

Animal Secrets
 Measures of Success Framework
 Goal 3

Project Goals	Project Objectives	Strategies	Behavioral Measures	Environmental Characteristics to Afford Desired Behaviors
<p>Goal 3: Provide parents of young children with the tools and techniques needed to encourage their children’s interest in science.</p>	<p>Parents will play active roles: observer, supporter of play, play partner.</p> <p>Children and adults will talk about the exhibit with each other.</p>	<p>Modeled in exhibit activities and copy</p> <p>Explained in parent panels</p> <p>Explained in Family Guide</p>	<p>The majority of encounters with exhibit components will elicit adult-child interaction in which the adult supports play or plays.</p> <p>The majority of groups with more than one person will talk about the activity amongst themselves.</p>	<p>Family-friendly exhibit characteristics (Borun et al., 1998):</p> <ul style="list-style-type: none"> • Multisided (family can cluster around exhibit) • Multiuser (interaction allows for several sets of hands or bodies) • Accessible (comfortably used by children and adults) • Multioutcome (observation and interaction are sufficiently complex to foster group discussion) • Multimodal (appeals to different learning styles and levels of knowledge) • Readable (text is arranged in easily understood segments) • Relevant (provides cognitive links to visitors’ existing knowledge and experience, in this case, highlighting animal behaviors children would recognize like eating, homebuilding, caregiving). <p>Activity characteristics:</p> <ul style="list-style-type: none"> • Activities and labels that invite parents to play • Activities that benefit from parent-child interactions and scaffolding. <p>Type and label characteristics (Serrell, 1996):</p> <ul style="list-style-type: none"> • Clear hierarchy of functions • Consistency of message and graphic design • Legible (sufficient type size, readable font, sufficient contrast, appropriate placement—close proximity to activity) • Reasonable length • Easy to read out loud to children (no need to paraphrase or translate unfamiliar vocabulary) • Images and words work together.