

Programme Pre-conference workshop

Researching visitors' learning outcomes: a beginner's guide

9.00 - 11.00

Introduction, getting to know each other, expectations

Interactive session on what constitutes learning in a museum

Theoretical perspectives on (museum) learning

11.00 - 11.30

Coffee break

11.30 - 13.15

What does learning look like in your museum - learning outcomes

Working on personal case studies for doing museum research

13.15 - 14.30

Lunch

14.30 - 15.45

Carrying out visitor research - type of questions & methods

What (not) to do - successes and struggles from personal experience

15.45 - 16.30

Coffee break

16.30 - 17.45

Rethinking your case study - research questions and operationalisation

Discussion practical issues, pitfalls for starting visitor research

Wrapping up