

**Evaluating Three Museum Installations
of a Hypertext System**

Ben Shneiderman*, Dorothy Brethauer
Catherine Plaisant and Richard Potter

Department of Computer Science and
Human-Computer Interaction Laboratory
University of Maryland, College Park, MD 20742

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*Address correspondence to Ben Shneiderman

Abstract:

This study explores the use of a hypertext system by patrons of three museums. Data on the articles accessed, the time spent in each, the number of times the index was accessed, etc. were collected from a total of more than 5000 sessions. Results show that visitors at all three museums used the embedded menus of the Hyperties hypertext system in moving from one article to another far more than the traditional index. Article selection appears to reflect anticipated interests of patrons at each museum suggesting success in traversing the database. At the third museum, the data collection was complemented by direct observation and interviews of the museum patrons. This approach appears to be more appropriate to analyze the usage data as well as to improve the user interface and database structure.

Introduction

Interactive databases have been widely used in settings such as business offices, airline reservation counters, libraries and supermarkets for the purpose of storing, retrieving, and manipulating data. The use of databases for browsing and educational purposes is less common, and research on the use of interactive databases in museums is nonexistent. This paper describes a study of Hyperties, an interactive encyclopedia system, in three museum settings.

Hyperties¹ was developed at the University of Maryland for use by novices in a museum and other environments. It is a software tool for constructing and reading a database composed of articles containing text and pictures on a given topic (Shneiderman, 1987). Such hypertext systems (Conklin, 1987) have become popular, especially since the recent development of Apple's HyperCard.

Within each Hyperties article certain words and phrases, determined by the author of the database, appear in color or boldface. When selected (by using arrow keys, a mouse, or a touchscreen), a brief definition of the word or phrase appears near the bottom of the screen. The reader can then select a **FULL ARTICLE** on the topic. The goal of the database author is to create logical links between articles so that readers can progress from one to another in a natural manner and according to personal interests. At all times the user has the option of selecting **NEXT PAGE**, **BACK PAGE**, **RETURN TO** [previous article], or **INDEX** (See Figure 1).

One aim of designers of systems such as Hyperties is to facilitate browsing and information retrieval by novices. In over twenty experiments at the University of Maryland, student volunteers have generally needed little or no instruction. In a museum setting, however, patrons may have a broader range of backgrounds, abilities, and expectations (Marchionini and Shneiderman, 1988). This study was done to determine how readily museum visitors would use Hyperties and to see whether they would exploit the hypertext feature, as opposed to using the index, in moving from one article to the next. In related studies (Wang et al., 1988), library science students used the index more than 80% of the time and only exploited the embedded menus after gaining familiarity with the system.

1- Hyperties is available from Cognetics Corp., 55 Princeton-Hightstown Rd., Princeton Junction, NJ 08550, Phone (609) 799-5005.

At least one study (Young, 1987) has explored how users of an online help facility locate information when given the choice of several methods, such as reading a more general article versus doing a string search for a particular word or phrase or reading a specific article about the topic. It appeared that new users tended to read the more general articles and performed string searches while expert users immediately read specific articles. It is difficult to generalize such results to our study, however, as Hyperties had no "string search" feature at the time of these studies.

This evaluation of Hyperties utilization in three museum settings is divided in two parts. In Part I, a common database was used in two different museums and only quantitative data was logged by the computer. In Part II of the evaluation at a third museum, we used a different database and were able to couple direct observations of patrons with more detailed log data.

Part I - Log data only

The Museums:

B'nai B'rith Klutznick Museum (BBK)

The B'nai B'rith Klutznick Museum is a well-established but modest-sized museum in downtown Washington, DC. Typical attendance is 150 people per day. The exhibit "Chim: Photographs by David Seymour" occupied one gallery of the museum from May to November 1986. A specially built painted wood cabinet housing an IBM PC-XT computer was situated across from the entrance to the gallery, behind a freestanding partition that held exhibit materials. The monochrome monitor was at eye level for a seated person, and three chairs were provided. The keyboard was covered by a clear plexiglass plate with holes punched in it to allow users to press the left and right arrow keys and the RETURN key. A silk-screened plexiglass label was attached with brief instructions.

International Center of Photography (ICP)

The International Center of Photography is a 14 year old museum located on upper Fifth Avenue in New York City. Typical attendance is 400 people per day. The exhibit "David Seymour 'Chim' the Early Years 1933-1939" was on display at the ICP from November 1986 to January 1987. An elegantly fashioned freestanding podium that housed an IBM PC-XT computer was installed near the gallery's center. The monitor was at about waist level at a 45 degree angle for comfortable viewing while standing up. The sturdy podium enabled viewers to rest their arms or elbows while viewing the CGA monitor. A wooden plate completely covered the keyboard. The arrow and RETURN keys were manipulated by pressing wooden

pegs that protruded from holes in the plate and rested on the keys below.

The Databases

The databases used at both museums were entitled "David Seymour: Chim" by Jeremy Symington, and consisted of 26 and 30 articles at BBK and ICP, respectively. The screens in Figure 2 were displayed on the monitor when the database was not in use. The index (here an alphabetical list of the article titles) is shown in Figure 3. Articles were from 1 to 8 screens long, some single and others double spaced, according to author preferences.

The INTRODUCTION article gave an overview to the topics and included highlighted references to key articles. The contents included information about David Seymour's life including a time-line of his accomplishments, the exhibit, the host museum, related photographers, and various testimonials.

Data Collection

The computer automatically recorded the time at which each session began, the name of each article accessed, and the number of seconds spent in each article. Index accesses were also recorded, but the time spent in the index was not. If the user did not execute a **QUIT** command at the end of a session, the screen reverted to the title page after 5 minutes of inactivity, and a "timed out" message was stored in the data for the last article.

Results

Data from 373 sessions at BBK and 361 sessions at ICP were recorded and analyzed. The data included:

Non-Article-Specific Data:

Articles per session: the number of articles accessed during one session (index accesses were not counted).

Index accesses per session: the number of times the index was accessed during one session, excluding any access just prior to the end of the session, since such an access was necessary to execute the QUIT command.

Articles read per index access: Average number of articles read per session divided by average number of index accesses per session.

Duration of session: the sum of the time spent in each article for which a valid time value had been recorded. In sessions that were "abandoned" the time for the last article was not included.

Percentage of sessions abandoned: the proportion of sessions not terminated by a **QUIT** command.

Average time per article: the sum of all time values recorded divided by the number of articles from which the time values were obtained (last articles of abandoned sessions).

Corrected duration: the duration of a session plus the average time per article for each article whose time value was not included in duration.

Figures 4-7 show the frequency distribution for key data items at each museum. The average length of a session was slightly more than 2 minutes at BBK and approximately 6 minutes at ICP. The average number of articles accessed per session was 3.2 at BBK and 5.7 at ICP. This difference may reflect the differing interest of the museum patrons or their skill with computers. The average time spent in each article was approximately 41 seconds at BBK and 64 seconds at ICP. We assume that the greater persistence of ICP visitors reflects a different profile of usage. Forty-seven per cent of the sessions at BBK were abandoned, compared to 39% of the sessions at ICP. Articles read per index access was similar for the two museums. NOTE: 8 sessions were not included in the above analysis (7 at BBK and 1 at ICP) because they consisted of one INDEX access (no articles were read).

Article-Specific Data:

First access: The proportion of sessions beginning with the index and the proportion beginning with the introduction.

Second article in session: The proportion of sessions (of those containing two or more items) that had each item as their second member.

Second article in sessions beginning with the introduction: The proportion of sessions, of those containing two or more items and beginning with the introduction, that had each item as their second member.

Second article in sessions beginning with the index: The proportion of sessions, of those containing two or more items and beginning with the index, that had each item as their second member.

Third article in all sessions: The proportion of sessions, of those containing three or more items, that had each item as their third member.

All articles in all sessions: The proportion of total accesses accounted for by each item.

The first item in 80% of the sessions at ICP and in 84% of the sessions at BBK was the introduction (lead article) as opposed to the index. This contrasts with the results in Wang & al. (1988) who found that graduate library students answering fact questions used the index more than 80% of the time. At both museums, approximately 50% of sessions beginning with the introduction had the index as their second item. The second and third most popular items consisted of the same two articles at both museums.

In those sessions in which the index was selected first, the most popular article at the BBK was "Israel", while the most popular article at ICP was "Chim-an overview" (the introduction). The total accesses per article in all sessions also reflects heavy use of the index and introduction (Figures 3 and 8) .

Discussion

Based on the comments of curators at both museums, Hyperties was well-received by visitors. Of course, these comments are biased and interviews with visitors should be used in future studies. As designers of the software we were interested in suggestions from visitors, curators, and colleagues to improve the system, but the data logging turned out to be insufficient for this purpose. Nevertheless we identified some ideas that might produce greater involvement and satisfaction. The lack of instructions on the title page of the BBK database, may have contributed to the short duration of many sessions there. In addition, both databases lacked instructions on how to quit. Users had to discover the **QUIT** commands on the index screen to terminate the session. We conjecture that the longer sessions at the ICP were due to a more knowledgeable and interested user population, both with respect to the subject matter of the database and to computers in general. The ICP users also spent more time reading each article and explored a wider range of topics.

Both user groups utilized the embedded menu feature of Hyperties more frequently than the index, as evidenced by the number of articles read per index access. In addition, the distinctive distribution of articles accessed at the two museums seems to indicate that users selected articles based on their perceived content, rather than at random. Visitors at BBK, for example, were more likely to read the articles on Israel and on the museum itself, while visitors at ICP were more likely to read articles about the various photographers profiled in the database.

The problem of "abandoned" sessions could have been reduced by adding **QUIT** to the

commands that appear at the bottom of each screen when an article is displayed, and by mentioning the quit procedure in the instructions on the title page.

There are a number of pitfalls that must be avoided if one wishes to use the data collected in this study to evaluate a particular database. The average duration of a session, for instance, is not reliable since there is no way of knowing whether one session was the work of one individual or of a series of people. The heavier volume of visitors at ICP may have accounted for part of the the longer duration of the sessions.

The proportion of abandoned sessions may only be an indication of the clarity of the instructions. Average time per article is a more important measure of the utility or efficacy of the system, and the proportion of total accesses accounted for by each article should give a good indication of which articles were most attractive to users.

Part II - Direct Observation and Log Data.

The Museum

The third museum is the well known Smithsonian Institution's National Museum of Natural History. Two IBM Personal Computers are installed in the final room of the exhibit on "King Herod's Dream" -- the ancient Roman port city of Caesarea, located in Israel. The exhibit focuses on the rise of urbanism in ancient times and the archaeological methods used during the past 20 years of excavations (Holum, 1988). This last station of the exhibit invites visitors to learn more about the sites that welcome volunteers, and how to join a dig. This exhibit organized by the Smithsonian Institution Traveling Exhibition Service was in Washington DC from March 22 to June 19, 1988. It is now traveling to five other museums for the next two years (Los Angeles, Denver, St-Paul, Boston and Ottawa). Two freestanding podiums house the IBM PC-AT computers. The EGA monitors, each equipped with a touchscreen, are at about waist level at a 45 degree angle. There is no keyboard. The only permanent instruction is "Touch the screen", written above the monitor.

The Database

The GOVA (Guide to Opportunities in Volunteer Archaeology) database was developed under the direction of Ken Holum (Professor of History at the University of Maryland). It consists of about 200 articles. The contents include information about archaeological digs

taking place in Israel, the United States and around the world, and practical questions about how to join a dig. A special effort was made to cover the local sites near the current exhibiting museum, and the database will be updated during its travels. The archaeological sites are organized both geographically and by historical periods. The information can also be accessed by direct selection on 11 maps.

The Touch-screen Interface

In this exhibit a touch-screen interface is used. The museum patrons need only touch highlighted words on the screen to see the related article. A standard strategy indicates the touchable items: in the text as well as the maps only the blue words are selectable. This third study offered an opportunity to test the "touch-mouse" strategy developed at the Human-Computer Interaction Laboratory (Potter et al., 1988). In this strategy users receive feedback about the exact touch position by a cursor just above their fingers. When the cursor is on a selectable area, the area is highlighted. The selection is activated when users lift their fingers from the screen. This method produces low error rates and high user satisfaction.

Observations in the Museum - The Effect on the User Interface Design.

In this study we observed museum patrons using our hypertext system and the touchscreen interface in a natural environment. The main goal of this pilot study was to verify the accessibility of the information. Were patrons really able to explore the database with ease and satisfaction? The Hyperties concepts with the touchscreen interface had been thoroughly tested in the laboratory, and it was clear that the system was easy to use with about 15 seconds of demonstration or explanation, but we had less experience with an unattended public access situation.

Three observers spent 4 sessions of about 2 hours each at the exhibit, observing and discussing three potential problems: the touchscreen interface, the Hyperties mechanism and the database structure. Each session allowed us to pick out the weaknesses of the system and put in place a productive mechanism of criticism and modification back and forth between laboratory and museum.

The first observation was that the suppression of our 15 second demonstration was transforming an easy to use system into a frustrating mystery game for some of these totally untutored users. The time spent at the computer shouldn't have been spent guessing and

missing. We observed 3 main problems: the mis-selection rate was still very high (the screen is touched but nothing is selected), the few lines of instructions were not clear or accessible enough to get started, and many patrons didn't figure out the 2 steps required to get a new article (first select a word and get a definition, then select its full article).

During the first sessions no usage data were logged by the computer. The data would have been able show the average very small number of articles accessed and the high number of mis-selections, but the simple observation of the patrons and some informal interviews was sufficient to give us the hints necessary to understand why the system wasn't working as hoped and how to improve it. In fact direct observation and interviews worked better to improve the system than the data collection in Part I of this study.

After implementing the changes described below, we saw an obvious and satisfactory improvement. Most of the patrons were able to traverse smoothly from article to article and focus on their reading and not on the mechanism. We were then able to concentrate on improving the structure of the database (contents and links) to make the information more accessible.

About the touchscreen:

We observed a surprisingly wide variety of ways to touch a screen! Some users pressed hard or rubbed the screen, some touched with 3 fingers, some swished elegantly with a fingernail, etc. In spite of our efforts to design the screens clearly, there was confusion about where to touch. In this Hyperties application all the touchable areas were words written in blue, an easy concept only if you have read the instructions. To reduce the users confusion on both of these issues, we provided better instructions and made the touch selection mechanism more forgiving. Our initial selection mechanism was very accurate and easy to use with a few seconds of explanation. For the museum purpose we enlarged the touchable zones as well as the cursor, and installed a help line at the bottom of the screen, continuously updated according to the current step of the selection.

About the instructions:

Written paper instructions attached on the side of the screens are not esthetically attractive. To give directions in the introduction article of the database seemed more appropriate. Therefore it has to be accessible to the patron coming to the screen. First we made the **RESTART** button available at anytime, well separated from the others to avoid accidental hits. The time-out delay was also shorter than during the first installations. Modifying the introduction article and immediately observing the reaction of the patrons allowed us to find a

more successful writing style. Patrons were more successful when they were asked to try specific examples than to read about the general hypertext concept. It is better to write "For example, if you touch the blue words volunteer on the 3rd line of this page, you will get an article about volunteers...", than to explain that the blue words will give you more information by accessing an article about the related subject. Our observations showed the importance of the introduction article. It should give clear instructions, a brief overview of the main database topics, and also easy and clear links to the most attractive parts of the database (maps for example) (See Figure 9).

About the Hyperties mechanism:

In the initial system the user had to first select a word, then select the command **FULL ARTICLE** to jump to a new article. This mechanism had been designed for a keyboard interface with which users simply pressed the Return-Key twice to get an article (Thanks to the judicious setting of the default cursor position). In the touchscreen version that mechanism doubles the selection process time and difficulty. The **FULL ARTICLE** command was also hard to reach in a corner of the screen and our interviews revealed that many patrons were annoyed by it. The solution was to suppress the definition and give direct access to the full article. Each selection had now a very visible and dramatic effect, the trade-off being a weaker continuity from screen to screen.

About the contents of the database:

After making the software changes, it was possible to check the database structure and accessibility. To find information the user can follow links from article to article, or select an article from an index, which consisted here of an alphabetical list of the 200 articles. We observed that users seemed to be disoriented by the very large index and often left the index without selecting anything. In the previous experiment the index was used often. Our hypothesis is that in the first database the index was small enough (2 pages) to be browsed rapidly, and give the user the possibility of forming a quick idea of the topics covered by the database. With a large number of articles the index was mainly disappointing, except for some people searching for a specific city. We believe that a table of contents will be more useful. We have made the table of contents accessible as an option from any page, but we won't get any feedback from this change until the exhibit is installed in the next museum - Los Angeles. The data analyzed in the next chapter was also recorded before this change.

Different Types of Use

During our stay at the museum we observed quite diverse behaviors. By making the browsing extremely simple and rapid, we also observed that it can become an attractive game for young children who enjoyed their power over the rapid flashing of the screen. Some other patrons come to the computer driven by their interest in new technology (the touchscreen interface or the software). We saw them study the software, "play" with the selection mechanism, but not always take interest in the information available. A lot of visitors just stop in front of the screen, touch it once or twice and leave. They don't seem to be interested or are exhausted (the computer is the last station of a long exhibit). On the other hand, we observed some patrons spending a long time at the computer (or even coming for a second time!) to explore several sites, take notes of names and addresses.

The Data Collection and Analysis

After improving the usability of the system, usage data was collected during four weeks. Unfortunately one of the two monitors was out of order at that time and only one of the two computers was used. All selections were recorded, allowing a more precise analysis. The **RESTART** command being available at all times and the time-out delay being reduced, we saw that most of the patrons started their exploration from the title page. Unlike for the Part I data we know that each session has most likely been conducted by the same person or group of persons.

In order to collect the most complete information possible for the GOVA exhibit, every selection and the selection's time was logged by the computer. Since all of the user input to the computer was captured, any information about what the museum patron saw on the display could be recreated. We chose to concentrate on the time spent within articles. To get this information the log files were "played through" the museum software, recreating the visitor's experience. At the same time a new condensed log file was generated that contained the pertinent information.

There were 27 days of data collected which contained 4461 sessions. A session in the GOVA exhibit starts when patrons touch the title page. The session ends either after 60 seconds of inactivity (time-out) or when patrons select **RESTART**. In GOVA, **RESTART** appears on every screen except the title page. Some sessions could not be included in the analysis. There were 143 sessions that for some reason would not replay through the museum software. The last session for each day was excluded because of the effect of the museum

closing and power being cut off from the machine. Because of an oversight, if the user started GOVA by touching the screen in a certain spot, the **RESTART** on the next page would be selected causing a very short unrepresentative session. This oversight eliminated 730 sessions from analysis. The following results are from the remaining 3561 sessions.

In the average session, patrons looked at 8.5 articles and referenced the index 1.3 times. Thus 6.6 articles were looked at per index reference. The average time per article was 16.4 seconds. The average session lasted 162.2 seconds (2.6 minutes). However 16 percent of the sessions timed out, so the time spent looking at the computer during the 60 second timeout period is uncertain. Assuming they spent the 16.4 seconds from the result above, we can include this value into those timed out sessions and conclude that the average session lasted 165.9 seconds (See Figures 4-7 for histograms).

Of particular interest is the relatively infrequent use of the index. This can be attributed to the effective hypertext writing that encouraged using embedded references. GOVA was written from scratch for the hypertext format. Also the index was long and arranged strictly alphabetically, not by topic. Patrons would have to have a very specific interest to use the index effectively.

Data on the number of accesses for each article was also compiled. Accesses were determined by two criteria: session accesses were the number of sessions that accessed the article. If an article was accessed several times by one session, it counted as only one session access. Total access counted every time the article was visited. In addition, these two criteria were further subdivided according to where the patron was when accessing the article. Three places were identified: any place, an article, and the index.

There were 8 different measures computed for each article. Sorting on each of these measures showed interesting results. The articles embedded in the introduction page topped the list that was sorted by session accesses from any place. One would expect this result since these are the pragmatically the most accessible articles. There are two peculiar notes though. The article PRACTICAL QUESTIONS was by far the least popular article of this group, not even appearing with the others in the top 20. The MAP OF THE WORLD, 9th in overall popularity, was the second least popular of this group, which is surprising since patrons can get an overall view of archaeological digs around the world from this eye pleasing graphic. It appears that it takes a reference with specific information to get the patrons attention. A user would rather read about ARCHAEOLOGICAL PROJECTS than read about PRACTICAL QUESTIONS (See Figure 10 for table).

Sorting by session access from the index revealed that the index was too long. All the top 20 articles selected by this method started with 'a', 'b', or 'c' except HOW TO JOIN A DIG and a map showing LOCAL SITES. The strong interest in digs in the local area was shown by most of these sorted lists. Counting by total accesses did not generate results much

different than by session accesses.

Sorting by the total time spent in the article revealed that while the maps were not accessed relatively often, time was spent with them once they were found. This may be a distorted result since the time for the map to display itself on the screen was longer than for an article.

The total time spent in each article was determined. In order to better judge which articles caught the patron's attention, the total time for each article was divided by the number of sessions that actually looked at the article. Sorting by this result gave an entirely different view on the articles. Certain articles obviously required in-depth reading. While 5 maps made this top 20 list, the map of THE WORLD did not. Except for two articles that started with 'a' and 'c', embedded references were by far the preferred way to find these articles. For example, the article on the HELLENISTIC PERIOD was accessed 61 times from another article and only 5 times from the index (See Figure 11 for table).

Conclusions

For museum exhibit designers

This study demonstrates the feasibility of using interactive databases in conjunction with museum exhibits. Hyperties is not perfect and there is a great deal more to be done to understand how to make successful applications, but the central message is that computers can contribute to an exhibit by offering an engaging, interactive, and personal experience. While only a fraction of the visitors tried the computer, many of those that did succeeded in traversing the articles and index. This study also illustrates the wide differences in database use by different visitor populations in terms of topics selected and willingness to invest time. Exhibit designers can add a computer database to provide detailed information, vary the level of presentation, offer multiple languages, or permit patrons to explore vast databases.

For researchers interested in methodological issues

Although log data was useful in creating some portrait of usage patterns, the direct observation and rapid iterative refinement led to the most dramatic increases in usability of our system in the museum environment. While we were tempted to proceed more slowly and make incremental changes while collecting data, this process would have taken many months. We made dozens of changes in a few weeks and although we do not have statistical data to confirm our conjectures, we feel quite confident that the system was dramatically improved by our efforts at the Smithsonian.

In future studies, we encourage more data collection about who the users were. Age,

gender, interests, goals in using the computer, previous interests with the database topic, and previous experience with computers would be worthwhile information to correlate with usage patterns. Converse's recent study of a shopping mall directory (Converse, 1987), found that certain user groups (the elderly) avoided the system, and 20% of users failed to get the information they desired. Such statistics are important in evaluating the effectiveness of a computer system. A second important source of information is post-usage interviews to ascertain whether the users succeeded in retrieving desired information and to determine their subjective satisfaction with the search process. Our observations in the third museum had a great effectiveness on improving the user interface and the structure of the database but were still insufficient to analyze search strategies. We cannot judge whether 2 or 6 minutes with the system is a successful use, only subjective comments can indicate attitudes. However, now we have a baseline of usage data against which to judge future installations.

For user interface designers

The museum environment is very tough to design for since the users are so diverse and even 15 seconds of training may be unrealistic. The initial steps to take should be obvious to the patrons so that they become engaged and experience success. Then the user should be presented with concise information about the database contents, the metaphors for usage, and the syntax for action. The touchscreen appears to be a convenient and reliable device and the take-off strategy is effective if care is taken to provide a comfortable physical installation, visible feedback about the current touch position, and reasonably sized targets. Instructions should be specific and results should be achieved with a small number of steps. The database structure does make a dramatic difference and overviews in the form of a table of contents are necessary to complement a lengthy index. In spite of your best efforts in design, testing with real users is still necessary. However, testing need not be lengthy or burdensome. Four to six hours should be enough to give an indication of the problems and successes that patrons have as well as provide ample suggestions for improvement.

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David Seymour (1911-1956), known to his friends as "Chim", applied his skilled hand, warm heart, and perceptive eye to photographing poignant and dramatic events of the 20th century. Chim's photographs have appeared in many **magazine articles**, **books**, and **exhibits**, and a number of memorials have been dedicated to his memory. His photographs of famous **personalities** of the 20th century are widely known.

This exhibit "**David Seymour 'Chim' The Early Years 1933-1939**" will remain on view at the **International Center of Photography** through January 1987.

BOOKS WITH DAVID SEYMOUR'S PHOTOS - a description of books containing photographs taken by David Seymour

FULL ARTICLE ON BOOKS WITH DAVID SEYMOUR'S PHOTOS
NEXT PAGE

RETURN TO CAPA, ROBERT

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Figure 1: This screen shows the first page of the Introduction article used at the International Center of Photography in New York. The bold items were selectable by pressing the left and right arrow keys to move a selector box. The selector box is now resting on the word **books** and the brief definition for the referenced article appears on the lower part of the screen. The user can now select the full article, turn to the next page, return to the previously read article, or choose the index. The back page command appears on the screen only when the reader has gone on to the second page of an article.

DAVID SEYMOUR: CHIM
edited by Jeremy Symington

You can learn more about David Seymour by reading
article on this computer. Move the blue highlight
from yellow word to yellow word by pressing the left
or right arrow keys. Then, to select the word in
blue highlights, press the ENTER key.

Figure 2: The title page seen by visitors at the ICP museum. A silk-screened plexiglass note with instructions for use was pasted to the cabinet at the BBK. The instructions were slightly different because the monitor was monochrome at the BBK.

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Figure 3a: Index for BBK database with total number of accesses for each article.

INDEX OF ARTICLES

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Figure 3b: Index for ICP database with total number of accesses for each article.

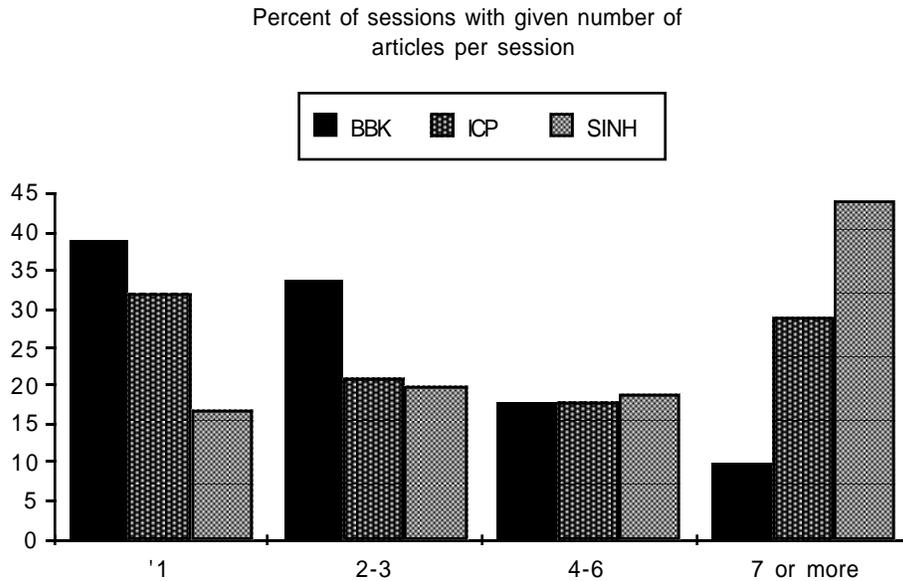


Figure 4: A histogram showing the percent of sessions that accessed the given number of articles in the session at both museums. Visitors at ICP viewed more articles on the average than visitors at BBK. Visitors at SINH viewed even more articles on the average than the visitors to ICP.

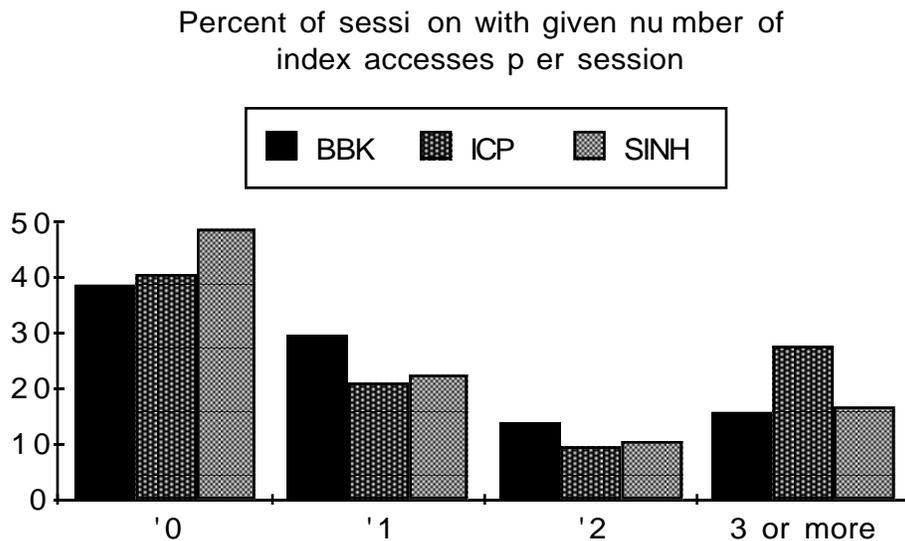


Figure 5: A histogram showing the percent of sessions with the given number of index accesses per session. ICP visitors used the index more per session than BBK visitors, possibly reflecting deeper interest in the photographers or more sophistication with computer usage. SINH visitors used the index less per session, possibly reflecting the difficulty in making good use of the much larger index.

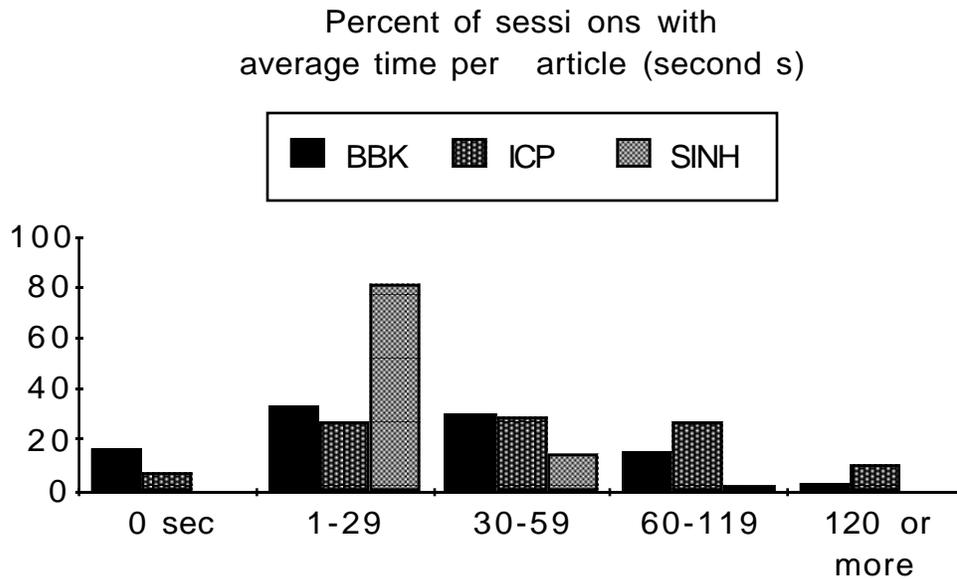


Figure 6: A histogram of the percent of sessions with the average time per article in seconds. Visitors at ICP spent an average of 64 seconds per article versus 41 seconds at BBK. Visitors at SINH spent an average of 16 seconds per article, possibly reflecting the ease of traversal with the touchscreen, the greater connectivity, and the brevity of the articles.

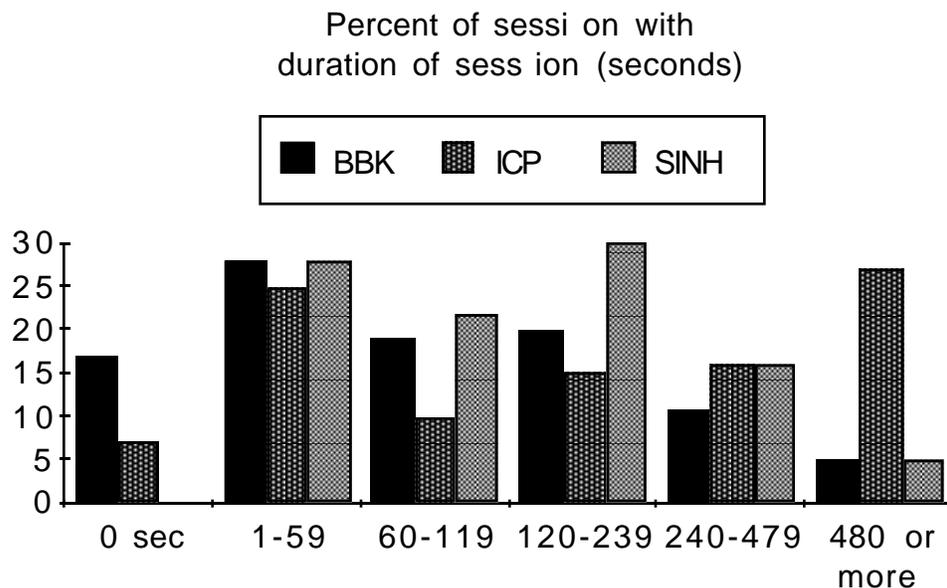


Figure 7: A histogram showing the percent of sessions with the given duration of the session in seconds. Visitors at ICP spent an average of approximately 6 minutes per session versus just over 2 minutes at BBK. Visitors at SINH spent an average of 2.6 minutes per session. We conjecture that this reflects the ease of exploration with the touchscreen that enabled users to quickly explore a few articles (notice the brief times spent per article in Figure 6) and satisfy their information needs

or their sense of the system. Also the SINH crowds may have encouraged people to move on quickly.

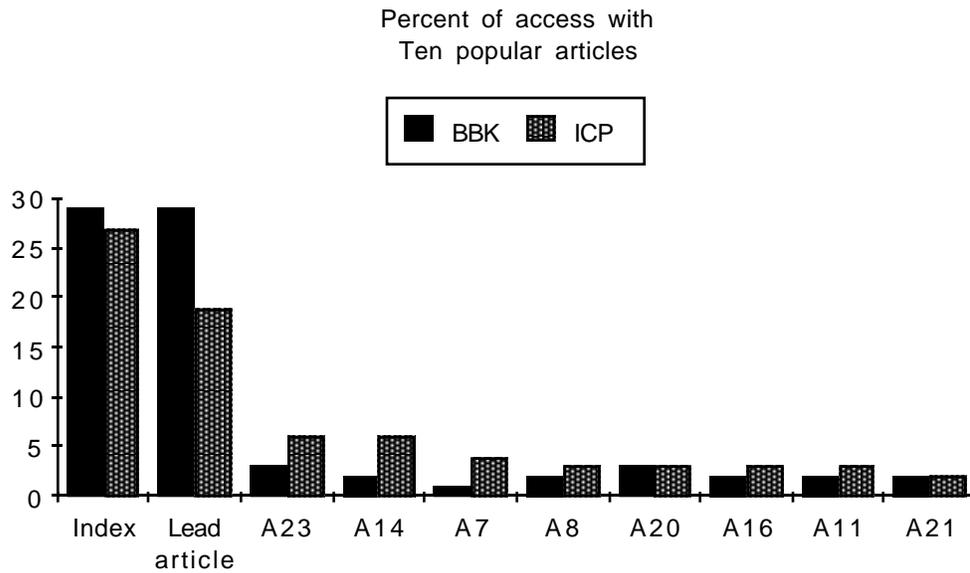


Figure 8: A histogram showing the percent of accesses for the index and the most popular articles that were included in the databases at both BBK and ICP. The numbers refer to the article numbers as shown in the BBK index in Figure 3a. The BBK visitors viewed the lead article often and did not explore as widely as the ICP visitors.

GOVA - Introduction

PAGE 1 OF 2

Welcome to **GOVA**, the Guide to Opportunities in Volunteer Archaeology. **GOVA** will tell you about **archaeological projects** all over the world (**see Map 9**) that welcomes **volunteers**. You can use **GOVA** to answer **practical questions** like **how to join a dig**, or how much it **costs**.

To Use GOVA, simply touch a blue word with your fingertip-- not your fingernail-- and release. For example, if you touch the blue word "volunteers" at the third line of this page, you will get an article about volunteers. To turn to the next page touch the blue word **NEXT PAGE**.

INDEX
RETURN TO MAP 9, THE WORLD

NEXT PAGE
RESTART

Touch a blue word with your fingertip

Figure 9: This screen shows the first page of the Introduction article used at the Museum of Natural History. The bold items appeared blue on the screen and were the touchable areas. Here, the brief definition space at the bottom of the screen has been removed. The **RESTART** is available at anytime. The style of writing for the introduction article is also different. It gives instructions and examples, and provides the links to the major database topics. In a later version we added a **TABLE OF TOPICS** command at the bottom of the screen.

		number of sessions that accessed article	accesses from another article	accesses from index	average time per visit (seconds)
INTRODUCTION	-	3561	483	259	31
<u>INDEX OF ARTICLES</u>	-	1802	1802	0	45
<u>ARCHAEOLOGICAL PROJECTS</u>	-	1379	1213	310	21
<u>VOLUNTEERS</u>	-	1022	1004	31	24
<u>COSTS</u>	-	773	737	45	28
AGE AND HEALTH REQUIREMENTS	-	658	390	303	26
<u>HOW TO JOIN A DIG</u>	-	603	549	68	25
ACCOMMODATIONS	-	487	388	115	25
<u>MAP 9: THE WORLD</u>	-	447	431	30	27
PERIODS OF THE PAST	-	369	368	6	15
LOCAL SITES	-	334	327	11	14
ACADEMIC CREDIT	-	329	215	132	13
EXCAVATION SEASON	-	321	306	18	13
BALTIMORE	-	304	148	216	23
ANNAPOLIS	-	293	135	189	24
MEDITERRANEAN SITES	-	292	288	6	15
SITES IN THE U.S. AND CANADA	-	290	278	16	15
NEW WORLD SITES	-	270	265	11	16
BIBLICAL ARCHAEOLOGY	-	262	220	52	19
SPECIAL SKILLS	-	262	258	5	20

Figure 10: This table shows the top twenty articles sorted by the number of sessions that looked at each article. Underlined articles appear on the introductory page and could be accessed with one selection. A strong interest in the sites local to the Washington D.C. area is shown in this list. All these numbers consider more than one visit during one session as one access.

		number of sessions that accessed article	accesses from another article	accesses from index	average time per visit (seconds)
NABATAEAN FINE WARE	-	1	1	0	62
INDEX OF ARTICLES	-	1802	1802	0	45
MAP 1: NORTHERN ISRAEL	-	180	171	21	43
TEL DOR	-	18	15	3	41
CAESAREA'S HARBOR	-	32	16	18	37
MAP 2: SOUTHERN ISRAEL	-	136	120	19	34
PETRA	-	49	40	10	33
MAP 11: LOCAL SITES	-	162	130	46	32
HELLENISTIC PERIOD	-	64	61	5	32
INTRODUCTION	-	3561	483	259	31
MAP 5: BRITAIN AND IRELAND	-	157	145	24	31
MAP 6: EUROPE	-	102	90	22	30
ASHKELON	-	68	24	58	30
LIFE ON A DIG	-	145	127	21	30
MOUNT EBAL	-	31	29	2	29
NORTH STRAITON	-	42	40	2	29
PUBLISHED LISTINGS	-	200	194	10	28
MAP 3: MIDDLE EAST	-	152	137	28	28
COSTS	-	773	737	45	28
KARNAK	-	86	79	8	28

Figure 11: This table shows the top twenty articles sorted by the average number of seconds that each session that visited the article spent there. We conjecture that these are the articles that the patrons stopped to read. Except for articles that were located at the start of the index, these articles were mostly accessed from other articles. All these numbers consider more than one visit during one session as one access.