

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

Brochure Research June 05

A recent study of interpretation in 3 Australian National Parks found that guided interpretive activities provided more immediate responses than on site signs.

- Over 50% of participants identified a range of possible changes in personal behaviour stimulated by the interpretation activity
- Variety and innovation in evaluation techniques enhanced the quality of the interpretation

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A recent evaluation survey of 673 visitors found that a brochure designed to communicate messages about a World Heritage site faced two key issues:

- Brochures as an interpretive tool are problematic where visitors are used to experiencing brochures as a form of marketing
- In this case the key feature of the brochure was a map which was too abstract in design

Contact macolm@interpretationnz.co.nz for further information



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