

[BOOKS](#) || [CHAPTERS IN BOOKS](#) || [ARTICLES](#)

## NEW BOOK

---

Serrell, Beverly. *Judging Exhibitions: A Framework for Assessing Excellence*. Walnut Creek: Left Coast Press, 2006.

## BEST SELLERS

---

Serrell, Beverly. *Exhibit Labels: An Interpretive Approach*. Walnut Creek: Alta Mira Press, 1996 (second printing 1998)

\_\_\_\_\_. *Paying Attention: Visitors and Museum Exhibitions*, Washington: American Association of Museums, 1998

## OTHER BOOKS BY BEVERLY SERRELL

---

Serrell, Beverly, with Carolyn Blackmon, Teresa LaMaster and Lisa Roberts. *Open Conversations – Strategies for Professional Development in Museums*. Chicago: Field Museum of Natural History, 1988

\_\_\_\_\_, coordinating ed. *What Research Says about Learning in Science Museums*. Washington: Association of Science-Technology Centers, 1990

Taylor, Sam, ed. Beverly Serrell, assist. ed. *Try It! Improving Exhibits Through Formative Evaluation*. Washington: Association of Science-Technology Centers, 1992

## CHAPTERS IN BOOKS

---

Serrell, Beverly. "Communication of Science Through Zoo Graphics." in *Communicating Science to the Public*. London: Ciba Foundation Seminar Publication, 1987

\_\_\_\_\_. "Using Behavior to Define the Effectiveness of Exhibitions" in *Museum Visitor Studies in the 90s*. Sandra Bicknell and Graham Farnelo, ed. London: Science Museum, 1993

\_\_\_\_\_ with Steven Bitgood and Don Thompson. "The Impact of Informal Education on Visitors to Museums" in *Informal Science Learning*. Dedham: Research Communications, 1994

\_\_\_\_\_. "Who Dusts All This?" in *Old Collections, New Audiences: Decorative Arts and Visitor Experience for the 21st Century*. Dearborn: Henry Ford Museum & Greenfield Village, 2000: 118-121.

## ARTICLES

---

### In Curator Magazine

Serrell, Beverly. "Survey of Visitor Attitude and Awareness at an Aquarium." *Curator* 20.1, 1977: 48-52.

\_\_\_\_\_. "A Plan for Writing Interpretive Signs." *Curator* 22.4, 1979: 299-302.

\_\_\_\_\_ with Britt Raphling. "Computers on the Exhibit Floor." *Curator* 35.3, 1992: 181-189.

\_\_\_\_\_. "Awards for Exhibits--What Are They Based On?" *Curator* 36.1, 1993: 6-7.

\_\_\_\_\_. "Paying Attention: The Duration and Allocation of Visitors' Time in Museum Exhibitions." *Curator* 40.2, 1997: 108-125.

\_\_\_\_\_. "Time is Indeed of the Essence." *Curator* 40.4, 1997: 253-255.

\_\_\_\_\_. "Exhibition Review of 'The Endurance: Shackleton's Legendary Antarctic Expedition'" *Curator* 43.3, 2000: 284-288.

\_\_\_\_\_. "Are They Watching?: Visitors and Videos in Exhibitions." *Curator* 45.1, 2002: 50-64.

\_\_\_\_\_. "The Civil War in Four Minutes." *Curator* 49.1, January 2006.

### In Museum News

Serrell, Beverly. "Looking at Visitors at Zoos and Aquariums." *Museum News* 59.3, 1980: 36-41.

\_\_\_\_\_. "Class Wars." Letter to the editor, *Museum News* Sept/Oct, 1993

\_\_\_\_\_. "The 1999 Exhibition Competition." *Museum News* 78.5 1999: 49-51.

### In AAZPA/AZA Conference Proceedings

Serrell, Beverly. "Researching Visitor Reactions to Labels in a Museum." American Association of Zoological Parks and Aquariums (AAZPA) Regional Proceedings, 1981: 261-275.

\_\_\_\_\_. "Graphics Shoptalk." AAZPA Regional Proceedings: 1984

\_\_\_\_\_. "We Are Here: Three Years of Wayfinding Studies at Brookfield Zoo." AAZPA Annual Proceedings, 1985: 577-585.

\_\_\_\_\_. "Visiting Zoos and Aquariums as an Aesthetic Experience." AAZPA Regional Proceedings, 1988: 170-174.

\_\_\_\_\_. "Making Better Layered Labels." AAZPA Annual Proceedings, 1988: 178-181.

\_\_\_\_\_. "Formative Evaluation of Signs." AAZPA Regional Proceedings, 1989: 984-987.

\_\_\_\_\_. "Capturing and Measuring Affective Learning." AAZPA Annual Proceedings, 1993: 357-361.

\_\_\_\_\_. "Exhibit Evaluation: What's the Point?" *Communique* (American Zoo & Aquarium Association), 2003: 28, 39, 44.

### In *Visitor Behavior*, Visitor Studies Association (VSA) Proceedings and *Visitor Studies Today*

Serrell, Beverly. "Artist Imitates Museum Life." *Visitor Behavior*, III.4, 1989

\_\_\_\_\_. "The 51% Research Project: A Meta-analysis of Visitor Time/Use in Museum Exhibitions." in *Visitor Behavior*, X.3, 1995

\_\_\_\_\_, guest ed. "Special Double Issue: Visitor Studies in Chicago." *Visitor Behavior*, XII.1 & XII.2, 1997

\_\_\_\_\_. "Stuffed Birds on Sticks: Plans to Re-do the Bird Hall at Field Museum." Proceedings of the 1990 Visitor Studies Conference: 263-269.

\_\_\_\_\_. "Characteristics of a Positive Museum Experience." Proceedings of the 1992 Visitor Studies Conference, Jacksonville: Center for Social Design.

\_\_\_\_\_. "The Question of Visitor Styles." Proceedings of the 1993 Visitor Studies Conference. Jacksonville: Center for Social Design, 48-53.

\_\_\_\_\_. "Does Cuing Visitors Significantly Increase the Amount of Time They Spend in a Museum Exhibition?" in *Visitor Studies Today*: 2000

\_\_\_\_\_. "In Search of the Elusive Bimodal Distribution," *Visitor Studies Today*, IV.2: 2001

### In National Association of Museum Exhibitors (NAME) Newsletter *The Exhibitionist*

Serrell, Beverly. "Criticism & Audience." in *The Exhibitionist*, 13.1, 1994

\_\_\_\_\_. "What's the Big Idea?" in *The Exhibitionist*, 12.3, 1994

\_\_\_\_\_. "A Tool for Judging Excellence in Exhibitions." in *The Exhibitionist*, 20.1, 2001: 16-20.

\_\_\_\_\_. "Can't Get No Satisfaction." in *The Exhibitionist*, 21.2, 2002: 23-25.

\_\_\_\_\_. "Something Smells." in *The Exhibitionist*, 23.1, 2004

### In Association of Science-Technology Centers (ASTC) Newsletter

Serrell, Beverly. "Learning Styles and Museum Visitors" *ASTC Newsletter*, March/April 1990

\_\_\_\_\_. with Kirsten M. Ellenbogen. "Using science standards in museum evaluation," in *ASTC Newsletter*, July/August 1997: 8-10.

### In American Association of Museums (AAM) *Current Trends*

Serrell, Beverly. "The 51% Solution: Defining a Successful Exhibit by Visitor Behavior." *Current Trends*, Vol. 6, 1992. Jacksonville: Center for Social Design.

\_\_\_\_\_. "Point, Counter-Point Quiz." *Current Trends*, Vol 7, 1993

\_\_\_\_\_. with Britt Raphling. "Capturing Affective Learning," in *Current Trends*, Vol 7, 1993: 57-62.

\_\_\_\_\_. "Messages from 'Messages' -- a summary of the evaluation studies done for the exhibit 'Messages from the Wilderness' at Field Museum 1992-1993." *Current Trends*, Vol. 8, 1994

\_\_\_\_\_. "Summary of Summative Evaluations of The Changing Face of Women's Health." *Current Trends*, 2001: 2001

### Other Journals

Serrell, Beverly. "The Role of Zoos and Aquariums in Environmental Education." *Journal of Environmental Education*, 12.3, 1981: 41-42.

\_\_\_\_\_. "Zoo Label Study at Brookfield Zoo." *International Zoo Yearbook*, Vol 21, 1981: 54-61.

\_\_\_\_\_. "The Botanical World in Replica." *Field Museum of Natural History Bulletin*, 54.8: 1983

\_\_\_\_\_. guest ed. "Exhibit Evaluation Strategies." *Journal of Museum Education*, 12.1: 1987

\_\_\_\_\_. "Book Review of 'Exhibits--Planning and Design,' by Larry Klein." *History News*, 43.2: 1988

\_\_\_\_\_. "The Evolution of Graphics at Zoos and Aquariums." *Environment and Behavior* 20.4, 1988: 396-415.

\_\_\_\_\_. "Interview with Alan Friedman, Director of the New York Hall of Science." *ILVS Review*, 1.1, 1988: 86-97.

\_\_\_\_\_. "Interview with Roger Miles, Director of Public Information, Natural History Museum, London." *ILVS Review*, 1.2, 1990

\_\_\_\_\_. "Interview with Raye Newmen, Research Scientist." *ILVS Review*, 2.1, 1991

\_\_\_\_\_. "Learning and Learning Disabilities: Explorations of the Human Brain (Museum of Science and Industry, Chicago, a new permanent exhibit opened in spring 1989)." *Journal of Museum Education*, 16.2, and 16.3, 1991

\_\_\_\_\_. "Exhibit Evaluation: What's the Point?" *Museums Alaska Network*, VI.3, 1992

\_\_\_\_\_. "Fuzzy Terms and False Dichotomies in the 'State of the Art' of Museum Informal Learning." *The Informal Science Review*, No. 7, 1994

\_\_\_\_\_. "A Search for Generalizability: New Tools for Visitor Studies." *Journal of Museum Education*, 21.3, 1996: 11-18.

\_\_\_\_\_. with Jack MacRae. "Thinking Like Visitors?" *NAI Legacy Magazine*, 12.5, 2001: 41-45.

[back to top](#)