

Children's Museum of Manhattan (CMOM)
Hello From Japan! Evaluation

Executive Summary

A report presented to:
CMOM

Prepared by:
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Overview: The Children’s Museum of Manhattan (CMOM) is developing a new model for its upcoming onsite visitor experiences, aimed toward fostering ideas of Global Citizenship in attendees. The model will integrate a variety of different elements. In the case of the recently closed *Hello From Japan!*, these included four distinct elements in two different categories: **The Exhibit** and **The Programs**

- **Exhibit:** Housed in an exhibition space, and including textual, interactive, display and other educational objects and artifacts, intended to be used and viewed by attendees at their leisure.
- **Programs:**
- Story Time – Japanese stories and folk tales, read aloud and interactively by CMOM educators within the exhibit space using a traditional Japanese storytelling frame/stage (Kamishibai). Museum visitors could drop in at their leisure when the story began.
- Drop-In Programs – Arts, crafts, and other hands-on programs connected to Japanese culture, led by CMOM educators in a room separate from the exhibition space. Museum-goers could drop in at their leisure.
- Guest Performances/Workshops: Special visitors to the museum, who performed or demonstrated a skill, talent, or something of Japanese cultural note or relevance, provided instruction, and enlisted viewers to participate in some interactive fashion. Visits were in a room separate from the exhibit, by appointment only, and limited to a set number of children (and family members.)

Methodology: A multivalent qualitative and quantitative research protocol was developed by *BLiP* in coordination with CMOM.

Phase	Methodology	Scope	Sample
1 <i>Exploratory</i>	<ul style="list-style-type: none"> ▪ Review ▪ Discussion 	<ul style="list-style-type: none"> ▪ Examination of all materials ▪ Meetings with CMOM staff 	<ul style="list-style-type: none"> ▪ 2 <i>BLiP</i> researchers ▪ CMOM program director, education director, museum staff
2 <i>Qualitative Insight</i>	<ul style="list-style-type: none"> ▪ Program Observation ▪ Mini FGIs 	<ul style="list-style-type: none"> ▪ Observation of exhibit/programs ▪ 8 Post-Participation Discussions 	<ul style="list-style-type: none"> ▪ 2 <i>BLiP</i> researchers observed <i>all</i> program elements all day (January 24-25, April 01-02) ▪ 4 parent groups (n=18) ▪ 4 kid groups (n=16)
3 <i>Quantitative Testing</i>	<ul style="list-style-type: none"> ▪ Post-Participation Surveys 	<ul style="list-style-type: none"> ▪ 400+ person survey 	<ul style="list-style-type: none"> ▪ n=465
4 <i>Qualitative Reflection</i>	<ul style="list-style-type: none"> ▪ Post-Participation IDIs 	<ul style="list-style-type: none"> ▪ 6 15-minute IDIs 	<ul style="list-style-type: none"> ▪ 6 program attendees ▪ 4 kids ▪ 2 Caregivers

Hello From Japan! Well Liked, Effective Motivator of Global Citizenship Tenets

- Nearly three-quarters of respondents (n=73) gave *Hello From Japan* (hereafter, *HFJ*) a strongly positive rating overall, defining it as “Excellent” or “Great.” The remaining quarter gave it an overall rating of “Good.”
- Nearly three-quarters of visitors (n=72) said that attendance at *HFJ* was highly or very highly likely to induce them to further explore another culture.
- *HFJ* was highly valued as a means to encourage tenets of Global Citizenship, with an Approval Index of nearly 60% or higher on seven key markers.
- Approximately two-thirds to three-quarters of attendees felt as though they learned or were motivated to learn something new or surprising about Japan or Japanese culture.
- Assumptions about a foreign culture, which are very difficult to change (or admit to), were also challenged in one-third to two-fifths of attendees.
- More than two-thirds of attendees felt motivated to further explore Japanese culture, or another culture, after attendance at *HFJ*.

Best Practices for Engendering Global Citizenship Includes Exhibit+Programs

- When analyzing all surveyed measures of Global Citizenship, attendance at the *HFJ* Exhibit *plus* another key *HFJ* Program yielded the optimal effect.
 - Combining the Exhibit with the Story Time or Guest Performance/Workshop yielded the strongest effect on reported Global Citizenship measures.
- Attending a Guest Performance/Workshop or Story Time had an even stronger enhancing effect on certain Global Citizenship elements like interest in exploring other cultures. Attending two or more of *HFJ*'s constituent elements (programs or exhibit) in conjunction had a similarly significant impact on these measures.
- Attending a Story Time had an even stronger enhancing effect on certain Global Citizenship elements like:
 - Interest in exploring other cultures
 - Having a sense of learning a lot of new information
 - Challenging cultural assumptions
 - Exploring similarities and differences in Japanese and American cultures
 - Promoting cross-cultural exploration and conversation
 - Demonstrating the interconnectedness of the world's cultures
 - Encouraging a conversation between children and adults about world cultures

Gender and Age Differences were Minimal to Non-Existent

- *HFJ* was as useful and accessible for girls as it was for boys. No notable differences were seen across or between genders in terms of cultural exploration, learning of new information, parent/child conversation, or elsewhere.
- Significant response difference by age was very limited, but notable.
 - Younger children were more likely than older kids to feel they were learning more information, be more interested in learning more about Japan and Japanese culture, and find the programs to encourage parent/child conversations about world cultures.

Qualitative Investigations Reinforce Quantitative Findings

- Onsite observations of hundreds of participants' physical and verbal behaviors, along with onsite and follow-up interviews with 40 attendees supported the overall quantitative findings.
- All aspects of the CMOM Japan program were shown to work together to positively foster key aspects of global citizenship, including:
 - Exploring cultural differences and similarities
 - Encouraging further cultural exploration
 - Demonstrating the interconnectedness of the world's cultures
 - Encouraging a parent/child conversation about culture
 - Breaking down assumptions and stereotypes
- Onsite and follow-up interviews with attendees also demonstrated a particular interest in, and connection to, arts, food, and culture as a means of providing an entre into a foreign culture.
 - *HFJ* was praised for including and featuring these elements in an accessible and child/family friendly manner.
- Onsite interviews with visiting children and families revealed that *HFJ* exposed and deepened attendees' experiences with Japan and Japanese culture, particularly in the realm of noting similarities and differences with a larger American or home culture.
- Follow-up interviews with attendees and their caregivers (months subsequent to their visit to CMOM) demonstrated that the Exhibit and Guest Performances/Workshops were particularly memorable.
- Conversations also indicated that experiences at *Hello From Japan* spurred an interest in, and deepening of, connection to other cultures.

Conclusion: Programs Support Exhibit in Fostering Global Citizenship Goals

- By demonstrating that Global Citizenship measures are enhanced through attendance at more than one portion of *Hello From Japan*, this research proves conclusively providing and combining additional program elements—particularly Story Time and Guest Performances/Workshops—help to support the Global Citizenship goals of an exhibit.
 - When designing programs with these goals in the future, it would thus behoove the museum to include these multivalent points of access for children and families.