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Nota di contenuto	Part 1. What We Know about Visitor Attention -- Introduction -- Early Studies -- Theories and Models -- Outcomes of Engaged Attention -- Overview of the Attention-Value Model -- Part 2. Understanding Value and Motivation -- Value as a Combination of Quality and Duration -- How Value Influences Choice of Text -- Predicting Engaged Attention to Exhibit Text -- Part 3. Ways to Promote Engaged Attention -- Visitor Self Guides -- Instructions to Describe/Compare Objects -- Label Placement -- Supplementing Audio with Text -- Large Interpretive Background -- Part 4. Promoting Engaged Attention through Exhibit Design -- Phenomena that Decrease Visitor Attention -- Visitor Navigation and Attention -- Some Guiding Principles for Exhibitions -- Appendix A: Checklist for Managing Attention.
Sommario/riassunto	How can museums capture visitors' attention? And how can their

attention be sustained? In this important volume, leading visitor researcher and educational psychologist Stephen Bitgood proposes a model—the attention-value model—that will help museum practitioners create more effective museum environments. A major advance beyond earlier efforts, the attention-value model shows how both personal and exhibit design variables influence the capture, focus, and engagement of attention. Bitgood also offers extensive background in the visitor attention literature, details of his extensive testing
