

# **Supplementary Materials For Evaluating the Enlightenment Gallery at The British Museum**

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# WPI

## The British Museum

**SPONSOR: MR. STUART FROST, HEAD  
OF INTERPRETATION & VOLUNTEERS  
AT THE BRITISH MUSEUM**

An Interactive Qualifying Project submitted to the faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor of Science

This report represents the work of four WPI undergraduate students submitted to the faculty as evidence of completion of a degree requirement. WPI routinely publishes these reports on its website without editorial or peer review.

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# AUTHORSHIP

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Henry Ball



The team project manager and head of communications. As project manager Henry oversaw organizing team meetings and tasks to complete. As the head of communications, he was in charge of communicating with the sponsor and advisors on important topics and meetings to make sure everyone was on the same page. Henry oversaw the writing and editing of the methodology section of the report as well as helped with editing all other sections, and put together the additional materials booklet.

Maryna Ilyanok



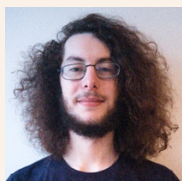
The team editor and head of design. As editor Maryna read through our writing as a whole to make it cohesive. As head of design Maryna was in charge of putting our writing into the booklet form in order to make it presentable and visually appealing. Maryna was also in charge of editing and writing the introduction.

Maxwell Smith



The team secretary. As team secretary, Maxwell took notes on all meetings with our sponsor and interviews with important figures. Maxwell was in charge of writing and editing the background section of the report, helped in writing and editing for all other sections, and put together the additional materials booklet.

Nathaniel Westfall



The team programmer. As team programmer, Nate made and updated the tracking program used in the project and did the analysis on the tracking data. Nate made all the graphs and visuals and found the statistics based on the tracking data.

# SURVEY

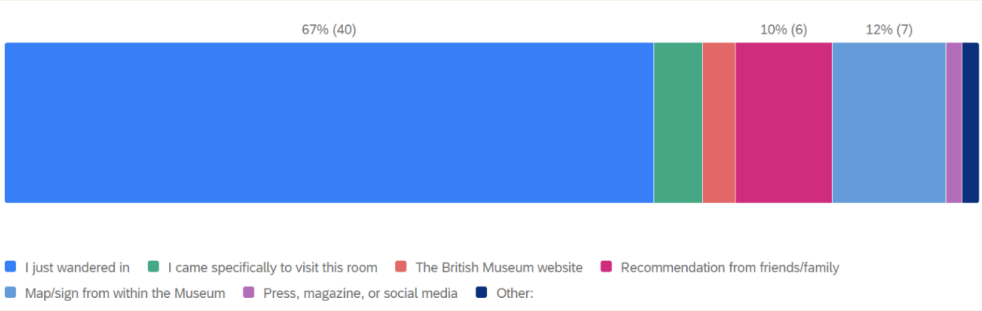
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## **Survey Introduction:**

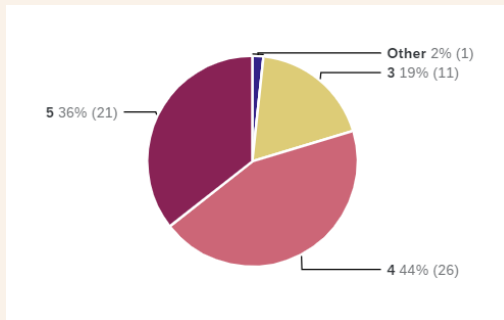
Intro We are a student-led project group from Worcester Polytechnic Institute distributing this survey on behalf of the British Museum. Our goal is to gather visitor data that will be used to make changes to the Enlightenment Room. We were not involved in the development of this display. Please provide your honest opinions.

This survey is entirely voluntary and will take around 5 minutes of your time. None of the questions are mandatory and you may choose to stop participating at any time. Any personal data you choose to share with us will be stored securely and disposed of 2/6/2024 in line with the UK General Data Protection Regulation 2018. WPI and The British Museum will produce research reports and other outputs using the data we collect from the survey. All data will be reported anonymously. If you have any queries about the survey, please contact [gr-lon\\_c24\\_bm@wpi.edu](mailto:gr-lon_c24_bm@wpi.edu) If you have any questions about how The British Museum uses data, please see The British Museum's Privacy Policy at <https://www.britishmuseum.org/privacy-policy> or email at [info@britishmuseum.org](mailto:info@britishmuseum.org)

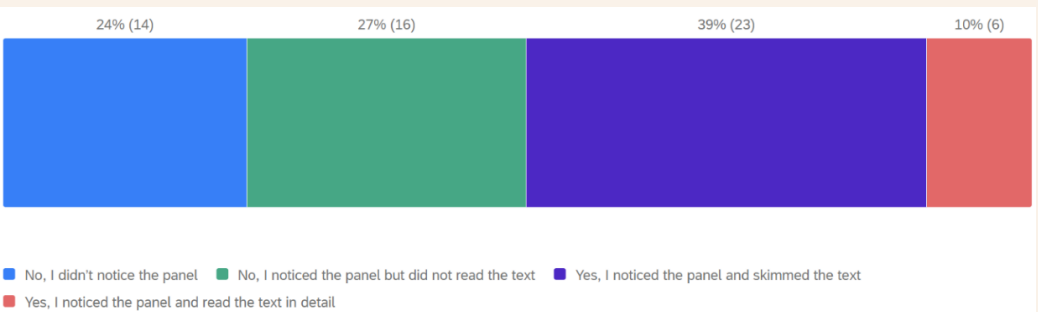
Question 1: What brought you to the Enlightenment Gallery?



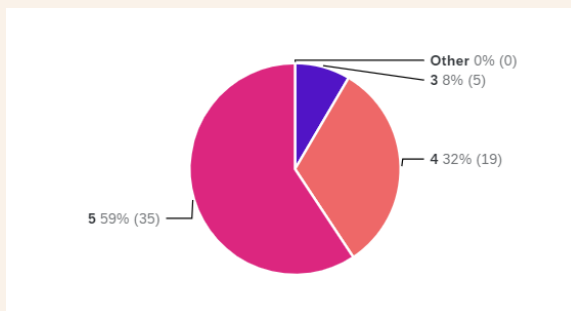
Question 2: On a scale of 1-5 how much did you enjoy your visit to the central part of the Enlightenment Gallery? (1 = did not enjoy, 5 = enjoyed)



Question 3: Did you read the introductory panel/text at the entrance of the room? An image has been provided for reference.

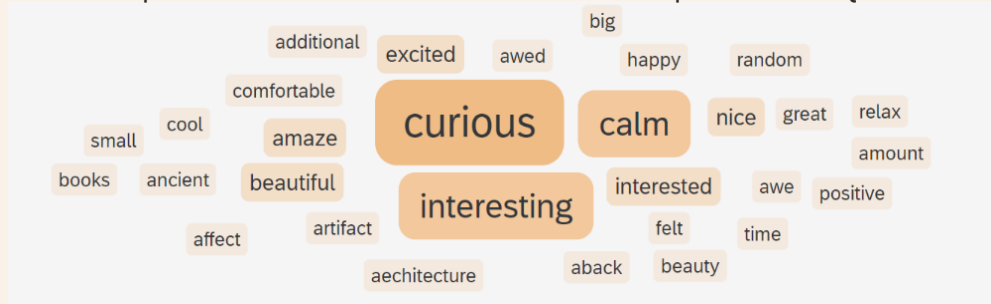


Question 4: On a scale of 1-5 how much did you enjoy the style in this space? (1 = did not enjoy, 5 = enjoyed)



Question 5: How did the Enlightenment gallery make you feel? Provide three words that best describe your experience in this space.

Word Map of most common words from responses to question 5



These are some of the responses we received for question 5:

- "Comfortable, respectful, grateful"
- "Interesting Full Iconic"
- "Calmed, overwhelmed in a positive way, excited"
- "awe, great aechitecture, stolen goods"
- "Collection random artifacts"

Question 6: What would you say this gallery and the displays in the central part of it are about?

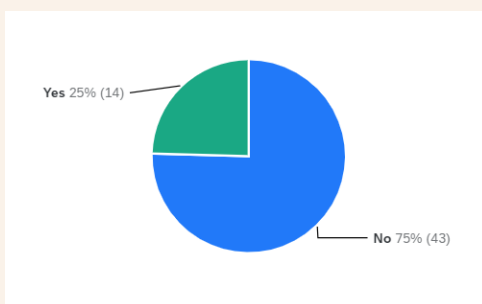
Word Map of most common words from responses to question 6



These are some of the responses we received for question 6:

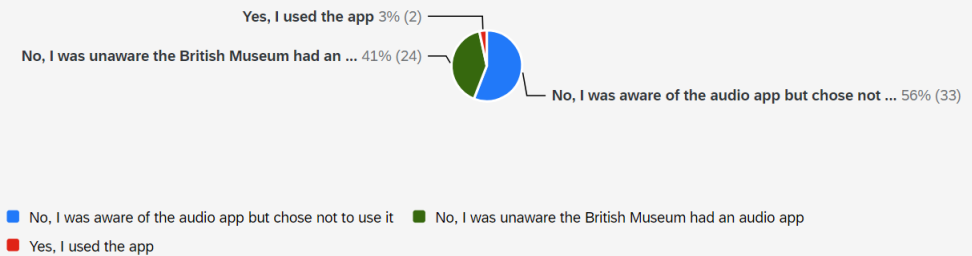
- "Very interesting. I wish that they would talk more about the history of things how they were acquired etc for the things that are not British and discuss the ethics of museum collections"
- "The collection of George III and the beginning of the British museum"
- "roman empire, greek, worldwide"
- "Random things"
- "enlightenment, I would have"

Question 7: Are you aware that the Enlightenment Gallery is the oldest part of the current British Museum building? It was originally built in the 1820s to house the library of King George III.

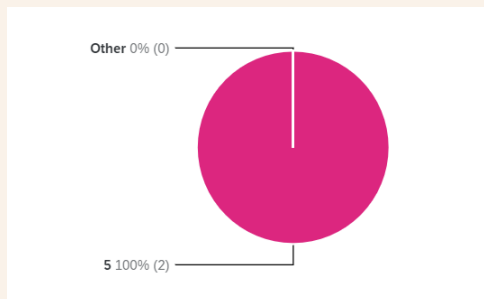




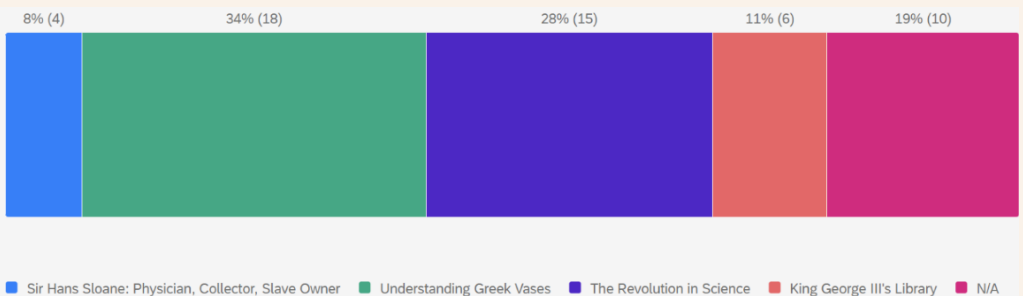
Question 8: Did you use the British Museum Audio app while within the Enlightenment Gallery?



Question 8B: On a scale of 1-5 how did the use of the Audio app affect your experience within the Enlightenment Room? (1 = lowest, 5 = highest)

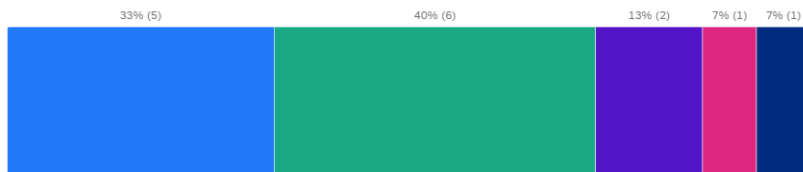


Question 9: Of the pictures below, pick the display that impacted you the most.



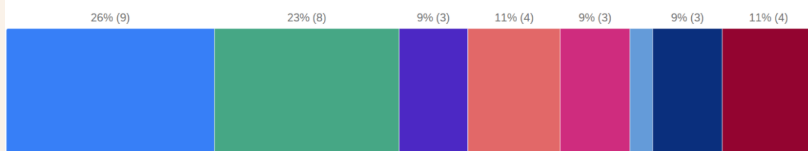
## Question 9B: Select up to three factors that made this case impactful to you

Why was Case 11: King George III's Library most impactful? 6 ▾



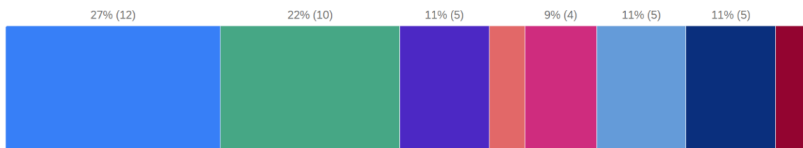
■ The items were visually appealing
 ■ The items felt historically significant
 ■ The display told a compelling story
 ■ The case was memorable
 ■ The layout of the objects in the display was appealing

Why was Case 12: The Revolution in Science most impactful? 15 ▾



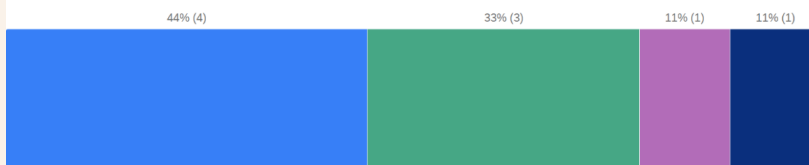
■ The items were visually appealing
 ■ The items felt historically significant
 ■ The display told a compelling story
 ■ I felt personally connected to the display
 ■ The case was memorable
 ■ The information in the case was easy to understand
 ■ The layout of the objects in the display was appealing
 ■ The contents of the display had an emotional impact on me

Why was Case 13: Understanding Greek Vases most impactful? 18 ▾



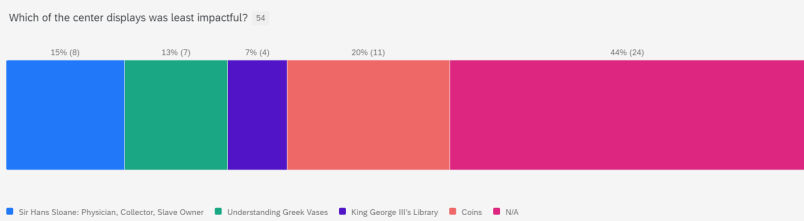
■ The items were visually appealing
 ■ The items felt historically significant
 ■ The display told a compelling story
 ■ I felt personally connected to the display
 ■ The case was memorable
 ■ The information in the case was easy to understand
 ■ The layout of the objects in the display was appealing
 ■ The contents of the display had an emotional impact on me

Why was Case 14: Sir Hans Sloane: Physician, Collector, Slave Owner most impactful? 4 ▾

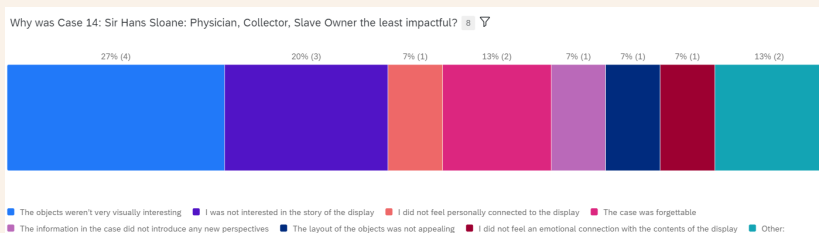
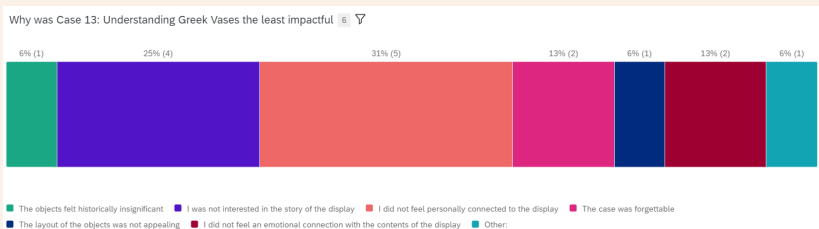
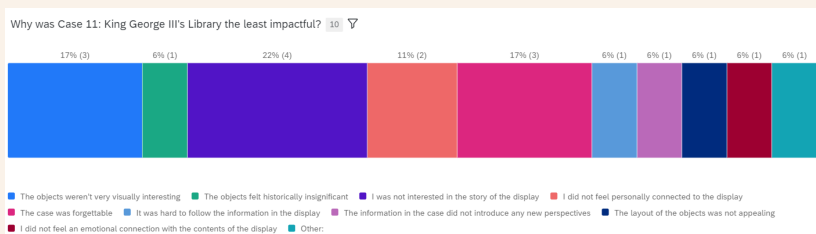


■ The items were visually appealing
 ■ The items felt historically significant
 ■ The information in the case changed my perspective on the history presented
 ■ The layout of the objects in the display was appealing

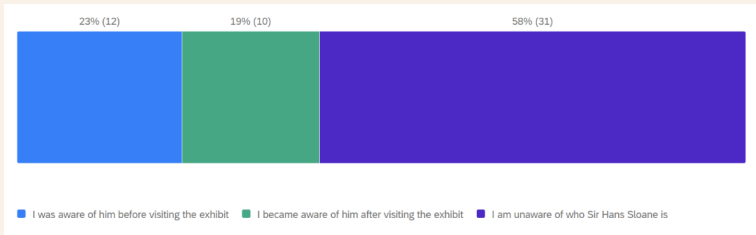
Question 10: Of the pictures below, pick the display that impacted you the most.



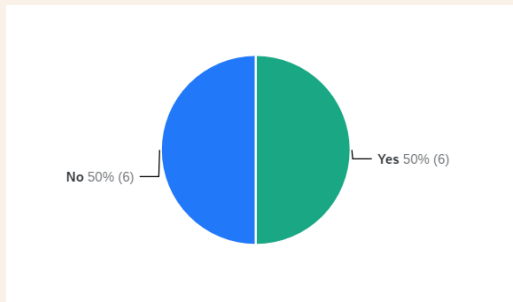
Question 10B: Select up to three factors that made this case least impactful to you



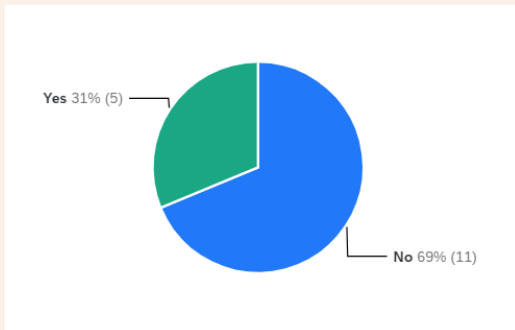
Question 11: Have you heard of Sir Hans Sloane?



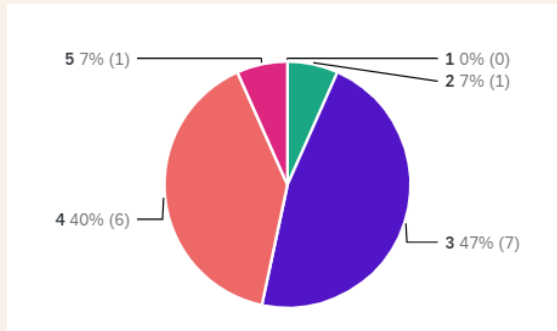
Question 11B: Did you see Sir Hans Sloane's case?



Question 12: Did visiting the exhibit change your perception on the history of Sir Hans Sloane?



Question 13: On a scale of 1-5, how coherent and clear is the narrative for the case containing the bust of Sir Hans Sloane? (1 = lowest, 5 = highest)

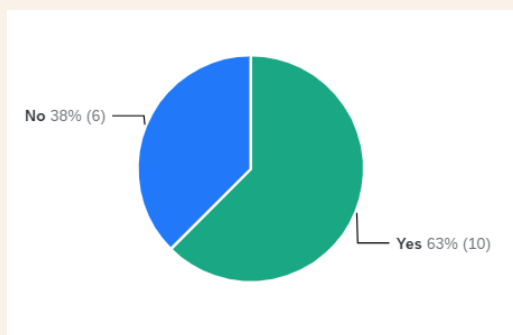


Question 14: What did you take away from looking at the case containing the bust of Sir Hans Sloane?

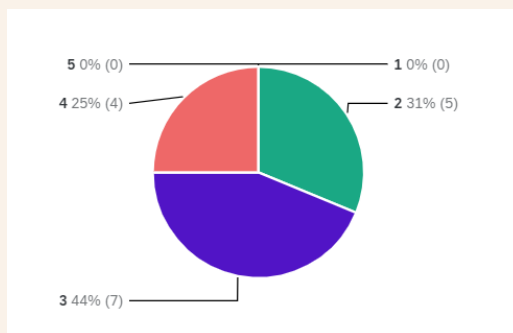
These are all three responses we received for question 14:

- "I should have learned more about his role in colonial structures and how everyday peoples were directly affected by his actions and beliefs"
- "It felt preachy that the musuem pointed out his connections to the slave trade, when no doubt others did too. It felt very out of place."
- "In all honestly didn't really read anything from his case or look at the case for a length of time."

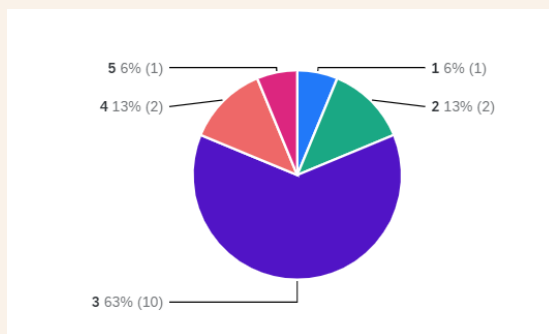
Question 15: Are you aware of the history behind Sir Hans Sloane and his contributions to the British Museum?



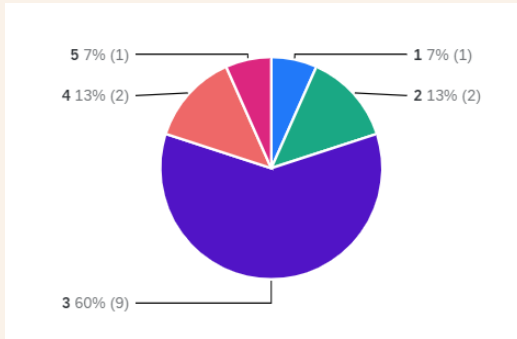
Question 16: On a scale of 1-5, how interested are you in Sir Hans Sloane and how his collection was assembled? (1 = lowest, 5 = highest)



Question 17: On a scale of 1-5, how interested are you in his relationship with the Transatlantic Slave Trade? (1 = lowest, 5 = highest)



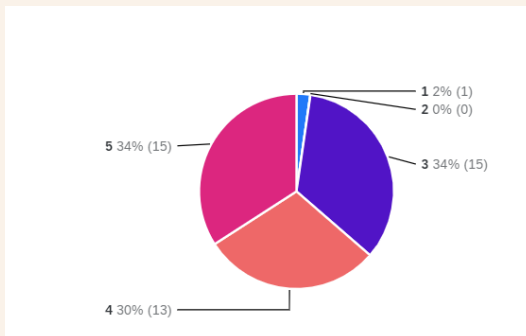
Question 18: On a scale of 1-5, how interested are you in his relationship to the British Empire? (1 = lowest, 5 = highest)



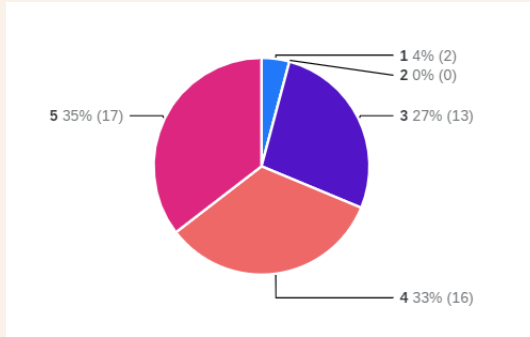
## Plaques

Question 19: On a scale of 1-5 how did these factors positively or negatively affect your ability to read and understand the plaques? (1 = very negative, 5 = very positive)

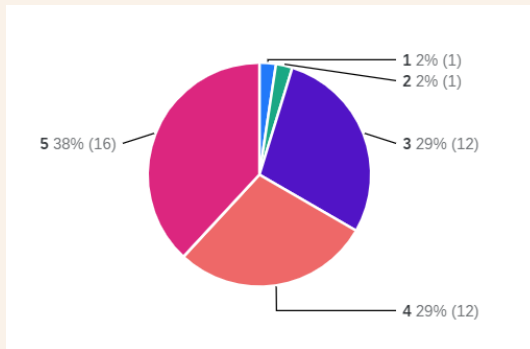
Font:



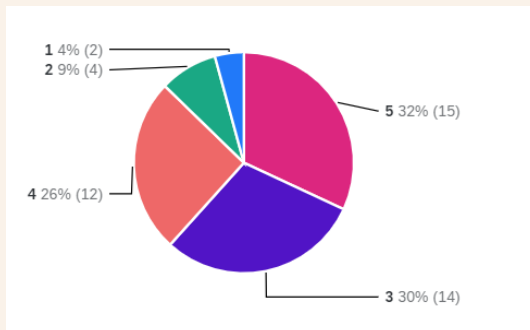
Background color:



Placement/Height:



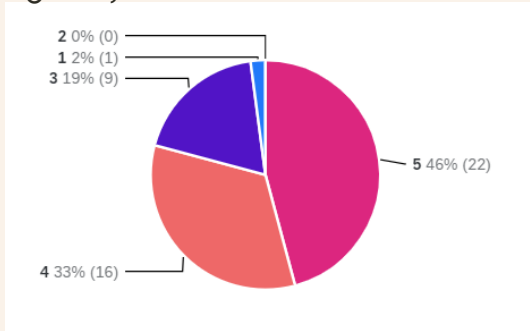
Question 20: On a scale of 1-5 how easy did you find it to match each label text to its respective object? (1 = very difficult, 5 = very easy)



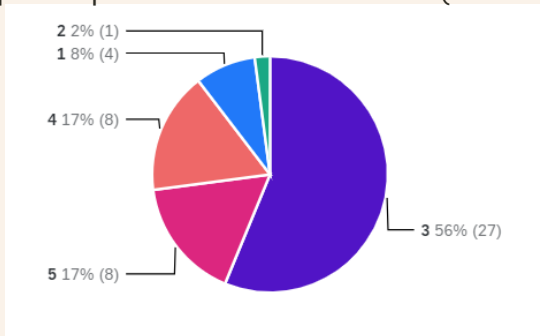


## Interest and Perception

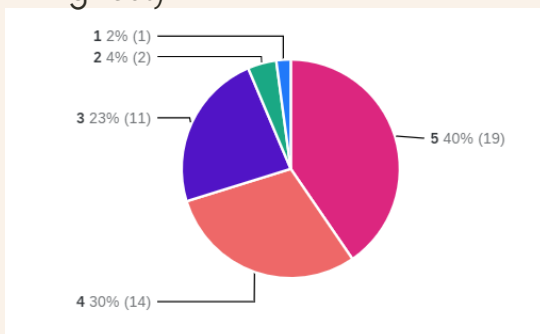
Question 21: On a scale of 1-5 how interesting did you find your visit to the Enlightenment gallery (the central room)? (1 = lowest, 5 = highest)



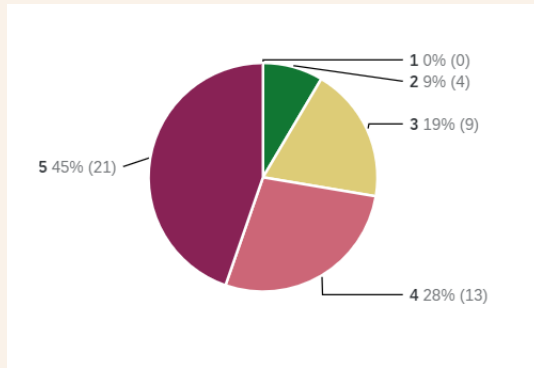
Question 22: On a scale of 1-5 how much did this exhibit change your perception of the Museum? (1 = lowest, 5 = highest)



Question 23: On a scale of 1-5 how interested are you in how the objects displayed here came into the Museum collection? (1 = lowest, 5 = highest)

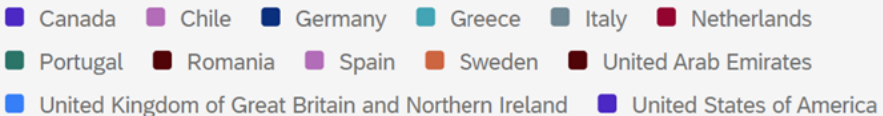
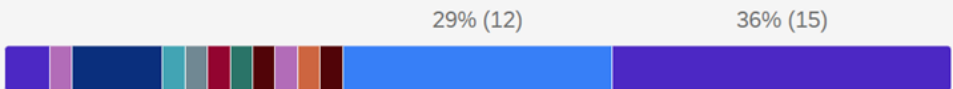


Question 24: On a scale of 1-5 how interested are you in the history of the British Museum? (1 = lowest, 5 = highest)



## Visitor Demographics

Question 25: In which country do you currently reside?



Question 26: Would you like to give any additional thoughts or feedback?

These are some of the responses we received for question 26:

- "The British Museum is a wonderful place, and they do a fantastic job. One exhibit I was hoping to see was on loan to a museum in China. May the wonderful diplomacy the museum does continue despite the current state of geopolitics. Well done."
- "some cases are difficult to view the entire collection in as much detail as I would have liked- eg the coins, because they were laid flat rather than at a raked angle. Some of the cases were really interesting and had the collections labelled but not the individual items which would have been nice, even if it was just the object and not in extensive detail"
- "we really enjoyed the displays"
- "Thank you and I look forward to returning!"
- "bring the marbles and caryad back"

# ADDITIONAL FINDINGS

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## **Finding 1: Most visitors to the center of the Enlightenment Gallery interact in similar ways to visitors in Room 2**

The most common visitor type in the central part of the Enlightenment Gallery was 'pass-through.' We discovered this by finding that 73 of the 150 visitors observed or 49% were determined to be walking through the exhibit without stopping to look at any artifacts within. The second most common visitor type was 'browser' at 41% of visitors observed. This is in comparison to Room 2 where 60% of visitors were labeled 'pass-through' and 34% were labeled 'browser' showing that people interact with the central part of Room 1 and Room 2 very similarly.

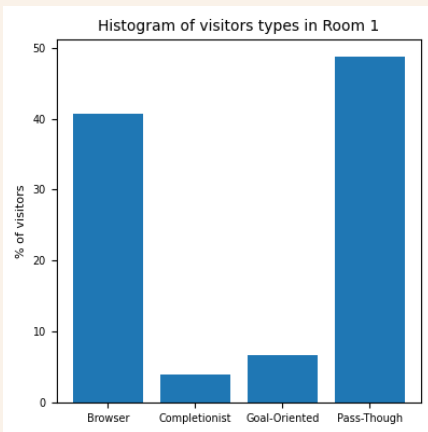


Figure TK: Visitor Types  
Room 1

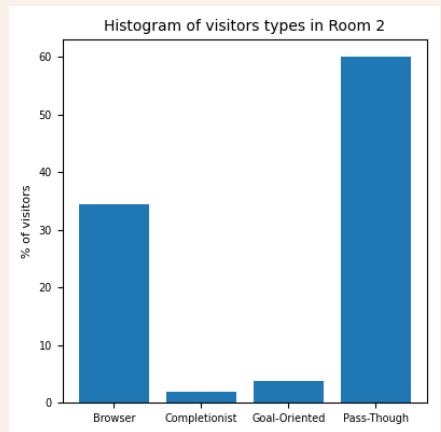


Figure TK: Visitor Types  
Room 2

## Finding 2: Majority of visitors are from the United States

We discovered that the most common country of residence for people visiting the Enlightenment Gallery 1 was the United States at 36% of visitors, and the second most common country was the United Kingdom at 29%. We realize that because our survey and our pitch was only in English, the data is not representative of all British Museum visitors.

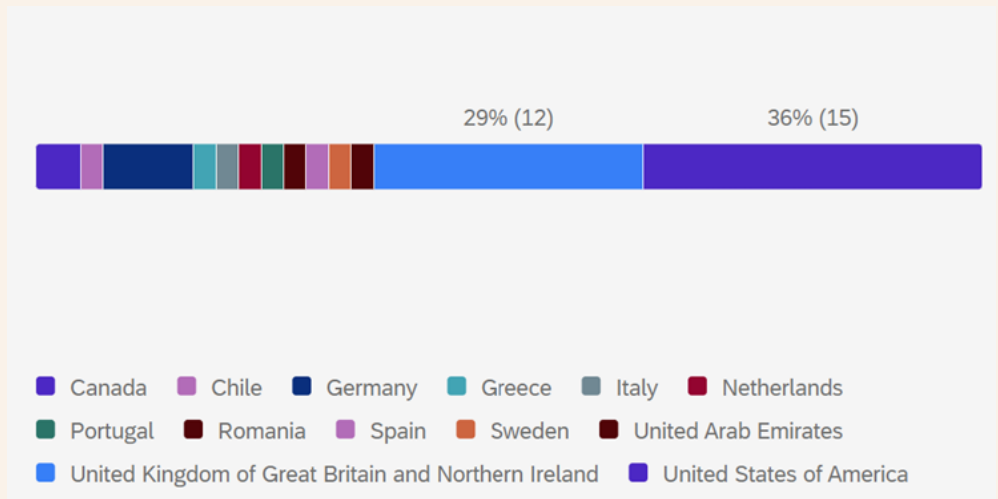


Figure TK, Room 1 visitor country of residence

# VISITOR TRACKING PROGRAM

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## **Program Instructions:**

In order to use this program you simply follow the link below and select the room you plan on observing. From there you can then begin tracking by drawing the path with your finger, mouse, or stylus following the visitor around the room. While tracking you can select the discussion, booklet, or photo buttons if the visitor exhibits those behaviors. Then, once the visitor leaves the room you should then select a visitor type: browser, completionist, goal-oriented, or pass through. It will default to browser if no type is selected. Finally, once that is complete you can hit download to stop tracking and the path will be saved as a binary file waiting to be analyzed by the analysis program which can also be found at the link below.

## **Program Link:**

The tracking program can be found at:

<https://github.com/Nateguana/EnlightenmentDrawer>







