

**AEA Timing & Tracking Demo
Opening Reception
2010 AEA Annual Conference, San Antonio, TX**

**Planning Document
November 2, 2010**

Overview of Timing & Tracking Demo

To introduce and demonstrate to AEA conference attendees timing and tracking methodology as used in visitor studies.

Purpose of the Evaluation

The purpose of this evaluation is investigate the path way and interactions of attendees to the 2010 AEA conference Opening Session.

Evaluation Questions

How do Attendees Experience the Opening Reception: Where do they go? What do they do?

- Where do attendees go (pathway)?
 - Three areas defined:
 - Area 1 – the bar
 - Area 2 – the posters
 - Area 3 – outside the posters/book tables
- How many stops are made?
 - Time tracked: 5 minutes
 - Stop defined as: standing still for at least 3 seconds by a board, table, bar
- Where do they stop in 5 minutes?
- What do they do?
 - Interaction types:
 - Conversation about the poster/ book
 - Browsing books
 - General conversation (“mingle”)
 - Wait the bar
 - Viewing poster

Methods

- 5 minutes per tracking so that in the 1½ time frame, a total 15-30 tracks are completed.
- Attendees will be tracked un-cued.
 - All tracking will begin at the room entrance.
 - Data collectors will select the first person they see at the room entrance and follow
 - Data collector #1 will follow attendees entering to the right; data collector #2 will follows those entering to the left
- At the completion of one track, data collectors will return to the room entrance, ready for the next track, and select the first person they see for the next track.

Data Collection Timeline

- Wednesday, November 10, 2010, 6:30-8:00 p.m.

Analysis Timeline

- Wednesday, November 10, 2010, 8:30 p.m.

Reporting Timeline

- Thursday, November 11, 2010, 10:45 a.m.

Team Members

Claudia Figueiredo, Joe Heimlich, Cheryl Kessler, Kathleen Tinworth, Carey Tisdal