

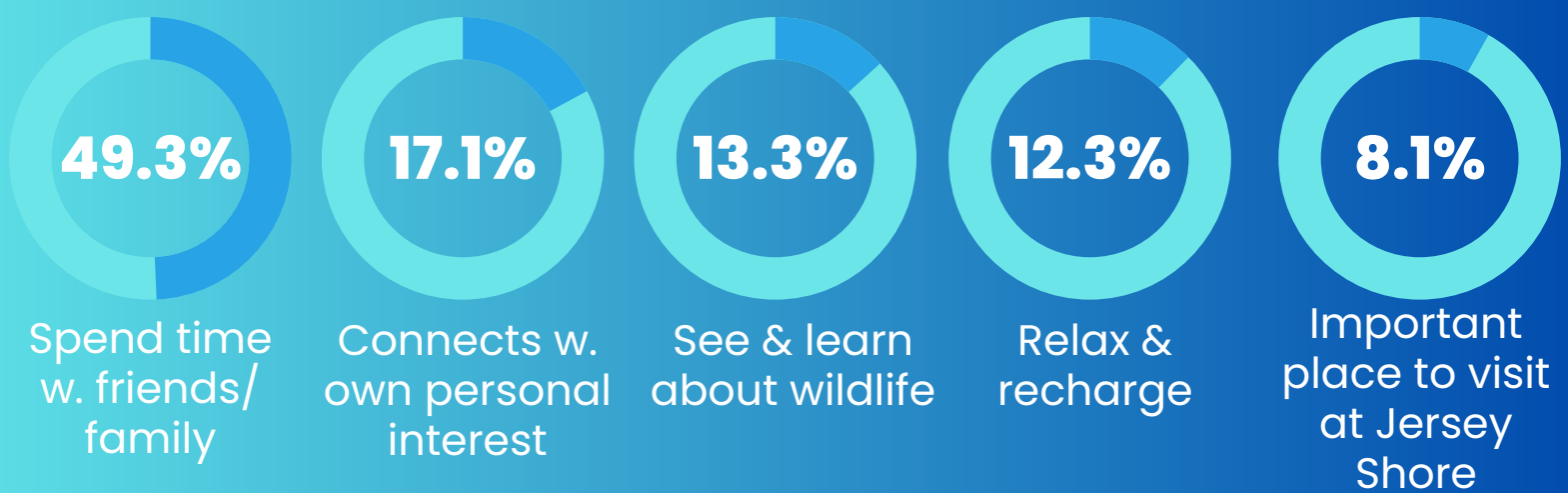
# WHY STUDY REFLECTION?

Deeper levels of reflection are related to:

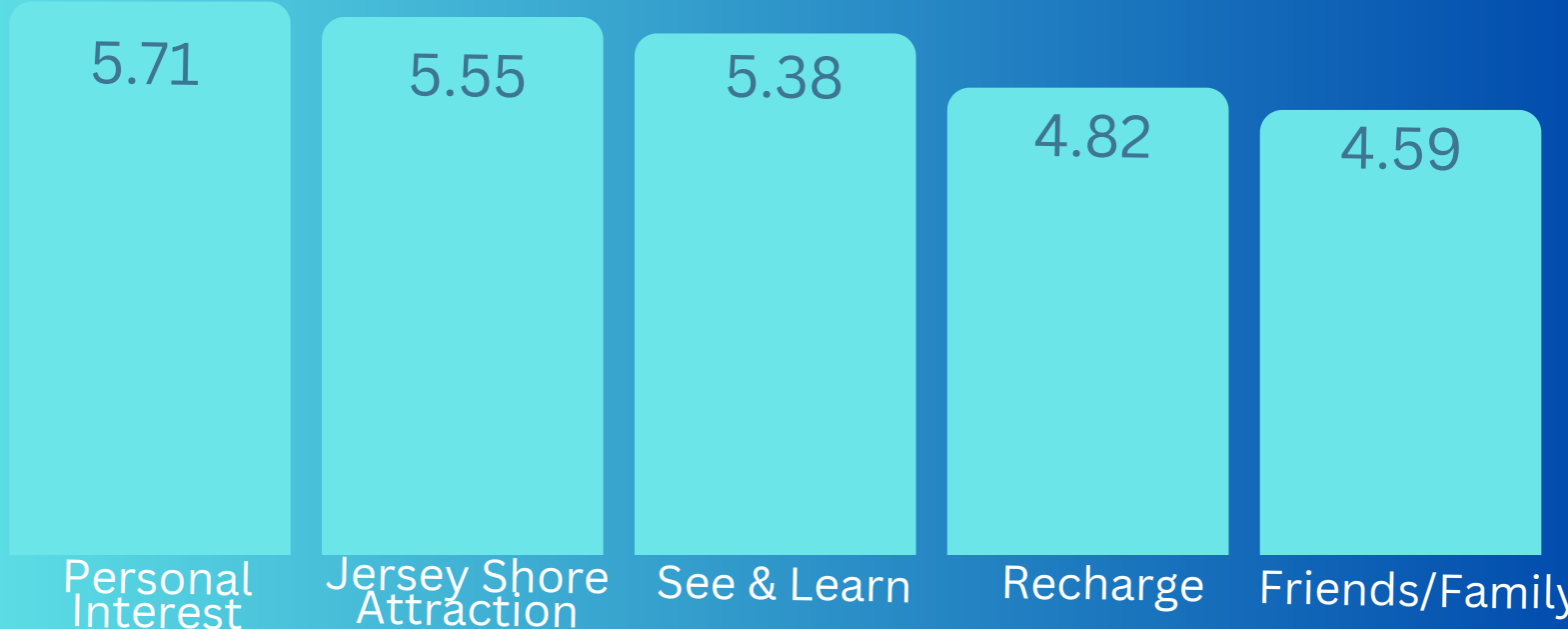
- 1.Enhanced Empathy
- 2. Better Critical Thinking Skills
- 3. Transformative Learning Outcomes (Behavior Change)

## WHO IS VISITING AND REFLECTING?

### VISITOR MOTIVATION BREAKDOWN



### REFLECTION SCORE BY VISITOR MOTIVATION

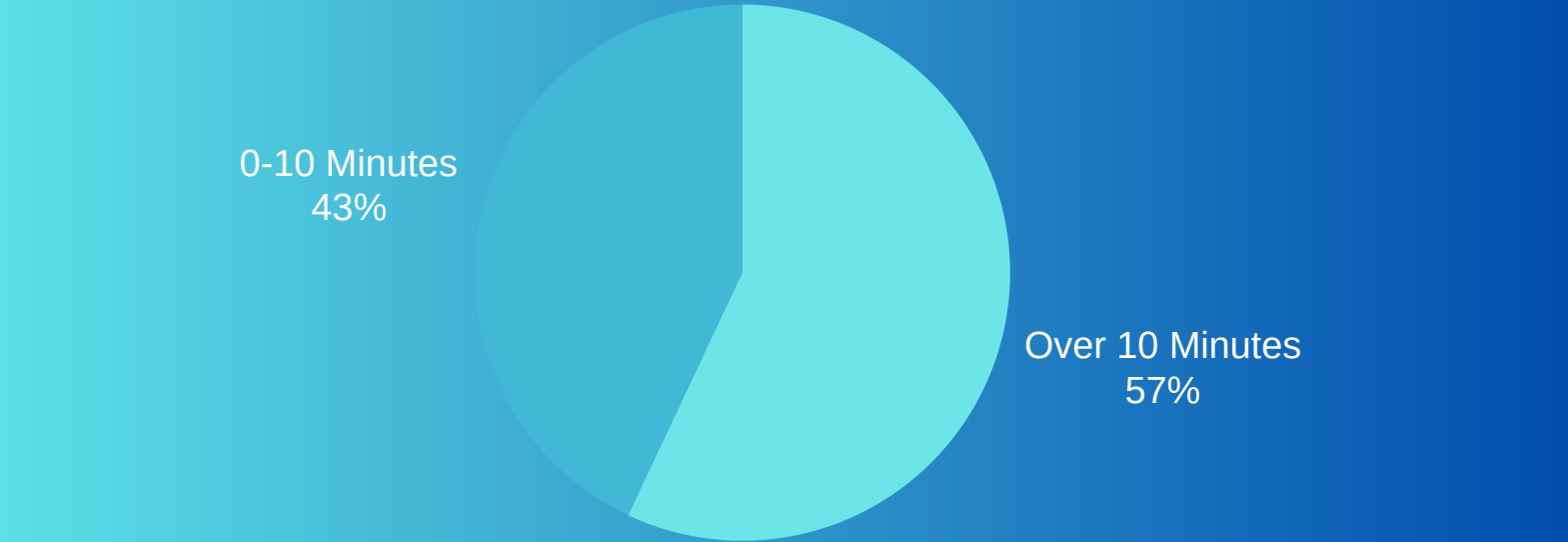


#### CONCLUSION:

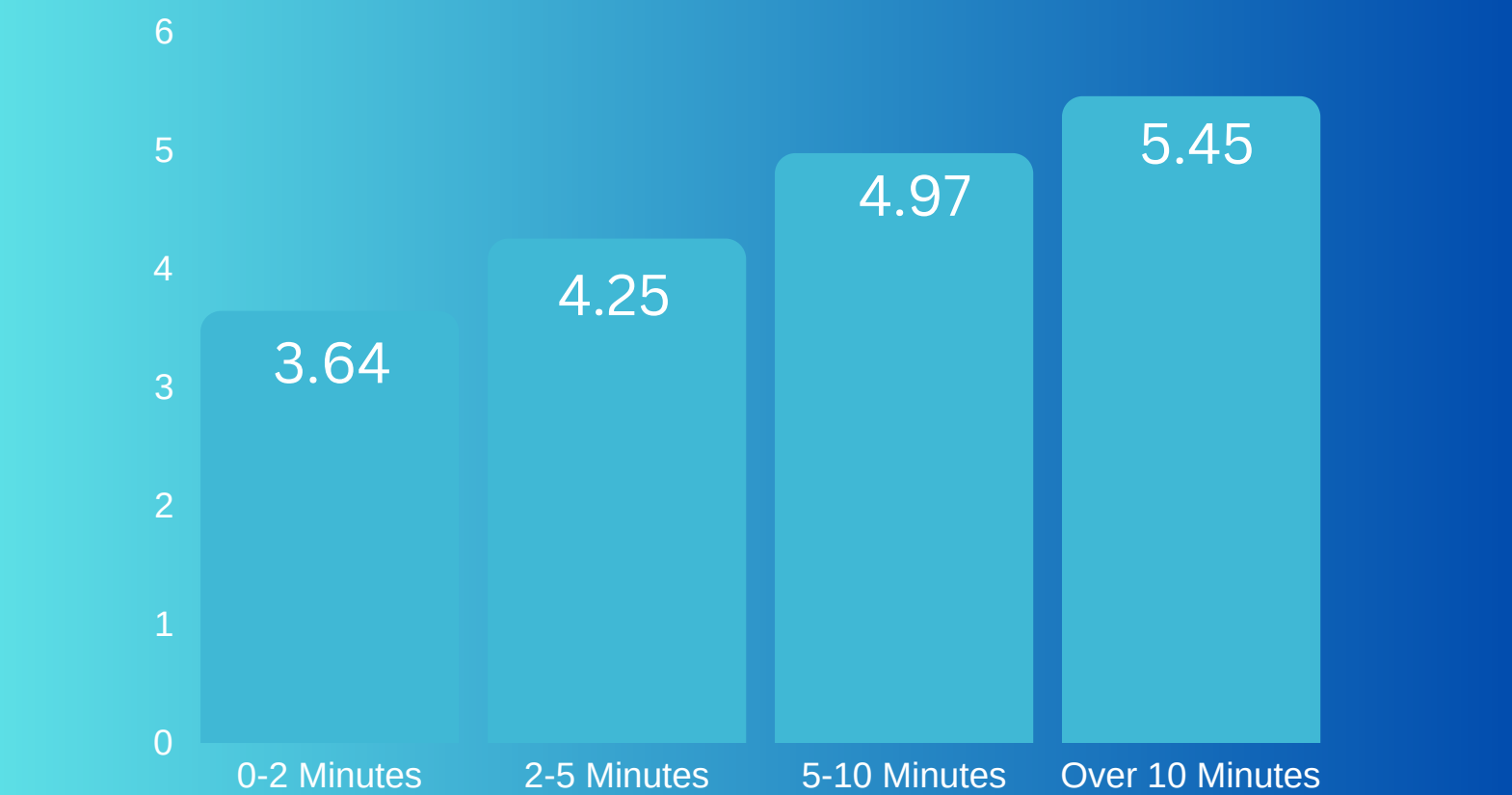
VISITORS MAINLY VISIT TO SPEND TIME WITH FRIENDS AND FAMILY, YET THIS GROUP IS REFLECTING ABOUT THE EXHIBIT THE LEAST

## TIME SPENT AT EXHIBIT CAN ENHANCE REFLECTION

### AVERAGE DWELL TIME AT ATLANTIC SHARK EXHIBIT



### REFLECTION SCORE BY EXHIBIT DWELL TIME



#### CONCLUSION:

ENHANCING TIME AT AN EXHIBIT CAN HELP VISITORS REFLECT MORE DEEPLY ABOUT THE EXHIBIT, REGARDLESS OF THEIR VISITOR MOTIVATION

# WHAT DID VISITORS REFLECT ABOUT AT THE ATLANTIC SHARK EXHIBIT?

## OVERALL SENTIMENT

Pre-Exhibit

20

Negative  
Reflections  
About  
Sharks

Post-Exhibit

6

Negative  
Reflections  
About  
Sharks

CONCLUSION:

THE ATLANTIC SHARK EXHIBIT HELPED TO SIGNIFICANTLY  
REDUCE NEGATIVE THOUGHTS ABOUT SHARKS

## REFLECTION CONTENT

Pre-Exhibit



Post-Exhibit

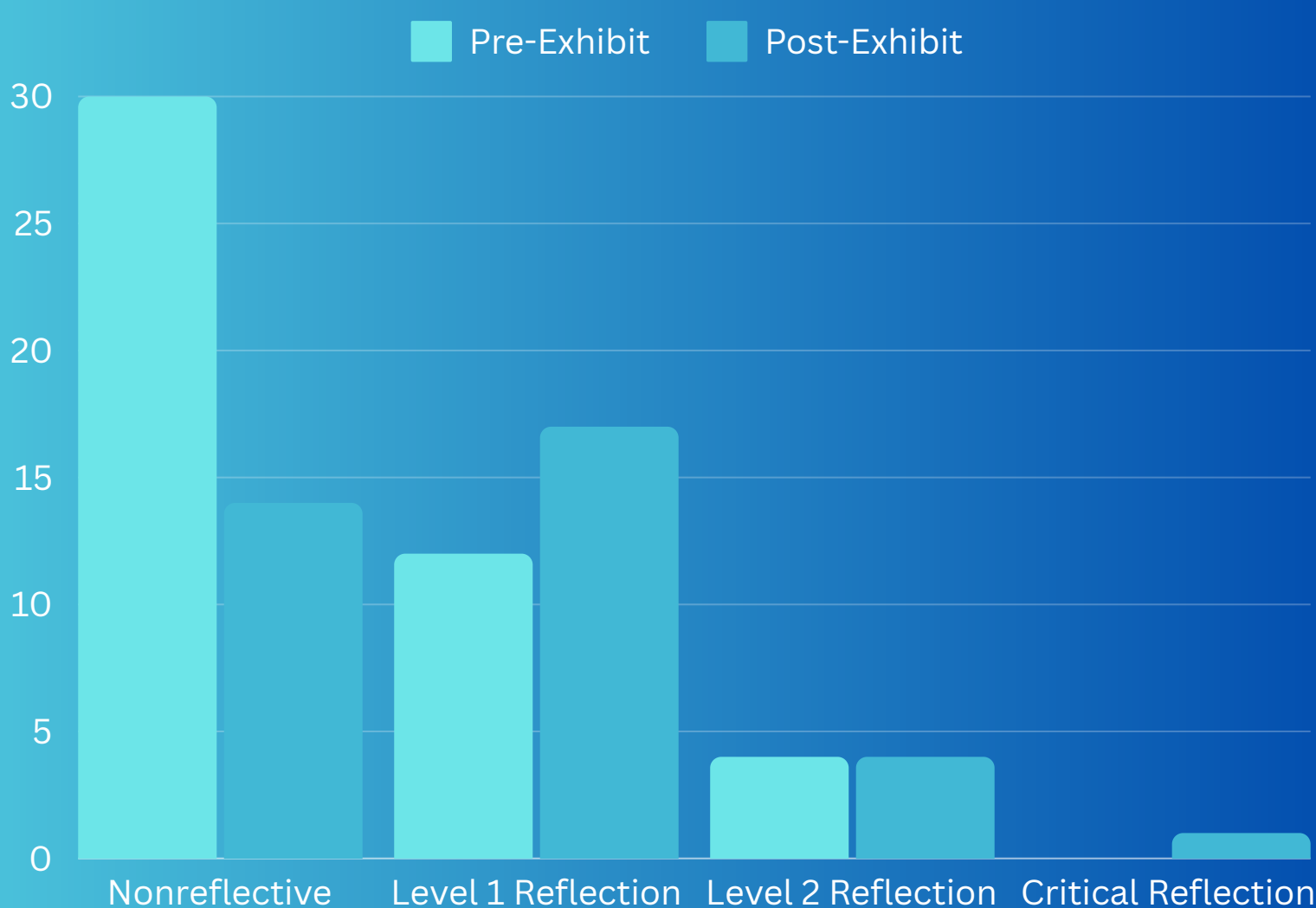


CONCLUSION:

VISITORS CAME AWAY FROM THE ATLANTIC SHARK  
EXHIBIT WITH A DIFFERENT UNDERSTANDING OF  
SHARKS. VISITORS LEARNED MORE ABOUT FINNING, AND  
FELT SYMPATHETIC TOWARD SHARKS. THE FREQUENT  
MENTION OF SHARKS AS "MISUNDERSTOOD" MAY  
INDICATE THAT THE EXHIBIT HELPED VISITORS DISMISS  
PREVIOUSLY HELD SHARK STEREOTYPES.

# MORE ON REFLECTION

## REFLECTION DEPTH



### INTERPRETATION:

- VISITORS REFLECTED SIGNIFICANTLY DEEPER AFTER THE EXHIBIT COMPARED TO BEFORE
- THIS DIFFERENCE IS MAINLY DUE TO MORE LEVEL 1 REFLECTIONS
- ONLY 1 VISITOR REACHED REFLECTIVE LEVELS NEEDED FOR BEHAVIOR CHANGE (CRITICAL REFLECTION)

### CONCLUSION:

THE EXHIBIT AND ACTIVITY HELPED VISITORS TO REFLECT MORE DEEPLY. HOWEVER, THIS IS NOT ENOUGH TO HELP VISITORS REACH LEVELS DEEP ENOUGH TO TAKE ACTION ON BEHALF OF SHARK CONSERVATION.

## HOW MANY TIMES SHOULD VISITORS REFLECT?

THIS STUDY COMPARED TWO GROUPS:

- (1) VISITORS WHO REFLECTED TWICE: AT THE ENTRANCE OF THE AQUARIUM AND AFTER THE EXHIBIT
- (2) VISITORS WHO REFLECTED ONLY ONCE: AFTER THE EXHIBIT

RESULTS REVEALED NO DIFFERENCE BETWEEN THESE GROUPS IN POST-EXHIBIT:

- \* SENTIMENT
- \* CONTENT
- \* REFLECTION DEPTH

### CONCLUSION:

THE SAME RESULTS CAN BE ACHIEVED BY ASKING VISITORS TO REFLECT ONLY ONE TIME AFTER THE EXHIBIT.



# RECOMMENDATIONS

## ENGAGING FAMILY GROUPS

This is the most plentiful visitor-type at the Aquarium, yet they reflect the least. Providing opportunities for reflection at the group level can be beneficial for this group. See “Application” bubble.

## MORE FOCUSED PROMPTS

While visitors reflected more deeply after the exhibit, they still did not research levels needed for behavior change.

When visitors reflected on shark finning from the exhibit signage, they focused on how sympathetic this made them feel toward sharks. Therefore, future reflective prompts should be more specific, focusing on threats to shark populations.

## APPLICATION

This research utilized a written reflection via a post card activity. However, reflective prompts can be built into the Aquarium in the following ways:

- (1) Staff/volunteers posing questions to visitors via individual interactions
- (2) Incorporating reflective questions into animal feeding talks
- (3) Adding prompting questions via small signs/stickers in exhibit spaces

## THANK YOU!

**THIS RESEARCH WOULD NOT HAVE BEEN POSSIBLE WITHOUT THE HELP OF JENKINSON'S AQUARIUM STAFF. THANK YOU SO MUCH FOR ALL OF YOUR HELP!**

## QUESTIONS?

**PLEASE CONTACT ME AT  
NICOLE.L.CONKLIN@GMAIL.COM**