

The MUSA Youth Curators:

An example of research through relationships

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How do we begin to engage this group?



Focus group?

Would you get smiles like this at
a focus group?



Two way relationship

They get something in return

- Build relationships
- Contribute something tangible
- Give them responsibility
- Gain new skills with long-term benefit
- We get something out of it too



Solution:

A dream team of teenagers preparing their own exhibition



But why?

Form of active audience
research



An experiment

We knew not
everything would
work!

And it didn't





What did work?

Good relationships

Top tips

Consistent contact

Be yourself

Trust





What did work?

Inspiration, skills and
enjoyment

Top tips

Evaluation

Evaluation

Evaluation!

Oh, and planning





What did work?

We learnt a lot

Top tips

Take lots of notes

Different ways of getting
feedback

Remain hands-off

Spend time reviewing
sessions



What didn't work?

Timing

Top tips

Choose time of year carefully

Teenagers are slow
– don't plan too much

Teenagers suffer memory loss
– can sessions be closer together?



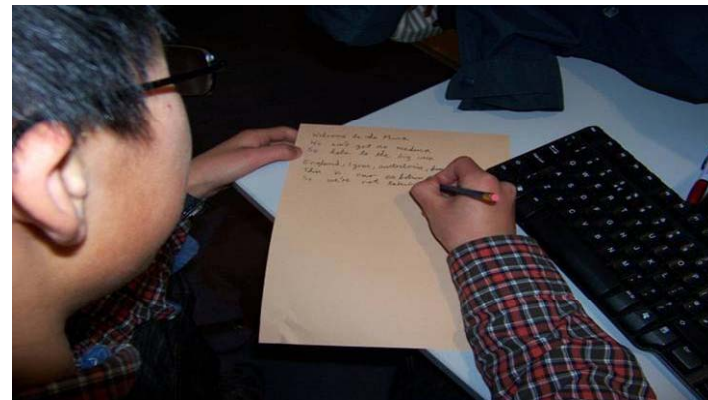
What didn't work?
Display didn't reflect what
teenagers want

Top tips

Take research from discussion,
not results

Set guidelines

Visit a variety of displays



What didn't work?
Complete hands-off approach

Top tips

Set objectives for each session

Make sure each person has a
designated task





Is it worth doing?

YES!

That's why we're
doing it again





Is it exploitation?

- We get what we want from them
 - They have fun
- They gained skills
- They want to do it again

