



LOOKING AT PEOPLE LOOKING AT ANIMALS

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

Second, updated edition

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INTRODUCTION to the 2nd updated edition

*What times are these,
When to speak of animals is almost an infamy
As it implies silence over so many horrors
(after Bertholt Brecht)*

*We need zoos for what they are.
We need them even more, for what they could be.
(Dirk Petzold)*

*The conviction about their present achievements
is the greatest stumbling block that prevents zoos
from reaching their true potential.
(David Hancocks)*

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 live animal collections, but the outside world more than ever rightfully demands that we “stand and deliver”. For much of what we do, evaluation is now widely considered as essential for good practice: population management methods allow us to evaluate our captive breeding programmes by looking at the genetic diversity of our animals, animal welfare, behaviour and health factors can be monitored and this provides insight in what could be improved. From a business point of view, we have learned that counting visitors and the money they spend is just the beginning – we now know what our markets look like, and often also how much we contribute to our local economies - 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? What message are we giving in 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 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 own existence? What more can we do to motivate people to think and to take action – not just by contributing to 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 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 can learn from experience elsewhere: historically, museums, science centers or national parks have been studying their visitors long before zoos and aquariums. Methodologies were developed and improved, which we can also apply in our context. Also, we can learn 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 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.

Our visitors are consumers and citizens, they all use other media, and with some rare exceptions no doubt 99 % of them spend a lot more time outside than inside our zoos and aquariums. This should not make us unnecessarily modest about the impact we can have, it just lets us realise that we can and should learn from a lot of other 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 provides an overview of 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 others may be motivated to undertake similar research, but also that unnecessary work could be avoided - there is no need to reinvent the wheel;
- secondly, it serves 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 of 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 includes background literature which helps 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 live 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 included background literature on the zoo and aquarium visitor

experience from a theoretical, ideological, philosophical or historical perspective – even if most of this is rarely if ever supported by evidence from visitor studies. Not only may these references help to remind us of the complexity and specificity of our work, they can also suggest claims, assumptions and approaches in need of further study and evaluation.

I started this project in 2008 while working for the European Association of Zoos and Aquariums (EAZA) and I am grateful to the EAZA Executive Committee at the time for realizing the importance of such an undertaking. I continue working on it partly in a volunteer capacity, but I am of course very happy that my current employer, the Royal Zoological Society of Antwerp (KMDA/RZSA), also takes an interest in the subject and has made visitor studies an extra focus.

This is the second, updated edition. The first edition was about 270 pages long and contained some 5000 references. In this second edition there are well over 6000 references now, some new categories or subdivisions have been added, but otherwise there are no major changes. As I wrote in the introduction to the first edition: this bibliography will never really be completed. What started with only a dozen or so references has now grown into a document of well over 350 pages (and – again - there is already a lot of new material to include)....

Therefore I would like to thank not only all those many colleagues and friends who have contributed material and references over the past 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. A small number of colleagues has also provided useful feedback on how they used the Bibliography - do you have any other remarks or feedback on the structure or contents, please do 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 **sub-categories**. 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 lead 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 and 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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