

Extended Abstract

The Study of Museum's Interactive Multimedia Demonstration Learning Field

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Abstract: At present more and more interactive multimedia technology is used in learning field and technology is getting mature. In addition to it's easy to move, but is it really interested in visitors and really improved learning motivation. The traditional static exhibition is that really necessary to increase the interactive multimedia equipment. In this study, we use questionnaire and quantitative analysis. Understand the museum demonstration of visitors' motivation, satisfaction and analyze their learning performance. Order explore of Visitors' learning performance satisfaction difference between static and dynamic exhibition. The survey found that most people believe the museum use interactive multimedia demonstration, to create a positive learning museum demonstration field, to stimulate innovation and development, so that the museum industrial generate greater efficiency.

Keywords: interactive multimedia, learning field, museum, learning performance, motivation

Introduction

This study wants to understand the interactive multimedia application to museum exhibition visitors' learning and affect. Use interactive multimedia presentation as the object of study, to explore visitors' motivation and performance. The purpose is to explore the impact of visitors to use interactive multimedia display the current status of the factors; the need for additional interactive multimedia museum and learning effectiveness analysis; visitors' behavior and sustainability.

Methods

This study is in order to assess the effect of interactive multimedia, using questionnaires to survey the visitors who visit the museum. The same questionnaire, the object under test is divided into two

categories, one is the traditional static display and the other is the visitors of interactive media show. And with both comparison and integration, it is able to investigate the effectiveness of interactive multimedia presentations.

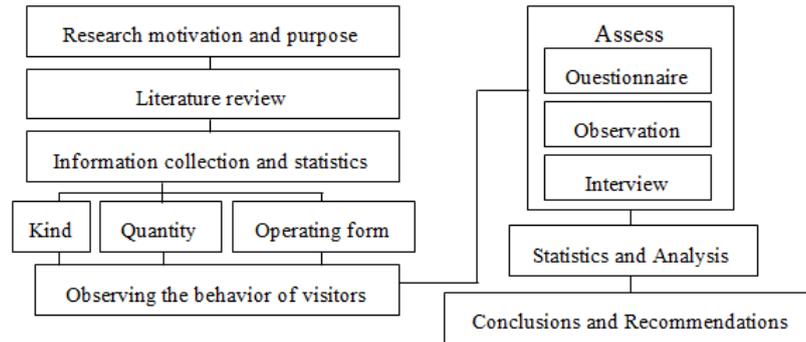


Figure 1. Research flowchart

Results and Discussion

Table 1. Narrative of Scale

The number of samples	30 people
Age	19-25 year old
Position	Art Institute Students
Average time to visit the exhibition	1-2 months one time
Visitors to the exhibition motivation for the exhibition content	25.2%
Visitors to the exhibition in the form of motivation for the exhibition	21.4%
Offers interactive multimedia can enhance learning motivation	55.2%
The use of interactive multimedia device does not affect the learning motivation	37.9%
Simple static exhibition can increase the motivation to visit	6.9%

Table 2. Likert Scale

The number of samples	30 people
Age	19-40 year old
Position	Students, teachers, office workers
Average time to visit the exhibition	2 months one time
Interactive multimedia exhibition attraction than traditional static exhibition	63%
The use of interactive multimedia presentations can promote learning motivation	80%
Do not think that the addition of an interactive multimedia exhibition is superfluous	66.6%
Static display is more able to arouse their interest	40%
To have an interactive multimedia equipment design exhibition satisfied	73.3%
For static Exhibition necessary to add interactive multimedia devices satisfaction	83.3%

Conclusions

From the two scales in this study, questionnaires were 55.2% and 80% of visitors think that using interactive multimedia presentations on the exhibition can promote learning motivation. Respectively, 40% and 6.9% of visitors think the static display mode arouse their interest and increase their motivation. There are 83.3% of visitors believe that interactive multimedia devices should be added to static exhibition. To make these learning fields of the museum really achieve educational purposes, the survey shows that interactive multimedia museum can be applied to improve the visitors' satisfaction and learning performance, and the research directions of this study show the feasibility. The next surveying directions of these researches also need to research for other visitors from different backgrounds and different ages. And the interactive multimedia applied to the museum is to make these learning fields to learn satisfaction for further investigation and analysis and evaluation, and make the results of this study more useful.

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References and Notes

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