Visitracker: A tool for visitor studies

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Questions:

- What is the project about?

- Which were the challenges before we started, when we started, and which are the challenges now that we are half way in our project?
Visitor Focus - The National Museum’s vision

“We are creating new generations of art enthusiasts. We believe that art has the power to expand our perspectives and enrich our lives”
Researching informal learning: the University researchers’ focus

Focus on groups
Focus on what happens in situ
Focus on interactions between visitors & exhibits
Focus on interactions between the visitors
Focus on gestures, talk, resources, context
Cultural Heritage Mediascapes

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Citizen science
Visitor Research
Archives
Museums
Young users
What is this project also about:

☐ Learning to ask the right questions

☐ Learning more about visitors & their practices

☐ Changing practices at the museum

☐ Communicating findings to stakeholders, policy makers and the government
Understand your audience
Design better visitor experiences.
Posing Questions

Who visits?
What are they doing while in a gallery?

& use of the questionnaire/interview to get additional information
Tracking Interactions & Demographics
Automatic Visualization of Demographics, Interactions

- Gender:
  - Male: 58.7%
  - Female: 41.3%

- Age group:
  - Child: 13.9%
  - Adult: 70.2%
  - Senior: 15.9%

- Relationship group size:
  - Single: 95.4%
  - Duo: 0.6%
  - Trio: 0.6%
  - Quartet: 0.6%
Movement and Time
Motivations

Question 5: do you believe that today’s visit came up to your expectations?

Choose one of the options below.

- Yes, 100%
- Yes, to a certain level
- Not at all
- None of the above

PREV NEXT
Social Meaning Mapping
Our 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
Our Challenges (2)

- 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
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