Museums and Inclusion: Understanding Visitors' Sense of Belonging in Science and Natural History Museums | 2005773

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Project Description

We developed a visitor-centered model of belonging from the reflections of 72 participant groups in 4 museums using a photovoice protocol.

Key Achievements

- Visitors report belonging at both a group and individual level – individual belonging is negatively impacted if a member of the group has a diminished sense of belonging.
- Visitors feel belonging when the museum experience was designed with their physical needs, the representation of their identities, etc. in mind.
- Visitors like to see their local surroundings, feel connected to place and the world!
- We have broadly shared this belonging model and associated practitioner guide.

Access and Inclusion

We used maximum variation sampling to purposefully include in our sample visitors with a wide range of identities, including dis/ability, LGBTQ+ status, income, race/ethnicity, and more.

Visitors’ definitions of belonging often responded to museums’ equity, access, and inclusion efforts and messaging in their feedback.

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