

THE PERCEIVED VALUE OF INFORMAL LEARNING: A DATA STORY

Informal learning takes many forms, including:



READING



MUSEUMS



NATURE



PERFORMING ARTS



HOBBIES



TRAVEL



INTERESTS



NEW EXPERIENCES



AND MORE!



But what is the *perceived* value of informal learning? That is, what do Lifelong Learners, who avidly participate in informal learning, personally believe the value to be?*



To find out, **4,124** regular museum-goers** shared their thoughts.

CHILDHOOD

For most Lifelong Learners, exposure to informal learning begins in childhood, most often from parents. Some Lifelong Learners develop a love of learning independently.

PRACTICAL BENEFITS

This exposure gives them background knowledge that improves formal education outcomes as well as aids their professional careers.

CIVIC ENGAGEMENT AND UNDERSTANDING

This also makes them more engaged and informed citizens. They also believe their broader horizons gives them greater understanding of others and other cultures, making them open and tolerant.

WELL-BEING

The breadth and depth of knowledge and understanding, in turn, benefits their own well-being via stronger ties to friends and community as well as improved brain health and emotional well-being. They are more likely to say they feel wonder, joy, and meaning in life, and have a sense of self-actualization.

For Lifelong Learners, this creates a virtuous generational cycle that leads to better life outcomes and greater fulfillment.

Which makes an "inherited" love of learning more likely to be passed to the next generation.



SOCIAL JUSTICE CONUNDRUM

But pursuing informal learning takes time, money, energy, and know-how, making it hard for many children to fully access these benefits ... and thus likely contributing to greater inequality in America.

If all children and adults deserve these opportunities, then how will your museum increase access to informal learning for more people?



Data Stories are created for *The Data Museum*, where research conducted by Wilkening Consulting is released. Sources include:

- Wilkening Consulting's 2017, 2018, and 2019 Annual Surveys of Museum-Goers
- Wilkening Consulting's 2018 and 2019 Broader Population Sampling

*This is an important distinction from measurable benefits from scientific studies. Perceived value is useful to help us understand what people value personally, and how museums fit within that worldview.

**Data Stories share research about regular museum-goers, who visit multiple museums each year and who respond to a survey about museum-goers; broader population sampling provides relevant comparison data.

Visit The Data Museum at wilkeningconsulting.com/datamuseum for supporting context and data.



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