

Research highlights from “It’s the Story right!”

“Defining Moments” - Research February 06

A recent study of *defining moments* in the United States found that interpretation was a facilitator of such moments, and that those moments were a key tool for interpreters.

- The steps to a defining moment include: initial impression, reflection, absorption, the defining moment itself and then assurance.
- The steps to a defining moment can be planned for
- These steps translate to similar concepts described by Tilden in his classic work *Interpreting our Heritage*.

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“Effective Interpretation is...” Research February 06

A research study which compared recollections of an interpretive experience nearly a year later yielded some fascinating results.

- Participants tended to remember interpretive experiences that were novel or unusual
- Participants recalled parts of the interpretation that was either important or relevant to them
- Participants thought the interpreter was a key aspect in their experience
- Participants thought interpretive activities helped their recall
- Participants learnt that their prior knowledge was incorrect and recalled their misconceptions
- Participants found that visual imagery was effective in aiding recall
- In this case the key feature of the brochure was a map which was too abstract in design

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