



Using mobile evaluation methods to monitor visitor use of a heritage App 'In the wild':

Walking with Romans in the Brecon Beacons National Park.

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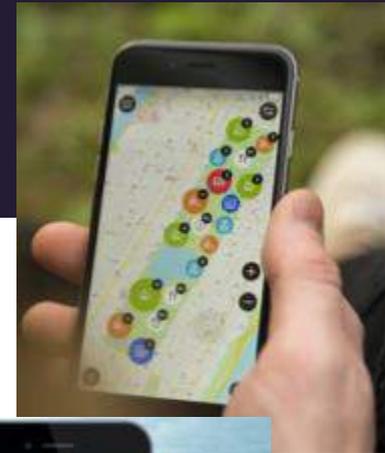
Introduction

Participation in outdoor recreation & heritage increasingly promoted through mobile and digital media.

Mobile media, devices and 'mobile methods' = opportunities to monitor and evaluate participation, engagement and interaction at heritage sites.

Case Study: 'Walking with Roman's' App developed by Brecon Beacons National Park Authority (BBNPA)

In-depth qualitative analysis of heritage and mobile digital media interaction – early findings & challenges for practitioners.



Walking with Romans



Y Pigwn Marching camp



Y Pigwn Marching camp



Quantitative evaluation



Visitor experience



Madogfechan
Brecon, United Kingdom

Senior Contributor

★ 43 reviews

📍 13 attraction reviews

🌐 Reviews in 28 cities

👍 29 helpful votes

"Walking with an app to Y Pygwn."

★★★★★ Reviewed 10 November 2013

This is an easy walk along a good track although it can be flooded in places after rain but you can step around this. Great walk for dogs too, we saw no sheep. Without downloading the app beforehand, you wouldn't necessarily know what was here so I recommend doing this beforehand. The app brings the story to life and is suitable for all ages to enjoy. On completion of walk head down to Trecastle to the tearoom for refreshment... oh and a look in the Antique Centre across the road!



Visited November 2013

Less ▲

Was this review helpful?

[Ask Madogfechan about Y Pygwn](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Methodology

Research aims to explore:

- How groups employ 'everyday' **mobile technologies in outdoor, natural environments**, and as part of a **heritage** experience.
- Significance of **qualitative evaluation** of experience outdoors.

Two Methods:

1. **On-body video cameras** on chest harnesses - capturing more 'naturalistic' experience - (& Screen Capture).
2. Post-experience **interviews** (reflecting on experience).

Data:

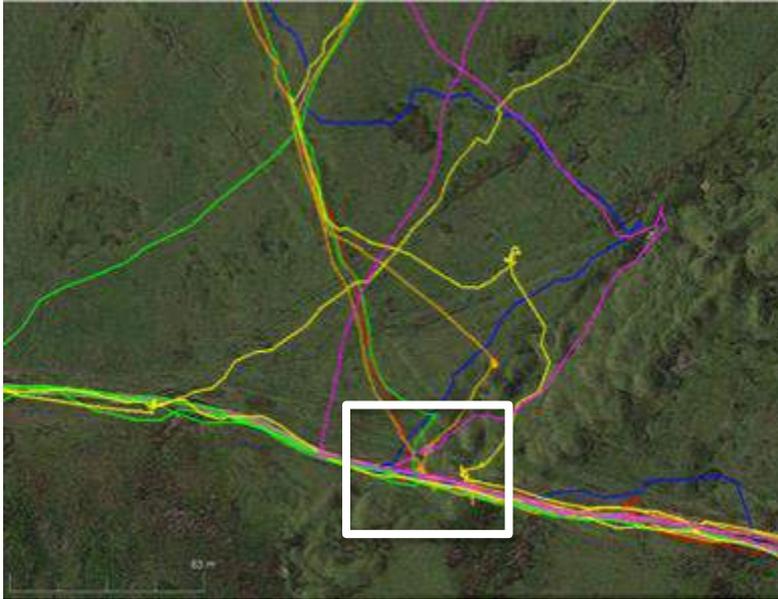
- Eight groups (two-four people) trialled app on-site ~ 24 hours video.

Analysis:

- Ethnomethodology; Conversation Analysis; Qualitative Analysis = rich description.



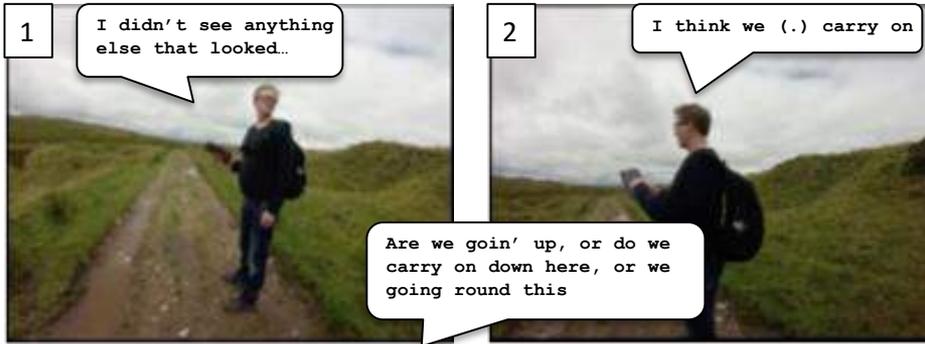
Navigating



Off the Beaten Track: The first 'navigational trouble' for visitors

This example: A common attempt at problem solving, using environmental resources & the App as a resource too.

Navigating



How do the pair orientate to the navigational problem?

Finding 'moving on' possibilities.

Difficulty in 'loosing' the track/road as a wayfinding resource.

Uncertainty does not lead to paralysis – continue to walk back-and-forth.



Interpreting

So did the guy just say that they would put the weak ones first?

Kind of...

(Chuckles) It makes sense, but it's (...) isn't it?

Yea... It's like, did you see that thing about meerkats? Apparently when meerkats are crossing the road they send the kids out first to check that it's safe

Ooh... Wow... Yea ok

I always find it depressing when people are pushing a push chair... that goes over the road first

Yes!

Reflecting

Miriam: Lack of female characters within the narrative

"...you've got to comment and think well where's the women? Sorry, I have to say that everywhere I go, but you know, I don't think there was.

Okay for me it was about the men marching and the men making the whatever it is, the ramparts, no and I know it was a man thing, but I mean when we've been to Agire and all sorts of things before, we've had some information of look there was always camps outside where, you know, the traders were and everything else was.

So, you know, I wouldn't like, children, in particular, to think that this was just a male thing"

Most Interviews overwhelmingly positive – about experience, guiding, information – but picked up critically on the narrative

Peter: Lack of local perspective

"You have the Roman guy, who was like, "oh you know, we did this, we built this massive, impressive fort or whatever",

but, well, through our upbringing, that's all you get taught is the Romans are, they built all these big structures..

but it would have been nice... if it was from a local tribesman's point of view, you could actually describe it because they have never seen something like this before, so it's a bit more of a wow factor".

Conclusions

Numerical data ‘easy to gather’ with digital media – but limited understanding of participation and interaction.

How might in-depth, qualitative forms of evidence/data be:

- Captured and made useful for practitioners on their (sometimes project-based) timescales?
- Be integrated with policy of monitoring & evaluation (e.g. accepting qualitative rather than quantitative evidence)?
- Accepted as ‘rigorous’ and ‘valid’ analysis?

Digital, mobile technologies bring new challenges for visitors, as well as for monitoring participation, interaction and reflection on heritage experiences.



Contact Details & Acknowledgements

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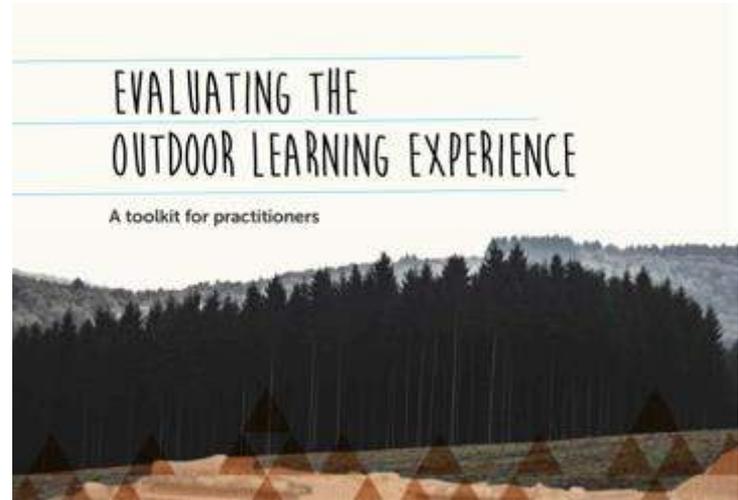
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