

## Advantages and limitations of interpretive media

<b>medium</b>	<b>advantages</b>	<b>disadvantages</b>
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 effectively More immediate and engaging than flat graphics	Limited opportunities for visitor participation Cost to generate and model Can require constant maintenance
props (active/active or passive)	(highly) interactive multisensory experience relatively cheap	need further interpretation, need 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 information can 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 material, 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