



**SASKATCHEWAN  
SCIENCE CENTRE**

*Real science. Real fun!*

Visitor centered approach to the  
development of exhibitions and programs in  
a free choice learning environment

Julie Fisowich  
Manager, Programming

# Saskatchewan Science Centre

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# Free Choice Learning

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“Free-choice learning – is life long learning that is intrinsically motivated and largely under the choice and control of the learner.” – J. Falk, 2002



# Free choice learning

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Intrinsic motivation



Prior knowledge



# Research with Exhibits

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- ▶ Importance of research

  - ▶ Understating the visitor

  - ▶ Fulfill the organizations mandate

  - ▶ Future development



# Visitor Experience Research

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- ▶ Visitor Centre Approach

  - ▶ Visitor Learning Behaviour framework

    - ▶ Talk Back Boards

    - ▶ Personal Meaning Maps



# Visitor Behavior Framework

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1. Doing the activity	<b>Initiation</b>
2. Observing others or observing the exhibit	
3. Support or assistance by staff or other visitors	
4. Repeating the activity	<b>Transition</b>
5. Positive emotional response	
6. Acknowledging motivation	<b>Breakthrough!</b>
7. Seeking or sharing information	
8. Engagement involvement	



# Visitor Behavior Framework

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## Initiation

- ▶ Doing the activity
- ▶ Observing others or observing the exhibit
- ▶ Support or assistance by staff or other visitors





# Visitor Behavior Framework

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## Transition

- ▶ Repeating the activity
- ▶ Positive emotional response



# Visitor Behavior Framework

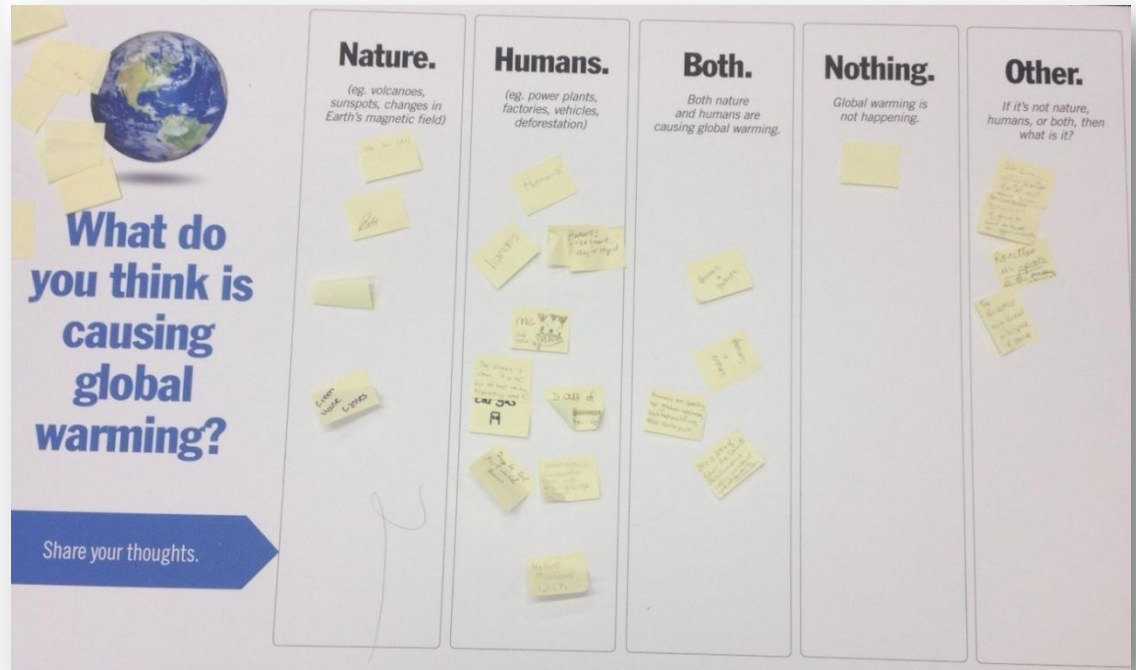
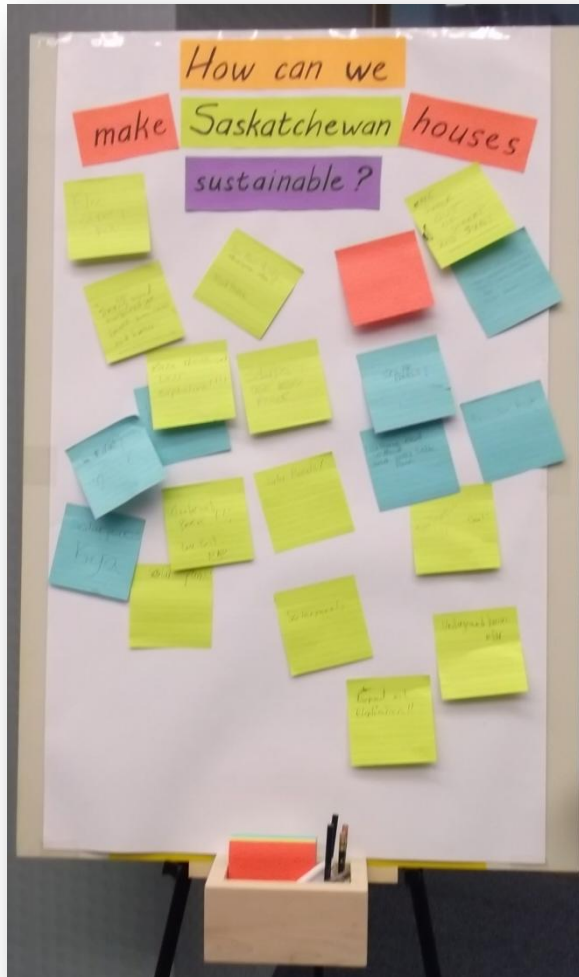
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## Breakthrough

- ▶ Acknowledging motivation
- ▶ Seeking or sharing information
- ▶ Engagement involvement



# Talk Back Boards



# What makes good community design?

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*Awesomeness*

*Local business*

*Dogs*

*Interactive things for kids. Stop lights, pedestrian lights. House building (better) trees and flowers*

*Parks*

*Being able to walk/bike rather than drive*

*Space*

*Cheetahs + fast animals*

*Public transportation recreation facilities*

*Walking paths with security visible. This is reality life.*

*Space  
Apple trees*

*Opportunities to be active*

*Lots of nature*

*Enthusiastic people*

*Green space*

*Community centres*

*Cats*

*Trees*

*Space*

*Parks & Recreation*

*Spaaaaaaaaaaaaaaaaaaaaace!  
(high five if you get it)*

*Parks & waste management*

*Open space*

*Trees*

*Combining businesses & places to live, such as apartments on top of businesses*

*Activity/leisure centres*

*Recycling plants*

*Nature*

*Dogs!*

*Regular opportunities for people to come together to talk, laugh, and plan the future*

*Cars*

*Open space - less urban sprawl*

*Community safety activity with volunteer opportunities*

*Good lighting and safe streets*

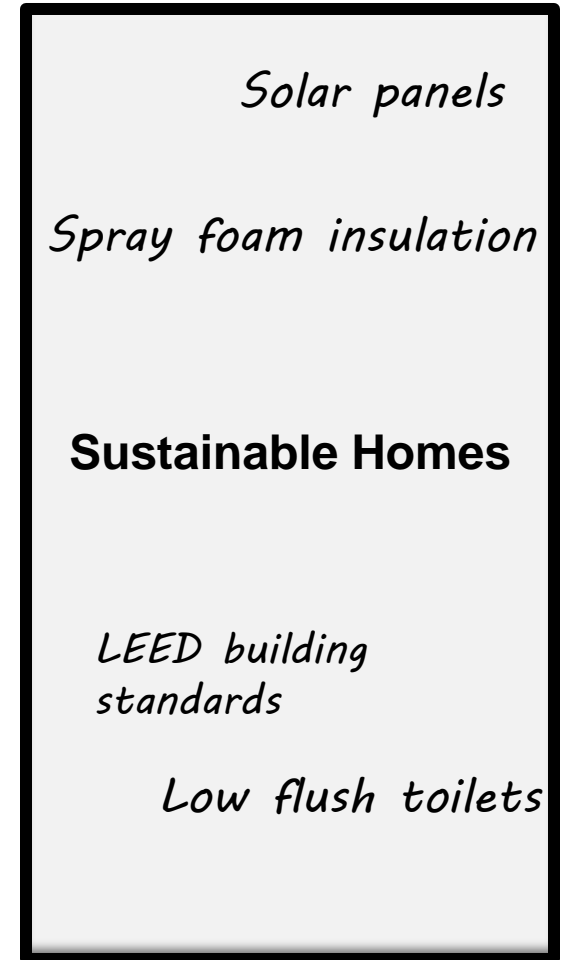
*Inclusion of art and activity and science!!*



# Personal Meaning Maps

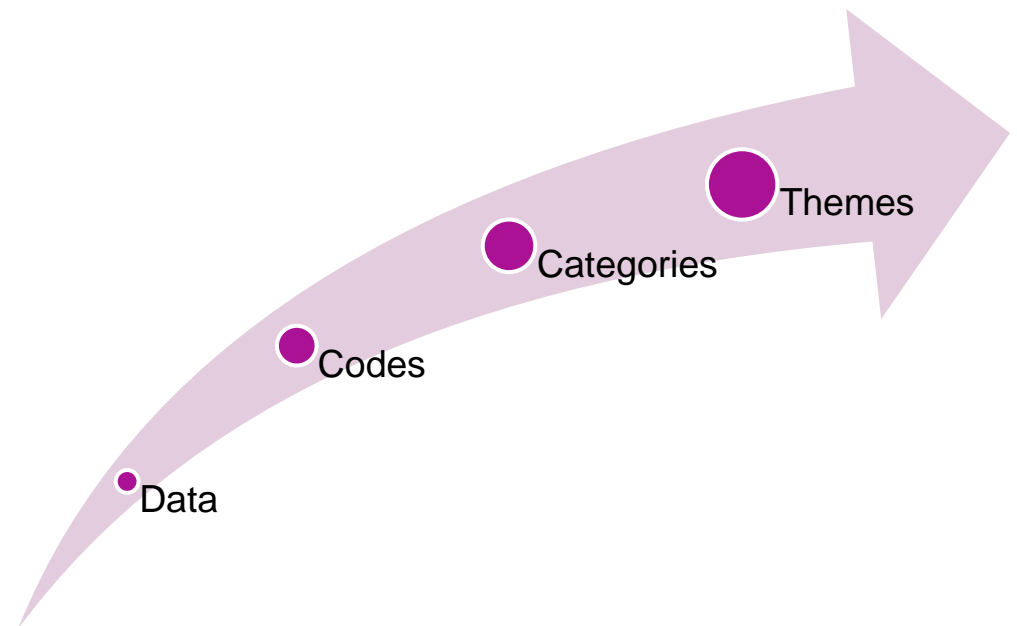
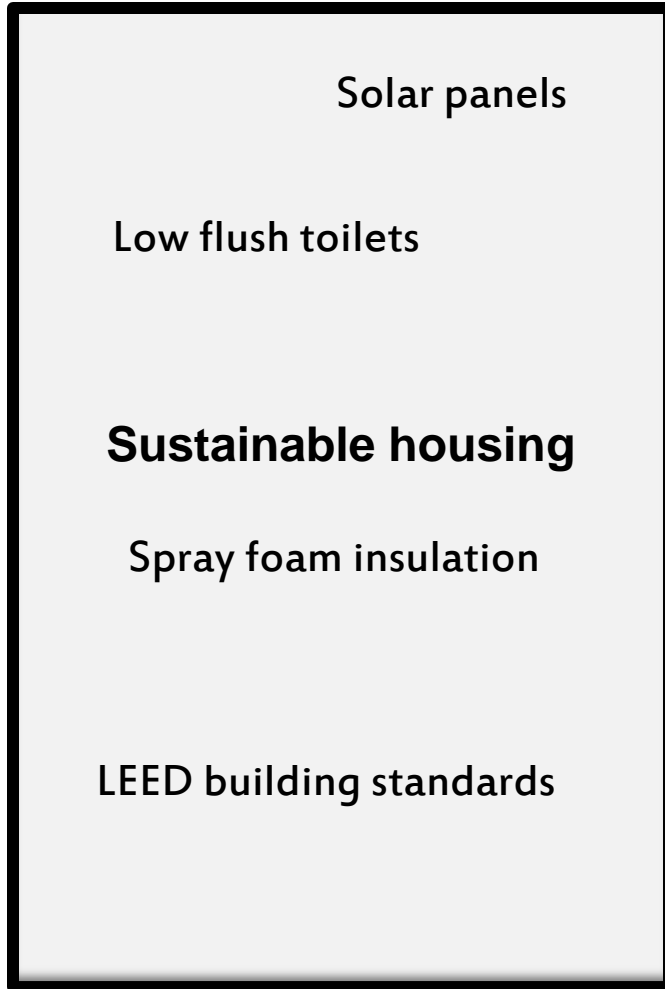
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- ▶ Understand visitor knowledge base
- ▶ Created by John Falk
- ▶ Individual



# Personal Meaning Mapping

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# Thank you

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Julie Fisowich  
Manager, Programming  
jfisowich@sasksciencecentre.com  
www.sasksciencecentre.com



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