

Innovations in evaluation: new technologies in museum visitor research



*One day workshop: 9.30 am to 5.00 pm, 12 March 2013
The British Museum, London*

The development of new digital technologies, from eye trackers to iPads, is changing the way researchers understand museum visitors. This hands-on workshop will provide a unique opportunity to test, evaluate and discuss some of these new innovations in visitor research in the museum environment. What can these developments tell us that we didn't know before and what opportunities and problems do they present? Taking place at the British Museum, the day will feature practical exercises within the galleries, demonstrations by leading consultants, technicians and museum staff, and time to share your research ideas and experiences with industry specialists and fellow students.

The workshop, funded by the AHRC, is open to all PhD students (including Early Career researchers within eight years of their PhD award) whose research involves studying visitors to museums or other sites of cultural heritage. Students accepted on to this event will have their travel costs (within the UK) paid for by the project, and there will be no registration fee for those participating. Priority is given to students who can demonstrate a clear interest in museum visitor research in their work.

Places are limited so please complete and return the application form no later than **Friday 15th February 2013**.

You will be notified of your acceptance on to this workshop by 20th February 2013.

Any queries about this workshop can be sent to Steph Berns, British Museum at sberns@thebritishmuseum.ac.uk