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AND EVALUATION

# **WOSU @ COSI Enhancement Project Front-End Evaluation Report**

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*August 21, 2013*

*Prepared for:  
COSI*

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## Background/Purpose

COSI, in partnership with WOSU, will be going forward with a project in which enhancements and other changes may be made to the WOSU exhibition space, entrance area, and adjacent hallway. This project may include, but is not limited to, introducing more elements of the PBS Kids brand, such as Sesame Street and Sid the Science Kid, into the exhibition space, introducing interactive elements regarding TV Production to the site, and adding loose parts to the Chroma Key exhibit.

To inform decisions about the type and nature of enhancements most needed in the exhibit area, COSI desires to know how guests currently perceive the exhibit, the WOSU brand, and the PBS Kids brand.

## Evaluation Question

The questions that guided this evaluation are:

- To what degree do guests to the exhibit area identify the exhibit area as co-branded with COSI and WOSU Public Media?
- To what extent are guests to the exhibit area aware of the various platforms of WOSU Public Media?
- To what extent do guests to the exhibit area associate PBS Kids with WOSU Public Media?
- To what extent are guests aware that the exhibit area includes a real, working studio?

## Methods

To collect data for this study, adult COSI guests exiting the WOSU exhibition were asked to participate in a semi-structured interview, using the continuous ask format. The qualitative data obtained was analyzed to detect patterns and trends in participant responses. Category titles were developed for the detected patterns and trends, responses were listed under the most appropriate category, and response frequencies were calculated for each category.

## Findings/Discussion

Thirty-five interviews were completed over a 4-day period in August, 2013. Local (central Ohio) visitors = 19; out of town visitors = 16. The semi-structured interview schedule data collection instrument consisted of four items, with relevant prompts for each item:

Item 1: "If you were asked to describe the exhibit area you just left to a friend or relative, what would you tell them?" (prompt: Anything else?)

It is obvious that the area of the exhibit that had the Chroma Key activity was the one that almost all the COSI guests interviewed were able to describe. Otherwise, the descriptions of the area were more generalized, with no other exhibit elements being singled out in guests' descriptions. Two people told us, in fact, that they were confused as to what the exhibit was really supposed to be about.

Table 1: Describe the WOSU exhibition area

Description of WOSU exhibit area	Frequency
Control panel, green screen, TV camera	32
Fun, entertaining	9
Creative, imaginative	3
Educational	2
Confusing	2
Connected to COSI in some way	2
Interactive	1

Item 2: "Tell me what comes to mind when you hear the term 'WOSU Public Media.'" (prompt: Anything else? Are you from the central Ohio area?)

For this item, we chose to separate the responses into 2 groups, depending on whether or not they reside in the central Ohio area. We see from the data that the majority of persons in both groups recognize the term has something to do with PBS and/or educational programming, but many could not list specific programming or even types of media associated with the term.

Table 2: Local and out of town visitor perceptions of "WOSU Public Media"

Response	Frequency		
	Local resident	Out of town visitor	Total
PBS, educational programs	6	7	13
Nothing, don't know	6	2	8
Associated with OSU, university	2	4	6
TV, news	2	2	4
Radio	3	1	4
Children's programs	2	1	3

Item 3: Could you list some of the children's programming you associate with WOSU Public Media? (prompt: Any others you can think of?)

For this item, we again chose to separate the responses into 2 groups, depending on whether or not they reside in the central Ohio area. Even though most visitors had been interacting with the Chroma activity, which had a number of the PBS Kids children's program characters in the various backgrounds, the major response given was that they could not list children's programs.

Table 3: List of children's shows associated with WOSU Public Media

Response	Frequency		
	Local resident	Out of town visitor	Total
Nothing, can't list any	8	9	17
Clifford	7	1	8
Curious George	6	1	7
Sesame Street	5	1	6
PBS Kids	1	3	4
Mr. Rogers (old show)	3	0	3
Non-PBS children's programs	3	0	3
Sid the Science Kid	1	1	2
Educational programs	1	1	2
PBS shows in general	0	2	2
Arthur	1	0	1
Cyber Chase	1	0	1
Cat in the Hat	0	1	1
Super Why	1	0	1

Item 4: Did you notice the studio in the exhibit area? If yes, how do you think that space is used? If no, why did you not notice the studio?

Although the majority of persons noticed the studio, a third of those that did had no idea what the space was used for, with the remaining two thirds being almost evenly divided between it being a working studio or just an interactive exhibit element explaining what might happen in a working studio. Of the eight persons who did not see it, seven told us it was because they had only engaged with the Chroma Key exhibit element before leaving the exhibition area.

Table 4: Noticed studio; how area is used

Response		Total
Yes, noticed studio		27
	For presentations, broadcasting	10
	Not sure	9
	Interactive simulation area	8
Response		Total
No, did not notice studio		8
	Only engaged with control panel, green screen, TV camera area	7
	Just didn't notice it	1

## Conclusion

**Answer evaluation question 1:** To what degree do guests to the exhibit area identify the exhibit area as co-branded with COSI and WOSU Public Media?

- When COSI guests described the WOSU exhibition area, they focused on the Chroma Key element to the exclusion of any other exhibit elements.
- Only 2 persons mentioned any connection between WOSU and COSI.
- Data would suggest that COSI guests do not associate the partnership and co-branding that exists between COSI and WOSU Public Media. Furthermore, guests primarily associate the exhibition area only with the Chroma Key activity.

**Answer evaluation question 2:** To what extent are guests to the exhibit area aware of the various platforms of WOSU Public Media?

- Most COSI guests had, at best, a vague idea of what the term WOSU Public Media meant, with most citing something to do with PBS and educational programming. Eight of the 35 guests had no idea what it meant and, surprisingly, six of the eight were local residents. This tells us that most COSI guests, even local residents, are not aware of the various platforms that make up WOSU Public Media.

**Answer evaluation question 3:** To what extent do guests to the exhibit area associate PBS Kids with WOSU Public Media?

- Seventeen of the 35 persons/groups interviewed, almost evenly divided between local and out of town visitors to COSI, could not list one children's program associated with WOSU Public Media.
  - Eleven of the 19 local residents interviewed listed at least one or more children's programs while only three of the 16 out of town visitors did so.
  - Therefore, we would infer from this data that about half of the local resident COSI guests were aware of the connection between WOSU and PBS Kids, but less than 1/5 of out of town guests were aware of the connection.

**Answer evaluation question 4:** To what extent are guests aware that the exhibit area includes a real, working studio?

- Less than 1/3 the persons/groups interviewed noticed the studio and realized some sort of broadcasting or presentations likely occurred there.
- About 1/5 of the persons/groups interviewed did not even notice there was a studio area in the WOSU exhibition.
- Data suggest, then, that the majority of guests do not realize there is a real, working studio included as part of the WOSU exhibition area.