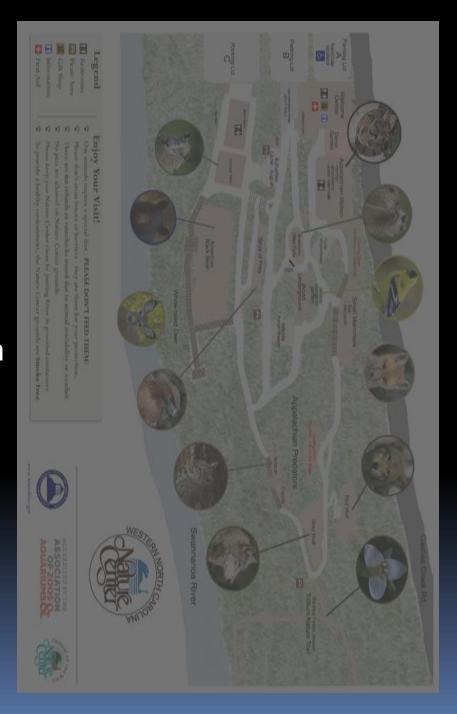
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# REFLECTIVE TRACKING: WHEN IT'S SIMPLY TOO LARGE

## The challenge

- The visit
  - Zoo
  - Nature center
  - Living history museum
  - Whole museum
- The value of tracking
- Time
- Cost
- Excessive data



## The approach

- Derived from the evaluative question:
  - What were the shifting decisions made among the group of visitors (family)?
  - Initially to compare findings to temporal motivations of visit
  - Expanded to include social decision-making in group

#### One solution

Reflective tracking

- Interview
- Visitor maps visit
- Visitor talks through visit
  - Prompts related to purpose Fifth Avenue

Parking



Second Floor
The American Wing

European Paintings
European Sculpture and
Decorative Arts
Cypriot Art
Islamic Art
Japanese Art
Musical Instruments

Ground Floor
The Costume Institute
The Robert Lehman Collection
Cafeteria
The Ruth and Harold D. Uris
Center for Education

NORTH

Ancient Near Eastern Art Arts of Korea Chinese Art

Drawings, Prints, and Photographs

Nineteenth-Century European Paintings and Sculpture

#### Premis

- Focus on object not evaluator
- Dialogue prompts versus questions
- Options in evaluative questions
- Most uses in conjunction with pre- measure



### Findings in use

Consistently move to group/family discussion

Dialogue shaped after initial prompts

Map provides little value re: data

Dialogue rich

Successful uses



