



## StEPs-UT AUDIENCE MODULE

### Introduction to Audience

## HANDS-ON ACTIVITY #1 = 25 minutes

### Identity Related Motivations

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#### **SARA**

Q: When you went [to the Science Center], the purpose of your visit was what?

A: Well, to see what I could learn. Now that my daughter, she's transitioned to junior high, so they have a lot more going on in those grade levels that I don't want to be an ignorant parent, not that I'm the most intelligent person but you know science is always updating and finding new things and so I said okay, we'll go and we'll learn together.

Q. What do you remember most, what was most memorable?

A. The babies in the jars. That was very interesting to me. Because I was able to see the different stages of the pregnancy, real bodies. That caught my attention.

Q. Was it a positive experience?

A. You could say it was, as bad as that may sound, only because it was interesting to me and because I myself have three children. It was interesting to see the process and at the same time kind of well, it kind of was as it kind of wasn't only because the children in there were no longer alive, but that really stood out in my mind.

Q. Did you see similar things in books?

A. Yes, I had when I was in high school biology. And then I went to junior college, LA Community College and took psychology, so yeah, they introduced us to pictures like that. Not in reality but in pictures.

Q. But the difference between the picture and the jar?

A. It's realistic when you see them in a jar. It was fascinating to see the actual things.

Q. What you saw there, did you think about these experiences afterwards?

A. Absolutely, because I mean, I have had three children so it was interesting to me the stages they went through during my pregnancy. I also read up and took up a lot of that. That was just something that was interesting to me.

Q. Did you ever compare what you saw, your mental notes, to what you read in your book?

A. Absolutely, and I think that I unconsciously maybe did that not realizing all the information and data that I took from when I did all the reading. It kind of made sense [to me] when I saw the actual babies there.

Q. So, you actually read about this beforehand?

A. Oh, absolutely.

Q. And then you went there and the effect was...?

A. It made a lot more sense.

Q. Did you continue to read afterwards?

A. No, but probably I will. I still have my children's questions, my daughter when she brings home projects, she'll ask me questions. We have better answers for her or at least I'll know what I'm trying to describe something to her. I know that what I'm trying to say to her makes sense. It might not make sense to her until she's older. She didn't like going through that [exhibit] because there were dead children and she's too small to comprehend such the stages. Begin a mother myself, I think it just made a lot of sense and it's easier for me to explain the different cycles.

Q. When you went inside [the exhibit], do you remember what you did? Where did you go and what did you see?

A. Yeah, right, when we went in there we went to the left and then we kind of went around and came back around to I believe the entrance 'cause the first thing I wanted to see was the babies, the stages.

Q. So, you knew about that?

A. Yes. Well, I didn't know that before I went in [the museum], I knew that when I go [to the exhibit]. I can't remember how I knew it was there. I think it was one of the ladies that was coming out while we were going in and I overheard her daughter say "Mom, are those real babies?" So, I was eager to see if it was real... Yeah, of all the exhibits the *Human Miracle* was one of the most interesting to me. Again, this is where they had the samples of babies throughout the different stages [of fetal development] .... There was a lot of questions from my children .... But this was the most fascinating for me.

Q. The reproduction?

A. The reproduction and genetics.

Q. Would you say it was interesting because of your daughter's interest or are you interested yourself?

A. I'm interested myself. I now have three children, before that I lost two children at 9 months – they died at birth. So I took up a lot of reading before my first child. Usually the very first time a woman is pregnant you want to soak yourself with information. After what happened to me I wanted to know more. And it happened a second time so by the time my daughter was born I really soaked myself with information. So this made it even more interesting to me.

Q. I hate to ask, but you had two stillborns?

A. Yes, two stillborns.

Q. Wow, that's tough.

A. That is very tough. Now I'm over that, because I went through a lot of grieving and I went through a lot of counselling but I guess I was just trying to get so much information, being that the doctors weren't able to give me a lot of detailed information that I wanted. They were just "Well, things happen," and I wanted to know more the details which is probably pretty difficult for them to explain to me. After going through something so traumatic, you want to know all there is to know. So maybe that's the reason why this part for me was so important and attracted my attention.

Q. That would certainly explain quite a bit.

A. And being a woman, I think anybody who has either had an abortion or a miscarriage or a stillbirth, this is probably very attractive to a woman who has gone through that to want to know that there is to know about that.



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#### **FRANCES**

Frances is a woman in her late 50s of Japanese American descent. She has worked for years as a bookkeeper and office manager for a trucking company. The following is an excerpt of a telephone interview.

Q. Do you remember your last visit to a museum of some kind?

A. Do you consider a botanical garden a museum?

Q. Yes, have you been to a botanical garden recently?

A. Well I go to Berkeley Gardens almost every week. I was just there a couple of days ago.

Q. Tell me about your visit. Did you go by yourself?

A. I usually go by myself; I was by myself last Wednesday.

Q. That's very interesting. Why do you go to the garden so frequently by yourself?

A. I guess I just really enjoy being there [chuckles], I don't suppose I'd go so often if I didn't.

Q. I'm sorry, of course, you enjoy yourself! Let me rephrase my question. People go to museum-like places for a wide range of reasons. Sometimes it's for social reasons, sometimes it's to find out more about a particular topic, and for others it is just the joy of being in a nice place. I guess I was trying to better understand what specific things might invite you to visit a place like the Gardens so frequently.

A. Well, I would have to say it's primarily just because it's such a beautiful place and I find that going there helps me unwind. It's not that my job is so terribly more stressful than anyone else's, but life today, you know, is quite stressful. So I find going to the Garden is quite relaxing.

Q. That makes great sense. I'm actually familiar with Berkeley Botanical Gardens. I used to work there many years ago. I'm curious where you go in the Gardens in particular. Do you just wander around or is there a special place you like to go?

A. Well, on different days I do go different places, depending upon what's in bloom. But my favorite place to go, and where I went on Wednesday, if that's what you want to know, is Rhododendron Dell. It's so beautiful and mystical there. The creek runs through the space and there are these nice little benches tucked away where you can sit amongst the ferns and the rhodis and just decompress.

*[Later in the interview]*

Q. So, what got you started going to the Gardens? Are you a gardener?

A. Well, sure I'm a gardener, but then who isn't? But that's not what got me going there in the first place. I have a friend, she's moved away from Berkeley now. She told me about the Gardens. She said she always went there to unwind and I went there with her one time. It was free back then, but now I'm a member so it doesn't cost much. Besides it's worth it. Anyway, at that time in my life I was actually having lots of problems and really needed some help. I found the Gardens to be some help.

Q. I don't mean to pry, but would you be willing to share with me what you mean by problems?

A. Well, I actually had two problems. First, I was going through a pretty unpleasant, in fact, nasty divorce. And then I was having serious health issues. Probably the two were related. Anyway, I was a mess and I really needed some way to try and get out of the bad place I was in.

Q. You found that the Gardens helped you do that?

A. Definitely, it was amazingly therapeutic. So therapeutic, that it sort of became like medicine to me. Back then, I was going almost every day. Now I just go, like, about once a week. All I have to do is walk in from the gate and I can feel my blood pressure dropping. The place just has a wonderful effect on me. To be honest, I don't know what I'd do without it. Besides, I consider myself a very spiritual person and the Gardens is a good place in which to feel that.

*[Later in the interview]*

Q. Anything specific stand out in your memory from last Wednesday's visit?

A. The whole thing.

Q. Okay, tell me more.

A. Mainly, just the feeling of calm I had. It was a hot day, by Berkeley standards anyway, and it was so cool and tranquil in the [Rhododendron] Dell. I remember listening to the creek gurgling over the rocks, seeing the sunlight falling in little spots through the leaves of the trees and just soaking in the silence. As usual, it was after work. Fortunately, I get off work early because the Gardens closes so early. But since it was the end of the day, there was virtually no one there. I probably wasn't actually there for more than about fifteen or twenty minutes, but it was enough to do the job.

Q. And the job was...?

A. To rejuvenate me, make me feel less stressed, more calm. To allow me to connect with my inner spirit.

Q. So, it sounds like your expectations for the visit were met?

A. Absolutely. I came to be refreshed, and I was. That's why I go so often. I'd go more often if I could, but once a week seems to be about all I can manage.



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#### **SHAWN**

The following is an excerpt from an interview with Shawn, a 26-year-old white male as he exited the National Museum of Natural History in Washington DC.

Q. So, tell me about your visit to the Natural History Museum. Did you have a good time?

A. Yes, it was great. My girlfriend and I got to see all the things we were hoping to see.

Q. That's great. What were you hoping to see?

A. Oh, you know, the usual. We wanted to see the Hope Diamond, the dinosaurs, all the usual stuff.

Q. So these things, the Hope Diamond and the dinosaurs, were these things you knew about before you visited? Or were they things you found out about once you got here?

A. Oh, definitely knew about before we got here. We'd read the guides and we've been planning this trip to DC for months. All our friends were giving us advice on what to see and do; this museum was a must-see. We needed to see the Hope Diamond, the dinosaurs, we also need to see the big flag and the *Wizard of Oz* stuff over at the History Museum and all the air and space stuff like the space capsule and moon rock over at the Air and Space Museum.

Q. Wow, that's a lot to see! Anything else

A. Sure, we also saw the Capitol yesterday and a couple of monuments, and tomorrow we've got tickets for the White House. We're only here for a few days [chuckles] but we're going to cram as much as we can into the visit as possible.

Q. Great, so tell me more about the visit to the Natural History Museum. How long have you been here? What did you see first?

A. We spent about an hour or so here. We were just overwhelmed, there's so much to see, it's really mind-blowing....We went first to see the Hope Diamond because [girlfriend] really wanted to see that more than anything. It took us some time to find it, but we went straight there. It was really beautiful. Of course, so were all the other gems there. The whole experience up there just knocked your socks off. While we were up there we wandered a little more around the geology exhibits. Huger meteorites, man! I never knew that so much stuff from outer space hits the Earth every day; it's like several hundred every day!

Q. Wow, I didn't know that! Okay, and then, what did you do?

A. Well, after the gems and geology stuff we made our way down to the dinosaurs. That was really cool. I've always loved dinosaurs and it was so neat to see all the dinosaur skeletons and dioramas and stuff.

*[Later in interview]*

Q. So how would you rate your overall visit, from a 1, not satisfied at to a 7, totally satisfied.

A. It's definitely a 7, yeah, definitely a 7. This was really great. We got to see what we came to see here and we had a blast, and it's only our second day in DC. We're really stoked now to see the rest of DC!



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#### **FRANK**

Q. What did you see or do [at the Science Center] that was memorable?

A. Nothing that stands out. On that particular day, I was more of a follower [laughs], watching my daughter going from exhibit to exhibit. That was her goal, to get all of her stamps {NOTE: There was a “passport” activity provided by the Science Center designed to encourage children to visit exhibit throughout the museum.} I tried to get her to slow it down a little bit to learn about all the different things that were going on in the exhibit at a particular time. That was a little difficult, she was just happy to be somewhere. We concentrated on the food groups for humans, because to me that’s important – making sure she understands a balance meal and things of that nature. My daughter was also fascinated by *Tess*. [*Tess* is described in the previous chapter.]

Q. So you saw the show?

A. Yes, but mostly because I was just trying to keep up with my daughter.

Q. Do you remember anything about the show?

A. I remember what my daughter’s reaction was. She was fascinated with seeing something so large and understanding something about the heartbeat. I think she [a featured girl in the show’s movie] was playing soccer.

Q. Did you learn anything from the show?

A. I’m not sure. I was really focused on my daughter.

Q. Whose idea was it to go to the Science Center?

A. It was my idea for a family outing. We became members the same day. I’ve taken my niece and nephew once who are 17 and 14, and they’ve gone with my daughter on their own.

Q. You said you were a follower that day. What was the purpose of that visit when you were a follower?

A. Having an activity for my daughter to do for a day. My wife had the day off. It's possible that it was a weekday and we both had the day off and we wanted to do something interesting and the museum was one of the first choices.

Q. Do you take your daughter other places to do something interesting?

A. No, she's so involved on the weekends with ice skating, ballet for a while, now volleyball, and in a *dance class*. *She's pretty active on the weekends so we don't have as much time to visit other places.*

*[Later in the interview]*

Q. Can you give me some examples of what you or your daughter saw?

A. We saw the *Human Miracle* and the baby chicks. The first was where the fetuses are. We went in and talked about it. It was fascinating for her to see the process of being small and growing. She got a kick out of the baby chicks. That part of the exhibition is always fascinating to her even when we've gone back again, she'll stop and look at that exhibit. She loves to see the eggs, some of which are whole, some of which are empty and some of which are in the process of having a chick emerge from them. It makes the process so real.

Q. Is it fascinating for you, too?

A. It's always fascinating, the process of life, even though we've see it over and over again. I've seen it at the old Science Center, since I was almost her age. Actually, when we were having breakfast one day and I opened up an egg and she saw red specks and she asked questions about that, I used the exhibit as a teaching tool. I said that's where chickens come from, remember the Science Center.

Q. So, did you pick up anything? Were there any things that you remembered since your visit?

A. Reproduction, nutrition.

Q. These were things that came up later on?

A. No, not exactly, [there was no] correlation between them. I just thought about them, nothing specific.

Q. What about hem? When while you were watching a TV show or reading something?

A. If anyone would say something plant life-related or about cells, I'd say, "I saw that at the California Science Center." Clearly, that stuff made an impression on me.

Q. So, did you have good time?

A. Yes.

Q. How do you know?

A. I bought a membership! [laughs] It wasn't just for the discount in the store! It is a valuable experience to go to the Science Center at least every 6 months. If not more. If [my daughter] didn't have so many other things going on, I'd probably keep better track of what's going on at the Museum, like seminars, things for kids.

*[Later in the interview]*

Q. But this particular Science Center visit was not for you. It was for your daughter.

A. Yes, Definitely for her....As long as she's having a good time, I'm happy. When we go to the movies, she'll take her girlfriend and I take that time to go to sleep. [laughs] As long as she's happy, I'm happy.





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#### **MARA**

Q. So, tell me about your visit to the National Gallery of Art a couple of weeks ago. Why did you go? What were the things that motivated you to go?

A. We went to see the Edward Hopper exhibit. I've always liked Hopper. There was one of his paintings I've particularly always like and when I saw that there was an exhibit at the National Gallery I wanted to go. Also, [significant other's] sister also said it was good, that increased our motivation. But I would have gone anyway.

Q. So, what was the painting you've always liked?

A. A particular painting from the '30s. It's called *Chop Suey*, it shows the second floor of a Chinese restaurant and these two women are eating there. I always liked how deeply colored it was; I always liked the colors a lot. It's sort of an everyman kind of painting, in a sort of NY kind of way. Not fancy, but classy.

Q. When did you first see the painting?

A. I think I first saw it when I was a student, but only prints. This is the first time I actually saw the original painting. I've seen it several times in books and I think I even once had a lousy print of it, which I never framed. I really liked it even though the prints I've seen of it were lousy. ...I hoped the painting was going to be in the exhibit. I thought it was fairly likely given that it is considered one of Hopper's classic paintings. I'm not sure I came away from the exhibit thinking this was till my favorite painting. I saw a lot of other of his paintings I really liked. I'm not sure what my favorite is now.

Q. So, what besides color do you like about Hopper?

A. I had a long dead step-grandmother. She was a real stylish lady of NY. She married a lawyer and went up in class. Her mother was a tailor and made all of her clothes. Then she met and married a well-to-do lawyer and really went up in class. She was always very stylish; she was probably stylish before she got married too, but with money she could be even more stylish. The working-class stylish girls in Hopper paintings remind me of her. That's what I like about Hopper; he has all these NY-stylish gals in his paintings.

Q. Did you just look at the art or did you also read any of the text?

A. Yes, I did [read the text]. And I listened to all the interpretive tapes and watched the movie.

Q. Tell me about the movie.

A. The big thing I remembered was that his wife was involved with all of his paintings. His wife was in the movie; they were interviewing her. She was about 85. He was in the movie too, but I remember her doing most of the talking. I also learned that she's the subject of all of his paintings. All the people, even the tiny little people in the corners, are her. He used her as a model. Not sure why I didn't know that before, but that was very interesting; not necessarily profound, but it makes him more real [for me]. All of these exhibits try to do this; they start with the beginning of an artist's life and go to the end. But maybe because of the movie, or maybe because the audio tour was so well-written, in this exhibit you moved through his life and really had a feeling for his life.

Actually, I was kind of ready for him to stop painting because by the end of his life I didn't really like his work that much. He died in the '70s, no I think it was the '60s. I didn't really like the paintings from the end of his life that much. But anyway, because of the interpretive stuff, you really got the flow of his life.

Q. Tell me more about what you like about his early work and didn't like about his later work.

A. I really love how sumptuous his colors were in the '30s. By the time we get into the '60s, he's using modern colors. They are starker.

Q. Tell me more about what it was you don't like about these later paintings.

A. I like the deep reds of his earlier paintings like in *Chop Suey* – big, old, stuffed living room chairs, 1930s maroon kind of colors. Some of his middle period paintings are like that. He got interested in the 1960s in Formica colors. He seemed like he got interested in those pale sort of colors and I didn't like those so much. Although most of the paintings in the last room had these washed-out colors there were a few that I really liked. Some of those had interesting characters, women; women posed in interesting light. These few were like some of his earlier paintings and that saved the room for me. His characters didn't look like '30s babes anymore, more like '50s or '60s women. That's okay, that's who was around. But I like the '30s women more.

*[Later in the interview]*

Q. To the extent you can describe a goal for your visit, what was it? In other words, what were you hoping would happen? What would make it a great visit?

A. My goal was to see really beautiful paintings. I would look at the paintings and say, oooh, that's really nice. I wanted to bond with the paintings. And also, I still like Hopper so I wanted to see his art; including paintings I'd never seen before. Thought I don't normally go for the interpretive stuff, still it was quite helpful. I really prefer to just be with the art and have the interpretive stuff "osmos" in. But in this case, I found the interpretive material made the experience better. They told you some detail you wouldn't ordinarily see.

Q. Did you achieve your visit goal?

A. It was a mixed bag. I would rather have waited outside a little longer. It was really too crowded for me. I couldn't stand back and look at the paintings. When I was a kid I went down to the Gallery and looked at paintings by myself. I actually enjoyed this kind of thing. I'd sit by myself and soak them in. I really wish I could do that with these big exhibitions, but you can't because of all the people. I really like Hopper because his paintings are sumptuous enough that you really could do that [sit back and soak them in].



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#### **HANNAH**

Q. Tell me about your visit in general. What time of year did you go? Do you remember the month?

A. So I went to the High Desert Museum in Bend and it was probably December of last year. So actually, the weather was good so it must have been earlier. It was probably October. And I went with another woman Catherine and her kid. So it was a couple of 7-year-old boys and a baby. So it was a very child-centric visit. And we just ran around and looked at the animals and played on the paths and stuff.

Q. What if anything motivated you to go on this particular day?

A. I just wanted to take my friend there. She hadn't been there for a couple of years. And I really like the museum. I especially like to go see the birds of prey – the hawks and the owls. And they have done at least on reintroduction, taking the chicks and putting them into the foster nests in the wild. And I think they've done it twice. I'm not sure.

Q. Were you able to see them this time?

A. We didn't make it this time. We didn't make it over to the hawks because the kids were antsy.

Q. To the extent that you can describe a goal for the visit, can you tell me what that was?

A. Oh, I forgot to mention that Alan likes the gift shop. He usually gets a little polished stone or something.

Q. What does he like about the gift shop?

A. He likes people to buy him things. We give him a dollar and he can choose how to spend it. So, no I didn't have many goals. I try to keep my expectations pretty low when I go anywhere with children. I guess my goal was to see the owls and I didn't meet that goal. And my goal was to get through without any tantrums and I didn't meet that goal either. But at least we got there, we saw it, and we ran around a little bit.

*[Later in the interview]*

Q. On a scale of 1 to 7, how would you rate your visit? Why?

A. Probably a 4. I was pleased that we made it there and saw some things and spent a little time outside. And I got to run around this mining frontier exhibit which was cool.

Q. Is Alan ever interested in you reading the signs to him?

A. Well, no not really. He doesn't want to feel like he's being educated in any way. So it wasn't the museum's fault that my visit wasn't rated more highly. It was just the fact of having children and you know...say I try to keep my expectations low, but I still think there are certain things that would be fun if I got to do them.

*[Later in interview]*

I probably tried to take them out to the hawk and owl building and got sidetracked....We went inside and went over to the Mining and Frontier Life exhibit and then Alan wanted to go to the gift shop and I said no, I wasn't going to buy him anything. And he pitched a fit so Catherine took him in there and she bought him something and bought Tyler [Catherine's son] something. And I probably nursed the baby. Then we probably left. I know that doesn't sound like much but it took a long time. We didn't even get to see the otters. Alan didn't want to see the otters. We spent a lot of time in the play area. It seems like we ran around on the paths a bit. But, I honestly don't remember. But, because I've been there several times, my memory of it is not as linear as if it was the only time I had been there.

Q. Was there a high point in the visit that was particularly enjoyable for you?

A. No. No we just...(laughs and trails off)

Q. Were there any low points?

A. Alan and Tyler got in a couple of spats. So those were the low points. They were in conflict all weekend. It had nothing to do with the museum itself.