

Visit Tracker: An interdisciplinary approach to visitor studies through a University and Museum research collaboration

**Dimitra Christidou,
Postdoctoral Fellow, Department of Education,
University of Oslo**



UiO : **Faculty of Educational Sciences**
University of Oslo

Big Data, big Opportunities?

Chapter 1 | The Explosion of Big Data

Chapter 2 | Situating Data

Chapter 3 | Technology and data

Chapter 4 | Data & Visualisations

Chapter 1 | The Explosion of Big Data



Chapter 2 | Situating Data

“Data do not exist independently of the ideas, instruments, practices, context and knowledges used to generate, process and analyze them (Bawker 2005; Gitelman and Jackson 2013)”



if we put it all in one place will it start to make sense?

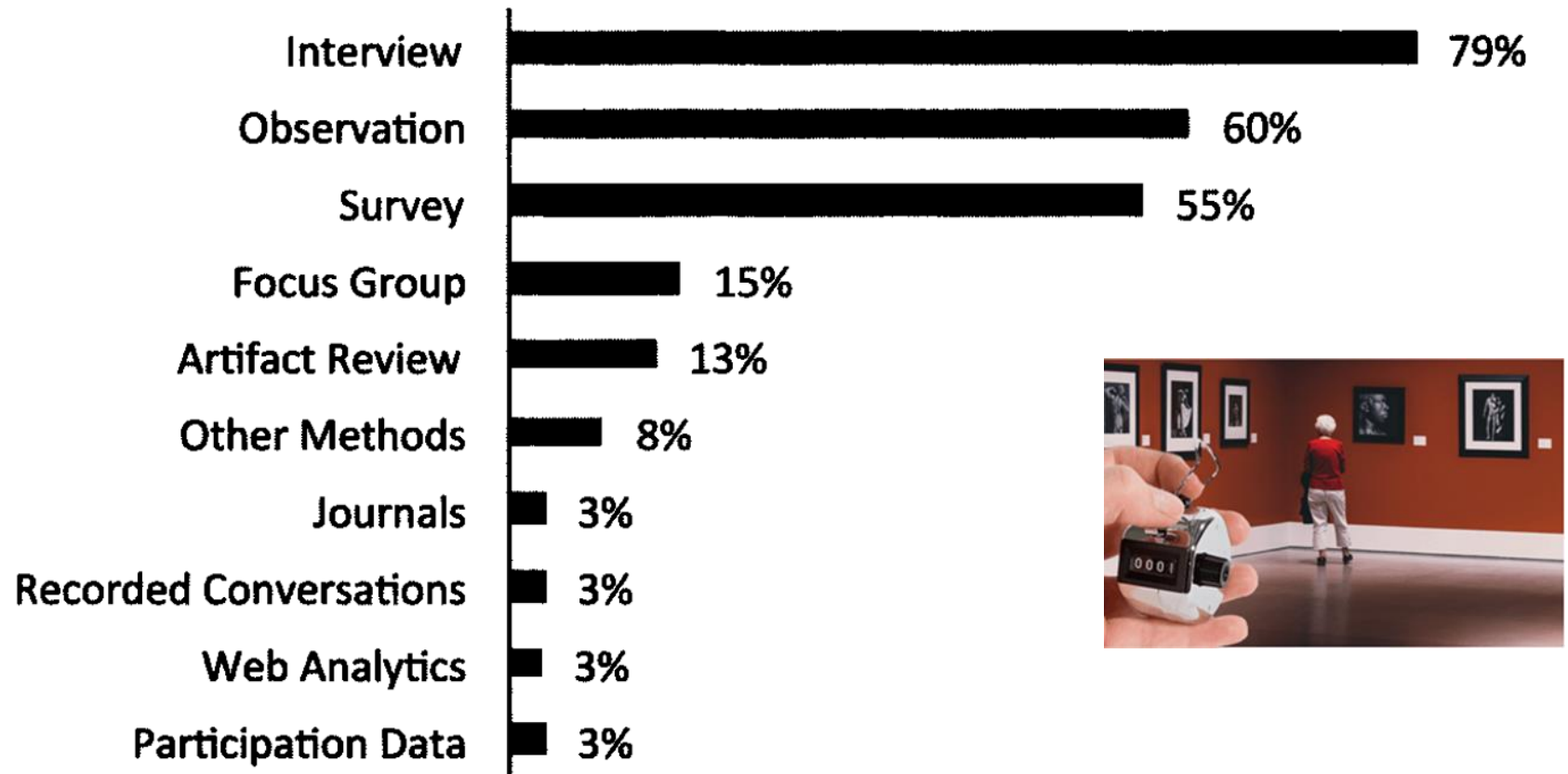


Figure 1 Data collection methods cited in museum-related evaluation reports posted on informalscience.org before May 2013 ($n = 319$).

February 2011

“Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted.”

- Albert Einstein



the Visitor Studies Group

www.visitors.org.uk

February 2010

“At a museum, there will be one person weeping in front of the Monet, another weeping in front of the Renoir and another weeping in front of the Picasso.

Who can say what moves each person so? ”

- Bebe Neuwirth



the Visitor Studies Group

www.visitors.org.uk

Chapter 3 | Technology and data



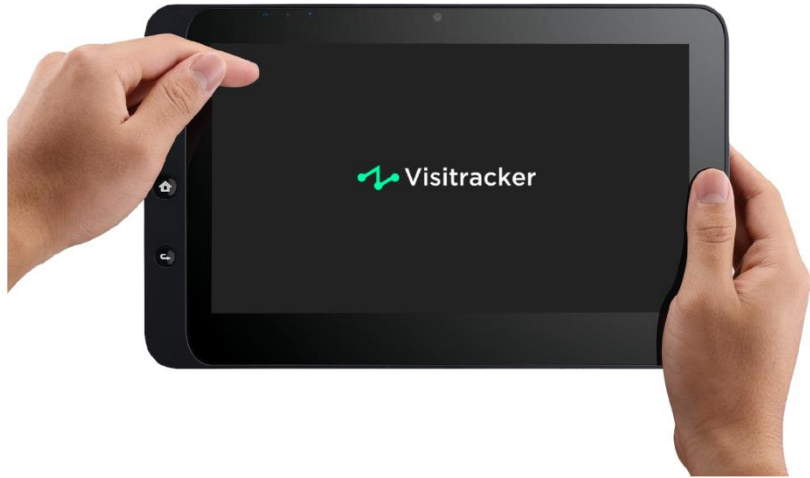
Interdisciplinarity



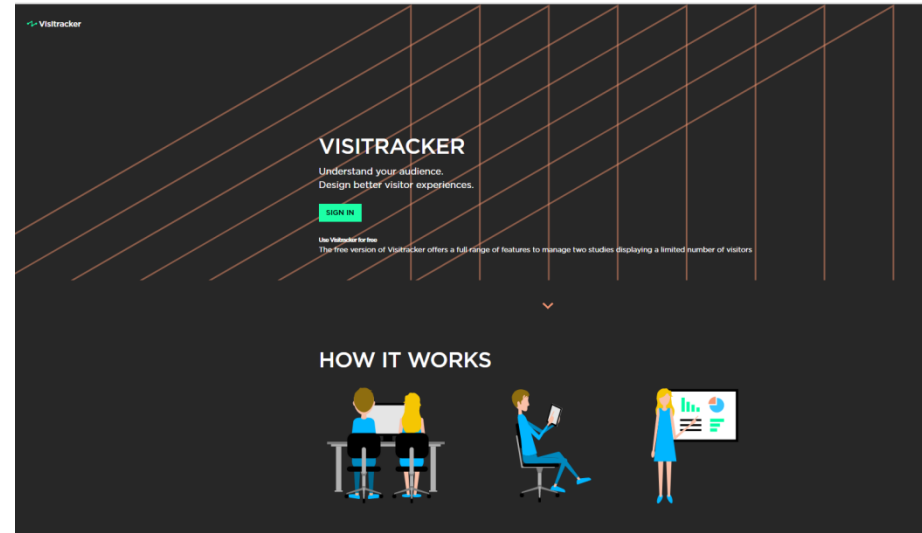
UiO : Universitetet i Oslo



NASJONALMUSEET



An app (iOS & Android)



Online Portal
<https://www.visitracker.net>

Sociocultural Perspective

Focus on **groups**

Focus on what happens *in situ*

Focus on **interactions** (behaviors occurring between visitors, & visitors and resources)



Chapter 4 | Data Collection & Visualisations

Edit study

Define tracking location

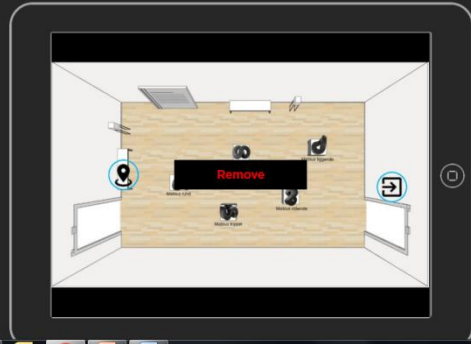
This is the floor plan or exhibit you will use for tracking.

Upload image

Choose and upload an image which will be used as the background for your tracking. Since the Visitracker tablet application will be used in landscape, make sure your picture fits a landscape layout as well as possible.

The image must be in **JPG** or **PNG** format, and the filesize should not exceed 1 **megabyte** (we recommend 100 to 200Kb).

After having selected your image, it will be previewed within the limits of the tablet. Press 'upload' to test whether it fits the necessary requirements. Once done, either go to the next step or start over the image selection process.



Edit study

Define interactions to be tracked

An interaction is a combination of an action and a resource.

Actions

- ☐ Point
- ☐ Read
- ☐ Look
- ☐ Listen

Add actions

Resources

- ☐ Walltext
- ☐ Artwork
- ☐ None
- ☐ Exhibit
- ☐ Audioguide
- ☐ Tablet
- ☐ Statue

Add resources

Previous

Next

Visitracker - Portal



Survey name

motivations

Add a new question

Questions

1 : age and gender (required)



2 : was it today your first visit to the museum?

- ☐ Yes
- ☐ No
- ☐ N/a

edit

delete



3 : did u come alone today?

- ☐ Yes
- ☐ No, can't u see my crew?
- ☐ N/a

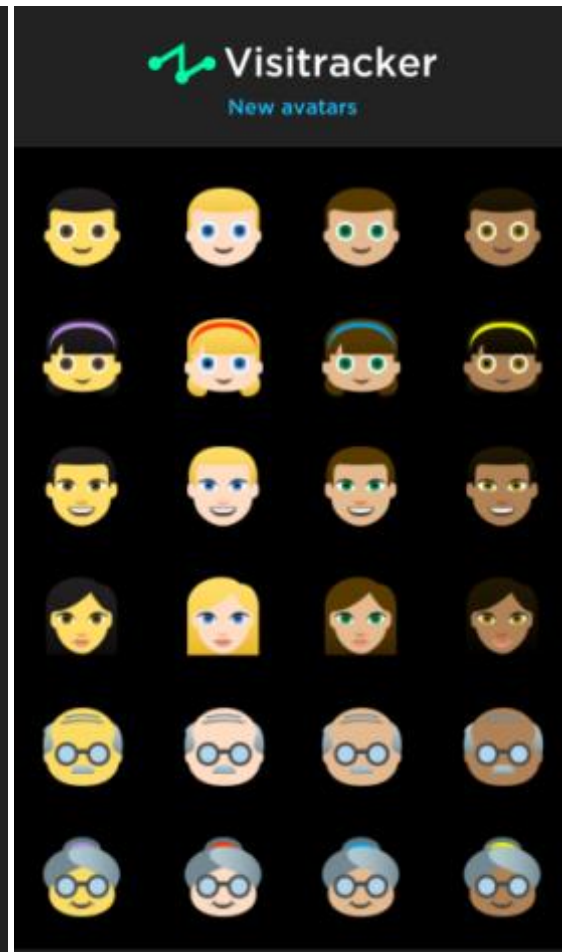
The survey will end after this question

edit

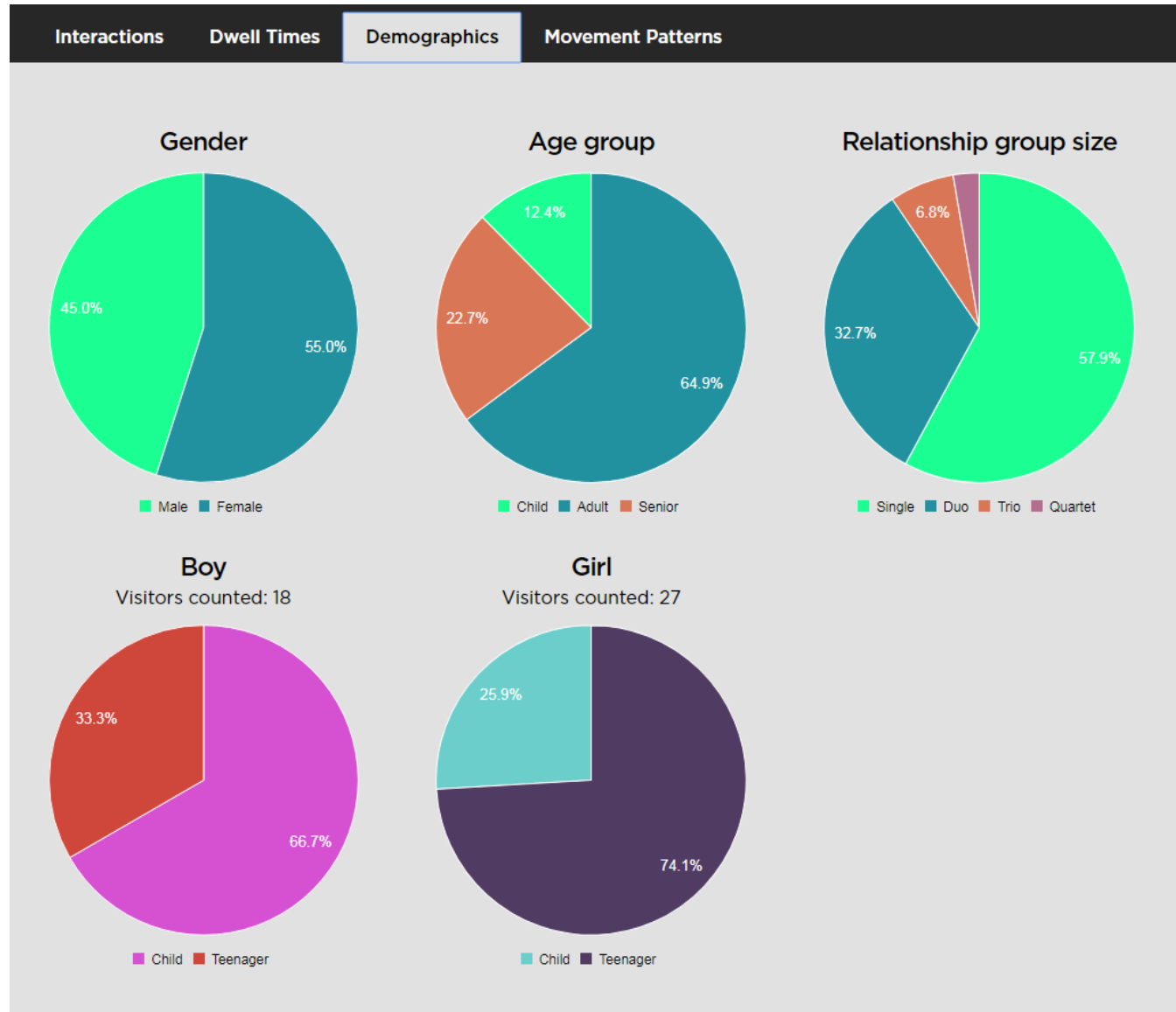
delete

Visitracker - App

Actions	Resources	Summary
<i>Pick an action from the list below</i>	<i>Pick a resource from the list below</i>	visitors: 1 action: Look resource: Tablet
Read	Walltext	
Point	Audioguide 1	
Look ✓	Audio guide 2 - big painting	
Listen	Tablet ✓	
Pose	Mobile phone	
Take a photo	Sculpture	
Call someone over	Other Visitor(s)	
Sit	Bench	
Talk	Brochure	
	Painting	
	None	
	Room color	
	Label for audioguide 1	
		Cancel
		Add



Chapter 5 | Data visualizations on the portal

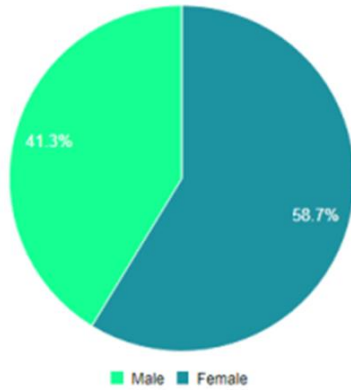


× Look→Sculpture

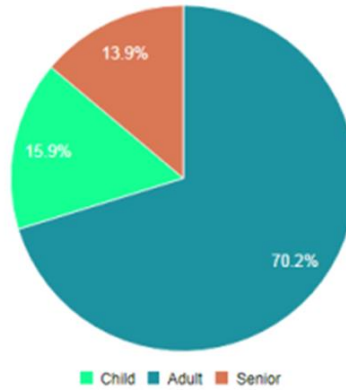
141 interactions
168 visitors



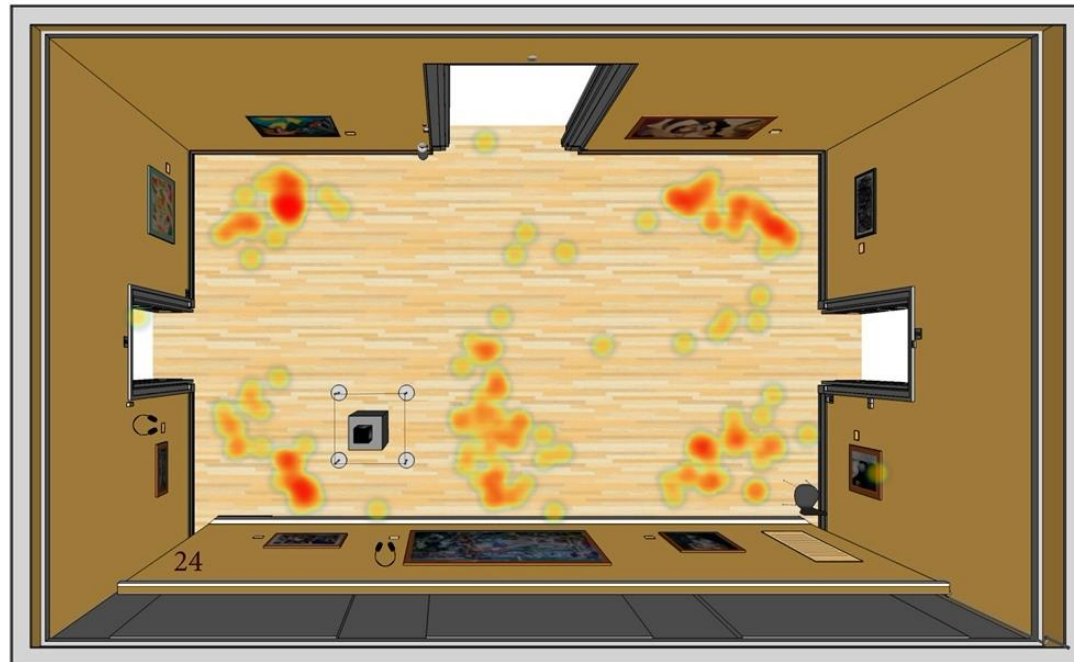
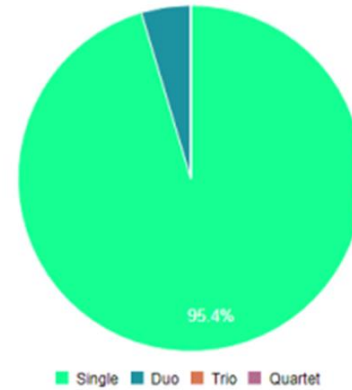
Gender



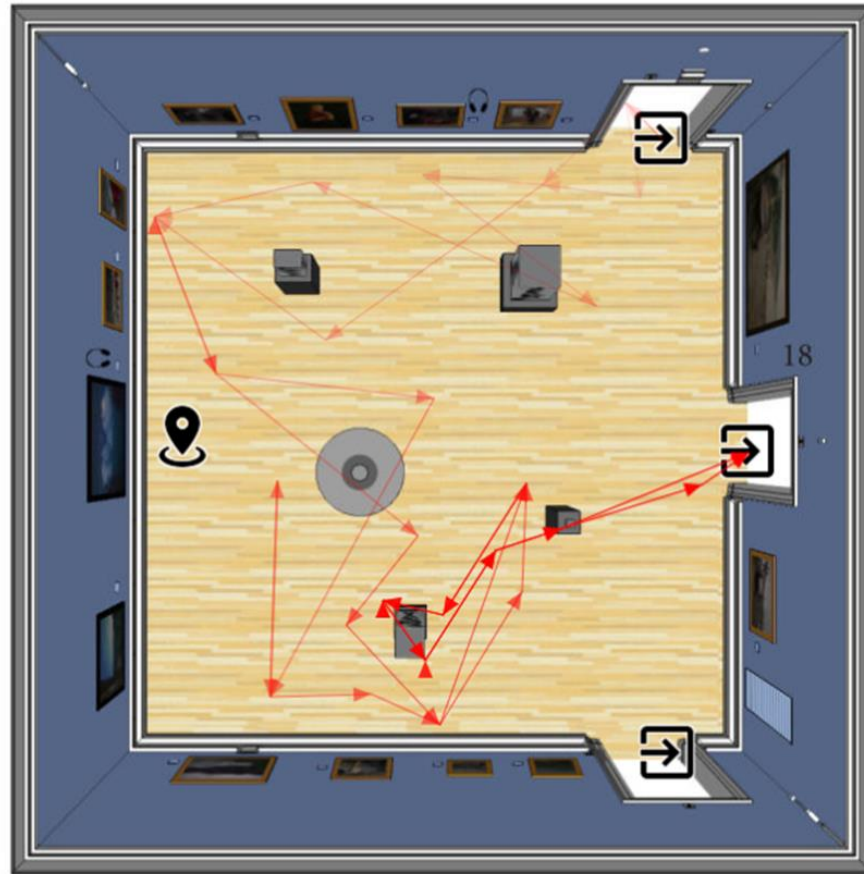
Age group



Relationship group size



Portal – Automatic Visualisations



DATA ADJUSTMENT

- ☐ Heat mode
- ☐ Characteristics

TIME ADJUSTMENT

0:00

5:17



DOWNLOAD

[image](#)

Social Meaning Mapping

Audio recording

We have been informed that an audio recording of our conversations will take place during the drawing activity and that the data will be used for research purposes.

☐ I/We hereby consent to participate.


CONTINUE




CANCEL

Canvas selection

Please select an option:

 Floor plan

 Empty canvas

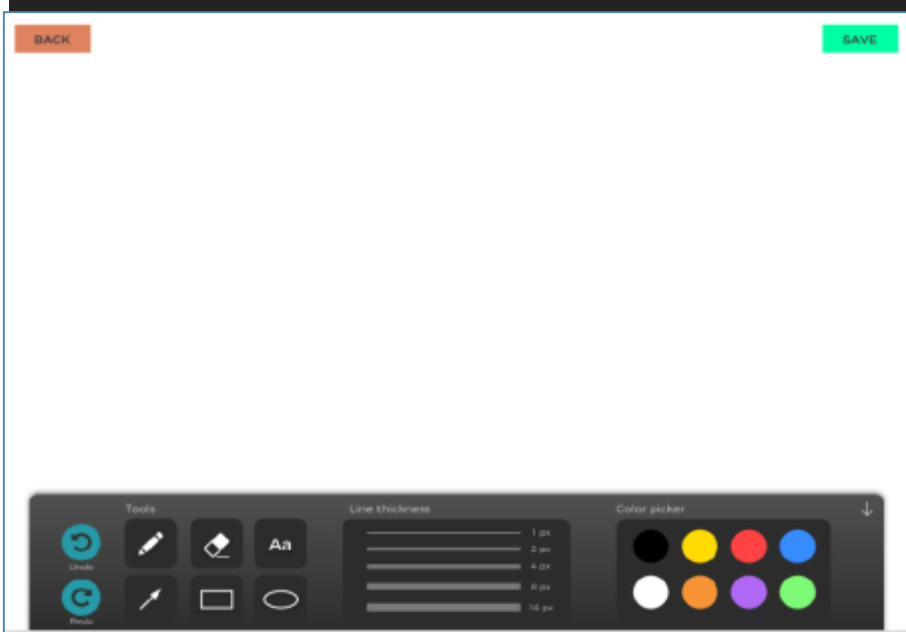
CONTINUE



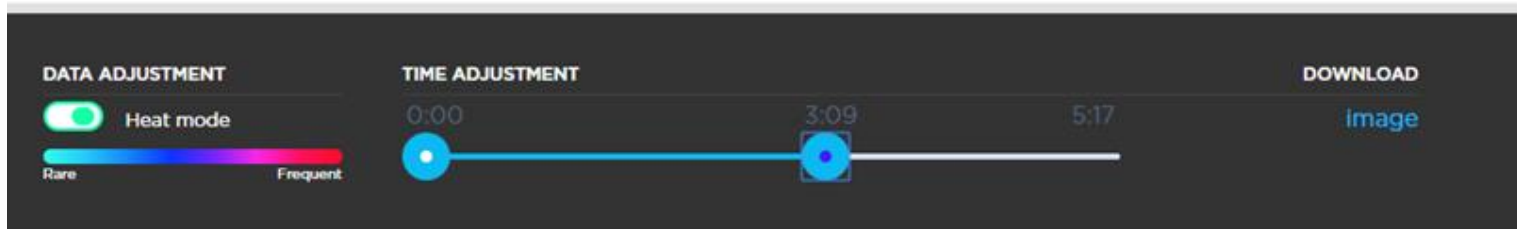
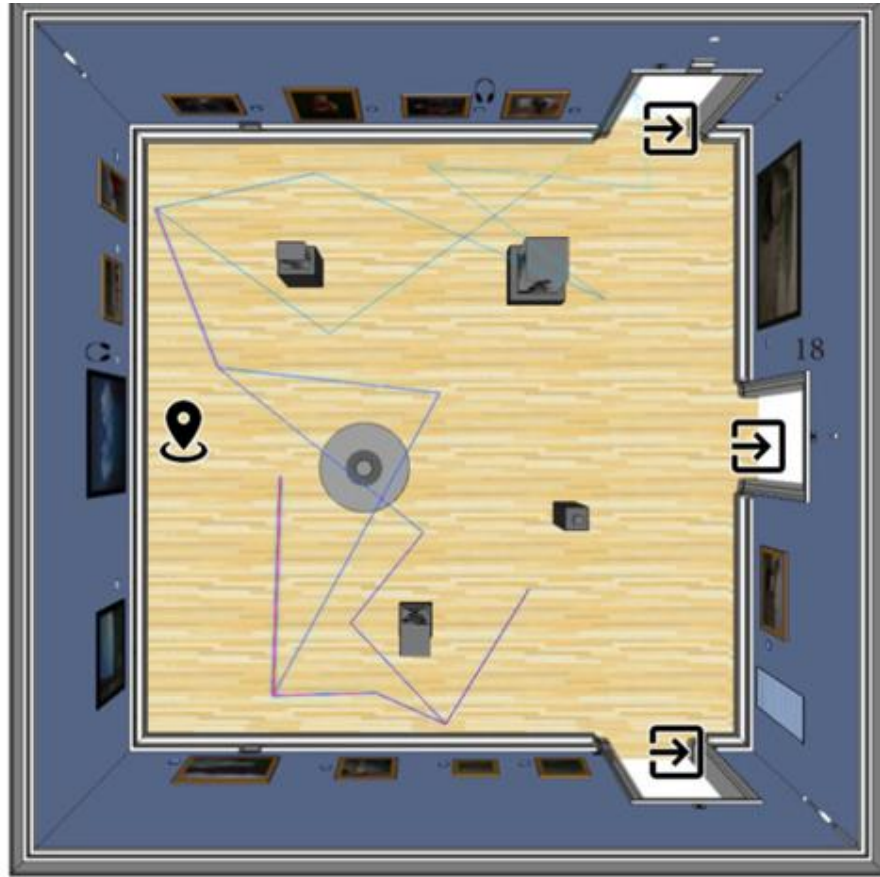
CANCEL

BACK

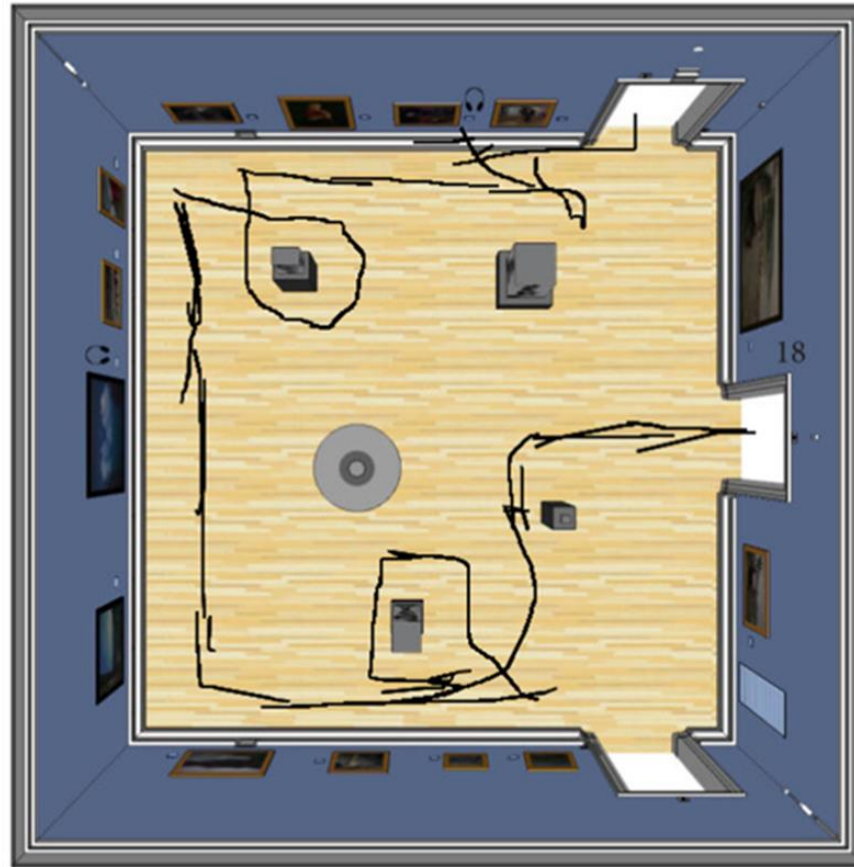
SAVE



Time adjustment & Heatmap Function

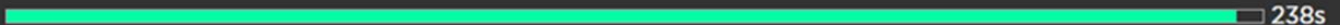


Social Meaning Maps



PLAY AUDIO WITH SIMULATED ANIMATION

Download
audio image



238s

Challenges

To experiment means....**trying multiple times**, making mistakes & learning from them

Institutional change takes time

Understand what Visitracker can offer & what not

‘Sharing is Caring’ as a philosophy between the university researchers & the museum, and the museum & its network of other museums

Establishing a **common vocabulary**

Implementing findings from the studies into the organization

Creating & facilitating a network of actors interested in audience development

Funding for sustained development & support services

Any questions?

Contact:

Dimitra Christidou

dimitra.christidou@iped.uio.no

 @dchristidou

@MediascapesUiO