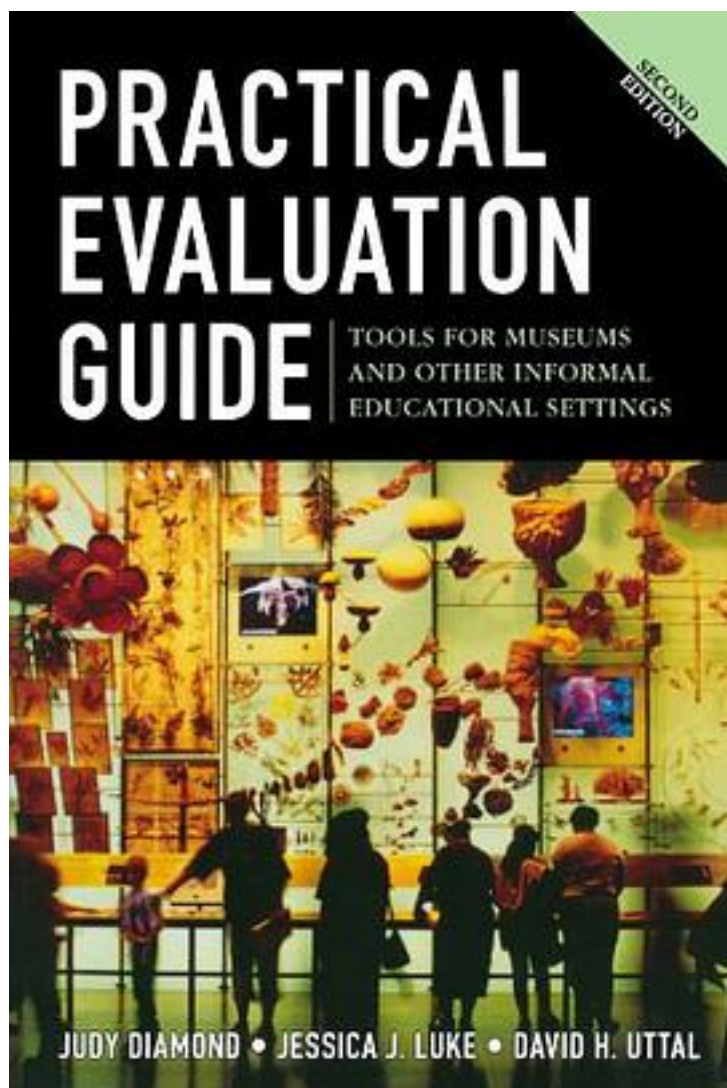


Practical Evaluation Guide



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Administrators of museums and other informal-learning centers often need to demonstrate, in some tangible way, the effectiveness of their institutions as teaching tools. Practical Evaluation Guide discusses specific methods for analyzing audience learning and behavior in museums, zoos, botanic gardens, nature centers, camps, and youth programs. This new edition incorporates the many advances in the burgeoning field of informal learning that have been made over the past decade. Practical Evaluation Guide serves as a basic, easy-to-follow guide for museum professionals and students who want to understand the effects of such public institutions on the people who visit them.

作者介绍:

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