

## ENGAGING AUDIENCES EFFICIENCY: THE EXHIBIT '*TALKING BRAINS*'

Mikel Asensio<sup>1</sup>, Lluís Noguera<sup>2</sup>, Elena Pol<sup>3</sup>

<sup>1</sup>Facultad de Psicología, Universidad Autónoma de Madrid

<sup>2</sup>CosmoCaixa, Fundació la Caixa

<sup>3</sup>Interpretart, Centro de Evaluación y Desarrollos Expositivos y Educativos

*Talking Brains* exhibition is a large exhibition on neuroscience, organized by the Caixa Foundation, for its science museum, CosmoCaixa, in Barcelona, which gathers the relations between language and brain, its evolution, its productions, its processes, and its pathology. The exhibition is interactive and participatory, visitors have the possibility to touch objects and solve problems, and collects several different technologies such as virtual reality, techniques for visualization and measurement of brain activity, and a broad museographic proposal.

*Talking Brains* represents the great challenge of transmitting complex knowledge about neuroscience and controversies of high scientific level, dedicated to a wide group of publics. *Talking Brains* is an essay by La Caixa Foundation about future exhibitions, trying different technological proposals, very different museographic displays, with resources that mix objects, texts, manipulatives and interactive on the same display, or lumps of displays to solve different meaning problems into the same conceptual block, or spaces that allow collaborating with visitors to give cooperative responses.

La Caixa Foundation considered the evaluation of the ability to engage visitors, their behavior and their opinions. The evaluation was raised through two complementary studies. The first study used the classic techniques of observation and interview. Visitors were observed throughout their visit, noting

the routes, times and behaviors; finally, they answer an interview. The second study used two totally new techniques, instant photos and a game of questions.

These tasks evaluate respectively (1) consciousness and (2) the disposition towards content learning; and (3) the ability to activate and (4) to construct new meanings on the contents of neuroscience. The sample was 463 visitors. The communication will explain the excellent results obtained by the exhibition, verifying the power of the approaches used in the involvement of the audiences.