We are asking individuals to share their experiences with the new "Mind Your Brain" exhibit. Here are some feedback notes:

- Is it always visitor feedback or does it vary?
- Are there clear signs guiding visitors to leave feedback?
- Visitors were given pens, but they should have also been given pencils.
- Community members submitted ideas on a box that was removed several times.
- We had a Yes/No checklist with an option for 'other' feedback. It had some issues.
- There were hands focused on how they help. Used words like 'people to write answers inside.'
- Good experience; don't use cheaper paper. Could improve a good idea if more people were involved.
- A mix of flowers.

ASTC 2019 Session:
Are We Promising the Moon? - Lessons Learned on Group Visitor Engagement
This document captures the talkback boards created during the concurrent session with post-it notes collected from audience.
We are asking for recipes for good life in our "MIND YOUR BRAIN" exhibition on post-its, beautiful collection.

1) Our Feed
2) Visitors got pins as tickets and then when they were leaving they had the option to drop the pin in the bin for their fav exhibit.

Strong questions that are compelling are key. Field small "people" upset holding placards to hold sticky responses.

Comments/answers submitted into a lockbox that was reviewed several times a day.

Encouraging... Exhibit showing figures highlighting natural environment. Visitors allowed to create pyro-bot dolls using natural products...
Is it always visitor feedback or data gathering for the museum?

Not quite disastrously wrong:
Questions asked dramatically
Questions vs demands: "You oppress it demands," you say. "Let the older kids visit the exhibits."
Why are there so many older kids? (K-15, 21st century?)

Disaster:
Online reviews: organizations defending negative experiences
Innovative:
Should Pluto be a planet? Vote with donation.

We had a Yes/No Q&A area with open-ended feedback. We had similar issues as "empire poop" issues.

2 chalkboards focused on how trees help us.
Used word "for" for people to write answers inside.
Other had people trace hands as leaves. (Leave your mark)

Coffee shop voting: you get a token for inside organization you wish them to donate to in the community.

At the end of an exhibit on Los Angeles, visitors can listen to or record their own stories about what Los Angeles means to them.
TALKBACK

Group Engagement

1. Depends on scope (capital for sure, not unlimited)
2. Yes to activation "It’s important" (make sure there is something staff members can make)
3. Get space using cost-free All ages sit at table with each other
4. Build the arch
5. Brainstorm (nerdy derby)
- Art Studio
  Spaces using watercolor
  All ages will sit pair wise with each other

- Multi-generation exhibit/experience
  A live history interaction that visitors of all ages
  can be involved with. Grandparents have to bring their grandchildren.

- Open-ended creation can accelerate
  if you have a goal (can be open-ended/continuous with no set end/succeed-as-fail,
  but needs a target, not just ride-working

- Live stuff (for us, shoes & res touch feelings)
  involved all ages

- Building racing cars (nerdy derby)

- Depend on science capital for some, new unfamiliar curiosity/excitement
  for some it thinking confusion

- Yes to technology! It's important
  (Make sure there is sufficient staff training to make the experience successful)
Talk Back
Why do it?
Why do it

Group Engagement:
- Encourages group visits by creating a more engaging experience (level of comfort)
- Group-based - why do we experience the experience in a different way depending on who is in your group/expert in your group's daily life

Social Learning:
- 99% visit in a group and want to engage with each other
- Why?
  - Better understanding of visitors' perspectives
  - Feedback

Why?
- Learning outcomes and visitor feedback
  - Engage more in understanding each other
  - Generate empathy
  - Generate visitor feedback on your visitor journey

Social Learning:
- 2 people are more engaged when they feel they can learn from each other

Collaboration:
- New generation sharing ideas from younger, older, or same age

Social Learning:
- Enhances interaction between staff, visitors, and acquaintances

Group Engagement:
- Opens up dialogue between visitors and enhances interactions with visitors

Became their resource by
- Finding out what they want from your space
- Join 'em up!
Reasons to not do group collaboration:
- What if no one else present to collaborate with?
- What if social skills are low enough/different enough to harm collaboration?

Reasons to not do a visitor feedback exhibit:
- Maybe you don't want their feedback:
- Internet comment boards are a big visitor feedback exhibit, not said

Gut instincts

Introspect:

Group - why not:
- For people who are more internally motivated, they may be more engaged in a solo exhibit. Let them work at their own pace and speed.

Intelligence:
- Honest sharing. Integrate what others learning (address up conflict)
How?

- Do not use hats. People want to talk.
- Don’t read from.

- Have sufficient materials; that are easily reading visible.
- Encourage back-and-forth.
- Multiple build areas so that if one collaborative area is not developing as you like, you can build somewhere else.

- Use tended space materials.
- Users interfaces.
- Encourage competition rather than collaboration.
- Use materials, encourage which.

Designing adult-child collaboration

1. Sit in a quiet place.
2. Read or draw together.
3. Engage in a project.

- Story that happened.
- Just being open.
- Seeing, experiencing.
- Staying with them.
- Doing, acting.
- Letting them do.
- Letting others do
- Put one together.
- Having one together.
- Letting others together.
- Doing, acting.
How?

- Don't have basics. People want & push. Don't read Post.

- Having sufficient materials (that are easily reset by visiting) encourages lots of participation.

- Multiple build areas so that if one collaborative area is not developing as you like, you can build somewhere else.

- I've tested some materials/user interfaces that encouraged competition rather than collaboration. Soft materials encouraged collaboration.

- Also age-specific: pass-off goal. For one open-ended role play for adults, telling kids the "correct" way to do it alienates them.

- Design aspects that discourage group participation. Exhibits that require people to create an avatar that engages in a series of activities.

- Designing adult-child collaboration.

- Seating - Light + High, Side by Side.

- Read the expressions, model the behavior.

- Why that恒定?
  - Not having enough, staying at an activity.
  - A known systems flow, but push to understand the actual systems, step by step, for the same behavior.