



Dr Maggie Esson  
Education Programmes Manager, Chester Zoo  
[m.esson@chesterzoo.org](mailto:m.esson@chesterzoo.org)





Source: Moss, A., & Esson, M. (2010). Visitor interest in zoo animals and the implications for collection planning and zoo education programmes. *Zoo Biology*, 29(6), 715-731.



Source: Moss, A., & Esson, M. (2010). Visitor interest in zoo animals and the implications for collection planning and zoo education programmes. *Zoo Biology*, 29(6), 715-731.







Source: Bitgood, S. (1987). *Understanding the public's attitudes toward and behavior in museums, parks and zoos*. Technical report no. 87-30, Psychology Institute, Jacksonville State University. Alabama. USA



Sources:

Moss, A., Esson, M., & Francis, D. (2010). Evaluation of a 3rd generation zoo exhibit in relation to visitor behaviour and interpretation use. *Journal of Interpretation Research*, 15(2), 11-28.

Ross, S. R., Melber, L. M., Gillespie, K. L., & Lukas, K. E. (2012). The Impact of a Modern, Naturalistic Exhibit Design on Visitor Behavior: A Cross-Facility Comparison. *Visitor Studies*, 15, 3-15.





Sources:

Bitgood, S., Patterson, D., & Benefield, A. (1988). Exhibit Design and Visitor Behavior: Empirical Relationships. *Environment and Behavior*, 20(4), 474-491.

Klein, H.-J. (1993). Tracking Visitor Circulation in Museum Settings. *Environment and Behavior*, 25(6), 782-800.



Source: Bitgood, S., Patterson, D., & Benefield, A. (1986). Understanding Your Visitors: Ten Factors that Influence Visitor Behavior. *Technical report, Psychology Institute, Jacksonville State University, 86-60, 1-17.*



Source: Bitgood, S. (2003). Visitor Orientation When are Museums Similar to Casinos? *Visitor Studies Today!* 910-12.

# The presence of an explainer



Source: Waller, B. M., Peirce, K., Mitchell, H., & Micheletta, J. (2012). Evidence of Public Engagement with Science: Visitor Learning at a Zoo-Housed Primate Research Centre. *PLoS ONE*, 7(9), e44680.



Source: Moss, A., Francis, D., & Esson, M. (2007). The measurement of visitor density and its effect on visitor behaviour in zoo exhibits. *BIAZA Research News*, 8(3), 2-3.



Source: Maslow, A. H. (1946). A Theory of Human Motivation. *Twentieth Century Psychology: Recent Developments in Psychology*(50).