

# 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 Stubić, 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**