

eMotion exit survey

Online survey without Interviewer. The visitor fills in the questionnaire at the end of his/her visit and after giving back the data-glove.

Information given in italic characters does not appear on the survey screen. It serves for a better understanding of this written/printed version of the questionnaire.

The adequate language is set automatically.

Assistant please fill in:

Visitor-number _____

Situation/week

- 1 Pretest (5th - 7th June)
- 2 Situation 0 (9th - 28th June)
- 3 Situation 1 (30th June - 12th July)
- 4 Situation 2 (14th - 26th July)
- 5 Situation 3 (11th - 16th August)
- 6 Control group (3rd - 9th August)

Visitor with glove

- 1 yes
- 2 no

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For the visitor to fill in

Now you have completed your visit of the exhibition, we would like to ask you some questions about it.

We would like you to answer the questions as spontaneously as possible, without thinking too long about the answers. This is all about your own perception. There are no right or wrong answers as we are interested in your own subjective opinion. To answer the questions, please click on the circle next to the adequate answer or fill in the table line-by-line by clicking on the circle of the chosen row.

A1. Walking through the exhibition, did you discuss the artworks with anyone?

- 1 very often
- 2 often
- 3 sometimes
- 4 seldom
- 5 not really
- 6 no, I didn't

A2. In this exhibition „11:1 Eleven collections for one museum“, which of the following statements fits best your own experience?

scale 1=absolutely agree, 2=agree, 3=partly agree, 4= don't really agree, 5=strongly disagree, 6=don't know

This exhibition was very thought-provoking.	1	2	3	4	5	6	01
The exhibition design was convincing for me.	1	2	3	4	5	6	02
I enjoyed the silence of the museum space.	1	2	3	4	5	6	03
The exhibition improved my understanding of the fine arts.	1	2	3	4	5	6	04
I had a nice time with my family and/or friends.	1	2	3	4	5	6	05
All of my senses were open and alert as I entered the exhibition.	1	2	3	4	5	6	06
I experienced a deep connection to the art I saw in the exhibition.	1	2	3	4	5	6	07
I saw something familiar, something I already knew.	1	2	3	4	5	6	08
I experienced the beauty of the artworks.	1	2	3	4	5	6	09
The exhibition was entertaining.	1	2	3	4	5	6	10
I was surprised by new impressions.	1	2	3	4	5	6	11
I saw famous artworks.	1	2	3	4	5	6	12

A3. 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, 3=I don't know them.

Taeuber-Arp	1	2	3	01
Futurism	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

A4. You have just seen the exhibition „11:1 Eleven collections for one museum“. How do you rate the following aspects of it?

scale 1=excellent, 2=good, 3=satisfactory, 4=fair, 5=poor, 6=don't know

the exhibition on the whole	1	2	3	4	5	6	1
the choice of artworks	1	2	3	4	5	6	2
the arrangement of the artworks	1	2	3	4	5	6	3
the labelling of the artworks	1	2	3	4	5	6	4
the information given about the artworks	1	2	3	4	5	6	5
the premises	1	2	3	4	5	6	6
the opportunities to sit down	1	2	3	4	5	6	7

You have been carrying several electronic devices with which we could do some measurements during your presence in the exhibition. We now have a few questions relating to the recorded data.

A5. What were you doing in the position of the exhibition, where you spent the longest time?

(check any that apply)

- 1 I had a close look at one of the artworks
- 2 I was discussing one of the artworks with somebody else
- 3 I was talking to somebody, but not about the artworks
- 4 I had a rest
- 5 I was reading the labels or some texts
- 6 I was taking in the atmosphere of the room
- 7 other

The following questions are recurrent for each work of art shown on the screen. Up to seven artworks are relevant for one questionnaire. In most of the exhibition situations there would be six artworks. Three of them are specific to each visitor according to his/her measured data. Those are the works where he/she stayed longest (duration) and had the highest peaks of arousal, both cognitive (measured heart-rate) and emotionally (measured GSR). The three or four other works are chosen by the team according to its own research criteria. These chosen works remain the same for every visitor during one exhibition situation. Should one of the measured work overlap with one of the chosen ones, it will only be asked once.

Numbering information: in the following four questions dedicated to the works of art, the letter "X" is used as a generic labelling instead of the actual number of the artworks.

(picture of work X appears on the screen)

AX-1 Do you remember this artwork in the exhibition?

- 1 yes, I do remember it well
- 2 I remember it vaguely
- 3 no, I can't remember it *(go on with next work of art)*

AX-2 What do you personally think of the following aspects of this artwork?

Please rate according to the scale 1=excellent, 2=good, 3=satisfactory, 4=fair, 5=poor, 6=don't know

content/topic	1	2	3	4	5	6	1
artistic technique	1	2	3	4	5	6	2
composition	1	2	3	4	5	6	3
beauty	1	2	3	4	5	6	4
the artist	1	2	3	4	5	6	5
its importance in art history	1	2	3	4	5	6	6
presentation of the artwork (hanging, scenography)	1	2	3	4	5	6	7
connection to the other artworks of the exhibition	1	2	3	4	5	6	9

AX-3 This artwork...

scale 1=absolutely agree, 2=agree, 3=partly agree, 4= don't really agree, 5=strongly disagree, 6=don't know

... pleased me, I liked it.	1	2	3	4	5	6	1
... made me laugh.	1	2	3	4	5	6	2
... surprised me.	1	2	3	4	5	6	3
... made me think.	1	2	3	4	5	6	4
... moved me emotionally.	1	2	3	4	5	6	5
... frightened me.	1	2	3	4	5	6	6
... made me angry.	1	2	3	4	5	6	7
... made me happy.	1	2	3	4	5	6	8
... made me sad.	1	2	3	4	5	6	9

AX-4 These two pairs of characteristics will help us to understand what effect this artwork had on you. Please rate the impression the artwork made on you between the two alternatives. Information: „dominant“ means in this case an artwork that would be considered important or left a strong impression. Artworks which were unnoticed, simple or plain for example are considered to be „not dominant“.

activating, stimulating	1	2	3	4	5	soothing, relaxing	1
dominant, strong						not dominant, weak	2

Next work of art, the same questions AX-1 till AX-4 are asked again.

Caution: For Work 7 (A label Level by Nedko Solakov), Question AW7-1 is different from the usual formulation. All other questions remain the same for this work)

AW7-1 There are comments and little scribbled drawings on the walls throughout the exhibition. Is this art in your opinion?

- 1 yes, I considered them to be artworks.
 2 no, I did not consider them to be art.
 3 I didn't look closely at them (*go on to Question A6*)

A6 One last question: Would you agree to the following statements about the art research project eMotion? Scale 1=yes, 1=partly, 3=no

I am interested in analysing my own museum experience.	1	2	3	1
I felt I was being overly observed.	1	2	3	2
The electronic devices on my wrist and hand were annoying.	1	2	3	3
This survey was tiresome.	1	2	3	6
Taking part in the project eMotion influenced my perception of the artworks.	1	2	3	4

Thank you very much for helping us and participating in the eMotion research project. We now hope that you will enjoy the interesting and stimulating media art work that makes use of the collected, realtime data from the exhibition.