

ΜΟΥΣΕΙΑ ΚΑΙ ΝΕΕΣ ΤΕΧΝΟΛΟΓΙΕΣ

Γ' εξάμηνο

Γεώργιος Παπαϊωάννου

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Το παρόν εκπαιδευτικό υλικό έχει αναπτυχθεί στα πλαίσια του εκπαιδευτικού έργου του διδάσκοντα.

Το έργο «**Ανοικτά Ακαδημαϊκά Μαθήματα στο Ιόνιο Πανεπιστήμιο**» έχει χρηματοδοτήσει μόνο τη αναδιαμόρφωση του εκπαιδευτικού υλικού.

Το έργο υλοποιείται στο πλαίσιο του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» και συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο) και από εθνικούς πόρους.



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Human Animatronics in Museum Experience: *Casa Parlante - The Living Museum, Corfu, Greece*

-- Slightly revised / updated for a lecture presentation --

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Aims & objectives – Parts of presentation

- **Aims and objectives**

- discuss visitors involvement and the participatory visitors-based character and role of 21st century museums
- talk about animatronics, the life-like robots that resemble to people or animals, in museum exhibitions
- introduce for the first time the *Casa Parlante - The Living Museum* in Corfu, Greece,
- present the first visitors' study conducted on this museum (summer 2015)
- suggest uses and perspectives of the use of animatronics in modern visitors-oriented museum exhibitions.

- **Parts of this presentation**

- Museums v. visitors: participation, involvement, experience.
- Animatronics in museum exhibitions
- *Casa Parlante*: 19th century Corfu via animatronics
- Visitors' study: preliminary results
- Conclusions – perspectives

Part 1: The modern museum (1/2):

WHAT IS DIFFERENT?

as opposed to old-fashioned museums:

- Shift from object-oriented to visitors-centered exhibitions.
- Redefinition of the notion of museum experience.
- Visitors' participatory role.

Part 1: The modern museum (2/2):

WHAT MAKES THAT DIFFERENCE?

- New Technologies
 - in visitors' involvement,
 - beneficial for all parts (museum, visitors, society),
 - offering holistic experiences

Part 2: Animatronics (1/3):

WHAT MADE THAT DIFFERENCE in our particular case?

- Animatronics!!!!
 - Animatronics (animation electronics) life-like robots that resemble to people or animals
 - Mostly used in films, in entertainment and/or in educational environments, such as museums

Part 2: Animatronics (2/3):

ANIMATRONICS

- **in the world:**
 - Science museums: exhibiting scientific methods and principles
 - Natural history museums: livening animals (mostly dinosaurs)



Photo: Ray Tang/Rex Features

Part 2: Animatronics (2/3): ANIMATRONICS

- in Greece:
 - the *Casa Parlante* exhibition!!!



Photos: Sofia Paschou

Part 3: The *Casa Parlante* Museum

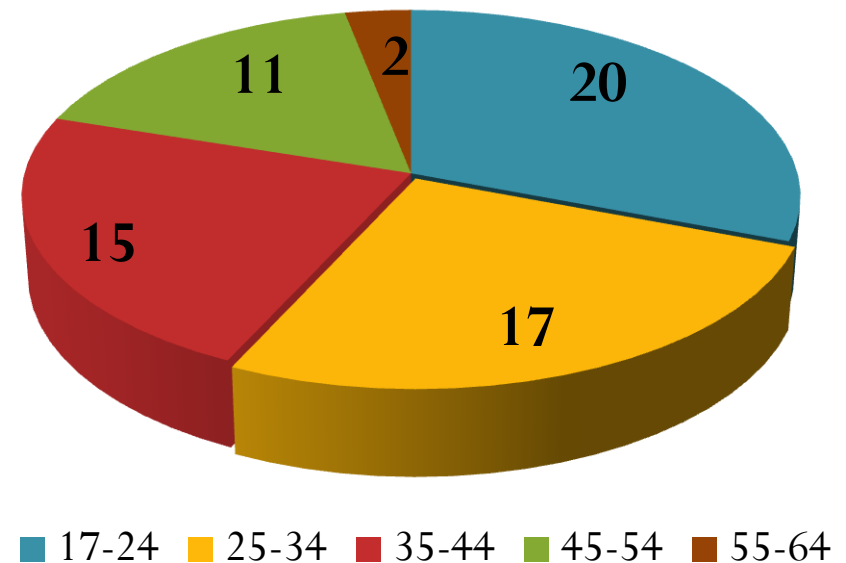
Let's watch a 4-minute video...

Part 4: Visitors' study (1/6):

- This is the first visitors' study on this museum.
- Conducted in August 2014.
- A two-page questionnaire.
- 19 closed questions, 4 open-ended questions.
- c. 10 minutes to fill it in.
- Our August 2014 harvest: 107 questionnaires!
- The questionnaire will remain there for a year.

Part 4: Visitors' study (2/9):

- 107 Visitors
 - 65 adults, 42 children
 - Adults: Most of them up to 34 years old
 - Adults: 47 women, 18 men
 - 22 in couples, 19 in families
 - $\frac{1}{4}$ have visited animatronics
 - $\frac{4}{5}$ have a university degree



Part 4: Visitors' study - Adults (3/9):

- Participants' profile:
 - They love museums, hanging out with friends and reading.
 - They prefer archaeological, historical and ethnographic museums.
 - In museums, participants expect to learn and experience something new.

Part 4: Visitors' study - Adults (4/9):

• The questionnaire: Demographic Information

Ionian University – Department of Archives, Librarianship and Museology
Laboratory of Museology, Protection, Restoration and Development of Cultural Resources,
Corfu, Greece

Visitors' experience survey after visiting the Casa Parlante Corfu Living History Museum

Researchers: Asst. Prof. Georgios Papaioannou & Sofia Paschou (cPhD), Dept. of Archives, Library Sciences and Museology, Ionian University, Corfu, Greece.

This visitors' study is conducted as part of a joint research project of the Laboratory of Museology, Protection, Restoration and Development of Cultural Resources and the *Casa Parlante* Corfu Living History Museum. Your contribution is very important. All you need to do is fill in this questionnaire. It won't take more than 10 minutes. Thank you very much in advance.

ADULTS' QUESTIONNAIRE:

Date: _____ Time: _____

A. DEMOGRAPHIC INFORMATION (Fill in with x where required)

- Sex: Male: _____ Female: _____
- Age: 18-24: _____ 25-34: _____ 35-44: _____ 45-54: _____ 55-64: _____ 65+ : _____
- Nationality: Greek: _____ Other (please fill in): _____
- Education: Elementary School: _____ High School: _____ University: _____
Post Graduate: _____ PhD: _____
- Have you ever been to a museum with animatronics (moving robotic puppets) before? Yes _____ No _____
- If yes, what kind of animatronics did it include? Dinosaurs _____ Animatronics reference to rules of physics _____
Animatronics reference to parts of human body _____ Other _____

Part 4: Visitors' study - Adults (5/9):

• Social Framework of Visit – Museum Education Culture:

B. SOCIAL FRAMEWORK OF VISIT (Fill in with x where required)

7. Did you visit the *Casa Parlante* Museum...

a. alone		d. adults group	
b. as part of a couple		e. school Group	
c. family (adults & children)		f. tourist Group	

C. MUSEUM EDUCATION/CULTURE (Fill in with x where required)

8. To what extent do you prefer each of the following categories of leisure activities?

	very much	much	neutral	a little	not at all
a. Cinema					
b. Theatre					
c. Museum					
d. Going for a walk					
e. Shopping					
f. Hanging out with friends					
g. Reading					
h. Sports					
i. Videogames/internet					
j. Other (please specify)					

Part 4: Visitors' study - Adults (6/9):

● Museum Education Culture (cont.):

9. To what extent do you prefer the following museum types;

- a. Archaeological
- b. History
- c. Ethnographic
- d. Art
- e. Natural History
- f. Science & Technology
- g. Other (please specify)

very much	much	neutral	a little	not at all

10. From a museum visit, you expect...

- a. to learn something new
- b. Entertainment
- c. New emotional/cognitive experience
- d. to develop values

very much	much	neutral	a little	not at all

Part 4: Visitors' study - Adults (7/9):

● Exhibition evaluation:

11. What of the following has/have impressed you or have provided you with more knowledge?

The everyday life/ the habits of noble family	53
Their clothing	16
Their social life/status	38
Their family status	27
Their professional standing	17
Information about domestic furniture	30
Information about objects/exhibits	26

12. How much have the following satisfied you;

- The Museum's topic was interesting
- The exhibits were well placed
- You could wander around /move independently in the Museum
- You had free time
- The exhibition responded to your children's expectations/interests

	very much	much	neutral	a little	not at all
a.	50	12	2		
b.	47	16			
c.	26	24	12	1	
d.	35	18	6	4	
e.	40	12	2		

Part 4: Visitors' study - Adults(8/9):

● Exhibition evaluation:

13. Have the moving robotic puppets (animatronics) made any difference regarding the exhibition's quality/experience?
Not at all 2 minimum 2 little 8 big 28 very big 23

14. In comparison with an exhibition without animatronics, this exhibition including animatronics : (tick as many as you wish)
It was more alive 52 It was indifferent 1 It took you back to the past in a better way 34 It seemed fake/phony 2
It has made you feel part of exhibition 23 Other (please specify): 2

15. To what extent have you experienced the following?

- a. You went back to the time that the museum aims to revive
- b. It fulfilled your historical and information needs/expectations
- c. You discovered new knowledge

very much	much	neutral	a little	not at all
38	24	3		
27	33	2	1	
26	31	3	2	

16. To what extent have the moving robotic puppets (animatronics) helped you experience and understand the exhibition's message (the life of a noble family in the 19th century in Corfu)?
very much: 25 much: 26 neutral: 9 a little: 4 not at all: _____

17. To what extent did you feel that the moving robotic puppets (animatronics) have overtaken the rest of the artifacts?
very much: 9 much: 19 neutral: 15 a little: 7 not at all: 14

18. What was the feeling you have experienced by the presence of the moving robotic puppets (animatronics)?
Satisfaction: 30 Enthusiasm: 34 Deception: 1 Indifference: 3 Other (please specify): _____

19. Have you been satisfied by the museum visit experience in total?
very much: 51 much: 12 neutral: 2 a little: _____ not at all: _____

Part 4: Visitors' study – Adults (9/9):

20. Why did you visit the *Casa Parlante* Museum? (please write).

Answers: "Curiosity", "Learn about noble life in 19th century", "animatronics", "reviews on the internet"

21. What did you like about the *Casa Parlante* Museum? (please write).

Answers: "Presence of animatronics attributes a more realistic character to museum", "The dialogue option, during tour", "Staff, setting and atmosphere", "It feels like I was part of the 19th century for 30 minutes"

22. What did you dislike about the *Casa Parlante* Museum? (please write).

Answers: "Hot", "Not taking photo", "Not so much move to animatronics", "More interaction with place. To be able to open the closet for example"

23. Do you have any suggestions to help us improve the exhibition? (please write).

Answers: "Photos allowed", "Permission for more rooms", "Voice to animatronics", "More advertising, as not many people seem to know about it"

Conclusions

- **Animatronics:** a valuable advanced tool in museum exhibitions
- **It worked!** Visitors felt they achieved both learning and having a good time.
- The **next step:** more advanced animatronics, able to move more, to talk, to interact.
- Further **research**

Thank you!

and do not hesitate to contact us!

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