



Interpretive Media

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Review – Interpretive planning

Interpretive planning considerations/factors	A Sense of Place	5M Model
• What you want to communicate with visitors	• Why interpretation?	• Message
• Who your visitors are	• Who might interpretation be for?	• Market
• What your place is like and what is has to offer		• Mechanics
• What else is happening around		• Market
• What you want to say about your place	• What might be interpreted?	• Message
• How, and where, you are going to say it	• Where, when and how should the place or object be interpreted?	• Media
• What are the management implications	• What subsequent management is necessary?	• Management

Model 5M (Brochu, 2003)

Media come last after all the other areas were considered

From Brochu, 2003: 65

Choosing the media

Only when we know what we want to communicate, to whom and why we ask how.

„When you work backwards, deciding on your media first and then checking to see whether it can be shoehorned into the mission of the site or the budget or visitor interest... chances are good you will end up spending a lot of money for something that does not work very well. Better back up and think through the other 4 M-s before getting your heart set on the latest technological gadget that every other visitor centre is installing“ Brochu 2003:65

Message – Markets – Media Matrix

	Market	Education 'X' years	Families	Over 50s
Message				
Sub-theme A Storyline 1		Outreach programme	Trail guide	
Sub-theme A Storyline 2			Visitor centre Exhibit A	Souvenir booklet
Sub-theme B Storyline 1		On-site curriculum		
Sub-theme B Storyline 2		Activity booklet	Activity booklet	Visitor centre Exhibit B

Choosing the media - context

Cultural heritage:

- genius loci, uniqueness
- making efforts for minimal impact (visual, physical)
- emotional reaction is expected

Natural heritage:

- wonders of nature, generalization to other places
- caring/conservation reaction is expected

Museums, galleries:

- collections, objects as objects vs. objects as symbols
- understanding & appreciation is expected

Different behaviour is expected in each of the environments.

Media categories – interaction with a visitor

- There is no better or worse medium, just more appropriate.
- John Veverka suggests for exhibitions: 20% active/active, 30% pasive/pasive and 50% mixed interaction

		návštěvník	
		aktivní	pasivní
médiá	aktivní	aktivní – aktivní www stránky, interaktivní modely (např. fyzikálních principů), živá interpretace/exkurze, interaktivní počítačové programy/hry	aktivní – pasivní předvádění (herci), video
	pasivní	pasivní – aktivní audioprůvodci, geocache, rekvizity statické modely (tzn. při zmáčknutí provedou akci)	pasivní – pasivní informační tabule, diorámata modely, publikace

Media categories – cognitive processes

- Lorin et al (2001) – revised Bloom's taxonomy that was developed for learning aims in formal education, however, its application is much wider

The Cognitive Process Dimension						
The Knowledge Dimension	1. Remember	2. Understand	3. Apply	4. Analyze	5. Evaluate	6. Create
A. Factual Knowledge						
B. Conceptual Knowledge				X		X
C. Procedural Knowledge						
D. Metacognitive Knowledge						

Examples – cognitive processes

- Příklad 1 – visitor understands relationship between deforestation and erosion
- Příklad 2 – visitor can make home composter
- Příklad 3 – visitor realizes that human decisions affecting nature stem from different ethical standpoints
- Příklad 4 – visitor finds out that some statements in media are not based on scientific evidence
- Příklad 5 – visitor can analyse high energy consumption at home

Taxonomická tabulka (revize Bloomovy taxonomie)						
ZNALOSTNÍ DIMENZE	DIMENZE KOGNITIVNÍHO PROCESU					
	1. Zapamatovat	2. Rozumět	3. Aplikovat	4. Analyzovat	5. Hodnotit	6. Tvořit
A. Znalost faktů						
B. Konceptuální znalost		Příklad 1		Příklad 5	Příklad 4	
C. Procedurální znalost			Příklad 2			
D. Metakognitivní znalosti		Příklad 3				

Interpretive panels vs. educational trails

- we do not discern between these categories in the Czech Republic; set of interpretive panels is called educational (interpretive) trail
- however, in UK and US educational trails (self-guided trails) are:
 - focused on a single topic
 - relatively short (800m - 1,5 km)
 - content is set of panels (10-15)
 - the trail usually makes a loop

Examples of educational trails

- Petrified Trees Cove - Escalante Petrified Forest State Park
- Lava Flow Trail – Sunset Crater Volcano National Monument

Information panels

Advantages:

- simple production, cheap, can be easily repaired, low operational costs

Limitations:

- not much information (max. 200 words),
- low engagement of visitors
- become part of the scenery
- too many of them in the Czech Republic

Interaction:

- passive/passive

Information panels

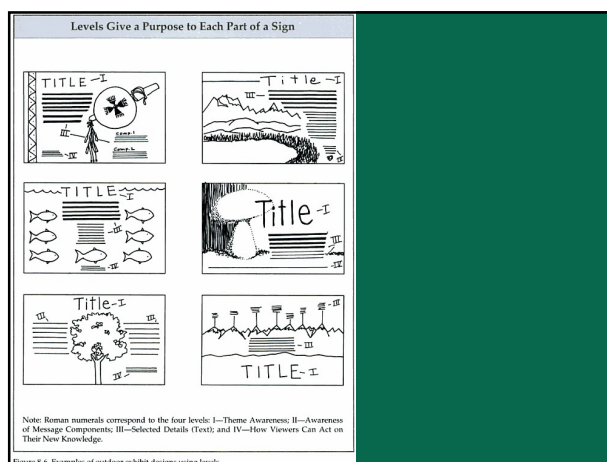
Rule for interaction with this medium = 3s – 30s – 3min:

- what is it about (am I interested?) => decision
- panel overview in few seconds => decision
- reading the most interesting parts (relatively fast) => decision
- reading other parts (low percentage of visitors)
- looking around – what next (something more around or let's go?)

Information panels

Sam Ham (1992) suggests 4 levels:

1. Main theme
2. Subtheme = brief message
3. Text explaining subthemes (200-300 words = 40-50 seconds to read)
4. What next – where to find more information, what I can do about it



Information panels

Good practice (Ham & Medek)

1. Headlines express the message (eg. „We are losing our soil“ instead „Soil erosion“)
2. Sub-headlines directly connected with the headline
3. Four or less sub-headlines (sub-themes) per panel
4. 200-300 words = 40-50 second for reading a subtheme seems too much today (Ham suggested this 1992)
5. Avoid terms that needs specific explanation (e.g. scientific expressions), unless this is the goal of the text
6. Avoid not-specific expressions = „unique nature“ (in what?), „complex relationships“ (why? how?), „specific working procedure“ (mystery?, lack of knowledge or too little space on the panel?)
7. Avoid passive voice.

Information panels

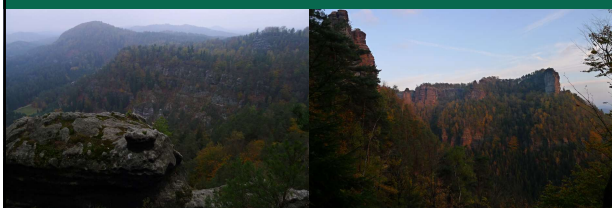
Tipy (Ham & Medek)

8. Avoid addressing that differentiates between the author(s) and visitors (us vs. you).
9. Use open-ended questions to engage.
10. Real data engage often engage more than derived information (because of authenticity).
11. **Whatever can be expressed by a graphic, must be expressed by a graphic.**
12. Expect non-linear behaviour of visitors => do not bind information within a panel or between panels.
13. Include directing a visitor further. (What next? What me?).
14. No grammar mistakes within the text!
15. When interpreting we do not write a book (encyclopedia at worst), both the author and contracting authority must be aware of that.

Interpretation panels

Examples from the Českosaské švýcarsko NP

- Jetřichovická interpretive trail
- Gabriela's interpretive trail



Information panels

Need not always look like panels.



Leaflets & brochures

Advantages

- Portable
- Can include detailed content
- Languages
- Source of income
- Souvenir of a visit

Limitations

- Can discourage audience participation
- Require the audience to be literate
- Must be kept up-to-date
- Require staffing presence to support retail sales

Interaction

- mostly passive/passive

Leaflets and brochures

Both content and form depend on the context (educational trail guide, promotion of a place, tourist information).

Good practice – more or less the same as interpretation panels (binding of graphics and text, hierarchy, headlines = messages).

Audioguides

Can be used for personal touch or listening to otherwise disturbing sounds.



Audioguides

Advantages

- Portable and unobtrusive
- Can provide layers of information
- Can deliver interpretation in different languages
- Support management objectives

Limitations

- Require staffing support
- Can be expensive to set-up
- Present a security risk
- Do not encourage visitor communication

Interaction

- active/passive

Dioramas and scenic display



Dioramas and scenic display

Advantages

- Provide a sense of history and place, events, and personalities;
- Can engage visitors' imaginations and create spectacle
- They can be highly cost effective

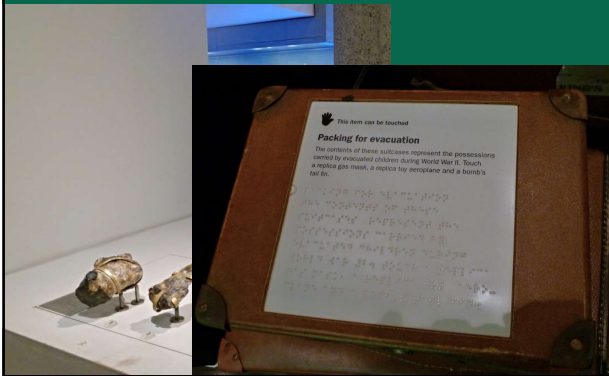
Limitations

- Offer little or no physical visitor involvement or participation in the media
- Can appear slightly old fashioned;
- Can be costly to generate and model
- Require constant maintenance

Interaction

- passive/passive

Props



Props

Advantages:

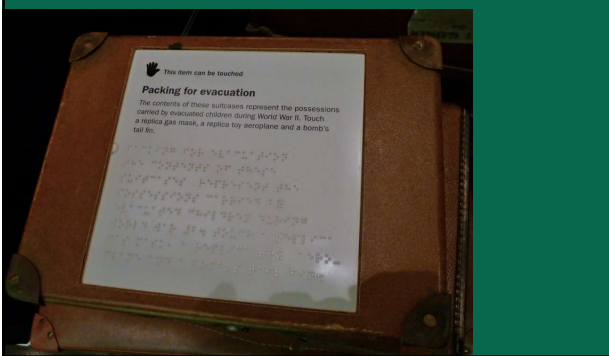
- (highly) interactive
- sensory experience
- relatively cheap

Disadvantages:

- Usually need further interpretation
- extra costs for their protection from vandalism
- need maintenance

Passive/active medium

Props



Models



Models

Advantages:

- 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

Limitations:

- Limited opportunities for visitor participation
- Cost to generate and model
- Can require constant maintenance

pasive/pasive medium

Audio-visual & multimedia



Audio-visual & multimedia

Advantages:

- visualisation, provision of access
- possibility to use authentic material
- create mood
- can reach many visitors at one time

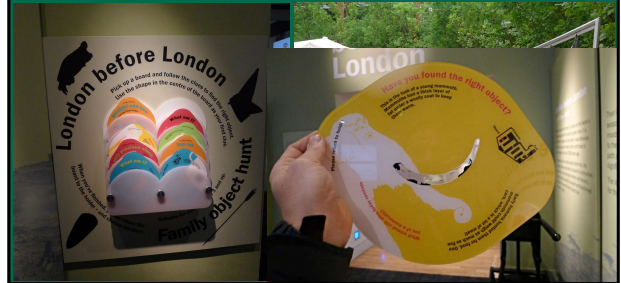
Limitations:

- can be disturbing
- difficult to update
- easy to break down
- recipient does not control the flow of information

Interaction:

- passive/active

Interactives



Interactives

Advantages

- Can be tailored to multiples learning styles;
- Provide information at varying levels;
- Promote visitor participation; and
- Can transcend language and culture barriers

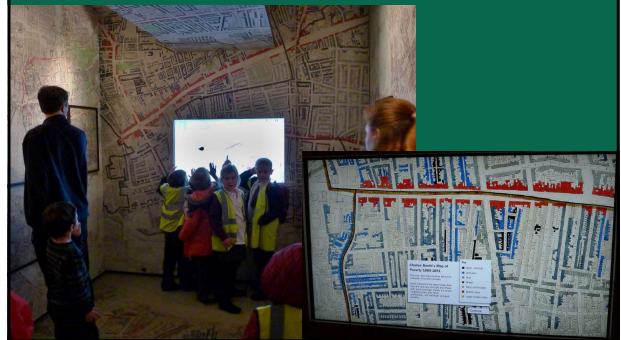
Limitations

- Computer interactives are expensive
- Require a lot of maintenance
- They need to be intuitive to be effective
- Can be target to vandalism or theft

Interactions

- Active/Active

Interactives



Interactives



Interactives



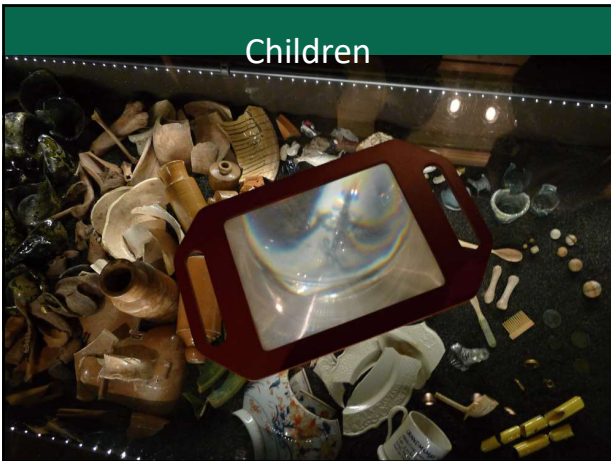
Interactives



Interactives



Children



Children



Live interpretation

Advantages

- Immediate
- Subtle
- Change of pace
- Soft management
- Intimate
- Flexible
- Provocative
- Memorable
- Modelled behaviour

Live interpretation

Advantages

- Immediate
- Subtle
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- Intimate
- Flexible
- Provocative
- Memorable
- Modelled behaviour



Live interpretation

Limitations

- Variable
- Inconsistent
- Intrusive
- Inefficient
- Expensive
- Group size



Literatura

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