THE IMPACT OF MUSEUMS: EMPATHY
A DATA STORY

TOLERANCE   PERSPECTIVE   ENLIGHTEN   UNDERSTANDING   EMOTIONS

EMPATHY

OPEN-MINDEDNESS   IDENTITY   COMPASSION   CONNECTION   HUMAN EXPERIENCE   INSPIRE
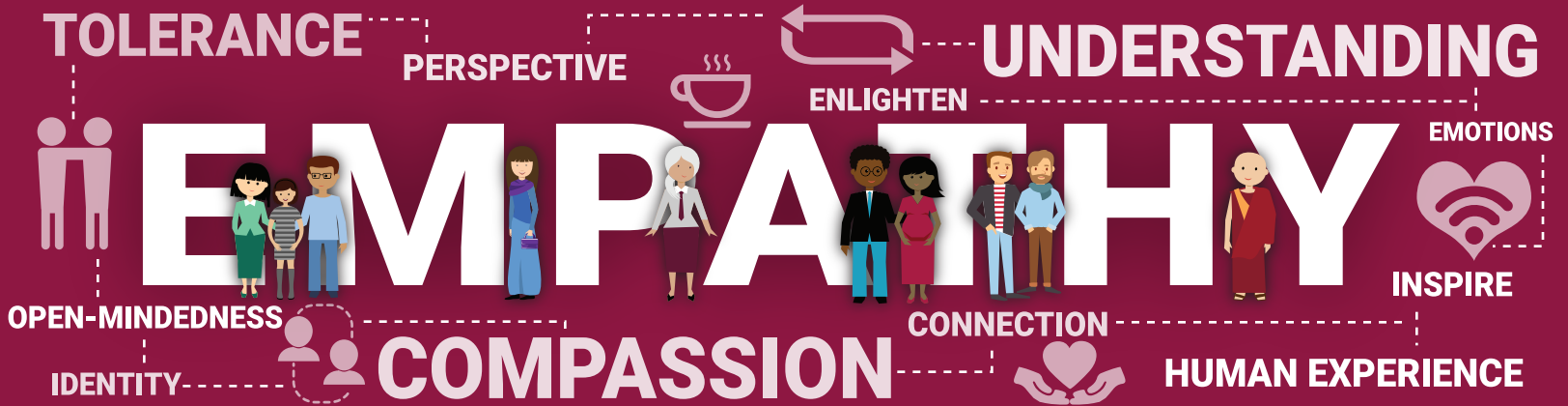
Compassion. Understanding. Tolerance.

All of these matter deeply in our changing world.

Not quite half of museum-goers, however, say that the development of empathy or understanding is an important impact of museums.

Additionally, *who* explicitly values empathy tends to vary by life stage. Among the the broader population, **young adults without children are significantly more likely to value empathy** than any other segment of the population.

Overall, however, empathy, compassion, and tolerance are generally not values that are expressed all that often. It doesn't mean they are not *valued,* but most people don't *express* them.

CURIOSITY ➤ KNOWLEDGE ➤ EMPATHY

Perhaps the chain to empathy makes it an impact that is harder to realize *and* express.

(Knowledge/learning sure has a way of getting all the attention and credit, doesn't it?)

● And the cultivation of empathy is a significant impact of museums.

"Museums are an amazing opportunity to understand how others live or have lived and to understand our history and how it points to our future. As a parent, I want my want my son to be as empathetic as possible, and this type of experience is essential to that goal. I can't imagine replicating that in another way."

● Fortunately, some museum-goers *do* credit museums for helping them develop more empathy, compassion, and tolerance, saying museums help them:

"viscerally and emotionally connect"

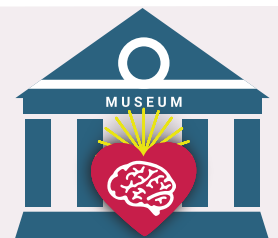"work toward a better society for all"

"explore the rich diversity of human experience"

"reflect on different perspectives"

"learn tolerance of those different from ourselves."

AND MUSEUMS DO IT!
AFTER ALL:

"To grow a world with more empathy and caring for one another, knowledge must be shared and museums are the medium."

MUSEUM

Wilkening Consulting
audience research | knowledge curation