

# Smithsonian Institution

## National Museum of Natural History

### Science on a Sphere and The Sant Ocean Hall Visitor Study

NOAA Science on a Sphere Network  
Meeting Presentation  
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Prepared by  
Institute for Learning Innovation  
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The purpose of the Institute for Learning Innovation study was to find out how visitors are **behaving in, reacting to, and learning from** the Sant Ocean Hall.



# How data were collected

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A multi-method approach was needed to answer the research questions; both qualitative and quantitative methods were employed:

- ◆ Timing and Tracking Observations (n = 88)
- ◆ Exit Interviews (n = 127)
- ◆ Focused studies (n = 406)





# Recognition of Main Messages

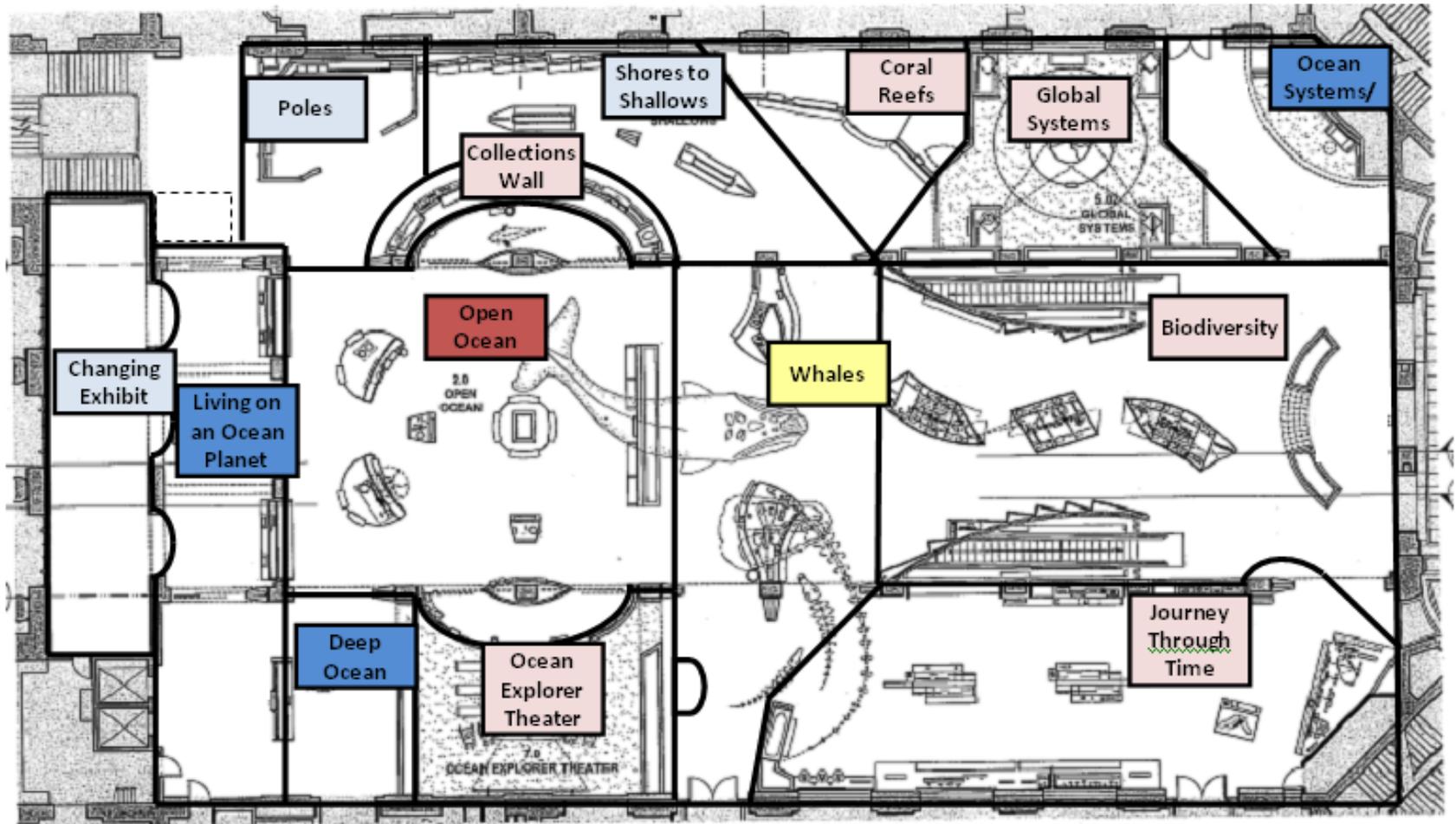
## The Ocean...

- ◆ is diverse (88%)
- ◆ is one big system (69%)
- ◆ has changed over time (68%)
- ◆ affects all life on planet (66%)
- ◆ remains unexplored (48%)
- ◆ and how it can be protected and conserved (41%)



The Global Ocean Systems exhibit at the Smithsonian features SOS with four pre-produced 4 minute films: **It Changes** (Plate tectonics), **It's Connected** (Currents), **It Interacts** (Climate) and **It Produces** (Ocean color and productivity)

# What visitors did and where they spent their time



Low visitation and time spent

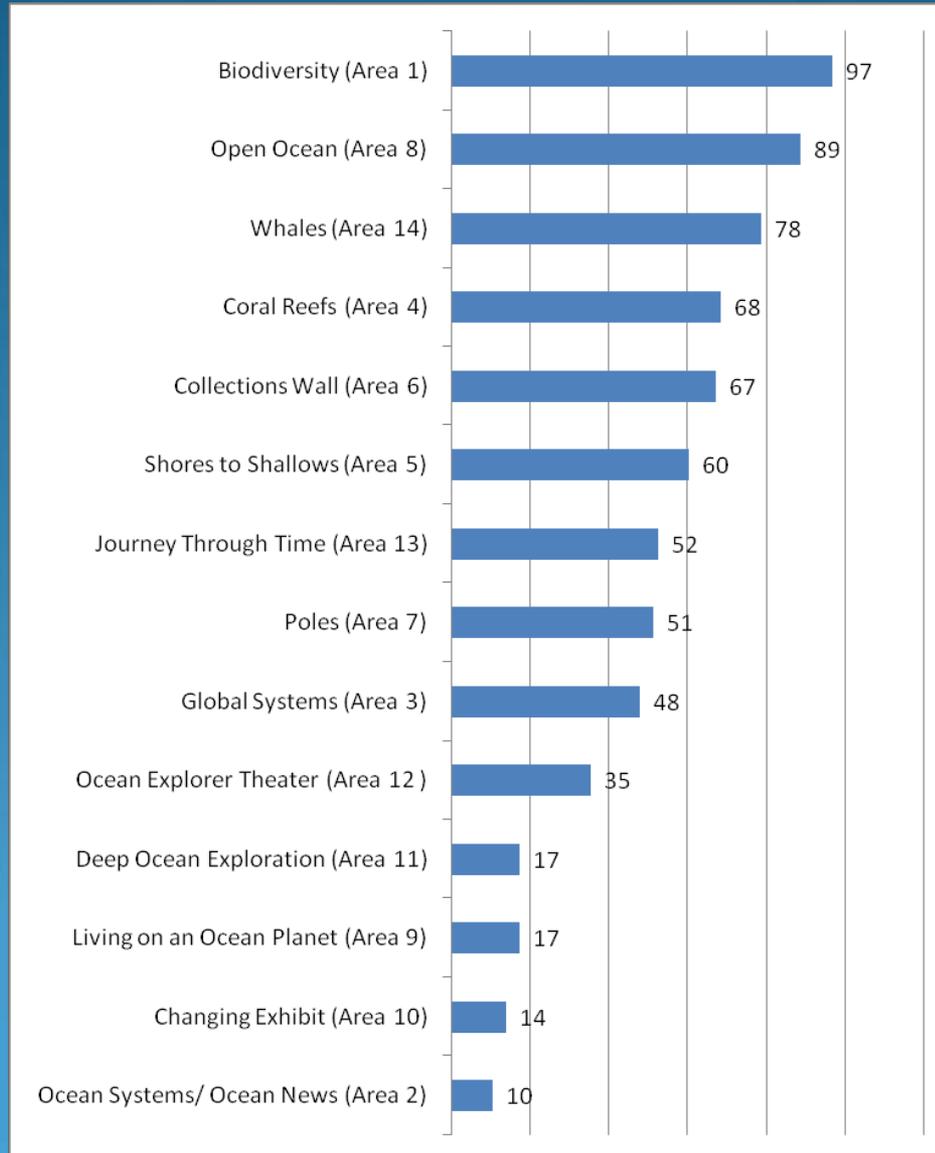
Low/moderate visitation and time spent

High visitation and little time spent

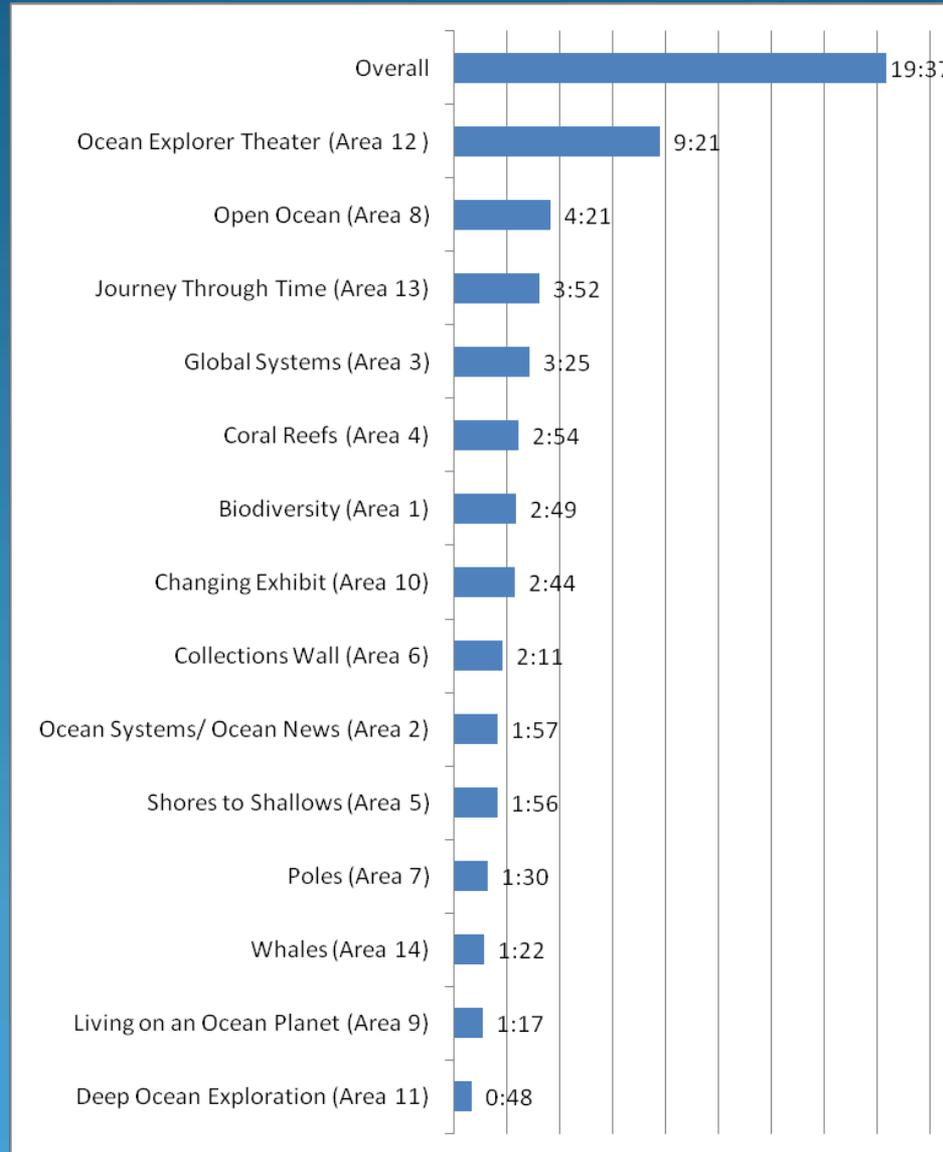
Moderate/high visitation and time spent

High visitation and time spent

# Percentage who visited each area



# Time spent in each area



# Most enjoyable exhibits

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- ◆ Coral reef aquarium
- ◆ Giant squid
- ◆ Specimens in jars
- ◆ Science on the Sphere
- ◆ Ocean Explorer Theater

Most common reasons included that they were unique, informative, beautiful and engaging.

# Thank you

Questions:

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