

NASA Landsat Counting Study Instructions



How to count audience participation at the Landsat exhibit:

- Stand in a location where it is easy to see who enters the exhibit display area and whether the visitors engage with the exhibits. If there is more than one entrance, monitor the entrance through which visitors are more likely to enter.
- Using the **NASA Landsat Counting Study Sheet** included with the exhibit, record the number and type of visitors and groups who engage with the exhibit over the course of one hour.

How much time to spend collecting data:

Total of 8 hours (Eight 1hr shifts during your hosting period)

- 4 hours of data collection for weekdays, in total
 - Two weekday mornings for 1 hour each
 - Choose 2 different days of the week (begin counting at least 1 hour after your institution opens)
 - Two weekday afternoons for 1 hour each
 - Choose 2 different days of the week; preferably different days than you chose for your weekday morning data collection (begin counting at least 2 hours before the institution closes)
- 4 hours of data collection for weekends, in total
 - Two weekend mornings for 1 hour each
 - One Saturday, one Sunday (begin counting at least 1 hour after your institution opens on a Saturday and a Sunday)
 - Two weekend afternoons for 1 hour each
 - One Saturday, one Sunday (begin counting at least 2 hours before the institution closes on a Saturday and a Sunday)

Other data to include:

- Total monthly or weekly counts of institution attendance for the period of data collection
- Total institution attendance for each day of data collection, if total attendance is available for each day
- Institution's hours for the year that the exhibit will be hosted, including holidays

How to provide this information to NASA:

- Complete the **NASA Landsat Counting Study Reporting Form**
- Store all forms in this binder and in a safe location, along with other forms and reports related to the Landsat exhibit.
- At the end of your hosting period, you will be asked to submit the **NASA Landsat Counting Study Reporting Form** along with all 8 completed **NASA Landsat Counting Study Sheets**.