



TIMING AND TRACKING: WHERE TO BEGIN

Cheryl Kessler, Principal
Blue Scarf Consulting
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Evaluation questions (duh!)

- Where do they go? (Path)
- What do they do? (Engagement/Behavior)
- For how long? (Duration/Dwell)

Based on Evaluation Questions

- Is timing necessary?
- General or specific area?
- To cue or not to cue?
- Expected or emergent behaviors?

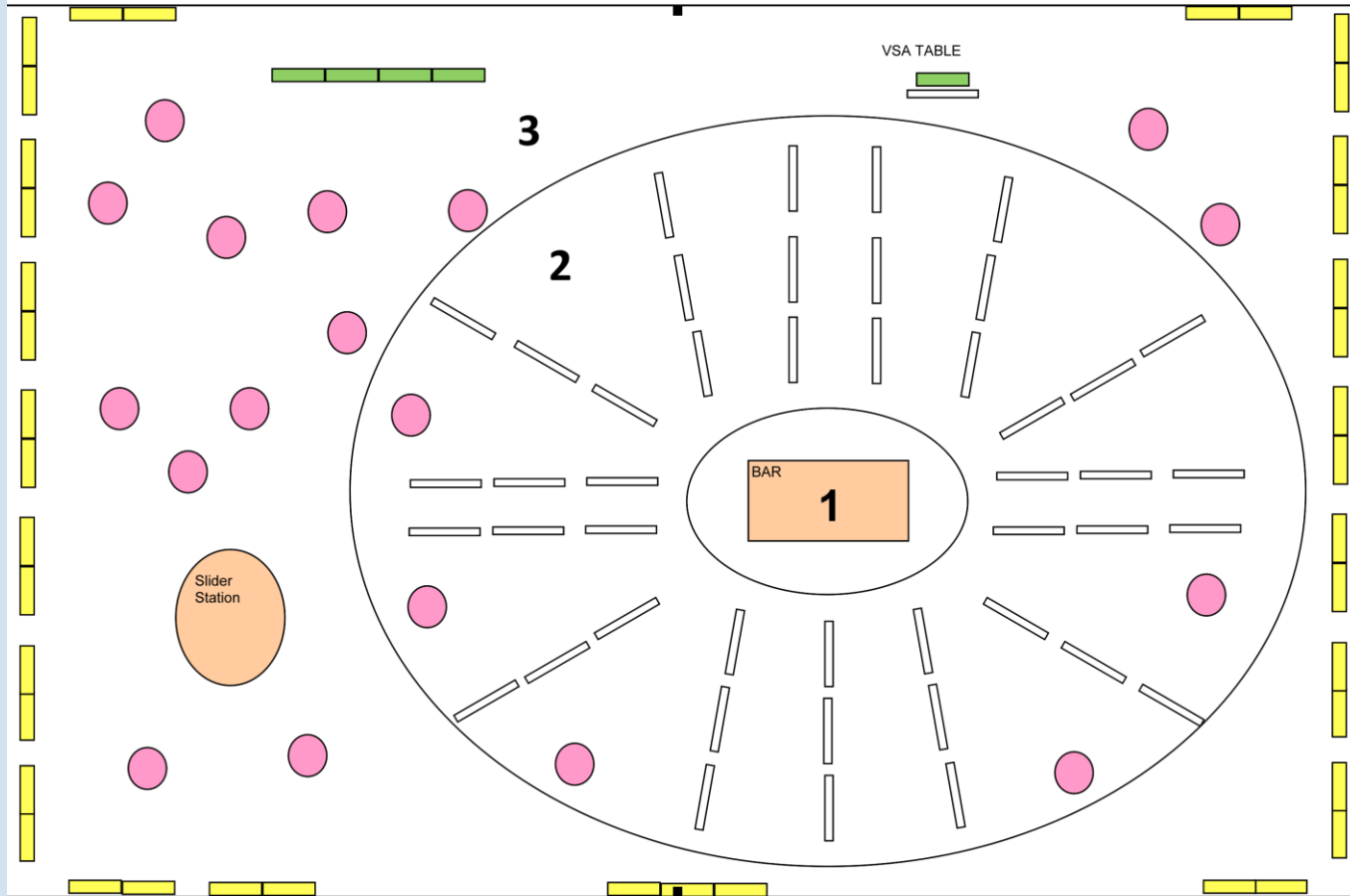
The Map

- Get it early!
- Study and identify
 - Stops
 - Areas
 - Orientation
 - Ease of recoding
 - Overall path/timing
- Reconnaissance!

Non-pathway information



AEA Timing and Tracking Demonstration



TIMING & TRACKING

DATE: _____

RESEARCHER/ ID: _____

	START	STOP
TIME OF DAY		
SITE TIME	00.00	

Area	TIME IN	TIME OUT
1=Bar		
2=Posters		
3=Outside		

KEY - Interactions:
C Conversation about poster/ book
M General conversation ("mingling")
V Viewing poster
B Browsing books
W Wait at the Bar

Training

- Orientation
 - Observe
- Practice
 - Stopwatch
- Model
 - Go slow
 - Communicate
- Debrief
- Inter-rater reliability

Challenges

- No or late arriving map
- Last minute changes in space
- Crowding/Light visitorship
- Long/Short stays
- Losing your track – it happens!

Blue Scarf Consulting



Cheryl Kessler

Principal

kessler.cheryl@gmail.com