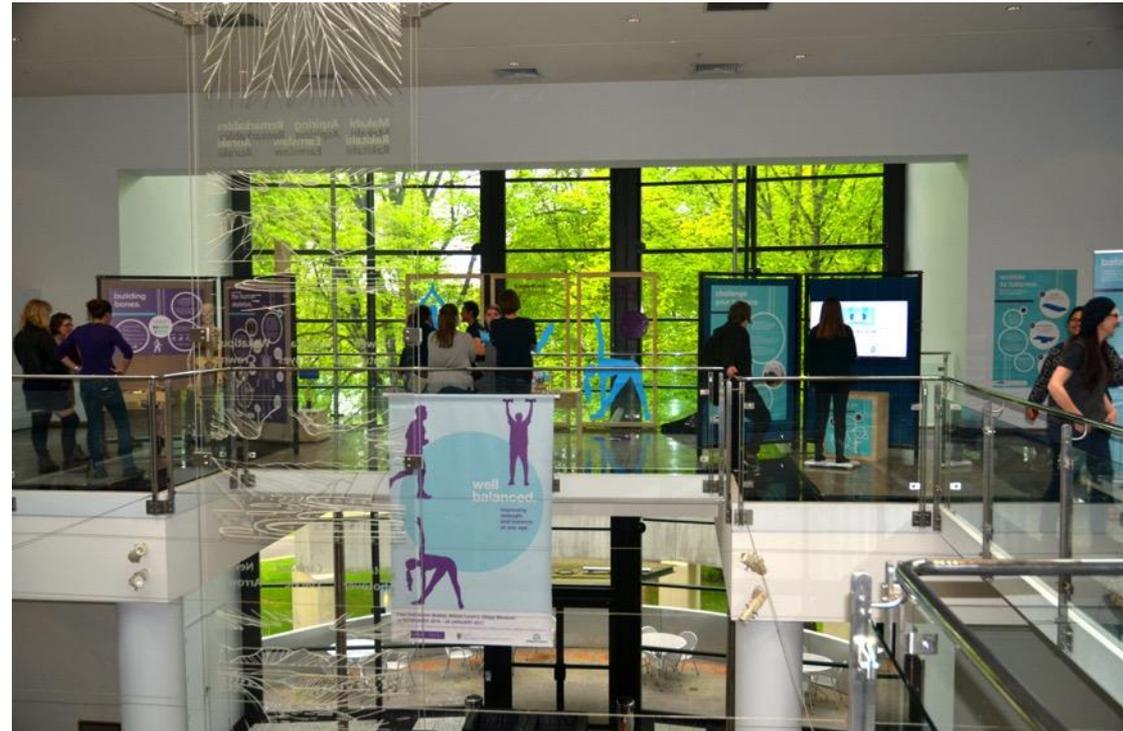
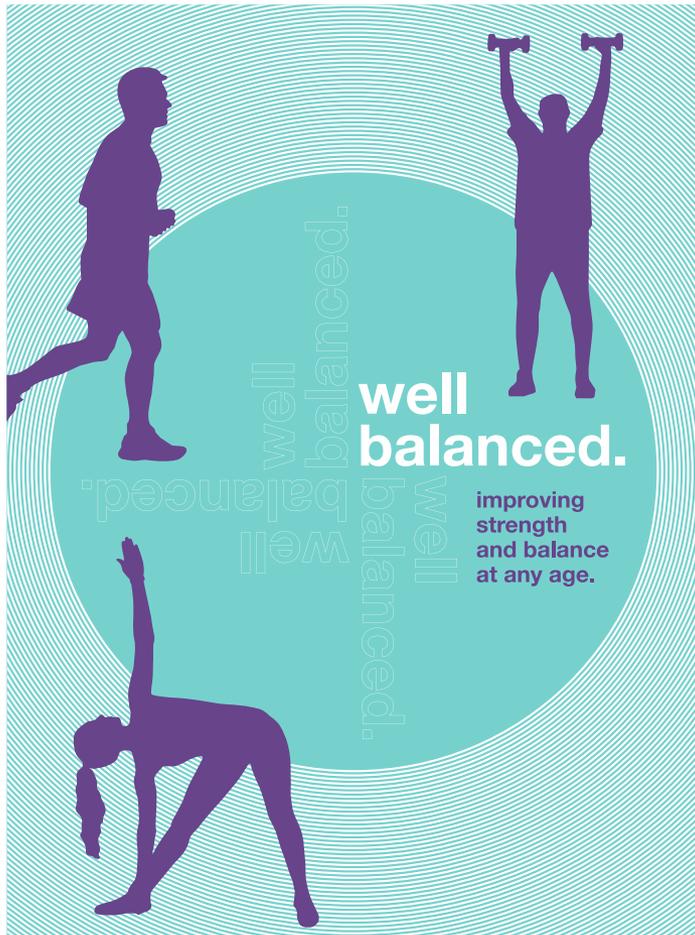


Well Balanced – a Collaborative Exhibition



*Nancy Longnecker, Craig Scott, Debra Waters,
Andrea Liberatore & Daniel Solis*

Free interactive display, Atrium Level 2, Otago Museum
12 NOVEMBER 2016 – 29 JANUARY 2017

Developed by the University of Otago Centre for Science Communication and National Science Challenge Ageing Well in collaboration with Otago Museum.

28 August, 2017

Otago Museum and University Collaboration

**SCOM406: Exhibitions & Interpretation
Centre for Science Communication**

+

Otago Museum

+

Ageing Well National Science Challenge

(& UO CARE Research Theme)



Q: Why an exhibition?

A: Contribution to life-long learning

“Average Americans spend less than 5 percent of their life in class-rooms, and an ever-growing body of evidence demonstrates that most science is learned outside of school.”

(Falk & Dierking, 2010, p. 486)



Photo credit: Raimo Kuparinen

Why collaborate with a museum?



“We estimate that more than a billion people, young and old, alone or in groups, visit a museum of some kind every year....by 2000 the number had climbed to 60 percent.”*

(Falk & Dierking, 2013, p. 23)

Targeting our audience



UNI NEWS

University collaborates on Museum balance exhibition

Monday, 21 November 2016

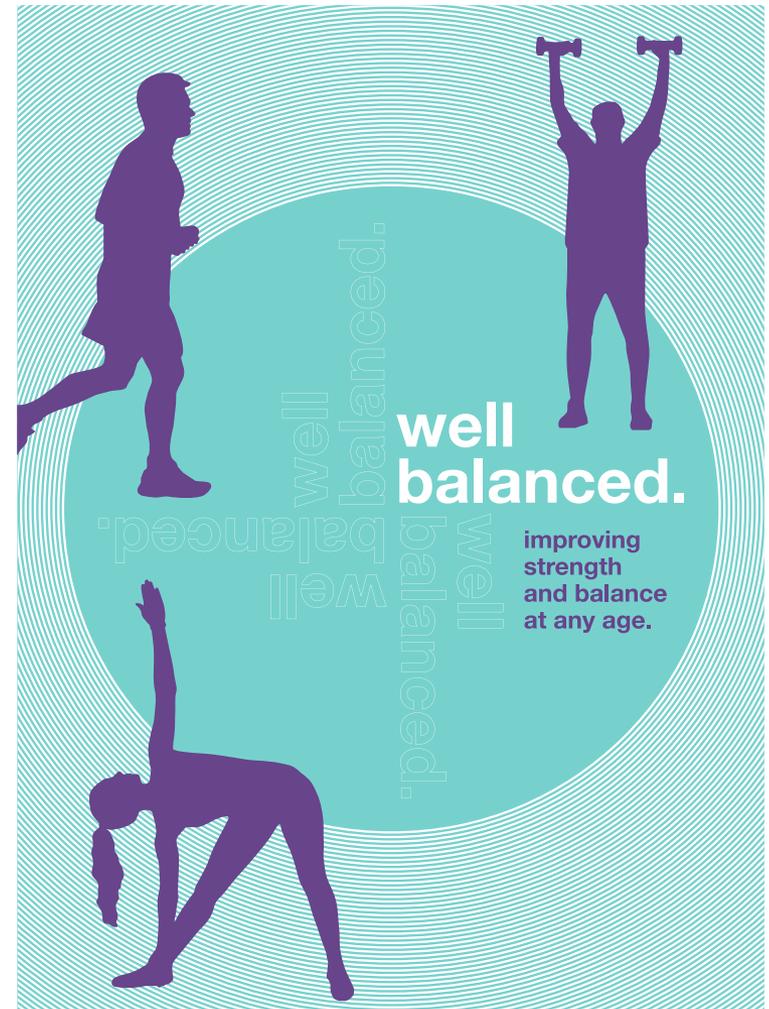


Participants take part in some of the fun activities at the Well Balanced exhibition opening.

The Ageing Well National Science Challenge has teamed up with students in the University of Otago's Centre for Science Communication and co-developed an interactive exhibit at the Otago Museum called "Well Balanced".

Evolution of the exhibition theme

“You can improve your balance and strength *at any time in your life.*”

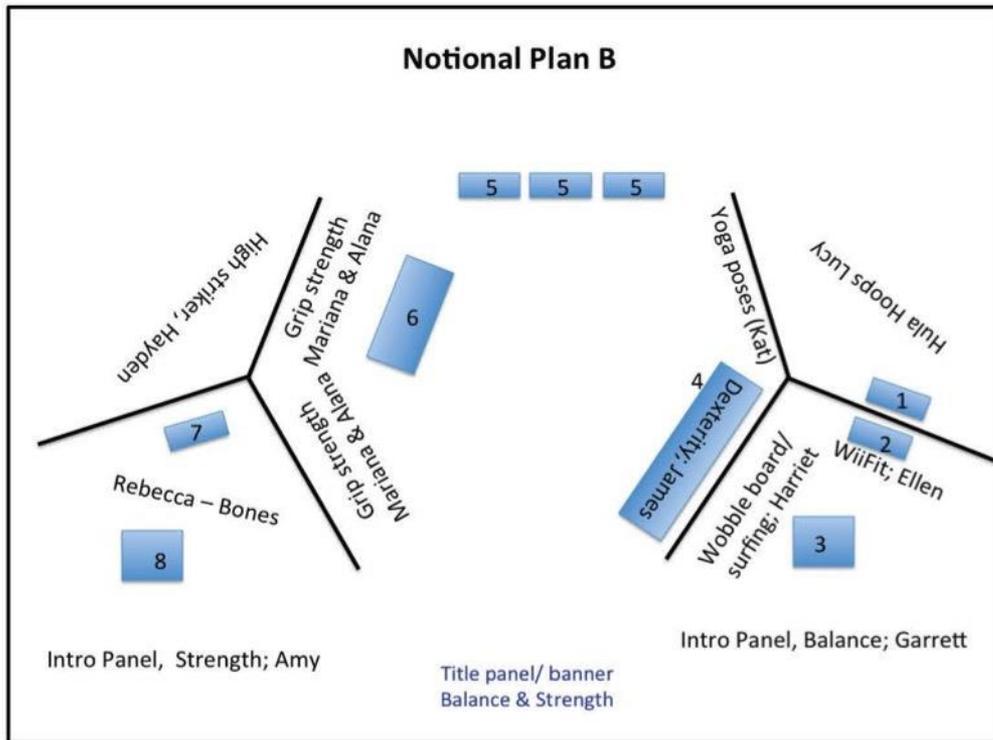


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Well Balanced Exhibition

9 Exhibits – Highly Interactive



Well Balanced to Wellington (ACC)

Exhibits recommended for inclusion in a traveling exhibition:



- Introductory Panels
- Grip It
- Hoop Fitness
- Yoga
- Wobble to Balance

Exhibits for potential inclusion (some work needed):



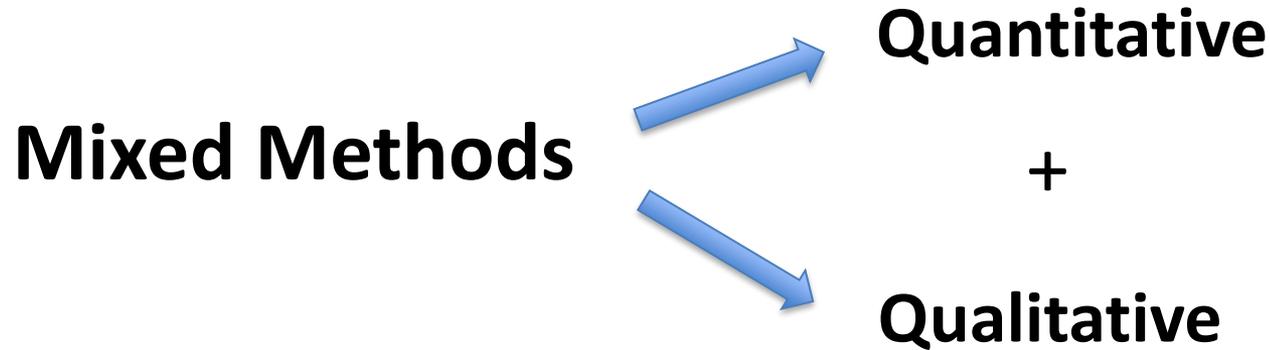
- Nimble Fingers
- Building Bones

Exhibits available but problematic for inclusion in a travelling exhibition:



- Challenge Your Balance (Wii Fit)
- High Striker

What did people think?

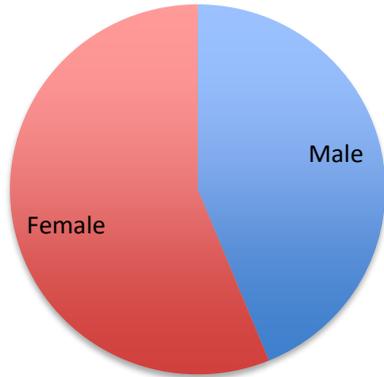


Triangulation

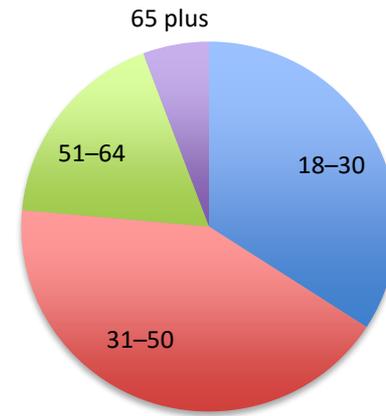
- Surveys (visitors; n=123)
- Observations (visitors; n=60)
- Interviews (n= 18; staff/ design team/follow-up with visitors)

Surveys (n = 123)

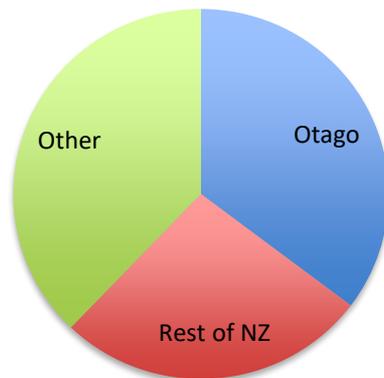
Gender



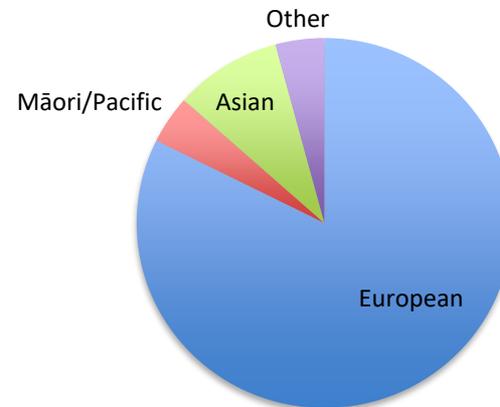
Age



Where are you from?

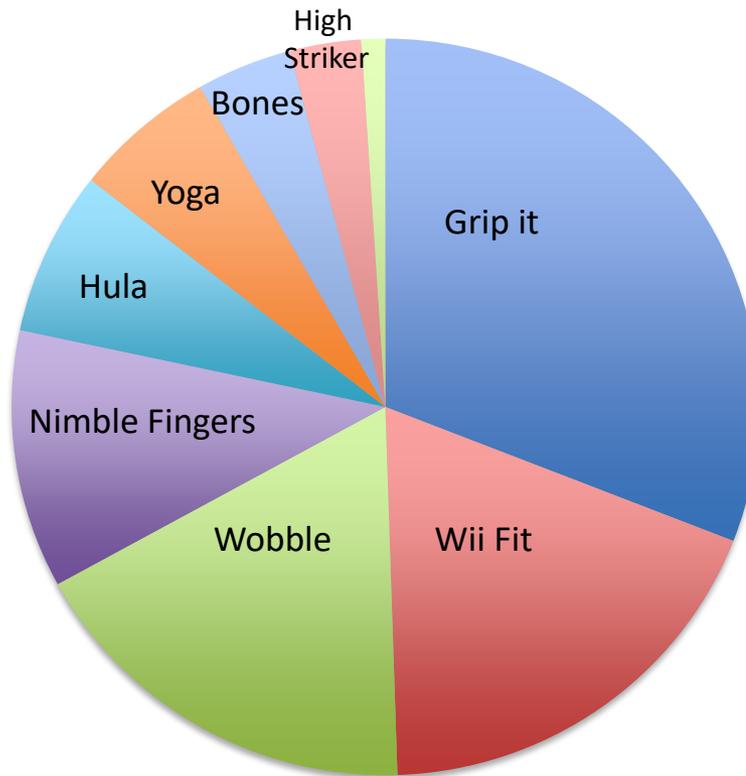


Ethnicity

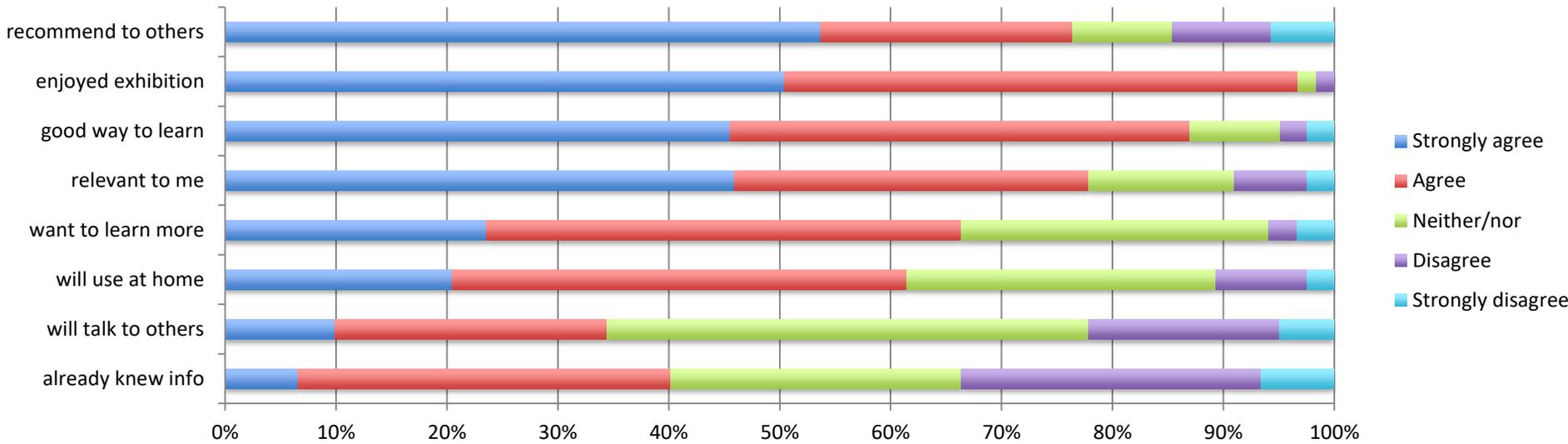


Surveys

Favourite exhibits

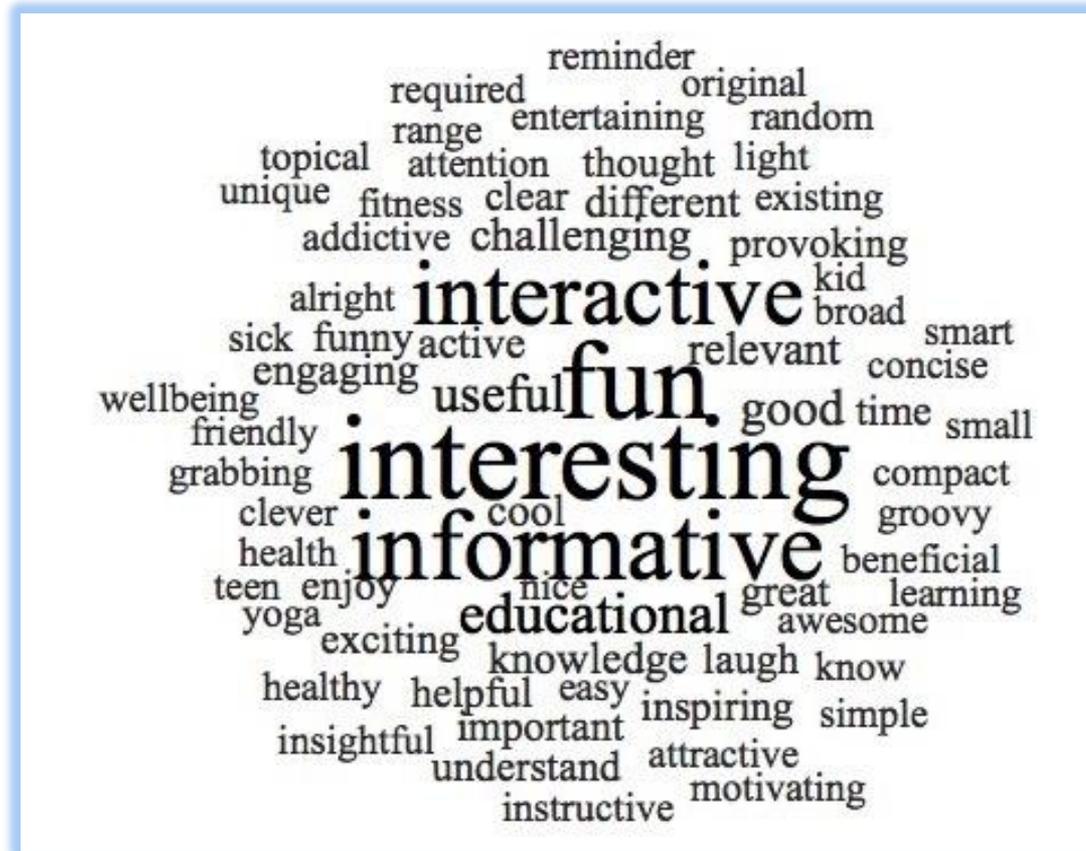


Surveys



Surveys

What three words would you use to describe this exhibition?



People come to museums to learn and explore

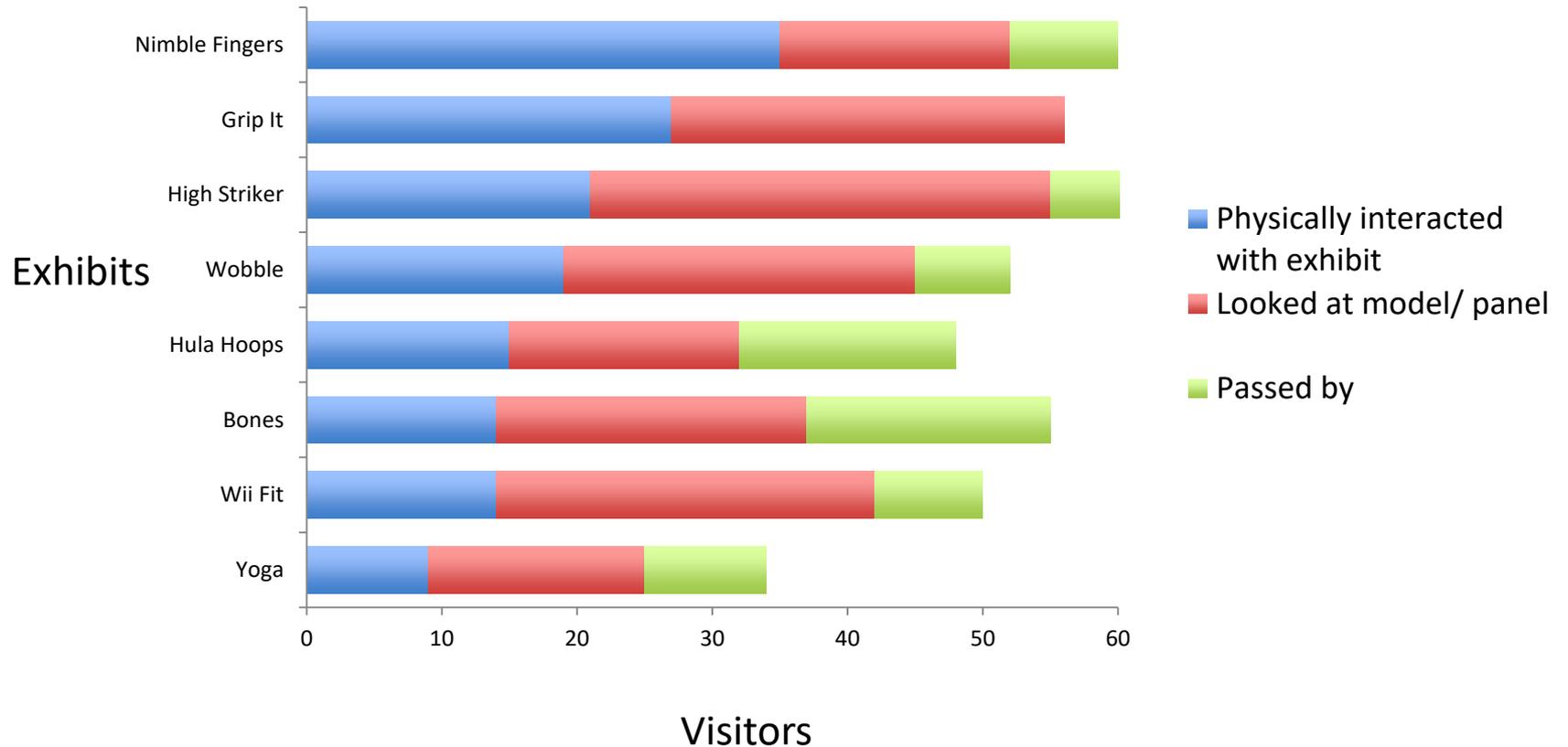
Well Balanced – an interactive exhibition

I love the interactive exhibits at the museum. I think we went back maybe three or four times... and that's at a time of year when we'd rather be outside whenever we can. So the kids really want[ed] to go back and do that.



Photo credit: Raimo Kuparinen

Observations



Interviews

Q: What do you think drew people in?

People just like anything interactive... for the Wii, it ...would be the kids that would go in and start it, but then the parents would come in and have go as well, and then the grandparents.... I saw grandparents trying the games and things. It was quite funny. They seemed to really enjoy it.

(Floor staff)



Interviews

Q: What is your opinion about the role of collaboration in science outreach?

I think it represents a model of how we can do things in an era which is increasingly somewhat ambivalent if not hostile towards scientists... and having it in a community setting is much more important for getting messages across, rather than, 'Please come into the university and we'll tell you about what we're doing'

(Staff)

Interviews

Q: What is your opinion about the role of collaboration in science outreach?

Not doing stuff in isolation, using all the resources available and the knowledge of different groups of people really helps deliver an outcome for the community that is beneficial to them.

(Staff)

Interviews

Q: Did you think it was an appropriate assignment?

Yes definitely... we got to see the whole process all the way through, like we had to pitch our idea and come up with the original idea ourselves, and then do the desing ourselves, and make sure all the components were there and where we could buy all the different pieces... And then hand over to the museum and see how that developed as well.

(Student)

Exhibits promoted action

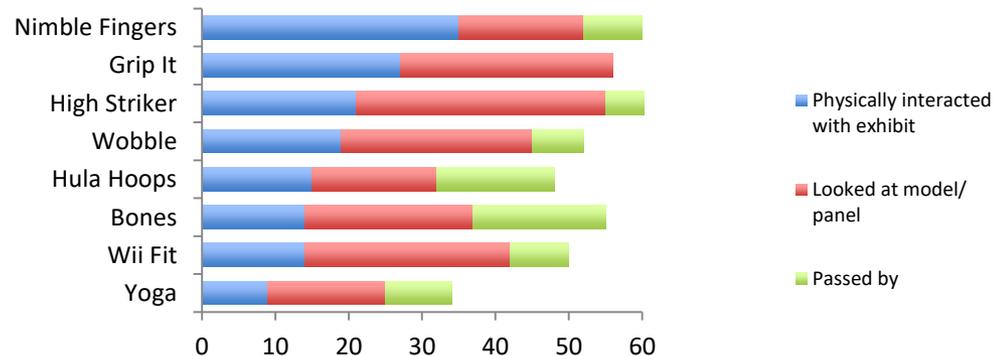
6 months later Q: 'Have you taken up any new activity, or changed your behaviour in any way that was inspired by something you saw, learned or read at the exhibit?'

If so, what?

A: I've just been doing some hand strengthening.



Photo credit: Raimo Kuparinen



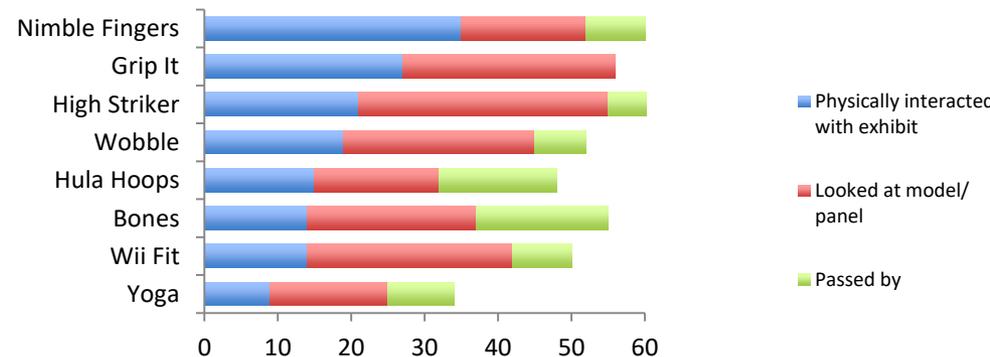
Exhibits promoted action

6 months later Q: 'Have you taken up any new activity, or changed your behaviour in any way that was inspired by something you saw, learned or read at the exhibit?'

If so, what?



A: We bought a couple of hula hoops at home... and my daughter has gotten very good at hula hooping.



Exhibits promoted action

6 months later Q: 'Have you taken up any new activity, or changed your behaviour in any way that was inspired by something you saw, learned or read at the exhibit?'

If so, what?

A: Yeah, I've tried to get to some yoga classes.

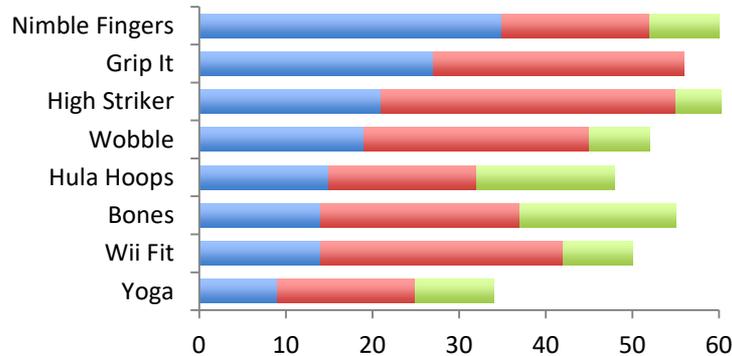


Photo credit: Raimo Kuparinen

People come to museums to learn and explore

Well Balanced – an interactive exhibition



Acknowledgements

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Photographs: Raimo Kuparinen