many said there is a wide range of solutions to address climate change.</u>	18
<u>Many appreciate and admire the people working toward climate change solutions.</u>	19
<u>Many understand that climate change is intertwined with other societal problems.</u>	21
<u>After the visit, two-thirds talked about their visit experience with others.</u>	22
<u>After the visit, one-quarter described new or renewed commitment to climate action.</u>	23
<u>Appendix</u>	24

01 Discussion



Overall, the Wild Center was successful in creating a hopeful and engaging exhibition on climate solutions that resonated with its visitors—a significant achievement considering the challenges of positively engaging visitors on such a critical and serious topic. It was valuable for The Wild Center to recognize its audience is already Concerned or Alarmed and looking for solutions—it did not need to spend significant time or valuable exhibition space convincing people about the reality of climate change, but rather could skip to addressing solutions head-on. While most visitors came away understanding that anyone can be part of climate solutions, shifts in personal action were subtle. Still, we find it promising that the exhibition is deepening thoughtfulness in visitors about their everyday decisions, which is an important stepping stone to action. The following discussion highlights key takeaways from the summative evaluation based on our interpretation of the data and professional experience. See the Findings section for a comprehensive presentation of the data.

01

Using a climate solutions framework for the exhibition was clear and effective.

When asked about the main message of the exhibition, three-quarters of those interviewed noticed the solutions focus, saying the exhibition’s main message was to show what actions or solutions people can implement to reduce our impact on the environment or to slow climate change. It is notable and promising that all of the longitudinal interviewees said the exhibition’s main message was about climate solutions, and many recalled concrete examples from the exhibition; this suggests that the exhibition’s main message is clear and continues to resonate beyond the visit. Moreover, many visitors came away from the exhibition recognizing the scope of solutions, big and small, that already exist to address climate change—from alternative energy, to reducing food waste, to choosing more sustainable building materials. While the approach could have felt overwhelming, instead, highlighting a wide range of solutions at varying scales helped visitors feel like “there’s a million things that you can do” to make a positive difference in the world.

02

The focus on solutions and personal storytelling in the exhibition content played a significant role in making visitors feel hopeful about climate change.

One-half said the exhibition made them feel “hopeful” and “positive” about the future of climate change; we think this is very promising considering the challenge of addressing such a monumental problem. Visitors appreciated the “practical” solutions presented and said the individual stories (particularly those told through the large portraits) brought climate change down to a “personal” and “relatable” level. Visitors felt like they got to know the individuals in the portraits outside their climate work (for example, through the personal and sometimes “funny” adjectives that accompanied each portrait), which contributed to the feeling that people working on climate solutions are “just regular human beings like you and me.” And, they liked that the exhibit featured local individuals and local solutions; it made the solutions feel relevant and within reach. This mix of practical solutions, relatable profiles, and locally-grounded examples all likely contributed to the feeling of hopefulness because it fostered a sense of progress that is often lacking when climate change is framed on a large-scale or global level.

03

Visitors appreciated that the exhibition was inclusive of many voices and experiences related to climate change.

Visitors noticed many different types of diversity represented in the exhibition, including personal stories from individuals representing a variety of ages, racial and ethnic backgrounds, and personal interests. Seeing a “variety of people” featured in the exhibition helped dispel the misconception that the environmental movement is being led primarily by “old white guys”—it made the climate movement feel more welcoming to “anyone.” Visitors also appreciated that the exhibition showed how climate change disproportionately impacts certain communities (e.g., working conditions for farm laborers who are often people of color, food insecurity and food deserts that are often located in low-income neighborhoods, access to nature in urban environments) because these examples helped them understand the human impacts of climate change from a new perspective. On the other hand, a few were skeptical that the climate solutions presented are truly accessible options, particularly for those affected most by climate change. They described how some solutions, like solar panels and electric cars, are too expensive for many people to afford.

04

Many visitors welcomed the general invitation that everyone has a place in the climate movement, but on a personal level, visitors fall on a spectrum of climate action. Visitors described the exhibition as showing that “anyone could be involved with this type of work if they wanted to be” and “one [person] can make a difference.” When asked if they planned to take any actions they learned about in the exhibition (longitudinal interviews only), many said they are already doing some of the solutions they saw in the exhibition (e.g., composting, gardening, driving electric vehicles) or described renewed determination to take their actions to a higher level (e.g., I could compost better), while a smaller group said they do not plan to take any action. This likely relates to what The Wild Center already knows about its audience from using Yale’s SASSY tool—many are already Alarmed or Concerned and thus somewhat keyed into the actions they should be taking to combat climate change, while a smaller group are ambivalent or dismissive. What is interesting and promising, however, is a subtler shift that some onsite visitors described in their way of thinking about their everyday decisions—several described how they will more carefully consider the broader effects of their decisions on the environment, particularly as it relates to grocery shopping, food waste, and sustainable home improvement. The exhibition provoked and deepened thoughtfulness in visitors about things they do in everyday life, which is an important first step to action.

02 Study background



About the study

The Wild Center contracted Kera Collective (formerly RK&A) to conduct a summative evaluation of the *Climate Solutions* exhibition, funded by the Institute of Museum and Library Services (IMLS). The exhibition takes a solutions-focused and place-based approach to climate change. The summative evaluation was preceded by formative testing of prototypes and key messages during exhibit development in 2021 and audience research using Yale's Six Americas Short Survey (SASSY) to understand visitors' dispositions towards climate change. The objectives of the summative evaluation are to explore visitors' experiences and meaning-making from their visit to the *Climate Solutions* exhibition, including:

1. The extent to which visitors understand the exhibition's Big Idea: People across sectors, generations, and backgrounds are building a web of climate solutions and are inviting all of us to find our place in the climate movement.
2. The extent to which visitors understand the exhibition's key messages:
 - a. There are a lot of different people working on climate change solutions.
 - b. Many types of solutions, at many scales and across all aspects of life, are needed to solve climate change.
 - c. As we solve climate change, we can solve other societal problems too.
3. The extent to which visitors understand there is a place for them (e.g., their interests, skills and knowledge) in the climate movement.
4. Visitors' affective response to the exhibition (e.g., Do they feel hopeful? Empowered? Invited/welcomed to become part of the climate movement? Overwhelmed?)
5. The extent to which the exhibition's storytelling approach (e.g., portraits and local/regional stories) was effective for helping visitors from many backgrounds connect with the people behind the climate movement.

Methodology

Kera conducted onsite interviews with visitors exiting the *Climate Solutions* exhibition and remote longitudinal interviews with a different sample of visitors conducted several weeks after their visit. Details for each approach are outlined below.

Onsite interviews

Data collectors conducted 31 in-depth interviews with visitors who had completed their visit to the Climate Solutions exhibition in July 2022. Visitors were recruited as they exited the exhibition and screened to include only those who had spent at least 10 minutes visiting the space. Visitors 18 years and older were recruited by random selection as they exited the exhibition. Most interviews were conducted one-on-one, and a few were conducted with visitor groups of two or three individuals.

Data collectors followed an interview guide and asked probing and clarifying questions as necessary (see the Appendix for the interview guides). Interviews were open-ended and encouraged interviewees to express their opinions and understandings in their own words (as opposed to the language of the evaluator). All interviews were audio-recorded and transcribed to facilitate analysis.

Remote Longitudinal interviews

To recruit for longitudinal interviews, The Wild Center distributed a screener survey to a random selection of visitors who visited between July 16-24, 2022, using emails collected by The Wild Center during onsite and online ticketing. The screener survey included questions to ensure that visitors spent at least 10 minutes in the Climate Solutions exhibition during their most recent visit. Kera staff conducted interviews with 16 individuals two to three weeks after their visit to understand the impact of the exhibition on their lives since visiting.

Data collectors followed a modified interview guide similar to the onsite interview, with some overlapping questions and some questions specific to the longitudinal interviews. As with the onsite interviews, the remote longitudinal interviews were open-ended and encouraged interviewees to express their opinions and understandings in their own words. The interviewer asked probing and clarifying questions as necessary. All interviews were audio-recorded and transcribed to facilitate analysis.

Analysis and Reporting

Interviews were analyzed qualitatively by Kera Collective, analyzing interview transcripts and using codes to identify patterns and trends in the data. Data collected from questions that overlap between the onsite and longitudinal interviews are presented together, highlighting notable differences between these groups when relevant. Trends are reported from most- to least- frequently occurring. Verbatim quotations, edited for clarity, are included to exemplify trends.

03

Findings



Participant Characteristics

Kera conducted 31 onsite exit interviews and 16 remote longitudinal remote interviews, for a total of 47 interviews with 50 participants (two onsite interviews were with groups). Participant characteristics are summarized below, noting any important differences between the onsite and longitudinal samples.

Visit History	<ul style="list-style-type: none"> ● More than one-half were repeat visitors ● Nearly one-half were first-time visitors. ● The longitudinal interview sample had a higher proportion of repeat visitors (nearly two-thirds) 		
Visit Group Type	<ul style="list-style-type: none"> ● More than one-half were visiting in a group of adults and children ● One-third were visiting in a group of adults only ● Several were visiting alone ● The onsite interview sample had a higher proportion of visitors who were visiting in a group with children (nearly two-thirds) 		
Age	<table border="0"> <tr> <td data-bbox="553 821 959 982"> <ul style="list-style-type: none"> ● Over one-third of the <u>onsite</u> sample are 35-54 years ● One-third are 55+ years ● One-quarter are 18-34 years </td> <td data-bbox="959 821 1421 982"> <ul style="list-style-type: none"> ● Two-thirds of the <u>longitudinal</u> sample are 55+ years ● One-quarter are 35-54 years ● One is 18-34 years </td> </tr> </table>	<ul style="list-style-type: none"> ● Over one-third of the <u>onsite</u> sample are 35-54 years ● One-third are 55+ years ● One-quarter are 18-34 years 	<ul style="list-style-type: none"> ● Two-thirds of the <u>longitudinal</u> sample are 55+ years ● One-quarter are 35-54 years ● One is 18-34 years
<ul style="list-style-type: none"> ● Over one-third of the <u>onsite</u> sample are 35-54 years ● One-third are 55+ years ● One-quarter are 18-34 years 	<ul style="list-style-type: none"> ● Two-thirds of the <u>longitudinal</u> sample are 55+ years ● One-quarter are 35-54 years ● One is 18-34 years 		
Race/Ethnicity	<ul style="list-style-type: none"> ● Nearly all identify as White ● Two in the onsite sample identify with other racial or ethnic backgrounds—one as both White and Black/African American, and one as Indo-Caribbean-Guyanese-American 		
Residence	<ul style="list-style-type: none"> ● One-half live in New York ● A few live in Canada ● Two each live in Delaware, Virginia, or Wisconsin ● One each live in Alabama, Connecticut, Illinois, Massachusetts, New Jersey, North Carolina, Pennsylvania, Vermont, and Washington ● The longitudinal sample had a higher proportion of visitors from New York (three-quarters). 		

Visitors liked the focus on solutions and personal stories.

When asked what they liked most about the exhibition, participants said:

- **Solutions focus:** One-third said they liked the climate solutions presented in the exhibition because the examples were very “practical” and created a “feeling like there's something that I can do” to make a difference in combating climate change. Some spoke generally about the variety of solutions presented, while others noted particular examples of solutions that intersected with their lives or interests. For example, several said the farming solutions stood out because of personal interests in farming or gardening, and several said the solutions related to building materials (e.g., energy efficient windows and insulation) made them think about changes they could make in their own homes.
- **Personal stories:** Over one-quarter said they liked the stories about individuals who are working on climate solutions (most referred to the individuals in the large portraits around the exhibition). Many of these participants noticed and appreciated that the exhibition featured people from the Adirondacks, and a few said they recognized or knew personally someone featured in the exhibition. They described the stories as “relatable,” “personal,” and “inclusive.” They liked the variety of stories featured—both the range of climate work (e.g., representing artists, farmers, solar energy) and the diversity of backgrounds represented (e.g., young and old, BIPOC individuals).
- **Interactive experiences:** Over one-quarter said they liked the “hands-on” and “interactive” experiences in the exhibition most. Many of these participants said they liked the Tinkering Studio the most because it was an “engaging” activity for the kids (and sometimes also the adults) in their group, and because it encouraged creativity and problem-solving. Regarding other interactive exhibits, three specifically mentioned the barcode scanner activity, one mentioned an activity about carbon sinks, and another generally liked the “interactive stations” around the exhibition.
- **General positive response:** Several gave general feedback about liking the exhibition overall, but did not elaborate in detail. They described the exhibition as “good overall,” “informative,” and an “important” topic to address.
- **Youth summit information:** A few were surprised to learn about the youth climate summits organized by The Wild Center. Two participants liked seeing how the summits have spread across the region—one said it showed the impact a small town like Tupper Lake can have on a larger scale, and another who was visiting with an eight-year-old said they were excited to see there is a youth summit near where they live in Connecticut.

“

I think it put everything into very practical terms. You could look at something and then **see the direct correlation between your actions and the world**. I like that... I loved the house with ways you could make a house more sustainable, because it sort of was a black and white kind of thing. It was interesting that they had a heat pump in there because my son lives in Maine and I'd never heard of heat pumps, but apparently they're very common up there because they work in that in-between season. So then to see it, I thought, all right, more people should be looking at that.

”

Onsite interview

“

I thought it was a great mix of information and reality. And it was also at the same time **very hopeful**. I think climate change in general can be a very dark topic and it can create a lot of anxiety... I think one of the reasons it was hopeful is because it wasn't glossing over what the problem was. It also had **so many different faces, so many different approaches**. Here's what you can do in terms of what you eat. Here's what you can do in terms of how you travel, how you live. And lots of different people doing lots of different things. It just made it seem like, [let's not] sit back and wait for the world to end, but let's roll up our sleeves and do something.

”

Longitudinal interview

Many recognized climate action and solutions as the main message of the exhibition.

When asked about the main idea or message of the exhibition, participants said:

- **Climate action and solutions:** Three-quarters of participants, and *all* of the longitudinal participants, said the exhibition’s main message highlighted actions or solutions people can take to reduce our impact on the environment or to slow climate change. Many of these described that “everyone can do something” and “we all have a responsibility” to do our part in reducing our impact on the environment through the many solutions presented in the exhibition.
- **Environmental stewardship:** Several spoke more generally about the importance of conservation or stewardship of the environment for the future, describing the main idea of the exhibition as learning how to “respect nature” or “be on the right track with preserving and conserving things.”
- **Reality and urgency of climate change:** Several described the main message as showing that climate change is “real and present,” demonstrating the “seriousness of it” and why it is an urgent issue.
- **Miscellaneous:** A few (mostly those who spent most of their time at the Tinkering Studio) gave miscellaneous responses about the exhibition’s main message being related to “innovative thinking” and hands-on learning. One said the exhibition was about farming methods.

“

We own it, you know, **ownership**. That we have some **responsibility**. There was one quote [about] the breath that dinosaurs took... that we're breathing all that in, we're all connected to this. So we can't escape this, you know, we have to do something... [For example] the food waste exhibit that just showed how much weight [in] food is wasted. You know, encouraging people to eat food that's not perfect looking. And I think it's really important. We waste so much in America.

”

Onsite interview

The exhibition elicited a mixture of hope and urgency in visitors.

When asked about any emotions or feelings the exhibition brought up in them about climate change and the future, participants said:

- **Hope and positivity:** One-half said the exhibition left them feeling “hopeful” or “positive” about the future for two main reasons: 1) Seeing the breadth of solutions out there already that can reduce our impact (e.g., building materials, farming, food waste, alternative energy) and 2) Hearing stories of individuals taking climate action in their own communities. Many of these participants described hope for collective action (e.g., “we can do this” and “we need to create the change”), and a few felt inspired by the personal stories in the exhibition because they showed how individuals can follow their own interests in supporting climate action (e.g., “not just science, but the arts”).
- **Urgency:** Over one-third said the exhibition made them feel a sense of urgency about addressing climate change now and feeling that more action is needed to reduce or reverse our impact on the planet. Several of these participants said exhibitions like this are important to raise awareness about the urgency of climate change to more people.
- **Fear and anxiety:** Several described feeling scared or anxious about the future after visiting the exhibition. They said addressing climate change feels “overwhelming” and a few of these worried that it is already “too late” to undo the damage and reverse course with climate change.

“

Honestly, it made me feel **more hopeful** about [climate change] that we have some solutions in place and that people are taking actions to move in the right direction... this was a very hopeful way to present it. Seeing all the testimonies of the farmers and the different people who are taking action in small steps in their communities, and really putting that into practice. And also what was really cool is you could relate to each of them. They talked about the different things they were interested in, the things that they did, not only what their work was, but just who they were as a person. **That made it very personal.**

Onsite interview

”

“

It's always to **distressing** to see how bad things have gotten. But it's also **uplifting** that so many people are trying to find ways to make it better. And that any of us could be a part of the solution. Going back to some of the personal stories [in the exhibition] that were told by some of these individuals with their photos and what they were doing... it just felt like they were speaking to me. **I felt a spectrum of emotions** actually, from being upset about how bad things have gotten but also seeing their efforts and feeling better that there's still chances to improve what we do so we can take better care of the planet.

”

Longitudinal interview

“

I'm sorry to say that **I'm not sure we can change it.** I get climate change. A lot of people don't see that if we don't do something, whatever is going to happen is going to happen sooner than later... I'm not sure at this point we can change climate.... I think it kind of made me feel like, **I get it, but does everybody else get it?**

”

Longitudinal interview

Many said there is a wide range of solutions to address climate change.

When asked how the exhibition made them think about the variety of solutions that we can use to address climate change, participants:

- **Recalled a variety of solutions:** Nearly three-quarters said they recalled seeing a wide variety of climate solutions in the exhibition, and many of these participants pointed to specific examples from the exhibition (e.g., renewable energy sources, sustainable building materials, reducing food waste, transportation solutions, and farming practices were most often mentioned). Many described feeling “encouraged” by the range of solutions out there, and a few were surprised—for example, one said “[the exhibition] definitely opened my eyes to think about [solutions] in a broader spectrum than what I've thought before.”
- **Did not recall variety of solutions/unsure:** Several did not recall seeing a variety of solutions in the exhibition. Many of these participants said they spent most of their time at the Tinkering Studio or managing children in their group, and so they did not thoroughly explore the whole exhibition. A few just said they were unsure or did not recall seeing many types of solutions.
- **Were skeptical of solutions presented:** A few were skeptical of the solutions presented in the exhibition. For example, one said they were wary of electric-powered lawn mowers because they wondered “how much energy went into creating that battery,” and another questioned whether enough research has been done on the effects of solar and wind power on the environment. Two others described the solutions as “unrealistic” or “too costly” to implement on a large scale.

“

I think it shows you that **every aspect of your life has a connection to climate change**... so many different pieces of your everyday life and every choice you made. ‘Oh, I put that in a plastic bag. I put that in a glass container,’ and I just, I think that’s part of it. It’s not just what car you drive or how you travel, you know, there’s lots more aspects to it, that people say, ‘I have to drive to work.’ Okay. But maybe there’s something else that you could do instead that would be impactful.

Onsite interview

”

Many appreciate and admire the people working toward climate change solutions.

Onsite participants were asked how the exhibition made them think about the people working toward climate change solutions, as well as whether they noticed the large portraits in the gallery or listened to any of the accompanying audio stories. Most said they looked at one or more of the large portraits, and one-quarter listened to an audio-story accompanying a portrait. Onsite participants said the following about people working on climate solutions:

- **Appreciate people working on climate solutions:** Three-quarters described appreciation, admiration, and for a few, even “envy,” about the people featured in the exhibition working on climate solutions. They described the work as “important,” “inspirational,” and “cool.” Many of these referred to the individual portraits featured around the exhibition as helping them understand the various ways people are working toward climate solutions. They said they “felt good that people were out there doing [climate work]” but several also questioned whether *enough* people are doing this work.
- **Personal and relatable:** One-third described the people featured in the exhibition as “relatable” because of the personal stories shared throughout the exhibit. Several of these participants also liked the three adjectives listed with each of the profiles communicating both the individual’s personal connection to climate work but also who they are as a person (e.g., “aviation enthusiast / craft beer guy”) because they were humanizing and “funny.” A few others liked the “local connections” of featuring people from the Adirondacks because that made them seem more relatable than learning about someone from further away.
- **Inclusive:** Several noticed the diversity of people featured in the exhibition, including the variety of ages, racial and ethnic backgrounds, and ways they are involved in climate work.¹ As one put it, they saw “people of different ages and different backgrounds and different talents and they were all working towards common purpose.” Another said the range of people and interests communicated that “anyone could be involved with this type of work if they wanted to be.”
- **Portraits are visually striking:** Several appreciated the “striking” aesthetics of the portraits, including the natural settings, colorful composition, and the “authenticity of the people” photographed in midst of their work.

¹ One also perceived the portrait of an individual in a recumbent bicycle as someone in a wheelchair when talking about inclusivity in the exhibition.

“

I think [the exhibition] gave me **encouragement** that people are working on this. The small solutions that everybody could be a part of and clearly there are a number of people working toward that goal. Because I don't see that in my day-to-day life. So, seeing that there are **people actively doing it**, making a difference. I like that.

Onsite interview

”

“

[I liked the] pictures that show like **the different faces of advocacy**. They were young, old, all different skin colors, men, women. **Like the rainbow**, it's all different ages and demographics of people going after this, and a lot of young kids too, right. A lot of young people. That is our future, they're helping us.

Onsite interview

”

Many understand that climate change is intertwined with other societal problems.

Onsite participants were asked how the exhibition made them think about the ways climate change connects to other challenges facing communities today. Onsite participants said:

- **Disproportionate impacts of climate change:** One-third described ways that climate change affects some communities more than others (e.g., people of color, the elderly, socio-economically disadvantaged), but a few of these brought this knowledge with them to the exhibition. They mentioned a variety of issues interrelated with climate change, such as health issues exacerbated by extreme heat or air quality in high-traffic areas, food deserts, and lack of access to nature. A few were concerned that the solutions presented are too expensive for those who feel the most impacts to implement. A few pointed out that they already knew about how climate change affects some people more than others before visiting the exhibition.
- **Food and farming:** One-quarter talked specifically about climate change as related to food and farming. Several of these described issues of “food insecurity and lack of access to healthy food.” For example, a few recalled learning about farming practices and finding more sustainable ways to grow our food, and a few talked about where we get our food (e.g., the grocery store versus a farmers market or home garden) as well as the broader implications of transporting food on the environment.
- **Did not think about it:** One-quarter said they did not think about how climate change connects to other societal issues while visiting the exhibition.
- **Generic response:** One-quarter spoke broadly about how the effects of climate change touch every aspect of life, without going into detail about the specific connections between climate change and other societal issues. For example, one said “climate change relates to all communities and it is going to affect everyone.” A few others provided generic examples—two mentioned recycling to become less of a “throw-away” society, and one talked about how fossil fuel usage has a negative impact on the environment.

“

[Climate change] **disproportionately affects minorities**, like different people who don't have enough money or like don't have enough opportunity to really fight the effects of climate change versus the communities that don't feel the effects and have the most ability to change it, but they don't because they don't really feel the effects. It's kind of saddening because the people that are getting hurt the most aren't able to change it.

Onsite interview

”

After the visit, two-thirds talked about their visit experience with others.

Longitudinal participants were asked if they talked about their visit to the exhibition with anyone after their visit, and if so, what they shared. Longitudinal participants:

- **Shared something specific:** One-third said they shared something specific about the exhibition experience with others, either talking to friends and family or sharing via social media. For example, two said after visiting they brought a friend or family member back with them on their next visit to see the exhibition. Two others said they told friends or family about how the exhibition highlighted climate change in “a new, fresh way.” One described sharing ideas about organic gardening with their master gardener organization.
- **Shared something general:** One-third said they shared generally positive feedback about their visit to The Wild Center to friends or family, such as the museum being “a great place for kids” and that there is a “great new exhibit” to check out.
- **Did not talk about visit with others:** One-third said they did not talk about their visit to the exhibition with others after their visit.

“

I definitely sent pictures out to my husband who could not join us. We're actually planning another visit just so he could look at it. We also posted a lot of pictures on Instagram for our family who are in a couple different states and they were pretty excited about it, too.

Longitudinal interview

”

After the visit, one-quarter described new or renewed commitment to climate action.

Longitudinal participants were asked if there were any ideas or solutions they learned about in the exhibition that they had started to do or plan to do in the future. Longitudinal participants said they:

- **Already are doing all I can:** Nearly one-half said they were already taking climate actions in their lives before visiting the exhibition (e.g., composting, gardening, driving electric vehicles) and will continue to do so. For example, one said “on a personal level, I think we’re doing as much as we can to reduce our carbon footprint,” and another described the exhibition as a “confirmation” that they are already doing all the right things.
- **Have taken no actions:** One-third said they did not take any new actions following their visit and did not have plans to in the near future. Most did not elaborate, but one of these participants said they would be interested in joining a community garden but does not have access to one where they live.
- **New or renewed commitment:** One-quarter said they felt renewed resolve to be “more diligent” in the actions they are already taking or planned to take action in the future. For example, two described expanding their composting efforts after their visit. Two others described longer-term actions they plan to take with their homes, including researching their community’s solar program and looking for sustainable home insulation materials.

“

I really think probably the biggest difference is... they also had different installations—this how well straw insulates. And this is the R-value of fiberglass insulation versus the R-value of spray foam. It had a lot of things like that. **I think that I will be more considerate when making decisions** about stuff like that. Like instead of just grabbing a can of spray foam, do I really want to [use that], even though it is the most insulating [option], it's also the worst thing in terms of the environment. I think I'll just be more considerate.

”

Longitudinal interview

Appendix

EXIT INTERVIEW GUIDE

Hello, I am talking to visitors today about their visit to the *Solutions* exhibition that you just exited. The feedback will be used to help the museum create better exhibitions for visitors like you.

1. About how long did you spend in the exhibition today?
[If less than 10 minutes, thank them and let them continue on]
[If 10 minutes or more, continue the interview].

I'd like to ask you some questions about your experiences today. (If asked about time, it will take about 10 minutes). [If agreement is reached, state]: Thank you. I plan to audio-record our conversation so we have an accurate record of it. However, your responses will be anonymous; we won't be collecting or using your name in our report. Is that okay with you? Remember, there is no right or wrong way to answer these questions; we are interested in your honest opinions.

[If yes, start audio recorder and announce ID #]

[If visitor declines]: Record information on refusal log.

1. What did you like most about this exhibition? Why did you like that most?
2. What, if anything, surprised you about this exhibition? Why did that surprise you?
3. What is the main idea or message you think the museum wanted visitors to walk away with from the exhibition? Can you think of an example of something you saw or heard that brought that idea to mind? Tell me more about that.
4. What, if any, emotions or feelings did the exhibition bring up for you about climate change and the future? What did you see or hear that made you feel that way?
5. How, if at all, did the exhibition make you think about the variety of solutions that we can use to address climate change?
6. How, if at all, did the exhibition make you think about the people who are working toward climate change solutions? What did you see or hear in the exhibition that brought that to mind?
 - a. [If not yet mentioned] Did you notice the large portraits featured around the exhibition?
 - i. [If not, continue to next question]
 - ii. [If yes] Did you listen to any of the audio stories that go with these portraits [gesture to nearby portraits]?
 - iii. What stood out most to you about these portraits [and their accompanying stories]? Why did that stand out to you?

7. What, if anything, in the exhibition made you think about how climate change connects to other challenges facing communities today? Tell me more about that.
 - a. [Probe about any mention of climate change connections to other societal problems and/or climate solutions having broader positive impact]

8. Is there anything I haven't asked you about that you'd like to share with The Wild Center about your experience in the exhibition today?

Thank you. Now I just have a few background questions for you to fill out on your own. [Hand background characteristic survey].

REMOTE LONGITUDINAL INTERVIEW GUIDE

Hello, I'll be talking to you today about your recent visit to The Wild Center. On the survey you filled out to qualify for this interview, you indicated that you visited the Climate Solutions exhibition. This is a new exhibition that just opened at The Wild Center in July 2022. I will be asking you questions about your experience in the exhibition, and this feedback will be used to help the museum create better exhibitions for visitors like you.

I plan to audio-record our conversation so we have an accurate record of it. However, your responses will be anonymous; we won't be collecting or using your name in our report. Is that okay with you? Remember, there is no right or wrong way to answer these questions; we are interested in your honest opinions.

[start recording] [If does not want to be audio-recorded, type notes].

1. What did you like most about the *Climate Solutions* exhibition? Why did you like that most?
2. What, if anything, surprised you about *Climate Solutions* exhibition? Why did that surprise you?
3. What is the main idea or message you think the museum wanted visitors to walk away with from the *Climate Solutions* exhibition? Can you think of an example of something you saw or heard that brought that idea to mind? Tell me more about that.
4. What, if any, emotions or feelings did the *Climate Solutions* exhibition bring up for you about climate change and the future—either during your visit or afterwards? What did you see or hear that made you feel that way?
5. How, if at all, did the exhibition make you think about the variety of solutions that we can use to address climate change?
6. Are there any ideas or solutions you learned about in the *Climate Solutions* exhibition that you have started to do or plan to do in the future?
7. Did you talk about your visit to the *Climate Solutions* exhibition with anyone after your visit? [If yes] What did you share with them?

Thank you. You should receive it in the next 3 business days.

PREPARED BY

Katie Chandler, Senior Researcher
Claire Lucas, *Research Assistant*

Kera Collective
Washington, DC and New York, NY

hello@keracollective.com
917-334-7956

WWW.KERACOLLECTIVE.COM