
History Museum's Social Experiences Case Study

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ABSTRACT: *To assess stability of visitor-level attendance in specific period of time among participants in a daily program and determine social factors affecting people who attend the museum. Participants of the Altona History Museum were interviewed using a personal-interviewing instrument. In each wave of data collection, a cross section of the convenient sample was screened. The central factor was the adaptive social perception of the average visitor of the event with the theoretical propositions. The symbols have limited prevalence in the pursuit of museum, which likewise meant for a quarter of higher educated patrons a style of entertainment. Record numbers of the adults' interest accompanied by their early years attendances are likely to have the potential to generate a substantial population of regular visitors. Lastly, the subjective issue of good feeling accounts for a significant influence in making them content.*

KEYWORDS: social view of museum, symbolic interaction, qualitative research

CHAPTER I

INTRODUCTION

Since a museum enlightens the public in many different ways with respect to the presented content, exploring its capability becomes highly essential. Besides present usages, plenty of research area topics empower to advance the mankind progress and the expansion of science of the sector. In the remote parts of the world, where people do not have access to a museum, they can rarely imagine the benefits of these programs. In fact, in the regions, where people have access to this resort the socio-economic status of social classes occasions development of an interest toward it. Accordingly, the issue to know the extent that people and museum respond to each other's basic goal of presenting art, history, and culture takes notice. The aim is to find out what differentiates patrons from the other side as characterized by their specifics. In sequence, it will provide a perspective around the curatorial mission of effective reply to meet the needs of its audience.

STATEMENT OF THE PROBLEM

Topics of major importance that require analysis would be components of the scrutiny. At the start, it includes general characteristics that make the facility popular among the public. Then, a further topic aims to find out the emerging factors which are supposed to be reflective of the current operational stand. It will have relevance to the attendance level as well. The final topic would apply to the findings that originate from the use of theoretical perspective on the issue. Outcome may, to a certain extent, be productive for a more effective operation.

PURPOSE OF THE STUDY

The main purpose lies in comprehending everyday circumstances under various titles the museum is socially experienced. Studies of facts and behavioral descriptions that build on the theory would be reflective of an operative multitude whose effects are formative of the mutual relation between the facility and public. It will also resonate on the recurrent prospective visits across the community.

SIGNIFICANCE OF THE STUDY

The primary advantage of addressing the issue provides the potential to prepare the ground for a positive feedback on the long-term impact of curatorial plans. Moreover, museum professionals, educators, staff members, and concerned citizens will have an evidence-based conclusion about the situations that make people contact museum and the work efficiency which they do. As the study applies a screening process informally, it regenerates odds to comprehend a variety of social experiences with which people relate to this environment.

THEORETICAL PERSPECTIVE

The origin of theory occurred primarily in the works of William James, and developed in the early work of Cooley along with Dewey (Fulcher and Scott p. 127). The authors regard George Mead and Erving Goffman as the key figures in the further development of the perspective. G. Mead stated the subjective meaning which actors give to the events they confront. It takes into account the making of social phenomenon by the way people interact with each other and classify the world around them into symbols. Theoretically, a symbol means different things to different people although they deal with the same thing. In so doing, individuals are active creators of social world. The theory analyzes at micro-level of personal behavior as people interact with each other in a daily basis. Accordingly, individuals give meaning to a situation that emerges from the subjective meaning acquired earlier during experience with events. The way that people define an event is always in state of constant change because people experience reality as it is now, rather than based on what they have acquired during socialization and alternative macro-level societal determinants. Social structures and culture as H. Blumer explains, influence the individuals. He coined the term symbolic interactionism.

The interpretation that individuals give to the emerging things in life depends on the meaning they give to the situations. For the researcher to understand the social context, he/she needs to empathize with the people who count as the subject of query to understand their vision. In the meantime, to empathize with people makes the researcher put himself/herself in the position of others to experience the situation from their view. A person's self comprises meanings, values, and ideas. Consequently, the meaning emerges from the language, the gestures, the appearance, the manners, and the social context. Society exists in people's mind and their subjective experiences. They behave across situations based on the categories and the placement of others in those categories. Although the theory has been criticized for explaining a small scale view of society, it has been regarded as inevitable to understand society.

RESEARCH METHOD

Multi-faceted types of museum make each one center on subject-specific program. Accordingly, a single instrumental case study which includes qualitative data was applied to investigate the type under study. In sequence, a mixture of unstructured interview and limited non-participant observation was conducted. It followed that, visitors were able to buy several things in the bookstore. The widely attended program favorite to all age groups was the performance of nature imagery cardboard theater *Eidophusikon* during the weekends. Details of its procedure were shown afterward.

A pedagogist presented weekly navigation tools to a group of children aged above three which belonged to the sailor's baggage while on board. The aim was to provide children with an idea of how work developed in this area. There was also a guided tour of adults with the aim to perceive offered materials intensely. The guide communicated information to the audience in an interactive manner before they went around the intended galleries. Birthday parties were held occasionally to celebrate in special floors. Meanwhile, a team of international collectors as part of their periodic meetings called on.

DELIMITATIONS

Due to the museum subject, its visitors may also retain special opinions. Subsequently, the output of research varies explicitly when a wider range of sectors are taken into account. In the above respect, it becomes more practical to generalize the findings. This study, by analyzing public view of the phenomenon and patrons' specifics, provides a new insight about the event for the scholarly community in which the research belongs.

LIMITATIONS OF THE STUDY

Neither audio-recorded data nor the observation of surveillance cameras was involved because statements were written on a piece of paper as the interviewees spoke their opinion. To comply with an administrative order, interviews were conducted on weekends. For the sake of the constraint of resources, it was not possible to collect data on a large scale from the population in various regions. Therefore, the project is limited to a case study without having access to a qualitative statistical package.

CHAPTER II

LITERATURE REVIEW

The museum has been the subject of study in the literature from a variety of viewpoints. They embrace factors which deal with it under so many circumstances like the manner campus art museums have been used by students across universities and fields of studies to fulfill curricular requirements (Glesne 2015). The subject matter of research varies according to the available needs which lead to incorporate certain variables into the query. Kelly, in a study on three regional museums, investigated their impacts on local communities and people's lives. Armley Mills defines it as "a building, place or institution devoted to the acquisition, conservation, study, exhibition, and educational interpretation of objects having scientific, historical or artistic value.

The word museum is derived from the Latin muses, meaning ‘a source of inspiration’ or ‘to be absorbed in one’s thoughts’ ”. Due to various themes, their presented content differs on the whole. Then, the strategic plans to improve work are to achieve the stated objectives. Kehoe regarded science and technology museums, children’s museums, and many history, anthropology, and natural history museums define their goals very differently than a traditional art museum. Research on the early childhood material encounters is a vital dimension of the field. “There is far more attention to young learners in children’s museums than there is in traditional art, history, natural history and science museums” stated (Munley 2012).

SUBJECT OF CASE STUDY

Founded in February 1863 under an act of the Hamburg state, the Altona History Museum makes the permanent collection, real objects, artifacts, sculptures, events, temporary exhibits, and seminars available to the public. The history museum foundation owns the museum. It was relocated to the present time building in September 16, 1901. The administrative office is responsible for public inquiries, correspondence, and recruitment.

In the four-storey building each architecturally interconnected floor embraces a share of the entire content. The first floor consists of archives, cashier, bookstore, fishing boats, Galion figures auditorium, and the maritime commerce commodities. The second floor consists of library, nature imagery cardboard theater, exhibit, dioramas, and collection. The third floor consists of child education department, farmhouse, ceramics collection, electrically operated locomotive model, and artifacts. The fourth floor consists of the 1970s retail store and the Lauenburger Raths pharmacy.

The institutional personnel encompass; two chief executives, one general director, one administrative director, three curator assistants, six marketing representatives, one project manager, one controller, two secretaries, five restorers, one pedagogist, one librarian, two museum market incumbents, one studio photographer, four archivists, two exhibit technicians, two facility managers, one event coordinator, one attendant, one association incumbent, and four digital inventory incumbents.

THEORETICAL CONSTRUCT

For individuals who do not have prior knowledge of the venue, they may regard it in multiple ways, the most important of which beyond anything else might be the capability to open a window to the unknown realities of past era. It would also widen their perspective on characteristics associated with objects (items acquired by museum). Human subjects are those who seek all that is accessible in this place but the background dynamic factor of having early lessons in the field is very determinant of standing out from the crowd.

Referred to facts are also in one way or another related to the multitudinous bilateral importance of the venue. Depending on the kind of museum, each visit provides a new insight for the attendee whose cumulative effects are enlightening in the long-term. The outcome of visit depending on the attendees’ need is numerous since different kind of reasons affect their decision

to attend. Because the direction of progress is supposed to be individualistic, in the positive step there will be a variety of active people for various purposes in the field. The below visual representation divides factors in the figures.

Figure 1. Qualitative theoretical construct as a literature map.

Early visit Attendance reasons Foreign culture interest

Figure 2. Qualitative theoretical construct as a process.

Space Recent attendance

Figure 3. Qualitative theoretical construct as a cycle.

Meaning Symbolic influences Derived feeling

Figure 4. Qualifying interview participants.

Demographic influences

CHAPTER III

RESEARCH METHODOLOGY

Improved knowledge about human material existence counts among the advantages of museum visit. The artifacts may belong to the archaic times which show what tools people used at that time. The privilege of these artifacts is the special appearance they retain. They further reveal how use of tools change across time and space. It helps viewers to realize differences between their own routine life and those of archaic styles. In summary, artifacts serve to understand a set of mankind, objects, and environment in former eras.

Likewise, in contemporary society, the shape of similar equipment in different societies points out to their social context which embrace a rise or fall in technology. Although a equipment does the same work, it retains similar but atypical style. The coordinating elements of shape, fabric, and design refer to certain degrees of complexity used in the equipment. In addition to the local science of producing them, it makes it possible to perceive societal differences that through different thought processes are projected in the equipment. In a transient moment, one might also imagine what the successive generations in the centuries ahead will think of the past. The temporal differences still become more profound as ancient monuments make a point that people experienced the same reality differently several thousand years ago. They are the palpable remnants of classical period because human cannot go back in time.

Speculative people on their ancestral history make them aware whether they are part of a successful collectivity. The rest may think of the phenomenon as national inheritance. The invaluable artifacts transcend human dignity as they create honor among outsiders. Mental calm for the citizen who wishes to be part of success can be ensued as well. Therefore, the visitor account provides an authentic glimpse of a special research field.

RESEARCH QUESTIONS

Questions one to four measure demographic variables. They are explained in the next sections.

Research question five (RQ5): Have you visited museum(s) before the age of 18?

Proposition five (P5): Minors' decision to attend the event takes influence at an early stage of life by an inspiring education provided by parents, educators, teachers and the generalized other to avoid the perfunctory view of material world. Due to the formative stage of self-concept (internalized aspects of an interpersonal process) which develops in social interaction as children grow up, in sequence development of interest is very likely to shape at the onset of the life-course during the encounter with objects. The time that children get to know themselves is accompanied by environmental insights although they might have variant degrees of need for it. The positive relation between the self and the external part of body being environment leads primarily to completing special aspects of self relevant to the environment. Since minor age up to recently they have attended, it will be quite likely they will continue with the same confident outlook in the future equally. Data analysis firmly revealed over 90% of visitors have been involved in the same experience. It provides a definitive base by which during childhood they have actively sought acquaintance of this environment. Typically, direct experiences of presented resources are responses to the human curiosity that leads to materialistic consciousness.

Research question six (RQ6): Why do you visit this space exhibit?

Proposition six (P6): The main objective revolves around comprehending the factors which draw people to the mutually beneficial programs. They have expressed multi-faceted reasons to attend. Nevertheless, beyond a focus on the temporary fine-art gallery from the expressionist painter Horst Janssen (1929-1995) with a record amount of one third of all expressed cases, no remarks of identical quantity can be found (table 3.1). It gets into notice of changing needs among visitors toward fine-art objects in terms of materials used to make them rather than applied arts which deal with the crafts in terms of function. Explicable disparity might lie in the changeable character of the fine-art in comparison to the fixed status of the applied art. Important to realize, the sensible painting effect presumably selected and specialized for leisure exacerbates their respective temperament.

Table 3.1 Reason for Visit among Participants

Museum visit	10 (14.7%)
Art (painting)	24 (35.3%)
Ship machinery	4 (5.9%)
Child event	14 (20.6%)
History	4 (5.9%)
Auxiliary items	5 (7.3%)
Alternatives	7 (10.3%)

Similarly, the venue stands as a popular public space for visitors notably those who refer from across the country. It greatly maintains the view of how effective the facility carries out the scheme to present visual art. Actually, their painting sensibility forms the leisure activity of exclusive type. In summary, the versatile cause of visit leads to the work of diverse engaging practices. It complies with internal search for personal development.

Research question seven (RQ7): Did you visit another museum last year?

Proposition seven (P7): The previous experience provides an incidence of intense commitment until the present day follow up. It supports the idea of how definitive that commitment tends to be. In a word, it was not a matter of chance but rather the constant need for discovery. The great impact of junior age inquisitiveness along with 94% recurrence of it last year that continues the trend forward, describes with high confidence the like-minded group of people retains shared social characteristics longitudinally. The transitory layer of 18-27 takes the trend forward from the past to the future (table 3.3). The post-childhood transition period, practiced by the small youth group who has gone through all three temporal spans in the past actively, takes some time to be continued into the upper strata. Factors beyond transferring to adulthood take on a host of possibilities like developing a healthy lifestyle. In essence, the objective to follow has evolved in the life-course which increases as they grow. “An alternative approach involves trying to identify the environmental influences on health by examining their distribution over time” (Taylor et al., 2000).

Research question eight (RQ8): How do you describe the space?

Proposition eight (P8): The interior design as the context of plan complements presented items effectively. Most of the visitors labeled increasingly array of graded attributes of large (11.4%), beautiful (14.6%), and good (34.4%) from a wider range whose total greatly corresponds to the spatial aim of facility. It may not achieve an integral component for which the internal architecture has been constructed for, if it does not suit public expectation. On the contrary, 9.4% of attributes were labeled inadequate in regard to being dark, bored, and lack of clean air. Further complacent statements point out to the museum’s capability to create variform periodic internal free-standing walls.

In fact, the venue has relevance to the principle of form follows function. Elaborate structures lift visual qualities of content, affecting in turn visitors’ view of every aspect of existing material. Irregular space contradicts its intended purpose which will resonate reverse effects on prospective encounters. Glesne (P.25) in her research, quotes from a specialist of the field that “...medical studies have been done where people inside museums exhibit lower blood pressure...because they recognize museums as sort of scared and safe places...”

Research question nine (RQ9): Please name three core symbols (representations) for the museum. Proposition nine (P9): Due to the sparsity of declared symbols, rarely can any definite concept be represented. Much variations in data exist than unity based on specific ideas. The only differentiated concept (one fifth of the whole) from alternative forms of expression is sea related concept. It includes ship models, sea voyage, and development of fishing like previously

learned aspects of life relations. They stand for endeavor and human glory at sea among native inhabitants who used the industry to work. The ultimate progress of it led to advance the maritime commerce. The use of symbols under historical circumstances leads to the possibility of their restricted usage. Yet the space exhibit overlooks a park which complement the existence of each other effectively. Green space, coupled with material beauty, generates the first impression of attractive place in meeting the needs of community. Both establishments by making the biophysical premise into something valuable share the conservation purpose at large. It is via conservation that society gets access to desirable ecological standard.

Research question 10 (RQ10): What does the Altona Museum mean to you?

Proposition 10 (P10): Although the attributed meanings include a broad range of categories, above all to some extent visitors regard it as entertainment linked with multiple accounts of fun, happy, pleasure, etc. Subsequently, they were put together under a unified concept. These data account for fairly a significant number of 25.8% of all expressed statements which define the event as entertainment. Obviously, the unattended side retains still a far away glimpse among the sparsely declared meanings. It has been assumed, a visit includes more than a style of entertainment like practical mean for educational attainment and detailed knowledge of the area that exist outside of one's access. People might, for instance, imagine temporal differences of life that raise awareness of situation across time and space. A visitor said, he would like to explore the content in the context of past and present. Whereas the leisure activity might not be the only purpose, keeping up with the actual trend prevents future negative encounters. Conversely, a reverse interpretation would be something against the need to communicate. While the named attributes of training platform, personal development, and the science expansion reasonably make schooling with 16.8% somewhat greater than the vision of recreational facility, it does not alone generate behavioral performance.

Research question 11 (RQ11): How do you feel after your visit?

Proposition 11 (P11): The encounter with museum's resources creates mild physical and emotional symptoms on many patrons. Although a small fraction of audience (13.9%) expressed low estimates of physical problems like tiredness, the vast majority of them (84.8%) felt positive mainly in multiple sensory replies when they were about to leave. It occurs due to the effect of objects beauty based on curatorial standards. It can be said, under normal conditions, the connectivity between human and matter takes place at the neural transmission of things that run through senses to the mind. Generally, having been contented with resources, their request was fulfilled. In sequence, it reinforces a comprehensive image of the event which they had already in mind. Virtually, since the audience has spent time doing a favorite activity that was against stress, the odds of an identical trend to recur later intensify. It reflects the audience side of the event. Different stress management emotions generate preparative effects on the individuals. The intermittent back and forth between leisure and work keeps life going as usual.

Research question 12 (RQ12): How strong are you interested in the culture of foreign countries?

Proposition12 (P12): Important individual motive to conceive mankind artifacts possibly endures expansion of curious mind after progress in search of it in the country of origin has been

advanced successfully. Alternatively, curiosity on the rise makes one know abroad whose civilization still presents a deeper lifestyle than the observed surface. The reflection on religion might also be taken into account for social differentiation. Without any contrary remarks, interviewees regarded concern for recognition. The fond of knowing distant lands presumably originates from personal interest to explore extraneous natural and built environment which differs from where someone lives in. Equally important, human need to cross national external borders is deemed to start at minor age which at last culminates in the formative stage of coalescing simultaneous pursuit in museum special to every country and seek for it in the exotic context. Convergent motives, which coexist, differentiate viewers from the rest.

SETTING

To get the message across, a dialogue with human participants was established at the reception. An equipped setting being receptive of newcomers. The area is compatible with the aim to find the audience who have finished going around the building floors. It provided an atmosphere to speak freely. The personal interviews were conducted in this quiet neutral location where the respondents were able to modify their talks.

POPULATION

To collect a voluntary (convenient) sample, participants 18 and over were requested to take part in an interview which lasted around seven minutes. Familiarity with participants was not of concern. Afterward, brief notes were written on a piece of paper as the questions were read to them. Questions that appeared to make interviewees uncomfortable were not included. Subsequently, having anticipated a population pool of 50-100 potential respondents, a sample size of 66 persons who met the study criteria was estimated. A minimum of one and maximum of 10 interviews were conducted once a week from January 30, 2016 to June 18, 2016. It started at 12:00 a.m. (midday) and ended at 15:00 p.m. along with variability within the registered time periods.

The collected data contains most of age groups. The youngest person is 19 years old and the oldest person 85 years old. The mean equals to the middle age (40-60 years old) of 53. According to the table 3.2, four distribution levels divide the patrons among whom nearly 40% of national inhabitants allocated the largest share. The Altona community alone with 27.3% and other regions with a total of 30.3% were across the city informants. At 3% level, visitors came from Europe whose major factor is theme-based work at the district level.

Table 3.2 Gender of Research Participants by Region

	Female (34)	Male (32)
Altona district	8 (23%)	10 (31%)
District other	15 (44%)	5 (15%)
Towns	11 (32%)	15 (47%)
Europe	0 (0%)	2 (6%)

Lower levels of visit among the rest of regions trivially belong to the available local museums. As shown in table 3.3, 60.6% of the sample has attained academic qualification. The large margin, which differentiates both groups, makes the schooling impact on the visit crucial. In fact, it suits one of the factors noted by the theory to make people view symbols. Certainly, it can be said, the age group of 38-47; the stage when the trend gets stabilized, is the most active cohort who is likely to retain firmer area science. The presence of an outlier stratum is explainable by its unified respect for the closed environment. The 18-27 cohort starts less populated but in all the trend gets higher within the late middle years (median=55) and like typical life course activities, it decreases at an old age. Differences around the 48-57 cohort make the trend be scattered fairly unevenly across regular age intervals. The decline of the youngest group beyond the start of protracted interest might be linked with their less active status in the labor market.

Table 3.3 Education of Research Participants by Age Group

	without college education	college education	row total
18 – 27	2 (7.7 %)	1 (2.5 %)	3 (4.5 %)
28 – 37	3 (11.5 %)	5 (12.5 %)	8 (12.1 %)
38 – 47	8 (30.8 %)	9 (22.5 %)	17 (25.7 %)
48 – 57	3 (11.5 %)	6 (15.0 %)	9 (13.6 %)
58 – 67	4 (15.4 %)	9 (22.5 %)	13 (19.7 %)
68 – 77	5 (19.2 %)	7 (17.5 %)	12 (18.2 %)
78 – 87	1 (3.8 %)	3 (7.5 %)	4 (6.1 %)
column total	26 (39.4 %)	40 (60.6 %)	66 (100 %)

The educational level was divided into the dual category of college education and without college education. The former group includes Bachelor, Fachhochschule, Staatsexamen, Diplom, Master, Magister, Ph.D., and MD. The latter group includes Hauptschul-Abschluss, Realschul-Abschluss, Mittlerereife, Fachhochschulreife, Abitur, and Lehre.

INSTITUTIONAL REVIEW BOARD (IRB) AND ETHICAL CONDUCT IN RESEARCH

To prevent unintended harm to informants and the loss of the collected research data, the research project was authorized by museum administration before interacting with human subjects. Following the telephone calls on January 20, 2016, I received an informed consent document via e-mail from the administrative director Dr. Vanessa Hirsch. In sequence, respondents announced informed consent verbally. Subjects under 18 and individuals who were not able to join were excluded from the research.

ETHICAL CONSIDERATIONS

The participants in the project were requested to answer a set of 12 open-ended questions. They had the right to accept or deny participating. Those queried were also provided additional information in case of request. An anonymised exploratory query encountered absolutely no risk to human subjects.

RESEARCH DESIGN

At the reception, I approached the potential participants who seemed to have finished their visit when they were about to leave, to move into or out of the bookstore, and to move toward lockers and the cloakroom, a quiet setting that ensures an appropriate level of intimacy. To compile a heterogeneous sample, the participants were interacted regardless of any specifically pre-determined person type. Then, after introducing myself and the study aim, they were asked about their will to take part in an interview. Subsequently, the process of query began. During writing brief notes, follow up questions were communicated to clarify some of the talks.

INTERVENTION PROTOCOL

The intervention objective was to make contact with the informants, ask about their views, and record what they have said verbally. With regard to the method of social research and the past experiences already a simulated pre-test exercise was performed to cause an increase in competencies. In the ensuing step, subjects were entered in the process of query gently. As the initial in-depth interviews were carried out successfully, the same procedure continued afterward.

INTERVENTION INSTRUMENT AND PROTOCOL

The data collection instrument was prepared to collect relevant type of data. So, the research questions were ensued after a series of modifications occurred. Both general and specific questions aimed to look for deeper understanding of the case. Besides demographic questions RQ1, RQ2, RQ3, and RQ4 general questions RQ5, RQ6, RQ7, RQ10, and RQ12 were formulated to pursue the qualitative method for collecting special type of data. Together with the particular questions RQ8, RQ9, and RQ11, they were formulated to incorporate the extent at which the theory supports its use.

The applied open-ended questions RQ5 to RQ11 gave respondents an opportunity to talk about their opinions in their own words. For RQ12 a likert scaled measurement was used to mark the items in a scale of one to five including very strong, strong, neither strong nor weak, weak, very weak. The responses appear to reveal specific characteristics as expected. The exploratory views of the topic are to be explained taking the theoretical perspective into account. The logic behind making sense of the active factor was that, if the informants as a child have showed interest of the area, they would have retained certain motive to direct them toward the venue.

CHAPTER IV

PARTICIPANTS

Of the total interviews, all respondents were in the 19-85 age bracket. A number of 51.5% females and 48.5% males are fairly evenly distributed. 91% of the attendees referred the field before they became adult whereas 7.6% did not. In pursuance of the same trend, 94% of participants had the contact of one year ago. Concerning 37 individuals who did not participate in the research project a response rate of 44% was achieved. The districts spatial distribution consisted of: Hamburg-Mitte 4.5%, Altona 27.3%, Eimsbuttel 9.1%, Hamburg-Nord 10.6%, Wandsbek 4.5%, Bergedorf 0.0%, Harburg 1.5%, towns across the country 39.4%, and Europe 3.0%, Total Participants.

DATA ANALYSIS STRATEGY

Upon completing the interviews, the in-person brief notes were transcribed into coding sheet format to record data and text under each relevant category. For variables that allowed numerical calculations, the submitted materials were transformed into statistics. According to the first level structural coding, keywords and phrases were determined and allocated to suitable category labels.

Based on the second level pattern coding the aim was to explain the major themes underneath the categories. It led to recognize similarly recorded data. They were further summarized into sub-categories. To pursue the qualitative data analysis “search to describe general statements about relationships and themes present on the data” (TWU, 2016), the third level axial coding was applied. The outcomes of the first two stages were analyzed to realize how the categories and sub-categories might be interrelated with one another.

DATA ANALYSIS AND CODING

The initial coding phase was completed by implementing a structural coding method in which the raw data were labelled. The following 12 labels were assigned: age, sex, education, region, childhood visit, attendance cause, attended last year, space, emotion, meaning and foreign country interest. Accordingly, data was organized around specific research questions. The various aspects of the phenomenon show a highly dynamic childhood motivation which remains constant over time as repracticed last year and at the present time. The motive of foreign country interest coordinates with special interests to attend. During the pattern coding method, the concepts were classified into the categories or themes. It followed that, specifics that influence a visit are, the demographic aspects like age, sex, education, and region, the background aspects like childhood motive, attendance cause, attended last year, foreign country interest, meaning together with the symbolic dimensions which include emotion, symbol, and space.

Background: The data analysis revealed the persistent vital impact of minor teaching which orients a child to create a motive. In addition, specialized pursuit of determined programs complements the personal impute of entertainment that lead to continue the habit until the near past. They also mix with the prospect to know foreign countries whose joint function lead to a

durable pursuit. Individuals committed to pursue regularly experience multiple aspects of a visit. In quest of specific programs, they engage actively. That is why, they have developed an idea at a certain point in the past and have refined it during a lapse of time.

The above trend is expected to remain constant too. It characterizes people with keen interest who are in search of magnificent work of art which belongs to a hobby that is trivially related to the issues which are component of the conventional tradition of museum. An ideal manner of leisure activity that includes person-event mutual benefits in the course of a visit has been chosen.

Symbol: Based on categorical analysis, the subjective state of pleasure expressed by most viewers is relative to the view about space as basically appropriate. The museum stands for many symbols among its audience. The frequency of their occurrence embosses definite symbols from the remains. Therefore, the symbolism of sea phenomena emerged slightly. It represents the local history. Subsequently, as the sector gets along with its duty, it represents the maritime labor that has been part of local economy which dates back centuries.

These social and physical symbols reveal with what tools the inhabitants of community worked and how they developed fishing as a major contributor to the local economy. The sea phenomena are a relevant aspect of work throughout centuries. They primarily depict endeavor for life in a pre-industrial society. The existence of large old wooden farm house supported by pictorial evidence compose private realm in living a rural way of life. Altogether they refer to the activities that were responsive to the life demand in earlier periods. Equally, they are associated with the most accessible means of earning a livelihood which passed on to transcontinental trade. During time the ship manufacturing industry has been expanded progressively.

CHAPTER V

DISCUSSION

As the spectrum of offered programs exceed the community level to the nationwide audience, the museum denotes a symptom of moving toward a higher standing. The progress is likely to improve its rank criteria. Despite a roughly popular status both at local and homeland, a fairly low but regular rate of attendance is observable. Declared satisfactory levels about space and derived optimal feeling contribute to the above consistency. Extra point refers to a quite significant number of people who come to the museum for leisure in which the higher educated group surpass the preceding group notably. Elevated level of macro structure exists in religious shrines because they are executive organs of their relevant institution. Worshippers are mainly preoccupied in a place reflective of transcendental values with essential religious beliefs and practices. The motive for their action is spiritual rather than material. They interact with a specific style of built environment which represent sacred symbols of charismatic figures. It has farther the latent function of psychological and corporeal shelter.

CONCLUSION

The analysis in the previous chapters supports the general statement that, except the visitors who selected the venue as a reply to their personal need in the past regularly, the event is not wide on a larger scale. Patrons visit principally for content type dependent grounds but on the whole painting stands for the strongest reason. Even so, the presented applied art crafts are speculative. The versatile grounds lie on convergent requests like search for auxiliary items. Similarly, plenty of museums and recreational facilities generate a background to regard it as a customary institution.

Each type of facility completes the specific component of free time related personal schedule. Nevertheless, particular qualities associated with the form attract the museum audience. The perspective of the sector evolves during child rearing practices and matures upward in adolescence that reaches its peak in senior years increasingly. At minor age, they have dealt with a medium to direct their curious mind. Since it has been creative for them, they have kept it proceeding on to formative stages. A component of intellectual development coincides with the physical growth process temporally which implies a smooth path to character development.

Generally, the resort fills in a few hours of people's daily loneliness. Meanwhile, the educative dimensions of museum move beyond the scope to present the material aspect of society. A differentiated characteristic that expands patrons' vision of just watching at the collection of different items. It also aims to develop children's abilities by engaging them in didactic programs that lie in pedagogical objectives, whose benefits can only be found in children's museum. Alternatively, Whitesell (2015) regards "school field trips have been a feature of public education... In spite of this, many schools have shifted toward in-school practices to raise the students' performance in the scores."

RECOMMENDATIONS AND IMPLICATIONS FOR THEORY, RESEARCH, AND PRACTICE

The incorporation of a few museums in query provides general insight at structural level. It also leads to a deeper grasp of any specialized topic which demands scrutiny. Additionally, collaborative work with educational and corporate entities creates a background to take advantage of the space for placement in related fields of study. The extent at which, what and how children learn in museum settings is currently a demand for query. In the larger part of the population, the concept of meaning remains at micro-level grounded on their social interactions with people and objects and in harmony with the basic ideas of theory. The list below in case viable might contribute to the effectiveness of work collaterally.

- Extend the electrically operated locomotive
- Do some practice with the port technology including marine lighthouse and traffic control tower
- Make use of manual dioramas practically while keeping prototypes in showcase
- Apply flat print boards hanged on the wall which introduce historical events, figures, and artifacts

- Dedicate a whole dimly lit room to the lighted up postcards as well as increasing their transparency so that their nightly image is highly felt
- Equip the building with the required air quality sensors and a halogen or LED lighting system where they are not available

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APPENDICES

APPENDIX A: INTERVIEW INSTRUMENT ENGLISH

1. How old are you?
2. What is your sex? 1. male 2. female
3. What is your highest educational qualification?
4. In which district do you live?
5. Did you have museum visit before the age of 18?
6. Why do you visit this space exhibit?
7. Did you visit another museum last year?
8. How do you describe the space?
9. Please name three core symbols (representation) for the Museum.
10. What does the Altona Museum visit mean to you?
11. How do you feel about your visit?
12. How strong are you interested in the culture of foreign countries?
Please mark notes 1 to 5 by which 1 is the highest interest.

APPENDIX B: INTERVIEW INSTRUMENT GERMAN

1. Wie alt sind Sie?
2. Was ist Ihr Geschlecht?
3. Was ist Ihr höchster Schul oder Universitätsabschluss?
4. In welchem Stadtteil wohnen Sie?
5. Haben Sie als Kind oder Jugendlicher ein Museum besucht?
6. Besuchen Sie das Museum aus einem bestimmten Grund?
7. Haben Sie im letzten Jahr auch ein anderes Museum besucht?
8. Wie finden Sie die Räumlichkeiten des Museums?
9. Bitte nennen Sie drei typische Merkmale für das Altonaer Museum?
10. Was bedeutet für Sie ein Besuch im Altonaer Museum?
11. Was empfinden Sie nach dem Besuch?
12. Wie groß ist Ihr Interesse an der Kultur anderer Länder?
Geben Sie Schulnoten von 1 bis 5. Eins wäre sehr großes Interesse.

APPENDIX C: INFORMED CONSENT FORM

To: Mahmood Niroobakhsh
From: Martens, Eva eva.martens@altonaer-museum.hamburg.de
Date: January 27, 2016
Subject: WG: Ihr Kunstprojekt

Sehr geehrter Herr Niroobakhsh,
vielen Dank für Ihre Anfrage, im Rahmen eines Forschungsprojektes Besucher des Altonaer Museums zu befragen.

Dies gestatten wir Ihnen gerne. Wir haben besprochen, dass Sie Ihre Interviews vor allem an Samstagen/Sonntagen durchführen wollen.

Mit freundlichen Grüßen
Vanessa Hirsch

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