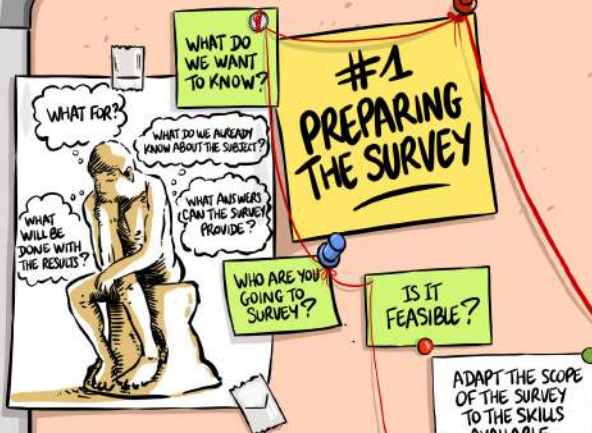


PROCESS FOR A VISITOR SURVEY

#1 PREPARING THE SURVEY



QUESTIONS TO ASK YOURSELF FROM THE OUTSET IN ORDER TO FRAME THE SURVEY PROJECT PROPERLY

A MUSEUM THAT CATERES FOR ITS PUBLICS



How to remain transparent throughout the survey?

#2 MANAGING THE SURVEY

WHAT ARE THE SURVEY CONDITIONS?

WHAT INFORMATION SHOULD BE GIVEN ABOUT THE SURVEY

HOW WILL THE FIELDWORK BE ORGANISED (SCHEDULE, COMPLIANCE WITH THE SURVEY SAMPLE)

What environment? What information to museum staff?

What information to visitors?

WHO ARE THE INVESTIGATORS?



WHAT TRAINING DO THEY HAVE?

#3 ANALYSING THE FINDINGS

HOW CAN THE INFORMATION GATHERED BE PROCESSED?

HOW CAN VISITORS' VIEWS BE ACCURATELY REFLECTED?

NO HANDY NO CANDY WHO SAID THAT?

WITH WHOM SHOULD THE ANALYSIS BE SHARED

SHARED ANALYSIS: DISCUSS THE RESULTS WITH THE PROFESSIONALS INVOLVED IN THE STUDY TO REFINE THE INTERPRETATIONS

HELP TEAMS TO FORMULATE RECOMMENDATIONS

OBSERVE RULES OF CONFIDENTIALITY OF SOURCES

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#4 USING THE RESULTS

WHAT KIND OF SUMMARY?

Disseminate the results internally and, if possible, more widely if relevant, including to survey respondents

HOW CAN THE RESULTS BE PRESENTED?



Stick to the results Adapt presentations to the target audience

HOW SHOULD THE RESULTS BE DISSEMINATED?



WHAT DO WE DO WITH THE RESULTS?

WHAT DECISIONS SHOULD BE MADE?

HOW CAN THE RESULTS BE MADE RELIABLE?

Respect the methods of analysis of social sciences

How does the museum use the results?



How much time should be allowed for analysis?

ENSURE VISITORS ARE GIVEN THE CONTEXT OF THE SURVEY

GUARANTEE THE CONFIDENTIALITY

ENSURE THAT THE DEFINED METHODOLOGY IS APPLIED AND MONITOR THE SURVEY OVER TIME