

National Programmes

Social Impact Toolkit

4 Question bank and helpful research



Content

Social Impact Toolkit

Question bank and helpful research

Question Bank

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Question Bank

This question bank includes examples of three types of questions:

- **Closed-ended** questions/statements that participants can quickly rate using categories like: strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree.
- **Open-ended** questions which provide the opportunity for feedback in the participants' own words.
- **Bookend** questions that can be used at the beginning and end of a session to see how participants' thoughts/feelings/understanding has changed during the session.

Closed-ended questions/statements

Cultural Citizenship:

This was my first time at a museum event.

This was my first visit to this museum.

I would like to visit the museum again.

I would like to come back.

I feel comfortable at the museum.

I like being at the museum.

I felt welcomed at the museum/at this session.

I felt accepted at this session.

I feel like I belong at the museum/at this session.

I feel confident about visiting the museum again in the future.

I feel comfortable visiting this museum/ attending a session like this one again in the future.

The museum is a place where I can spend quality time by myself.

The museum is a place where I can spend quality time with friends/family.

The museum is a place where I can meet new people.

I visit the museum frequently.

This was a new experience for me today.

I was surprised by what the museum had to offer.

Seeing the artefacts/objects was a special experience.

I want to bring my family/friends back to see this exhibit/object.

I will recommend this programme to my family/friends.

I feel welcome at the museum/at museum events.

I feel museum events are accessible.

I learned something new about the museum and its collections.

Enriching Learning Experiences:

I learned something new.

I tried something new.

I was surprised by something I learned.

I learned something from this experience that I wouldn't have otherwise.

I will use something I learned today in my everyday life.

This was a new topic for me.

This experience prompted me to ask a question.

This experience awakened my curiosity.

This experience opened my eyes to a new perspective.

This experience helped me see things from someone else's perspective.

This experience prompted me to think differently about something.

This programme has increased my self-confidence.

I am motivated to explore more about this topic.

I enjoyed interacting with others.

I enjoyed learning from an expert.

The museum is a place where I can learn new things.

The session/programme/experience/museum visit has inspired me to:

- Think more about the topic
- Start a conversation on the topic
- Share what I've learned with someone else
- Find out more about the topic online
- Visit the museum/a local museum
- Explore more about the topic on the museum website
- Engage in further reading or research
- Attend future sessions like this one

I was inspired by something I saw/experienced today.

I learned something about myself through my experience today.

I gained a new understanding of the world around me.

After participating in the event/programme, I will think differently about _____.

Participating in the event/programme changed the way I think about _____.

Participating in the event/programme will change my future behavior.

I made a personal connection with the content.

Mental Health and Well-being:

I felt happy.

I was inspired.

I was engaged.

I feel less lonely.

I feel less isolated.

I felt welcomed.

I was interested in the topic.

I enjoyed the company of other people.

I had fun.

I enjoyed myself.

Participating in this session/event increased my well-being.

I feel less lonely/isolated after participating in this session.

The museum is a place where I can go to feel happy/inspired/less lonely.

I enjoyed this experience/event/programme.

I feel that this experience enriched my life/understanding.

I feel happier having participated in this event.

Today, my experience at the museum made me feel good.

Open-ended questions

What was your favourite part? What would you improve?

What one word/three words would you use to describe the session/your experience/your visit?

If you were describing this exhibition/programme to someone else, what would you tell them?

When you look back on this experience, what will you remember?

What did you enjoy the most about this programme/session/exhibit?

What will you take away from this experience?

What were the best parts about your experience with us today?

What did we help with today?

What does the museum represent for you?

What would you recommend about this experience/programme/exhibit to someone else?

If I could change one thing about the museum to make it better/more accessible/more welcoming/more interesting/more engaging it would be...

My favourite thing about the museum is...

My favourite thing to do at the museum is...

When I visit the museum, I feel...

I saw..., I felt..., I thought..., I enjoyed..., I learned..., I was inspired by...

- Select three or four of the prompts above; leave space for participants' written or drawn answers

Bookend questions for the beginning and end of sessions:

Beginning: How familiar are you with this topic? (I know a lot, a little, not at all familiar)

End: What is one thing/three things that you learned today?

Beginning: How are you feeling today in three words?

End: How are you feeling now, at the end of this session?

Beginning: What are you hoping to get out of this session?

End: Did this session meet with your expectations? Which of these things have we helped you with today? What was the best part of your experience today?

Beginning: Did the previous session inspire you to explore more about that topic?

End: What's something this session has prompted you to do later (e.g., share what you've learned with someone else; do some additional reading/research; visit a museum)? What would you like to know more about?

Evidence Bank of helpful research summaries, articles, and reports

Resources with additional information about measurement and research

- **Measuring Socially Engaged Practice: A Toolkit for Museums** (Museums Association)
- **Measuring Well-being: A guide for practitioners** (New Economics Foundation)
- **The Participatory Museum: Chapter 10 - Evaluating Participatory Projects** (Nina Simon)

Theoretical overviews and perspectives

- Kirchberg, Volker & Martin, Tröndle. (2012). **Experiencing Exhibitions: A Review of Studies on Visitor Experiences in Museums.** *Curator: The Museum Journal.* 55. 10.1111/j.2151-6952.2012.00167.x.
- Pekarik, Andrew & Doering, Zahava & Karns, David. (2010). **Exploring Satisfying Experiences in Museums.** *Curator: The Museum Journal.* 42. 152 - 173. 10.1111/j.2151-6952.1999.tb01137.x.

Positive impact on wellbeing

- Research summaries:
 - **Museums, Health and Wellbeing: How Scotland's Museums Make Us Healthier and Happier** (Museums Galleries Scotland)
 - **Calm and Collected – Museums and Galleries: the UK's untapped wellbeing resource?** (Art Fund)
 - **Five Ways to Wellbeing** (New Economics Foundation)
- Systematic review of the literature:

Pennington A, Jones R, Bagnall A-M, South J, Corcoran R (2018). **The impact of historic places and assets on community wellbeing – a scoping review.** London: What Works Centre for Wellbeing.

 - Example research study:

Thomson, LJ; Lockyer, B; Camic, PM; Chatterjee, HJ; (2017) **Effects of a museum-based social prescription intervention on quantitative measures of psychological wellbeing in older adults.** *Perspectives in Public Health*, 138 (1) pp. 28-38. 10.1177/175791391

Cultural impact

- Research summary:
 - **Museums Change Lives** (Museums Association)
- Systematic reviews of the literature:
 - **The Cultural Value of Engaging with Museums and Galleries** (Research Centre for Museums and Galleries, University of Leicester)
 - **Understanding the Value of Arts & Culture: The Arts & Humanities Research Council Cultural Value Project**

Reducing isolation

- Government Strategy/Plan:
A Connected Scotland: Our Strategy for Tackling Social Isolation and Loneliness and Building Stronger Social Connections (Scottish Government)
- Research study:
Todd, C., Camic, Paul M., Lockyer, B., Thomson, L. and Chatterjee, H. (2017). **Museum-based programs for socially isolated older adults: understanding what works.** *Health & Place*, 48. pp. 47-55.

Lower incidence of dementia

- Research study:
Fancourt, D., Steptoe, A., & Cadar, D. (2018). **Cultural engagement and cognitive reserve: Museum attendance and dementia incidence over a 10-year period.** *The British Journal of Psychiatry*, 213(5), 661-663. doi:10.1192/bjp.2018.129

Learning

- **Museums and Education: How Scotland's Museums Inspire, Educate and Improve Attainment** (Museums Galleries Scotland)
 - Research summary
 - Evidence summary
 - Literature review
- **Inspiration, Identity, Learning: The Value of Museums** (Research Centre for Museums and Galleries, University of Leicester). Research Summary and full report.
- Research studies:
 - Kisida, B., Bowen, D.H., & Greene, J.P. (2016). **Measuring Critical Thinking: Results From an Art Museum Field Trip Experiment.** *Journal of Research of Educational Effectiveness*, (9)1. DOI: 10.1080/19345747.2015.1086915
- **9 Educational Benefits of Bringing Children to Museums (GEM)**
- **NAEA Position Statement on the Benefits of Art Museum Learning in Education**