# Table of Contents

**Introduction**  
Visiting the Visitor ... | 7

**Affect-based Exhibition**  
Jennifer Harris, Curtin University – Australia | 15

**Individual Identity/Collective History**  
Personalizing Essence in the Museum  
M. Elizabeth Weiser, Ohio State University – United States | 39

**Describing and Understanding the Experience of Visitors**  
Daniel Schmitt, University of Valenciennes – France | 55

**Viewing the Museum Experience through an Identity Lens**  
John Falk, Oregon State University – United States | 71

**Empowering the Visitors**  
Process and Problems  
Ann Davis, Director, The Nickle Arts Museum,  
University of Calgary (retired) – Canada | 89

**Here Comes Everybody!**  
The Visitor Business in Museums in Light of Existential Philosophy  
Kerstin Smeds, Department of Culture and Media Sciences,  
Umeå University – Sweden | 105

**Experiencing Dialogue**  
Behind the Curtains of Museum Performance  
Bruno Brulon Soares, UNIRIO (Federal University of the State of Rio de Janeiro) – Brazil | 127
Social Representation Theory and Museum Visitors
Aida Rechena, Francisco Tavares Proença Júnior Museum – Portugal | 139

A Visitor-Centered Approach
Enhancing Museology with Perceptual Theory
Anna Leshchenko, Russian State University for the Humanities, Museology Department Moscow – Russia | 153

Reflections on Michail Bakhtin’s Dialogue versus the Theory of Mirror Neurons
Vitaly Ananiev, Saint Petersburg State University – Russia | 165

Who do you Think they are?
Museum Visitor Studies in Russia with a Historical Perspective
Vitaly Ananiev, Saint Petersburg State University – Russia | 171

Acknowledged and Empowered Visitors in Socialist Croatia
Diachronic Exploration
Žarka Vujić and Helena Stublić, University of Zagreb – Croatia | 183

Following Visitors’ Comments in Disigning a Museum Refurbishment
Identity and Authenticity
Maria Cristina Vannini, Soluzionimuseali ims – Italy | 201

From Real Thing to Real Experience
Rethinking the Museum Experience
Wan-Chen Chang, Taipei National University of the Arts – Taiwan | 213

Museums and Visitors
Giving the Lions Powers to the Gazelle
Colette Dufresne-Tassé, Université de Montréal – Canada | 229

Authors’ Biographies | 249