

Application of Means-End Chain to Analyze the Video Footage of “Patterns, So Much Fun!” Exhibition at Kaohsiung Children’s Art Museum

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Summary

Art museums play a significant role in the education of children, while children’s museums prioritize children as their primary audience and use artworks as a means of communication. The development of children’s museums and exhibits involves the integration of opportunities for exploration, experiential learning, aesthetic appreciation, and creative expression. This approach aims to transform children’s museums into spaces that facilitate not only interactive play and engagement for children, but also provide a platform for parents and children to engage in art education together.

This study employs the means-end chain framework to comprehensively examine the worth of the audience experience for children. This is achieved through the analysis of video footage of a particular exhibition hosted at the Children’s Museum of Art. The scholarly investigation conducted pertains to the topic, “Patterns, So Much Fun!” The researcher opted for four pieces of art from the exclusive exhibition, each with distinct characteristics such as playfulness, interactivity, appreciation of artwork, and hands-on engagement. The researchers then made video recordings and observed on-site, establishing a value hierarchy diagram of attributes, consequences, and

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values. In the study, it was discovered that the characteristics and setting of the art pieces influenced the imaginative play and collaborative sharing of the children. The engagement between infants, toddlers, and artwork primarily involves physical and sensory interactions. Hands-on teaching aids are more appropriate for toddlers and school-age children. However, if artwork is positioned above the child's eye level, it may impede the child's inclination to observe or engage in discussions about the artwork. Additionally, in the children's museum experience, grown-ups took on the responsibilities of directing, aiding, motivating, and organizing in the areas of friendship, familial affection, and social relationship. Children in the early developmental stages of infancy and toddlerhood depend more on adults' verbal directives and accompanying nonverbal cues. Adults exhibiting appropriate social behavior can facilitate the comprehension of social norms and enhance the social skills of infants and toddlers during play. This can also foster a deeper understanding of the dynamics between individuals and their own selves. Furthermore, the thematic exhibition demonstrated the five values of self-satisfaction, familial affection, friendship, beauty, and social relationship. Playing encourages children's physical activity and imaginative abilities, while the concept of beauty remains a fundamental aspect of artistic expression, both in its original form and during the creative process.

Observing and analyzing artistic works and innovation demonstrated the museum's aesthetic value. This phenomenon can be attributed to the bespoke art pieces and exhibit layouts that cater to the developmental needs of children. Additionally, using interactive teaching aids and providing a secure and affable setting elicit resonance and responses from patrons. The interactive exhibition enhances the emotional connections among individuals, families, and groups, showcasing the contemporary significance of social relationships. When visitors feel their time was well spent, the museum's image and display value are enhanced. Additionally, clarifying the value can aid the museum in developing more comprehensive strategic plans and arrangements for tour formats, including operational planning, design, and tour interpretation arrangements.

The post-pandemic era has brought about a diversification in the role and positioning of art museums, which can be attributed to changes in the mode of learning and display, and an increased emphasis on visitors' perception of art themes. As a result, this has stirred researchers to further study these factors. Arranging displays in the Children's Museum of Art requires careful consideration of the special context and cognitive development of its young audience. This has resulted in a sustained emphasis on interactive experiences in recent years, as well as requiring expanded research on audience engagement across horizontal and vertical dimensions.

Video analysis provides greater comprehension of audience behavior and art experience content. This encompasses an array of factors, such as audience composition, behavior, dialogue content, and contextual circumstances. This way, it is possible to ascertain whether the museum's presentation and objectives are effectively communicated to the audience. The use of the means-end chain theory and the hierarchical map generated through the research methodology can aid scholars in directing their attention towards pertinent issues and executing quantitative analysis. This approach enables research data to encompass both qualitative assertions and quantitative computations. Conducting research on the value of museums can offer various viewpoints and avenues for museum positioning, marketing, interpretation, and educational initiatives. Additionally, it can influence the overall perception of the museum, prompting a more comprehensive and nuanced approach to analysis. Furthermore, value acquisition can aid in comprehending and contemplating interactive displays for children, and identifying implicit values within display themes through the means-end chain video analysis.

The study aims to furnish a theoretical and analytical instrument that can be used by upcoming art museums to implement the means-end chain in audience research.