

# Through Their Eyes: How Visitors View Exhibitions

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# Overview

Exploratory comparison of *Shakespeare: His Collected Works* and *Opening New Worlds: The Colonial North American Project*

RQ1. How do users physically navigate library exhibits given different case/room layouts?

RQ2. How do users explore items in individual exhibit cases?

RQ3. How much time do users spend reading exhibit labels?

RQ4. How do interest in the subject matter and knowledge of the subject matter affect how visitors view library exhibits?





# Method

Used wearable eye tracking technology to “see” visitor experience.

Participants spent ~6 minutes viewing one exhibition while wearing eye tracking glasses

Short post-visit questionnaire



# Participants

34 total (26 women), 23 with valid eye tracking data

CNA 15/11; Shakespeare 19/12

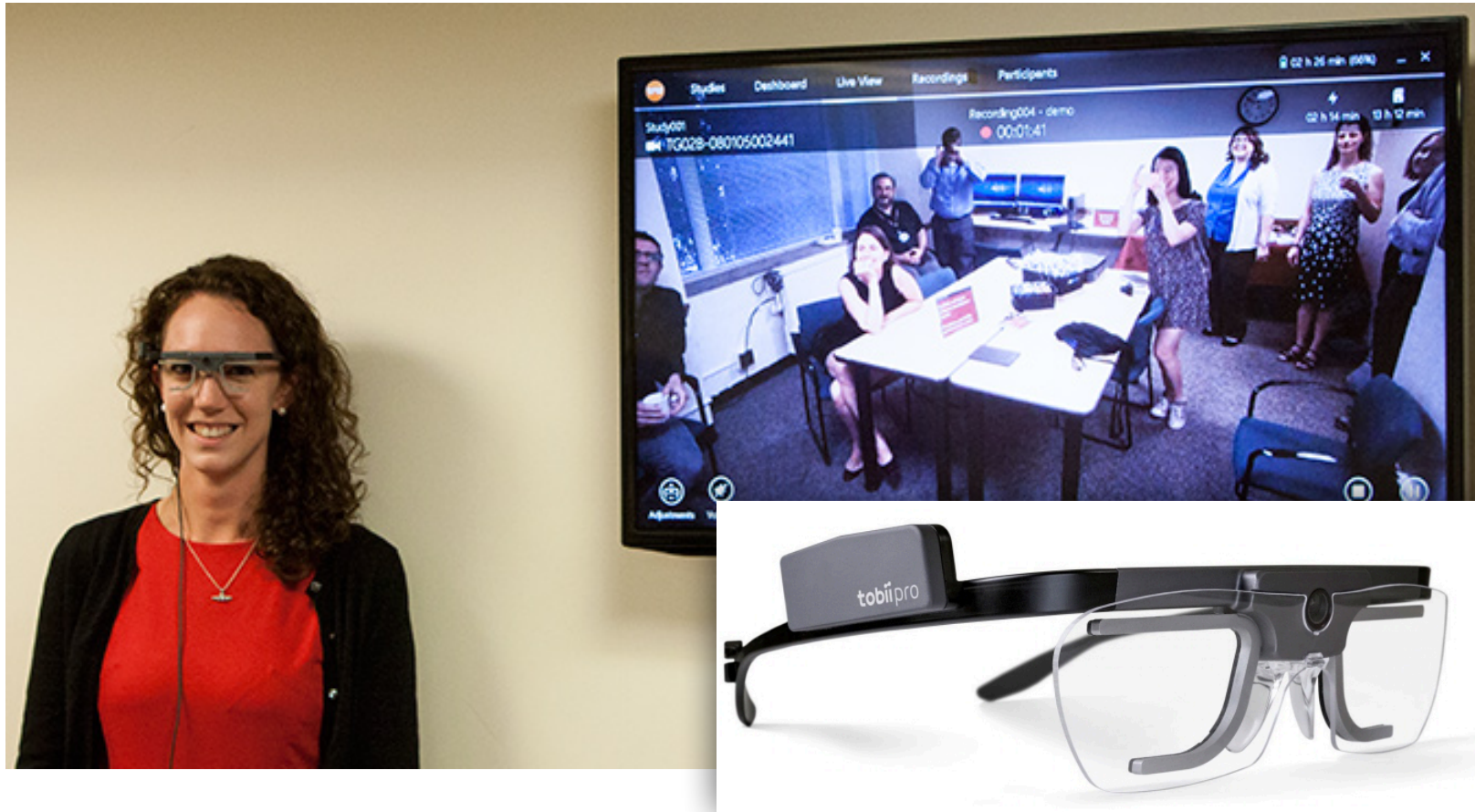
Avg age 26; 11 some college, 22 Bachelors or higher

Moderately interested (CNA: 3.73; Shakespeare: 4.33)

Moderately knowledgeable (CNA: 2.45; Shakespeare 3.0)

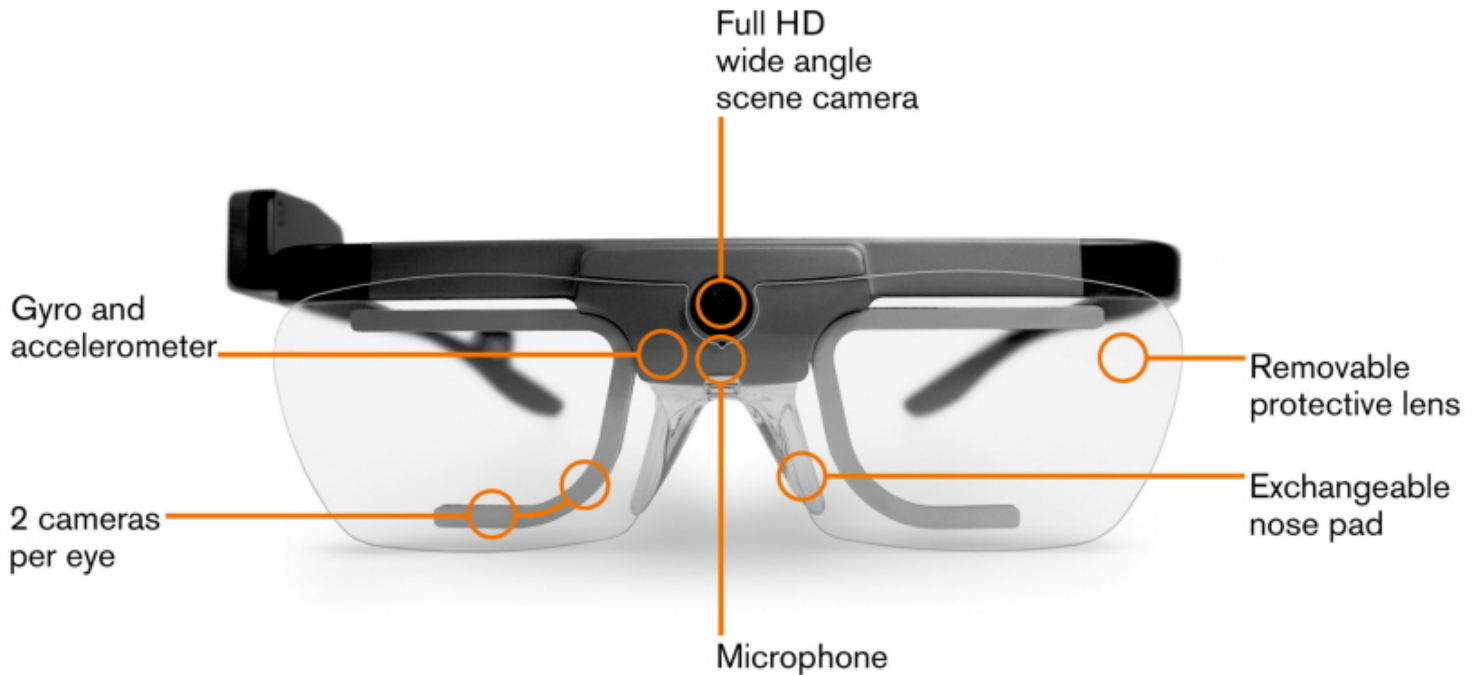


# Wearable eye tracking



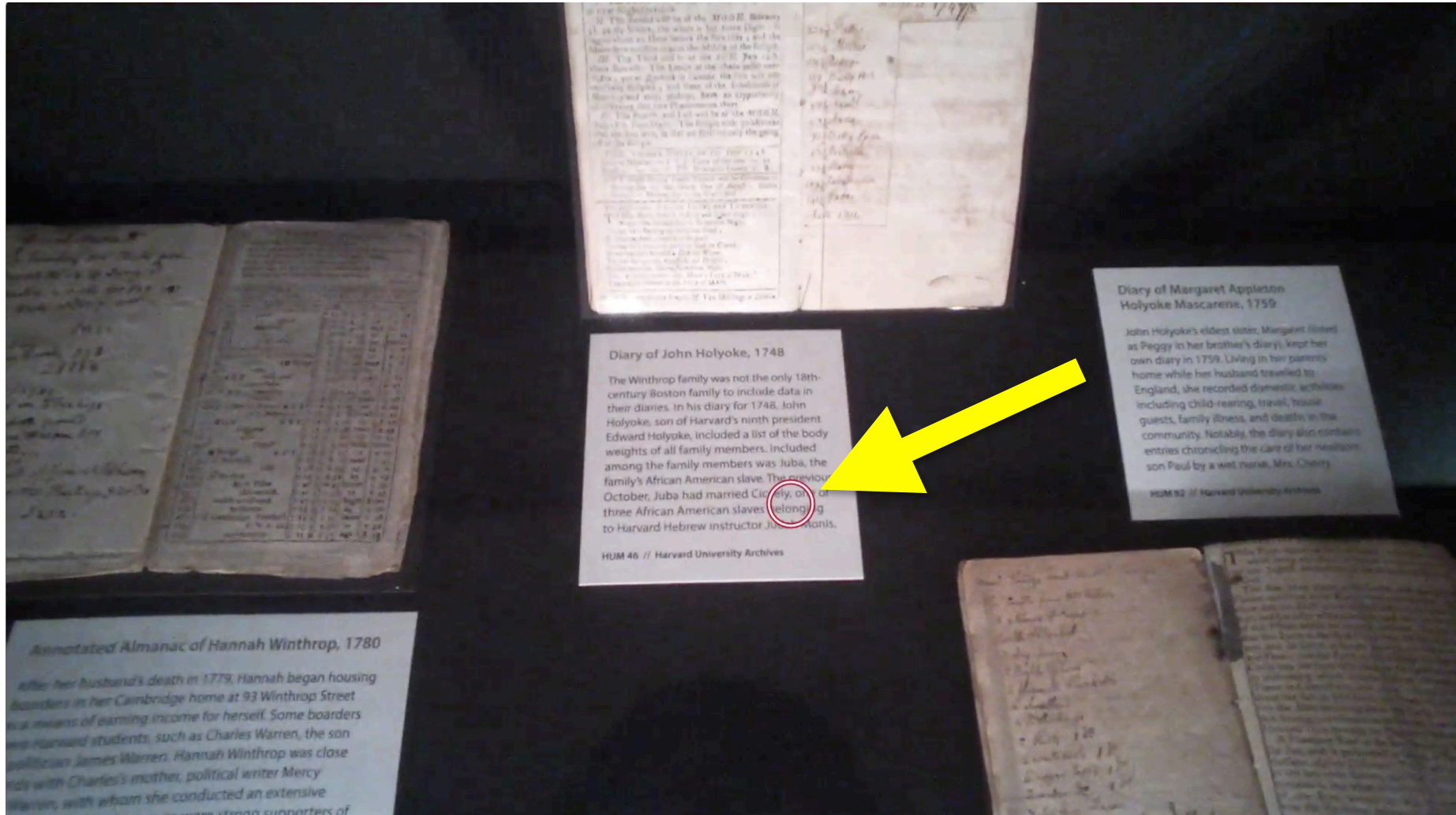
Tobii Glasses 2

# Wearable eye tracking



Tobii Glasses 2

# Eye tracking basics





The background image shows the interior of the Houghton Library. It features high ceilings, ornate green-painted wood paneling, and tall bookshelves filled with books. Two large, multi-bulb chandeliers hang from the ceiling, casting a warm light. In the center, a poster for Paul Robeson's performance of Othello is displayed. In the foreground, there are long wooden tables with glass display cases on top, containing various documents and books.

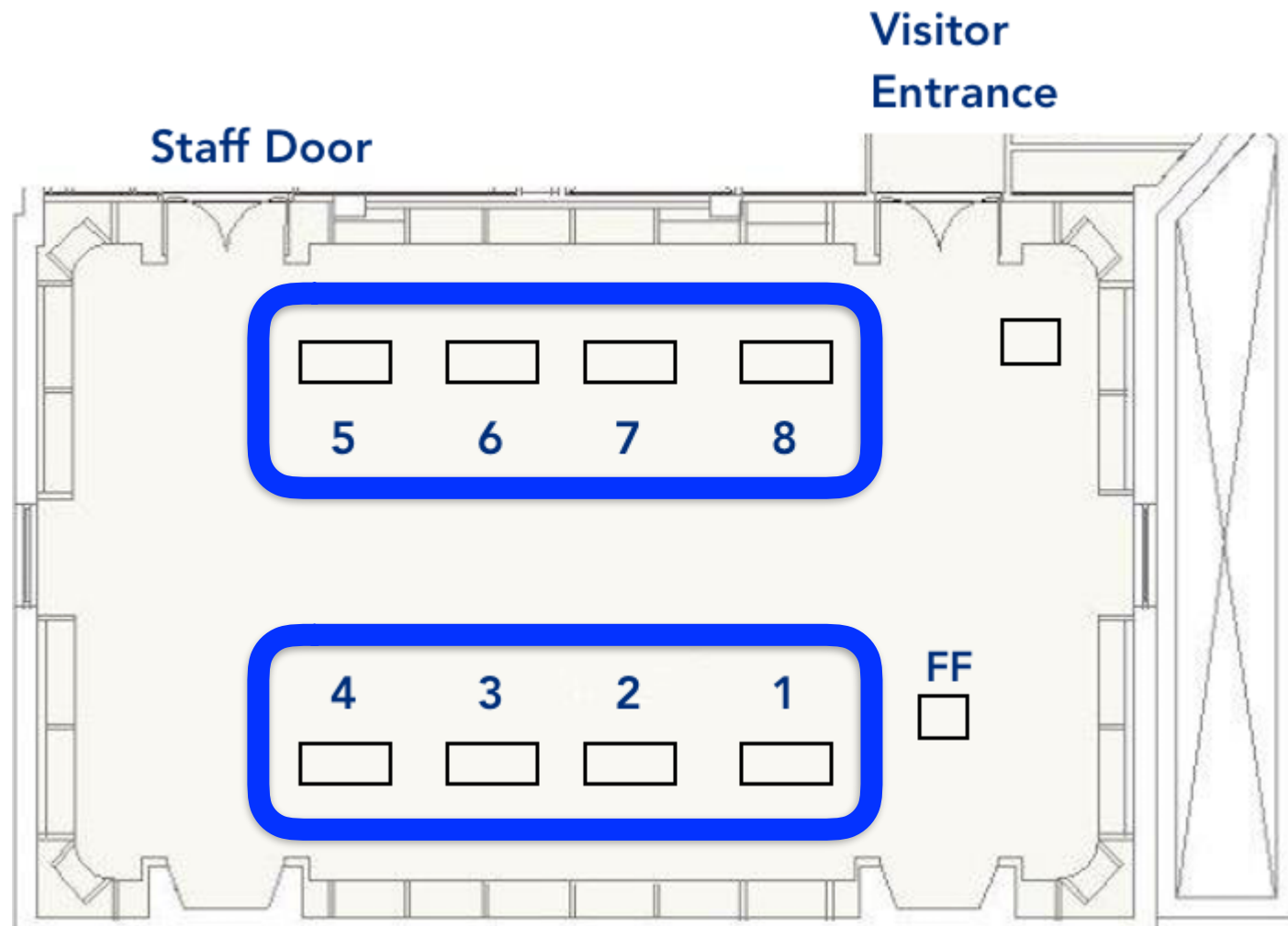
# SHAKESPEARE: HIS COLLECTED WORKS

## HOUGHTON LIBRARY

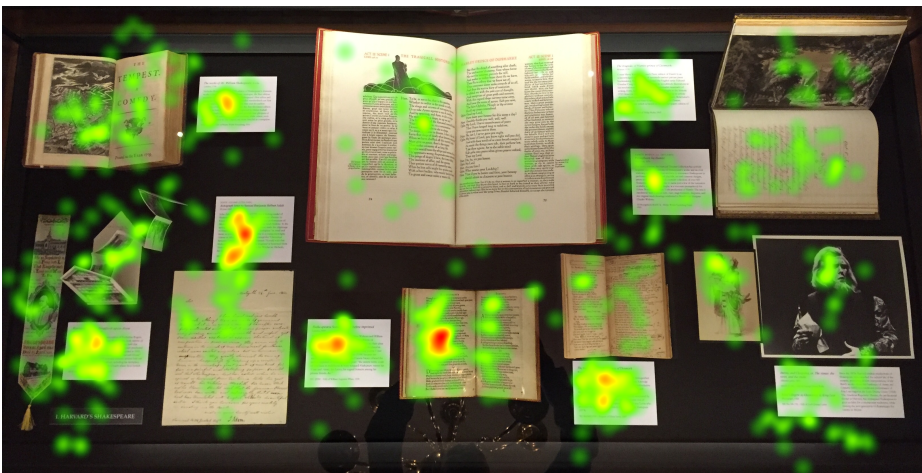


HARVARD LIBRARY  
User Research Center

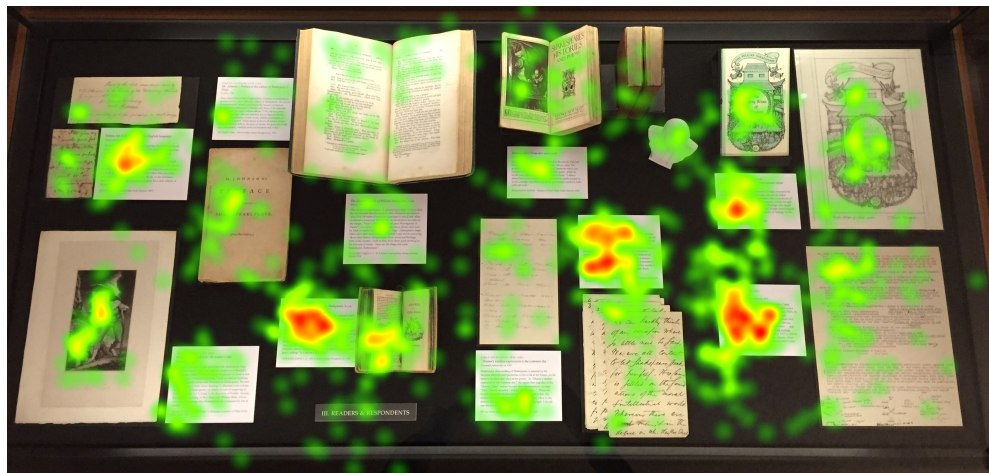
# Edison & Newman Room, Houghton Library







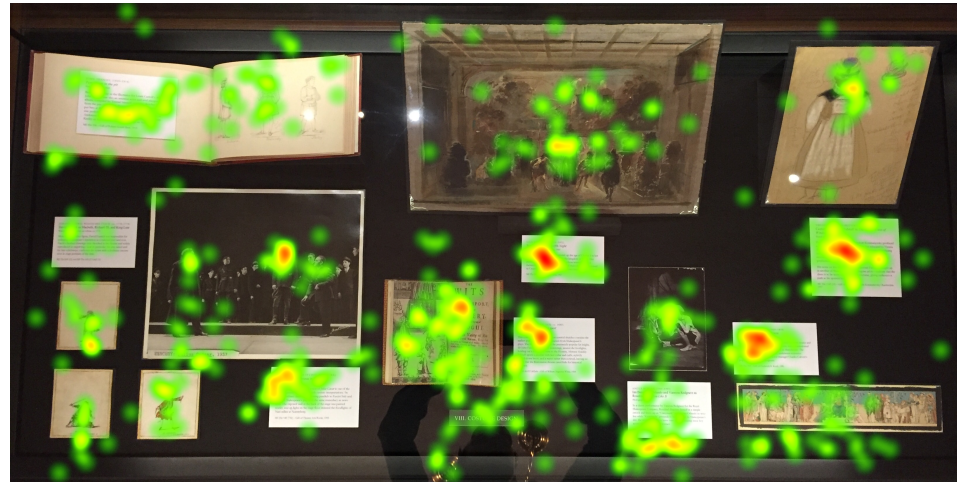
Case 1



Case 3



Case 7

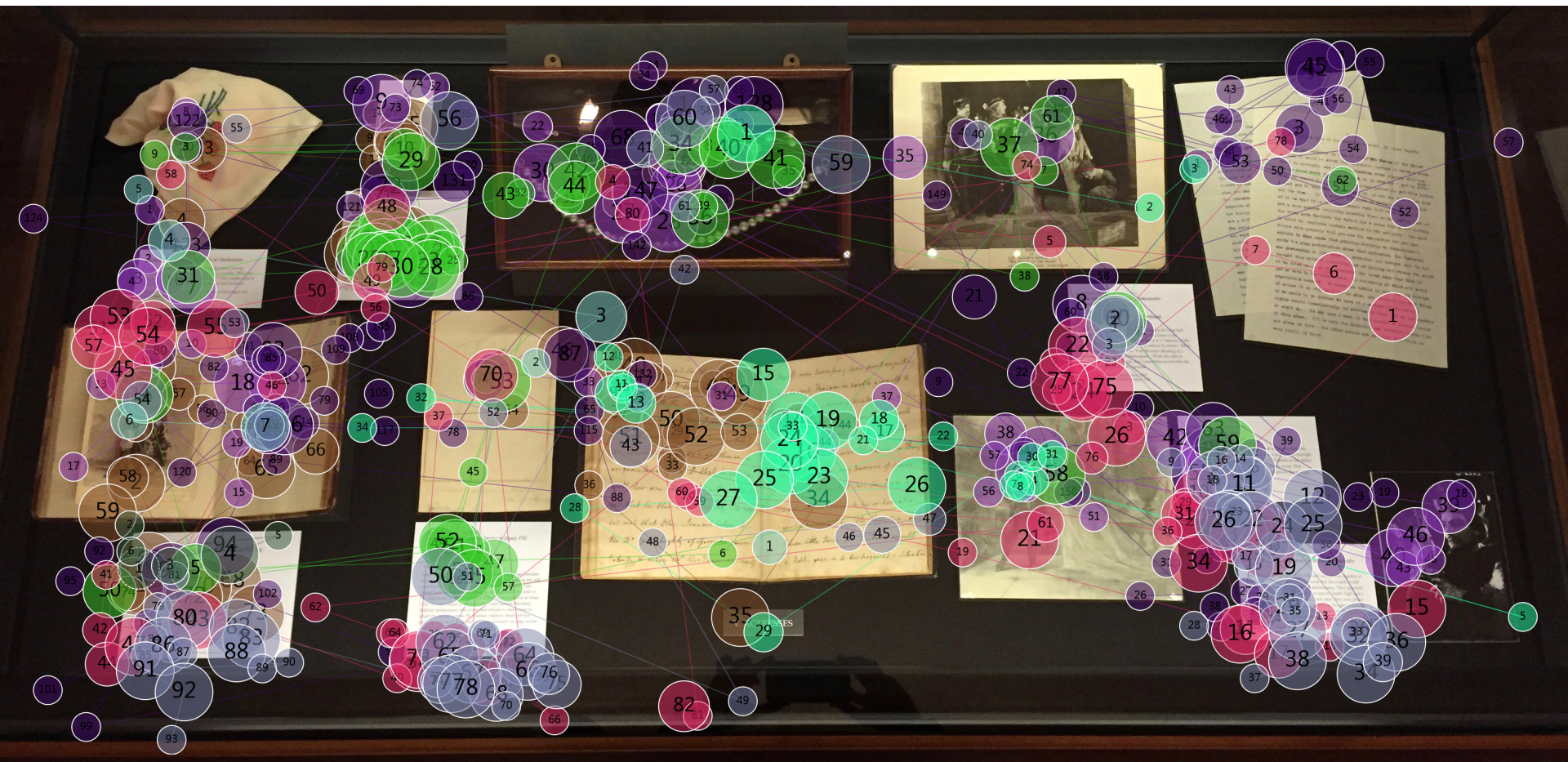


Case 8





# Case 5

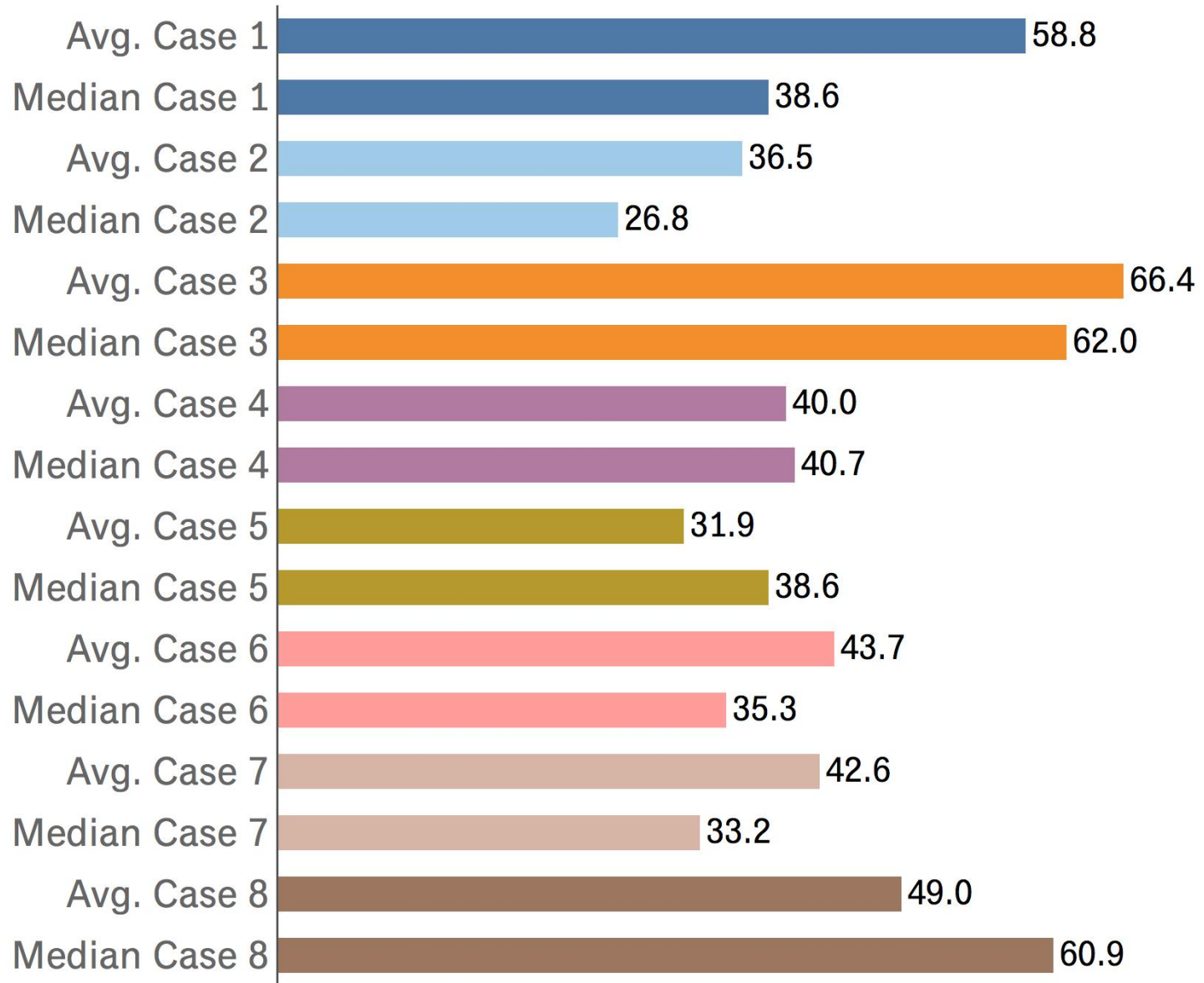




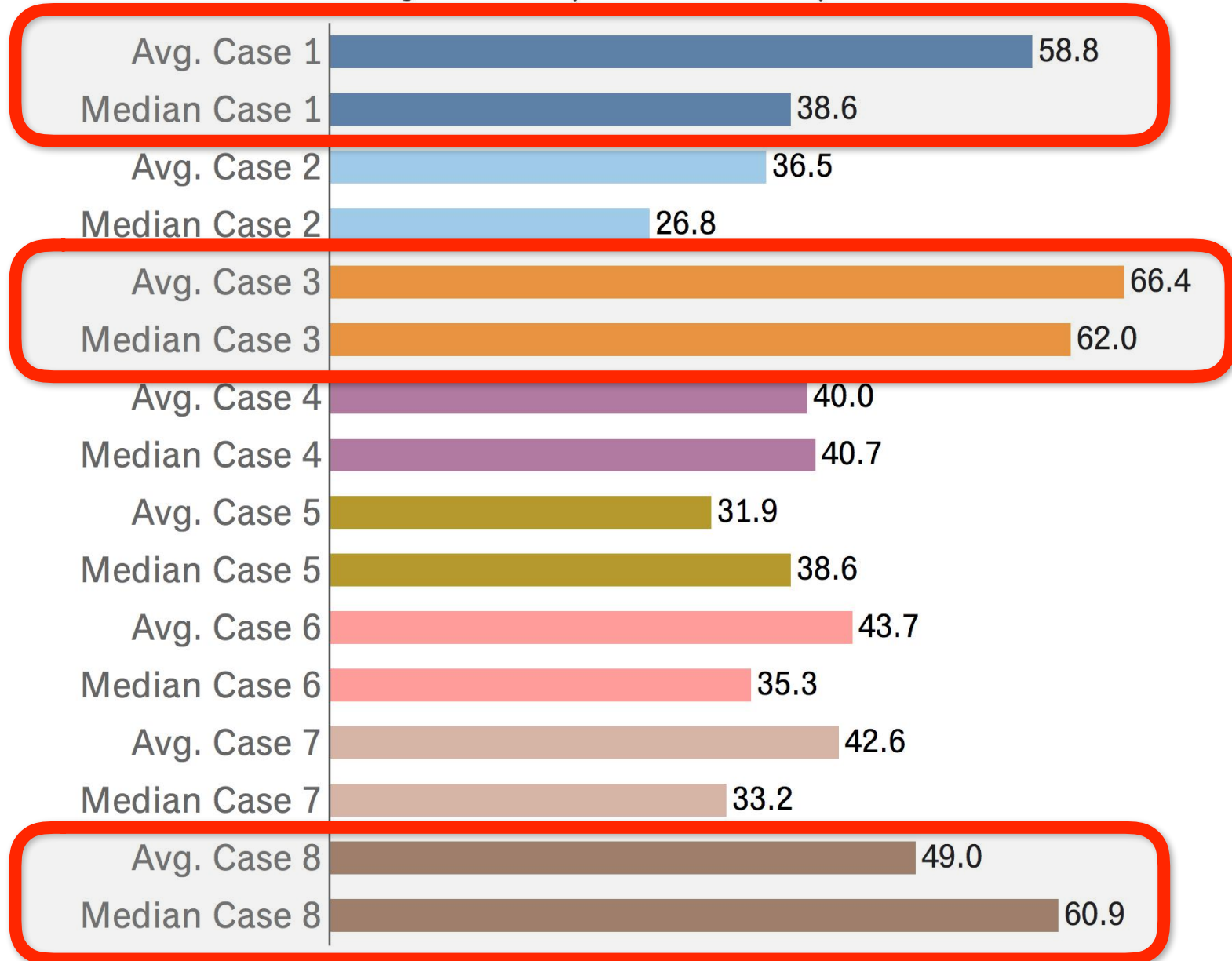
## Case 5



# Visit Duration by Case (in seconds)

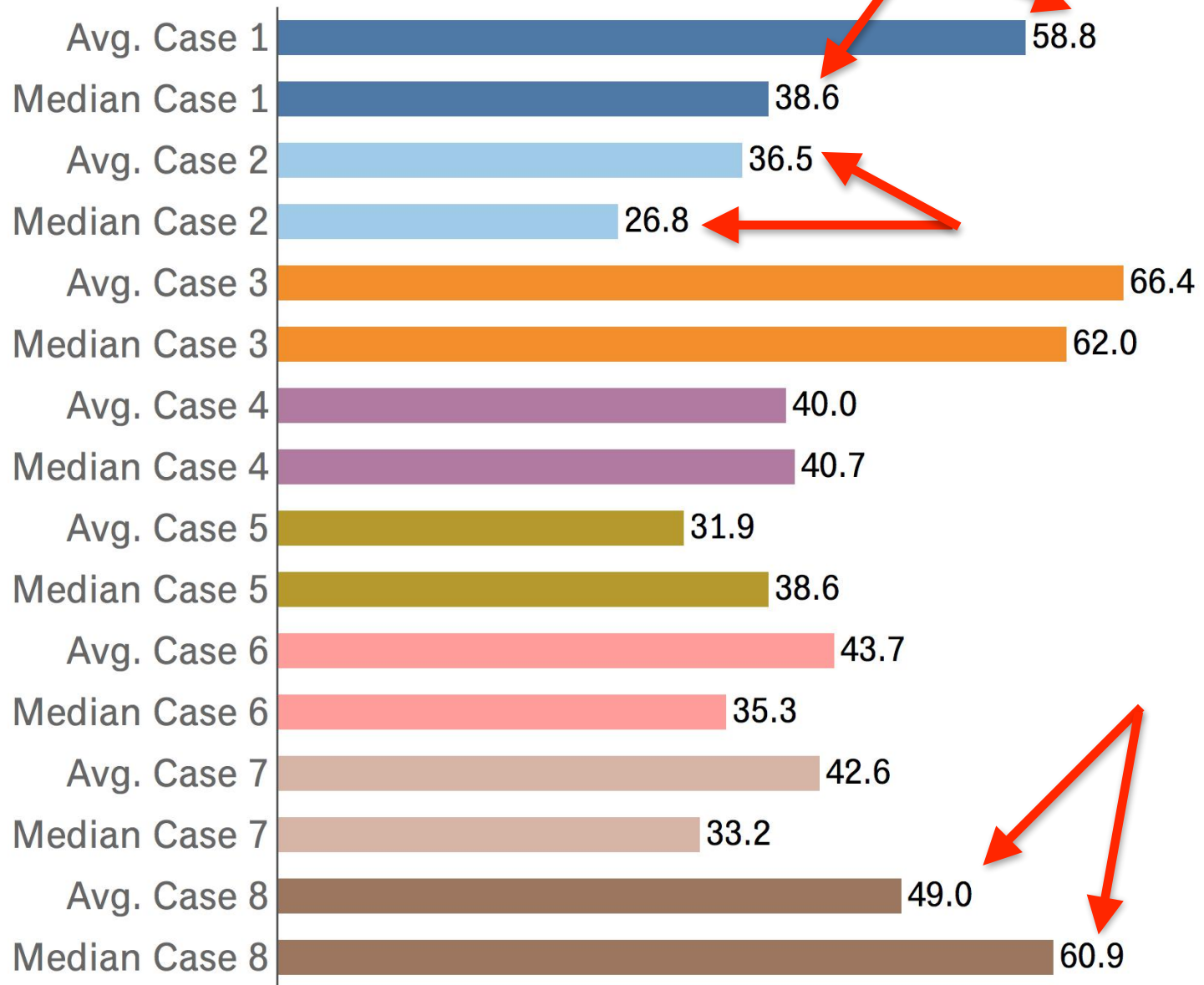


# Visit Duration by Case (in seconds)





# Visit Duration by Case (in seconds)

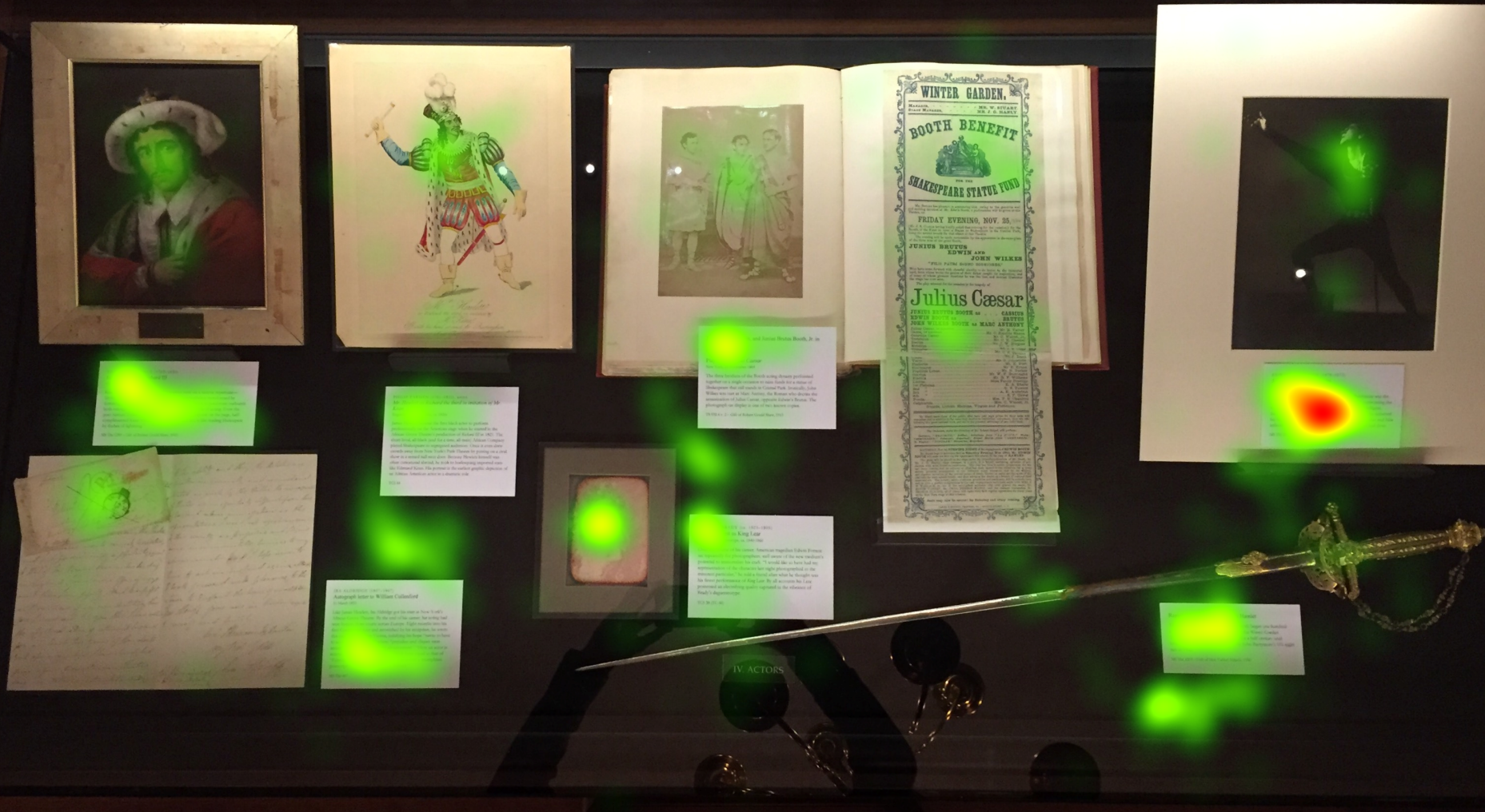


## Case 4





# Case 4





# Case 4

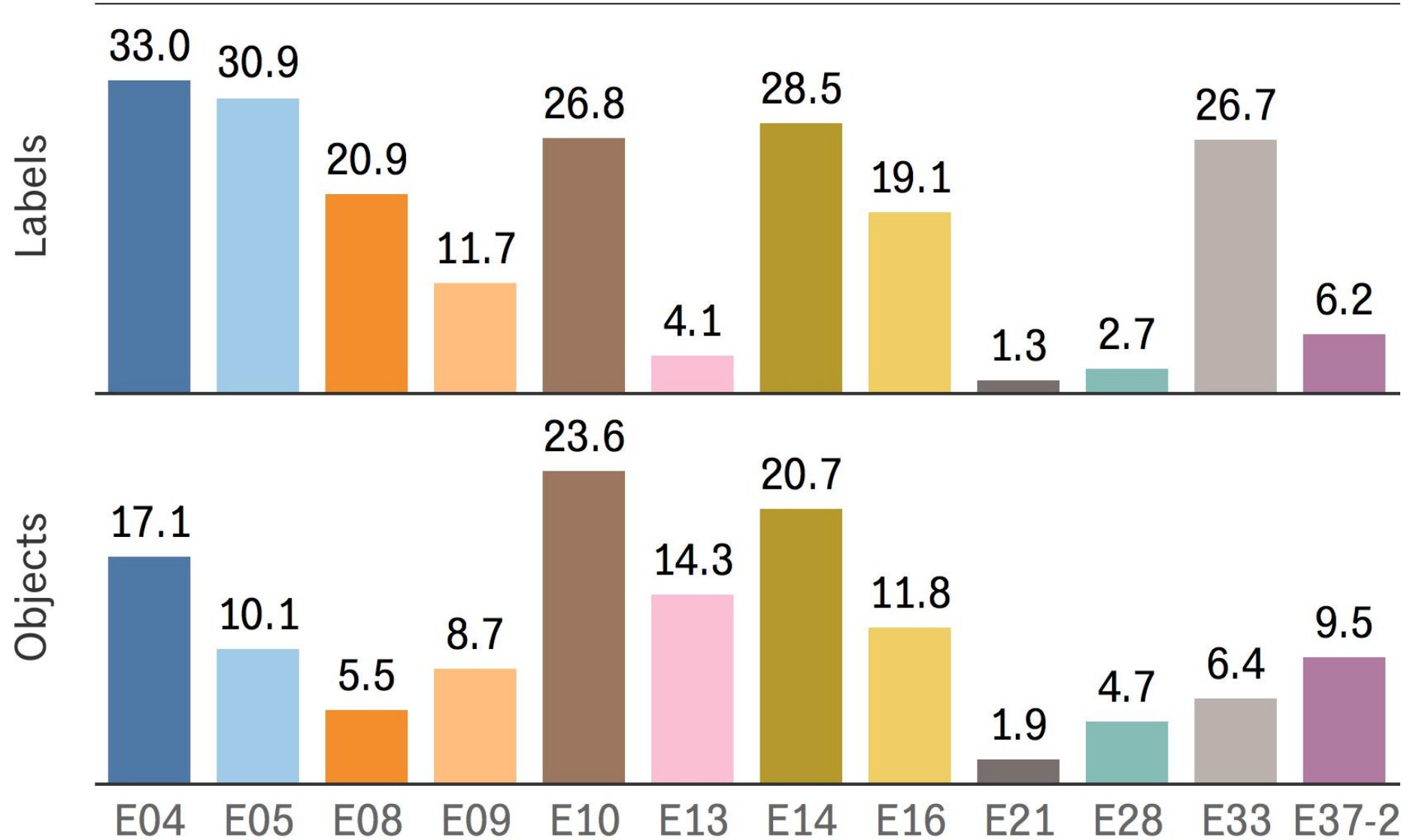




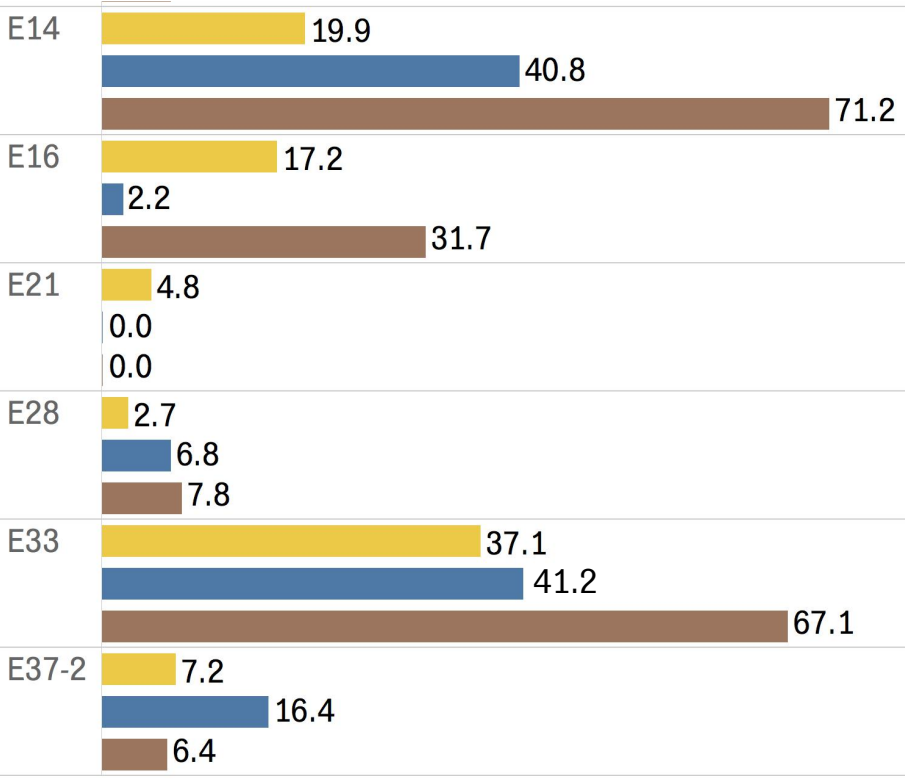
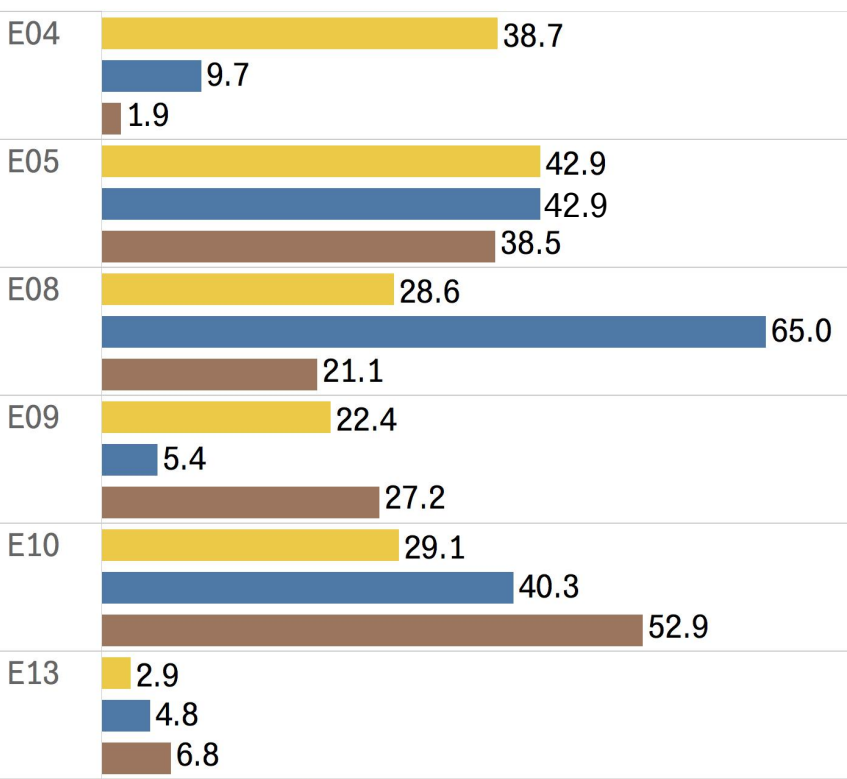
# Case 4



# Case 4 Viewing Durations



# Label Viewing Time by Word Count



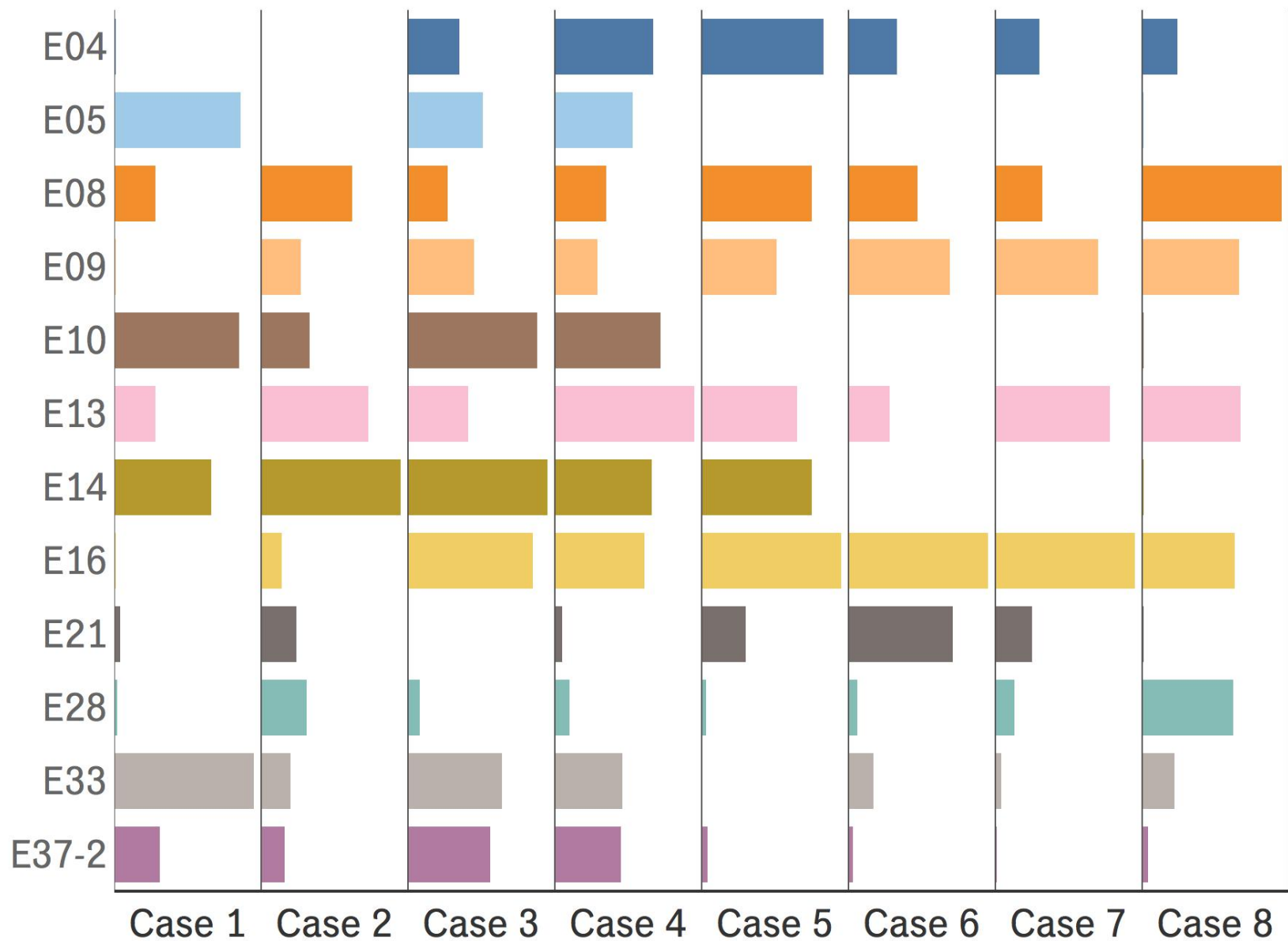
## Label Word Counts

- < 75      9 labels, AVG 21 sec; MEDIAN 21
- 75-99    12 labels, AVG 23 sec; MEDIAN 13
- 100+    10 labels, AVG 28 sec; MEDIAN 24

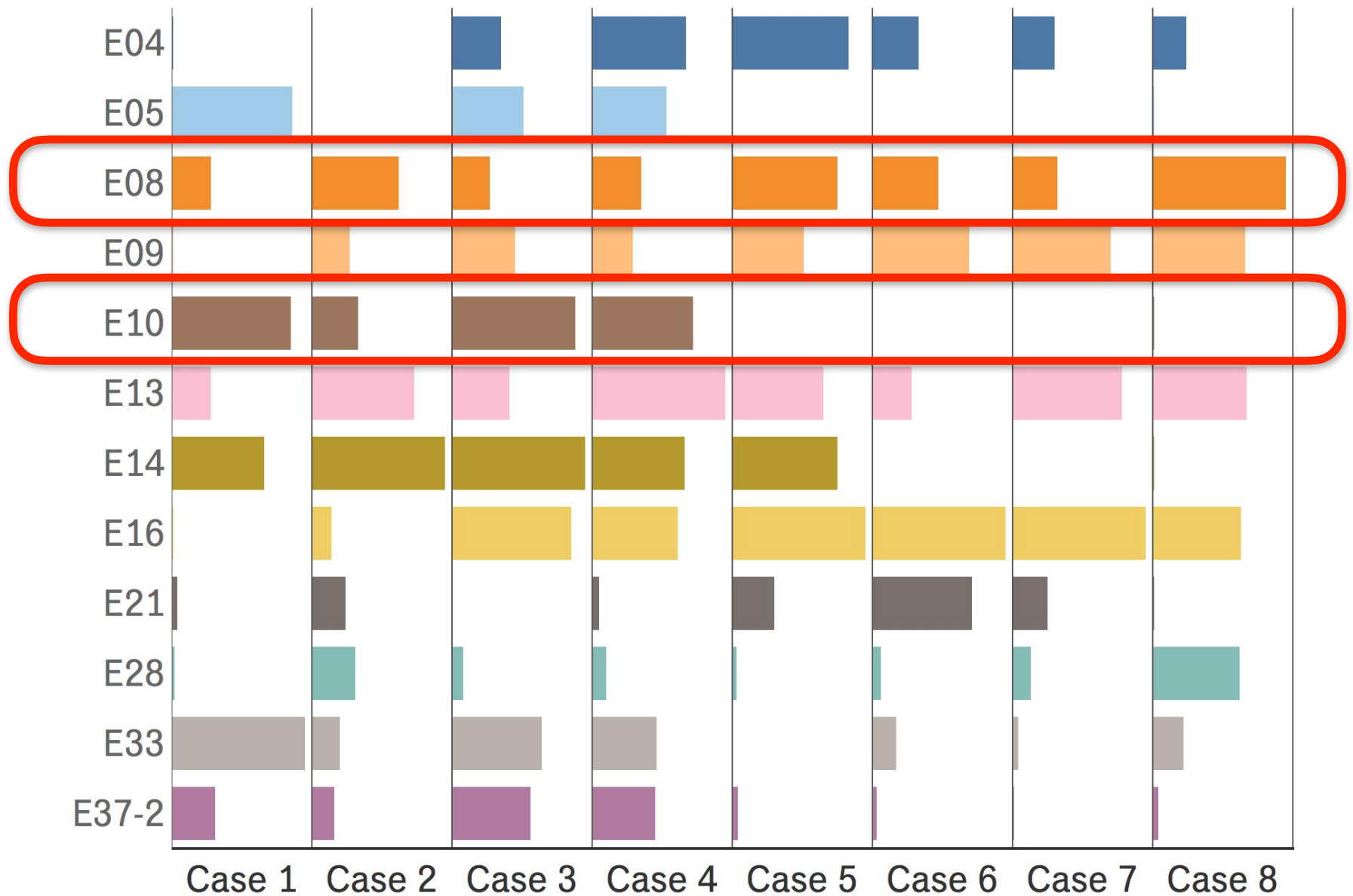




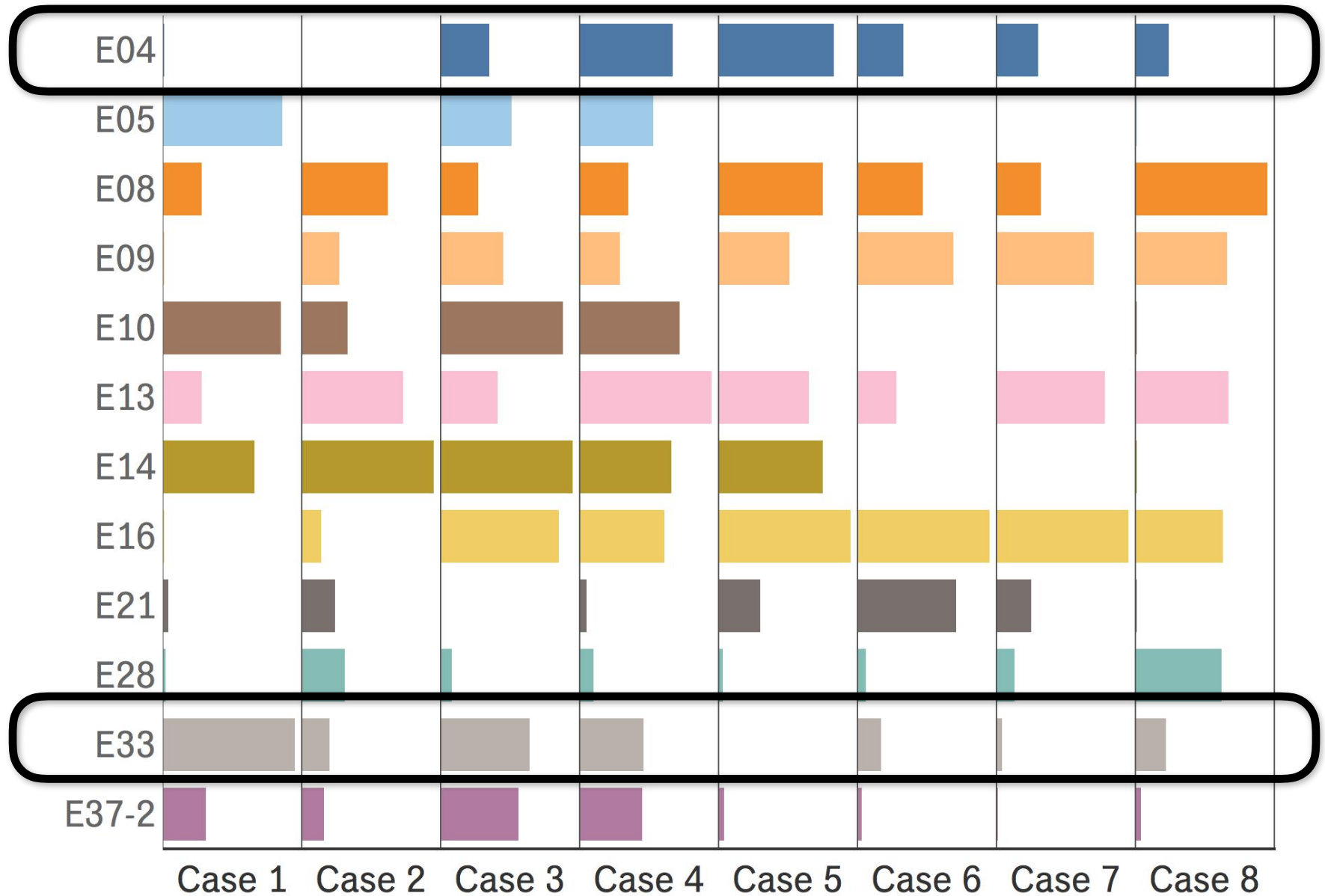
# Visit Duration by Participant



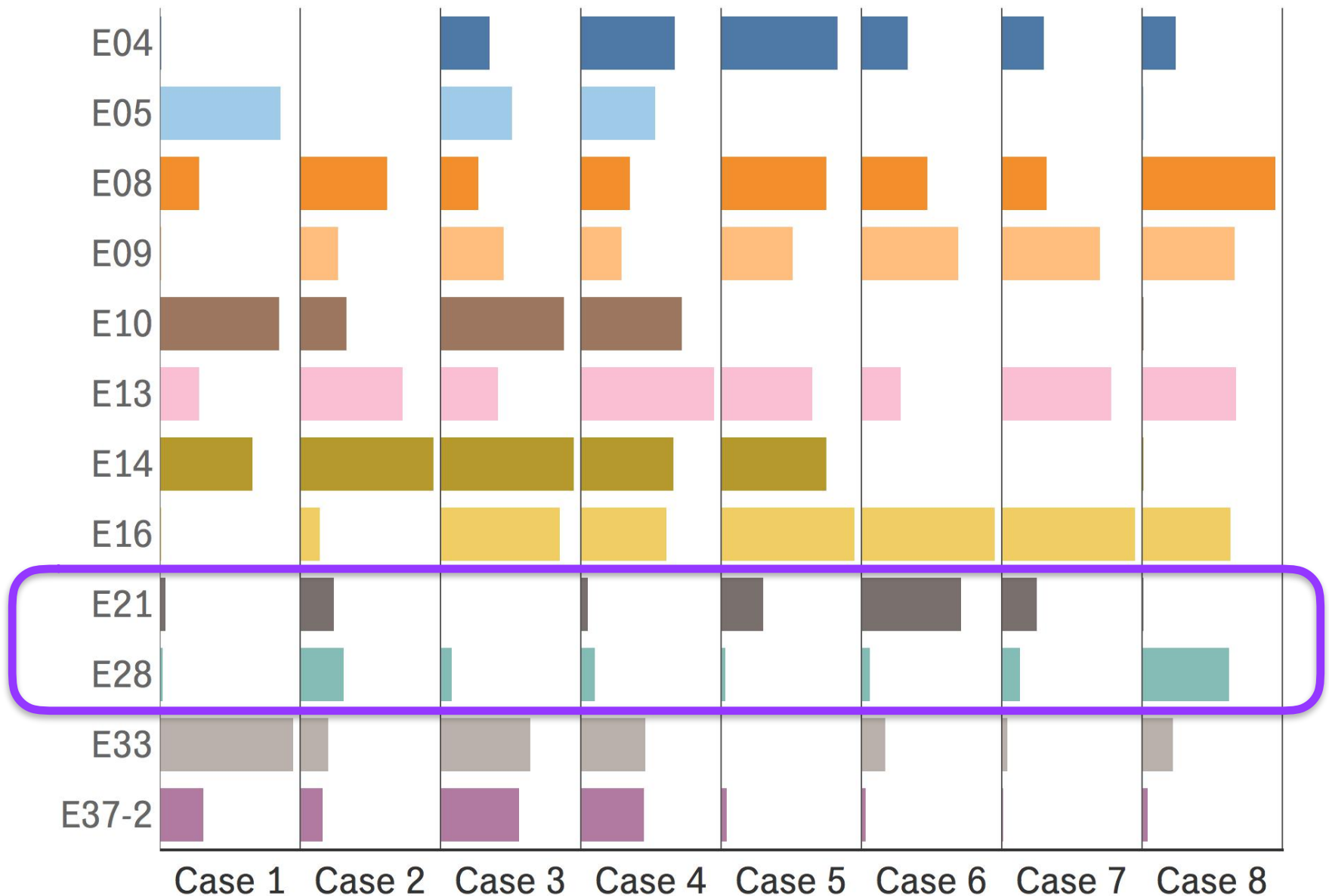
# Visit Duration by Participant



# Visit Duration by Participant



# Visit Duration by Participant



# Conclusions

- ▶ Participants do read the labels (at least sometimes!)
- ▶ Participant behavior is internally consistent, but no clear overall patterns of how items are viewed within a case emerged.
- ▶ More research is needed to test readers, skimmers, scanners hypothesis.

