

SHETTEL LEAVES THE AMERICAN INSTITUTES FOR RESEARCH

After 26 years as a research psychologist with the American Institutes for Research, Harris Shettel has decided to devote full time to museum related activities.

He reports that "I have an office in my home with all the 'essential' ingredients (a PC, a phone answering machine and a four-drawer file cabinet!)..." He intends to apply and expand on work in the following areas:

- The behavior of visitors in informal learning environments, including museums, zoos, historic sites, and aquariums.
- The role of informal learning environments in contributing to our understanding of both our cultural history (including science and technology) and our natural history.
- The way in which all elements of exhibit content and design impact on the visitor at both the cognitive (facts and knowledge) and non-cognitive (attitudes, feelings, opinions, interests) levels.
- The use of planning and evaluation techniques (formative and summative) to achieve higher levels of visitor participation in, and interaction with, exhibits and other educational programming activities.
- The training of museum personnel in the use of planning and evaluation techniques to enhance exhibits and other public programming.
- The design of evaluation instruments, including visitor interview protocols, that are sensitive to the impact of exhibits, especially in the non-cognitive domain.
- The use of surveys to learn more about who visits our institutions and why, and who doesn't, and why.

Harris Shettel is available to help in any of these areas, including proposal preparation. He can be reached at the following address: Harris H. Shettel, 14102 Arctic Ave., Rockville, MD 20853. Ph. (301) 871-5516. □

THE OCTOBER ISSUE OF VISITOR BEHAVIOR WILL FEATURE SIGNS, LABELS, AND GRAPHICS

If you have material to contribute on this subject, please send it as soon as possible. We are especially interested in research data on these topics.

FREE CATALOG OF PUBLICATIONS IN ARCHITECTURE AND URBAN PLANNING

The University of Wisconsin-Milwaukee Center for Architecture and Urban Planning Research has just issued a new series of monographs, reports, and working papers dealing with the planning and design of all aspects of the built environment from social, economic, political, and aesthetic points of view. Numbering 81 titles, the series covers aging and the environment, architectural theory, child-environment relations, design for the handicapped, energy-conscious research, environmental planning, small town design and development, transportation systems, and urban design and economic development. All publications are highly illustrated and are bound for library cataloging and storage.

One publication that is of particular interest to the readers of this newsletter is Public Space Design in Museums by David Robillard. This manual provides architects and museum professionals with information about visitor behavior, programming, and building design.

For the complete series listing and current at-cost prices, write Publications in Architecture and Urban Planning, Center for Architecture and Urban Planning Research, University of Wisconsin-Milwaukee, P. O. Box 413, Milwaukee, WI 53201. □

CAN AQUARIUMS, ZOOS AND MUSEUMS USE TV TO EDUCATE?

Contributed by Marilyn Hood
Hood Associates, Columbus, OH

High school students may retain information from watching TV as well as they do from listening to a classroom lecture, according to an article in USA Today. The article is based on a study conducted at Ohio State University under the direction of Rosanne Fortner, an associate professor of natural resources and educational theory and practice.

Two high school science classes watched a Jacques Cousteau documentary, while three other classes were presented the material through the traditional method of lecture and homework. Both groups retained the same knowledge, according to the results of tests given before, during, and after instruction. Fortner concludes in the article, "People can learn from environmental documentaries." □