### Visitors & the Exhibit Environment





Dr Maggie Esson Education Programmes Manager, Chester Zoo m.esson@chesterzoo.org

# Animal visibility













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.



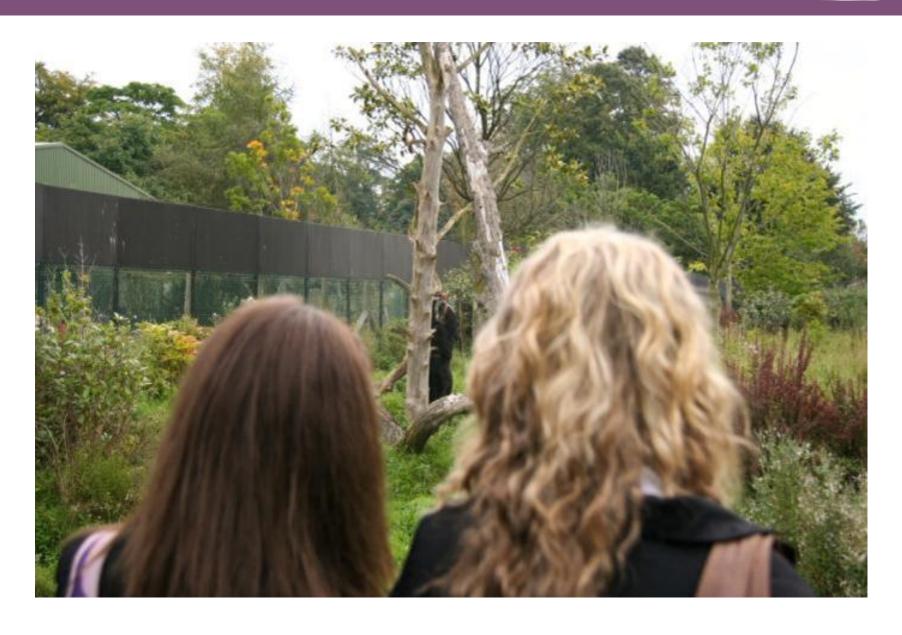


Source: Moss, A., & Esson, M. (2010). Visitor interest in zoo animals and the implications for collection planning and zoo education programmes. *Zoo Biology, 29(6), 715-731.* 













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





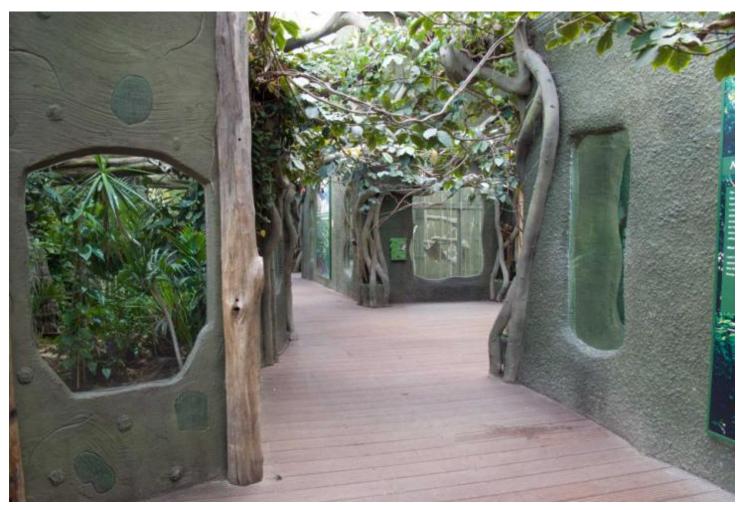
Sources:

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.

## Competing stimuli





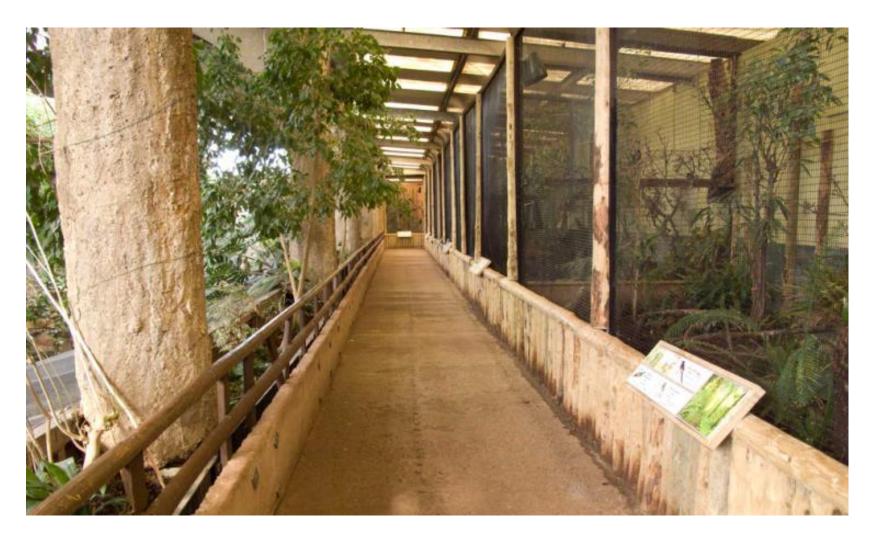
Sources:

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.

## Repetitive exhibits





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.* 

#### Orientation





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

## The presence of an explainer



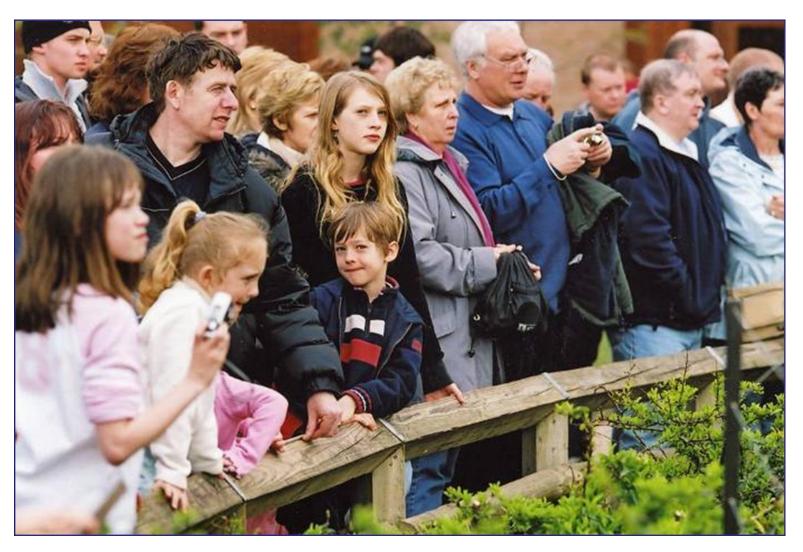




Source: Waller, B. M., Peirce, K., Mitchell, H., & Micheletta, J. (2012). Evidence of Public Engagement with Science: Visitor Learning at a Zoo-Housed Primate Research Centre. *PLoS ONE, 7(9), e44680.* 

#### Visitor density





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)*.