SOME QUESTIONS ON EXHIBIT EVALUATION

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1. What is the purpose of evaluation?
   - To evaluate predetermined objectives.
   - To decide if an exhibit should be removed.
   - To improve an exhibit.
   - To determine the optimal conditions of exhibition.
   - To decide where to allocate resources.
   - To increase attendance.
   - To increase visitor satisfaction.

2. How should evaluation be planned?
   - Planned before the exhibit is constructed.
   - Planned during the construction of exhibit.
   - Planned after exhibit is installed/occupied.

3. Who should conduct the evaluation?
   - Facility staff (internal evaluation).
   - Outside consultant (external evaluation).
   - Both staff and outside evaluators.

4. When should evaluation occur?
   - While the project is in conceptual stage.
   - During development of the exhibit.
   - After installation/occupation of the exhibit.
   - During all of the above stages.

5. From where should funds come?
   - Regular operating budget.
   - Supporting organizations (zoological society or museum league).
   - Grants from government or private foundations.
   - Special allocations from budget.
   - Other outside organizations.

6. What criteria should be used for evaluation?
   - Education.
   - Recreation.
   - Entertainment
   - Visitor wayfinding.
   - Visitor circulation through exhibit/facility.
   - Visitor comfort (temperature, resting places, noise, lighting, food, rest rooms).

7. What measures should be used in evaluation?
   - Surveys and other self-reports
   - Direct observation of behavior
   - Test of knowledge
   - Physical measures

8. What should be evaluated?
   - New exhibits
   - Old exhibits
   - Wayfinding and pedestrian circulation

9. Whose behavior should be measured?
   - Visitors
   - Potential visitors
   - Professionals