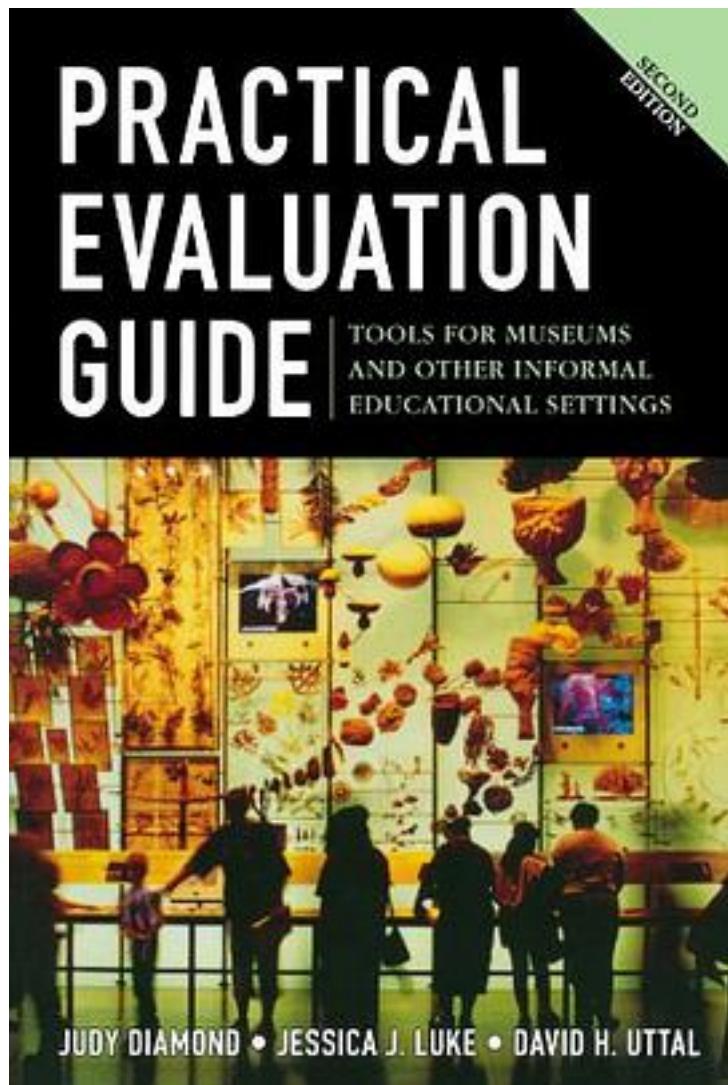


Practical Evaluation Guide



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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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标签

评论

入门读物，非常欣赏measuring visual-spatial memory这个章节，对数据处理和分析、尤其如何做出更有创意的更犀利实用的图表能够再展开些充实些就好了。mark robartsAM151D52009

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书评

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