Demand

- a German visit motivation (VM) instrument
- encompassing main motivations for visiting
- short and easy to administer
- stable and should allow for comparison across educational leisure settings
- should provide a score for each visitor on all items
- to be translated back into English and any other language for sharing and advancement purposes

Inspiration (& endorsed ‘plagiarism’; thanks again @ Falk & Packer!)

Exploratory factor analyses (EFA) with robust maximum likelihood (ML) estimation and oblique geomin rotation

Confirmatory factor analyses (CFA) followed by optimal shortening procedure (app. 3 items per factor)

Test of measurement invariance across three sites through multi-group CFA with stepwise imposing invariance restriction

Full config & metric invariance, approximate scalar invariance

Statistical analyses

- Packer (2004): 40 items
- Falk (2012): 20 items

The short scale (VM Dimensions and their items)

Learning and pursuing Interests (LI)
- to broaden my horizons
- to be better informed
- to deepen my areas of interest
- to learn something new

Relaxation and Recuperation (RR)
- to relax
- to switch off for a while
- to recuperate

Social Learning (SL)
- because I’d like to support my child(ren) / companion(s) with their learning
- because my family/friends learn things here they can’t learn elsewhere

Social Enjoyment (SE)
- to do something nice together
- to spend time with my companions
- to have a nice time

establishing Social Contacts (SC)
- to connect with others

Popularity of the Site (PS)
- because I wanted to be able to say I’d been there
- because I heard this is great museum/zoo/…
- because this museum/zoo/… is a tourist attraction

Some findings when applying the scale

<table>
<thead>
<tr>
<th>LI</th>
<th>SE</th>
<th>SC</th>
<th>RR</th>
<th>PS</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0**</td>
<td>1.7*</td>
<td>2.2**</td>
<td>3.1**</td>
<td>2.6**</td>
</tr>
<tr>
<td>3.2**</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>2.3**</td>
<td>2.3**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>1.7*</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>1.7*</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>1.7*</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>1.7*</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>1.7*</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>1.7*</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>1.7*</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>1.7*</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
<tr>
<td>1.7*</td>
<td>2.2**</td>
<td>2.4**</td>
<td>2.4**</td>
<td></td>
</tr>
</tbody>
</table>

Options for use

- comparing VM within and across sites
- comparing VM before and after the visit
- comparing VM to visit experience
- investigating influence of VM dimensions on selection and information processing
- Further suggestions (please add)