

Belonging Pilot Testing Spring 2020

Research and Evaluation Executive Summary

Goal

The Museum is interested in measuring a sense of belonging among its guests. The first stage of that is developing a survey. The goal of this pilot study was to test a first draft of that survey.

Why

This data will help us identify which survey items work well with guests and which ones don't. Survey items can be reworded or dropped as a result of this analysis. Good survey development uses multiple rounds of a process like this.

Who

We received responses from 237 adults, recruited from an email list of adults who have visited the Museum in the past.

How

The survey includes items taken from previously published "belonging" surveys and new items developed by the Museum's Research and Evaluation Department based on interviews with museum professionals and a review of the psychology literature around belonging. It was given online. Data was analyzed by using exploratory factor analysis in IBM SPSS Statistics 24 and the lavaan 0.6-7 package for R. The analysis was run only on the new scale developed by the Museum, which consisted of 14 items.

When

Data collection took place in June 2020.

What

Our best model fit two factors, one for the items related to how people feel like they and their community fit in at the Museum, and the other for items related to personal agency, or a sense of control and influence at the Museum. One item was removed due to fitting on multiple factors ("I was the ideal visitor for the museum"), leaving a total of 13 (below).

| Factor 1: Community Fit | Factor 2: Agency | Question |
|----------------------------|---------------------|---|
| 0.74 | 0.06 | The Museum promoted an equal experience for all. |
| 0.72 | 0.20 | The Museum promoted an equal experience for people like me. |
| 0.54 | 0.28 | Museum guests reflected my community. |
| 0.65 | 0.22 | Museum staff reflected my community. |
| 0.61 | 0.23 | Museum exhibits/content reflected my community. |
| 0.66 | 0.24 | The Museum was built for people like me. |
| 0.94 | -0.17 | I felt comfortable at the Museum as a person of my race and/or ethnicity. |
| 0.87 | -0.16 | I felt comfortable at the Museum as a person of my gender. |
| 0.70 | 0.21 | The Museum was for people like me. |
| 0.02 | 0.82 | I could help others have a better experience at the Museum. |
| 0.05 | 0.82 | I could help others at the Museum. |
| 0.19 | 0.58 | By being here, I made the Museum a better place. |
| 0.88 | -0.06 | I could use the Museum as it was intended. |

For More Information

Based on these results, the survey was revised and tested again in fall 2020 using a confirmatory factor analysis. Results of that study are being prepared for submission to a research journal in winter 2020-2021 and are available upon request.

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¹The entire survey includes items from the General Belongingness Scale (GBS) by Malone, et, al (2012) and the Recreation Place Bonding Scale from Jammitt (2009).

²We conducted a Principal Component Analysis w/Varimax rotation.