## **TABLE OF CONTENTS**

WHY PARTICIPATE?	i
CHAPTER 1 PRINCIPLES OF PARTICIPATION	1
Making Participation Physical and Scalable	
Participation at its Best	
What Does Participation Look Like?	
Who's Involved in Participation?	
Outcomes for Participants and Audiences	
How Does Participation Work?	22
CHAPTER 2	
PARTICIPATION BEGINS WITH ME	33
Audience First	34
Treating People as Individuals	39
Profiles in the Real World	41
Designing Profiles for Cultural Institutions	45
Putting Personalization to Work in Cultural Institutions	
Personalized Onsite Experiences	
Personalization over Multiple Visits	
Making Membership Matter	
CHAPTER 3	
FROM ME TO WE	85
The Network Effect	88
Designing Mediating Technology for Social Experiences	97
Platforms and Values	
Creative Approaches to Platform Design	
Platforms and Power	

CHAPTER 4	
SOCIAL OBJECTS	127
What Makes an Object Social?	. 129
Designing Platforms for Social Objects	. 133
Social Platforms in the Real World	. 137
Asking Visitors Questions	. 139
Tours and Facilitated Social Experiences	. 152
Provocative Exhibition Design	. 158
Giving Visitors Instructions for Social Engagement	. 164
Making Objects Shareable	. 172
CHAPTER 5	
DEFINING PARTICIPATION AT YOUR INSTITUTION	
Models for Participation	
Participation and Mission	
The Strategic Value of Participation	. 197
CHAPTER 6	
VISITORS AS CONTRIBUTORS	
Three Approaches to Contributory Projects	
Modeling Desired Participant Behavior	
Curating Contributions	
Audience Response to Contributory Projects	225
CHAPTER 7	
COLLABORATING WITH VISITORS	
Two Kinds of Collaboration	
Structuring Collaboration	
Staff Roles in Collaborative Projects	243
Collaborating on Research Projects	253
Collaborating with Casual Visitors	
Audience Response to Collaborative Projects	261
CHAPTER 8	
CO-CREATING WITH VISITORS	
Designing Platforms for Co-Creation	
Co-Creation and Institutional Culture	27/

CHAPTER 9	204
HOSTING PARTICIPANTS	
Hosting as a Launch Point for Deeper Engagement	
Hosting Exhibitions in Community Galleries	295
CHAPTER 10	
EVALUATING PARTICIPATORY PROJECTS	301
Evaluating Impact	303
Developing Meaningful Measurement Tools	
Incremental and Adaptive Participatory Techniques	
Involving Participants in Evaluation	
CHAPTER 11	
MANAGING & SUSTAINING PARTICIPATION	321
Participation and Institutional Culture	323
Participation Starts with Staff	327
Staff Strategies for Managing Participation	
Managing Participatory Projects Over Time	
Sustaining Participation	
IMAGINING THE PARTICIPATORY MUSEUM	349