THE AUDIENCE IMPACT MODEL : AN INTERPRETATION

BY SANYA BAKER

Te Papa's Audience Impact Model

Beyond foot traffic and vanity metrics

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http://bit.ly/NDF2018AIM

1.8 million

1.8 million visitors

Wooo!

1 million

1 million visits

Wooo!

1.8 million visitors

1 million visits

Wooo!

Those are big numbers!

Must be pretty successful!

12 million

12 million

Oh, that’s a bigger number

12 million

People pass through Wellington Railway Station

12 million

so Wellington Railway Station is more successful than Te Papa

or AUT Library

500,000 visits

500,000 visits

to Te Papa's Collections Online

500,000 visits

to Te Papa's Collections Online

So, less successful than the building?

3 million

3 million

eBook full text downloads

2.4 million

2.4 million

journal full text downloads

So, less successful than the eBooks?

250 likes!

Our most successful instagram post

250 likes!

Our most successful instagram post,

a picture of the Sunday Markets

2461 daily views!

Our most successful LibGuide

on its best day

2461 daily views!

Our most successful LibGuide,

the APA 6th referencing guide

Numbers are important

Numbers are important

But there are things that are more important

https://www.theguardian.com/artanddesign/2018/may/02/museum-of-pizza-eggs-ice-cream-alternative-museums-too-far

The Guardian

Pizza, eggs and ice cream: have alternative museums gone too far?

As New York prepares to welcome the Museum of Pizza, it will join similar pop-ups aimed more at inspiring Instagram selfies than spreading knowledge

▲ 'The Egg House is more of a funhouse rather than an exhibit,' said Biubiu Xu, founder of the Egg House. Photograph: Xin Pan/The Egg House

America's first pizzeria opened at 32 Spring Street in New York City in 1905. It was founded by Italian pizza maker Gennaro Lombardi, who sold each slice for five cents. The Museum of Pizza, opening this fall in New York, may or may not acknowledge this piece of history, and there's a reason why.

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WAIKATO TIMES, 19 MAR 2003, Edition 2, Page 19.

High school to replace library with cyber cafe

By: SUTTON Michelle

Cambridge High School is closing its library and replacing it with cappuccino and computers.

At the end of this year the school's library will shut, and hundreds of books will be thrown out, to make way for a cyber-cafe.

Teachers have been asked to select non-fiction books they still use from the library, and store them in their classrooms.

"A lot of the research that students do is now on-line research and they are just not using the non-fiction section of the library the way they used to," said Cambridge High School principal Alison Annan.

Students would have better access to the books once they were stored in classes instead of "being in one big room that is more like a museum"

- Numbers are important, with proper context and analysis
- Market share, reach, growth, budgeting
- But pure “visit” numbers or even the more meaningful “download” numbers are only the beginning of what we do
- Where do wonder, awe, emotion, learning, influence and change, fit on the spectrum?
- What does the funnel of basic engagement through to real personal or societal impact look like?

What is the **value** of what we offer?

What is the **impact** of what do, on our audiences?

What is the **impact** of what do, on our community?

A move towards impact

Attempt to move away from just “vanity metrics” (“big dumb numbers)

More than feet through the door, page views, or $$$ earned

As the national museum and art gallery, aren’t we here to do good?

A move towards impact

More than feet through the door, page views, or workshop participants…

As AUT Library, isn't our mission **great graduates?**

Background

Some established tools to hone our digital product development process

- The Digital Product Development Framework (DPDF)
- Customised *Lean Canvas*, including a section for “measures of success”
- Design sprints etc
- Good focus on user needs, identifying real problems to be solved

BUT a significant gap in one area: a consistent and meaningful way of identifying success

Te Papa	Changing hearts		Changing Minds		Changing Lives
AARRR	Acquisition	Activation	Retention	Referral	Revenue
Google HEART	Happiness	Engagement	Adoption	Retention	Task Success
MK Haley (Disney)	Make me aware		Make me care		Give me an action
The Kirkpatrick Model	Reaction (includes satisfaction, engagement and relevance)		Learning (Knowledge, skill attitude, confidence, commitment	Behavior	Results
Ethan Zuckerman	Symbolic				Impactful

- A simple, common flow or spectrum was noted
- Not a 1:1 relationship, but enough of a pattern
- How to move people from initial attraction through to something more
- User commitment: Shallow - deep commitment
- Timeframe: Immediate - long term
- Value Exchange: Minimal effort - maximum impact

Started developing a new spectrum for digital products that started with the lightest engagement, and moved through to more significant impacts.

Came up with a high level framework of:

Attention › Emotion › Action

With 9 steps moving through the spectrum

Lots of testing, lots of talking, some yelling, lots of feedback.

People liked it, but it *wasn’t quite right.*

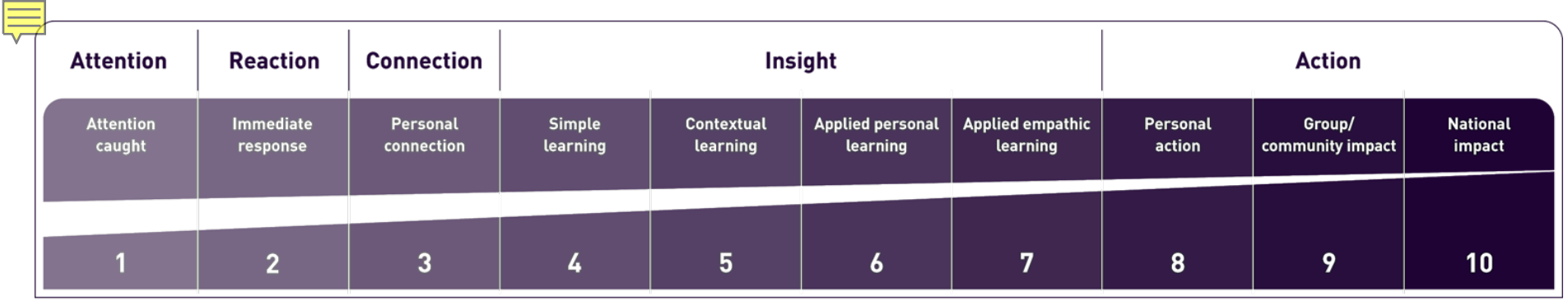
People liked it, but it *wasn't quite right.*

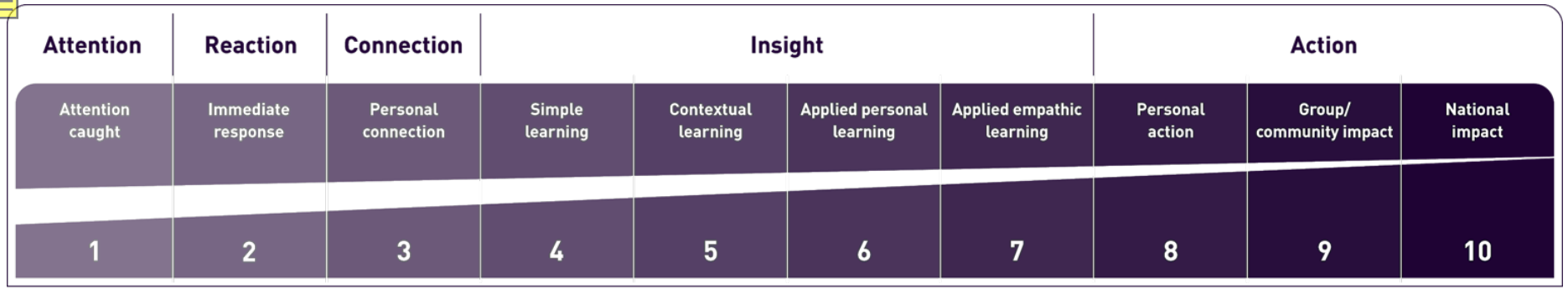
So I tried again.

Attempt 2, result:

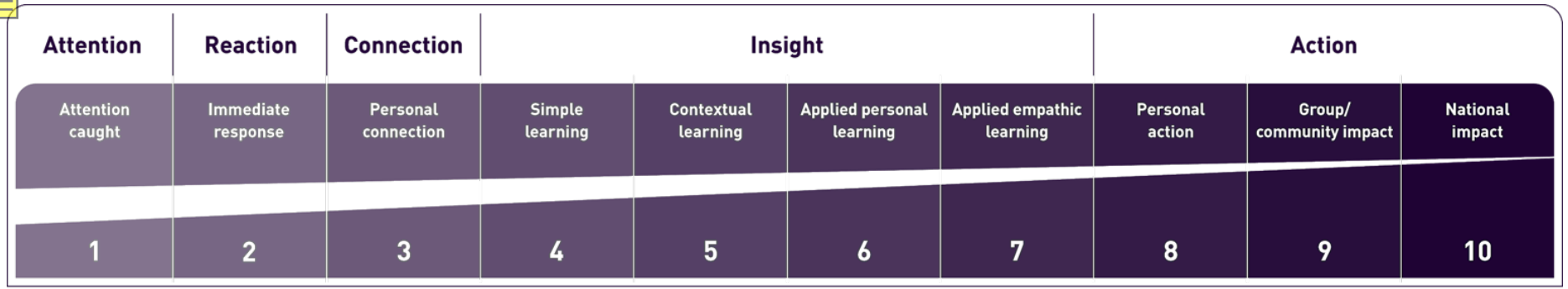
- A new, easy to remember, 5 step model
- 1-10 ranking for further clarity and more tangible scoring
- Adds element of qualitative to quantitative
- Provides a structure for story-telling

Attention › Reaction › Connection › Insight › Action

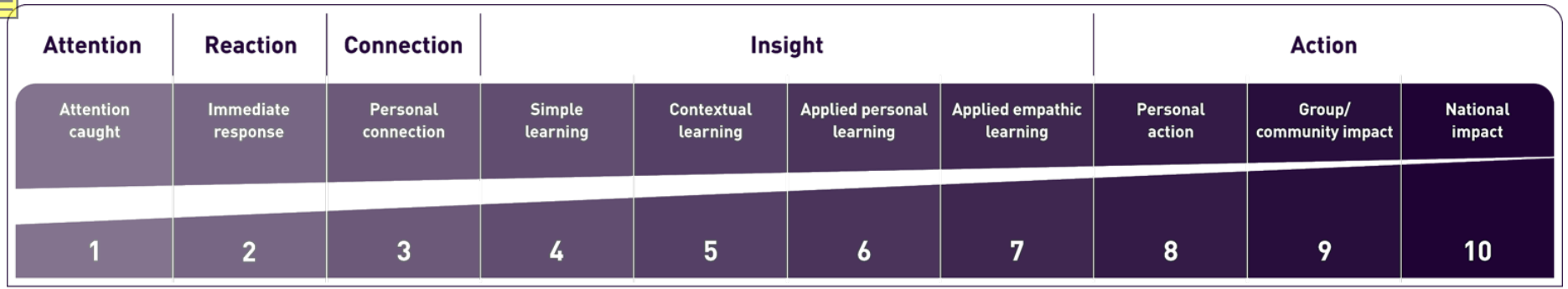

Attention
Reaction
Connection
Insight
Action
Attention caught
Immediate response
Personal connection
Simple learning
Contextual learning
Applied personal learning
Applied empathic learning
Personal action
Group/ community impact
National impact
1
2
3
4
5
6
7
8
9
10



Indicative example % baseline of visitors	70%	50%	40%	35%	25%	15%	8%	1%	0.01%

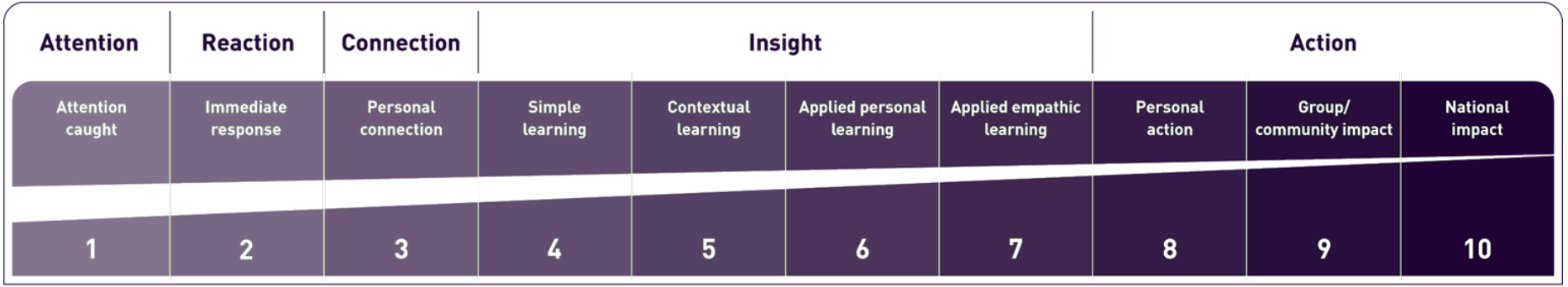


Indicative example % baseline of visitors	70%	50%	40%	35%	25%	15%	8%	1%	0.01%
If 10000 *visitors see a product*	7000	5000	4000	3500	2500	1500	800	100	1



1	2	3	4	5	6	7	8	9	10
Clicked on a link from twitter *Read a label* Followed link to blog from Newsletter Entered an exhibition	Liked design, colours Felt happy Sad Laughed Concerned Jumped with surprise Apprehension "Mum, look at this, it's cool!" Awe	"My Grandfather was in the war, I wonder if his gun was like that?" "When I went to the river when I was young, there were lots of eels" "Wow, Te Papa has the Jonah Lomu Playstaton game, coo!" "Oh my cat brought a bird like that in last week"	Learnt basic Treaty facts "Oh wow, look at all those kiwi feathers, must have been a lot of birds." Learned a word of te reo Learnt there was more than one kind of moa Needed to find out what the spider in my bath was!	Questioned something (including myself or my beliefs) "Huh, I didn't know Carmen Rupe was more than just a drag queen" (from a man in his 70s) Saw where my opinion/ response fits in relation to previous visitors	Changed my mind about something Understood how the treaty fits in my job Had a talk at family dinner about war Able to see art in a way I haven't before Talked to Personal my workmates about how cool John Britten was	I will read the labels on seafood products more carefully now. Talked with my kids about the impact of pets on wildlife, and what we thought was appropriate Felt confident in a discussion at work about using te reo I'll look at how Māori are represented in popular culture more carefully now	Installed a pest trap Committed to using a few words of te reo in daily life Going to keep my cat in at night from now on "Better Earthquake-proof that hot water-cylinder I guess" Made/wrote/ created something I think I've finally decided go back to school.	Created their own guide to an exhibitions for others Started a stream restoration project in my street with my neighbours. "To use for Māori Myths and Legends component of our Treasures of Tane Zoo School Programme at Orana Wildlife Park" Created a new group, charity or club	Generated economic return for NZ through my exports Aided research to try to find the original Pink and White terraces Effected policy change at Government

Art Wall



500 user sessions per week

Average session length greater than 3m 30s

3 or more artworks viewed at full size per session

50% of sessions result in an artwork being successfully sent to Art Wall

50% of submissions include a comments

20% comments indicate emotional response (joy, intrigue, surprise, warmth)

20% comments show a simple visual appreciation (e.g., enjoyed the colour, texture)

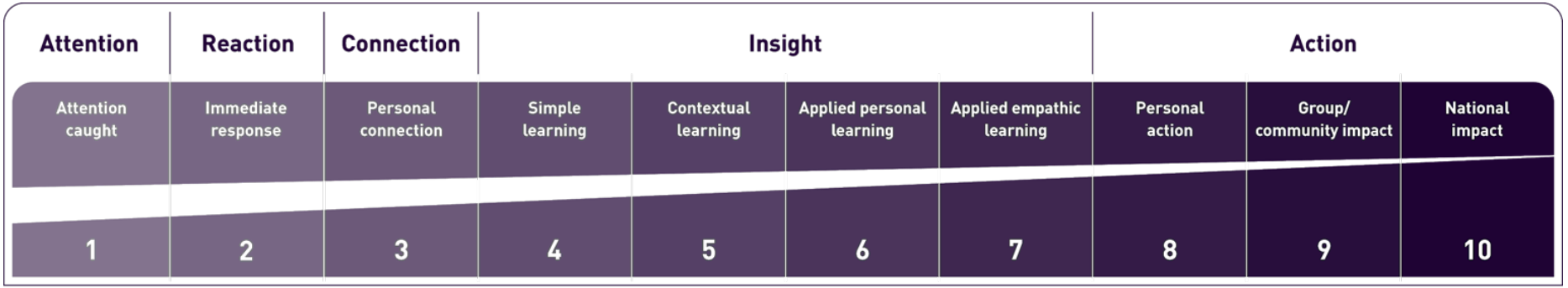
20% of comments indicate personal connection to a selected artwork (e.g. reminds me of the barn on the farm I grew up on)

5% of comments indicate a new appreciation of Te Papa's collection

5% of comments indicate new art "confidence"

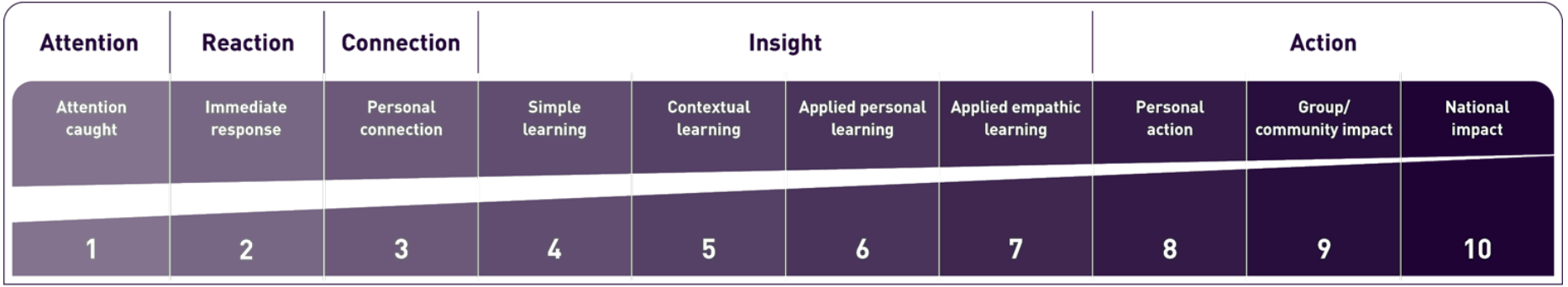
5% of comments demonstrate personal interpretation of artwork

Suffrage 125 discussion platform



80% of Level 2 visitors see kiosks 60,000 visits to campaign homepage online 10,000 onfloor visitors start an on-floor campaign view	10,000 non-textual responses left (eg votes, likes, emoji)	30% of surveyed visitors report a new perspective on suffrage beyond voting 5,000 comments left	25% of comments indicate a personal reflection	25% of comments indicate a reflection or better understanding on a women in their lives (mothers, sisters etc)	5% of comments indicate wanting more change in their own life or society (and indicate what)	5% of commenters report having had follow-up or ongoing discussions with others since visiting (through follow-up survey)	2% of commenters report having made volunteer, mentor or charity contribution as a result 1% of commenters indicate having made a change in their lives (eg. asked for a pay raise, applied for a job they may not have, starting a sport, changed home chore situation)	0.5% indicate having made a significant change, e.g. becoming a mentor	

Collections Online



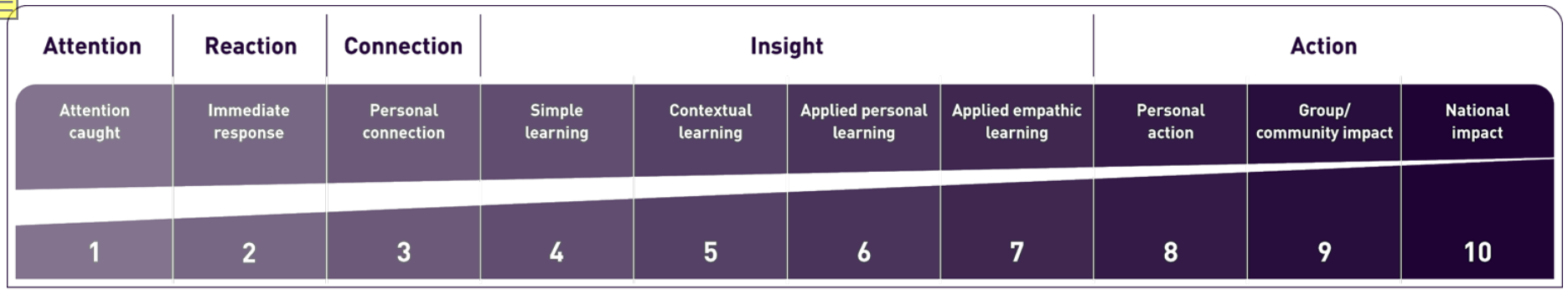
460k sessions / year	Visitor satisfaction greater than 8/10 1000 Social Media shares "it was easy to use" "I like all the images" "look at cat picture, lol" Scientific articles, magazines are too expensive to subscribe too, good thing there are archives!"	15k image downloads / year 2k comments indicate personal connection, e.g. "I have a collection of Mt. Taranaki images hanging in a gallery wall. This is beautiful." "Nice picture for my phone wallpaper "	1k comments indicate personal research help e.g. "I have just learned that my grandfather was a barman there after he returned from WW1 wounded. Part of finding about granddad's history." "Wanted to find out what the hell the spider in my bath was"	500 comments indicate collection related learning impacting on peoples lives e.g. "Trying to show my daughter different artist styles"	500 comments indicate impact on personal life, e.g. "To reconnect with my Maori ancestry and whakapapa"	100 comments indicate knowledge exchange beyond Te Papa eg. (From France) "My son spent 6 months in your beautiful country last year, he was a student in French Embassy of Wellington, he told me about the amazing plants you have, I'm printing some for my walls."	500 comments indicate enabling new creativity, eg: "Novel and research about Leila Adair" "Illustration to be used in a biography of Charles Rooking Carter (who donated the mummy) "Taranaki Wars FREE phone app - guide to Taranaki History" "I'm building a 3d paper tui and would like to use this image as a reference for their plumage"	100 comments indicate teaching use, e.g. "I teach an adult literacy and numeracy programme. . .I would like my students to analyse war propaganda posters and then design their own"	1 outcomes of national impact, e.g. the reconstruction of a lost site Policy informed

Insight	4	Simple learning	The learning of new, simple, facts. Evidence should include more than remembering something learn describing the new understanding. Examples include: “I learnt a caldera is a type of volcano that forms a lake rather than a cone”, “I fou of spider was in my bath”, “I learnt there is acid in most paper, and oil and salt on our fingers, that ca to…”, “I didn’t know that bees relied so much on this plant”, “I see how this artist was affected by the
	5	Contextual learning	Learning new things and being able to apply the new understanding to their own lives or contexts, or immediate lives around them, eg family Examples include: “I’ve changed my opinion about…”, “I now look at how I work with people in meeti realise the impact of me doing x”, “understand myself in relation to my family”
	6	Applied personal learning	Audience is able to apply the learning from the experience to make small future changes in their dail decision making. These actions are more likely to affect existing actions, rather than create new acti (9), Personal action. Examples include: “I will consider local language and customs in my work email greetings”, “I feel mo my voting about issue x because...”, “I think about how I my bias affected my thoughts on x, i can se
	7	Applied empathic learning	Audience is able to apply new learning to how they think about others. Audience feels more understa when considering others, and is able to confidently discuss new ideas and opposing views. Examples include: “I will consider how group x is portrayed in the media from now on”, “I will think al actions at work impact …”, “I now considers these factors when buying x”, “I had a constructive conv about the subject”

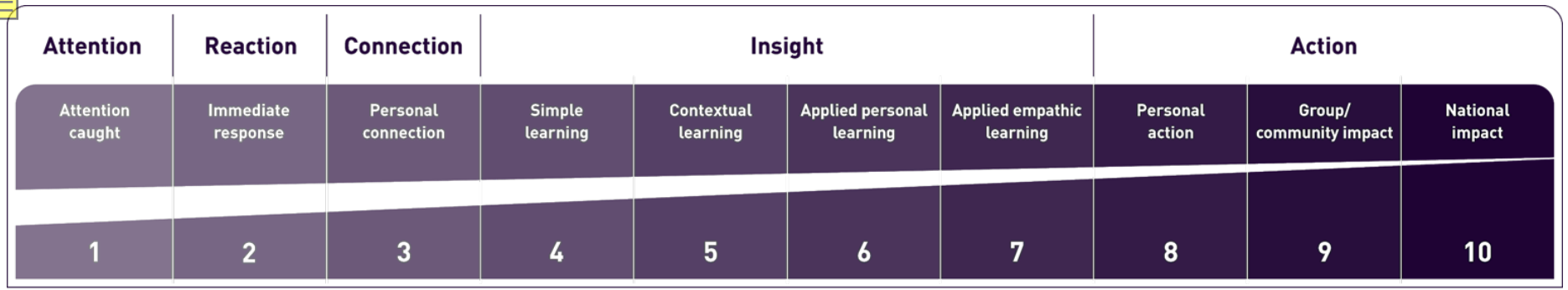
Action	8	Personal action	*New* or newly informed real actions undertaken as a result of the new learning or experience. The a something new, or undertaking a new action that has impact on them personally, or to their friends, fa These actions are deliberate, considered (not reactive) and show new time investment. They are gen experience, possibly even some days, weeks or months. The action could be one-off, or be ongoing. Examples include: “I brought and installed a pest trap to help protect native birds around my garden”, and made my own self portrait in the artists style”, “After the programme on gender equality I gained t to ask for a promotion at my job”, “visiting the art gallery was a big influence on my decision to study a
	9	Group/ community action	*New* or newly informed actions that affect a group or community as a result of the learning or exper be one person who has started an action that affects a community, or a community working together. community could be in any country, dispersed, or virtual. The action could be one-off, or be ongoing. Examples include: A wikipedia editing group formed around a particular project, a local museum is tra digitisation that increases access to local collections, a teacher creating a teaching resource using the local weaver sets up a regular workshop for locals, a tramping club includes plant identification tools i kit .
	10	National impact	*New* or newly action informed that is applied at a national level, or affect change that has national re could be one-off, or ongoing. The nation in question could the “home” nation, or another. Examples include: Research that informs national policy, the increased awareness and celebration of new year) as a national event, changes/additions made to the national education curriculum. What it does NOT include: National media coverage is not National Impact (10), nor is endorsement by celebrity or government, it is simply another form of extending reach and reaction, so is covered under level 1 or 2. The secondary effects of these could aid of course significantly increase levels 1, 2 and 3, and possibly later level through increased

Use of AIM

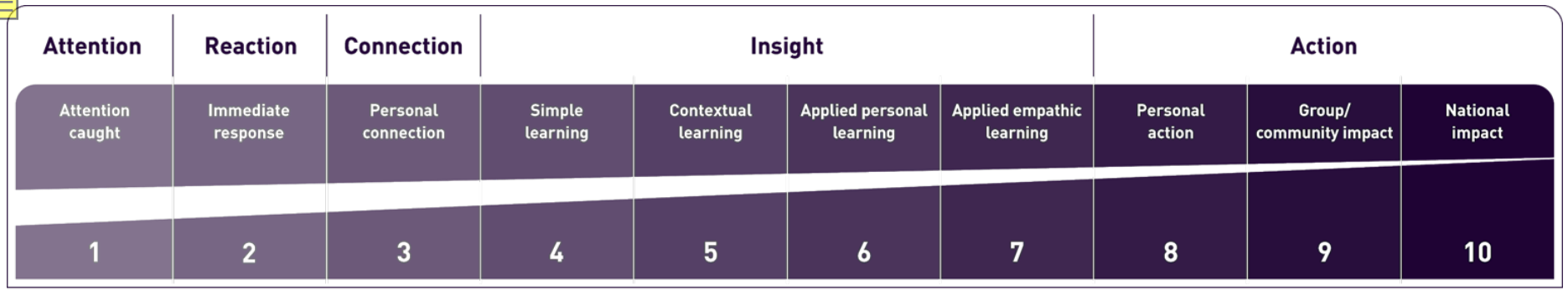
- Everything is based on the visitor success, not Te Papa
- Reaching the higher levels is difficult to achieve and measure, and requires new ways of thinking
- Not every product will hit level 10, but this model asks “how far can we go?”
- Model makes clear different products have different goals
- The model allows for “the shiny” to sit alongside “the deep”
- The model is designed to be aspirational, as Te Papa should be



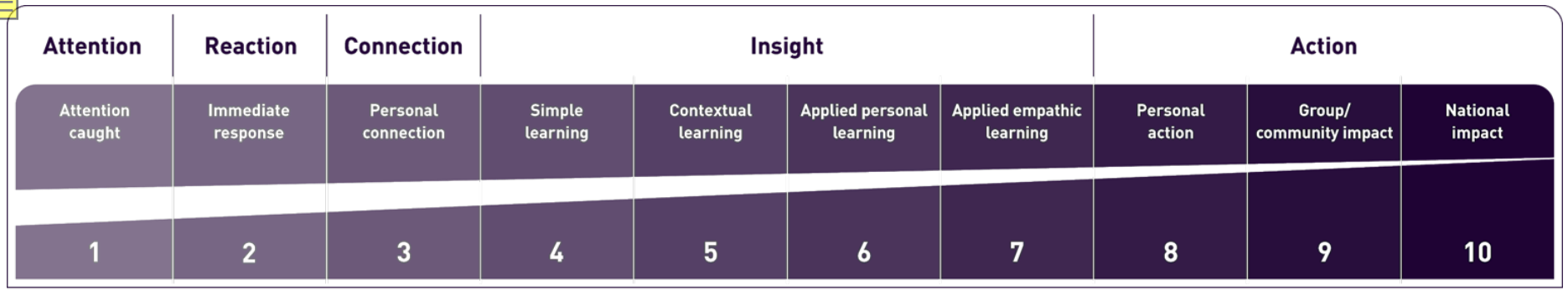
1. Entered a search in the search box



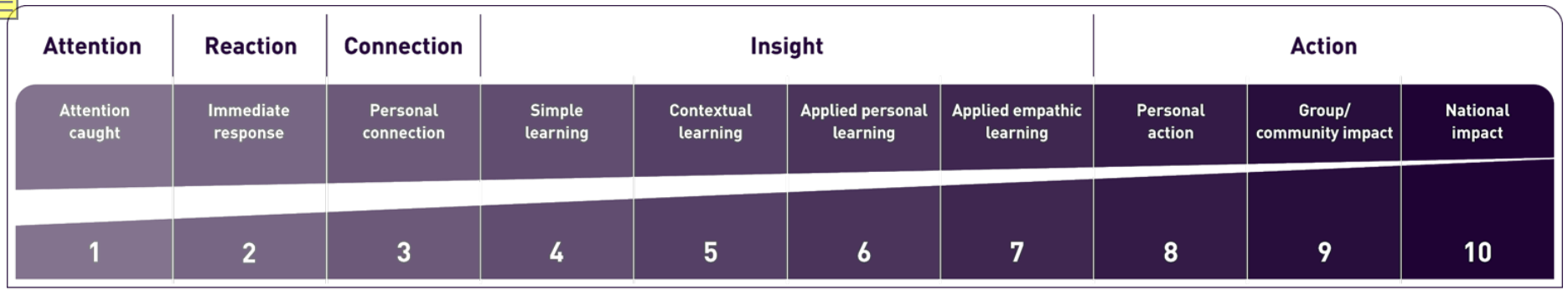
2. Relieved / Feel capable



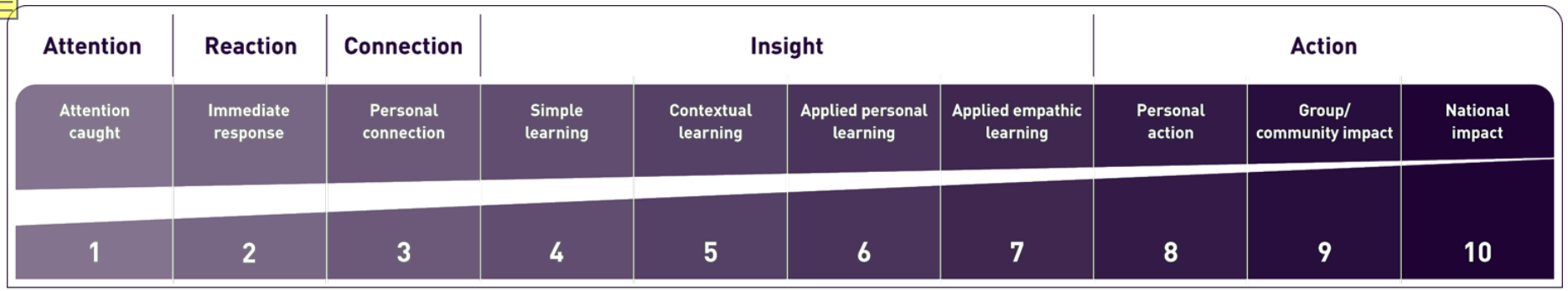
3. “I found an article really relevant to my assignment”



4. “I learned how to download citations into EndNote”



5. “If I use AUT Google Scholar I can click directly through to all the full text articles available via the Library”



Clicked on a link from twitter

Read a label

Followed link to blog from Newsletter

Entered an exhibition

Entered a search in the search box

Liked design, colours

Felt happy

Sad

Laughed

Concerned

Jumped with surprise

Apprehension

"Mum, look at this, it's cool!"

Awe

Relief

Felt capable

"My Grandfather was in the war, I wonder if his gun was like that?"

"When I went to the river when I was young, there were lots of eels"

"Wow, Te Papa has the Jonah Lomu Playstaton game, cool!"

"Oh my cat brought a bird like that in last week"

"I found what I need to read for my class"

Learnt basic Treaty facts

"Oh wow, look at all those kiwi feathers, must have been a lot of birds."

Learned a word of te reo

Learnt there was more than one kind of moa

Needed to find out what the spider in my bath was!

Learned how to download citations into EndNote

Questioned something (including myself or my beliefs)

"Huh, I didn't know Carmen Rupe was more than just a drag queen" (from a man in his 70s)

Saw where my opinion/ response fits in relation to previous visitors

If I use AUT Google Scholar I can click directly through to all the full text articles available via the Library without having to copy and paste results into Library Search

Changed my mind about something Understood how the treaty fits in my job

Had a talk at family dinner about war

Able to see art in a way I haven't before

Talked to my workmates about how cool John Britten was

I told my family about a music festival reducing its ecological footprint by going vegetarian. We discussed how we could reduce ours

I will read the labels on seafood products more carefully now.

Talked with my kids about the impact of pets on wildlife, and what we thought was appropriate

Felt confident in a discussion at work about using te reo

I'll look at how Māori are represented in popular culture more carefully now

I will consider how my choice of times and venues for policy consultation might affect who is able to participate

Installed a pest trap

Committed to using a few words of te reo in daily life

Going to keep my cat in at night from now on

"Better Earthquake-proof that hot water-cylinder I guess"

Made/wrote/ created something

I think I've finally decided go back to school.

My design practice will now build in consideration of people with impairments

Created their own guide to an exhibition for others

Started a stream restoration project in my street with my neighbours.

"To use for Māori Myths and Legends component of our Treasures of Tane Zoo School Programme at Orana Wildlife Park"

Created a new group, charity or club

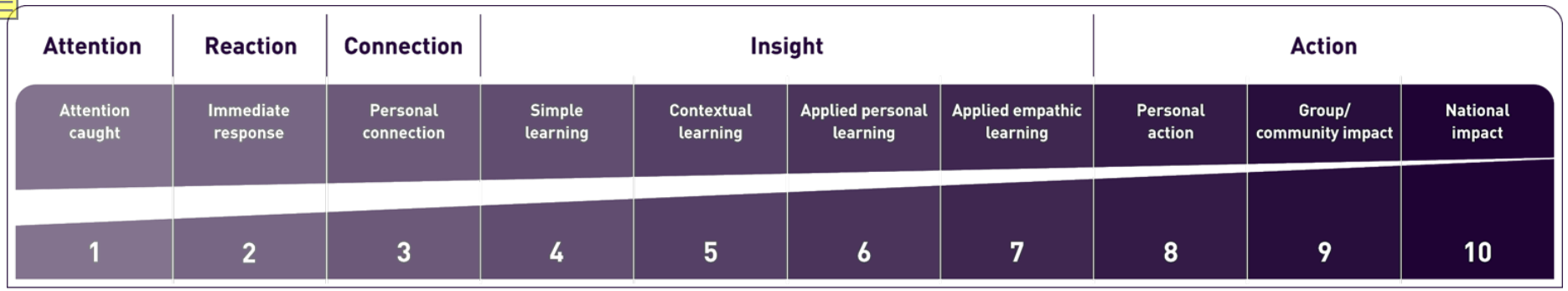
The new app I have developed will help new immigrants find other local speakers of their language

Generated economic return for NZ through my exports

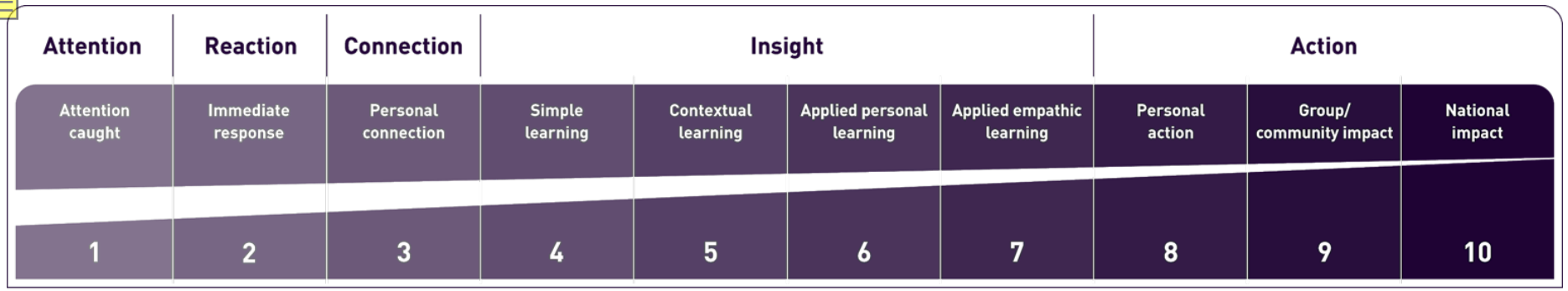
Aided research to try to find the original Pink and White terraces

Effected policy change at Government

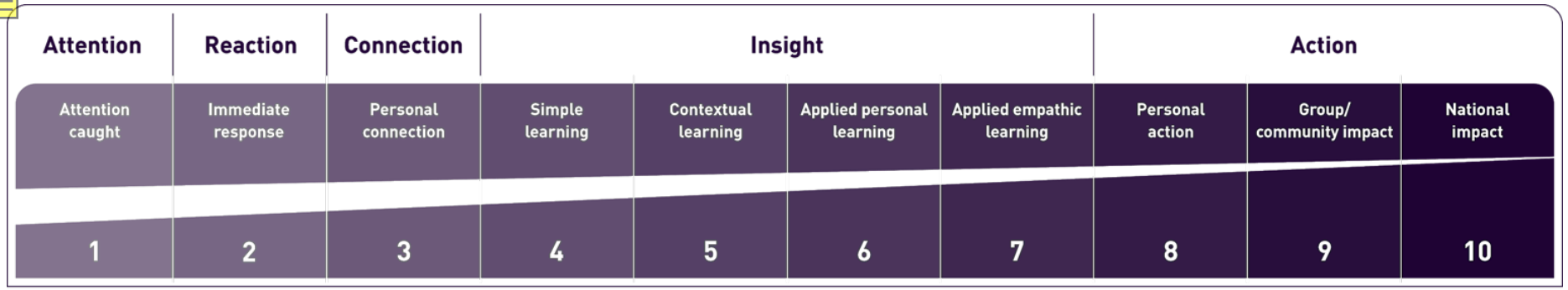
My research changed the way ACC funds rehabilitation services for people with brain injury and their whānau



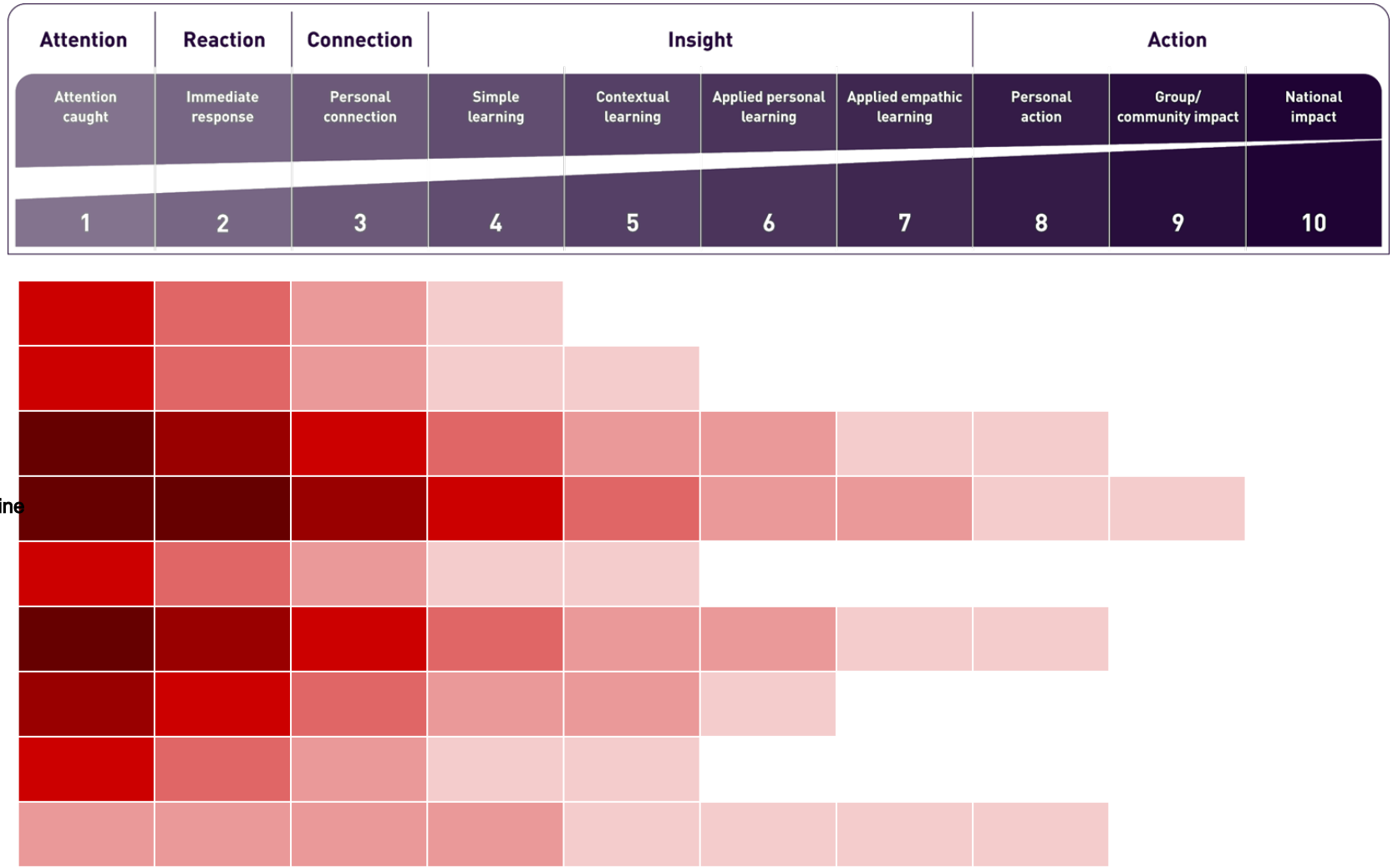
“My presentation went really well after I mocked up that model in Studio 55. I can do this!”



"I told my family about a festival reducing its ecological footprint by going vegetarian. We discussed how we could reduce ours."



“My research changed the way ACC funds rehabilitation services for people with brain injury and their whānau”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National impact
1
2
3
4
5
6
7
8
9
10
Art Wall
Portrait wall
Gallipoli
Collections Online
Blog
Suffrage 125
Product A
Product B
Product C

Measuring success

- How do you measure impact if it is 5 years after a visit?
- Use previous examples when designing
- Use our channels, e.g. MCH, MBIE, MOE, Schools, Universities, media
- Social media monitoring
- Repeat visitor interviews
- Surveys, follow up surveys
- Look at new technologies, automating the measurement of the earlier stages
- We need to gather more data, more regularly
- Be proactive, ask people! Get *their* stories

After all, isn’t that really why we’re here:
to enable, and share, stories of impact,
rather than
“big dumb numbers”?

Thank you

Adrian Kingston - Digital Channels Manager
Museum of New Zealand Te Papa Tongarewa
@adriankingston

http://bit.ly/NDF2018AIM