Fishing for Answers

Perceived Value and it's Implications for Museums



Imagine there's a fire: which one would **YOU** save?



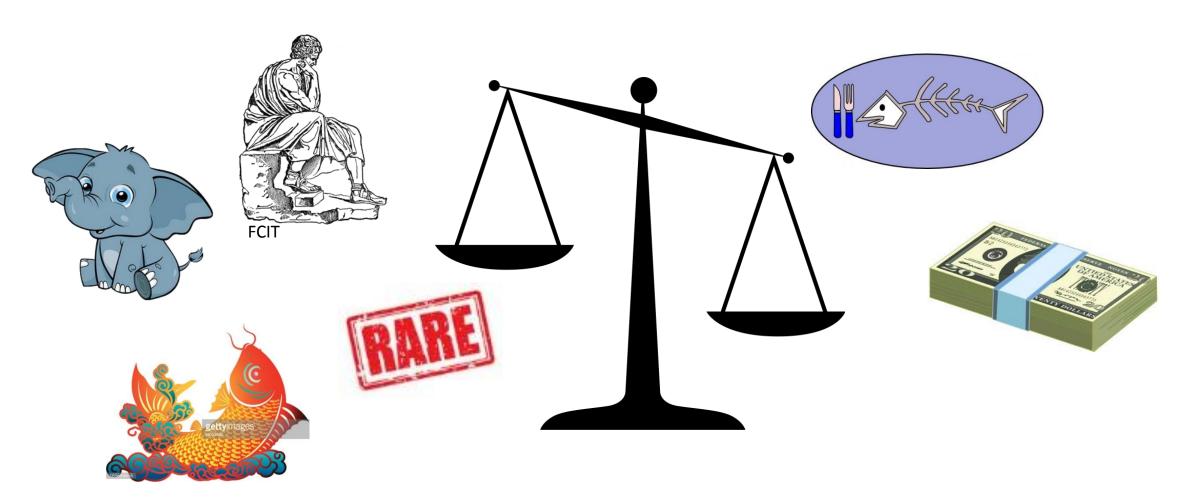




Value

Gary Edson (Museum Ethics, 1997)

Something desired or desirable based on a relative need or circumstance and can be individual, social, economic or aesthetic in nature.



Considering Animal Welfare



www.livingcolour.com





Photo: Zouavman Le Zouave

Display Practices and Challenges of Connecting with Fish



Georgia Aquarium



"GorillaRainforest". Licensed under CC BY-SA 3.0 via Wikipedia - http://en.wikipedia.org/wiki/File:GorillaRainforest.jpg#mediaviewer/File:GorillaRainforest.jpg

Marketing and Communication Related to Fish



Photo: http://brandpuba.co/tag/ripleys-aquarium/



Photo: Andrew Kolb, http://kolbisneat.com/torontozoo.htm

Language – Making Emotional Connections

Fear-based language

- Menacing (Seattle)
- Dangerous Lagoon (Ripley's Aquarium)
- Sharp teeth, aggressive (Monterey Bay)

Other Superficial Characteristics

- Unusual, mysterious, beautiful, mesmerizing, wonder, oddity comical...

What Does This All Mean?

COMPLEX!

- Perception of value is a driving force for zoo, aquarium & museum activities
 - Conservation, exhibits, educational programs



Photo: Guille Avalos, Creative Commons

More Work To Do

- Other definitions of value (animal-related, museum-related)
- Other factors affecting value
- Best practices (?)
- More research into visitor experience

Thank You!



Feedback? Questions?