The Educational Role of the Museum

Edited by Eilean Hooper-Greenhill

London and New York
Contents

List of figures viii
List of tables x
Series preface xi
Acknowledgements xii

Introduction 1
Eilean Hooper-Greenhill

Part 1 Communication theory and museum exhibitions

1 Museum communication: an introductory essay 9
   Eilean Hooper-Greenhill

2 A new communication model for museums 17
   Eilean Hooper-Greenhill

3 The process of communication 27
   J. Morgan and P. Welton

4 The museum as a communicator: a semiotic analysis of the Western Australian Gallery, Perth 37
   Robert Hodge and Wilfred D'Souza

5 Who goes to museums? 47
   Eilean Hooper-Greenhill

6 Why don't people go to museums? 61
   Tanya Du Bery

7 Problems in visitor orientation and circulation 64
   Stephen Bitgood

8 Sending them home alive 76
   Anita Rui Olds

9 Image and self image 81
   Marista Leishman

10 Outline of a technology for effective science exhibits 87
   Roger S. Miles and Alan F. Tout
Contents

11 Impact of research on the approach to the visiting public at the Natural History Museum, London 101
Roger S. Miles and Alan F. Tout

12 Cognitive psychology and interpretation: synthesis and application 107
Sam H. Ham

13 Collaboration: towards a more holistic design process 118
Hank Grasso and Howard Morrison

14 Learning to make an exhibition of ourselves 124
Pat Rabbitt (introduced by Andy Millward)

15 Cheap and cheerful: techniques for temporary displays 128
Mark O'Neill

16 Museum text as mediated message 132
Helen Coxall

17 Combating redundancy: writing texts for exhibitions 140
Margareta Ekav

18 How old is this text? 144
James Carter

19 A writing checklist 148
J. Carter and D. Hillier

20 Worth a Hull lot more 149
Elizabeth Frostick

21 Art history for all the family 152
John Millard

22 Multiculturalism incarnate 157
Jane Peirson-Jones

23 Alternative perspectives 162
Gaby Porter

24 Science by stealth 166
Patrick Sudbury

25 Happy hands-on 175
Nick Winterbotham

26 History: in hand, low-tech and cheap 177
Harriet Purkis

27 Increased exhibit accessibility through multisensory interaction 179
Betty Davidson, Candace Lee Heald and George E. Hein

28 A picture of visitors for exhibition developers 195
Sandra Bicknell and Peter Mann

29 Exhibit evaluation: taking account of human factors 204
Paul Alter and Rita Ward
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>A beginner's guide to evaluation</td>
<td>Phil Bull</td>
<td>213</td>
</tr>
<tr>
<td>31</td>
<td>Empowering visitors: focus group interviews for art museums</td>
<td>Benjamin E. Braverman</td>
<td>216</td>
</tr>
<tr>
<td>32</td>
<td>Monitoring and evaluation: the techniques</td>
<td>G. Binks and D. Uzzell</td>
<td>223</td>
</tr>
<tr>
<td></td>
<td><strong>Part 2 Learning theory and educational practice in museums</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Museum education</td>
<td>Eilean Hooper-Greenhill</td>
<td>229</td>
</tr>
<tr>
<td>34</td>
<td>The past, the present and the future: museum education from the 1790s to the 1990s</td>
<td>Eilean Hooper-Greenhill</td>
<td>258</td>
</tr>
<tr>
<td>35</td>
<td>Museum multicultural education for young learners</td>
<td>Joseph H. Suina</td>
<td>263</td>
</tr>
<tr>
<td>36</td>
<td>Children, teenagers and adults in museums: a developmental perspective</td>
<td>Nina Jensen</td>
<td>268</td>
</tr>
<tr>
<td>37</td>
<td>Teaching with collections</td>
<td>Lynn Plourde</td>
<td>275</td>
</tr>
<tr>
<td>38</td>
<td>Improving worksheets</td>
<td>Gail Durbin</td>
<td>279</td>
</tr>
<tr>
<td>39</td>
<td>Museumgoers: life-styles and learning characteristics</td>
<td>Charles F. Gunther</td>
<td>286</td>
</tr>
<tr>
<td>40</td>
<td>Passionate and purposeful: adult learning communities</td>
<td>Luke Baldwin, Sharlene Cochrane, Constance Counts, John Dolomore, Martha McKenna and Barbara Vacarr</td>
<td>298</td>
</tr>
<tr>
<td>41</td>
<td>Whose museum is it anyway? Museum education and the community</td>
<td>Jocelyn Dodd</td>
<td>303</td>
</tr>
<tr>
<td>42</td>
<td>Evaluation of museum programmes and exhibits</td>
<td>George E. Hein</td>
<td>306</td>
</tr>
<tr>
<td>43</td>
<td>Small scale evaluation</td>
<td>Tim Badman</td>
<td>313</td>
</tr>
<tr>
<td>44</td>
<td>Pupils' perceptions of museum education sessions</td>
<td>Marilyn Ingle</td>
<td>316</td>
</tr>
<tr>
<td>45</td>
<td>Education: at the heart of museums</td>
<td>Eilean Hooper-Greenhill</td>
<td>324</td>
</tr>
<tr>
<td></td>
<td><strong>Index</strong></td>
<td></td>
<td>336</td>
</tr>
</tbody>
</table>