In the 2020 Annual Survey of Museum Goers and Broader Population Sampling, we did just that. Yet there was one way we could deliberately bring people together: the curiosity journey (including museum-goers) has a different definition of curiosity than collection.

We asked respondents to share what their favorite topics are created by Wilkening Consulting on behalf of the American Alliance of Museums. Sources include:

- Annual Survey of Museum-Goers
- Data Stories share research about both museum-goers (who visit multiple museums each year) and the broader population (including casual and non-visitors to museums).
- 2017 – 2019 Annual Surveys of Museum-Goers
- 2020 Online Pandemic Panel of Museum-Goers (ongoing)
- "Data Stories share research about both museum-goers (who visit multiple museums each year) and the broader population (including casual and non-visitors to museums.

HEDONIC CURIOSITY

The opening and closing of information gaps

CUAROSITY: A PRIMER

A 2020 ANNUAL SURVEY OF MUSEUM-GOERS

<table>
<thead>
<tr>
<th>Data Story</th>
<th>Museum-Goers</th>
<th>Broader Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUSEUM-GOERS</td>
<td>48.4%</td>
<td>44.4%</td>
</tr>
<tr>
<td>BROADER</td>
<td>31.4%</td>
<td>28.0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>58.4%</td>
<td>48.4%</td>
</tr>
</tbody>
</table>

For both museum-goers and the broader population, learning more about things we are interested in was the most popular response. For both groups, learning more about different topics, such as Star Wars, appeared to be a lot more popular than learning more about something we may not be interested in.

But we were most interested in the responses that represented two key types of curiosity:

1. EUDAEMONIC CURIOSITY

The sustained pursuit of new questions

HEDONIC CURIOSITY

The opening and closing of information gaps

So curiosity deserves a closer examination.

And that is social impact that deeply matters.

Because it feels so good to close information gaps, hedonic curiosity can mean pursuing existing pre-existing interests, but we can also work more deliberately to expand worldviews by encouraging visitors to consider different perspectives and experiences.

As the classic “rabbit hole.”

And that is social impact that deeply matters.

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