

Renewal of the Dinosaurs Diorama in the Permanent Exhibit of Ibaraki Nature Museum

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Introduction

Ibaraki Nature Museum is a natural history museum in Kanto province of central Japan. Dinosaur diorama is the most popular exhibit since our museum opened in 1994. But, the figures of dinosaurs have been dramatically changed in this decades and our exhibit had become old style. Therefore, we renewed this diorama exhibit in March 2017.

The renewal points are following.

1. The difference between adult and child tyrannosaurus is showed.
2. Partly feathered hypothesis is adopted to the two tyrannosaurus.
3. The triceratops' posture is modified with the back of hands turned to out.
4. Many mammals show their diversity in late of dinosaur age.
5. Flowering plants flourishes in the forest.

To examine the effect of the renewal, we analyzed 1) the number of visitors, 2) information resource of visitors and 3) posted photos on Instagram.

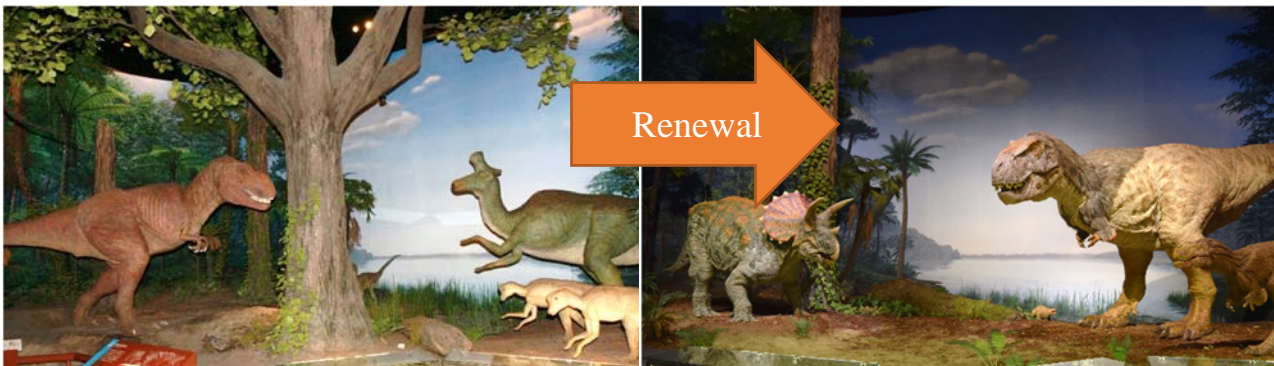


Fig. 1. The dinosaur diorama. (left: before the renewal, right: after the renewal.)

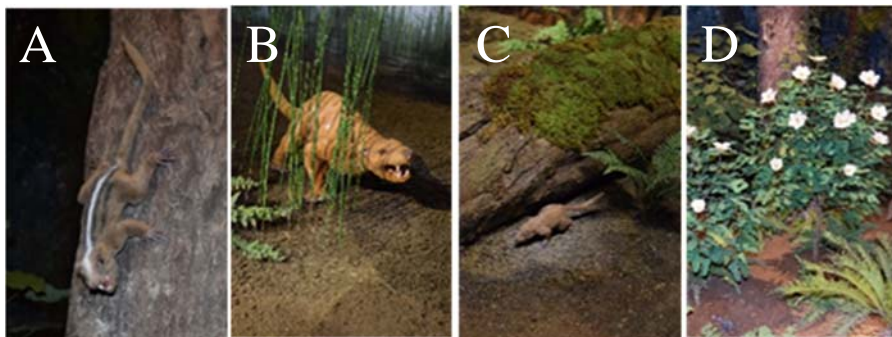
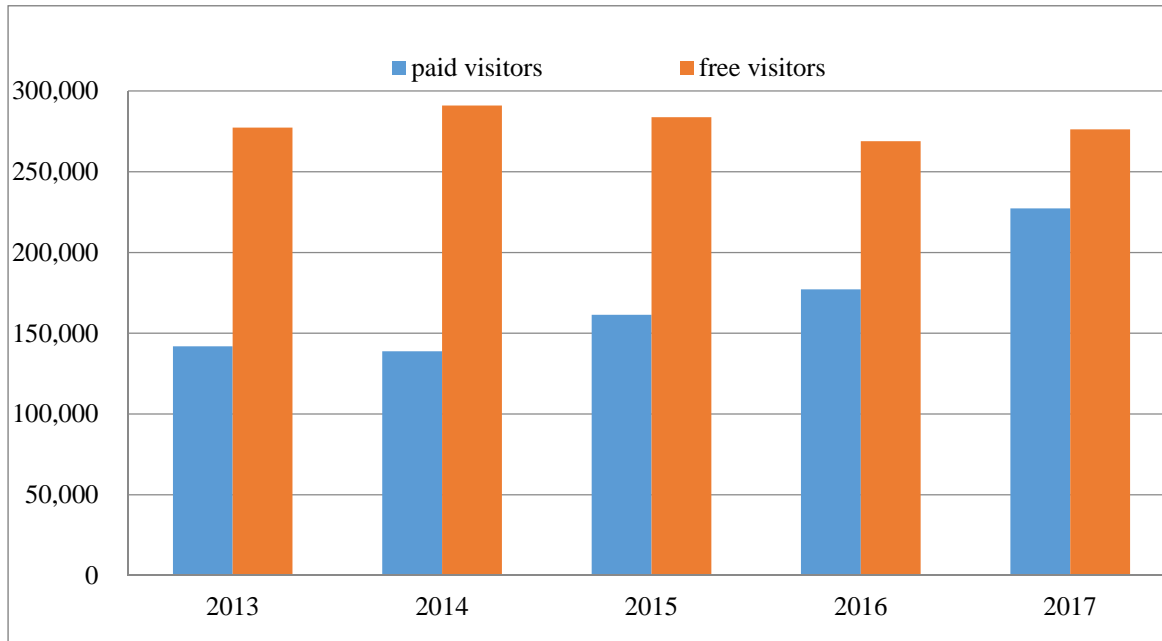


Fig. 2. Models in the dinosaur diorama. (A: Multituberculata, B: Metatheria, C: Eutheria, D. Flowering Plants.)

Analyses

1. The number of visitors increased a lot!

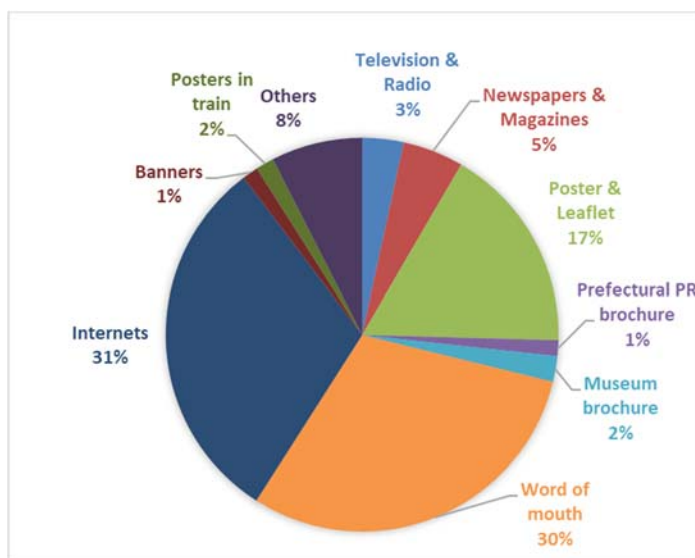
The number of visitors increased after the dinosaur diorama was renewed. Free visitors have increased only 3%, but paid visitors have increased over 28% compared to the previous year.



Graph 1. The number of visitors in Ibaraki Nature Museum.

2. Internet and Word of mouth are important!

The questionnaire result showed Internet and the word of mouth was both more than 30% of the information resource of visitors. The poster & leaflet were 17%. The Newspapers was only 5%.



Graph 2. The information resource of visitors.

3. Numerous Dinosaur photos are posted in Instagram!

In Instagram, the dinosaur exhibit was more than 17% of all posted photos about our museum. This is much more than the Outdoor (13.1%) and Special exhibit (12.9%).

Rank	Exhibits	Number	Ratio
1	Dinosaur diorama	388	17.2%
2	Outdoor exhibits	296	13.1%
3	Special exhibits	290	12.9%
4	Others (nothing but exhibits in the museum)	231	10.2%
5	3 rd exhibit “The Systems of Nature”	192	8.5%
6	2 nd exhibit “History of the Earth” except for Dinosaur diorama	187	8.3%
7	Others (nothing but exhibits out of the museum)	140	6.2%
8	4 th exhibit “”	130	5.8%
9	The symbolic exhibit “ <i>Mammuthus sungari</i> ”	110	4.9%
10	The symbolic exhibit “ <i>Dunkleosteus telleri</i> ”	108	4.8%
11	1 st exhibit “The Evolving Universe”	65	2.9%
12	5 th exhibit “Humans and the Environment”	58	2.6%
13	The symbolic exhibit “ <i>Mammuthus sungari</i> ”	33	1.5%
14	7 th exhibit “The Nature of Ibaraki”	22	1.0%
15	6 th exhibit “Discovery Place”	6	0.3%
	Total	2256	100%

Table 1. The number and ratio of the posted photos of our exhibits in Instagram. (~Mar. 31, 2018)

Discussion

The number of visitors was increased drastically after the dinosaur diorama was renewed. This indicates that the renewal of this permanent exhibit increased the number of visitors with effect.

The most important information resources of visitors are Internets and Word of mouth. These are maybe related to the SNS. Many visitors convey the appeal of our museum to their friends by SNS. SNS will be more and more important factor for us.

More than 17% of the posted photos are taken in the dinosaur diorama. This exhibit is the most popular place for visitors to take pictures for SNS. Posted photos may promotes other visitors to take photos and post it in SNS.

As a reference data, the 74th special exhibit “Dinosaur Discovery Lab” held in the spring of 2019 gathered over 187 thousand visitors. This is the best record in our museum. The Dinosaur is very effective theme to increase the number of visitors.

Conclusion

The renewal of dinosaur diorama has make many visitors to post photos of the exhibit in SNS. The posted photos have effectively promoted other people to visit our museum and post more photos. Therefore, the number of visitors have been increased drastically compared to the previous year.