

TATE PAPERS 11

Questions and forms

1. Rothko entrance survey

Hello. I work for Tate Modern and I am doing some research into visitors' expectations of the Mark Rothko exhibition. Would you mind answering a few questions about your visit today before you go into the show? It should only take about eight minutes.

Q.1 When did you decide to visit the Rothko exhibition?

Before your visit

During your visit

Q.2 With whom are you visiting today? (Mark one response)

Alone

Children under 15

Friends/relatives

Tourist group

Company outing

School group

Other (please specify):.....

Q.3a Which of these statements are the reasons for your visit to Tate Modern today?

It's one of the major attractions in London

I am drawn to interesting buildings and places

It's an enjoyable way to pass the time

It is a nice place to spend time with my friends and family

To encourage children's interest in art

To improve my own knowledge or experience of art and artists

I have a personal interest in the subject

I have an academic or professional interest

A strong sense of personal connection or identity

To see fascinating, awe inspiring things

Q.5 What are your expectations of the Mark Rothko exhibition?

Mark the words that apply:

Accessible

Demanding

Biographical

Chronological

Comprehensive

Focused

Educational

Informative

Emotional

Relaxing

Inspiring

Spiritual

Factual

Complex

Fun

Historical

Technical

Thematic

Other.....

Q.17 How old are you?

Under 16	16–24	25–34	35–44
45–54	55–64	65–74	75+

Q.18 What is your nationality?

.....

Q.19 Where do you live? (Mark one response)

Greater London Area

Rest of the UK

Outside UK, please specify.....

Q.20 Please indicate the highest level of education that you have completed.

No qualifications

O-levels, GCSEs or equivalent

A-levels or equivalent

University degree or equivalent

Postgraduate or equivalent

Still in education

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3 Observation sheet

Rothko Evaluation part 2: visitor observation

Room 1:
Wall text.....

Booklet.....

MMT.....

Artwork.....

Room 3:
Booklet.....

MMT.....

Artwork.....

What is his/her level of engagement with objects?

Orientation Exploration Discovery Immersion

What is his/her level of engagement with interpretation material?

Orientation Exploration Discovery Immersion

Do the levels of engagement with objects and interpretation material seem related?

Yes No

Notes:
.....
.....

Does this person search for text-based information on the walls?

Yes No

What percentage of time (roughly) does this person look at the resources, compared to looking at the art works?

Art works %

Wall texts %

Captions %

Booklet %

MMT %

Other %

How much time does this person spend in these rooms?

Room 1: < 2 mins 2–5 mins 5–10 mins >10 mins

Room 2: < 2 mins 2–5 mins 5–10 mins >10 mins

Room 3: < 2 mins 2–5 mins 5–10 mins >10 mins

Was there a difference in behaviour in these three rooms?

Yes No

Describe:

.....
.....
.....
.....
.....

Subject B: Room 4

How does this person respond to the techniques and materials info?

Instructions: pick the next person who comes through the door and observe him/her discreetly in Room 4.

Does this visitor enter the room alone?

Yes No

Does this person have any interpretation resources?

Booklet MMT

Does he/she use them?

Yes No

How is this person moving around?

Browsing Following Searching Choosing

In what order does s/he approach different aspects the room? Use 1, 2, 3, 4 etc. Please note if visitor returns to a particular aspect. Leave blank if visitor does not use.

Wall text.....
Light box.....
Front of painting.....
Reverse of painting.....
Looking at MMT.....
Reading booklet.....
Photos.....

Does this person approach the light box?

Yes No

If yes, what is this person's level of engagement with the techniques and materials information in the light box?

Orientation Exploration Discovery Immersion

How much time does this person spend in this room?

< 2 mins 2-5 mins 5-10 mins >10 mins

Notes:
.....
.....
.....

4 Post-exhibition interview questions

General instruction: ask open questions (so no questions one can only answer yes to).

General questions

First we want to thank you for your time and cooperation. We work for TM and are carrying out a small survey to evaluate the interpretation material in the Rothko exhibition.

What did you expect this exhibition would be like? Have these expectations been met? (content, quality of works, type of information, type of experience)

We're first going to ask you some general questions about all the interpretation materials, then go on to ask you specific questions about each.

You have used the booklet, MMT and read the wall texts. What was your general idea of such materials before you used them today?
(what did you expect)

What do you think of them now you've used them?
(more/less positive, same/different as/than expected)

Can we now look in more detail at the interpretation material(s) you used?

Instruction: we might want to start with the product the respondent liked best and ask all the questions about that resource. Then move on to the other resources with some additional/specific questions.

We might also want to alternate which product we discuss first, to make sure every product gets enough coverage.

Wall texts

How much did you read? Why?

(all texts, a bit of each text)

Was that different per room? Why?

(one room might need more explanation, position on wall, check if they've noticed there's not texts in every room)

What can you say about their presence in the exhibition?

(intrusive vs didn't notice them; (not) enough-about right-too many)

What do you think of wall texts and captions in general?

(necessary, intrusive, interesting/boring, too much information, too difficult)

How do you compare the wall texts and captions in the Rothko exhibition?

(content, complexity, type of information, enough information?, no caption text)

Is there anything in particular you'd like to say about the content of the wall texts/captions in the Rothko exhibition?

How do you compare the exhibition booklets in the Rothko exhibition?
(content, complexity, type of information, enough information?, no caption text)

Is there anything in particular you'd like to say about the content of the exhibition booklets in the Rothko exhibition?

Can you say anything specific about the tone of voice/style of writing?

Can you say anything specific about the complexity?

What did you think of the layout/design?
(off-putting – inviting etc.)

What do you plan to do with the booklet?
(read in the café/at home, keep/throw away)

How would your experience of the exhibition have been affected if you hadn't taken the booklet?
(what would you have missed: type of info, level of engagement)

MMT

How much of the MMT did you do? Why?
(a little – some/about half – most – all)

Was that different per room? Why?
(one room might need more explanation, text may be easier/more complex per room)

What do you think of multimedia tours/audio guides in general?
(necessary, intrusive, interesting/boring, too much information, too difficult)

How do you compare the multimedia tours/audio guides in the Rototototototohe
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How do you feel about the balance between looking at the MMT screen and looking at the artworks?

(too much looking at screen, not enough referral to screen, just right)

How would your experience of the exhibition have been affected if you hadn't used the MMT?

(what would you have missed: type of info, level of engagement)

Room 4

Now we'd like to look at one particular room: Room 4, that deals with the techniques and materials Rothko used.

Are there unanswered questions? Things you didn't understand?

Was anything missing?

Can you tell us in a few words what this exhibition was about?
(focus and narrative)

Is there a storyline/narrative?
(beginning and an end, conclusion)

Is that different than what you expected before your visit?

Could you describe your exhibition experience by choosing from these words?:

Accessible	Demanding	Biographical	Chronological
Comprehensive	Focused	Educational	Informative
Emotional	Relaxing	Inspiring	Spiritual
Factual	Complex	Fun	Historical