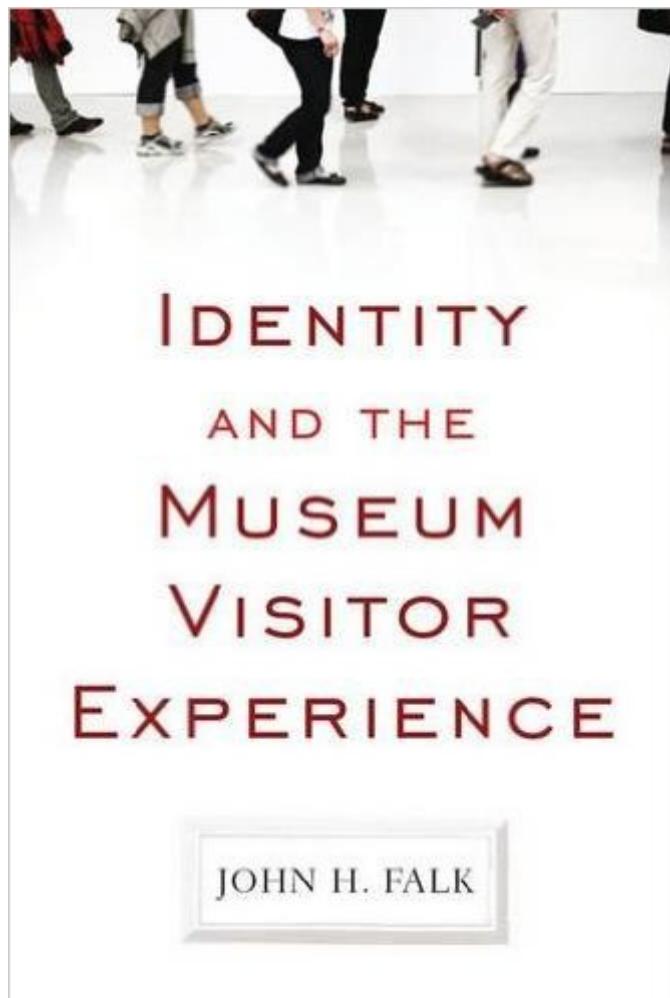


The book was found

Identity And The Museum Visitor Experience



Synopsis

Understanding the visitor experience provides essential insights into how museums can affect peopleâ™s lives. Personal drives, group identity, decision-making and meaning-making strategies, memory, and leisure preferences, all enter into the visitor experience, which extends far beyond the walls of the institution both in time and space. Drawing upon a career in studying museum visitors, renowned researcher John Falk attempts to create a predictive model of visitor experience, one that can help museum professionals better meet those visitorsâ™ needs. He identifies five key types of visitors who attend museums and then defines the internal processes that drive them there over and over again. Through an understanding of how museums shape and reflect their personal and group identity, Falk is able to show not only how museums can increase their attendance and revenue, but also their meaningfulness to their constituents.

Book Information

Paperback: 301 pages

Publisher: Routledge (May 17, 2009)

Language: English

ISBN-10: 1598741632

ISBN-13: 978-1598741636

Product Dimensions: 6 x 0.9 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 starsÂ See all reviewsÂ (9 customer reviews)

Best Sellers Rank: #159,953 in Books (See Top 100 in Books) #30 inÂ Books > Business & Money > Industries > Museums #51 inÂ Books > Politics & Social Sciences > Social Sciences > Museum Studies & Museology #83 inÂ Books > Textbooks > Social Sciences > Archaeology

Customer Reviews

I was extremely impressed with Falk's book. In this book he talks about five museum visitor identities: Explorer, Facilitator, Experience Seeker, Professional/Hobbyist, and Recharger. Instead of thinking of general demographics of museum visitors, such as age, race, gender, etc., Falk recommends thinking of visitors in one of these five visitor identities. Doing so will help the museum better meet the needs of the community. I currently work at a museum complex in Lehi, Utah called Thanksgiving Point, and I look forward to incorporating the ideas in Falk's book into our practices here. In doing so I hope to see not only an increase in revenue, but also an increase in the public's perceived value of our museum complex. I plan on conducting research to test many of the ideas

presented in this book. This book has caused me to rethink how I look at visitors that attend museums. It has shown me how I can more fully focus on their needs, instead of just thinking of the objectives of the museum. It is an excellent read for anyone in the museum field or anyone interested in free-choice learning in general.

I came into museum education from the field of secondary education, and was looking for books to provide an orientation to how museum educators and visitor experience professionals think about making their institutions meaningful and engaging for their audiences. I got this book for Christmas, and I devoured half of it that day. Falk cites a body of research conducted by himself, his research partner Lynn Dierking, and others, at LA's California Science Center over decades. While the book isn't overly technical (it pulls mostly qualitative data), Falk & Dierking's mixed methods provide a compelling case for the framework they've developed for both visitor identity and learning in informal spaces. As someone with a strong background in pedagogy and learning theory, this book was an excellent bridge between theories and museum practice. I introduced it to my staff, and while there was some initial push-back, they had to admit that the visitor identities provided ring true to our visitorship and provide a helpful lens for thinking about programming and supplementary materials.

For someone looking to work in museums, this book is important in understanding the various groups who attend museums. There are some parts of Falk's "Identity and the Museum Visitor Experience" that are so difficult to read due to the redundancy. However, like any study Falk is merely trying to prove his theory is accurate with multiple examples.

Interesting insight into the museum visitor experience, though a bit too broad and theoretical. "Practical" part of the book (several last chapters) are particularly inspiring. Good examples of visitor interviews.

This book really helped me in my final paper for one of my classes. It was interesting to read how different people approach their experiences in a museum, as well as why they decide to go or not go.

[Download to continue reading...](#)

Identity and the Museum Visitor Experience Visitor's Guide to Malawi (Visitor's guides) Creating the Visitor-centered Museum The Engaging Museum: Developing Museums for Visitor Involvement (The Heritage: Care-Preservation-Management) CORPORATE IDENTITY 4 (Graphis Corporate

Identity) (v. 4) Recoding the Museum: Digital Heritage and the Technologies of Change (Museum Meanings) Best Pictures of Paris: Top Tourist Attractions Including the Eiffel Tower, Louvre Museum, Notre Dame Cathedral, Sacre-Coeur Basilica, Arc de Triomphe, the Pantheon, Orsay Museum, City Hall and More. Learning from Museums: Visitor Experiences and the Making of Meaning (American Association for State and Local History) How the Sphinx Got to the Museum (How the . . . Got to the Museum) How the Dinosaur Got to the Museum (How the . . . Got to the Museum) Museum Making: Narratives, Architectures, Exhibitions (Museum Meanings) The Educational Role of the Museum (Leicester Readers in Museum Studies) Fitzwilliam Museum, Cambridge: Catalogue of Casts in the Museum of Classical Archaeology (Classic Reprint) The Case of the Missing Museum Archives (Museum Mysteries) A Visitor for Bear (Bear and Mouse) The Big Book of Civil War Sites: From Fort Sumter to Appomattox, a Visitor's Guide to the History, Personalities, and Places of America's Battlefields The Daily Show with Jon Stewart Presents Earth (The Audiobook): A Visitor's Guide to the Human Race A Surprise Visitor (The Adventures of Sophie Mouse) Monterey Bay Aquarium Visitor Book A Visitor's Guide to Ancient Egypt (Time Tours (Usborne))

[Dmca](#)