Memo

We have a new project:

The **AMB Arts Museum Bremen** just called.

They urgently need help planning the next exhibitions. Currently they are showing an exhibition about Paula Moderson-Becker, a German expressionist painter of the early 20th century. They need to know more about their visitors. In the phone call they named socio-demographic characteristics, interest in culture, motivation to visit museums, and involvement as examples. At the same time they have to document the regional economic value of their exhibitions for the city / region of Bremen.

In a meeting - today in 15 minutes ! - you are expected to deliver a tentative concept for a proposal to be discussed with the management of the AMB in the next days.

Make sure you to take into account a first research design, a sampling frame, and the method of data collection. Of course the main task is – as always – to find an appropriate research question. Also specify the most important questions to be asked.

See you in 15 minutes !
Best
Peter

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