# 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?





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

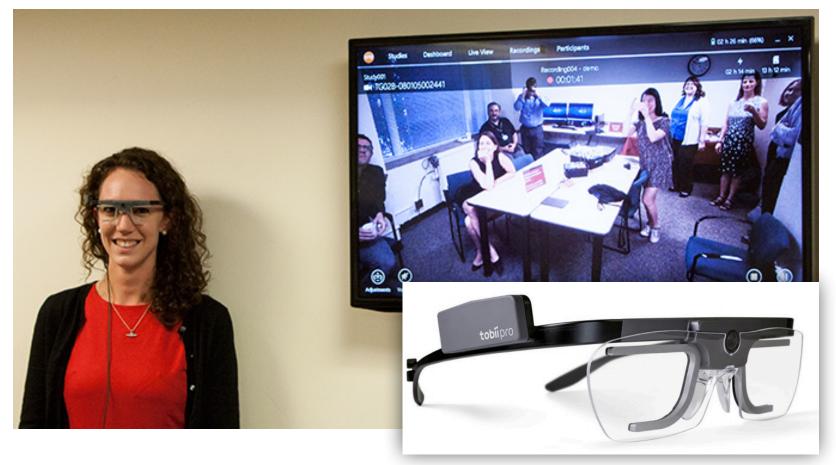
Avg age 26; 11 some college, 22 Bachelors or higher

Moderately interested (CNA: 3.73; Shakespeare: 4.33)

Moderately knowledgeable (CNA: 2.45; Shakespeare 3.0)



# Wearable eye tracking



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## **Eye tracking basics**

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Diary of John Holyoke, 1748

The Winthrop family was not the only 18th-

century Boston family to include data in

their diaries. In his diary for 1748, John

Holyoke, son of Harvard's ninth president.

Edward Holyoke, included a list of the body

weights of all family members, included among the family members was Juba, the

family's African American slave. The opeviou

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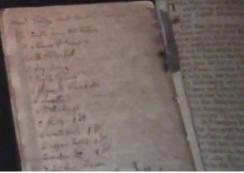
An Annual Marten Steam in 1779, Hannah began Housing the Cambridge home at 93 Winthrop Street and students, such as Charles Warren, the son annes Warren, Hannah Winthrop was close annes Warren, Hannah Winthrop was close annes Warren, be conducted an extensive



HARVARD LIBRARY User Research Center Diary of Margaret Applieson Holyoke Mascarens, 1759 John Holyokes eldest state, Margaret Reter own diary in 1759. Living in the parents home while her husband texenied to England, the recorded downests a tributer including child rearing, tracel, house guests, family finess, and downest automation guests, family Notably, the dury also contentes entities chinologically and any also contentes

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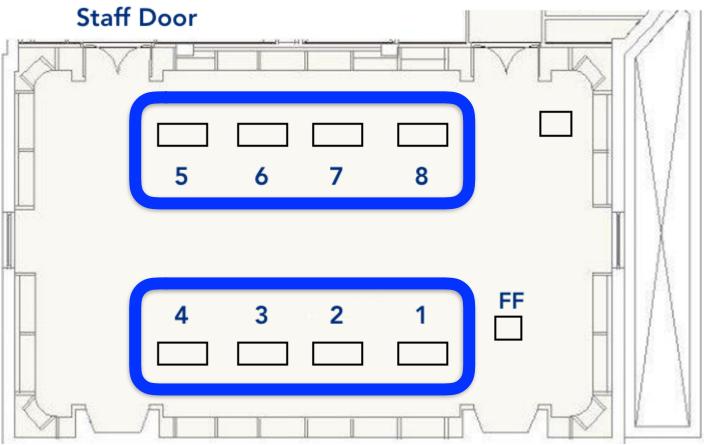
### SHAKESPEARE: HIS COLLECTED WORKS

### **HOUGHTON LIBRARY**

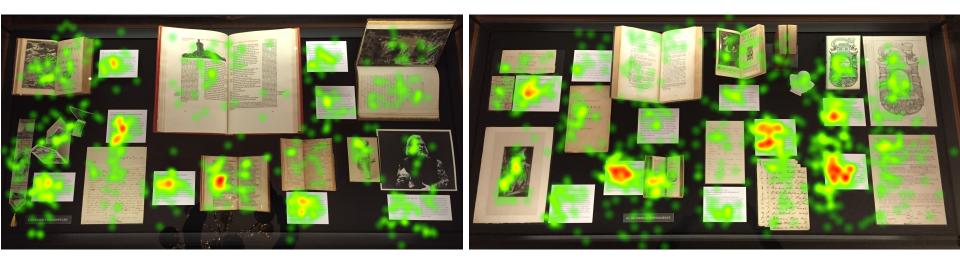


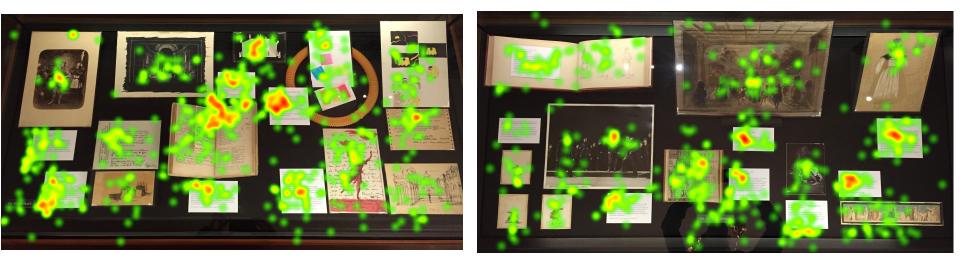
### Edison & Newman Room, Houghton Library

Visitor Entrance









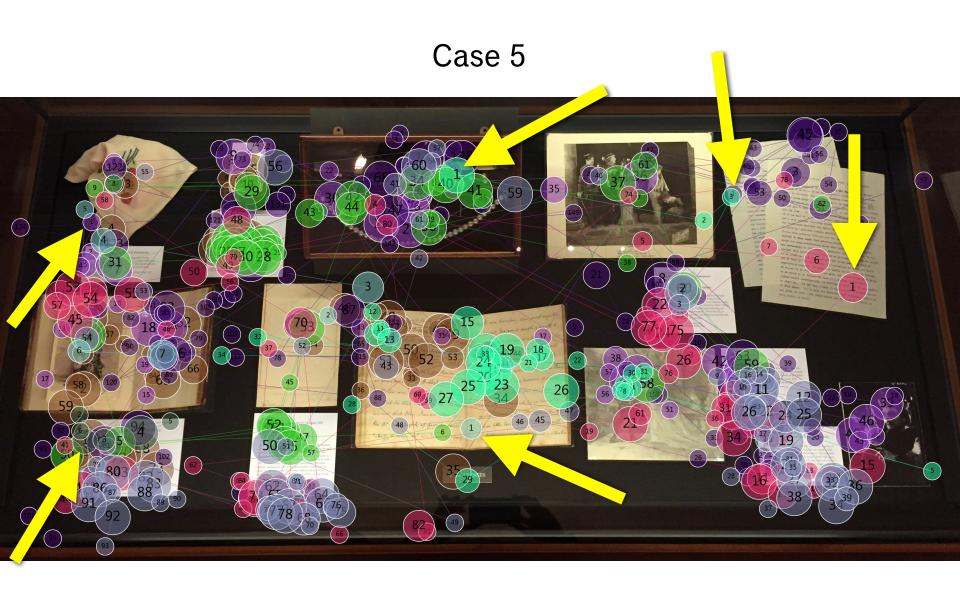
Case 7





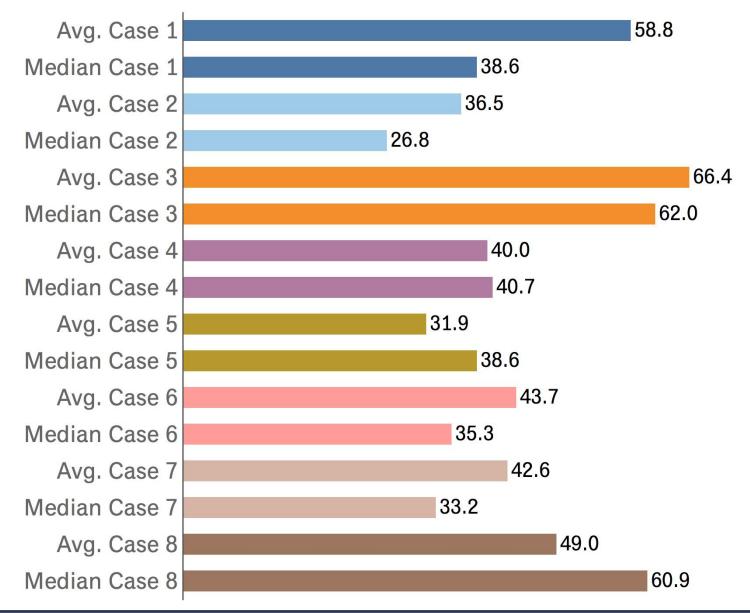






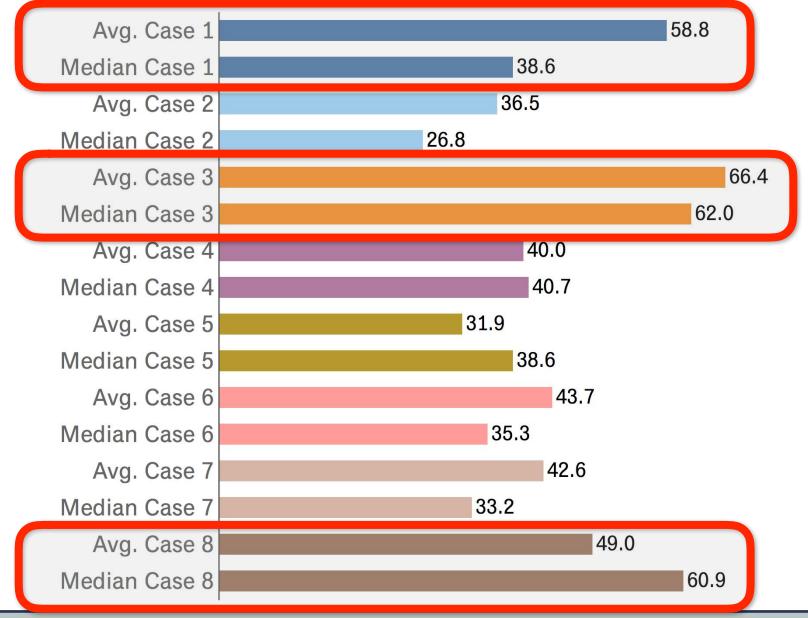


### Visit Duration by Case (in seconds)

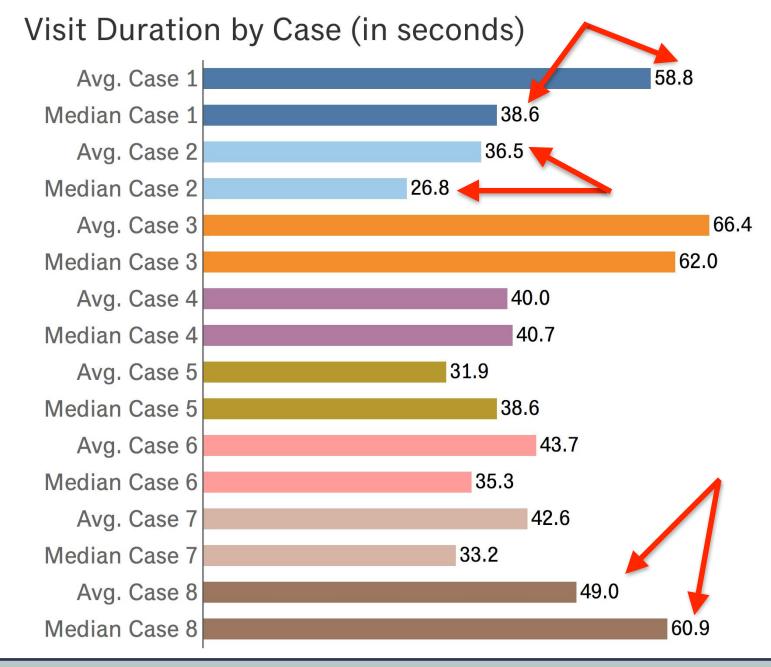




### Visit Duration by Case (in seconds)











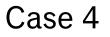








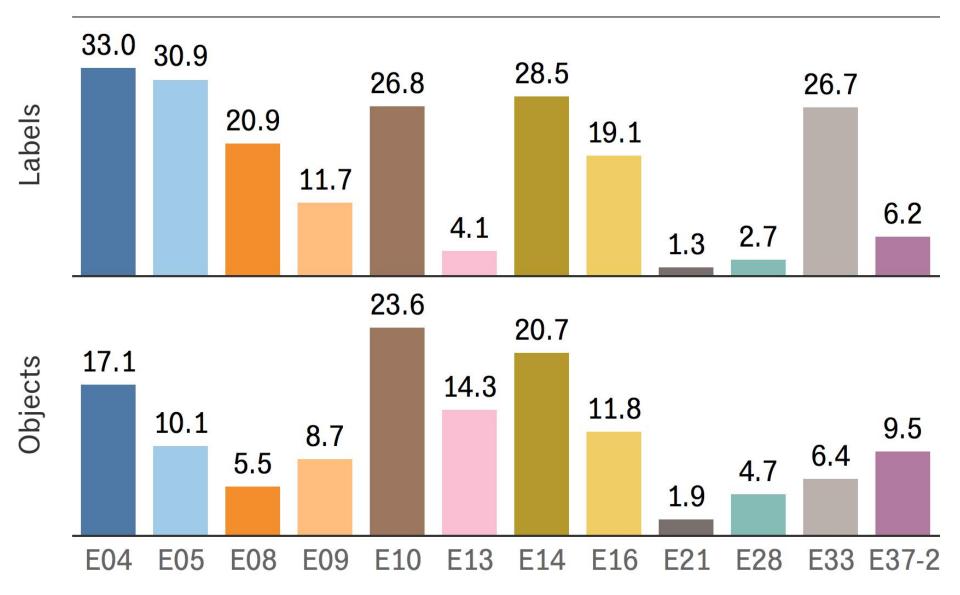






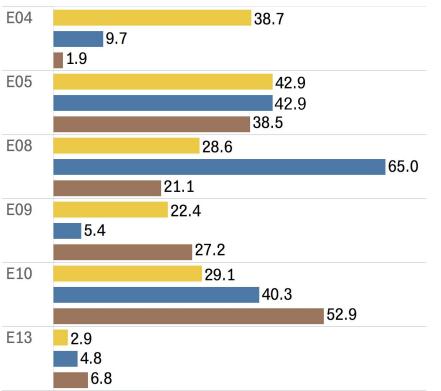


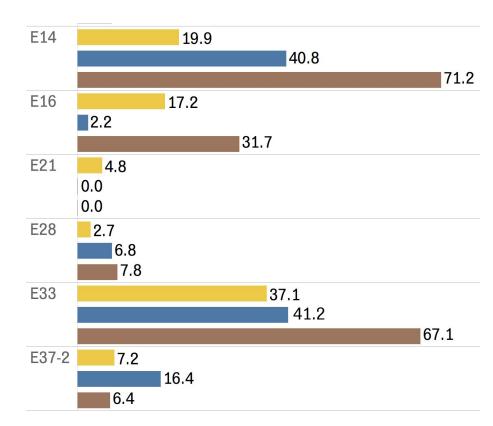
### **Case 4 Viewing Durations**





#### Label Viewing Time by Word Count

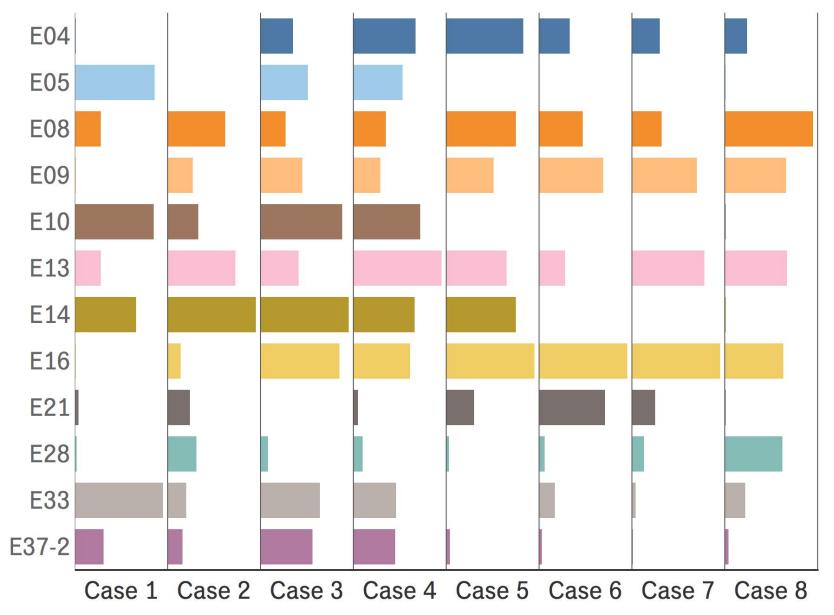




#### Label Word Counts

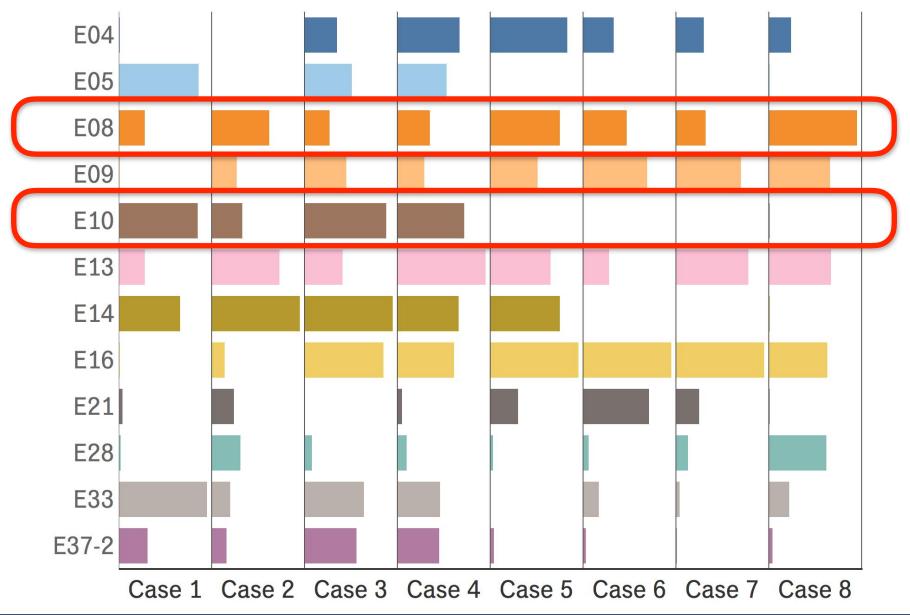
- < 75 9 labels, AVG 21 sec; MEDIAN 21</p>
- **75-99** 12 labels, AVG 23 sec; MEDIAN 13
- 100+ 10 labels, AVG 28 sec; MEDIAN 24

Visit Duration by Participant



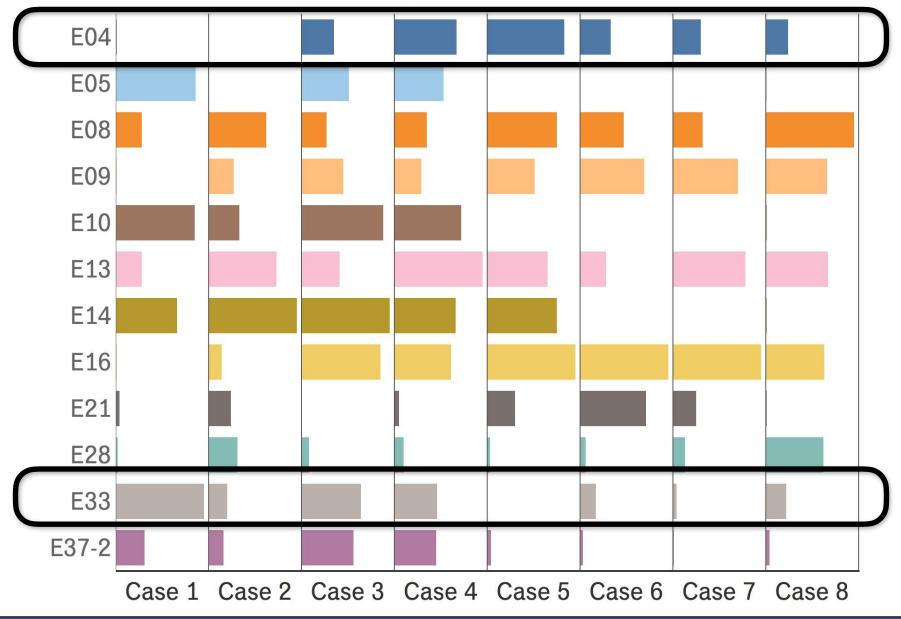


Visit Duration by Participant

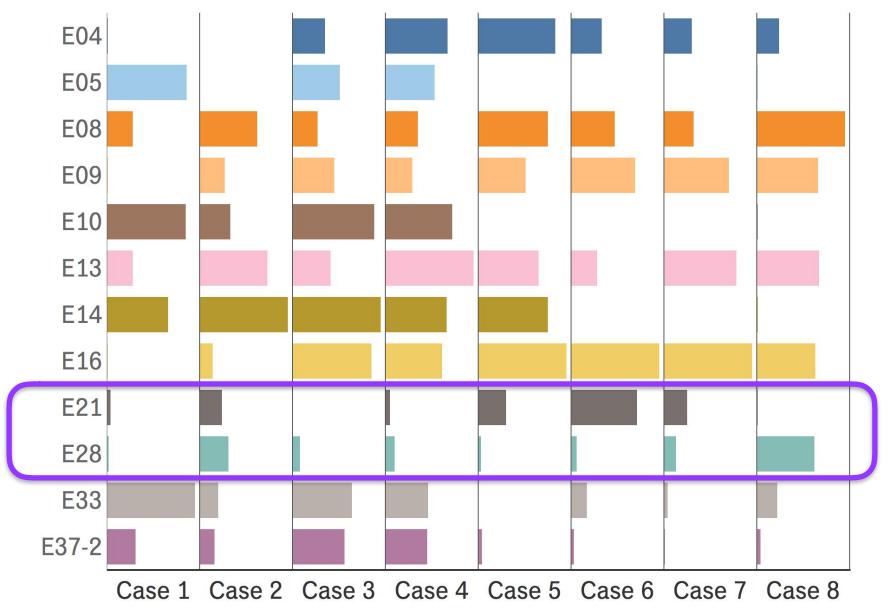




Visit Duration by Participant



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.

