

***eMotion* entrance survey**

Online questionnaire with interviewer. This survey is done before entering the exhibition.

Date and **time** will be automatically logged.

Visitor-number is given automatically.

Interviewer to please fill in (no reading aloud):

Name Interviewer

Language

German

English

=====

Interviewer: read questions aloud

E1. How often have you been in the Kunstmuseum St. Gallen?

this is my first visit (*go on with question E3*)

I have already been here before (*go on with question E1b*)

E1b. Number of previous visits: _____ times (approximately) (*go on with question E2*)

E2. For visitors who have visited the museum before: Have you already seen the exhibition 11:1?

yes, I have already seen it

no, this is my first visit

E3. Have you heard or read from the multi-media art project *eMotion* before coming here?

no, this is totally new to me

yes, I've heard/read something about it

yes, I already know about the project

E4. Did you come alone or with somebody else?

alone

with somebody else, but not with children under 14 years

with somebody else, amongst them children under 14 years

E5. What was the main reason for your visit here today? (*only one answer please*)

general interest in the Kunstmuseum St. Gallen

because of the person(s) accompanying me

interest for one specific artist, whose work(s) I can see today

interest for a specific work of art I would like to see today

the art research project *eMotion*

general interest in art

the prestige of the museum's collection

the exhibition *Born to be wild*

the topic of the exhibition *11:1*

as a tourist activity

other

E6. Was there a second reason for your visit? (only one answer please)

- 1 general interest in the Kunstmuseum St. Gallen
- 2 because of the person(s) accompanying me
- 3 interest for one specific artist, whose work(s) I can see today
- 4 interest for a specific work of art I would like to see today
- 5 the art research project *eMotion*
- 6 general interest in art
- 7 the prestige of the museum's collection
- 8 the exhibition *Born to be wild*
- 9 the topic of the exhibition *11:1*
- 10 as a tourist activity
- 11 other
- 12 no second reason

E7. Are you a professional in the fine arts?

- 1 no (go on with question E9)
- 2 yes (go on with question E8)

E8. What is your profession? (several answers possible)

- 1 I am an artist (professional)
- 2 I am an artist, not for a living but as a hobby
- 3 I teach fine arts (teacher, professor, etc)
- 4 I report about the fine arts (journalist, art critique, etc.)
- 5 I sell works of art or make business with art (art manager, gallerist, etc.)
- 6 I work in an art museum (director, curator, etc.)
- 7 I am a student of the fine arts
- 8 I am working in another area connected to the fine arts (like restaurator or else)

Interviewer: for those visitors who are art professionals please don't read question E9 but fill in "working with art" and then go on with question E10.

E9. How deep is your interest in fine arts? (only one answer please)

- 1 I don't care much about fine arts
- 2 I am rather interested but not an expert
- 3 I am very much interested in art
- 4 I am working with art (*Interviewer: if interviewee is professional in art, please click here without asking the question*)

E10. What are you expecting from an art exhibition? (show card)

Please rate the following statements according to the scale 1=very important to me, 2=rather important, 3=neutral, 4=rather unimportant, 5=absolutely unimportant to me

I would like the exhibition to be thought-provoking.	1	2	3	4	5	01
I would like the exhibition design to be convincing.	1	2	3	4	5	02
I would like to enjoy the silence of the museum space.	1	2	3	4	5	03
I would like to improve my understanding of fine arts with the exhibition.	1	2	3	4	5	04
I would like to have a nice time with my family and/or friends.	1	2	3	4	5	05
I would like to be part of the exhibition with all my senses.	1	2	3	4	5	06
I would like to experience a deep connection to the art that is shown.	1	2	3	4	5	07
I would like to see something familiar, something I already know.	1	2	3	4	5	08
I would like to experience the beauty of the artworks.	1	2	3	4	5	09
I would like to be entertained.	1	2	3	4	5	10
I would like to be surprised by new impressions.	1	2	3	4	5	11
I would like to see well known artworks.	1	2	3	4	5	12

E11. Art employs many features that attempt to draw attention from the viewer. Which of the following is the most important for you? (show card)

Please rate the following statements according to the scale 1=very important aspect, 2=important aspect, 3=neutral, 4=rather unimportant aspect, 5=unimportant aspect, 6=don't know

composition of the artwork	1	2	3	4	5	6	01
its importance within the context of art history	1	2	3	4	5	6	02
beauty of the artwork	1	2	3	4	5	6	03
artistic technique of the artwork	1	2	3	4	5	6	04
content of the artwork	1	2	3	4	5	6	05
presentation of the artwork inside the exhibition space	1	2	3	4	5	6	06
the artist	1	2	3	4	5	6	07
connection to other artworks in the exhibition	1	2	3	4	5	6	08
liking the artwork in general	1	2	3	4	5	6	09

E12. Which of the following art forms do you like?

Please rate the following art forms according to the scale 1=like it very much, 2=like it, 3=neutral, 4=don't really like it, 5=don't like it at all, 6=don't know

paintings	1	2	3	4	5	6	01
drawings	1	2	3	4	5	6	02
photography	1	2	3	4	5	6	03
video	1	2	3	4	5	6	04
performance	1	2	3	4	5	6	05
sculpture	1	2	3	4	5	6	06
installation	1	2	3	4	5	6	07
sound	1	2	3	4	5	6	08

E13. How well do you know the following artists, artworks and styles?

Please rate your knowledge according to the scale 1=I know them well, 2=I've heard about them and 3=I don't know them.

Taeuber-Arp	1	2	3	01
Futurisms	1	2	3	02
Pitlinsky	1	2	3	03
Campbell's Condensed Tomato Soup (A. Warhol)	1	2	3	04
Minimal Art	1	2	3	05
Eléments mécaniques (F. Léger)	1	2	3	06

E14. We will now submit you a list of seven pairs of adjectives. They will give us a hint of how you are feeling here and now. Please rank yourself within the two extremes.

(show card)

	1	2	3	4	5		
interested						uninterested	01
tired						fresh	02
concentrated						unconcentrated	03
weak						strong	04
relaxed						tense	05
eager to learn						idle	06
angry						friendly	07

E15. How would you characterize the importance of the Kunstmuseum St. Gallen?

From local to international

- 1 international
- 2 national
- 3 interstate
- 4 regional
- 5 local

E16. How often have you been in an art exhibition or art museum within the last 12 months?

_____ times

E17. What is your level of education?

(current or in progress) *(only one answer please)*

- 1 elementary/secondary school, O-Level (UK)
- 2 apprenticeship
- 3 A-Level (UK), high school (US)
- 4 graduate studies: sciences/engineering
- 5 graduate studies: humanities/social sciences
- 6 graduate studies: arts, cultural sciences

E18. Your occupation?

Only one answer please. When several occupations are named, please ask for the main one.

- 1 worker/employee
- 2 middle management/junior executive
- 3 senior manager, senior executive
- 4 freelance, self employed
- 5 artist
- 6 schoolboy/schoolgirl, trainee, apprentice
- 7 college/university student
- 8 teacher
- 9 housewife, homemaker
- 10 retiree, pensioner
- 11 unemployed
- 12 other

E19. Your age:

_____ years

E20. Your country of origin:

- 1 Switzerland, canton : _____
- 2 Germany, Austria, Liechtenstein
- 3 Italy, France
- 4 another country: _____

=====

Interviewer: please fill in without asking

E21. Gender:

- 1 female
- 2 male

Did the interviewee drink Coffee, Tea, Coke or something similar within the last half hour?

1 yes

2 no

Did the interviewee smoke within the last half hour?

1 yes

2 no

Room temperature (entrance): _____ °C