LOOKING AT PEOPLE LOOKING AT ANIMALS

AN INTERNATIONAL BIBLIOGRAPHY
ON VISITOR EXPERIENCE STUDIES
AND EXHIBIT EVALUATION
IN ZOOS AND AQUARIUMS

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INTRODUCTION

In recent years, visitor studies and exhibit evaluation have gained a lot of importance in the zoo and aquarium world, and rightly so.

Zoos and aquariums have been through a considerable evolution since the last decades, but of course so has the rest of the world. Conservation and education are now (almost) generally accepted as essential reasons for the existence of all live animal collections, and the outside world more than ever rightfully demands that we “stand and deliver”. For much of what we do, experience has been built up and evaluation of our performance is now widely considered as essential for good practice: population management methods allow us to evaluate our success in captive breeding by looking at the genetic diversity of our animal collections, animal welfare and health factors (including behaviour) can be monitored and it is not too difficult to detect what could be improved. From a business point of view, we have learned that counting visitors and the money they spend is only the beginning – we now know what our markets look like, or how much we contribute to our local economies (and if we don’t know yet, at least we have a variety of techniques at our disposal to help us find out…). All these measurements and data – from the inbreeding coefficient of our snow leopards or the success rate of our latest marketing campaign or even the number of times our research is cited in other publications – help us to improve our performance as an organization, to make sure we meet the standards and complete our mission.

Yet when it comes to our role as interpreters and educators still far too many zoos and aquariums have little or nothing to go by when it comes to measuring our impact.

Do our visitors read the labels that we have so carefully produced for them? Does it make any difference if we spend a lot of effort and money in theming our animal exhibits? Are we really educating the audience of our animal demonstrations and shows? And – most important of all – does our conservation message reach the audience, and how do they respond to it?

Everyone who works in a zoo or aquarium will have his or her own views on what visitors want, like, or dislike. But are these views based on reality? Is there any evidence to support our claims? Are we doing the best we can in interpreting the natural world, its beauty and complexity? And are we really educating our audiences about the increasing threats, not only to wild animals and their habitats, but to our very own existence? What more can we do to motivate people to think...
and to take action – not just by contributing to one of our conservation projects, but by changing to a more sustainable lifestyle?

There is only one way to find out – it is through carefully studying our visitors’ response to all the experiences and interpretation we offer them.

We are not the only organizations that have realized that we can only perform if we evaluate. As zoos and aquariums we are very specific in that we work with live animals, but still we can learn a lot from experience elsewhere: historically, museums, science centers or national parks have been studying their visitors long before it was seen as a need in the zoo and aquarium world. Methodologies were developed and improved, which we can also apply in our context. Also, we can learn a lot from expertise gained in fields as diverse as educational psychology, the sociology of leisure, or the marketing of attractions. Research into advertising can help us improve our labels or educational videos. Cultural and media scientists give us a better idea of how our audiences perceive animals or habitats and what knowledge and concepts they bring with them when they pass through our entrance gates. Environmental educators have developed techniques to measure what it takes to turn consumers into citizens, and to motivate people to take action.

All of our visitors are also consumers, they are all citizens, they all use other media, and with some rare exceptions no doubt 99 % of them will spent a lot more time outside than inside our zoos and aquariums. This should not make us unnecessarily modest about the impact we can have on them, it should just let us realise that we can and should learn from a lot of other “worlds” and fields of experience, even if it means we will have to adapt their methodologies to that very special “world” we are so fortunate to work in.

This bibliography aims to fulfill several goals:

- first of all it will provide users with an overview of (most if not all) existing publications on visitor studies and exhibit evaluation that have been performed in zoos and aquariums – of course through sharing all these examples it is hoped that more zoos and aquariums will be motivated to undertake similar research, but also to avoid unnecessary work since there is absolutely no need to reinvent the wheel;
- secondly, it can serve as an introduction on the most important methodological literature on visitor studies in general, and in other location-based attractions such as museums, science centres etc. in particular – together with a selection basis background information on interpretation and informal education, this methodological literature has been included, also keeping in mind that most people working in zoos and aquariums – even if they are educators – will probably be more familiar with the biological and natural sciences and as such with other topics, backgrounds and methodologies than those of the social, psychological, educational, cultural or communication sciences;
- thirdly, it also includes some background literature which can help us to understand the attitudes and concepts that people may have about animals and wildlife, whether they are zoo or aquarium visitors or not – indeed our visitors do not arrive at our institutions as blank sheets of paper, they have grown up (or are growing up) in a culture that offers them a lot of information and impressions of animals and wildlife, be it through...
children’s stories or schools or through the media – both fictional and non-fictional;

- last but not least I have also attempted to include some of the most important background literature on the zoo and aquarium visitor experience from a theoretical, ideological, philosophical or historical perspective – even if most of this is of course rarely if ever supported by evidence from visitor studies. Not only will these references help to remind us of the complexity and specificity of our work, they can probably also suggest claims, assumptions and approaches that are in need of further study and evaluation.

This project was started in 2008 while I was working for the European Association of Zoos and Aquariums (EAZA) and I am very grateful to the EAZA Executive Committee at the time for realizing the importance of such an undertaking. I continued working on it afterwards in a volunteer capacity, and I am of course very happy that my current employer, the Royal Zoological Society of Antwerp, also takes a serious interest in the subject and has made visitor studies an extra focus for its Centre for Research and Conservation. What started with only a dozen or so references has now grown into a document of well over 250 pages (and that it is not longer now is only because we decided to finally publish the first version, even if there is already some new material to include…)

It can not be too difficult to realize that – hopefully! – this bibliography will never really be completed: by the time a new and updated version becomes available, already a lot of new and fascinating references will be in need of our attention.

Therefore I would like to thank not only all those many colleagues and friends who have contributed material and references over the past three years, but also all of you who will no doubt be able to help in maintaining and updating the bibliography in its future versions. Have you done visitor or evaluation studies at your institution – even if they were not formally published – please let us know. Do you know of other relevant publications – regardless of what language they were published in – please provide us with the references. Did you spot an error, a broken internet link or some other inaccuracy, please inform us so we can correct it. Do you have any other remarks, please share them.

The European and global zoo and aquarium community will be most grateful for your contribution to improving our performance as interpreters and educators of the fragile beauty of the wild world. But more importantly, our many hundreds of millions of visitors will ultimately benefit from your input as it can help to improve their experience and make it all the more relevant, impressive and lasting.

Harry Schram
HOW TO USE THIS BIBLIOGRAPHY?

Unfortunately as yet it was not possible to provide this bibliography in the form of a searchable database. But even under the current format it should not be too difficult to find your way and to locate the references you are looking for.

First of all, there are 34 different chapters, most of which are subdivided in several subcategories. The table of content will help you find the most relevant headings under which you can browse for information. If a particular reference falls under more than one single category, it has simply been included under all relevant headings.

Under all but a few headings you will then find three different kinds of material:

- visitor studies and exhibit evaluation reports from or in zoos and aquariums which have been published in whatever way (in print or only digitally);
- visitor studies and exhibit evaluation research projects which are still on-going or of which the results have never been formally published – wherever possible you can find contact details of someone who could provide you with further information. Please keep in mind that some of the studies may date from some time ago and it will not always be possible to obtain the reports or even get information about their findings;
- any other material that can be considered “background and further reading”. Obviously, in some chapters, this category is more extensive than in others.

[these last two categories are in smaller print against a light green background]

For some chapters, a few lines introduce what has been included under the heading in particular, and what not.

Of course since the bibliography is produced in a PDF format, you can also use the search feature of Adobe Acrobat Reader (Shift + Control + F) to search for particular words (author, subject, location…) or combinations of words.

Wherever possible, an internet URL is provided with the reference, which should leads to an online version of the full text of the article or paper, or at least to an abstract of it. Nowadays, a surprising and increasing number of publications is available online, and often also the older volumes and issues are being digitalized an made available on the internet. Unfortunately, some of this is only available to subscribers or against (often substantial) payment, but in most cases an abstract can be accessed freely. A further problem is that internet URL’s tend to be somewhat volatile, and during the creation of this bibliography already quite a few documents switched to a different location on the web or disappeared altogether. While every effort has been made to ensure that all URL’s are up to date at this time of publication, it is unavoidable that broken links
will eventually turn up – please help us in pointing these out, so we can try to establish correct links in all future updates of this bibliography. If possible, more internet links will be provided in future updates – please help us by providing any links to the references material that we are not yet aware of.

Please note that most past publications of the Visitor Studies Association can be accessed for free through www.visitorstudiesarchives.org – by all means a resource every serious visitor studies researcher should use regularly.

While the overall majority of publications quoted in this bibliography will be in the English language, and extra effort has been made to ensure this is a truly international overview. As a result quite a few publications in languages other than English have also been included but I am fully aware that a lot more may exist which have escaped my attention until now. With all non-English language references, an English translation of the title and subtitle is provided.

PLEASE HELP US TO IMPROVE THIS BIBLIOGRAPHY BY PROVIDING YOUR IDEAS, SUGGESTIONS, REMARKS, CORRECTIONS, ADDITIONS AND UPDATES!

THANK YOU!

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### BACKGROUND & FURTHER READING: PERCEPTION


### BACKGROUND & FURTHER READING: PSYCHOMETRICS

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• North American attitudes to wildlife

**ON-GOING AND UNPUBLISHED STUDIES:**


**BACKGROUND & FURTHER READING: NORTH AMERICAN ATTITUDES TO WILDLIFE**


Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums

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• Attitudes to reptiles: visitor studies

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**BACKGROUND & FURTHER READING: EDUCATIONAL GOALS**


- **Evaluating/measuring informal learning: visitor studies**


**BACKGROUND & FURTHER READING: EVALUATING/MEASURING INFORMAL LEARNING**


Informal learning in zoos and aquariums: visitor studies


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JOSLIN (P.), GRUNAUER (S.), NAPOLITANO (G.), NICHOLS (M.), SARRIS (A.), STEADMAN (A.) & URBANICK (R.), 1986: A demographic profile of the zoo visitor. AAZPA Ann. Conf. Proc..

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**ON-GOING AND UNPUBLISHED STUDIES :**


BRUCKNER (T.) & STANKIEWICZ (L.), 2007: Zoo visitors' sex- and age related differences regarding to preference of selected animal species. Nr 189/96. Wien, Tiergarten Schönbrunn. Contact Claudia Kment, ckment@zoovienna.at


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**BACKGROUND & FURTHER READING: TARGET GROUPS - GENERAL**


HOOD (M.G.) & ROBERTS (L.C.), 1994: Neither too young nor too old: a comparison of visitor characteristics.
Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums

Curator 37(1): 36-45.

KOTLER (N.) & KOTLER (P.), 2004: Can museums be all things to all people? Missions, goals, and marketing’s role. In: ANDERSON (G.) (ed.): Reinventing the museum: Historical and contemporary perspectives on the paradigm shift. Walnut Creek, Alta Mira: 167-87.

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a4n4-a_5730.pdf

• Adults: visitor studies


On-going and unpublished studies:


BACKGROUND & FURTHER READING: ADULTS

ANDERSEN (L.L.), 1993: Reach the adult visitor through their children. IZE J. 29: 134-37.


• Children/youth
  
  o General


ON-GOING AND UNPUBLISHED STUDIES:

TUNNICLIFFE (S.D.), 1993: We’re all going to the zoo tomorrow: children’s conversations at animal exhibits at London and St Louis zoos. Visitor Studies Conf., Albuquerque, NM, USA.

BACKGROUND & FURTHER READING: CHILDREN - GENERAL


ANDERSEN (L.L.), 1993: Reach the adult visitor through their children. IZE J. 29: 134-37.


BJOUJS (A.E.), VAN DER WULP (N.Y.) & ZEINSTRA (L.), 2009: Jongerenwaardering voor natuur vraagt lange adem. [Young people’s appreciation for nature requires a long-term approach.] Natuur Bos Landschap 6(7): 10-12. [http://edepot.wur.nl/11980]


MASSEY (C.), 1996: Listening to young children: assessment and research techniques for very young visitors. In:


Children/youth and animals


ON-GOING AND UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: CHILDREN/YOUTH AND ANIMALS


Looking at people looking at animals


BACKGROUND & FURTHER READING: CHILDREN/YOUTH AND MUSEUMS


COHEN (M.), 2009: Museums: what do kids want?
ON-GOING AND UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: CHILDREN/YOUTH AND NATURE


KELLERT (S.R.), 2002: Experiencing nature: affective, cognitive, and evaluative development in childhood. In:


Children/youth and zoos


ON-GOING AND UNPUBLISHED STUDIES:

BACKGROUND & FURTHER READING: CHILDREN/YOUTH AND ZOOS


• Ethnic and cultural minorities in zoos and aquarium – visitor studies

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a2o5-a_5730.pdf

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a5f7-a_5730.pdf

ON-GOING AND UNPUBLISHED STUDIES:

BROEKHOF (S.), PASME (E.) & VREEMAN (V.), 2007: The (non)-participation of Dutch non-native residents to Dutch zoos. Amsterdam, NVD. Contact Mirko Marseille, mmarseille@nvddierentuinen.nl


BACKGROUND & FURTHER READING: ETHNIC AND CULTURAL MINORITIES IN ZOOS AND AQUARIUMS


CHURCHMAN (D.), 1985: Committee reports: multicultural. IZE J. 14: 5.


www.montereyherald.com


Families

http://visitorstudies.org/january-2011-enewsletter/#news


ON-GOING AND UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: FAMILIES


http://historicalvoices.org/pbuilder/pbuilderfiles/Project38/Scheme325/VSA-a0a5w4-a_5730.pdf


Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums
• Gender


http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a69-a_5730.pdf


http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a5x5-a_5730.pdf

ON-GOING AND UNPUBLISHED STUDIES:

BRUCKNER (T.) & STANKIEWICZ (L.), 2007: Zoo visitors’ sex- and age related differences regarding to preference of selected animal species. Nr 189/96. Wien, Tiergarten Schönbrunn. Contact Claudia Kment, ckment@zoovienna.at


BACKGROUND & FURTHER READING: GENDER


BIRKE (L.), 1994: Feminism, animals and science: The naming of the Shrew. Buckingham, Open UP.


http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a6u0-a_5730.pdf


http://paws.wcu.edu/herzog/Gender.pdf

LIEFMAN (J.), 1993: Gender inclusive teaching and environmental education. IZE J. 29: 57.


- Groups


BACKGROUND & FURTHER READING: GROUPS


Visitors with disabilities

JENNINGS (H.), 1997: Focus groups with zoo visitors who are blind or have low vision: How can we deliver our messages to those who cannot see signs? In: WELLS (M.) & LOOMIS (R.) (eds.): Visitor Studies: Theory, research and practice. Vol. 9. Selected papers, 1996 Visitor Studies Conf.. Jacksonville, VSA. 171-5.  
http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a2o0-a_5730.pdf

ON-GOING AND UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: VISITORS WITH DISABILITIES


CHIN (E.) & LINDGREN-STREICHER (A.), 2007: Designing experiences that enable all visitors to learn. Informal Learning Review 85


JONCH CUSPINERA (A.), 1976: Los núcleos zoológicos como instrumento en favor de los minusválidos. [Zoological institutions as instruments to benefit the handicapped.] Zoo Revista 27: 3-7.


MOUSSOURI (T.), 2007: Implications of the social model of disability for visitor research. Visitor Studies 10(1): 90-
Looking at people looking at animals 


**BACKGROUND & FURTHER READING: INDIVIDUAL VISITORS**


**BACKGROUND & FURTHER READING: PROFESSIONAL CATEGORIES**

• Schools/formal education
  
  o General


TUNNICLIFE (S.D.), 1994: Why do teachers visit zoos with their pupils. Int. Zoo News 254 :


ON-GOING AND UNPUBLISHED STUDIES

BAUMBACH (U.), 1974: Inwieweit wird der Zoologische Garten Frankfurt als Unterrichtsstätte optimal genutzt? [Is Frankfurt Zoo being used optimally as an education site?] Hausarbeit Erweiterungsprüfung Biologie. Frankfurt/M.


BACKGROUND & FURTHER READING: SCHOOLS - GENERAL


KELLY (L.) & GROUNDWATER-SMITH (S.), 2009: Revisioning the physical and on-line museum: a partnership
Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums


• Primary schools

ESSON (M.), 2004: Starting local – teaching conservation from a local perspective. IZE J. 40: 14-17.


On-going and unpublished studies:

NACZYK (G.) & KUSSOWSKA (E.), 2009: Research about effectiveness of toolkit using during zoo-lessons for primary schools children. Gdansk, Zoo Gdansk-Oliwa. Contact Maria Sarnecka, msarnecka@zoo.gd.pl


Background & Further Reading: Primary schools

School field trips


http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a6t7-a_5730.pdf


WOOD (E.), 2010: Defining the chaperone’s role as escort, educator or parent. Visitor Studies 13(2): 160-74.

ON-GOING AND UNPUBLISHED STUDIES:

ESSON (M.) & MOSS (A.), 2007: Teachers telling us what they want: using focus groups to determine what teachers want from a field trip. Chester, Chester Zoo. Contact Andrew Moss, a.moss@chesterzoo.org


STONEBERG (S.A.), 1981: The effects of pre-visit, on-site, and post-visit zoo activities upon the cognitive achievement and attitudes of sixth-grade pupils. PhD diss., Univ. of Minnesota.

BACKGROUND & FURTHER READING: SCHOOL FIELD TRIPS


Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums


MARTIN (W.W.), FALK (J.H.) & BALLING (J.D.), 1981: Environmental effects on learning: the outdoor field trip. Science Educ. 65(3).


BACKGROUND & FURTHER READING: SCIENCE TEACHING


• Content/Subjects/topics


TUNNICLIFFE (S.D.), 1995: The content of conversations about the body parts and behaviors of animals during elementary school visits to a zoo and the implications for teachers organizing field trips. J. Elementary Sci. Educ. 7: 29-46.

• Senior citizens


BACKGROUND & FURTHER READING: SENIOR CITIZENS


ON-GOING AND UNPUBLISHED STUDIES:


BACKGROUND: CONTENTS/SUBJECTS/TOPICS


Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums

13. ENVIRONMENTAL AND SUSTAINABILITY EDUCATION

BACKGROUND & FURTHER READING: ENVIRONMENTAL AND SUSTAINABILITY EDUCATION - GENERAL

ALLEN (J.B.) & FERRAND (J.L.), 1999: Environmental locus of control, sympathy, and proenvironmental behavior. A test of Geller’s actively caring hypothesis. Env. & Behav. 31: 338-53.

BAERSELMAN (F.) & VERA (F.), 1990: De natuur is dood, leve het milieu. [Nature is dead, long live the environment.] NRC-Handelsblad 17 apr 1990.


Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums


MAINIERI (T0), BARNETT (E.G.), VALDERO (T.R.), UNIPAN (J.B.) & OSKAMP (S.), 1997: Green buying: the influence of environmental concern on consumer behavior. J. Soc. Psychol. 137: 189-204.


ROBOTTOM (L.), 1993: Beyond behaviourism: making environmental education research educational. In: MRAZEK
Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums


STRYckers (P.), 1988: Is er nog toekomst voor “groene” (milieu-)educatie? [Is there a future for “green” (environmental) education?] CVNkrant 18(4) :15-8.


VAUGHAN (C.), GACK (J.), SOLORIZANO (H.) & RAY (R.), 2003: The effect of environmental education on


**BACKGROUND & FURTHER READING: EDUCATION ON CLIMATE CHANGE**


KELLSTEDT (P.M.), ZAHRAN (S.) & VEDLITZ (A.), 2008: Personal efficacy, the information environment, and attitudes toward global warming and climate change in the United States. Risk Analysis 28(1): 113-126.


Environmental education in zoos and aquariums – visitor studies

DIANTO KEMMERLY (J.) & MACFARLANE (V.), 2009: The elements of a consumer-based initiative in contributing to positive environmental change: Monterey Bay Aquarium’s Seafood Watch Program. Zoo Biology 28: 398-411.

PRICE (E.A.), VINING (J.) & SAUNDERS (C.D), 2009: Intrinsic and extrinsic rewards in a nonformal environmental education program. Zoo Biology 28(5): 361-76.

ON-GOING OR UNPUBLISHED STUDIES:

CANAVON (C.), 2005: An investigation into the significance of the environmental education role of zoos as exemplified in aspects of the education ethos of Paignton Zoo. Paignton, Paignton Zoo. Contact amy.plowman@paigntonzoo.org.uk


BACKGROUND & FURTHER READING: ENVIRONMENTAL AND SUSTAINABILITY EDUCATION IN ZOOS AND AQUARIUMS


Environmental education:


HAMILTON (G.), 1987: Memorable and significant: the total zoo experience. IZE Newsletter 17: 3-4.


MAZUR (N.), 2001: After the Ark? Environmental policy making and the zoo. Melbourne, Melbourne UP.


BACKGROUND & FURTHER READING: EVALUATION OF ENVIRONMENTAL EDUCATION


**BACKGROUND & FURTHER READING: INFORMAL/FREE-CHOICE ENVIRONMENTAL EDUCATION/INTERPRETATION**


SIEKERSI (E.) & WOHLERS (L.), 2005: Informelle Umweltbildung. [Informal environmental education.] In: MICHIESEN (G) & GODEMANN (J.) (Hrsg.): Handbuch Nachhaltigkeitskommunikation. [Handbook of sustainability communication.] München.: 838-47


- **Sustainability education**

**ON-GOING OR UNPUBLISHED STUDIES**:


BACKGROUND & FURTHER READING: SUSTAINABILITY EDUCATION


DOWNS (E.), 1994: Education for sustainability: is the whole more or less than the sum of the parts? Development Educ. J. 2: 5-8.

FIEN (J.), 1993: Environmental education: a pathway to sustainability. Geelong, Deakin UP.


14. FIELD INTERPRETATION STUDIES, LANDSCAPE AND PLANTS

BACKGROUND & FURTHER READING: FIELD INTERPRETATION STUDIES, LANDSCAPE AND PLANTS

ADDISON (R.A.), 1933: Why rocks? Parks & Recreation J. 16


ULRICH (R.S.), 1986: Human responses to vegetation and landscapes. Landscape & Urban Planning 13:


VAN DER LINDEN (J.W.), 1984: De effectiviteit van natuurvoorlichting in bezoekerscentra. [The effectiveness of wildlife information in visitor centres.] Vrije Tijd & Samenleving 2(1): 47-64.

15. MUSEUMS AND ZOOS/MUSEUM VISITOR STUDIES
(selective bibliography, including science centres)

BACKGROUND & FURTHER READING: MUSEUMS AND ZOOS/MUSEUM VISITOR STUDIES (SELECTIVE BIBLIOGRAPHY, INCLUDING SCIENCE CENTRES)


HAANSTRA (F.), 1992: Beleving en waardering van museumbezoek. [Experience and appreciation of museum visits.] SCO-rapport 313. Amsterdam, SCO-Kohnstamm Inst..


Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums

SERRELL (B.), 2010: Paying more attention to paying attention. Washington DC, CAISE. 
http://caise.insci.org/news/96/51/Paying-More-Attention-to-Paying-Attention/d.newsletter-detail-template


WINKLER (F.) & HOLTHÖFER (D.), 2004: Wie langweilig dürfen Museen sein? [How boring can museums be?] Museums-Aktuell, Aug. 2004:

BACKGROUND & FURTHER READING: MUSEUMS AND ZOOS


BIRNEY (B.), 1986: Comparing exhibit influences on children’s knowledge of wildlife as a result of field trips to a zoo versus a natural history museum. AAZPA 1986 Proc.: 377-89.


ROMER (L.) & CHRISTIDIS (L.), 2008: Natural history museums, zoos and aquariums – making the most of our animal collections. Thylacinus 32(4): 3-6.


BACKGROUND & FURTHER READING: NATURAL HISTORY MUSEUMS


16. EXHIBIT DESIGN & EVALUATION:
FRONT-END AND PREFORMATIVE EVALUATION STUDIES

BACKGROUND & FURTHER READING: GENERAL

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a1q9-a_5730.pdf


http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a6x3-a_5730.pdf


MUNRO (P.), s.d.: The use of evaluation as a planning tool: a brief overview. München, Patricia Munro.


**BACKGROUND & FURTHER READING:**

**PRE-FORMATIVE EVALUATION IN MUSEUM AND EXHIBITION DESIGN**


Pre-formative evaluation in zoos


On-going or unpublished studies:


MACKINNEY (L.), 2003: Building on the past: applying old and new evaluation studies to a complete overhaul. 16th ann. VSA conf., July 15-19 2003, Columbus, OH. Abstract: http://www.visitorstudiesarchives.org
• Specific exhibits


On-going or Unpublished Studies:


17. TRACKING & TIMING: ORIENTATION, CIRCULATION AND SPATIAL DISTRIBUTION STUDIES

- Tracking and timing studies in zoos and aquariums


ON-GOING OR UNPUBLISHED STUDIES:


SPRUCE (S.) & ESSON (M.), 2007: Can you see the animals? An investigation into the visibility of a selection of animals at Chester Zoo. Chester, Chester Zoo. Contact Andrew Moss, a.moss@chesterzoo.org

BACKGROUND & FURTHER READING: TRACKING AND TIMING STUDIES


BITGOOD (S.), 1987 (ed.): Special issue: Orientation and circulation. Visitor Behav. 1(4)

BITGOOD (S.), 1988c: Problems in visitor orientation and circulation. In: In: BENEFIELD (A.), ROPER (J.T.) &


BITGOOD (S.), MCKERCHAR (T.) & DUKES (S.), 2008: Melton’s study of gallery density and visitor attention: perceptual distraction or selective choice? Presented at the Ann. Visitor Studies Conf., Houston, TX.


BITGOOD (S.) & PATTERSON (D.), 1987: Principles of orientation and circulation. Visitor Behav. 1(4)


HALL (E.T.), 1963: Proxemics. The study of man’s spatial relations. In: Men’s image in medicine and anthropology.

KUHAR (C.W.), MILLER (L.J.), LEHNHARDT (J.), CHRISTMAN (J.), MELLEN (J.D.) & BETTINGER (T.L.), 2010: A system for monitoring and improving animal visibility and its implications for zoological parks. Zoo Biology 29(1): 68-79. Abstract: http://onlinelibrary.wiley.com/doi/10.1002/zoo.20245/abstract?systemMessage=Due+to+scheduled+maintenance%2C+access+to+Online+Library+will+be+disrupted+on+Saturday%2C+5th+Feb+%2711+between+10%3A00+GMT

LANKFORD (S.), BITGOOD (S.) & COTA (A.) (eds.), 1995: Special issue: orientation and circulation. Visitor Behav. 10(2)


Circulation


ON-GOING OR UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: CIRCULATION


SADALLA (E.K.) & MONTELLO (D.R.), 1989: Remembering changes in direction. Env. & Behav. 21(3)

SHACKLETT (A.), 2004: Circulation design to enhance the visitor experience. Public Garden 19(4):
• Timing, visitor agendas


BACKGROUND & FURTHER READING: TIMING, VISITOR AGENDAS


http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a6y5-a_5730.pdf


• **Wayfinding and orientation**

BITGOOD (S.) & RICHARDSON (K.), 1986: Wayfinding at the Birmingham Zoo. Visitor Behav. 1(4)


FRASER (J.), BICKNELL (J.) & SICKLER (J.), 2005: Understanding graphic maps at the Bronx Zoo. Visitor Studies Today! 8(3): 22-27. [http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a5y6-a_5730.pdf](http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a5y6-a_5730.pdf)


**ON-GOING OR UNPUBLISHED STUDIES:**

BIRJULIN (A.A.), GIESEKE (T.J.), JENNINGS (H.) & SAUNDERS (C.D.), 1999: North is up? Examining the effectiveness of maps at Brookfield Zoo. 11th ann. VSA conf., Aug. 3-7, 1999, Chicago, IL. 
Abstract: [http://www.visitorstudiesarchives.org](http://www.visitorstudiesarchives.org)

**BACKGROUND & FURTHER READING: WAYFINDING AND ORIENTATION**


BITGOOD (S.), 2003: Visitor orientation: when are museums similar to casinos? Visitor Studies Today! 6(1): 10-13. [http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a6d2-a_5730.pdf](http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a6d2-a_5730.pdf)


BITGOOD (S.) & TISDAL (C.), 1996: Lobby orientation and visitor satisfaction. Visitor Behav. 10(3): 13-16.


ELLARD (C.), 2009: You are here – why we can find our way to the Moon, but get lost in the mall. What science says about our spatial intelligence and how it shapes our connections to nature, cities, homes and virtual worlds. New York, Doubleday. 336 pp.


LEVINE (M.), MARCHON (I.) & HANLEY (G.), 1984: The placement and misplacement of you-are-here maps. Env. & Behav. 16(2):


MARY (S.), BENBOW (P.) & HALLMAN (B.C.), 2008: Reading the zoo map: cultural heritage insights from popular cartography. Int’l J. Heritage Studies 14(1): 30-42. Abstract: http://www.informaworld.com/smpp/content~content=a787691090~db=all~order=page


TALBOT (J.F.), KAPLAN (R.), KUO (F.E.) & KAPLAN (S.), 1993: Factors that enhance effectiveness of visitor maps. Env. & Behav. 25(6): 743-60.


• Text, labels and readability research in zoos and aquariums


HAWKINS (M.), 1993: Looking at people looking at graphics. IZE J. 29: 19-29.


SERRELL (B.), 1983: It’s pragmatic, it’s empirical, it’s a prototype. Newsletter IZE 10: 15.


ON-GOING OR UNPUBLISHED STUDIES:


MILLAR (S.) & GORE (J.), 1997: Do they actually read it? Winchester, Marwell Zoo.

BACKGROUND & FURTHER READING: TEXT, LABELS AND READABILITY RESEARCH


BITGOOD (S.) (ed.), 1986: Special issue: Labels, signs, & graphics. Visitor Behav. 1(3)


BITGOOD (S.), 1991 (ed.): Special issue: Exhibit labeling. Visitor Behav. 4(3)


BITGOOD (S.), 1996: Considerations in the design and development of exhibit labels. Visitor Behav. 11(4):


BRAMLEY (F.), 1992: Our mission is the message: will visitors take time to understand? AAZPA 1992 Reg. Proc.: 103-06.


MCAULEY (S.), 1993: Graphic grabbers. Reducing to increase. IZE Newsletter 29: 15-


PETERS (C.), 1993: Education and educational graphics at Rotterdam Zoo. IZE Newsletter 29:9-

POST (M.), 2006: It’s time for a professional approach to exhibit label design! http://www.zoolex.org/publication/m_post/professional_approach.html


RUDIN (E.B.), 1978: A sign for all seasons: from writer’s clipboard to zoo exhibit. IZE Newsletter 5: 8-14.


SERRELL (B.), 1980: Signs that “speak”: learning more about label language. Brookfield Bison, Aug/Sep 1980: C1-C8


Absense of labels


Background & Further Reading: Absense of labels


GERRITSEN (A.), 2008: Who needs a species label? Rotterdam Zoo. IZE J. 44:


Background & Further Reading: Attention to labels


Background & Further Reading: Bilingual and Multilingual Labels
Looking at people looking at animals


OWENS RENNER (N.), 2003a: The bilingual dilemma: should we or shouldn’t we? Exhibitionist 22(1):


- **Content of labels**

http://rspb.royalsocietypublishing.org/content/276/1660/1331.abstract

http://www.thefreelibrary.com/What+information+do+zoo+%26+aquarium+visitors+want+on+animal...-a0219824500

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a4k5-a_5730.pdf

**BACKGROUND & FURTHER READING: CONTENT OF LABELS**


BUDD (R.W.), 1967: Content analysis of communications. New York,


VEVERKA (J.A.), s.d.: Guidelines for interpreting critical issues.

• Graphics

**ONGOING OR UNPUBLISHED STUDIES:**


**BACKGROUND & FURTHER READING: GRAPHICS**


• Institutional overviews

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a4w4-a_5730.pdf


**ONGOING OR UNPUBLISHED STUDIES :**


FURTADO (S.), 2008: Comparing the attraction power of information panels in Lisbon Zoo’s Tiger Valley and Temple of the Apes. Lisboa, Zoo Lisboa. Contact Antonieta Costa, acosta@zoolisboa.pt


BACKGROUND & FURTHER READING: LABELING INTERACTIVE EXHIBITS


GREENLEE-MOORE (M.E.) & SMITH (L.L.), 1996: Interactive computer software. The effects on young children’s reading achievement. Reading Psych. 17: 43-64.


Language and style


LOUCH (J.), PRICE (E.), ESSON (M.) & FEISTNER (A.), 1999: The effects of sign styles on Visitor Behav. at the Orangutan Enclosure at Jersey Zoo. Dodo 35: 134-50.


ON-GOING OR UNPUBLISHED STUDIES:


PLISKIN (J.), s.d.: The effects of copy format on reading behavior and learning. Oklahoma, Oklahoma City Zoo. Unpublished.

BACKGROUND & FURTHER READING: LANGUAGE AND STYLE


FRUITMAN (M.) & DUBRO (L.), 1979: Writing effective labels. Museum News, Jan/Feb 1979:


HEINTZMAN (J.), 1988: A guide for nature writers. Univ. of Wisconsin.


BACKGROUND & FURTHER READING: MUSEUM AND EXHIBITION LABELS


BACKGROUND & FURTHER READING: LABEL PLACEMENT

• Pre-formative evaluation of labels and graphics

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a5e4-a_5730.pdf

BACKGROUND & FURTHER READING: PRE-FORMATIVE EVALUATION OF LABELS AND GRAPHICS

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a2e8-a_5730.pdf


BACKGROUND & FURTHER READING: READABILITY/LEGIBILITY STUDIES - GENERAL


ANON., 1982: Leesbaarheidsonderzoek: een overzichtsartikel van de Werkgroep Begrijpelijkheidsonderzoek. [Readability research: an overview article from the readability research working group.] Massacommunicatie 10(3): 115-23.


BACKGROUND & FURTHER READING: READABILITY/LEGIBILITY STUDIES IN SPECIFIC LANGUAGES


BACKGROUND & FURTHER READING: READABILITY TEST METHODOLOGY


KLARE (G.R.), 1963: The measurement of readability. Ames, Iowa State UP.


BACKGROUND & FURTHER READING: LABELS/GRAHICS RESEARCH METHODOLOGY


- Specific exhibits


http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a4w3-a_5730.pdf

19. INTERPRETIVE PUBLICATIONS (guidebooks, maps, handouts, self-guided trails etc.)

- Interpretive publications in zoos and aquariums: visitor studies and evaluation


NORRIS (M.), 2009: Get lost!? Developing self-guided trails for the zoo or aquarium public. IZE J. 45: 38-41.


ON-GOING OR UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING:

INTERPRETIVE PUBLICATIONS (GUIDEBOOKS, MAPS, HANDOUTS, SELF-GUIDED TRAILS ETC.)


FREY TALBOT (J.), KAPLAN (R.), KUO (F.E.) & KAPLAN (S.), 1993: Factors that enhance effectiveness of visitor maps. Environment & Behavior 25(6) Special Issue: Environmental design and evaluation in museums: 743-60.


SAS (J.) & DERKS (L.), 1984: De kijkroute: onderzoek naar een nieuw museummedium. [The viewing route: research into a new museum medium.] Museumvisie 8(3): 75-76.


[On the significance of information and publications for the educational work in zoos.] Milu 4(3): 229-35.


20. INTERACTIVE EXHIBITS, SCIENCE CENTRES

- Interactive exhibits in zoos and aquariums: visitor studies and evaluation


ON-GOING OR UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: INTERACTIVE EXHIBITS, SCIENCE CENTERS


ALLEN (S.), 2004: Designs for learning: studying science museum exhibits that do more than entertain. Sc. Educ. 88
Looking at people looking at animals – version 0.3
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums


WAGEMAN (S.B.F.), 2001b: Everything is broken: visitor perceptions and reality – slides. Poster session presented at
An international bibliography on visitor experience studies and exhibit evaluation in zoos and aquariums

BACKGROUND & FURTHER READING: INTERACTIVES - GENERAL


MARTINEZ (M.), 2002: Interactive areas – an educational alternative for zoos. IZE J. 1: 21-5.


WHITE (J.), 1986: More than just hands-on! Thoughtfully developing participatory exhibits. AAZPA Ann. Conf. Proc..
21. AUDIOVISUALS AND MULTIMEDIA

- General


ON-GOING OR UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: AUDIOVISUALS AND MULTIMEDIA


BORNEMANN-JESKE (B.), 2003: Den Bildungsauftrag multimedial auch für Menschen mit Behinderungen gestalten. [Including people with handicaps in multimedia education efforts.] Museum-Aktuell, Mai 2003:


- Handheld/mobile devices


**ON-GOING OR UNPUBLISHED STUDIES:**


**BACKGROUND: HANDHELD DEVICES - GENERAL**


NAISMITH (L.), LONSDALE (P.), VAVOULA (G.) & SHARPLES (M.), 2005: Literature review in mobile technologies and learning. Bristol, Futurelab. www.futurelab.org.uk/research/handbooks/05_01.htm


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BACKGROUND & FURTHER READING: AUDIOGUIDES


BACKGROUND & FURTHER READING: ELECTRONIC GUIDEBOOKS


BACKGROUND & FURTHER READING: GAMES


SCHROYEN (J.), LUYTEN (K.), GABRIÊLS (R.K.), TEUNKENS (D.), CONINX (K.), FLEERACKERS (E.) & MANSHOVEN (E.), 2009: The design of context-specific educational mobile games. In: TRANT (J.) & BEARMAN
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BACKGROUND & FURTHER READING: LOCATION-AWARE SYSTEMS


Mobile phones: visitor studies

O’HARA (K.), KINDBERG (T.), GLANCY (M.), BAPTISTA (L.), SUKUMARAN (B.), KAHANA (G.) & ROWBOTTOM (J.), 2007: Collecting and sharing location-based content on mobile phones in a zoo visitor experience. Computer Supported Cooperative Work 16(1-2): 11-44. Abstract: http://www.springerlink.com/content/x7443m3828417886/
Presentation: http://resources.lsri.nottingham.ac.uk/seminars/Kenton/Collect_Nottingham.ppt

ON-GOING OR UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: MOBILE PHONES


BACKGROUND & FURTHER READING: PDAS

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Animal behavior, enrichment – visitor studies

BIRNEY (B.), 1993: Research issues associated with visitors’ reactions to zoo enrichment programs. Vancouver.


BACKGROUND & FURTHER READING:

ANIMAL BEHAVIOR, ENRICHMENT – VISITOR EDUCATION/INTERPRETATION ASPECTS


FEUSTEL (H.), 1978: Kindermund zu verhaltensbiologische Fragen. [Children’s talk about ethological questions.] Vivarium 4-1978: 2-6.


HUTCHINGS (M.), HANCOCKS (D.) & CALIP (T.), 1978: Behavioural engineering in the zoo: a critique. Part II. Int. Zoo News 156:

HUTCHINGS (M.), HANCOCKS (D.) & CALIP (T.), 1979: Behavioural engineering in the zoo: a critique. Part III. Int. Zoo News 157:


23. LIVE ANIMAL SHOWS AND DEMONSTRATIONS
(including keeper talks and contact sessions)

ANDERSON (U.S.), KELLING (A.S.), PRESSLEY-KEOUGH (R.), BLOOMSMITH (M.A.) & MAPLE (T.L.), 2003: Enhancing the zoo visitor’s experience by public animal training and oral interpretation at an otter exhibit. Env. & Behav. 35(6): 826-41.


ON-GOING OR UNPUBLISHED STUDIES:


KONDRATJUK (M.), 2003: Frequency of visitors at the free short guided tours and feedings during the action “We love to eat”. Goldau, Tierpark Goldau. Contact stephanie.heinzelmann@tierpark.ch

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Abstract: [http://www.visitorstudiesarchives.org](http://www.visitorstudiesarchives.org)


BACKGROUND & FURTHER READING:
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BOUISSAC (P.), 1976: Circus and culture: a semiotic approach. Bloomington, Indiana UP.


GIFFORD (T.) & SEVENICH (M.), 1990: Conservation: can we fit it in our show? Animal Keepers’ Forum, May 1990 :


HAASE (P.), 1992: Animal shows: how far can we go? We’ve gone this far in Copenhagen. IZE J. 25: 27-28.


HOST (B.), 2008: Conservation campaigning through animal training. IZE J. 44: 12-3.


MILLER (L.) & KUCZAJ (S.), 2009: Bottlenose dolphin education programs. Connect, Nov. 2009:


| STANFIELD (M.), 2002: The power of live presentations in comparison to other educational tools used in the zoo environment. Thylacinus 26(2): 8-10. |
24. ARTS IN ZOO/AQUARIUM EDUCATION – VISITOR STUDIES


BACKGROUND & FURTHER READING: ARTS IN ZOO/AQUARIUM EDUCATION


25. INTERPERSONAL COMMUNICATION, VISITOR CONVERSATIONS


BACKGROUND & FURTHER READING: INTERPERSONAL COMMUNICATION, VISITOR CONVERSATIONS


26. LONG-TERM IMPACT STUDIES

- Long-term impact studies with zoo and aquarium visitors


ON-GOING OR UNPUBLISHED STUDIES:

FRASER (J.), 2003: Designing longitudinal learning to inform an entire institution. 16th ann. VSA conf., July 15-19, 2003, Columbus, OH. Abstract: http://www.visitorstudiesarchives.org


BACKGROUND & FURTHER READING: LONG-TERM IMPACT STUDIES


27. NON-COMPLIANT BEHAVIOR IN ZOOS AND AQUARIUMS

- General: studies of non-compliant visitor behavior in zoos and aquariums


http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a2j5-a_5730.pdf


ON-GOING OR UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: NON-COMPLIANT BEHAVIOR

- Feeding by visitors


ON-GOING OR UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: FEEDING BY VISITORS


- Prohibition signage: visitor studies


BACKGROUND & FURTHER READING: PROHIBITION SIGNAGE

BRAMLEY (F.), 1990: Prohibition graphics: is there a better way to say “NO”? AAZPA Reg. Conf. Proc.: 

• Teasing, animal abuse


KUMARAGURUBARAN (M.) & MARIMUTHU (R.), 1993: Controlling teasing behaviour with methods suggested by a recent study of visitor behaviour in two Tamil Nadu zoos. IZE J. 29: 92-96.


ON-GOING OR UNPUBLISHED STUDIES:

28. ETHICAL ASPECTS AND CRITICISM OF ZOOS AND AQUARIUMS (with reference to impact on visitors)

- Ethical aspects: visitor studies


ON-GOING AND UNPUBLISHED STUDIES:

http://www.ecsite-conference.net/content/user/File/programma.pdf

VAN DIEREN (W.), 1997: Binnen welke marges kunnen of moeten dierentuinen functioneren en kunnen die marges aansluiten bij het perspectief dat een bezoeker heeft van een dierentuin? [Within what margins can or should zoos function – and how do these margins relate to the visitor’s perspective of zoos?] Abstract. 10de Harpij Congres, thema “Welzijn”, Ouwehands Dierenpark Rhenen, 5 nov. 1997.

BACKGROUND & FURTHER READING: ETHICAL ASPECTS AND CRITICISM OF ZOOS AND AQUARIUMS (WITH REFERENCE TO IMPACT ON VISITORS) - GENERAL


BOUMA (H.), 1988: Ze zitten daar uitsluitend voor ons. [They are there for our benefit only.] Bull. Onderwijs Biologie 19(113): 83.


DOL (M.), FENTENER VAN VLISSINGEN (M.), KASANMOENTALIB (S.), VISSER (T.) & ZWART (H.), 1999 (eds.): Recognizing the intrinsic value of animals beyond animal welfare. Assen, Van Gorcum. 141 pp.


DONAHUE (J.) & TRUMP (E.), 2006: The politics of zoos: exotic animals and their protectors. DeKalb, Northern Illinois UP.


HARAWAY (D.), 2008: When species meet. Minneapolis, Univ. of Minn. Press.


JUNIPER (P.), 1998: Keepers versus the animal rights – how can we get the right message across to ensure that the public perceive us well? Ratel 25(6) : 224-26.


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PHILIPS (L.), s.d.: Umgang mit zookritischen Besucheräußerungen. [Dealing with zoo criticism in visitor comments.] In: Tagungsbands, Zusammenkunft der Zoopädagogen und Zootierpfleger in Hagenbecks Tierpark. [Conference abstracts, Meeting of zoo educators and animal keepers at Hagenbecks Tierpark.] …, VZP/BdZ:


RUYSLINCK (W.), 1975: In naam van de beesten. [In the name of animals.] Brussel/Den Haag, Manteau. 224 pp.


SCHÜRER (M.), 1997: Zoogegner, eine Gefahr für die Zoopädagogik? [Anti-zoo activists, a threat to zoo education?] Begegnung Zoo, Sonderheft 1:


29. GENERAL ZOO AND AQUARIUM INSTITUTIONAL IMPACT STUDIES

- General


**On-going or unpublished studies:**


COSTA (C.B.), VALETTINI (B.), PALUMBO (M.) & TORRIGIANI (C.), 2009: The educational effectiveness of living museums. Genova, Acquario di Genova. Contact: Bruna Valettini, bvalettini@acquariodigenova.it


**Background & further reading: institutional impact studies**

ANON., 2002: The impact of science centres on their visitors and communities. Foord for thought and discussion. ECSITE Newsletter 51: 10-11.

• **Asia**

ANON., 2000: Central Zoo Authority studies of social and educational impact of mini zoos and deer parks throughout India. Zoos’ Print xv(2)


**ON-GOING OR UNPUBLISHED STUDIES:**


VENKATRAMAN (C.), 1988: A case study of Arignar Anna Zoological Park, Madras. MSc Diss.. Trichy, Bharathidasan Univ.
- Europe
  - General


**ON-GOING OR UNPUBLISHED STUDIES:**

BONNE (S.), 2004: Survey 2004. Bettembourg, Parc Merveilleux. Contact Sylvie Bonne, zooschoul@parc-merveilleux.lu

BONNE (S.), 2004: Many W – questions for zoo education groups. Bettembourg, Parc Merveilleux. Contact see above.

BONNE (S.), 2008 (research in progress): Your opinion is important. Bettembourg, Parc Merveilleux. Contact see above.


HEMERT (T.), 2006: Effectiveness of informal education in Apenheul. Apeldoorn, Apenheul. Contact Constanze Melicharek, c.melicharek@apenheul.nl


ŠKORPÍK (M.), 2003: Analysis of the attendance of Ohrada Zoo Hluboká nad Vltavou. Graduation thesis. České Budějovice, Univ. of South Bohemia, Pedagogical Faculty. Contact: Roman Kossel, kossel@zoo-ohrada.cz

SZABON (M.), 2008: Survey of visitor satisfaction in Budapest Zoo and Botanical Garden. Budapest, Budapest Zoo. Contact: M. Szabon, szabon@zoobudapest.com

TIERGARTEN NÜRNBERG, 2004-2006: Interview. Nürnberg, Tiergarten Nürnberg. Contact Lorenzo von Fersen, lvfersen@odn.de

WIEGERS (E.), 2005: Research about effectiveness of education in Apenheul. Apeldoorn, Apenheul. Contact Constanze Melicharek, c.melicharek@apenheul.nl

WIES (H.), 1993: Besucherstudien im Tierpark Rheine. [Visitor studies at Rheine Zoo.] Münster, Univ. Münster.
BACKGROUND & FURTHER READING: INSTITUTIONAL IMPACT - EUROPE


- United Kingdom


ON-GOING OR UNPUBLISHED STUDIES:

BARNETT (L.), KNIGHT (R.) & DAY (G.), 2007: Isle of Wight Zoo questionnaire results and feedback. Sandown, Isle of Wight Zoo. Contact education@isleofwightzoo.com

BRACROFT (L.), 2006: Investigating the educational impact of Newquay Zoo. Newquay, Newquay Zoo. Contact amy.plowman@paigntonzoo.org.uk

BRAINE (K.), 1998: Visitor studies at Paignton Zoo: effectiveness of various zoo interpretation material. Paignton, Paignton Zoo. Contact see above.


DOWNHAM (D.), 2008: A study to investigate which media is most effective at conveying information about zoo animal welfare topics to zoo visitors and the general public. Paignton, Paignton Zoo. Contact see above.

HALL (C.), 1999: An appraisal of the visitor profiles and behavioural characteristics at Paignton Zoo, South Devon. Paignton, Paignton Zoo. Contact see above.


PLOWMAN (A.), EDWARDS (W.) & CHAVNER (M.), 2009: Evaluation of new exhibits at Living Coasts: visitor enjoyment, learning and perceptions. Paignton, Living Coasts. Contact amy.plowman@paigntonzoo.org.uk

SHOBROOK (H.), 2001: A preliminary study into the effectiveness of informal education material at Paignton Zoo. Paignton, Paignton Zoo. Contact see above.
North America


AMERICAN ASSOCIATION OF ZOOS AND AQUARIUMS, 1999: The collective impact of America’s zoos and aquariums. Silver Springs, AZA.


WOLF (R.L.) & TYMITZ (B.L.), 1979: “Do giraffes ever sit?” A study of visitor perceptions at
ON-GOING OR UNPUBLISHED STUDIES:


BIRNEY (B.A.) & HEINRICH (C.), 1990: What zoos have to offer: our visitors’ perspective. Brookfield, Chicago Zool. Soc..


BACKGROUND & FURTHER READING: INSTITUTIONAL IMPACT – NORTH AMERICA


• Oceania


ON-GOING OR UNPUBLISHED STUDIES:


30. HUMAN-ANIMAL INTERACTION IN ZOOS AND AQUARIUMS

- **Human-animal interaction: visitor studies**


  SHANKAR (M.S.), VENKATESAN (P.), SANTHI (D.), SUCHITRA (D.), JOHN (M.C.) & MANIMOZHI (A.), 1996: Provocation of animals by visitors at Arignar Anna Zoological Park.


ONGOING OR UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: HUMAN-ANIMAL INTERACTION


• Specific taxa
  
  o General


**ON-GOING OR UNPUBLISHED STUDIES:**


- Primates


WOOD (W.), 1998: Interactions among environmental enrichment, viewing crowds, and zoo chimpanzees (*Pan troglodytes*). Zoo Biology 17(3): 211.

**ON-GOING OR UNPUBLISHED STUDIES:**


31. BIODIVERSITY AND CONSERVATION EDUCATION

- Biodiversity and conservation education in zoos and aquariums - general: visitor studies


OGDEN (J.), ROUTMAN (E.), VERNON (C.), WAGNER (K.), WINSTEIN (K.), FALK (J.), SAUNDERS (C.) & REINHARD (E.), 2004: Inspiring understanding, caring, and conservation action: do we or don’t we? AZA Communiqué Dec 2004: 10-13.


ON-GOING OR UNPUBLISHED STUDIES:

GLANVILLE (G.), 2007: Social geographies of conservation. An investigation into the human constructed spaces of zoos, visitor perceptions of conservation and human-nature relations. Paignton, Paignton Zoo. Contact amy.plowman@paigntonzoo.org.uk

GREEN (S.), 2007: How do zoos educate? An evaluation of the communication methods used by zoos to educate their visitors about international conservation issues. Paignton, Paignton Zoo. Contact see above.


BACKGROUND & FURTHER READING: BIODIVERSITY AND CONSERVATION EDUCATION - GENERAL


DEMROESE (M.C.) & STERLING (E.J.), 1999: Interpreting biodiversity – a manual for environmental educators in the tropics. New York, Center for Biodiversity and Conservation, AMNH.


WALKER (S.), 1989: Communicating conservation in zoos with multilingual and largely illiterate populations in some Asian countries. IZE J. 21: 13-18.


• **Biodiversity and conservation education in zoos and aquariums – institutional impact: visitor studies**


**ON-GOING OR UNPUBLISHED STUDIES :**


Biodiversity and conservation education in zoos and aquariums – target groups: visitor studies


MITTENTHAL (S.), 1986: High school students’ ratings of the zoo’s conservation role: zoo, school, and other influences. IZE J. 15: 46-47.

ON-GOING OR UNPUBLISHED STUDIES:

KRISTENSEN (J.), 2008: A perspective to children’s informal learning about conservation in a zoo. Colchester, Colchester Zoo. Contact juliekristensen@colchester-zoo.co.uk

BACKGROUND & FURTHER READING: CONSERVATION PSYCHOLOGY - GENERAL


ASCH (J.) & SHORE (B.M.), 1975: Conservation behavior as the outcome to environmental education. J. Env. Educ. 6: 25-33.


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• **Behaviour change: visitor studies**


**ON-GOING OR UNPUBLISHED STUDIES:**


**BACKGROUND & FURTHER READING: Behaviour change**


DIERKING (L.D.), ADELMAN (M.), OGDEN (J.), LEHNHARDT (K.), MILLER (L.) & MELLEN (J.D.), 2004: Using a behavior change model to document the impact of visits to Disney’s Animal Kingdom: a study investigating intended conservation action. Curator 47(3): 33-61.

IRVINE (K.), SAUNDERS (C.) & FOSTER (J.S.), 1996: Using evaluation to guide the development of behavior change programs. Visitor Studies 7: 47-56. [http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a4h0-a_5730.pdf](http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a4h0-a_5730.pdf)


WHIPPLE (K.), 2005: From intention to action: inspiring behavior change. The Interpreter 1(6):
• **Ex-situ conservation programs**


**ON-GOING AND UNPUBLISHED STUDIES:**


• **In-situ and habitat conservation programs**

**ON-GOING OR UNPUBLISHED STUDIES:**


**BACKGROUND & FURTHER READING: IN-SITU CONSERVATION PROGRAMS**


• **Species conservation issues**


**ON-GOING OR UNPUBLISHED STUDIES:**


Zoo and aquarium conservation education programs: evaluation and visitor studies


Ongoing or unpublished studies:


BINAZZI (R.), 2005: The CITES: a tool for biodiversity conservation. Pistoia, Zoo di Pistoia. Contact francesca.bandoli@zoodipistoia.it

Background & Further Reading: Zoo and Aquarium Conservation Education Programs


Zoo and aquarium education programmes: visitor studies and evaluation


ON-GOING OR UNPUBLISHED STUDIES:


COLUMBUS ZOO BOARD OF TRUSTEES EDUCATION COMMITTEE, 1991: A study of the evolving perceptions of the Columbus Zoo visitors and the implications for zoo educators. Columbus, Columbus Zoo.


JACKSON (A.), 2006: Do children learn from the educational material provided at Newquay Zoo, Cornwall. Newquay, Newquay Zoo. Contact amy.plowman@paigntonzoo.org.uk


BACKGROUND & FURTHER READING: ZOO AND AQUARIUM EDUCATION - GENERAL


HATLEY (J.), 1980: The educational role of zoos. Int. Zoo News 169:


HOVETTE (C.), 1982: Un parc zoologique peut-il être educatif? [Can a zoo be educational?] Interzoo 4: 4-5.


Mohr (H.), 1975: Wie kann die pädagogische Arbeit im Zoo die Entwicklung und Aktivierung von Fähigkeiten unterstützen? [How can educational work in the zoo support the development and activation of skills?] Milu 3(6): 656-58.


Thomson (B.S) & Diem (J.J.), 1994: Fruit bats, cats, and naked mole rats: lifelong learning at the zoo. ERIC/CSMEE Digest, Sept. 94. 5 pp. http://www.eric.ed.gov/ERICWebPortal/search/detailmini.jsp?_nfpb=true&_&ERICExtSearch_SearchValue_0=ED372966&ERICExtSearch_SearchType_0=no&accno=ED372966


Docents/guides/explainers in zoos and aquariums: evaluation and visitor studies


Abstract: http://www.visitorstudiesarchives.org


MONY (P.), 2008: Message communication through docent-visitor interactions at zoos: intentions, perceptions, and observations. VSA e-Newsletter, March 2008.
http://www.visitorstudies.org/enewsletter,%20March%2008.htm#research

**ONGOING OR UNPUBLISHED STUDIES**:

DINGWALL (B.) & CULKIN (C.), 2009: Gorilla touch tables. Internship project. Toronto, Fleming College/Univ. of Toronto. Contact bonnie.dingwall@gmail.com

MONY (R.S.P.), 2007: An exploratory study of docents as a channel for institutional messages at freechoice conservation education settings. Unpublished doctoral diss.. Columbus, Ohio State Univ.

**BACKGROUND & FURTHER READING: DOCENTS/GUIDES/EXPLAINERS**

ALFONSINI (L.), 2001: All you need is… a “guide”. Food for thought and discussion. ECSITE Newsletter 49: 10-11.


**BACKGROUND & FURTHER READING: GUIDED TOURS**


### 33. ZOO AND AQUARIUM EXHIBIT OBSERVATION AND EVALUATION STUDIES

- **General**


  BITGOOD (S.C.), 1999: Zoo exhibit design: impact of setting factors on visitors. Visitor Studies Today 2(2): 1-5. [http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a6x8-a_5730.pdf](http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a6x8-a_5730.pdf)


  BITGOOD (S.), LEA (S.), ETHRIDGE (K.) & VAN GELDER (S.), 1999: What’s good for the polar bear is also good for the visitor. In: Current trends in audience research 12: 1-7.


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Visual satiation at the zoo: enough is enough! Presented at the Ann. Meeting of the Southeastern Assn. for Behavior Analysis, Charleston, SC.

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FRANCIS (D.), 2007: Visitor behaviour across a variety of exhibits at Chester Zoo, UK. Chester, Chester Zoo. Contact Andrew Moss, a.moss@chesterzoo.org


**Aquarium exhibits**


ZWINKEL (J.), OUDEGEEST (T.) & LATEVEER (M.), 2009: Watching and counting. Visitor observations in Rotterdam Zoo’s public aquarium have revealed intriguing insights into exhibit design. EAZA News 67: 10-11.

**ON-GOING OR UNPUBLISHED STUDIES**


Abstract: [http://www.visitorstudiesarchives.org](http://www.visitorstudiesarchives.org)


THOMAS (K.), 2004: Visitor awareness of native species within Paignton Zoo, England. Paignton, Paignton Zoo. Contact amy.plowman@paigntonzoo.org.uk


YALOWITZ (S.S.), in process: Ocean’s Edge summative evaluation. Monterey, Monterey Bay Aquarium.

**BACKGROUND & FURTHER READING: AQUARIUM EXHIBITS**


- **Aquatic exhibits**

[http://historicalvoices.org/pbuilder/pbuilderfiles/Project38/Scheme325/VSA-a0a5y8-a_5730.pdf](http://historicalvoices.org/pbuilder/pbuilderfiles/Project38/Scheme325/VSA-a0a5y8-a_5730.pdf);  
• Bird exhibits

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a5c5-a_5730.pdf


http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a2m6-a_5730.pdf

ON-GOING OR UNPUBLISHED STUDIES:


WIRTH (A.), 2004: Visitors’ behaviour: holding time and didactic (at penguin exhibit). Nr 183/89. Wien, Tiergarten Schönbrunn. Contact Claudia Kment, ckment@zoovienna.at

BACKGROUND & FURTHER READING: BIRD EXHIBITS


MULLER (K.A.), 1975: The thematic display as applied to bird exhibits. Int. Zoo Yb. 15:

• **Children’s zoos**


NORMANDIA (S.), 1986: Children’s zoo evaluation and design. AAZPA Ann. Conf. Proc..


**ON-GOING OR UNPUBLISHED STUDIES:**

BAZANT (C.) & TEUSCHL (Y.), 1992: Untersuchung zum Verhalten der Besucher im Streichelzoo. [Research project into the behaviour of visitors at the petting zoo.] www.zoovienna.at/streichelz.html


**BACKGROUND & FURTHER READING: CHILDREN’S ZOOS**


PAWLEY (R.), 1968: Children’s zoos: whom are they reaching? Parks & Recreation III(11):

**Education centres**

http://historicalvoices.org/pbuilder/pbfiles/Project38/Scheme325/VSA-a0a5x7-a_5730.pdf

**ON-GOING OR UNPUBLISHED STUDIES:**


• Immersion exhibits


BACKGROUND & FURTHER READING: IMMERSION EXHIBITS


COE (J.), 1994: Landscape immersion – origins and concepts in landscape immersion exhibits: how are they proving as educational settings? AZA 1994 Conv. Proc..


ROTHFELS (N.), 2008: Die Revolution des Herrn Hagenbeck. [Mr Hagenbeck's revolution.] In: ASH (M.G.) (Hrsg.): Mensch, Tier und Zoo. Der Tiergarten Schönbrunn im internationalen Vergleich vom 18. Jahrhundert bis heute. [Man, animal and zoo. Schönbrunn zoo in international perspective from the 18th century to the present.]
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- Horticulture, plants, botanical gardens

ON-GOING OR UNPUBLISHED STUDIES


BACKGROUND & FURTHER READING: HORTICULTURE, PLANTS, BOTANICAL GARDENS


EVANGELISTA (L.), 2004: Building an interest in plants and animals. Roots 1(2) (Botanic gardens and zoos: synergies for the future):

FURRY (L.), 2004: The REAL reason to visit the zoo. Roots 1(2) (Botanic gardens and zoos: synergies for the future):


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WOURMS (M.K.), 1990: Zoo exhibits and the role of zoo horticulture. Int. Zoo Yb. 29: 3-5.

BACKGROUND & FURTHER READING: INSECT/INVERTEBRATE EXHIBITS


COLLINS (N.M.), 1991: Invertebrate displays in the zoos of the future. Int. Zoo News 230 :


• Mammal exhibits
  
  o General


ON-GOING OR UNPUBLISHED STUDIES:

DOERING (Z.D.), PAWLUKLEWICZ (J.D.) & BOHLING (K.), 1989: The Caribou Connection: will people stop, look, and question? Washington DC, Smithsonian Inst..

BACKGROUND & FURTHER READING: MAMMAL EXHIBITS


• Carnivore exhibits: visitor studies


ON-GOING OR UNPUBLISHED STUDIES:


BACKGROUND & FURTHER READING: CARNIVORE EXHIBITS


Primate exhibits: visitor studies


MITCHELL (G.), OBRADOVICH (S.), SUMNER (D.), DEMORRIS (K.), LOFTON (L.), MINOR (J.), COTTON (L.) & FOSTER (T.), 1990: Cage location effects on visitor attendance at three Sacramento Zoo mangabey enclosures. Zoo Biology 9(1)


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ESSON (M.) & MOSS (A.), 2005: Conservation, canopies and kinship: the use of zoo exhibit design in engendering visitors' empathy for orangutans. 18th ann. VSA conf., Aug. 2-6, 2005, Philadelphia, PA.
Abstract: http://www.visitorstudiesarchives.org

ESSON (M.), FRANCIS (D.) & MOSS (A.), 2007: Summative evaluation for visitor use of the Realm of the Red Ape exhibit at Chester Zoo (UK). Chester, Chester Zoo. Contact Maggie Esson, m.esson@chesterzoo.org


JACOBS (L.), 2008: Visitor study in Apenheul – squirrel monkey area. Apeldoorn, Apenheul. Contact Constanze Melicharek, c.melicharek@apenheul.nl


BACKGROUND & FURTHER READING: PRIMATE EXHIBITS

BRUNER (G.) & MELLER (L.), 1992: Convergent evolution in design philosophy of gorilla habitats. Int. Zoo Yb. 31 :


Mixed zoogeographical or habitat exhibits: visitor studies


ON-GOING OR UNPUBLISHED STUDIES:


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