Symbolic Evaluation Method

The Ermatinger • Clergue National Historic Site wanted to capture audience feedback/evaluation from all of our visitors. We developed a form of symbolic evaluation that did not require writing as we wanted to keep it as barrier free as possible. For this evaluation we used Mason Jars and Buttons. Each jar had a face on it, ranging in emotions from happy to sad to uninterested. Visitors were to take buttons out of a bowl and place them into the jar that best suited their response to the question that was posted. The question remained basic, though targeted enough to provide some measurable feedback. We asked visitors:

"Did you enjoy your experience stepping back in time to the early 1800's?"