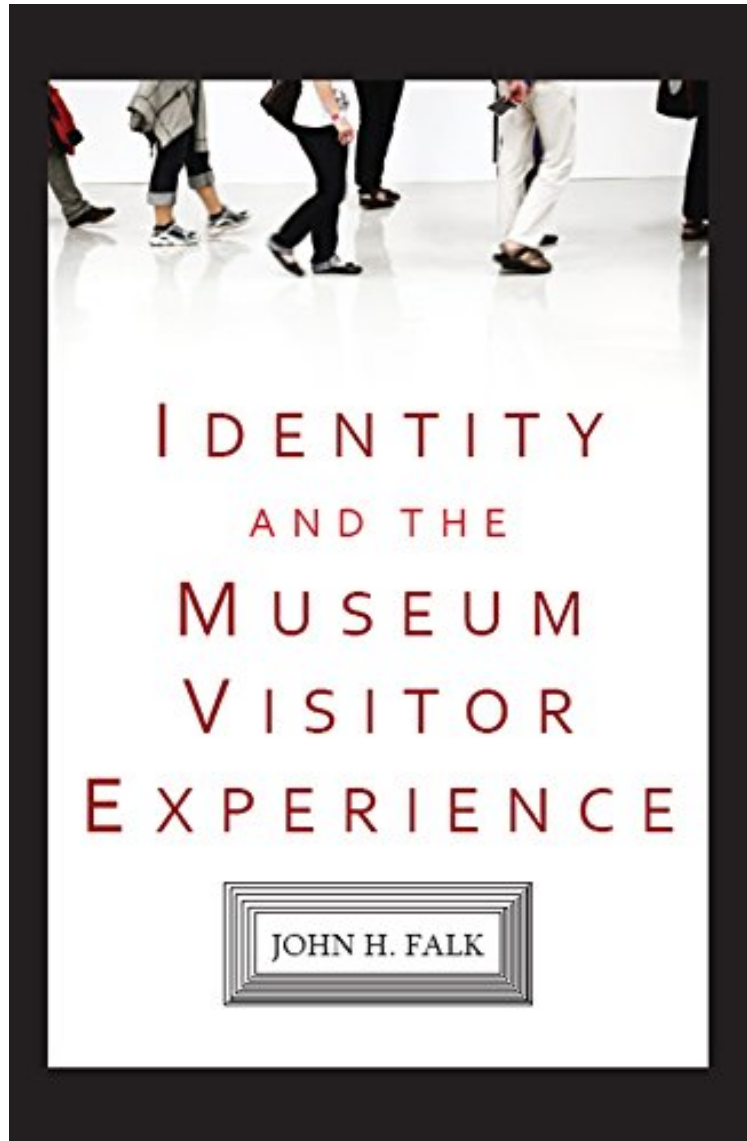


Identity and the Museum Visitor Experience

John H Falk

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John H Falk : Identity and the Museum Visitor Experience before purchasing it in order to gauge whether or not it would be worth my time, and all praised Identity and the Museum Visitor Experience:

17 of 18 people found the following review helpful. A New Way of Looking at Visitors that Attend Museums By Stephen A. I was extremely impressed with Falk's book. In this book he talks about five museum visitor identities: Explorer, Facilitator, Experience Seeker, Professional/Hobbyist, and Recharger. Instead of thinking of general demographics of museum visitors, such as age, race, gender, etc., Falk recommends thinking of visitors in one of these five visitor identities. Doing so will help the museum better meet the needs of the community. I currently work at a

museum complex in Lehi, Utah called Thanksgiving Point, and I look forward to incorporating the ideas in Falk's book into our practices here. In doing so I hope to see not only an increase in revenue, but also an increase in the public's perceived value of our museum complex. I plan on conducting research to test many of the ideas presented in this book. This book has caused me to rethink how I look at visitors that attend museums. It has shown me how I can more fully focus on their needs, instead of just thinking of the objectives of the museum. It is an excellent read for anyone in the museum field or anyone interested in free-choice learning in general. 1 of 1 people found the following review helpful. Best Book for Understanding Museum Audiences By Kylie Hewitt For someone looking to work in museums, this book is important in understanding the various groups who attend museums. There are some parts of Falk's "Identity and the Museum Visitor Experience" that are so difficult to read due to the redundancy. However, like any study Falk is merely trying to prove his theory is accurate with multiple examples. 2 of 2 people found the following review helpful. good read for museum professionals/students By Catalina Becerra This book really helped me in my final paper for one of my classes. It was interesting to read how different people approach their experiences in a museum, as well as why they decide to go or not go.

Understanding the visitor experience provides essential insights into how museums can affect people's lives. Personal drives, group identity, decision-making and meaning-making strategies, memory, and leisure preferences, all enter into the visitor experience, which extends far beyond the walls of the institution both in time and space. Drawing upon a career in studying museum visitors, renowned researcher John Falk attempts to create a predictive model of visitor experience, one that can help museum professionals better meet those visitors' needs. He identifies five key types of visitors who attend museums and then defines the internal processes that drive them there over and over again. Through an understanding of how museums shape and reflect their personal and group identity, Falk is able to show not only how museums can increase their attendance and revenue, but also their meaningfulness to their constituents.

John Falk's determined focus on the visitor's experience continues to transform our understanding of the relationship between museums and their audiences. Identity and the Museum Visitor Experience demonstrates that Falk remains the leading voice in the field of museum learning. For the first time he moves beyond theory and proposes a model that museums can use to explore how to serve their visitors in more meaningful ways. -Nannette V. Maciejunes, Columbus Museum of Art