THE MINNEAPOLIS INSTITUTE OF ARTS

What Clicks?

A Technology Study for The Minneapolis Institute of Arts

Baseline Research

August-September, 2002

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Desired Outcomes of the IMLS Project:

Increase:

- **Awareness**

- **Usage**

- **Satisfaction**

Of and with:

- **Technology in the Museum**
  (Museum Directory and Computer Learning Stations)

- **The MIA's Web Site**
  (artsmia.org)

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Two Purposes of the Baseline Research

▶ **To Create Benchmarks for Later Comparison**

▶ **To Provide Direction for Change**

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This report summarizes the results of four baseline surveys. It is important to point out that the results of two additional parts of the MIA's baseline work are summarized in other documents. They include 1) an internal focus group of the Interactive Media Group and other museum staff to document Best Practices in technology, and 2) an in-depth Usability Lab study of how individuals use the Web site and solutions to their problems or challenges.

This report contains the results of the four surveys, three conducted as intercept studies within the museum and one conducted on the Web site. The methodology is summarized below:

Technology Awareness Survey
Intercept study of 379 visitors at museum entrance
August 2 through August 15, 2002
Interviewer administered questionnaire
Random sample of visitors who appeared to be age 15 or older
Quotas based on historical visitation patterns for all times of day and days of the week
Respondents received small gift packet of post cards

Directory Survey
Intercept study of 128 users of the Museum Directory
August 16 through August 29, 2002
Self-administered questionnaire
Professional interviewers approached all users who appeared to be 15 years or older
Respondents received small gift packet of post cards

Learning Stations Survey
Intercept study of 104 users of the Africa and Arts of Asia Learning Stations
August 16 through September 1, 2002
Self-administered questionnaire
Museum volunteers approached all users who appeared to be 15 years or older
Respondents received small gift packet of post cards

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Web Survey

Pop-up and pop-under windows invited the MIA's Web site visitors to participate

Visitors (a) provided e-mail address to receive the survey later, or

(b) accessed the questionnaire immediately after their visit (with pop-under window only)

Respondents were eligible for a drawing for a $500 gift certificate to Amazon.com

Major Findings And Recommendations
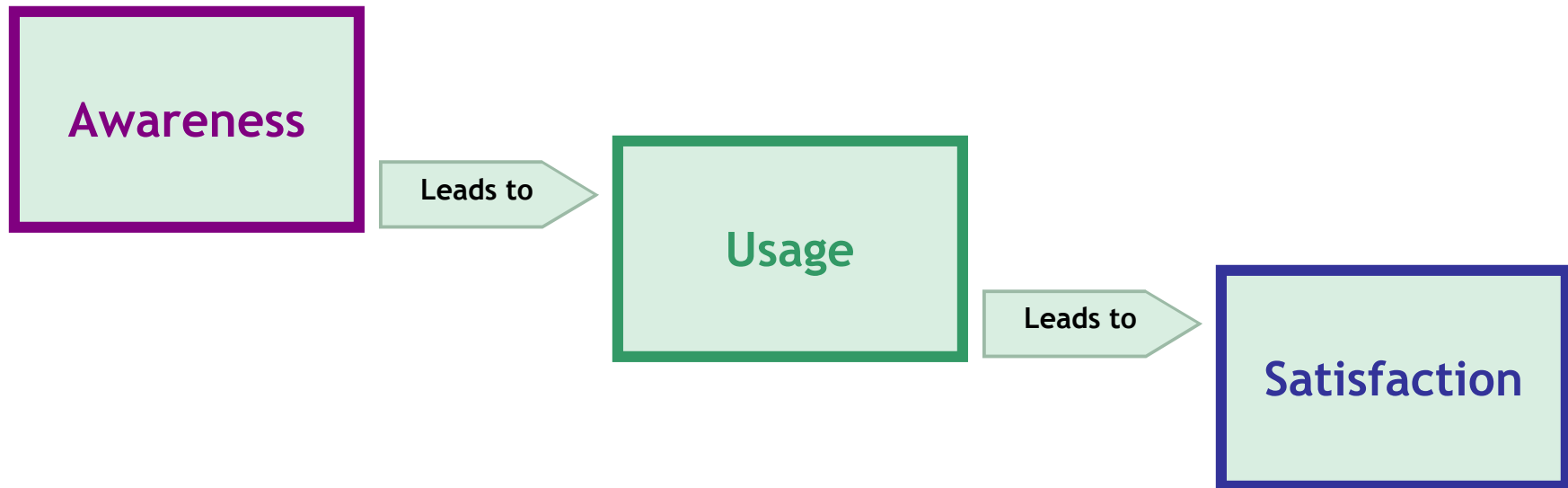
Awareness

Leads to

Usage

Leads to

Satisfaction

Major Findings And Recommendations

Awareness

Museum Directory and Learning Stations Awareness

• Most museum visitors are NOT aware of the Museum Directory or the Learning Stations.

• Awareness is low relative to other museum elements.

• Museum Directory awareness (35%) is much lower than Information Desk awareness (89%).

% Total Aided and Unaided Awareness Among Museum Visitors*

Library	34%
Directory	**35%**
Learning stations	**43%**
Arts magazine	52%
Web site	54%
Arts Break coffee shop	72%
Museum shop	89%
Information desk	89%

* Source: 2002 Technology Awareness Survey

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Museum Directory and Learning Stations Awareness

- Those who are aware of the Museum Directory or Learning Stations usually become aware through direct observation on a museum visit.

- The MIA's efforts to create awareness have been relatively ineffective, except for efforts to create awareness of the Learning Stations by museum staff and volunteers.

How Directory/Learning Station user first became aware*	Museum Directory	Learning Stations
Saw on previous/this visit	**78%**	**75%**
Sign in the museum	7%	10%
Word of mouth/friend /associate	6%	6%
MIA Web site	1%	0%
Arts magazine	1%	0%
Institute mailings/publications	1%	0%
Museum volunteer/docent	0%	**3%**
MIA Interactive Media Brochure	0%	**2%**
Museum staff	0%	**2%**

*Source: 2002 Technology Awareness Survey

Learning Stations Awareness

• Many Learning Station users are NOT aware that there are other Learning Stations in the museum.

• Half of Learning Station users feel the Learning Stations are "not very visible" or "easy to miss."

Q. Are you aware that Computer Learning Stations are located in various areas throughout the museum?

% of Learning Station Users

Yes	58%
No	42%

Q. Considering its current location, how visible is this Computer Learning Station?*

Level of Visibility	Africa	Arts of Asia	Both
Extremely visible	9%	0%	6%
Very visible	56%	25%	44%
Not very visible	32%	50%	39%
Easy to Miss	3%	25%	11%
	100%	100%	100%

*Source: 2002 Learning Station Survey

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Web Site Awareness

• Museum visitor awareness of the Web site is higher than for the in-museum technologies.

% Total Aided and Unaided Awareness Among Museum Visitors*

Library	34%
Directory	35%
Learning stations	43%
Arts magazine	52%
Web site	54%

* Source: 2002 Technology Awareness Survey

• Actual Web site awareness may be even slightly higher among museum visitors based on the December 2001 Visitor Survey; however, that sample included a larger proportion of MIA members:

Are you aware that The Minneapolis Institute of Arts has a Web Site? **

Yes	61%
No	39%

**Source: 2001 MIA Visitors Survey

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Web Site Awareness

- Web site awareness among ALL Internet users is an unknown and beyond the scope of this study; however, we do know how the MIA's Web site visitors first became aware of the site.

- Only 20% of the MIA's Web site visitors knew of the Web site and went there directly; most found it through a search engine or via a link.

Q. How did you first become aware of The Minneapolis Institute of Arts' Web site?

% of Web Survey Respondents*

Search engine	39%
Knew of Web site and went directly	20%
Link from another Web site	15%
On a visit to the museum	8%
Word of mouth	5%
Recently saw URL in MIA publication	4%
Recently saw in publication (not MIA)	1%

*Source: 2002 Web Site Survey

Web Site Awareness

- Small numbers of Web site visitors have become aware of the site while on museum visits or via an MIA publication, which suggests that more investment in these efforts would be worthwhile.

    – 8% of the MIA's Web site visitors learned about the site on a visit to the museum

    – 4% saw the URL in an MIA publication

- Efforts to create awareness among MIA members also have been somewhat effective.

    – Members are more aware of the Web site than Non-Members

% Who are Aware of the MIA's Web Site (Total Aided and Unaided Awareness)	
Members	**Non-Members**
63%	49%

Note: In the 2002 MIA Web Survey, members were most likely to say they "knew of the site and went directly" (36%), while non-members found out about the Web site via a search engine/surfing the Web (47%).

Major Findings And Recommendations **Awareness Recommendations**

How can the MIA increase awareness of its in-museum technology?

- **Locate the Directory and Learning Stations more prominently**.
  – Directory Survey interviewers observed that most visitors walk by the Directory without looking at it.
  – Many users (50%) find the Learning Stations not very visible.
  – Most users (78%) prefer that Learning Stations be located "right in the gallery close to the art."

- **Improve the Directory and Learning Station signage.**
  – Very few people became aware of the Museum Directory (7%) and the Learning Stations (10%) via signage.

- **Consider renaming the Directory to suggest a broader concept**
  – "What's Up at the MIA?"

- **Encourage museum staff/volunteers to make visitors more aware of the Museum Directory and Learning Stations.**
  – Very small percentages of visitors, if any, learn about the technologies in this way.

- **Publicize the Museum Directory and Learning Stations in MIA publications.**
  – Very small percentages of visitors, if any, learn about the technologies via MIA publications.
  – "Cross-sell" current Learning Station users by making users aware of other stations

- **Consider altering the computer programs to stimulate awareness and usage**
  – Interviewers observed that sound or movement attracted users to the technology.

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How can the MIA increase awareness of its Web site?

- **Focus on attracting *new* visitors to the Web site**
    - Repeat usage and satisfaction are high
    - 78% have visited in the past year.
    - 62% are "extremely/very" satisfied.

- **Consider employing tactics that will increase visibility on the Internet:**
    - E.g. optimize the first page with more search-engine friendly text, launch a new campaign to acquire more links from other sites, using "pay for click" tactics to promote special exhibitions.

- **Position the site as a destination in itself—offering a "virtual museum visit"**
    - Relatively low percentages visit the site to just browse or learn about art for personal enrichment vs. an activity that is directly related to the museum.

- **Continue to publicize the Web site in MIA member publications**
    - Capitalize on the strong link between the museum and the web site
    - Members are more likely than non-members to know about the site, but less likely to use it.

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Usage

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Directory and Learning Station Usage

- Most museum visitors do not use the in-museum technologies

Usage of the Technology	On any Previous Visit*	On this Visit**
Museum Directory	22%	21%
Any Learning Station	34%	9%

* 2002 Technology Awareness Survey
**2001 MIA Visitor Survey (exit survey)

- If visitors use the technologies, they do so for many varied reasons.

    –Museum Directory users are most likely to say they were motivated by the following:

Needed information about a specific exhibition/event	38%
Wanted overview of galleries/current exhibitions	29%
Curious about the Directory itself	18%

    –Learning Station users are most likely to say they were motivated by the following:

To learn more about works of art	44%
To help stimulate a child's interest in the museum	16%
I was curious about the Learning Station itself	15%

Directory and Learning Station Usage

- When museum visitors don't use the in-museum technology it is because of the following:

  –Nearly half of visitors said they do not use the Directory because they do not perceive a *need* to use it.

  –The primary reason that visitors do not use the Learning Stations is that they would prefer to look at art.

Q. Why have you only used the Directory once or never?

I know my way around; don't need	47%
Other	27%
Not enough time	7%
I'd rather look at art	6%
Didn't find it interesting or useful	6%

Q. Why have you only used the Learning Stations once or never?

Other	32%
I'd rather look at art	22%
Know my way around; don't need	12%
Didn't find it interesting or useful	11%
Not enough time	11%

* Source: 2002 Technology Awareness Survey

Directory and Learning Station Usage: Frequency

- It appears that repeat usage of the Directory and Learning Stations is somewhat low.

    – 59% of Museum Directory users and 56% of Learning Station users say they have never used them before

    – Small percentages of users use the Museum Directory (14%) or the Learning Stations (17%) on every visit

Directory and Learning Station Usage: Duration

- It appears that visitors use the Directory for quick access to specific information and use the Learning Stations for more in-depth study based on duration of use.

- Most users of the Museum Directory (58%) report using the Directory for 2 to 4 minutes

    – 28% report using the Museum Directory for one minute or less

- Most users of the Learning Stations (63%) report using the Learning Station for 5 to 14 minutes

    – 11% report using the station for 2 to 4 minutes; 0% report using the station for 1 minute or less

M I N N E A P O L I S   I N S T I T U T E   O F   A R T S

Web Site Usage

• There is substantial synergy between usage of the MIA Web site and visits to the museum

–Most MIA visitors report they have visited the MIA's Web site.

Within the past year, how many times, if any, have you visited The Minneapolis Institute of Arts Web site?

Visited at least once	69.5%
Never visited in past year	30.5%

When is the last time, if ever, that you visited The Minneapolis Institute of Arts?

Has visited the museum	69.3%
Has never visited the museum	30.7%
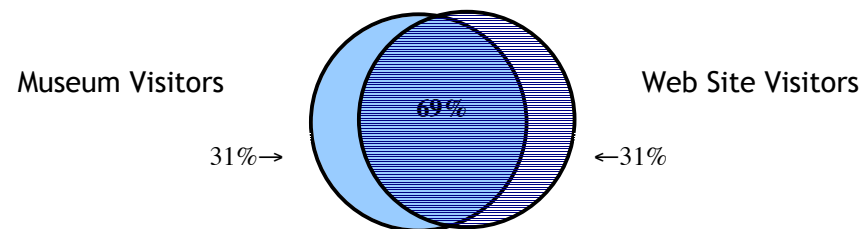
Museum Visitors   **69%**   Web Site Visitors

31%→   ←31%

Major Findings And Recommendations	Usage Findings

Web Site Usage

• There is less synergy between usage of the MIA Web site and museum membership

–One in four visitors to the MIA's Web site are MIA members.
(In contrast, one third of museum visitors during the study period were MIA members.)

–Long time MIA members are not very likely to visit the Web site.

Q. If you are a member of The Minneapolis Institute of Arts, how long have you been a member?

the MIA's Web site **Visitors***

MIA member	24%
Not an MIA member	76%
Less than 2 years	12%
3 to 5 years	7%
6 years or more	2%

–Among people who visited the museum during the study period, more non-members said they had visited the Web site than members.

% of Museum Visitors Who Had Visited the MIA's Web site Within Past Year**

MIA member	63%
Not an MIA member	74%

* 2002 MIA Web Site Survey
**2002 Technology Awareness Survey

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Web Site Usage

• Many visitors (53%) came to the MIA's Web site to find specific information about the museum or to plan a visit

• While on the site, most performed tasks related to the museum.

Q. What motivated you to visit The Minneapolis Institute of Arts' Web site? (Check one only.)

Motivation for Visit	% Web Site Visitors
To find specific information about the museum	34%
I'm planning a trip to the museum	19%
To learn about art for personal enrichment	18%
Just browsing	17%
To learn about art for a class assignment	8%
To look for employment opportunities	4%

Q. What did you do on your visit to The Minneapolis Institute of Arts' Web site? (Check all that apply)

Activity	% Web Site Visitors
Learned about current and upcoming exhibitions	55%
Searched for information to plan a museum visit	38%
Learned more about art for personal enjoyment	34%
Just browsed	28%
Learned about special events or classes	24%
Found out about job opportunities	14%

Major Findings And Recommendations   Usage Findings

Web Site Usage

• Demographically, visitors to the MIA's Web site tend to be:

–between the ages of 25 and 54 (74%)

–female (69%)

–professional, executive, managerial, and teachers (48%)

–holding a bachelors degree or higher (88%)

–residents of the Twin Cities 7-County metro area (54%)

Web Site Usage

- While there is substantial synergy between the Web site and the museum, the MIA's Web site has allowed the museum to extend its reach to new audiences:

	Web Site Visitors*	Museum Visitors**
Younger people (under 45 years)	66%	41%
People who reside outside the Twin Cities 7-County metro area	46%	26%
People who are employed	74%	59%
People who are not museum members	76%	67%

* 2002 MIA Web Site Survey
**2002 Technology Awareness Survey

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Web Site Usage--Frequency

- Visitor frequency for the MIA's Web site appears to be quite high.

    –78% are repeat visitors and 22% are first time visitors

    –14% are frequent visitors, visiting at least once per month

Web Site Usage—Duration of Visit

- Similarly, visit duration appears to be quite high.

    –More than half (54%) said they visited the site for 10 minutes or more.

    –82% said they visited for at least 5 minutes.

How can the MIA increase technology usage?

- **Offer more useful, timely information on the Museum Directory**
  - –47% of visitors don't use the Directory because they say "I know my way around"
  - –Many users are looking for timely information about a specific exhibition/event
  - –Repeat usage is low and can be increased if users feel there is new information each time
  - –Similarly, duration will increase if there is more information to receive

- **Consider adding other Directory locations throughout the museum (**
  - –Many visitors pass by the Directory and do not use it as they enter.
  - –Directories throughout the museum could provide information throughout their visit, as suggested by many Directory users.

- **Find ways to more fully integrate Learning Station usage into the gallery experience**
  - –78% of users would like to see the Learning Stations located in the galleries close to the art
  - –The most significant motivation for usage is "to learn more about works of art."

- **Develop ways to "cross sell" the Learning Station experience**
  - –56% have never used any of the Learning Stations before

- **Focus on increasing Web site usage among those who have not previously visited**
  - –Repeat is already at 78%

- **Work to increase Web site usage among MIA members**
  - –While one third of museum visitors were members, only one fourth of the MIA's Web site visitors were members
  - –Among museum visitors, more nonmembers have visited the site than members
  - –Long time MIA members are not well represented among the MIA's Web site visitors

Satisfaction

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Museum Directory and Learning Station Satisfaction

• Satisfaction with the Museum Directory and the Learning Stations is high across many variables

	Museum Directory Users	Learning Station Users*
Overall "extremely" or "very" satisfied	59%	70%
"Extremely" or "very" easy to use	88%	87%
Information is "extremely" or "very" clear	73%	82%
Learned "a great deal" or "quite a lot"	N/A	68%
Enhanced appreciation and understanding Of the art "very much" or "quite a bit"	N/A	76%

*The Africa and Arts of Asia Learning Stations received comparable ratings on all variables except the African Learning Station scored higher on ease of use.

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Museum Directory and Learning Station Satisfaction

- A very large percentage of Museum Directory users (82%) found what they were looking for.

    – Others looked for but didn't find various kinds of information
       (e.g. location of specific works of art, map/directions, daily events, etc.)

- When asked how the Museum Directory could be improved, users tended to ask for more specific and timely information:

	% of Total Responses
Show me where specific works of art are in the museum	25%
Add a daily events calendar	18%
Make Directories available at additional locations	17%
Tell me what is going on in the museum at the moment	16%
Provide signs noting location and availability	9%
Provide a larger screen	4%
Add seating	4%

- When asked how the Learning Stations could be improved, users tended to favor improvements to the physical setting:

	% of Total Responses
Add more seating	23%
Provide a larger screen	13%
Improve the sound quality	12%
Make it easier to move around in the computer program	10%
Improve the lighting	7%
Make it more portable/hand held	7%

Web Site Satisfaction

- Visitor satisfaction with the MIA's Web site appears high on many variables:

Overall "extremely" or "very" satisfied	62%

"Extremely" or "very" easy to easy to move around and know what to click on next	70%

Information is "extremely" or "very" current	75%

Learned "a great deal" or "quite a lot"	93%

- Nearly all visitors (80%) said they found what they were looking for

    − Another 10% said they were not looking for anything particular
    − 10% said there was something they wanted but couldn't find

- When asked how the site could be improved, visitors tended to ask for more works of art (38%) and more information about works of art in the museum (26%) and on the site (24%).

- Very few visitors experienced problems or challenges when visiting the site.

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How can the MIA increase user satisfaction with its in-museum technology?

- **Enhance the Museum Directory with more timely information**
  - Add a daily events calendar
  - Consider providing more information regarding specific works of art in the museum

- **Make Museum Directories available at additional locations in the museum**
  - Enable visitors to use the Directory for guidance throughout their visit

- **More fully integrate the Learning Station experience with the gallery experience**
  - Most said they learned "a great deal or quite a lot" and that it enhanced their understanding of the art
  - Most want the Learning Stations located "right in the gallery close to the art"

- **Improve the physical arrangement of the Learning Stations**
  - Add more seating; 71% of users are part of a group
  - Upgrade screen, sound, lighting, etc.

- **Continue to use techniques such as Usability Labs and advisory groups to refine the Web site and the Learning Stations**

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MAJOR OPPORTUNITIES

- **Awareness is a key leverage point for *all* the MIA's technologies.**

  –Satisfaction is fairly high across the board.

  –The opportunity is in attracting new users.

- **There is an opportunity to increase usage of the Museum Directory and Learning Stations**

  –The MIA must increase visibility and demonstrate usefulness

  –The Directory may require a major "repositioning"

  –The Learning Stations should be more integrated into the gallery experience

- **The Web site challenge will be to achieve a strategic balance between:**

  –Positioning the site as a complement to the museum visit, and/or

  –Investing in resources not directly tied to a visit, such as in-depth information about works of art.

Are visitors aware of the technology?

- Most visitors are not aware of the Directory and the Learning Stations.

- Total awareness (aided and unaided) is low relative to other museum elements.

Q. When you think of The Minneapolis Institute of Arts, what various programs, features and services come to mind that help you get the most from and enjoy the museum?

Q. Are you aware of……(interviewer read list of museum elements.)

	Aware*	Not Aware
Directory	35%	65%
Learning Stations	43%	57%

	Total Awareness*
Library	34%
Directory	35%
Learning stations	43%
Arts magazine	52%
Web site	54%
Arts Break coffee shop	72%
Museum shop	89%
Information desk	89%

*total aided and unaided awareness for selected museum element; Source: 2002 Technology Awareness Survey

Are visitors aware of the technology?

• Visitors report little or no *unaided* awareness of the technologies.

• *Aided* awareness is higher for the Web site than for the technologies in the museum.

Q. When you think of The Minneapolis Institute of Arts, what various programs, features and services come to mind that help you get the most from and enjoy the museum?

Q. Are you aware of......(interviewer read list of museum elements.)

	Directory	Learning Stations	Web Site
Unaided awareness	0%	1%	1%
Aided awareness	35%	42%	53%
Total awareness	35%	43%	54%
Not aware	65%	57%	46%

Source: 2002 Technology Awareness Survey

How do they learn about the technology?

• Most learned about the technology through direct observation on this or on a previous visit.

• Visitors are not very likely to learn about the technology through MIA publications/staff/volunteers.

• Volunteers/docents/staff have created some Learning Station awareness.

Q. How did you first become aware of the Museum Directory? The Computer Learning Stations in the galleries?

How Directory/Learning Station User First Became Aware	Museum* Directory	Learning* Stations
Saw on previous/this visit	78%	75%
Sign in the museum	7%	10%
Word of mouth/friend /associate	6%	6%
MIA Web site	1%	0%
Arts magazine	1%	0%
Institute mailings/publications	1%	0%
Museum volunteer/docent	0%	3%
MIA Interactive Media Brochure	0%	2%
Museum staff	0%	2%

* Source: 2002 Museum Directory and Computer Learning Station Surveys

Who is most/least aware of the technology?

• Museum members and frequent visitors are more aware of the technologies.

% Who are Aware of the Technologies*

	Directory	Learning Stations	Web Site
MIA members	45%	63%	63%
Not MIA members	30%	33%	49%
Last visit < 6 months	45%	65%	63%
Last visit 6 months – 5 years	41%	35%	54%

*total aided and unaided awareness for selected museum element; Source: 2002 Technology Awareness Survey

How many museum visitors use the technology?

• One in five museum visitors (who have visited the MIA previously) report they have used the Museum Directory.

• About one third of previous museum visitors have used the Learning Stations.

Q. How often have you used the Museum Directory? The Computer Learning Stations in the galleries?

% of Previous Visitors Who Have Used the Technology*

	Museum Directory	Learning Stations
Never	78%	66%
Yes	22%	34%

Source: 2002 Technology Awareness Survey

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Who Uses the Directory/Who Doesn't?

• Among museum visitors who reported they had used the Museum Directory, no differences were found based on demographic variables (2002 Technology Awareness Study).

• Among actual users of the Directory, museum members and frequent visitors were more likely to have used the Directory.

Q. How often have you used the Museum Directory?

% of Museum Directory Users Who Had Used the Directory Before*

MIA members	59%
Not an MIA member	35%
Visited in last 6 months	59%
Last visited 6 mos. – 5 years	31%
Last visited > 5 yrs. ago	11%

* Source: 2002 Museum Directory Survey

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Who Uses the Computer Learning Stations/Who Doesn't?

• Among visitors to the museum, Learning Station usage was higher for:
museum members, visitors ages 25 to 44, visitors who have more education and more frequent visitors.

Q. How often have you used the Computer Learning Stations in the galleries?

% of Previous Museum Visitors Who Have Used the Learning Stations*

MIA members	43%
Not an MIA member	29%
Under 25 years old	33%
25 to 44 years old	46%
45 to 64 years old	35%
65 and older	18%
Less than a BA	26%
MA	42%
Visited in last 6 months	42%
Last visited 6 mos. – 5 years	17%
Last visited > 5 yrs. ago	8%

* Source: 2002 Technology Awareness Survey

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Who Uses the Computer Learning Stations/Who Doesn't?

- Among those who were intercepted after using the Learning Stations, usage was higher for museum members and more frequent visitors.

Q. How often have you used the Computer Learning Stations in the galleries?

% of Learning Station Users Who Have Previously Used the Learning Stations*

MIA members	69%
Not an MIA member	39%
Visited in last 6 months	75%
Last visited 6 mos. – 5 years	57%
Last visited > 5 yrs. ago	11%

* Source: 2002 Computer Learning Station Survey

Do they use the Learning Stations alone or with others?

> • Most Learning Station users use it with others (71%) rather than alone (29%.)

> • 28% used it with children in their party.

Q. With whom, if anyone, did you use this Computer Learning Station?

Learning Station Usage
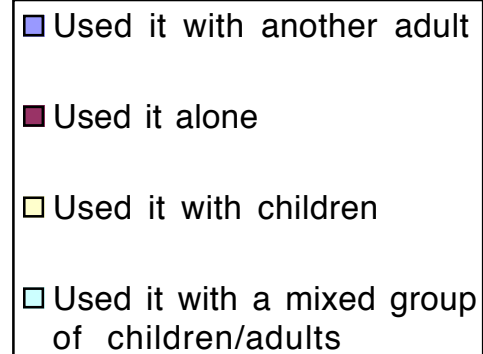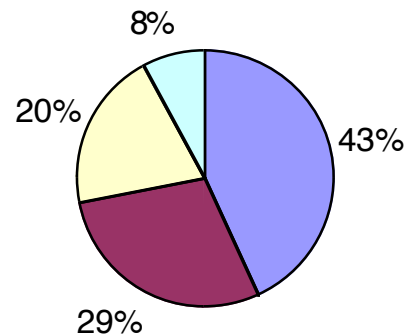
- Used it with another adult
- Used it alone
- Used it with children
- Used it with a mixed group of children/adults

* Source: 2002 Computer Learning Station Survey

Why do visitors use the Directory?

- Most Directory users use it to obtain information about a specific exhibition/event or to receive a broad overview of galleries/current exhibitions.

Q. What initially motivated you to use the museum Directory?

Needed information about a specific exhibition/event	38%
Wanted overview of galleries/current exhibitions	29%
Curious about the Directory itself	18%
To help stimulate a child's interest	4%
Looking for information other than works of art (e.g. hours)	4%
I like touch screen technology	2%
Saw other people using it	1%

* Source: 2002 Museum Directory Survey

Why do visitors use the Learning Stations?

• The largest percentage of Learning Station users were motivated to use the station to learn more about works of art.

• Some (16%) used it to stimulate a child's interest.

• Members were more likely to say they used it "to learn more about works of art" (75%) than non-members (40%).

Q. What initially motivated you to use the Computer Learning Station?

To learn more about works of art	44%
To help stimulate a child's interest in the museum	16%
I was curious about the Learning Station itself	15%
It was something to do while in the museum	12%
Saw other people using it	7%
I like technology	4%

* Source: 2002 Computer Learning Station Survey

Frequency of Technology Use

How often do visitors use the Directory and Learning Stations?

• The largest percentage of Directory users (59%) and Learning Station users (56%) are first time users.

• For some, the technology is a part of nearly every museum visit:
   –35% of Directory users and 32% of Learning Station users use it on "every or every few" visits.
   –For frequent museum visitors and museum members, more than 50% report frequent use.

Q. How often do you use the Directory? Any of the Learning Stations?*

Frequency of use	Museum Directory	Learning Stations
Use on every museum visit	14%	17%
Use on every few visits to the museum	21%	15%
Have used once before	6%	11%
Have never used before	<u>59%</u>	<u>56%</u>
	100%	100%

* Source: 2002 Museum Directory and Computer Learning Station Surveys

Frequency of Technology Use

What prevents Directory/Learning Station users from using the technology more often?

• Nearly half of visitors said they do not use the Directory because they do not perceive a *need* to use it.
  – Many who checked "other" said it was a first visit or they came for something very specific.

• The primary reason that visitors do not use the Learning Stations is that they would prefer to look at art.
  – Those who checked "other" cited a range of reasons, e.g. don't like computers, too little time, don't see a need.

Q. Why have you only used the Directory once or never?

I know my way around; don't need	47%
Other	27%
Not enough time	7%
I'd rather look at art	6%
Didn't find it interesting or useful	6%

Q. Why have you only used the Learning Stations once or never?

Other	32%
I'd rather look at art	22%
Know my way around; don't need	12%
Didn't find it interesting or useful	11%
Not enough time	11%

* Source: 2002 Technology Awareness Survey

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Duration of Technology Use

For how long do visitors use the Directory and Learning Stations?

- Most Directory users (58%) report using the Directory for 2 to 4 minutes.

- Many Directory users (28%) report using it for 1 minute or less.

- Most Learning Station users (63%) report using the station between 5 and 14 minutes.

Q. How long did you use the Directory? This Learning Station?

Duration of use	Museum Directory	Learning Stations
20 + min.	1%	10%
15 to 19 min.	0%	16%
10 to 14 min.	1%	32%
5 to 9 min.	12%	31%
2 to 4 min.	58%	11%
1 min. or less	<u>28%</u>	<u>0%</u>
	100%	100%

* Source: 2002 Museum Directory and Computer Learning Station Surveys

How satisfied are users of the Directory and Learning Stations?

• In general, users of the technology report high satisfaction levels.

• Learning Station users report higher satisfaction than Directory users.
(70% extremely/very vs. 59% extremely/very)

• No significant differences were found in satisfaction levels among the various demographic variables.

Q. Overall, how satisfied were you with the Directory? This Learning Station?

Satisfaction	Museum Directory		Learning Stations	
Extremely	25%	⎤ 59%	25%	⎤ 70%
Very	34%	⎦	45%	⎦
Quite	28%		21%	
Somewhat	11%		6%	
Slightly	1%		3%	
Not at all	2%		1%	
	100%		100%	

Directory N = 128, mean = 4.7, SD = 1.1
CLS N = 105, mean = 4.8, SD = 1.0
* Source: 2002 Museum Directory and Computer Learning Station Surveys

Technology In The Museum   **Satisfaction with Technology**

How easy was it to use the Directory and the Learning Stations?

• 88% of Directory users and 87% of Learning Station users report the technologies are "extremely" or "very" easy to use.

Q. Overall, how easy was it to use the Directory? This Learning Station?

Ease of Use	Museum Directory		Learning Stations	
Extremely	53%	⌐ 88%	67%	⌐ 87%
Very	35%	⌐	20%	⌐
Quite	10%		10%	
Somewhat	2%		1%	
Slightly	0%		2%	
Not at all	0%		0%	
	100%		100%	

Directory N = 128, mean = 5.4, SD = .8
CLS N = 105, mean = 5.5, SD = 0.9
* Source: 2002 Museum Directory and Computer Learning Station Surveys

How clear was the information in the Directory and Learning Stations?

• 73% of Directory users and 82% of Learning Station users report the information is "extremely or very" clear.

Q. Overall, how clear was the information in the Directory? This Learning Station?

Clarity of Information	Museum Directory		Learning Stations	
Extremely	32%	⎱ 73%	45%	⎱ 82%
Very	41%	⎰	37%	⎰
Quite	23%		15%	
Somewhat	4%		3%	
Slightly	0%		2%	
Not at all	0%		0%	
	100%		100%	

Directory N = 128, mean = 5.0, SD = .8
CLS N = 105, mean = 5.2, SD = 0.8
* Source: 2002 Museum Directory and Computer Learning Station Surveys

How much did they learn while using the Learning Stations?

• More than two-thirds of Learning Station users reported they learned "a great deal" or "quite a lot" by using the Learning Station.

• Those who were likely to report that they learned more included: users with more than a BA degree, users ages 25 to 44, and users who stayed on the Learning Station 5 minutes or longer.

Q. Which phrase best describes how much you feel you learned while using the Computer Learning Station?

Learned a great deal	22%	⎱ 68%
Learned quite a lot	46%	⎰
Learned a few things	26%	
Did not learn much	6%	
Did not learn anything new	<u>1%</u>	
	100%	

N = 105
Mean = 3.82
SD = 0.87
* Source: 2002 Computer Learning Station Survey

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How much did the Learning Station enhance the visitors' appreciation and understanding of the art?

• More than three-fourths of Learning Station users report the station enhanced their appreciation and understanding of the art "very much" or "quite a bit."

• Higher ratings were found for females, persons of color, homemakers, users who live in households with children under 18, and users who reside outside the United States.

• Users who stayed on the Computer Learning Station for more than 5 minutes were more likely to report that their appreciation and understanding of the art was enhanced.

Q. Which phrase best describes how the Computer Learning Station enhanced your appreciation and understanding of the art in this gallery?

Enhanced very much	33%	76%
Enhanced quite a bit	43%	
Enhanced somewhat	18%	
Enhanced slightly	5%	
Made no difference	1%	
	100%	

N = 105
Mean = 4.0
SD = 0.9

* Source: 2002 Computer Learning Station Survey

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How should the Learning Station information relate to the art?

- Learning Station users are divided on the question of how they would like the information to relate to the art in the galleries.

- Most would like to see a combination of specific and general information.

Q. How would you like the information on the Computer Learning Station to relate to the art in each gallery?

Would like both specifics and general/background information	53%
Want information tied closely to specific works of art in the gallery	24%
Want general/background information about the kind of art in the gallery	23%

* Source: 2002 Computer Learning Station Survey

Did Directory users find what they were looking for?

• Most Directory users found what they were looking for on the Museum Directory.

• Others looked for but didn't find various kinds of information (e.g. location of specific works of art, map/directions, daily events).

Q. Was there anything you looked for on the Directory that you couldn't find?

No	82%
Yes	18%

* Source: 2002 Museum Directory Survey

How could the Museum Directory be improved?

• Many Directory users would like to see more information about the location of specific works of art and what is occurring in the museum at the time of their visit .

• Some said they would like more Directories available throughout the museum.

Q. What suggestions do you have that would improve this Museum Directory?

Suggestion	% of Total Suggestions
Show me where specific works of art are in the museum	25%
Add a daily events calendar	18%
Make Directories available at additional locations	17%
Tell me what is going on in the museum at the moment	16%
Provide signs noting location and availability	9%
Provide a larger screen	4%
Add seating	4%

* Source: 2002 Museum Directory Survey

How could the Learning Stations be improved?

• Learning Station users were most likely to recommend more seating and larger screens.

• Among those who checked "other," many said it is "good as it is" or they would like more information. A few complained of technical problems and lack of signs/low visibility.

Q. What suggestions do you have that would improve this Computer Learning Station?

Suggestion	% of Total Suggestions
Other	28%
Add more seating	23%
Provide a larger screen	13%
Improve the sound quality	12%
Make it easier to move around in the computer program	10%
Improve the lighting	7%
Make it more portable/hand held	7%

* Source: 2002 Computer Learning Station Survey

How visible are the Learning Stations?

• Half of Learning Station users feel the station they used is "not very visible" or "easy to miss."

• The Arts of Asia Learning Station is perceived as especially low in visibility.

Q. Considering its current location, how visible is this Computer Learning Station?

Level of Visibility	Africa	Arts of Asia	Both
Extremely visible	9%	0%	6%
Very visible	56%	25%	44%
Not very visible	32%	50%	39%
Easy to miss	3%	25%	11%
	100%	100%	100%

N = 105
Mean = 2.4
SD = .8
* Source: 2002 Computer Learning Station Survey

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How aware are Learning Station users of the other stations?

• Many Learning Station users are not aware that there are other stations in the museum.

Q. Are you aware that Computer Learning Stations are located in various areas throughout the museum?

Yes	58%
No	42%

* Source: 2002 Computer Learning Station Survey

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Where should the Learning Stations be located?

• Four out of five Learning Station users prefer that the stations be located in the gallery close to the art.

Q. Which phrase best describes the location you prefer for the Computer Learning Stations?

Located right in the gallery close to the art	78%
Located near the gallery	13%
Located in a room separate from the galleries	6%
Prefer to have access at home via the MIA Web site	3%
	100%

* Source: 2002 Computer Learning Station Survey

How did *the MIA's Web site* visitors learn about the site?

- *The MIA's Web site* visitors are most likely to learn about the site while searching with a search engine (39%)

- Only 1 in 5 knew of the site and went directly.

- Another 15% became aware of the site through a link.

- Small percentages become aware of the site through a visit to the museum (8%) or MIA publication (4%.)

Q. How did you first become aware of The Minneapolis Institute of Arts' Web site?

% of Web Survey Respondents

Search engine	39%
Knew of Web site and went directly	20%
Link from another Web site	15%
On a visit to the museum	8%
Word of mouth	5%
Recently saw URL in MIA publication	4%
Recently saw in publication (not MIA)	1%
Other	9%

Source: 2002 MIA Web Site Survey

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How many *museum* visitors are aware of the Web site ?

• More than half (54%) of visitors say they are aware of the MIA's Web site.

• Total Web site awareness (aided and unaided) is higher than for the Directory (35%) and Learning Stations (43%) and about the same as for *Arts* magazine.

Q. When you think of The Minneapolis Institute of Arts, what various programs, features and services come to mind that help you get the most from and enjoy the museum?

Q. Are you aware of......(interviewer read list of museum elements.)

	Total Awareness*
Library	34%
Directory	35%
Learning stations	43%
Arts magazine	52%
Web site	**54%**
Arts Break coffee shop	72%
Museum shop	89%

*total aided and unaided awareness for selected museum element

Source: 2002 Technology Awareness Survey

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Who visits the MIA Web site?—AGE

• Most visitors who responded to the survey (Web site visitors under age 15 were ineligible.) are between the ages of 25 and 54.

• Web site visitors are significantly younger than museum visitors.

Q. How old are you?

	artmia.org visitors*	Museum Visitors**
15 to 19	2%	5%
20 to 24	11%	10%
	66%	42%
25 to 34	31%	14%
35 to 44	22%	13%
45 to 54	21%	26%
55 to 64	10%	17%
65 to 74	2%	12%
75 yrs. & over	1%	3%
	100%	100%

*Source: 2002 MIA Web Site Survey
**Source: 2002 Technology Awareness Survey

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Who visits the MIA Web site?—GENDER

•As is true of MIA museum visitors, a strong majority of arts.mia.org visitors (70%) are female.

Q. What is your gender?

	The MIA's Web site Visitors*	Museum Visitors**
Female	69%	68%
Male	31%	32%

*Source: 2002 MIA Web Site Survey
**Source: 2002 Technology Awareness Survey

Who visits the MIA Web site?—OCCUPATION

•Visitors to the MIA's Web site reported a diverse range of occupations.

• Web site visitors are less likely to be retired or have blue collar occupations.

Q. What is your current occupation?

	The MIA's Web site Visitors*	Museum Visitors**	
Professional/specialty	20%	31%	(includes teachers)
Teacher	14%	N/A	
Executive/admin/managerial	14%	12%	
Student	13%	12%	
Technical/sales/admin. support	9%	6%	
Retired	5%	16%	
Unemployed/between jobs	4%	3%	
Homemaker	4%	7%	
Artist/graphic designer	3%	N/A	
Service/craft/repair/laborer	3%	12%	

*Source: 2002 MIA Web Site Survey
**Source: 2002 Technology Awareness Survey

Who visits the MIA Web site?—EDUCATION

• Visitors to the MIA's Web site are well educated and resemble the educational levels of MIA museum visitors, except that Web site visitors are slightly more likely to have a college degree.

Q. What is the highest level of education that you have completed?

	The MIA's Web site Visitors*	Museum Visitors**
Less than a BA	23%	30%
Bachelors degree	42%	33%
Masters degree	23%	22%
Professional school/doctorate degree	12%	15%

*Source: 2002 MIA Web Site Survey
**Source: 2002 Technology Awareness Survey

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Who visits the MIA Web site?—HOUSEHOLD

•Visitors to the MIA's Web site are most likely to live in a household with no children under 18.

• Visitors to the MIA's Web site live in households comparable to museum visitors, except they are slightly less likely to live as a married couple without children.

Q. Which of the following phrases best describes the type of household in which you live?

	The MIA's Web site Visitors*	Museum Visitors**
Single person household	31%	28%
Married couple; no children under 18	25%	32%
Married couple; children under 18	18%	21%
Household of unrelated adults	15%	11%
Other	6%	4%
Single parent with children under 18	4%	4%

*Source: 2002 MIA Web Site Survey
**Source: 2002 Technology Awareness Survey

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Who visits the MIA Web site?—LOCATION OF RESIDENCE

• A majority of the MIA's Web site visitors (54%) reside in the Twin cities 7-County metro area

• The geographic reach of the MIA's Web site extends well beyond that of the museum building.

	The MIA's Web site Visitors*	Museum Visitors**
Minneapolis	31%	40%
Hennepin County	32%	46%
7 county metro area	54%	74%
Minnesota	58%	81%
United States	87%	98%
Outside the US	13%	2%

*Source: 2002 MIA Web Site Survey
**Source: 2002 Technology Awareness Survey

How many the MIA's Web site visitors have visited the museum?

• Nearly one third of the MIA's Web site visitors have never visited the museum.

• Nearly half of the MIA's Web site visitors (48%) may be considered "frequent" museum visitors (have visited within the past 6 months.)

Q. When is the last time, if ever, that you visited The Minneapolis Institute of Arts museum?

Has visited the museum	69%
Has never visited the museum	31%

Within the last 3 months	36%	
3 to 6 months ago	12%	48%
6 months to 1 year ago	9%	
1 to 5 years ago	9%	
More than 5 years ago	4%	

Source: 2002 MIA Web Site Survey

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How many museum visitors have visited the MIA's Web site?

• Nearly one third of museum visitors have not visited the Web site in the past year.

Q. Within the past year, how many times, if any, have you utilized The Minneapolis Institute of Arts' Web site?

	% of Museum visitors*
Have visited the Web site	69%
Have not visited the Web site	31%

*Source: 2002 Technology Awareness Survey

M I N N E A P O L I S   I N S T I T U T E   O F   A R T S

How many of the MIA's Web site visitors are MIA members?

• One in four visitors to the MIA's Web site are MIA members vs. one-third of museum visitors.

• The Web survey suggests that long time MIA members are not very likely to visit the Web site.

• Among museum members who visited the museum during the study period, more non-members said they had visited the MIA's Web site than members.

Q. If you are a member of The Minneapolis Institute of Arts, how long have you been a member?

	MIA's Web site Visitors*	Museum Visitors**
MIA member	24%	33%
Not an MIA member	76%	67%
Less than 2 years	12%	8%
3 to 5 years	7%	7%
6 to 10 years	2%	3%
More than 10 years	2%	15%

% of Museum Visitors Who Had Visited the MIA's Web Site Within Past Year

MIA member	63%
Not an MIA member	74%

*Source: 2002 MIA Web Site Survey
**Source: Technology Awareness Survey, August, 2002

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What motivated their visit to the MIA's Web site?

•More than half of the MIA's Web site visitors are looking for specific museum information or planning a museum visit.

• One in four visit the site to learn about art for personal enrichment or as part of a class assignment.

Q. What motivated you to visit The Minneapolis Institute of Arts' Web site?

Motivation for Visit	% Web Site Visitors
To find specific information about the museum	34%
I'm planning a trip to the museum	19%
To learn about art for personal enrichment	18%
Just browsing	17%
To learn about art for a class assignment	8%
To look for employment opportunities	4%
	100%

Source: 2002 MIA Web Site Survey

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What did they do on their visit to the MIA's Web site?

• While visiting the MIA's Web site, visitors engaged in a broad range of activities.

• On average, each visitor did 2.4 different activities.

• The most common activity was to "learn about current and upcoming exhibitions."

Q. **What did you do on your visit to The Minneapolis Institute of Arts' Web site? (Check all that apply)**

Activity	% Web Site Visitors
Learned about current and upcoming exhibitions	55%
Searched for information to plan a museum visit	38%
Learned more about art for personal enjoyment	34%
Just browsed	28%
Learned about special events or classes	24%
Found out about job opportunities	14%
Conducted research for a class assignment	9%
Learned about art activities for children	8%
Used the Web site's interactive programs	8%
Other	8%
Received information about museum membership	6%
Found out about school group tours and other educational resources	4%

Number of responses = 1353
Number of cases = 575
Average number of responses per case = 2.4

Source: 2002 MIA Web Site Survey

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Web Site Evaluation   Frequency and Duration of Web Site Visits

How often do they visit?

• Most visitors to the MIA's Web site (78%) are repeat visitors to the Web site; while 22% are first time visitors.

• About 14% are frequent visitors, visiting at least once per month.

Q. Within the past year, how many times, if any, have you visited The Minneapolis Institute of Arts' Web site?

	MIA Web Site Visitors
12 or more times	14%
6 to 11 times	17%
3 to 5 times	22%
1 or 2 times	25%
Have never used before	<u>22%</u>
	100%

Source: 2002 MIA Web Site Survey

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How long do they visit?

• More than half of visitors to the MIA's Web site (54%) said they visited the site for 10 minutes or more.

Q. Approximately how long were you on The Minneapolis Institute of Arts' Web site on your most recent visit?

MIA Web Site Visitors

20 minutes or longer	12%
15 to 19 minutes	15%
10 to 14 minutes	27%
5 to 9 minutes	28%
2 to 4 minutes	16%
1 minute or less	2%
	100%

Source: 2002 MIA Web Site Survey

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Web Site Evaluation   Satisfaction with the Web Site

How satisfied are they overall with the site?

• Most the MIA's Web site visitors are very positive about their experience.

• A strong majority (62%) said they are "extremely" or "very" satisfied with their visit.

• Less than 10% said they are only "somewhat," "slightly," or "not at all satisfied."

Q. Which of the following phrases best describes your overall satisfaction with The Minneapolis Institute of Arts' Web site?

MIA Web Site Visitors

Extremely satisfied	17%
Very satisfied	45%
Quite satisfied	29%
Somewhat satisfied	7%
Slightly satisfied	1%
Not at all satisfied	1%
	100%

N = 573
Mean = 4.7
SD = .9

Source: 2002 MIA Web Site Survey

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What did they like most?

• Visitors particularly appreciated the variety of information on the site and the chance to see many works of art.

Q. What did you like most about The Minneapolis Institute of Arts' Web site?

MIA Web Site Visitors

The variety of information	29%
The chance to see many works of art	26%
The site's overall ease of use	17%
The site's graphic design	15%
The depth of information	9%
Other	4%
	100%

Source: 2002 MIA Web Site Survey

How easy was it for visitors to move around on the site?

• Visitors generally found the site easy to navigate; 70% said it was "extremely" or "very" easy to move around on the site.

Q. How easy was it to move around the site and know what to click on next?

MIA Web Site Visitors

Extremely easy	23%
Very easy	47%
Quite easy	23%
Somewhat easy	7%
Slightly easy	0%
Not at all easy	0%
	100%

N = 559
Mean = 4.8
SD = .9

Source: 2002 MIA Web Site Survey

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How current was the information?

- A strong majority (75%) said the information on the site was "extremely" or "very" current.

Q. How current was the information you found on the Web site?

	MIA Web Site Visitors
Extremely current	24%
Very current	51%
Quite current	23%
Somewhat outdated	2%
Slightly outdated	0%
Not at all current	0%
	100%

N= 551
mean = 4.9
SD = .8

Source: 2002 MIA Web Site Survey

How much did they learn on the Web site?

• Nearly all visitors (93%) said they had visited the site to learn and, for the most part, they did.

• A very strong majority (88%) said they learned "a few things" or more.

Q. If you went to the site to learn, how much do you feel you learned while you were there?

MIA Web Site Visitors

Learned a great deal	9%
Learned quite a lot	34%
Learned a few things	45%
Did not learn much	3%
Did not learn anything new	2%
Did not go there to learn anything new	7%
	100%

N = 573
Mean = 3.5
SD = .8

Source: 2002 MIA Web Site Survey

Web Site Evaluation   **Learning through the Web Site**

Did they find what they were looking for?

• Nearly all visitors were looking for something in particular on the Web site, and 80% of visitors found it.

• 10% said there was something they wanted but couldn't find.

• When asked what they couldn't find, responses covered a broad range of topics—shopping, specific works of art, details regarding an upcoming visit, registration for events and classes, etc.

Q. Did you find what you were looking for on The Minneapolis Institute of Arts' Web site?

MIA Web Site Visitors

Yes	80%
No	10%
Not looking for anything in particular	10%

Source: 2002 MIA Web Site Survey

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What improvements did they suggest?

- When asked about ways to improve the site, the largest share of visitors (38%) said they would like to see more works of art on the site.

- There was also substantial interest in more information about the works currently on the site and the works on view in the museum.

Q. How could The Minneapolis Institute of Arts' Web site be improved or enhanced? (check all that apply)

	MIA Web Site Visitors
Add more works of art to the site	38%
Provide information about specific works of art currently on view at the museum	26%
Provide more information about the works of art on the site now	24%
Offer more on-line educational resources	17%
Offer more suggestions for what I can do while visiting the museum	14%
Other	13%
Make the site a more effective resource for planning museum visit	9%
Make getting back to the home page more obvious	7%
Offer more on-line activities for children and families	7%
Make the site easier to use	6%

N = 573

Source: 2002 MIA Web Site Survey

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What problems or challenges did you have when visiting The Minneapolis Institute of Arts' Web site?

• When asked if they experienced problems or challenges with the site, four out of five visitors said "none" or gave no response to the question.

• Among the 20% who did experience problems, there was a very broad range of experiences, mostly minor.

Q. What problems or challenges did you have when visiting The Minneapolis Institute of Arts Web site?

MIA Web Site Visitors

None	27%
No response	53%
Mentioned a problem/challenge	20%

N = 573

Source: 2002 MIA Web Site Survey

Cincinnatus • 80

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**Do visitors want to purchase things online from the site?**

• Adding a shopping experience to the MIA's Web site would greatly please about 20% of the site's visitors who say they are "extremely" or "very" interested in purchasing things online from the site.

• About 20% are "not at all interested."

Q. How interested are you in being able to purchase things online from The Minneapolis Institute of Arts?

MIA Web Site Visitors

Extremely interested	8%
Very interested	12%
Quite interested	14%
Somewhat interested	24%
Slightly interested	22%
Not at all interested	<u>20%</u>
	100%

N = 556
Mean = 3.0
SD = 1.5

Source: 2002 MIA Web Site Survey

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How often do the MIA's Web site visitors "surf" the Internet?

• A strong majority of the MIA's Web site visitors (65%) are daily Internet users.

• Only a few (2%) are infrequent users who "surf" the net once per month or less.

Q. How often do you "surf" the Internet?

	MIA Web Site Visitors
Daily	65%
Every few days	23%
Once per week	6%
Several times per month	4%
Once per month	1%
Every three months	0%
Less often than every 3 months	1%

Source: 2002 MIA Web Site Survey

What time of day do they "surf" the Internet?

• The largest share of the MIA's Web site visitors (42%) say they "surf" the Internet at various times of the day.

• More than a quarter (27%) say their use is concentrated in the evening hours.

Q. What time of day do you most often "surf" the Internet?

MIA Web Site Visitors

Between 6 a.m. and noon	13%
Between noon and 6 p.m.	16%
Between 6 p.m. and midnight	27%
Between midnight and 6 a.m.	2%
Time varies/no particular time	42%
	100%

Source: 2002 MIA Web Site Survey

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What is their speed of connection?

• More than half of the MIA's Web site visitors (57%) access the Internet via some form of high speed connection.

Q. What speed of Internet connection do you most often use to "surf" the Internet?

	MIA Web Site Visitors
High speed connection such as DSL, cable, ISDN, TI	57%
Dial up modem of 56K or less	43%

Source: 2002 MIA Web Site Survey