

Table of Contents

Introduction

Visiting the Visitor ... | 7

Affect-based Exhibition

Jennifer Harris, Curtin University – Australia | 15

Individual Identity/Collective History

Personalizing Essence in the Museum

M. Elizabeth Weiser, Ohio State University – United States | 39

Describing and Understanding the Experience of Visitors

Daniel Schmitt, University of Valenciennes – France | 55

Viewing the Museum Experience through an Identity Lens

John Falk, Oregon State University – United States | 71

Empowering the Visitors

Process and Problems

Ann Davis, Director, The Nickle Arts Museum,

University of Calgary (retired) – Canada | 89

Here Comes Everybody!

The Visitor Business in Museums in Light of Existential Philosophy

Kerstin Smeds, Department of Culture and Media Sciences,

Umeå University – Sweden | 105

Experiencing Dialogue

Behind the Curtains of Museum Performance

Bruno Brulon Soares, UNIRIO (Federal University of the State of Rio de

Janeiro) – Brazil | 127

Social Representation Theory and Museum Visitors

Aida Rechená, Francisco Tavares Proença Júnior Museum – Portugal | 139

A Visitor-Centered Approach

Enhancing Museology with Perceptual Theory

Anna Leshchenko, Russian State University for the Humanities, Museology
Department Moscow – Russia | 153

Reflections on Michail Bakhtin's Dialogue versus the Theory of Mirror Neurons

Vitaly Ananiev, Saint Petersburg State University – Russia | 165

Who do you Think they are?

Museum Visitor Studies in Russia with a Historical Perspective

Vitaly Ananiev, Saint Petersburg State University – Russia | 171

Acknowledged and Empowered Visitors in Socialist Croatia

Diachronic Exploration

Žarka Vujić and Helena Stublić, University of Zagreb – Croatia | 183

Following Visitors' Comments in Disigning a Museum Refurbishment

Identity and Authenticity

Maria Cristina Vannini, Soluzionimuseali ims – Italy | 201

From Real Thing to Real Experience

Rethinking the Museum Experience

Wan-Chen Chang, Taipei National University of the Arts – Taiwan | 213

Museums and Visitors

Giving the Lions Powers to the Gazelle

Colette Dufresne-Tassé, Université de Montréal – Canada | 229

Authors' Biographies | 249