

发过程结束时进行,以确定展览达到预期目标的程度。然而我们认为应该把大部分评价努力放在形成性和补救性评价上。这样的评价,甚至只是取 10~20 个观众作为样本,就能够暴露一些潜在的互动问题,并且可以提供解决建议。虽然我们的员工是有经验的,了解很多互动展览的设计规则,但是我们有时还是会被这样的研究结果所震惊。通常,展览互动要素的复杂性仅仅通过我们观众的眼睛就可以一目了然。

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• 科普动态 •

中国科协成立 50 周年纪念活动启动

2008 年是中国科协成立 50 周年,中国科协将以“发展与责任”为主题,配合纪念改革开放 30 周年,在全年组织开展系列宣传纪念活动。据悉,中国科协拟于今年 11 月召开纪念大会,向全社会发布倡议书,将每年 11 月的第 3 个星期日作为中国科协“会员日”。中国科协还将组织“五个 10”评选工作,即评选出“10 位传播科技的杰出人物”、“10 部优秀科普作品”、“10 个公众最想知道的科学问题”、“10 件影响最大的科技事件”和“10 个影响未来的科技问题”。