

The Metascattergram — An Aggregation of Tracking-Timing Data For Benchmarks of “Thorough Use”

SRI & %DV for 65 Exhibitions

The Big Idea

The metascattergram defines exhibition engagement with two new metrics (SRI and DV) that enable visitor studies researchers to compare “thorough use” of exhibitions across projects and time.

Zone	SRI	%DV	Description
A	> 300	< 25%	Sweeping glances, few stops
B	> 300	>25-50%	Fast sweep rates, but above average diligent visitors
C	< 300	< 25%	Slow sweep rates, but many exhibits skipped
D	< 300	>25-50%	Many exhibits attracted attention
E	< 300	> 50%	Exceptionally thoroughly used



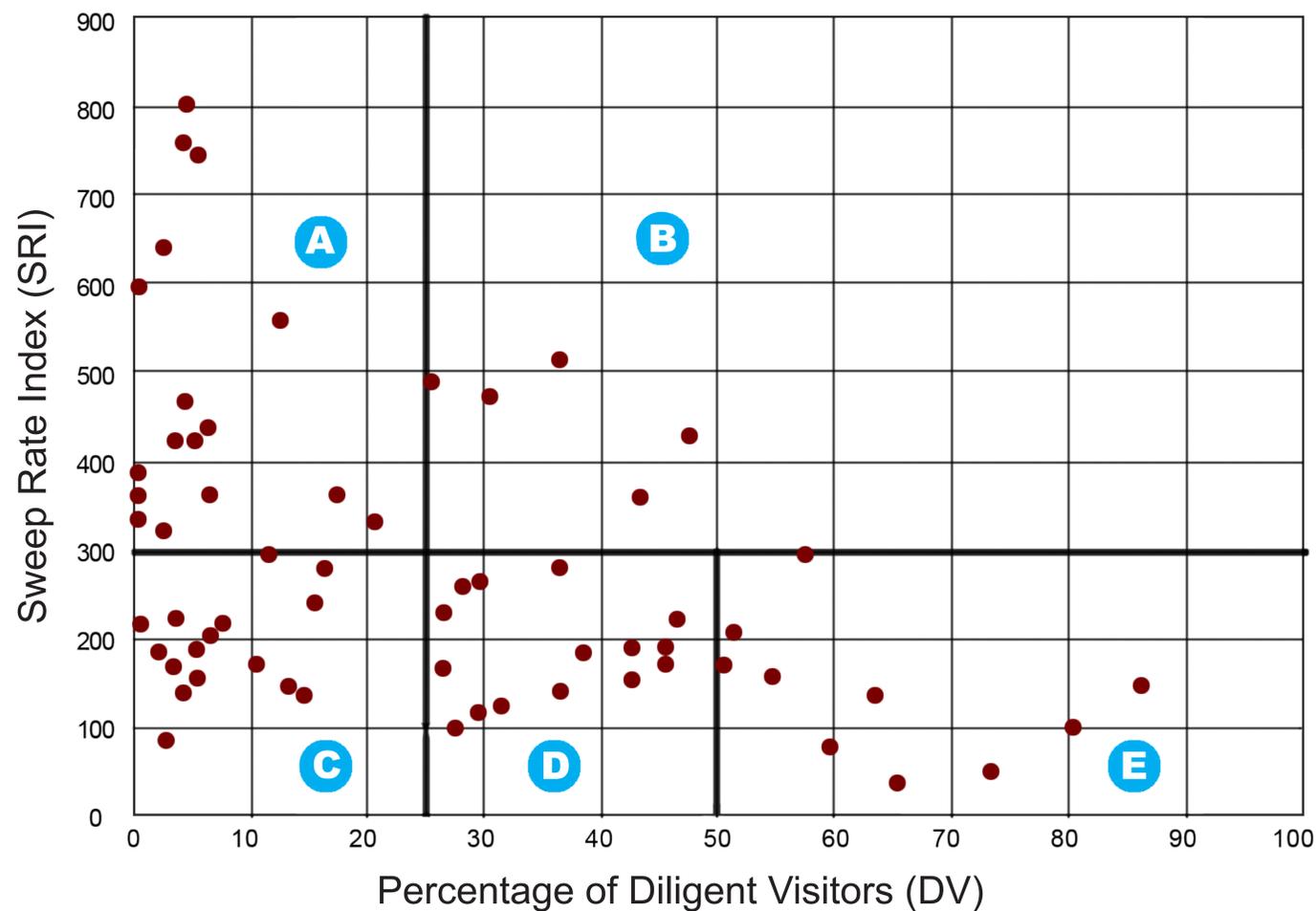
SRI SWEEP RATE INDEX

The **lower** the SRI, the more time visitors spent in the exhibition per square foot.
SRI = square feet divided by average time.
SRI Benchmark is 300

DV DILIGENT VISITORS

The **higher** the %DV, the more the exhibition was thoroughly used by visitors. **DV = visitors who stopped at more than half of the exhibits.**
DV Benchmark is 25%

Each • represents one exhibition



Evidence of engagement at a glance

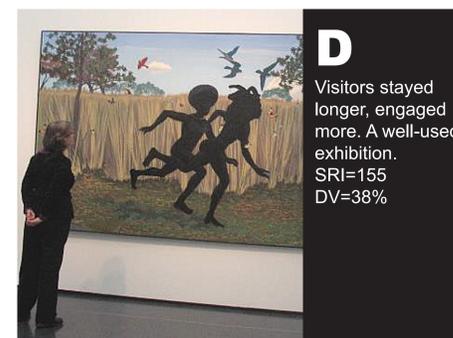
Behaviors such as stopping, looking, reading, talking, watching videos, and manipulating interactives increase the amount of time visitors spend in an exhibition. This results in lower sweep rates and higher percentages of diligent visitors.



Compare exhibitions across types and sizes

The two metrics of sweep rate and diligent visitors provide evidence of outcomes and facilitate comparisons of data across projects.

The Metascattergram displays aggregated data based on direct, unobtrusive observations of visitor behavior gathered in 65 tracking-and-timing studies.



To what extent did your exhibition entice visitors to pay attention?

- Use sweep rate and diligent visitor metrics to summatively evaluate an exhibition and plan the next new one to exceed the benchmarks. .
- The longer visitors spend in an exhibition, the more opportunities they create for themselves to have meaningful experiences
- The direct measures of visitors’ time spent and stops made at displays are the most basic evidence of engagement.