

# WHY DO PEOPLE VISIT MUSEUMS?

Presentations by John H. Falk, PhD

## 2 FREE PRESENTATIONS

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**WED, APRIL 22**

**5:00 -7:00 PM**

**UHS1-105**

**Ewa of College of Education  
Parking Lot**

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**THU, APRIL 23**

**6:30-8 PM**

**Bishop Museum**

**Atherton Halau!**

Join us as Dr. John H. Falk, a leader in visitor studies and an expert in free-choice learning, explores one of the most fundamental questions facing the museum profession - why do people visit museums? Using the lens of personal well-being and drawing from past and current research, Falk offers a "visitor's eye view" of how the public uses their visits as vehicles for fulfilling their own personal needs and aspirations.

Sessions to be followed by Q&A.