



UCL

The Work of Medical Museums:

Preliminary results and observations, February 2024

Based on visitor feedback collected via 'Comment Cards', May 2022 - December 2022

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Project website: workofmedicalmuseums.com



Comment card design

- Goal to assess visitor responses with focus on emotions.
 - Allows selection of multiple emotions to show complexities of engagement.
 - Both quantitative (emoji selection) and qualitative (open ended-responses) data.
- Based in Positive Affect Negative Affect scale.
 - Originally developed for use in psychology by Watson, Clark & Tellegen (1988).
 - previous use in studies of museum engagement and wellbeing (Bodley 2012; Chatterjee & Noble 2013)
- Developed through collaboration.
 - Worked with Old Operating Theatre Museum & Herb Garrett and external consultant to edit list of feeling words to fit project goals.
 - Emojis selected by external consultant for wider understanding and approachability – credit to [Nicky Boyd](#).



Would you like to share any other thoughts?

Sample - back

For student research project:
 I confirm I am: Under 18 18 or older
 Tick here if you do **not** wish to be included in student research
 (PhD research affiliated with UCL, see information sheets displayed)

Comment card results – Old Operating Theatre, cards posted May-December 2022

Cards collected: 1,079
Cards tabulated: 919

'Positive' Feeling Words
Total times selected: 2,803

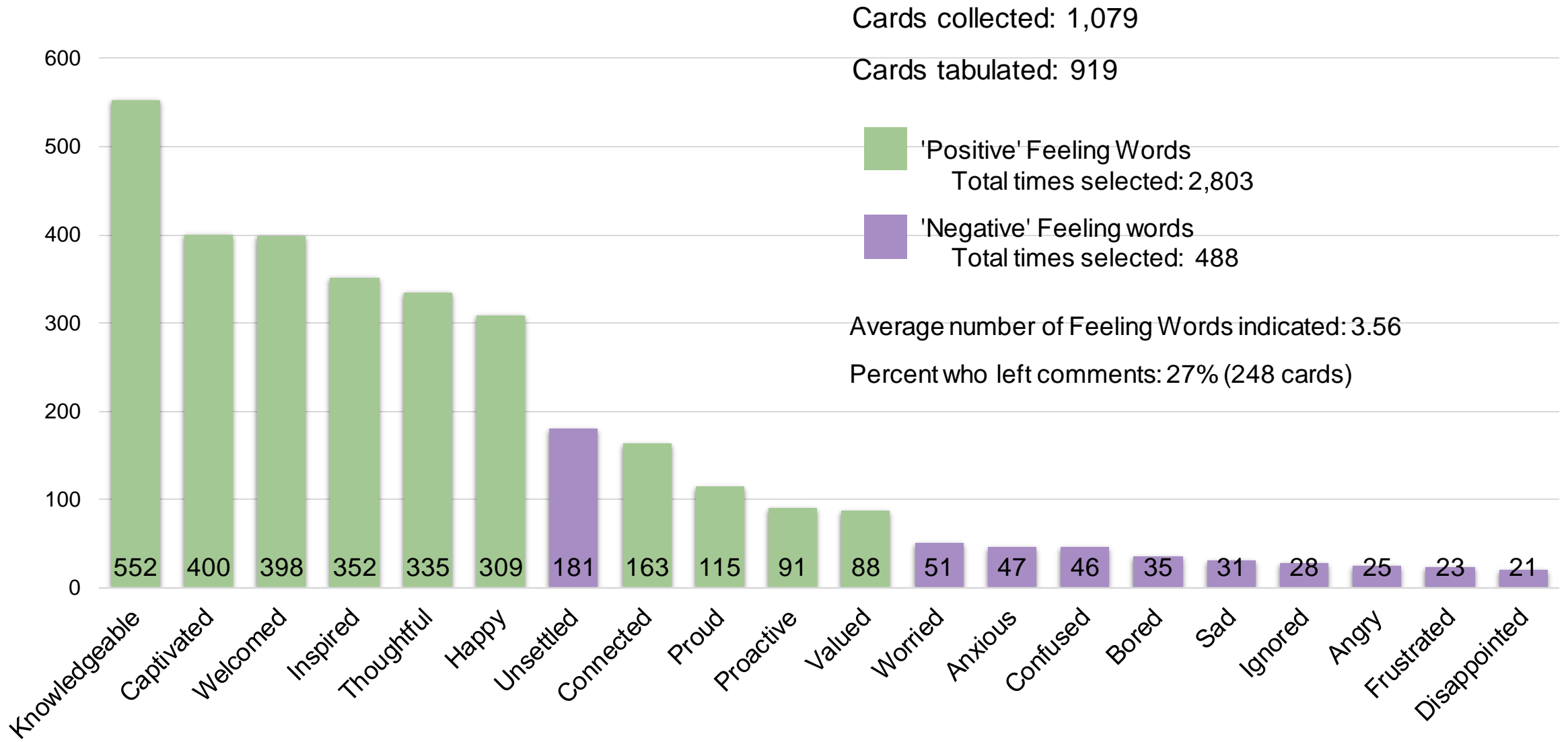
'Negative' Feeling words
Total times selected: 488

Avg. # of Feeling Words indicated: 3.56

Percent with comments: 27% (248 cards)



Comment card results – Old Operating Theatre, cards posted May-December 2022




Preliminary observations

Creative use of the tools – **suggests** potential for wider future use:

- Visitors adding their own emojis
 - 39 added their own emojis (or edited the existing ones); most common were
 - Hot: 4
 - Sick/Nauseous (or similar words): 8
 - Additional smiley face (generally happy): 9

- Did not provide a feeling word for ‘gratitude’, but 20 respondents left comments indicating feelings of gratitude (using that or closely related words).
 - Showing reflection and engagement with issues of personal health and illness – links to wellbeing frameworks around personal reflection (New Economics Foundation 2008).



Unsettled

Focus on feeling word: Unsettled

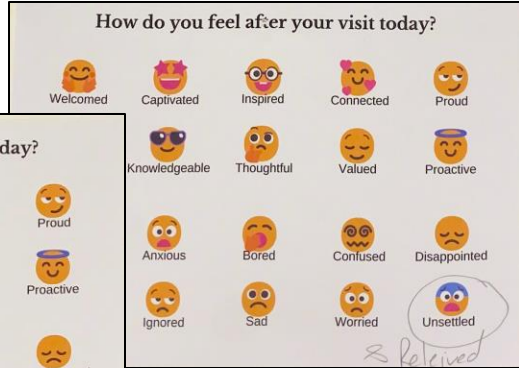
Intentionally added to measure the impact of uneasy feelings on visitor experience.

Most frequently selected ‘negative’ word – 181 times

Selected alongside ‘positive’ words 155 times, or 86% of the time –

suggests feelings of unsettlement do not detract from an overall positive experience.

Examples of creative feedback



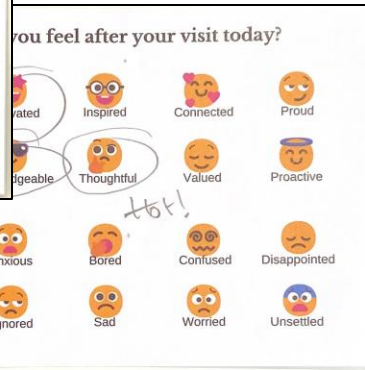
'Trepanned'

Sick & nauseous

Thankful & Relieved



Hot



Happy



'Swag'

Research partners:

Old Operating Theatre Museum & Herb Garrett - <https://oldoperatingtheatre.com/>

Anaesthesia Heritage Centre – <https://anaesthetists.org/Home/Heritage-centre>

Other Collaborators:

Nicky Boyd, Museum Consultant - <https://www.nickyboyd.co.uk/>

References

- New Economics Foundation (2008). *Five ways to wellbeing*. New Economics Foundation, pp. 1–23. <https://neweconomics.org/2008/10/five-ways-to-wellbeing>.
- Bodley, A. (2012). *History to Health: Research into changing health agendas for the UK Medical Collections Group*.
- Chatterjee, H. J. and Noble, G. 2013. *Museums, health and well-being*. Farnham, England: Ashgate Publishing Limited.
- Watson, D., Clark, L. A. and Tellegen, A. (1988). 'Development and validation of brief measures of positive and negative affect: The PANAS scales'. *Journal of Personality and Social Psychology*. US: American Psychological Association, 54 (6), pp. 1063–1070. doi: [10.1037/0022-3514.54.6.1063](https://doi.org/10.1037/0022-3514.54.6.1063).