**Advantages and limitations of interpretive media**

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| **medium** | **advantages** | **disadvantages** |
| panels(passive/passive) | simple production, cheap, can be easily repaired, low operational costs | not much information (max. 200 words), low engagement of visitors, become part of the scenery, too many of them |
| models(mostly passive/passive or active) | Create a three dimensional sense of place, object, process etc.Able to communicate highly complex information very effectivelyMore immediate and engaging than flat graphics | Limited opportunities for visitor participation Cost to generate and modelCan require constant maintenance |
| props(active/active or passive) | (highly) interactivemultisensory experiencerelatively cheap | need further interpretation,n eed protection (e.g. against theft) => extra costs, need maintenance |
| dioramas & scenic display(passive/passive) | provide a sense of history and place, events, and personalities;can engage visitors’ imaginations and create spectacle, can be highly cost effective  | offer little or no physical visitor involvement or participation in the media, can be costly to generate and model, require constant maintenance |
| audioguides(active/passive) | portable and unobtrusive,can provide layers of informationcan deliver interpretation in different languages, support management objectives | require staffing support, can be expensive to set-up, present a security risk, do not encourage visitor communication |
| audio/video displays(passive/active) | visualisation, provision of access, possibility to use authentic materiál, create mood, can reach many visitors at one time | can be disturbing, difficult to update, easy to break down, recipient does not control the flow of information |
| interactives(active/active) | can be tailored to multiples learning styles; provide information at varying levels;promote visitor participation; can transcend language and culture barriers  | computer interactives are expensive, require a lot of maintenance, need to be intuitive to be effective, can be target to vandalism or theft  |
| digital media(all interactions) | can be tailored to multiples learning styles; provide information at varying levels;promote visitor participation; and can transcend language and culture barriers  | computer interactives are expensive; require a lot of maintenance; they need to be intuitive to be effective, can be target to vandalism or theft  |
| leaflets, brochures(passive/passive) | portable, can include detailed content, in different languages, can be sold, souvenir of a visit | can discourage audience participation, require literacy,must be kept up-to-date,staff = needs check  |
| live interpretation(active or passive/active) | provoking response, immediate, change of pace, intimate, flexible, memorable, could be authentic  | variable, inconsistent, obtrusive, inefficient, expensive, limited group size |