

Evaluation of J. Paul Getty Museum's  
Spanish Language Brochure  
*Danza de la cabrita (The Goat's Dance):  
Photographs by Graciela Iturbide*

Prepared by  
Museum Consultants Network

December 2007–January 2008





The J. Paul Getty Museum  
Education Department  
*Danza de la Cabrita (The Goat's Dance):  
Photographs by Graciela Iturbide*  
*Spanish Language Brochure Evaluation*  
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## INTRODUCTION

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An in-gallery evaluation was conducted over a three-week period (December 28, 2007 through the week of January 20, 2008) to determine the use and effectiveness of a Spanish language brochure provided to visitors at the exhibition *Danza de la Cabrita (The Dance of the Goat): Photographs by Graciela Iturbide* (Dec. 18, 2007 – April 13, 2008). The effectiveness of the brochure was determined by quantity of brochures taken, in-gallery observations, and visitor interviews.

## METHODOLOGY

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To gather data that reflected the broad range of visitor use during the busy holiday period, two different collection methods were employed. Over the ten-day period, researchers conducted an intensive tracking study of visitor behavior in the gallery. Both interaction time and observed behavior were tracked using random selection of visitors who self-selected the Spanish language brochure (see appendix 1.1).

To further investigate the effectiveness of the brochure and its use in the gallery, researchers implemented brief in-gallery interviews (see appendix 2.1) The conversations were conducted in either English or Spanish and explored visitor expectations and outcomes. Demographic data was collected for all tracking surveys and visitor interviews to provide additional visitor information (see appendices 1.2 & 2.2).

In an effort to get a diverse representation of museum visitors, researchers collected data in a variety of time slots that included weekdays and weekends, and morning, afternoon, and evening shifts. Any visitor over the approximate age of twelve was eligible for random selection.

## RESULTS & ANALYSIS

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### 1. Timing & Tracking Observation Survey

During the ten-day study period, 37 tracking surveys were conducted. Of those, 25 provided reliable data points consistent to the study's research parameters. Twelve surveys were nullified due to visitor error in selecting the Spanish version of the brochure (17%), picking up the brochure without entering the gallery (67%), or visitor inquiry of data collection (8%).

Visitors were tracked to determine the length of time spent in eight separate exhibition sections identified for data collections: (1) Entry, (2) Botánicos, (3) La Mantanza de la Cabras, (4) La Frontera, (5) East L.A., (6) Juchitán, (7) Travel Journal, and (8) Exit. Additionally, researchers worked with Museum staff to determine visitor behaviors for each section.

The timed data was analyzed to determine both the mean (average) and median (middle data point) for the data set. Additionally, the minimum and maximum visitation amounts were calculated for each section (see Table 1.1). The data points ranged from casual visitors in adult groups partially visiting the exhibition or quickly browsing to focused visitation, both alone and in adult groups, with extended time spent in each section. It is important to note that the sections were not of uniform size or object distribution. The Juchitán section, for example, was much larger than the others and contained many more photographs.

Table 1.1: Total Time Spent in Exhibition Sections

Section	Mean	Min.	Max.	Median
1. Entry	1:47	0:05	4:15	1:23
2. Botánicos	3:31	0:38	9:34	3:06
3. La Matanza de la Cabras	4:19	2:15	10:12	3:28
4. La Frontera	3:18	0:30	8:03	4:26
5. East L.A.	4:57	0:30	9:07	4:18
6. Juchitán	6:46	0:36	13:36	6:21
7. Travel Journal	3:06	0:13	10:37	3:10
8. Exit	2:18	0:04	3:55	2:10
Exhibit Total	22:12	4:09	59:23	21:30

*Time data in min:sec*

Table 1.2: Visitor Behavior

	Entry	Botánicos	La Matanza	La Frontera	East L.A.	Juchitán	Travel Journal	Exit
Picked up brochure	100%	-	-	-	-	-	-	-
Used audio player	0%	-	-	-	-	-	-	-
Read intro label	28%	-	-	-	-	-	-	-
Read section labels	-	-	32%	63%	50%	front 25% back 38%	46%	-
Read object labels	-	60%	40%	54%	70%	83%	50%	-
Looked at objects	-	92%	60%	88%	70%	96%	71%	-
Referred to brochure	-	8%	8%	0%	0%	0%	4%	-
Read exhibition catalogue	-	-	-	-	-	4%	-	-
Sat on bench	-	-	-	-	-	8%	8%	-
Walked directly out	-	-	4%	-	-	-	-	50%
Reviewed sections	-	-	-	-	-	-	-	29%
Used front entrance	-	-	4%	-	-	-	-	92%
Used rear entrance	-	-	-	-	-	-	-	8%

Additionally, researchers noted the behaviors exhibited by the randomly selected visitors. Tracking how visitors interact with the various interpretive materials, such as section and object labels, and how often they referred to the Spanish language brochure, provided insight into the brochure's effectiveness and implementation. Consistent with numerous museum visitor studies, individuals spent the majority of their time viewing the objects and less time reading label copy<sup>123</sup>. The majority of visitors did not review the brochure, also consistent with similar

<sup>1</sup> Serrell, Beverly. (1998) Exhibit Labels: An Interpretive Approach. Alta Mira Press.

<sup>2</sup> Hein, George. (1998) Learning in the Museum. Routledge Press.

<sup>3</sup> Bitgood, Stephen (1996) Impediments to Learning from Labels. Visitor Behavior v. 11 # 4

gallery guide studies. The difference being, however, that this brochure might have served to expand the visitor's experience by providing interpretive materials in their native language.

## 2. In-Gallery Visitor Interviews

During the study period, 22 visitors were approached for a short interview. Two visitors declined to be interviewed, three interviews were nullified after the visitor alerted the researcher that the Spanish language brochure had been chosen by mistake. Therefore, seventeen interviews yielded data for further analysis. The results indicated a diverse set of visitors who were mostly visiting the Museum for the first time and viewed the Iturbide exhibition as part of their overall visit. They overwhelmingly did not use the brochure in the exhibition, but were going to review it at home and/or keep as a souvenir. The majority of the respondents, however, expressed enthusiasm for bilingual materials and encouraged the Museum to offer more.

Table 2.1: Audience Survey and Response Frequency

Interview Language	59%	English
	54%	Spanish
	6%	Both
How did you learn about this exhibition?	41%	Today during my museum visit
	18%	Friend/Word of mouth
	12%	L.A. Times
	12%	Getty.edu
	12%	College
	5%	Radio
How often do you visit the Getty?	53%	First visit
	18%	1 – 2x per year
	12%	Every 2 – 3 months
	12%	10 years ago
	5%	"Sporadically"
Did you use the Spanish language brochure while you were looking at the photographs?	88%	No
	12%	Yes
Did the brochure help you better understand the exhibit?	88%	No
	12%	Yes
If no, why?	47%	Will use it at home later
	41%	Picked it up by mistake
	12%	Didn't need to - bilingual
How helpful was the brochure on a scale of 1 (not helpful) to 5 (very helpful)?	6%	1 (not helpful)
	-	2
	12%	3 (no difference)
	-	4
	6%	5 (very helpful)
	76%	Not applicable (didn't use)
What Spanish language materials would you like to see at the Getty?	41%	Any
	24%	Object/section labels
	18%	Exhibit brochures
	12%	Directions

# APPENDICES

## Appendix 1.1: Timing and Tracking Observation Form

Start time:	End time:	= Total time (sec):
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Section	Description	Start Time	Stop Time	Total Time	Visitor Behaviors
1	Entry				<input type="checkbox"/> Picked up brochure <input type="checkbox"/> Read intro panel <input type="checkbox"/> Used audio player
2	Botánicos				<input type="checkbox"/> Looked at objects <input type="checkbox"/> Read object labels <input type="checkbox"/> Referred to brochure
3	La Matanza de la Cabras				<input type="checkbox"/> Read section label <input type="checkbox"/> Looked at objects <input type="checkbox"/> Read object labels <input type="checkbox"/> Referred to brochure
4	La Frontera				<input type="checkbox"/> Read section label <input type="checkbox"/> Looked at objects <input type="checkbox"/> Read object labels <input type="checkbox"/> Referred to brochure
5	East L.A.				<input type="checkbox"/> Read section label <input type="checkbox"/> Looked at objects <input type="checkbox"/> Read object labels <input type="checkbox"/> Referred to brochure
6	Juchitán				<input type="checkbox"/> Read section label (front) <input type="checkbox"/> Read section label (back) <input type="checkbox"/> Looked at objects <input type="checkbox"/> Read object labels <input type="checkbox"/> Read exhibition catalogue <input type="checkbox"/> Referred to brochure <input type="checkbox"/> Sat on bench
7	Travel Journal				<input type="checkbox"/> Read section label <input type="checkbox"/> Looked at objects <input type="checkbox"/> Read object labels <input type="checkbox"/> Referred to brochure <input type="checkbox"/> Sat on bench
8	Exit				<input type="checkbox"/> Walked directly out <input type="checkbox"/> Reviewed sections/items <input type="checkbox"/> Used rear exit <input type="checkbox"/> Used front exit

Gender: M/F      Approx. Age: 12- 14   15-17   18-24   25-34   35-44   45-54   55-64   65+

Group composition: Alone/ Adults only group/ Children only group/ Adults & Children group

Level of crowding: few/ moderate/ crowded      Weekend/ Weekday/      A.M./ P.M.

Date:      Researcher's initials:

## Appendix 1.2: Tracking Survey Audience Demographics

### *Participant Gender:*

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58% Female  
40% Male

### *Participant Age:*

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12-14	15-17	18-24	25-34	35-44	45-54	55-64	65+
	4%	28%	28%	12%	20%	8%	

### *Group Composition:*

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Alone	Adults only	Children only	Adults & children
<b>28%</b>	<b>68%</b>	<b>4%</b>	

### *Level of Gallery Crowding (during interview):*

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Few Visitors	Moderate	Crowded
24%	40%	36%

### *Day of Visit:*

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56% Weekday  
44% Weekend

### *Time of Visit:*

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8% a.m.  
92% p.m.



Appendix 2.1: Visitor Exit Interview Form

The J. Paul Getty Museum Education Department

*Danza de la Cabrita (The Dance of the Goat): Photographs by Graciela Iturbide*

Visitor Exit Interviews

*"Hi. I'm with a research group working with the Getty to gather visitor opinions about exhibit brochures. Do you have a moment to answer a few brief questions? Your input will be very helpful and it will only take a few minutes.*

*[Once agreement is reached] "Thank you. I'm going to take a few notes while we talk."*

\*\*\*\*\*

Determine interview language. Spanish? Y/N

1. How did you learn about the exhibition?

2. How often do you visit the Getty?

3. Did you use the Spanish language brochure while you were looking at the photographs? Y / N

4. Did the brochure help you better understand the exhibition? Y / N  
Why/Why not?

5. How helpful was the brochure on a scale of 1 (not helpful) to 5 (very helpful)?  
(not helpful)      1      2      3      4      5      (very helpful)  
(no difference)

6. Would you like to see more Spanish language materials available at the Getty?

7. Would you mind providing your zip code?

Gender: M/F      Approx. Age: 12- 14   15-17   18-24   25-34   35-44   45-54   55-64   65+

Group composition: Alone/ Adults only group/ Children only group/ Adults & Children group

Level of crowding: Few/ Moderate/ Crowded      Weekend/ Weekday/      A.M./ P.M.

Date:      Researcher's initials

## Appendix 2.1: Interview Survey Audience Demographics

### *Participant Gender:*

---

59% Female  
41% Male

### *Participant Age:*

---

12-14	15-17	18-24	25-34	35-44	45-54	55-64	65+
		24%	24%	18%	12%	17%	5%

### *Group Composition:*

---

Alone	Adults only	Children only	Adults & children
<b>18%</b>	<b>71%</b>		<b>11%</b>

### *Level of Gallery Crowding (during interview):*

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Few Visitors	Moderate	Crowded
12%	41%	47%

### *Day of Visit:*

---

65% Weekday  
35% Weekend

### *Time of Visit:*

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6% a.m.  
94% p.m.

### Visitor Zip Code Distribution

#### Southern California Visitors

##### Los Angeles County

Central:	90007 – Los Angeles
West:	90292 – Marina Del Rey/Venice
East:	91803 – Alhambra
North:	91335 – Reseda/Tarzana
	91390 – Santa Clarita
	91401 – Van Nuys
South:	90280 – South Gate

Ventura County:	91360 Thousand Oaks
Santa Barbara County:	93103 & 93101 – Santa Barbara

### Out-of-State/International Visitors:

Mexico, Norway, Puerto Rico