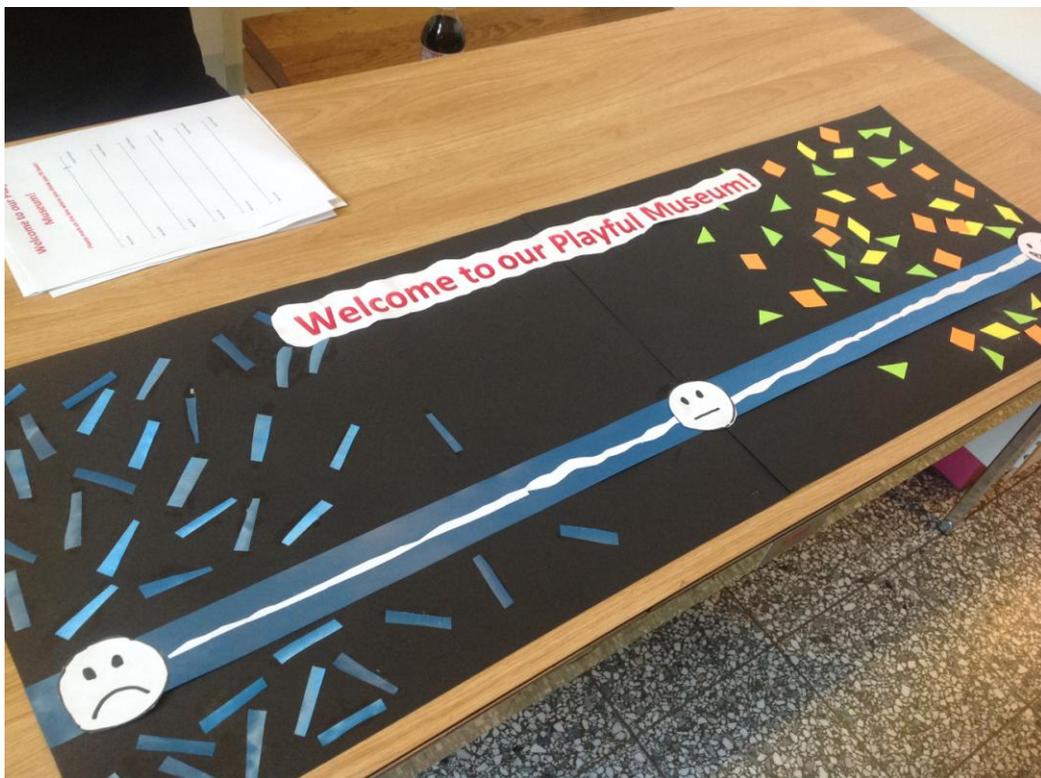


Play Tracker Evaluation.

As detailed in the Measures what Matters methods document, the cycle of continuous learning and improvement is important to the Story of Change. This is to make sense of past results, and to understand what research can be done in the future. *'We update and improve the Story of Change because there are negative results we need to understand, or we want to know more'*, and drawing upon this philosophy from the document, following the Play Tracker Buckets we then came up with the idea of the Play Tracker Graph.



Above: The play tracker graph at the start of the day.

In this instance, children would glue smiley faces on the graph wherever they feel they fit best. This method of evaluation techniques comes from the Measure what Matters document in which one technique to collect information is to get visitors to demonstrate that literally. By gluing either a sad, happy or a so-so face on this graph, this would help us to see how visitors perceive not only themselves to be, but also the museum as a 'playful' place.

Play Graph #1:

The first play graph we tested out proved to be a big success with visitors. It was bright, colourful, and children felt compelled take part in the activity. Observing this, compared to the play tracker buckets, I found this technique to gauge how playful children felt to be a little more effective, as this required a deal more thought and engagement for the child.



Above: Children taking it in turns to glue a smiley face on the graph.

Even though we had not specified what age range this tracker was intended for, some adults were somewhat reluctant to take part when asked by their children as to how they were feeling, often brushing it off. Despite this, the table would get very crowded at times with children wanting to glue how they were feeling on the graph, suggesting positive results.

At the end of the day, I counted how many of each faces there were and tallied the results.



Above: A view of the play tracker graph midday.



Above: The play tracker graph at the end of the day.

The happy faces reached one hundred and ninety four, the 'so-so' faces sixteen and the sad faces nine.

Play Tracker #2.

This graph was again repeated on the 7 April 15. This time, the graph was on a larger scale to the previous one and had minimum decorations.



Above: The second play tracker graph midday.

With this graph, I found that more children were inclined to take part in the activity when I was not present, so I frequently stood away from the desk and watched the way in which children, often in groups, would come up to the table and glue how they were feeling before walking away. Other times I would notice parents drawing their children's attention to the desk and then ask their children how they were feeling before handing them the glue-stick.

Like the first graph, at the end of the day I counted the results. The happy faces totalled one hundred and seventeen, the 'so-so' faces twenty, and the sad faces three. This, like the above result, heavily suggests children perceive the museum as 'playful'. The Happy Museum seeks to ensure its research is valid in the three ways of creating a Story of Change, collecting the results, and by analysing the evidence. As this was the last play tracker conducted, both the results from the buckets and graphs help us not only to understand our current knowledge on the Story of Change, but also as a learning tool we can build on for future reference.

