

Abstract

This study explored visitors' responses to *Up Where We Belong: Native Musicians in Popular Culture*, an exhibition that originated at the National Museum of the American Indian on the Mall in Washington, D.C. (NMAI-DC) and then moved on to the George Gustav Heye Center of the National Museum of the American Indian-New York (NMAI-NY). The Office of Policy and Analysis (OP&A) conducted a study of the original Mall exhibition with a view to providing the Museum with information that could be used to enhance the exhibition for its New York venue. The present study involved essentially the same survey questionnaire as for the previous study one.

Visitor ratings for *Up Where We Belong* at NMAI-NY improved over those for the Mall exhibition. They were also quite good in comparison with previous exhibitions at NMAI-NY that OP&A studied. Overall, the results indicate that the modifications made to the original exhibition were effective. The findings show that adding more objects, which visitors to the Mall exhibition had suggested, and augmenting those exhibition elements that satisfied Mall visitors produced favorable results. The study also found that visitors' responses varied depending on their residence and ages—the exhibition was more successful in engaging or communicating with older and domestic audiences.