



Wilder  
Research

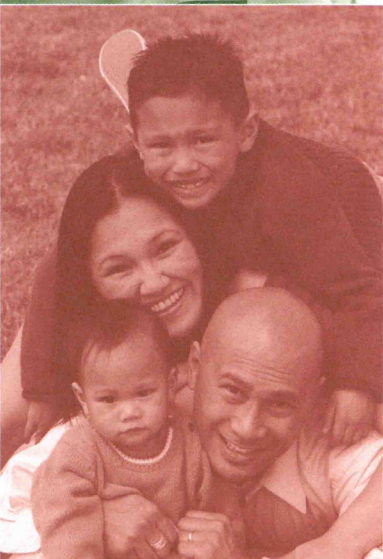


# The 1968 Exhibit Summative Evaluation

*Prepared for the Minnesota  
Historical Society*



J U N E 2 0 1 2



# **The 1968 Exhibit Summative Evaluation**

*Prepared for the Minnesota Historical Society*

**June 2012**

**Prepared by:**

Denise Huynh

Wilder Research

451 Lexington Parkway North

Saint Paul, Minnesota 55104

651-280-2700

[www.wilderresearch.org](http://www.wilderresearch.org)

# Contents

The 1968 Exhibit summative evaluation highlights .....	1
Visitor comments .....	1
Introduction.....	2
Methods.....	3
Visitor demographics .....	4
Findings.....	8
The 1968 Exhibit’s main message .....	8
Exhibit satisfaction.....	9
Exhibit relevance and political balance .....	11
Use of exhibit technology .....	15
Recommendation of exhibit to family and friends .....	18
Exhibit surprises.....	19
Suggestions to improve exhibit.....	20
Issues to consider .....	22
Appendix.....	23
The 1968 Exhibit Exit Survey.....	24
The 1968 Exhibit Data Collection Parameters.....	27
The 1968 Exhibit Refusal Log.....	28
Themes – Coded Responses.....	29

# Figures

1. Gender.....	4
2. Age.....	4
3. Race/ethnicity* .....	4
4. Primary language spoken at home .....	5
5. Education .....	5
6. Annual household income.....	5
7. Area of residence .....	6
8. Disability.....	6
9. Disability – Age .....	6
10. Minnesota Historical Society member.....	6
11. Minnesota Historical Society member – Age .....	7
12. Interest in history .....	7
13. Interest in history – Age.....	7
14. Overall visitor rating of The 1968 Exhibit experience .....	9
15. Experience with The 1968 Exhibit – Age.....	9
16. Extent 1968 Exhibit connected history to things that are relevant today and in the future .....	11
17. Extent The 1968 Exhibit Connected History to Things that are Relevant for Life Today and in the Future – Age .....	11
18. How well The 1968 Exhibit represented diverse political views of 1968 .....	13
19. How well The 1968 Exhibit represented diverse political views of 1968 – Age .....	13
20. Use of QR codes – Age.....	15
21. How use of QR codes affected The 1968 Exhibit experience .....	16
22. How use of QR code affected experience with The 1968 Exhibit – Age .....	16
23. Interest in use of QR codes in future exhibits.....	17
24. Interest in use of QR codes in future exhibits – Age .....	17
25. Likelihood visitor recommends visiting the exhibit to family and friends .....	18
26. Likelihood visitor recommends visiting the exhibit to family and friends – Age .....	18

# Acknowledgments

Wilder Research would like to thank Minnesota Historical Society staff members Dan Spock, Kate Roberts, Rose Sherman, and Brian Horrigan for their help coordinating this project. We would also like to thank Minnesota Historical Society volunteers for their assistance as well as the visitors for their cooperation throughout the process.

The following Wilder Research staff members contributed to the completion of this study:

Mark Anton  
Jennifer Bohlke  
Jackie Campeau  
Marilyn Conrad  
Paul Devereaux  
Dee Elwood  
Nicole MartinRogers  
Dawn Mueller  
Margaret Peterson  
Abby Struck  
Dan Swanson  
Jennifer Valorose

# The 1968 Exhibit summative evaluation highlights

In partnership with the Atlanta History Center, the Chicago History Museum, and the Oakland Museum of California, the Minnesota Historical Society (MHS) collaborated on The 1968 Exhibit: an “exhibit that looks at how the experiences of the year fueled a persistent, if often contradictory, sense of identity for the people who were there” ([www.the1969exhibit.org/about-exhibit](http://www.the1969exhibit.org/about-exhibit)). A comprehensive summative evaluation of The 1968 Exhibit was conducted at the Minnesota History Center in the City of Saint Paul to understand the extent to which the exhibit met intended outcomes, particularly as an educational experience for the visiting public. Results will also inform possible adjustments, as The 1968 Exhibit tours partner venues.

Through an exhibit exit survey carried out during The 1968 Exhibit from January 9-February 20, 2012, MHS gathered information about visitor’s experiences, expectations, and exhibit use to help assess the exhibit’s impact. Information gathered also helps MHS better understand the exhibit’s audience in terms of attendance, accessibility, and provides demographics to help MHS improve its exhibitions, programs, and services for all.

The 1968 Exhibit Summative Evaluation results indicate that the majority of visitors understand the exhibit’s main message, are extremely satisfied with their experience, and assess the exhibit as both relevant and politically balanced. The majority of visitors also highly recommend the exhibit to family and friends.

- **96%** of visitors had an “excellent” or “very good” experience with The 1968 Exhibit.
- **89%** of visitors report The 1968 Exhibit represented the diverse political views of 1968 “extremely well” or “well”.

While few visitors used the Quick Response (QR) codes during their experience, the majority of those who did use the codes found that it was informative and interesting. They also report interest in using QR codes in future exhibits.

## *Visitor comments*

Outstanding. One of the best I’ve ever seen. Helicopter [and] Martin Luther King Jr. brings me to tears. I’ve come back again.

Really good exhibit. Great opportunity to reflect with children and grandchildren about that year.

Thoroughness... every aspect of society is covered. More than a history lesson.

# Introduction

The mission of the Minnesota Historical Society (MHS) is to “illuminate the past to light the future,” to help people pursue opportunities to preserve historical evidence, learn more about history, and demonstrate that they value history in their personal lives and society at large. Ultimately, MHS seeks to foster among people a connection to and an understanding of history, so that people may draw perspective from the past to create a better future.

In partnership with the Atlanta History Center, the Chicago History Museum, and the Oakland Museum of California, the Minnesota Historical Society (MHS) collaborated on The 1968 Exhibit: an “exhibit that looks at how the experiences of the year fueled a persistent, if often contradictory, sense of identity for the people who were there” ([www.the1969exhibit.org/about-exhibit](http://www.the1969exhibit.org/about-exhibit)). A comprehensive summative evaluation of The 1968 Exhibit was conducted at the Minnesota History Center in the City of Saint Paul to understand the extent to which the exhibit met intended outcomes, particularly as an educational experience for the visiting public. Results will also inform possible adjustments to The 1968 Exhibit, as it tours partner venues.

The evaluation also contributes to the Society’s mission by helping the organization learn more about the ways in which its programs impact visitors. Through an exhibit exit survey carried out during The 1968 Exhibit from January 9-February 20, 2012, MHS gathered information about visitor’s experiences, expectations, and exhibit use to help assess the exhibit’s impact. Information gathered also helps MHS better understand the exhibit’s audience in terms of attendance, accessibility, and provides demographics to help MHS improve its exhibitions, programs, and services for all.

The report presents findings for The 1968 Exhibit summative evaluation. Findings from The 1968 Exhibit were also compared to the George Washington Exhibition Exit Survey (conducted from April 18-May 7, 2011) where relevant. Results are also broken down by age group where relevant. The comparison of these findings intends to help MHS better understand the impact of its exhibits over time and across content areas. Throughout the report, examples of open-ended responses from visitors are provided. Please refer to the Appendix for a complete list of themes and responses.

# Methods

The Minnesota Historical Society (MHS) contracted with Wilder Research to conduct a comprehensive summative evaluation findings from The 1968 Exhibit. In collaboration with MHS staff, Wilder designed a survey instrument, established a data collection protocol, and trained MHS volunteers to collect and enter data. Wilder research analyzed and reported data. The tools for this summative evaluation are available in the Appendix.

Eight MHS volunteers conducted surveys with 395 visitors exiting The 1968 Exhibit between January 9, 2011, and February 20, 2011. The volunteers used a continuous random sampling technique; once a volunteer was ready to approach a visitor, the first eligible visitor to cross the data collector's path was approached. After data collection from the visitor was complete, the process was repeated with the next eligible visitor.

Only visitors age 18 and older were eligible for the survey and only one person per visitor group was interviewed. Visitors who completed surveys were given MHS lapel pins or car window clings. The survey response rate was 83%.

# Visitor demographics

The figures below summarize the demographics of visitors who participated in The 1968 Exhibit Summative Evaluation from January 9-February 20, 2012, compared to those who participated in the George Washington Exhibition Exit Survey from April 8-May 7, 2011.

---

## 1. Gender

	1968 Exhibit (n=367)	George Washington (n=299)
Female	59%	59%
Male	40%	41%
Other	1%	0%

---

## 2. Age

	1968 Exhibit (n=391)	George Washington (n=303)
18-29	6%	13%
30-39	5%	12%
40-49	8%	19%
50-59	23%	25%
60-69	44%	22%
70+	15%	10%

---

## 3. Race/ethnicity\*

	1968 Exhibit (n=383)	George Washington (n=302)
Caucasian	96%	92%
Of Color	8%	7%
African American	1%	1%
American Indian	1%	1%
Asian/Pacific Islander	2%	1%
Hispanic/Latino	1%	2%
Other	1%	1%
More than one race/ethnicity	2%	1%

*\*Percentages may add up to more than 100% because respondents were asked to check all that apply.*

---

#### 4. Primary language spoken at home

	1968 Exhibit (n=389)	George Washington (n=286)
English	98%	97%
Other	2%*	3%**

\*1968 Exhibit: One visitor each indicated Japanese, Norwegian, English/German native language, English/Hindi, English/Spanish, Tagalog/English.

\*\*George Washington: Three visitors indicated Spanish, two visitors indicated Hmong, and five visitors each indicated: Chinese (Cantonese), German, Icelandic, Somali, and Somali/English.

---

#### 5. Education

	1968 Exhibit (n=392)	George Washington (n=304)
Some high school	1%	2%
High school/GED	5%	4%
Some college/technical school	15%	20%
Associate's degree/certificate	6%	10%
Bachelor's degree	27%	27%
Some graduate school	9%	8%
Advanced degree	36%	28%
Other	0%	1%

---

#### 6. Annual household income

	1968 Exhibit (n=337)	George Washington (n=260)
Less than \$25,000	7%	4%
\$25,000-\$49,999	21%	22%
\$50,000-\$74,999	25%	24%
\$75,000-\$99,999	21%	21%
\$100,000-\$124,999	15%	16%
\$125,000+	15%	11%

---

**7. Area of residence**

	<b>1968 Exhibit (n=384)</b>	<b>George Washington (n=294)</b>
Seven-county metropolitan area*	78%	77%
Greater Minnesota	13%	14%
Out of State	9%	9%

\* The seven-county metropolitan area includes the following counties: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington.

---

**8. Disability**

	<b>1968 Exhibit (n=394)</b>	<b>George Washington (n=304)</b>
Auditory	7%	1%
Cognitive	0%	0%
Learning	1%	1%
Mobility	2%	4%
Visual	2%	1%
Other	12%	2%

---

**9. Disability – Age (n=363)**

	<b>18-29 (n=22)</b>	<b>30-39 (n=21)</b>	<b>40-49 (n=30)</b>	<b>50-59 (n=88)</b>	<b>60-69 (n=173)</b>	<b>70+ (n=57)</b>
Auditory	0%	0%	7%	5%	9%	11%
Cognitive	0%	5%	0%	0%	0%	0%
Learning	9%	0%	0%	0%	1%	0%
Mobility	0%	0%	3%	0%	4%	2%
Visual	0%	0%	0%	3%	2%	4%
Other	5%	5%	10%	10%	14%	19%

---

**10. Minnesota Historical Society member**

	<b>1968 Exhibit (n=390)</b>	<b>George Washington (n=303)</b>
Yes	24%	27%
No	76%	73%

---

**11. Minnesota Historical Society member – Age (n=390)**

18-29 (n=22)	9% (2)
30-39 (n=21)	19% (4)
40-49 (n=30)	27% (8)
50-59 (n=88)	18% (16)
60-69 (n=173)	25% (43)
70+ (n=57)	33% (19)

---

**12. Interest in history**

	1968 Exhibit (n=360)	George Washington (n=294)
High interest (9-10)	64%	69%
Medium interest (7-8)	26%	22%
Low interest (0-6)	9%	8%

---

**13. Interest in history – Age (n=358)**

	18-29 (n=20)	30-39 (n=20)	40-49 (n=29)	50-59 (n=84)	60-69 (n=153)	70+ (n=52)
High interest (9-10)	55%	75%	72%	51%	68%	71%
Medium interest (7-8)	30%	20%	17%	33%	25%	23%
Low interest (0-6)	15%	5%	10%	15%	7%	6%

# Findings

## *The 1968 Exhibit's main message*

The 1968 Exhibit aims to document a pivotal year in United States history, describing itself as “a turning point for a generation coming of age and a nation at war... [with] social forces that swirled through the turbulent 1960s [and cresting] in 1968” ([www.the1968exhibit.org/about-exhibit](http://www.the1968exhibit.org/about-exhibit)). The majority of The 1968 Exhibit visitors understood the main messages (or themes) that the exhibit intended to convey, with many visitors giving replies over multiple themes.

Asked in an open-ended format about the exhibit's main message, the top three themes visitors gave related to the great changes, turbulence, and conflict of the year 1968, the nostalgia and personal memories that the exhibit stirred up, and the connections that the exhibit made to the present. The most notable difference in the quality of answers by age is that older adults are able to relate to the year specifically and recall memories, whereas younger visitors who were not alive during the time period cannot. Below are example responses from the top three coded themes.

### **Exhibit's main message (n=394\*)**

\* Some visitors provided responses across multiple themes.

#### **41% Change/turbulence/conflict of the year 1968 (161)**

That 1968 was a very turbulent time of change for the country.

The major message I get is the amount of unrest, turbulence, [and] conflict taking place in one year.

#### **17% Nostalgic personal memories (40)**

Good opportunity to revisit things from [my] own history.

Nostalgia – look back at the way things were. I got a kick out of the furniture.

#### **16% Connection to the present (62)**

There are ways to resolve differences and many more constructive ways to overcome differences than we used in 1968.

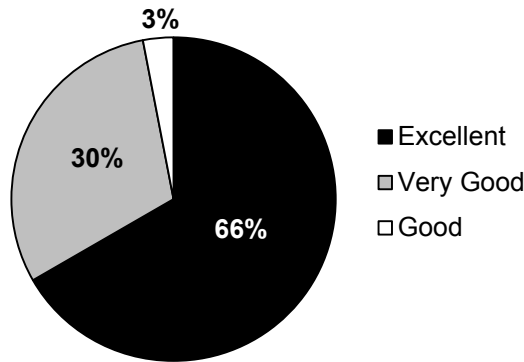
That things have not changed much and that there was a lot of strife then and things are the same today.

## ***Exhibit satisfaction***

Visitors had an extremely positive experience with The 1968 Exhibit. Nearly all visitors rated their experience with The 1968 Exhibit as “excellent” or “very good” (96%). Older adults are more likely to rate their experience as “excellent”. Please refer to Figures 14-15.

---

### **14. Overall visitor rating of The 1968 Exhibit experience (n=394)**



---

### **15. Experience with The 1968 Exhibit – Age (n=385)**

	18-29 (n=22)	30-39 (n=20)	40-49 (n=29)	50-59 (n=86)	60-69 (n=168)	70+ (n=57)
Excellent	50%	57%	50%	64%	71%	63%
Very Good	46%	38%	43%	28%	23%	37%
Good	5%	0%	3%	6%	3%	0%
Fair	0%	0%	0%	0%	1%	0%
Poor	0%	0%	0%	0%	0%	0%

Visitors were then asked in an open-ended format to what extent the exhibit met their expectations. Over half of visitors’ comments indicated the exhibit “met expectations;” nearly one-third of visitors’ comments indicated the exhibit “exceeded expectations.” Only a few comments indicated that the exhibit “somewhat” or “did not” meet visitors’ expectations. One in ten visitors had no expectations coming into the exhibit. Following are example responses from each theme.

## **Extent to which exhibit met expectations (n=395)**

### **53% Met expectations (210)**

Fully. My daughter came and she gave us tickets for the exhibit or I might not have come. Inertia sets in, but I'm glad I didn't miss it.

### **31% Exceeded expectations (122)**

Outstanding. One of the best I've ever seen. Helicopter [and] Martin Luther King Jr. brings me to tears. I've come back again.

### **10% No expectations (41)**

Had no preconceived notion about what to expect, but it was a very good overview of events, from big to small.

### **2% Somewhat met expectations (8)**

In terms of United States, [the exhibit] met them. Disappointed in other areas. Hoping to find events of 1968 in other countries represented – Paris, Czechoslovakia. '68 [was] part of [the] international movement.

### **2% Did not meet expectations (7)**

I thought there would be more on music and clothes and more on the hippies and more on Woodstock and drugs.

### **1% Other (5)**

Not quite [graduated] high school in '68. Didn't pick up emotions and feelings that were happening.

### **0% Don't know (1)**

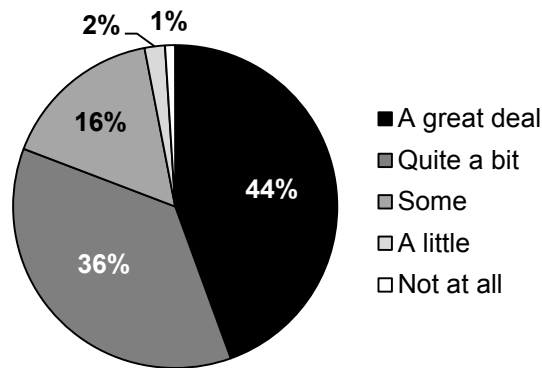
Yes... not sure.

## ***Exhibit relevance and political balance***

The majority of visitors report The 1968 Exhibit was both relevant and politically balanced. Eight out of ten visitors said there was “a great deal” or “quite a bit” of a connection to history by The 1968 Exhibit to things that are relevant today and in the future (80%), as illustrated in Figure 16. Figure 17 illustrates visitors’ responses to this question by age.

---

### **16. Extent 1968 Exhibit connected history to things that are relevant today and in the future (n=390)**



---

### **17. Extent The 1968 Exhibit Connected History to Things that are Relevant for Life Today and in the Future – Age (n=390)**

	18-29 (n=21)	30-39 (n=21)	40-49 (n=29)	50-59 (n=88)	60-69 (n=171)	70+ (n=57)
A great deal	27%	38%	27%	40%	27%	47%
Quite a bit	41%	48%	43%	33%	32%	40%
Some	23%	14%	23%	22%	13%	12%
A little	5%	0%	0%	3%	3%	0%
Not at all	0%	0%	3%	2%	1%	0%

Visitors who report “a great deal” or “quite a bit” of relevance mentioned many current events they believe still reflect ongoing struggle with issues that occurred in the year 1968. Those who report “some” relevance saw the exhibit as more nostalgic and full of memories rather than relevant to the present or future. Younger adults are also more likely to relate to the exhibit via current events, social issues like racism, ‘60s fashion, and memories of their grandparents. Example responses follow.

## **Relevance for life today and in the future (n=346)**

### **A great deal (154)**

Events that are recent remind me of the '60s – civil protests, government bureaucracy, freedom of expression being challenged, wars then and now, politics and elections going on...

### **Quite a bit (121)**

We're still dealing with the same fundamental issues. Now [we are the] main power and hopefully starting to learn we need to share that power and stop being so imperialistic.

### **Some (56)**

Things are so vastly different now. Technology. But people are so similar. Listening to people's comments... they are the same. I feel disquieted that I'm a museum piece now.

### **A little (7)**

Memories. Nice to look back at good and not so nice things. Similar to what we are through more now – military in the Middle East.

### **Not at all (4)**

That was the past.

### **Other\* (4)**

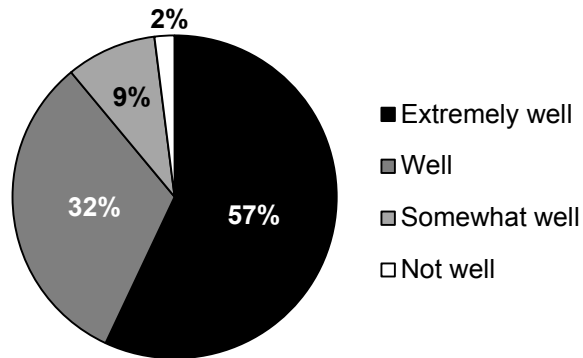
Now is more like 1968. Poor choices made then. Disturbing presidential election this year.

\*These visitors did not directly answer the degree to which The 1968 Exhibit was relevant to their lives today and in the future, but explained their responses.

Nearly 9 out of ten visitors said that the 1968 Exhibit represented the diverse political views of 1968 “extremely well” or “well” (89%). Older adults are more likely to say the exhibit represented diverse political views “extremely well”. Please refer to Figure 18-19

---

**18. How well The 1968 Exhibit represented diverse political views of 1968 (n=386)**




---

**19. How well The 1968 Exhibit represented diverse political views of 1968 – Age (n=386)**

	18-29 (n=20)	30-39 (n=19)	40-49 (n=29)	50-59 (n=87)	60-69 (n=172)	70+ (n=57)
Extremely well	36%	33%	50%	58%	63%	53%
Well	41%	43%	27%	34%	27%	35%
Somewhat well	14%	14%	17%	6%	7%	11%
Not well	0%	0%	3%	1%	2%	2%

Visitors who report that diverse political reviews were “extremely well” or “well” represented mentioned that several viewpoints were shown, facts were balanced, and the exhibit covered many issues or famous figures they had forgotten about. Visitors who rated representation of diverse political views as “somewhat well” or “not well” expressed the exhibit was too “anti-war” and did not cover the reaction of moderates or conservatives in 1968 enough. Younger adults are also less likely to report the exhibit represents diverse political views “extremely well” because they were not alive during the time period and were not sure or did not know. Following are example responses.

**Representation of diverse political views (n=320)**

**Extremely well (172)**

Representation of popular and less popular. Reminders of George Wallace and Huey Newton and Chicago riots.

**Well (101)**

Because I saw both my views and the opposing views. But was there anything about conscientious objectors? Was there something in the exhibit about their contributions if they didn't want to fight, but were willing to serve? My uncle did that.

**Somewhat well (33)**

More focused on riots and outward expression against the war, but that was the popular thing at the time.

**Not well (6)**

I feel there was less material from the middle and conservative side. People who were surprised at people questioning the truth... resisting the draft. I wanted more from all sides.

**Not at all well (0)****Other\* (8)**

I couldn't tell you. I didn't know what it was like then. I was three, so I don't know if it's biased or not.

\*These visitors did not directly answer the degree to which The 1968 Exhibit was relevant to their lives today and in the future, but explained their responses.

## *Use of exhibit technology*

The 1968 Exhibit incorporated a variety of ways in which visitors could access additional content via technology. Of particular interest is whether visitors used Quick Response (QR) codes during their visit. These QR codes were embedded throughout the exhibit. The code consists of black modules arranged in a square pattern on a white background. The information encoded may be accessed by visitors with smartphones to view additional images, read more in-depth material, or listen to supplementary information.



When visitors were asked if they used the QR codes during their visit, about 1 out of ten visitors said yes (11%). Figure 20 illustrates the age breakdown of QR code use.

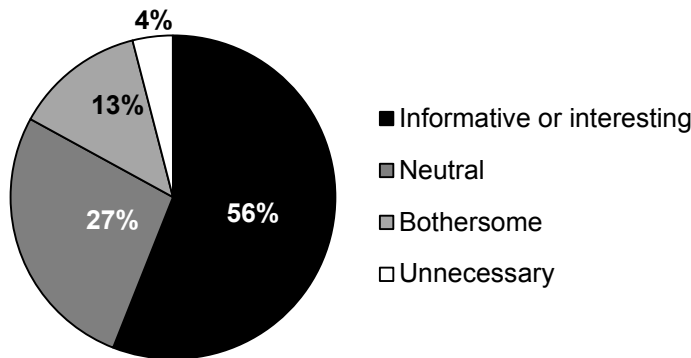
---

### **20. Use of QR codes – Age (n=388)**

18-29 (n=22)	27% (7)
30-39 (n=21)	29% (6)
40-49 (n=30)	7% (3)
50-59 (n=86)	13% (14)
60-69 (n=171)	7% (15)
70+ (n=56)	7% (5)

Over half of the visitors who used the QR codes thought the content was “informative or interesting” (56%). Young adults are least likely to report use of QR codes as “informative or interesting”. Please refer to Figure 21-22.

---

**21. How use of QR codes affected The 1968 Exhibit experience (n=48)**

---

**22. How use of QR code affected experience with The 1968 Exhibit – Age (n=48)**

	18-29 (n=7)	30-39 (n=3)	40-49 (n=3)	50-59 (n=14)	60-69 (n=15)	70+ (n=5)
Informative or interesting	29% (2)	100% (3)	67% (2)	71% (10)	47% (7)	60% (3)
Neutral	43% (3)	0% (0)	33% (1)	21% (3)	33% (5)	20% (1)
Unnecessary	14% (1)	0% (0)	0% (0)	0% (0)	7% (1)	0% (0)
Bothersome	14% (1)	0% (0)	0% (0)	7% (1)	13% (2)	20% (1)

Visitors who report use of QR codes as “informative or interesting” enjoyed the supplementary material. The option was also helpful when the exhibit was very crowded. A couple people mentioned they stored the information on their phone to read at home later. Following are example responses from each category.

**Affect of QR Codes (n=31)****71% Informative or interesting (22)**

[I] liked the ability to stand back from crowded storyboards, yet get all the information.

**16% Neutral (5)**

Not sure yet. Now it’s bookmarked on my phone and [I] will probably try it at home and see if it works.

### 14% Bothersome (3)

So much to read... it would hold you up.

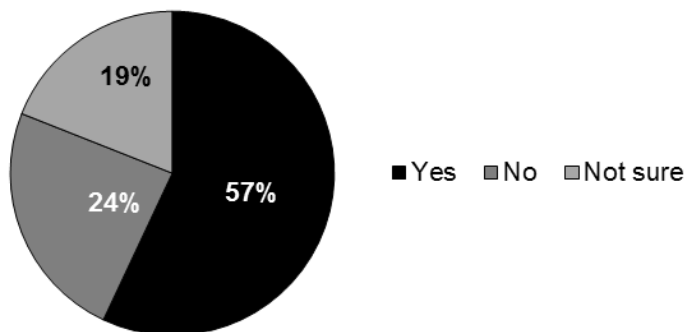
### 3% Unnecessary (1)

[It] tells you what is already on the [exhibit] board.

Visitors were also asked if they would be interested in using QR codes in future exhibits. Over half (57%) said yes. The remainder said no (24%) or not sure (19%). Younger adults are more interested in QR codes in future exhibits than older adults.

---

#### 23. Interest in use of QR codes in future exhibits (n=307)



---

#### 24. Interest in use of QR codes in future exhibits – Age (n=306)

	Yes	Not Sure	No
18-29 (n=20)	80%	5%	15%
30-39 (n=20)	75%	5%	20%
40-49 (n=23)	57%	9%	35%
50-59 (n=60)	55%	23%	22%
60-69 (n=133)	57%	18%	25%
70+ (n=50)	44%	32%	24%

Visitors were also asked more generally in an open-ended format whether they shared information electronically during their 1968 Exhibit. Nearly 1 in 5 visitors gave answers in the affirmative. Visitors mentioned that they made album covers within the exhibit, shared photographs on social networking sites, and “checked in” on Facebook. Older adults are more likely to interpret sharing of “electronic information” as any kind of technology, such as pushing a button on the helicopter, use of the voting booth, or playing the music trivia

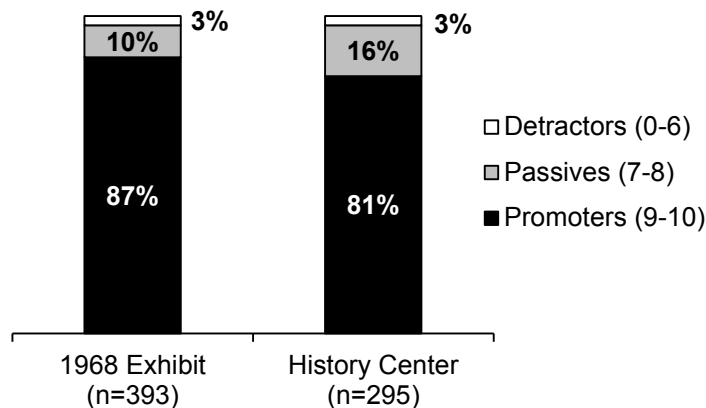
game. Younger adults are more likely to interpret sharing of “electronic information” as any action that involves social media. A complete list of visitor responses is available in the Appendix.

### ***Recommendation of exhibit to family and friends***

The 1968 Exhibit is highly recommended by visitors. Where 0 = not at all likely and 10 = extremely likely, almost 9 out of ten visitors are categorized as “Promoters;” these visitors are very likely to recommend to family and friends (87%). Three-quarters (75%) of visitors rate their likelihood to recommend visiting with a 10. Very few visitors are “Detractors” (those who are unlikely to recommend to family and friends).

Figure 25 illustrates the percentage of visitors who would recommend The 1968 Exhibit compared with visitors who recommend the History Center in general (the question about recommendation of the History Center was asked during the George Washington Exit Survey conducted from April 18-May 7, 2011). The Net Recommender Score (Promoters minus Detractors) is +84 (compared to +78 for The History Center in general). Older adults are more likely to be Promoters than younger adults (Figure 26).

#### **25. Likelihood visitor recommends visiting the exhibit to family and friends**



#### **26. Likelihood visitor recommends visiting the exhibit to family and friends – Age (n=391)**

	18-29 (n=22)	30-39 (n=21)	40-49 (n=30)	50-59 (n=88)	60-69 (n=173)	70+ (n=57)
Promoters (9-10)	59%	71%	77%	92%	89%	93%
Passives (7-8)	32%	24%	23%	6%	8%	5%
Detractors (0-6)	9%	5%	0%	2%	3%	2%

Visitors were asked in an open-ended format to explain their recommendation ratings. Older adults are more likely to recommend the exhibit due to the personal connections with the time period and as a way to share memories with their families. Younger adults are more likely to relay the exhibit as a learning experience. Following are examples of visitors' responses. Please refer to the Appendix for a complete list of responses.

### **Why Recommend to Family and Friends (n=274)**

#### **87% Promoters (239)**

Slice of history that everyone here remembers. Pivotal year. Younger people should see.

Really good exhibit. Great opportunity to reflect with children and grandchildren about that year.

#### **10% Passives (27)**

Very good exhibit. I was born after 1968, so not sure of my generation's reaction. I'd like to bring my children who could see grandma's life.

Can't tell me. Good exhibit, but not a must see. Glad I came, but I won't be absolutely recommending it. I appreciate the effort, but I like artifacts rather than posterboards.

#### **3% Detractors (8)**

Not too sure. My husband didn't want to come... doesn't want to remember 1968.

This is an era that you almost had to live through to gain full appreciation.

### ***Exhibit surprises***

When visitors were asked in an open-ended format what, if anything, surprised them about The 1968 Exhibit, the top themes that emerged from visitors replies were that there were no surprises (often due to visitors lived experience and memory), surprises related to the material culture or artifacts within the exhibit, the exhibit detail and design, as well as specific sociopolitical or civil rights issues. Many visitors gave replies across multiple themes. Younger adults are more likely to be surprised by what they learned and older adults are more likely to be surprised by what they remembered or the amount they had forgotten. Below are examples from the top themes.

## **Exhibit surprises (n=388\*)**

\* Some visitors provided responses across multiple themes.

### **22% Nothing (84)**

No surprises... had good idea about what had happened in 1968.

Can't say anything in particular.

### **18% Material culture (71)**

How many things you had to look at. Neat details. Loved the plastic on the chair.

How ugly everything was. It was a very unattractive era. Furniture... yet we all thought it was so cool.

### **13% Exhibit detail/design (50)**

I was impressed that so much technology was used. A wide variety and ways to connect with people.

Thoroughness... every aspect of society is covered. More than a history lesson.

### **13% Sociopolitical issues/civil rights (50)**

I forgot how much hatred there was of people who were bringing about change, even now that they are heroes and they were right.

I'm an old person. The sadness of that year brought it all back. The major upheavals, the political divisions, stance on wars, feminism, women felt divided...

## ***Suggestions to improve exhibit***

Nearly half of The 1968 Exhibit visitors had no suggestions to improve the exhibit (46%). The top three suggestions given by visitors to improve the exhibit relate to the exhibit layout and issues with crowd control, audiovisual accessibility, and requests for more pop culture or media within the exhibit. Following are examples responses from the top themes. Please refer to the Appendix for responses from each theme.

## **Exhibit suggestions (n=377\*)**

\* Some visitors provided responses across multiple themes.

#### **46% No suggestions (175)**

No. I don't have a creative bone in my body. Who am I to say?

Wouldn't change a thing.

#### **16% Exhibit layout/crowd control (61)**

I feel the space could have better flow. Signage [is] difficult, as I had trouble following the year.

It was crowded, so either spread it out or limit the number of people who can see it at a time.

#### **10% Audiovisual accessibility (38)**

Sound on the music... some of the songs were hard to hear. Some of the displays with screens in front [are] hard to see [in] the exhibit.

Make the reading things larger. It held me up the most.

#### **7% More pop culture/media (28)**

Add more Bob Dylan. In today's life, where are the protest songs he wrote in 1968?

More music. Groovier. Oil and water projections on walls.

# Issues to consider

The 1968 Exhibit Summative Evaluation results indicate that the majority of visitors understand the exhibit's main message, are extremely satisfied with their experience, and assess the exhibit as both relevant and politically balanced. The majority of visitors also highly recommend the exhibit to family and friends.

While few visitors used the Quick Response (QR) codes during their experience, the majority of those who did use the codes found that it was informative and interesting. They also report interest in using QR codes in future exhibits.

Wilder Research recommends that the Minnesota Historical Society considers the following suggestions:

- Visitors provide a number of valuable suggestions related to exhibit accessibility. Consider how exhibit layout or audiovisual issues may be addressed and what changes may be made during the exhibit's tour at partner venues to increase accessibility.
- Use exhibit exit survey information to identify barriers to visitor attendance and work to increase access across demographics. Consider collection of additional data with underrepresented demographic groups to better understand attendance motivation, possible barriers, and other issues.
- Continue collection of additional data over a longer period of time with every special exhibition in order to compare visitor experiences and demographics.
- Provide more in-depth training to dedicated MHS staff/volunteers about data collection and entry to increase consistency and accuracy of the data collection and entry process. Consider dedicating a trained staff person at MHS to check accuracy of data collection and entry at regular intervals.
- Consider what additional questions The 1968 Exhibit summative evaluation raises and what may be helpful to learn in moving forward with future audience research or program evaluation.

# Appendix

*The 1968 Exhibit Exit Survey*

*The 1968 Exhibit Data Collection Parameters*

*The 1968 Refusal Log*

*Themes – Coded Responses*

# The 1968 Exhibit Exit Survey

## Minnesota Historical Society – 1968 Exhibit Evaluation

Hi there, we're talking to visitors about their experience with the 1968 Exhibit today. Do you have a few minutes to share your thoughts?

1. Overall, how would you rate your experience with the 1968 Exhibit?

- ☐<sup>1</sup> Excellent
- ☐<sup>2</sup> Very good
- ☐<sup>3</sup> Good
- ☐<sup>4</sup> Fair
- ☐<sup>5</sup> Poor

2. In your opinion, now that you have been through the 1968 Exhibit, what is the exhibit's main message?  
**(Probe, if needed: Can you talk a little bit more about that?)**

---

---

---

3. To what extent did the exhibit meet your expectations?

---

---

---

4a. To what extent did the 1968 Exhibit connect history to things that are relevant for your life today and in the future?

- ☐<sup>1</sup> A great deal
- ☐<sup>2</sup> Quite a bit
- ☐<sup>3</sup> Some
- ☐<sup>4</sup> A little
- ☐<sup>5</sup> Not at all

4b. Please explain your response. **(Probe, if needed: Anything else?)**

---

---

---

5. What, if anything, surprised you about the 1968 Exhibit?

---

---

---

6. Do you have any suggestions to improve the 1968 Exhibit?

---

---

7a. In your opinion, how well did the 1968 Exhibit represent the diverse political views of 1968?

- ☐<sup>1</sup> Extremely well  
☐<sup>2</sup> Well  
☐<sup>3</sup> Somewhat well  
☐<sup>4</sup> Not well  
☐<sup>5</sup> Not at all well

7b. Please explain your response. (**Probe, if needed: Anything else?**)

---

---

---

8a. Did you use the QR codes during your visit? [**SHOW PICTURE OF Quick Response CODE**]

- ☐<sup>1</sup> Yes  
☐<sup>2</sup> No [**SKIP TO 8D**]

8b. **IF YES**, how did use of the QR codes affect your experience with the 1968 exhibit?

- ☐<sup>1</sup> Informative or interesting  
☐<sup>2</sup> Unnecessary  
☐<sup>3</sup> Bothersome  
☐<sup>4</sup> Neutral

8c. Please explain your response. (**Probe, if unnecessary/bothersome: Problems using the QR codes?**)

---

---

---

8d. Are you interested in using QR codes in future exhibits?

- ☐<sup>1</sup> Yes  
☐<sup>2</sup> No  
☐<sup>3</sup> Not sure

9. Did you share information electronically during your 1968 Exhibit experience? (**Probe, if yes: Share a reflection or story? Create an album cover? Take photos? Share on Facebook/Twitter/e-mail?**)

---

---

---

10a. On a scale of 0 to 10 (with 0 being Not at all likely and 10 being Extremely likely) how likely are you to recommend visiting the 1968 Exhibit to family and friends? (**Circle one number**)

**Not at  
all likely**

0

1

2

3

4

5

6

7

8

9

10

**Extremely  
likely**

10b. Please explain your response.

---

---

## Demographics

11. On a scale of 0 to 10 (with 0 being No interest and 10 being Extremely high interest) how would you rate your interest in history? (**Circle one number**)
- | No interest |   |   |   |   |   |   |   |   |   |    | Extremely high interest |
|-------------|---|---|---|---|---|---|---|---|---|----|-------------------------|
| 0           | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                         |
12. Are you a member of the Minnesota Historical Society?  
☐<sup>1</sup> Yes  
☐<sup>2</sup> No
13. Are you...  
☐<sup>1</sup> Female  
☐<sup>2</sup> Male  
☐<sup>3</sup> Other (Specify: \_\_\_\_\_)
14. What is your age?  
☐<sup>1</sup> 18-29  
☐<sup>2</sup> 30-39  
☐<sup>3</sup> 40-49  
☐<sup>4</sup> 50-59  
☐<sup>5</sup> 60-69  
☐<sup>6</sup> 70+
15. The highest level of education you have completed?  
☐<sup>1</sup> Some high school  
☐<sup>2</sup> High school graduate/GED  
☐<sup>3</sup> Some college/technical school  
☐<sup>4</sup> Associate's degree/certificate  
☐<sup>5</sup> Bachelor's degree  
☐<sup>6</sup> Some graduate school  
☐<sup>7</sup> Advanced degree  
☐<sup>8</sup> Other (Specify: \_\_\_\_\_)
16. How do you identify your race/ethnicity? (**Please check ALL that apply.**)  
☐<sup>1</sup> African American  
☐<sup>2</sup> American Indian/Native American  
☐<sup>3</sup> White/Caucasian  
☐<sup>4</sup> Hispanic/Latino  
☐<sup>5</sup> Asian/Pacific Islander  
☐<sup>6</sup> Other (Specify: \_\_\_\_\_)
17. Do you have any disabilities? (**Please check ALL that apply.**)  
☐<sup>1</sup> Auditory  
☐<sup>2</sup> Cognitive  
☐<sup>3</sup> Learning  
☐<sup>4</sup> Mobility  
☐<sup>5</sup> Visual  
☐<sup>6</sup> Other (Specify: \_\_\_\_\_)
18. What is your total annual household income?  
☐<sup>1</sup> Less than \$25,000  
☐<sup>2</sup> \$25,000 - \$49,999  
☐<sup>3</sup> \$50,000 - \$74,999  
☐<sup>4</sup> \$75,000 - \$99,999  
☐<sup>5</sup> \$100,000 - \$124,999  
☐<sup>6</sup> \$125,000 or more
19. Primary language spoken at home? \_\_\_\_\_
20. Your zip code? \_\_\_\_\_

## ***The 1968 Exhibit Data Collection Parameters***

### **MHS Data Collection Parameters**

**Project:** MHS 1968 Exhibit – Summative Evaluation

**Timeline:** 1/9/12-2/20/12

**# Complete:** 376

**Location:** MHS 1968 Exhibit exit

**Eligibility restrictions:** Adults 18+ only; only ONE member per visitor group is eligible (do not interview other visitors within the same group).

**Incentive:**

**Sample:** “Continuous random sample” – Draw an imaginary line on the floor. The first eligible visitor to cross the line is interviewed. After data gathered from the visitor is complete and you have checked over the survey to make sure everything is filled out and legible, repeat the process.

**Refusals:** Record all refusals on Refusal Log.

**Special considerations:** Interview the visitor on all parts of the survey, except demographics. Hand the survey over to the visitor for them to complete the demographics section on their own.

### *The 1968 Exhibit Refusal Log*

<b>Data Collector</b>	<b>Date</b>	<b>Time</b>	<b>Age (on-sight)</b>	<b>Gender (on-sight)</b>	<b>Reason for refusal</b>

## *Themes – Coded Responses*

### **Exhibit's main message (n= 394)**

#### **41% CHANGE/TURBULENCE/CONFLICT OF THE YEAR (161)**

---

Nostalgia. What a troubled time it was.

---

A lot of reminiscing. Chaos.

---

Lot of upheaval that year, uneasiness, year of many tensions.

---

It was a year of change.

---

A year of turmoil.

---

When our country really noticed change.

---

Change - for our society, for ourselves.

---

How this year changed so many lives.

---

Time of change.

---

Change.

---

What an incredible and turbulent year '68 was.

---

Any year could be explored if you pulled out events - but a 'very hard year' could be a theme.

---

Turbulence of the year.

---

Reminder of turbulence and the reaction. The violent reaction of people to news.

---

The major message I get is the amount of unrest, turbulence, conflict taking place in one year.

---

Very thorough, turmoil in 60s, MLK, etc.

---

Blast from the past, chaos, government doesn't help, lots of changes.

---

Reflecting issues and conflicts.

---

Diverse, ideas, conflicts.

---

All the strife – conflict.

---

How world changed in 1968.

---

Year of turmoil and transformation.

---

Lot of turbulence [and] violence with TV exposure. The culture changes.

---

How extremely turbulent and chaotic a year it was.

---

That there was turmoil.

---

Oh, boy. Change.

---

I really enjoyed it. Turbulent year.

---

Revolutionary tumult. The deplorable conditions to which people are reacting.

---

The changes that 1968 brought about. The turbulence of 1968.

---

The incredible cataclysmic changes that occurred in 1968.

---

About the changes that happened during that time.

---

---

I would say change. There were a lot of movements that society was mandating that something be done (riots, diversity, clashes). Also the statement of not really being pleased with roots.

---

Transition, conflict.

---

Rebellion.

---

Turbulent time.

---

The time was a year of upheaval of social norms and changes in society.

---

Good summary of a turbulent year in history.

---

Change and freedom. Young people stood up for change.

---

Wow – change.

---

Tumultuous year, unrest, lots of trouble going on.

---

Turmoil.

---

Changes of all sorts - be it music, culture, war.

---

What a tumultuous year it was.

---

A month by month review of the turmoil of the year.

---

That 1968 was a very turbulent time of change for the country.

---

Composite of the time and events and important history; changes of the era via one year.

---

The turmoil was amazing.

---

Really did a lot to highlight turbulence [and] conflicts.

---

A year of change (marked change in attitudes on many levels).

---

Change and turbulence. Uniqueness.

---

It was a big year of change.

---

It was a time of great turmoil in U.S. history.

---

That 1968 was a very complicated time with a clash of cultures and events.

---

So many things happened in that year. The change – evolving.

---

Just all the changes that took place - from the war to the sexual revolution and TV - very turbulent memories.

---

The amazingly turbulent time (and yet hopeful and resilient).

---

So many large and transformational things (events) happened in the U.S. in 1968.

---

Changes. Turmoil for us as we knew it.

---

Changes in that year.

---

A year of incredible news and change, from assassinations to elections to pop music.

---

Turmoil in U.S.

---

Time of change. Tumultuous year.

---

Chaos. Change.

---

Conflict. Turmoil of 1968 and what we went through as a country.

---

'68 was year of chaos.

---

---

Turmoil of the '60s.

---

Turmoil we've gone through.

---

Turmoil, I guess.

---

It was a turbulent year.

---

Change. Upheaval.

---

Turbulence of the year.

---

Time of change.

---

1968 was a turbulent year.

---

Change.

---

Turbulent times.

---

Change.

---

Turbulent time in one year.

---

Turmoil.

---

Turbulence of 1968.

---

Exposing people to a very tumultuous year, especially those of us who forgot.

---

Turbulence of 1968.

---

Year of turbulence.

---

1968 - a time of significant change and friction.

---

1968 - it was an insane and tumultuous year.

---

Change.

---

Giving a feel for the year - turbulent time.

---

It was a year of drastic change, some good, some bad.

---

What significant changes happened.

---

Turmoil and conflict taking place in one year.

---

Turbulent time. Experienced many issues.

---

There was a lot going on—turbulence.

---

Change. How dramatic. Everything before and later was different.

---

Time of transition.

---

There was a lot going on. Turbulence.

---

All the changes, impacts, and the same problems today.

---

Vietnam War, to me that's--society was changing.

---

Politics and the Vietnam war - a time of turmoil.

---

1968. Turbulent times. Many things began then... continued to today.

---

Variety of events that changed that year. Everything happened that year.

---

Things are bad today, but there was turmoil in '68.

---

---

Walk down memory lane. Tumultuous year started a lot of changes. Amazed at how much exists today.

---

So much (good) change either started or was underway (and people should be more involved)

---

That 1968 was a turning point, lots of turmoil.

---

How much things could happen all in one year to change everyone's lives.

---

Did not pay nostalgia close attention at time. Upheaval and change.

---

Turbulent year. Many things in one year.

---

Biggest years of change. Full of historic events.

---

Time of change. Social, political, economic.

---

Conflict of time. Emphasis on style.

---

Looking back at history is good. Conflict, protests in Vietnam, Civil Rights.

---

It brings back memories about unrest of the times.

---

The history events and unrest and a realization that anyone was at risk in the public eye. The war in Vietnam.

---

Change and progression over the year.

---

Protests, year of unrest and violence, turmoil.

---

Innovation.

---

Change and appeal.

---

Tell Americans and the World what was happening in 1968 - turbulent time, hatred of war, brought back.

---

Complete turmoil, many movements, conflict in social, cultural...

---

Reminder of the turmoil of '68, puts it in context. Was too busy at the time.

---

Tumult and glory, good and bad, tragedy of war and riot, but good music and furniture.

---

Message was turbulent time, turbulent with world changing - politics, music, Vietnam War

---

Like how it was organized by month. Also liked it started with helicopter in living room and ended with shuttle in living room.

---

Major change - cultural, political, women.

---

Troubled, tumultuous times.

---

One year can change history.

---

Of social struggle and change.

---

Tremendous change, especially the social (more than just civil) rights.

---

Unrest, conflict, year of change.

---

Violence, turmoil, civil discontent.

---

Terrible time, upheaval, politics at its worst.

---

1968 was year of transition marked by violence, misunderstanding, learning to walk into new horizons.

---

Nothing but turmoil, but it ended on a good note.

---

---

Was 17 at the time, being reminded of turmoil, assassinations made me sad.

---

History/timeline, change, turning.

---

Events were going on. Lots of changes and violence.

---

Forgot amount of angst and CONFLICT. Creative exhibit!

---

Was a review and reliving issues, wars don't solve anything, conflict.

---

Brings back 1968. All the changes. Liked popular culture history.

---

Turbulent time, changes, conflict.

---

'60s just blew up. How did anyone survive? Learned a lot.

---

Time of turmoil, violence and unrest.

---

War and turmoil.

---

That some things never change and history repeats. That you can't be complacent. Be active. So many changes, but we are not done.

---

1968 was a momentous year with many changes that continue to affect us today.

---

Very political. Lots of upheaval.

---

Change. All about constant change during 1968. A lot of upheaval and many new things.

---

Division of views.

---

Race and space, or change for all.

---

Complex era. Right now we think things are violent, but things were violent back then. I think things were very revolutionary.

---

How the political and social turmoil affected America.

---

The political and social turmoil of that year.

---

Very emotional (controversial, challenging). Big change (chaotic) rebellion, war, young people, MLK, division in America

---

Looking back at history is good. Conflict, protests in Vietnam, Civil Rights.

---

Turbulence, violence, war.

---

Life in 1968. I liked the exhibits that showed all points of view and ideas in the major conflicts.

---

The main message was violent change and enormous new opportunity.

---

Diversity of '68, political, social, young, old. A period that reflects turmoil and conflict.

---

Revolution.

---

Conflict. Much like what's going on today. Systems colliding.

---

Displays the turmoil of the times. It makes me think we've been in hard times before.

---

---

**17% NOSTALGIC PERSONAL MEMORIES (67)**

---

We do not remember what formed us at a critical time.

How much I'd forgotten. I think I'd dropped out on a lot of it. I was 16 and not very aware.

Nostalgia - brings back things at home.

Nostalgic. Insightful.

Nostalgia.

Nostalgia. Recognized things.

Old enough and young enough to remember. Brilliant. Funny. Poignant.

Married in '68, memories, furnishing, fun to look back.

Lived in era. Triggered memories.

Brought me back in time.

Fun to see similarities and look back.

Her generation remembers a lot.

Brought back years when he was young.

Brings back so many memories of things we had, did, saw.

A stroll down memory lane.

Lived through it.

People should remember.

It brings me back to college days. Military draft.

Like I was back in high school.

Remember then, remember now.

Everyone will see it very personally. The more things change, the more they stay the same.

1968 is my year. Recap of my history. Got married. Wanted to sit in Huey.

We need to remember.

Giving me a flashback of what happened.

A reminder of everything that happened in that one year (a year of American transitions).

Brings back year I was married.

Good opportunity to revisit things from own history.

Reflected times I was in high school.

Had a peace symbol made from a grenade pin.

Looking back on your youth.

Makes me feel old. Didn't realize it was so long ago.

Remembering the news of 1968 – memories.

Nostalgia. Look back at way things were. I got a kick out of the furniture.

Remembering the news of 1968—memories.

Bring us back to that time.

Remembrance of the year.

Nostalgia and 1968 looks like a pretty clueless environment when I was young.

---

---

1968 - a lot went on that year (was overseas in 1968).

---

A troubled year. Brought back a lot of powerful memories.

---

Depressing. So many bad, unfortunate events happened that it's a bad memory for me.

---

Can relate to it. Good job organizing month by month.

---

Remember a lot. Learned some things.

---

Walk down memory lane. Tumultuous year started a lot of changes. Amazed at how much exists today.

---

Hope. It's great to remember that there are times like these.

---

I'm glad I was a kid then.

---

Did not pay nostalgia close attention at time. Upheaval and change.

---

1968 had so many messages. There is no main message. Tet, MLK, RFK assassinations, Chicago, Black Panthers, women's lib, AIM, draft, politics. I remember it well... changing music. I was 24.

---

It brings back memories about unrest of the times.

---

It was very nostalgic. We lived through it. We remembered both the big things, but the cultural things brought back little things. Quotes reminded me of today's politics. Nixon's inaugural--war abroad, issues here.

---

Nostalgia. Vietnam War.

---

Vivid recall of what we lived through. Disappointment of leaders with Vietnam.

---

Memories for people my age. Young people can learn.

---

Reminder of the turmoil of '68. Puts it in context. WAs too busy at the time

---

Lived through that year, but didn't realize how many historic junctures were concentrated in that year.

---

A lot of reminiscing, chaos.

---

Reminder of 1968. Liberalism of younger generation.

---

Was 17 at the time, being reminded of turmoil, assassinations made me sad.

---

It depends on who you are. For young people, it's history. For me, it's nostalgic, but it reinforces that today we need to look at our traditions and strengths. In 1960s, we threw out our traditions. We need to recover them and bring back the traditions begun in 1968.

---

Was a review and reliving issues, wars don't solve anything, conflict.

---

The review of a rather amazing year. First year of college memories came back. So many parallels to today.

---

All things happened during year (political, historical, personal). How Americans got more rights.

---

Nostalgia. What a troubled time it was.

---

Brought back many memories from Vietnam to riots on Washington, DC.

---

It's hard to say. How complex it was, when I lived it. It didn't feel as condensed as it does now.

---

Not history for me. Remembers most except Indian Movement. In military at time.

---

Brings back to reality - it wasn't just rock and roll after all.

---

What a horrible time it was, but remember it being more fun.

---

---

**16% CONNECTION TO THE PRESENT (62)**

---

Fun to see similarities and look back.

How different we were back then - more simple.

How far we have not come.

1968 sort of like 2011. We need someone like Bobby Kennedy to help us today.

Times have changed.

That it's happening all over again.

We don't learn from history. Very powerful.

We don't learn from our mistakes very often.

That things have not changed much and that there was a lot of strife then and things are the same today.

Not to forget history. It's kind of repeating itself.

No changes from 1968.

Hope we have learned but our current situation shows we haven't.

Things don't change.

Never learn. We're in war again.

History repeats itself.

Many of things we are working on started in 1968.

Connection past to future.

History is current - revisiting same things.

A lot in 1968 that is relevant today.

Some things don't change.

Make us recall what happened and realize how far we have come.

1968: rocked the world and we still have the effects of events that happened in 1968.

We're still doing the same damn thing.

History repeats itself.

The country was fractured a lot. Kind of like it is now.

There are ways to resolve differences and many more constructive ways to overcome differences than we used in 1968.

The variety of events happening and still felt in our society.

All the changes, impacts, and the same problems today.

1968. Turbulent times. Many things began then. Continued to today.

Things are bad today, but there was turmoil in '68.

The strength of our country is the strength of the diversity we can embrace.

In the end it's hope - during 1968 many social and political events occurred. Capped off with Apollo photos of Earth.

How dark, how many bad things happened, but things were changing for the better. Everything is moving forward.

I guess that we can survive anything.

---

---

Cruelty to man and how we've changed and it's been a good change.

---

Walk down memory lane, tumultuous year started a lot of changes. Amazed at how much exists today.

---

History repeats itself.

---

Hope. It's great to remember that there are times like these.

---

Hope out of all the turmoil that was going on. We still had the moon and we could rise above and that

---

It was very nostalgic. We lived through it. We remembered both the big things, but the cultural things brought back little things. Quotes reminded me of today's politics. Nixon's inaugural--war abroad, issues here.

---

The impact of '68 on the future. Changes instrumental on current culture. Future.

---

Evil in all of us, we have to work to overcome, hatred between races, inequality.

---

Social issues have not changed.

---

We have done some stupid things and how do we learn from our mistakes.

---

It depends on who you are. For young people, it's history. For me, it's nostalgic, but it reinforces that today we need to look at our traditions and strengths. In 1960s, we threw out our traditions. We need to recover them and bring back the traditions begun in 1968.

---

War is no fun - need to get that across as we are living it now.

---

Quest for freedom. Ongoing issues.

---

Such crazy politics. Every social issue debated (women, racial). Reminds of current events.

---

That some things never change and history repeats. That you can't be complacent. Be active. So many changes but we are not done

---

The review of a rather amazing year. (First year of college memories came back) So many parallels to today.

---

1968 was a momentous year with many changes that continue to affect us today.

---

Underlying unhappiness due to war. We have gone full circle.

---

A lot of major things happened that impacted the future.

---

How life has improved through the decades.

---

If we can survive that one, we can survive them all.

---

Hope.

---

A year with a lot of sadness. The 'silent middle' message helped connect 1968 to today.

---

Our nation can handle differences and survive and be creative out of experiences.

---

Conflict, much like what's going on today. Systems colliding.

---

Seeds of present culture planted in '68. History keeps repeating. Dynamic changes.

---

1968 was reaction to multiple things contrary to American dreams and another reaction is happening.

---

Displays the turmoil of the times. It makes me think we've been in hard times before.

---

---

**15% SIGNIFICANCE OF THE YEAR 1968 (60)**

---

1968 was a pivotal year.

A defining year was the culture and how America was at the time.

An important year. All the assassinations.

1968 was a huge milestone of change in American culture.

How many things happened.

So much happened in one year. How much turmoil happened.

It was a significant turning point in our history.

1968 was a pivotal year. Emotional response is one of deep sadness.

All inclusive of events.

That 1968 was a crucial year in our history.

Really was important year.

What a pivotal year 1968 was in so many ways.

I can't comprehend there could be so much in one year.

1968 was a significant year.

Incredible year, extreme highs and extreme lows, war pervaded everything, loved the way the year ended. The year deserved this exhibit.

Incredible impact of 1968 and all the events in one year.

Monumental events on one are. Well presented.

Year of many events. Explained well.

A lot happened in 1968 - historically significant events.

Interesting year - a lot happened in 1968.

Magnitude of 1968.

Importance of year 1968.

Pivotal year in history.

Don't know, but pivotal year.

Turning point.

A lot happened that year.

I had forgotten what an incredible year it was. That all these things happened.

Reemphasizes just how monumental year 1968 was - high and low points.

1968 was a pivotal year in American History.

Country at a crossroads.

There was a lot going on—turbulence.

1968 - a lot went on that year (was overseas in 1968).

There was a lot going on. Turbulence.

---

---

My husband spent '68 in Vietnam. We were both impressed by its coverage of Vietnam. Time of turbulence and change.

---

The variety of events happening and still felt in our society.

---

All the changes, impacts, and the same problems today.

---

The turbulence of the generation and reaction to the politics of the times.

---

Life in the '60s and the impact it had.

---

Variety of events that changed that year. Everything happened that year.

---

That 1968 was a turning point. Lots of turmoil.

---

How much things could happen all in one year to change everyone's lives.

---

Turbulent year. Many things in one year.

---

Biggest years of change. Full of historic events.

---

How significant that one year was - politically, socially.

---

A year that changed America.

---

How it was a year of many different things.

---

Happening at once, cultural, political, all happening.

---

The impact of '68 on the future. Changes instrumental on current culture, future...

---

Lived through that year, but didn't realize how many historic junctures were concentrated in that year.

---

One year can change history.

---

We do not remember what formed us at a critical time.

---

Highlighted important points in 1968 history. Showed results of events of 1968.

---

Events were going on. Lots of changes and violence.

---

How pivotal the year was and focal point.

---

The review of a rather amazing year. First year of college memories came back. So many parallels to today.

---

1968 was a momentous year with many changes that continue to affect us today.

---

A lot of major things happened that impacted the future.

---

War is bad. 1968 exceptional year.

---

It's trying to capture the culture and the big newsworthy items.

---

The ugliness of Vietnam and the questioning of everything (that had been sacred prior to 1968). And the focusing on a year's worth of traumatic events.

---

---

**14% SOCIOPOLITICAL ISSUES/CIVIL RIGHTS (53)**

---

What people in Minnesota experienced in that time. Politics.

Political.

What was happening politically.

For me it just showed what the political atmosphere was like and that atmosphere shaped other aspects of 1968.

Politics.

Politics and the Vietnam war - a time of turmoil.

The turbulence of the generation and reaction to the politics of the times.

How significant that one year was - politically, socially.

Time of change. Social, political, economic.

Stop wars. Freedom. Women's liberation. Music.

Looking back at history is good. Conflict, protests in Vietnam, civil rights.

Equality.

Rev social justice.

It was very nostalgic. We lived through it. We remembered both the big things, but the cultural things brought back little things. Quotes reminded me of today's politics. Nixon's inaugural--war abroad, issues here.

1968: An awful time in our history - we were a different country before and afterward (civil rights).

Protests, year of unrest and violence, turmoil.

Happening at once, cultural, political, all happening.

A year that reflected political and cultural changes.

Persecution, violence, civil rights issues with MLK!

Complete turmoil, many movements, conflict in social, cultural.

Evil in all of us, we have to work to overcome, hatred between races, inequality.

Message was turbulent time, turbulent with world changing - politics, music, Vietnam War.

Outstanding events of 1968, politically, and culturally in the U.S.

Major change - cultural, political, women.

Same issues (poverty, hunger). Teach so we can use knowledge for improvement.

Of social struggle and change.

The Vietnam and the hippies and the political thing they still do.

Social issues have not changed.

Tremendous change, especially the social (more than just civil) rights.

Reminder of 1968. Liberalism of younger generation.

Violence, turmoil, civil discontent.

Terrible time, upheaval, politics at its worst.

Peace.

---

---

Liked visuals! Main message - liked political issues, views, MLK's ideal.

---

1968 was a year that contained a lot of movements for social change.

---

Quest for freedom. Ongoing issues.

---

Such crazy politics. Every social issue debated (women, racial). Reminds of current events.

---

Revolution, socially, politically and economically.

---

All things happened during year (political, historical, personal) How Americans got more rights.

---

Very political. Lots of upheaval.

---

Race and space or change for all.

---

How the political and social turmoil affected America.

---

The political and social turmoil of that year.

---

Very emotional (controversial, challenging). Big change (chaotic) rebellion, war, young people, MLK, division in America.

---

History of the year, struggles, economic justice.

---

Looking back at history is good. Conflict, protests in Vietnam, civil rights.

---

Diversity of '68, political, social, young/old. A period that reflects turmoil and conflict.

---

Socio-political factors at this time. Art and large items keep engaged. Lot going on.

---

Amalgam of different things (RFK, MLK). Pulp culture interactive (video) and train.

---

Not history for me. Remembers most except Indian Movement. In military at time.

---

The Revolution of the '60s when people had a voice to be heard.

---

Peace and democracy. Equality.

---

There's a lot. The futility of war and the message of the importance of equality.

---

## **12% WAR AND VIOLENCE (47)**

---

I don't know. I lived Vietnam War.

---

Vietnam War issues.

---

Conflict and war.

---

The Vietnam part.

---

My husband spent '68 in Vietnam. We were both impressed by its coverage of Vietnam. Time of turbulence and change.

---

Vietnam War, to me that's--society was changing.

---

Politics and the Vietnam War - a time of turmoil.

---

Stop wars. Freedom. Women's liberation. Music.

---

Looking back at history is good. Conflict, protests in Vietnam, civil rights.

---

The history events and unrest and a realization that anyone was at risk in the public eye. The war in Vietnam.

---

It was very nostalgic. We lived through it. We remembered both the big things, but the cultural things brought back little things. Quotes reminded me of today's politics. Nixon's inaugural--war abroad, issues here.

---

---

Nostalgia. Vietnam War.

---

Protests, year of unrest and violence, turmoil.

---

Strong anti-war message.

---

Vietnam war, generation gap, hippies.

---

Vivid recall of what we lived through. Disappointment of leaders with Vietnam.

---

Tell Americans and the World what was happening in 1968 - turbulent time, hatred of war, brought back.

---

Persecution, violence, civil rights issues with MLK!

---

Message was turbulent time, turbulent with world changing - politics, music, Vietnam War.

---

The Vietnam and the hippies and the political thing they still do.

---

Shocked by the violence, assassinations, crazy year.

---

Violence, turmoil, civil discontent.

---

Very violent year, and yet people were trying to do the right thing.

---

1968 was year of transition marked by violence, misunderstanding, learning to walk into new horizons.

---

Was 17 at the time, being reminded of turmoil, assassinations made me sad.

---

Anti-war.

---

War is no fun - need to get that across as we are living it now.

---

Events were goin on, lots of changes and violence

---

Was a review and reliving issues, wars don't solve anything, conflict

---

Time of turmoil, violence, and unrest.

---

War and turmoil.

---

Underlying unhappiness due to war. We have gone full circle.

---

Brought back many memories from Vietnam to riots on Washington, DC.

---

Complex era. Right now we think things are violent, but things were violent back then. I think things were very revolutionary.

---

Very emotional (controversial, challenging). Big change (chaotic) rebellion, war, young people, MLK, division in America.

---

War is bad. 1968 exceptional year.

---

Looking back at history is good. Conflict, protests in Vietnam, Civil Rights

---

Turbulence, violence, war.

---

Started violent and ended beautiful.

---

The main message was violent change and enormous new opportunity.

---

Contrast between violence and Laugh In. Eclectic.

---

A lot of anger, Vietnam war.

---

How TV brought and imparted so much into our lives for war to moonshot.

---

---

The ugliness of Vietnam and the questioning of everything (that had been sacred prior to 1968).  
And the focusing on a year's worth of traumatic events.

---

Not history for me. Remembers most except Indian Movement. In military at time.

---

There's a lot. The futility of war and the message of the importance of equality.

---

It was multimedia, helicopter - 2 screens with stories of vets - very powerful.

---

---

**9% SNAPSHOT/TIMELINE OF 1968 (35)**

---

Seems like a glimpse in time.

---

Feel of 1968. Walking back to times.

---

Explaining the time – 1968.

---

What life was like then.

---

1968 themes. Everyday life atmosphere.

---

Telling about 1968.

---

Representation of American life in 1968.

---

Good history of the year.

---

A snapshot of life. Of 1968.

---

Life in 1968. Events by the month.

---

Good representation of times.

---

Give people the experience of what 1968 was about and what was going on during that time.

---

Trying to show diversity/variety of every day experiences in '68.

---

Helps to have it broken down by months.

---

Can relate to it. Good job organizing month by month.

---

1968.

---

Capsule of society in a snapshot.

---

Time line of the year.

---

Like how it was organized by month. Also liked it started with helicopter in living room and ended with shuttle in living room.

---

Encapsulates the time. Mind boggling. Cleverly divided by month and theme.

---

History/timeline, change, turning.

---

What the U.S. and MN was like in the year. Events culture.

---

All sides of the year 1968.

---

Heck of a year.

---

""It was the time"" put together well.

---

Wow! What a year.

---

Signs of the times.

---

How screwed up the country was in '68.

---

---

Very difficult year.

---

The year. All the events.

---

Describe what used to be.

---

Presentation excellent; interesting era.

---

Events can take us up or down but there can be a positive direction i.e., trip to moon in Dec. 1968.

---

A presentation of times and people.

---

Very comprehensive of all events. Entertainment.

---

#### **5% POP CULTURE (20)**

---

1968 had so many messages. There is no main message. Tet, MLK, RFK assassinations, Chicago, Black Panthers, women's lib, AIM, draft, politics. I remember it well... changing music. I was 24.

---

Stop wars. Freedom. Women's liberation. Music.

---

Conflict of time. Emphasis on style.

---

It was very nostalgic. We lived through it. We remembered both the big things, but the cultural things brought back little things. Quotes reminded me of today's politics. Nixon's inaugural--war abroad, issues here.

---

Happening at once, cultural, political, all happening.

---

Vietnam War, generation gap, hippies.

---

Tumult and glory, good and bad, tragedy of war and riot, but good music and furniture.

---

Message was turbulent time, turbulent with world changing - politics, music, Vietnam War.

---

Outstanding events of 1968, politically, and culturally in the U.S.

---

Major change - cultural, political, women.

---

The Vietnam and the hippies and the political thing they still do.

---

Brings back 1968, all the changes. Liked popular culture history.

---

Different between cultural issues.

---

What the U.S. and MN was like in the year. Events culture.

---

TV role.

---

Socio-political factors at this time. Art and large items keep engaged. Lot going on.

---

Contrast between violence and Laugh In. Eclectic.

---

It's trying to capture the culture and the big newsworthy items.

---

How TV brought and imparted so much into our lives from war to moonshot.

---

Amalgam of different things (RFK, MLK). Pulp culture interactive (video) and train.

---

---

**3% TEACHING HISTORY (11)**

---

History lesson.

---

What have we learned from history (emphasized history).

---

History is something you teach about - usually takes longer to recognize it.

---

To teach history. I'm a historian, Lake Minnetonka Historical Society, came from the Senior Center in Mound.

---

Inform people of tragic events of 1968.

---

Memories for people my age. Young people can learn.

---

Tell Americans and the World what was happening in 1968 - turbulent time, hatred of war, brought back .

---

History real like experience of it.

---

Same issues (poverty, hunger). Teach so we can use knowledge for improvement.

---

It depends on who you are. For young people, it's history. For me, it's nostalgic, but it reinforces that we Today we need to look at our traditions and strengths. In 1960s we threw out our traditions. We need to recover them and bring back the traditions begun in 1968.

---

I would say historical, learning about the past, and the fun factor.

---

---

**1% DON'T KNOW (5)**

---

Can't think of anything.

---

Don't know.

---

Not sure.

---

Pay attention to what is going on. Did not pay attention.

---

It's hard to say. How complex it was, when I lived it, it didn't feel as condensed as it does now.

---

---

**1% EXHIBIT HAD NO MESSAGE (3)**

---

No message.

---

Went through to see if they got it right - not looking for a message.

---

1968 had so many messages. There is no main message. Tet, MLK, RFK assassinations, Chicago, Black Panthers, women's liberation, AIM, draft, politics. I remember it well... changing music. I was 24.

---

## **Extent to which exhibit met expectations (n=395)**

### **31% EXCEEDED EXPECTATIONS (N=122)**

---

Exceeded. (27)

---

Better than expected. (5)

---

Exceeded my expectations. (4)

---

Far exceeded. (3)

---

Beyond expectations. (2)

---

Exceeded expectations. (2)

---

Exceeded them. (2)

---

Passed. Better than expected. Inclusive. Colors and furniture and history with videos and music.

---

Surpassed. Because lived through it. Brought back memories.

---

Fully - actually exceeded expectations.

---

Knew it would be good and great it was.

---

More than met... expectations.

---

Exceeded my expectations. Not stuffy at all - resonated with me.

---

Above and beyond.

---

Exceeded, more than I thought, good representations of that time.

---

Only half way through, impressed but different, more music than I thought.

---

Better than expected.

---

Very pleased. Better than expected.

---

Surpassed.

---

Beyond.

---

Far exceeded expectations.

---

Far exceeded – far out.

---

Exceeded my expectation. Very pleased.

---

Surpassed. Brought back memories and taught me about 1968. Doonesbury comic.

---

Exceeded my expectations.

---

It exceeded it. Did a nice job capturing the highlights.

---

Definitely above what I expected.

---

It exceeded them.

---

More than we expected.

---

All and more. 'Be there'. Still use that expression.

---

Yes and more.

---

More here than expected.

---

More than expected.

---

More - month by month good.

---

---

Exceeded. I/we came for senior day and heard about it then. Love the information events. And knew we would come back.

---

Rumor had it that it was good and it was better than expected.

---

Bigger and more than I expected. Fully met expectations.

---

Exceeded. Covered 1968 well.

---

Exceeded. Very pleased.

---

Exceeded. Brought back a lot of memories.

---

It was beyond.

---

More than I thought it would.

---

Exceeded. Enjoyed. Watched all videos.

---

Beyond them.

---

Above expectations. Play complements exhibit.

---

Met them, better than expected, loved the setup of living rooms.

---

More than met them.

---

Met basic expectations. Was more broad than expected.

---

More extensive than expected. Primarily in its thoroughness.

---

Number one, definitely - more than met them. I'd forgotten.

---

Definitely event above. Lots better than expected. I really enjoyed it.

---

It was a lot more than I had thought.

---

Over expectations.

---

Above.

---

Better than I thought it would be - afraid it would only be MLK, RFK. Reminded me of my dress code.

---

Outstanding. One of the best I've ever seen. Helicopter, MLK bring me to tears I've come back again.

---

Surpassed by activities.

---

Really exceeded expectations.

---

Above/exceeded.

---

Very much met and exceeded expectations.

---

Exceeded expectations - artifacts. Timeline was extremely helpful.

---

Exceeded. Son emailed and told to go see it.

---

Pretty much exceeded.

---

Above. Beyond.

---

Had fun. Exceeded.

---

Exceeded - wasn't sure what to expect.

---

Exceeded. Had not heard anything about it before coming.

---

Met them – exceeded.

---

---

Much better than I expected. So much more to see - did I miss anything?

---

Met to exceeded.

---

More than expected. Connected to history. Visual person.

---

It met or exceeded it.

---

Yes, more than I expected. We could have brought stuff from home. We have old albums in our garage.

---

Lot more stuff than I thought - all the different facets of what was going on.

---

Met and exceeded.

---

Exceeded. Liked popular culture. Domestic life exhibits.

---

As good or better than I expected it to be.

---

Exceeded - found many memories.

---

Over exceeded. Details - fun to look back. Plastics. Ashtrays.

---

Pleasantly surprised.

---

Better than hoped. we could have decorated half of it.

---

Extensively surprisingly good.

---

Not all about hippies. Met and exceeded. Not just about news events. Music, cultural knick knacks.

---

I learned more than I knew.

---

#### **53% MET EXPECTATIONS (N=210)**

---

Fully. (8)

---

Very well. (7)

---

Completely. (6)

---

Met expectations. (6)

---

Yes. (6)

---

Met them. (6)

---

Met fully. (5)

---

Very good. (5)

---

Good. (4)

---

It did. (4)

---

Met. (4)

---

Very high. (3)

---

Fantastic job, diversity, included counter culture. (2)

---

Fully met. (2)

---

Great. (2)

---

Great! (2)

---

---

It met them. (2)

---

Totally. (2)

---

Well. (2)

---

Every extent.

---

Fulfilled. Everything - all exhibits - are good here. Comprehensive. Broke into small bits. Months.

---

Yes, it did.

---

Met expectations. Combinations of events and things.

---

Yes. Music, Kennedy, MLK.

---

It was fine.

---

Met expectations well.

---

Great – everything. A lot of neat things.

---

Excellent.

---

Great - met them all.

---

Right on what I was expecting and hoping for.

---

Met my expectations. Over the top.

---

Complete.

---

Met completely.

---

Yes, excellent.

---

What I expected.

---

Met mine. I expected it to be more spacious.

---

Quite, very well.

---

It portrayed things exactly as they were.

---

Met very fully.

---

Pretty much what I wanted to see.

---

Met. What I thought it would be.

---

Expected to be informed and was. I expected to reminisce, and I did.

---

Good. What I expected.

---

They were all met.

---

Totally met them.

---

It's what I thought it would be.

---

It did. There was a lot of stuff in a small space.

---

It was good and it met them.

---

Yes, it was great.

---

It did absolutely.

---

Yes. Balanced presentation.

---

---

Right on.

---

Yes. Will inquire about becoming a member when leave.

---

Very thorough. Met expectations.

---

Met basic expectations.

---

Fine. Met but did not exceed.

---

Met them, heard from others, emotional, entertaining, educational.

---

Met my expectations. Confusion. Maze-like. Want hands on exhibits.

---

Met expectations. Breaking away from conventional norms.

---

met expectations - memorabilia

---

It did. Was good.

---

It met expectations. Entertaining. Educational.

---

Met expectations. Very impressed.

---

The exhibit met my expectations.

---

Brought back memories. Expectations met.

---

Met. Wished came earlier with less people.

---

It fully met them - I really didn't have any.

---

It was good.

---

Totally. I've been here a bunch of times.

---

It met all my expectations.

---

Yeah, it did.

---

It was good. I loved the media, films, music, commercials

---

It totally met them.

---

It met highly.

---

It met it. I had heard about it before I came.

---

Very much so.

---

It definitely met them.

---

It was very good.

---

Fine.

---

Met them. Not disappointed.

---

Met all – impressed.

---

Met - covered broad topics of 1968.

---

Yes--it was great.

---

Fully met expectations.

---

Had seen exhibit twice. Basically met expectations.

---

Met fully. Wonderful artifacts.

---

---

Absolutely.

---

100% plus nostalgia.

---

It does - a lot I remembered. Good snapshot of time and what is still in news now.

---

Highest extent.

---

Overwhelmed, excellent, very good.

---

Very much. Reminded me of many things in 1968.

---

Fully. Very much.

---

Very high. I'd been here before.

---

Highest.

---

Met them. Hard to get everything crammed into one area.

---

Great - things were authentic.

---

Totally. This is the way it was.

---

Exhibits always meet expectations. Fun.

---

Very good. Very complete.

---

Very much.

---

Very satisfied.

---

Fully. My daughter came and she gave us tickets for the exhibit or I might not have come. Inertia sets in, but I'm glad I didn't miss it.

---

Very much so. I had seen the Contenders - about men who ran for president and lost. I had seen the Humphrey episode. This continued on. Cultural things have brought back memories. The furniture was what were we thinking?

---

What I was looking for. My number three son was born in 1968. He should come. Reminds me of the baby in the play.

---

Fully. It was excellent.

---

Met all expectations.

---

It met expectations.

---

Met all expectations. Was fun.

---

Met expectations well. Liked exhibit flow. Very impressed.

---

Met all.

---

Just fine. What I expected.

---

Completely met my expectations - would like more about cars of the era.

---

Very highly.

---

Yes, highly.

---

High.

---

Neat. Lots of parts.

---

Met them. Overrun by high schoolers - weren't upset though.

---

Met them closely.

---

---

Met them. Mentioned everything I can remember.

---

Met them. Very satisfied.

---

Great. Lived through it all.

---

Met expectations. See more than I thought.

---

Very well done. A lot of thought went to exhibit.

---

Excellent. Great. Provided knowledge of things I did not know.

---

I really enjoyed it. I'll probably come back to see how much I remember. The furniture, lamps, same as our house.

---

Covered a lot of it.

---

Very comprehensive. Too many sound activities and background.

---

It was an interactive. Was really good seeing living room.

---

Very much so, good variety of music, culture, history, politics.

---

Terrific exhibit from TV and media to politics. Captured the essence of 1968.

---

Excellent - too crowded.

---

Fair.

---

Heard a lot. Thought it was good.

---

Knew the exhibit was wonderful and it was.

---

I'd say pretty good. It's very interesting. I can relate to so much of it. Very good flashbacks.

---

9 on a scale of 10.

---

Pretty much. Heard about it from friends.

---

Knew what to expect as I was 21 and in the military. Brought back a flood of memories.

---

Brought back memories. Glimpse of time. See stuff from '68. Home school and this was a history lesson.

---

90%.

---

90% of my expectations

---

Well presented. Has enough of cultural hooks. People feel year. Design of exhibit to lead you through.

---

Brought back a lot of memories.

---

Lived through all this - going back in my past.

---

Knew what to expect. Had seen publicity – Twin Cities Live.

---

Heard it was good, advertised well, brought back memories.

---

100%.

---

Perfect 10!

---

Eclectic as year was, broken by month makes it easier to digest. Good scale.

---

It was 85% of my expectations.

---

---

**2% SOMEWHAT MET EXPECTATIONS (N=8)**

---

Sort of met expectations. Many things left out. Lifestyle issues that were just as defining. Too much on Vietnam.

---

What I expected, but I was disappointed because Bob Dylan does not received the attention he should have. He was Minnesota born and his music was key.

---

Somewhat.

---

In terms of United States, it met them. Disappointed in other areas. Hoping to find events of 1968 in other countries represented - Paris, Czechoslovakia, '68 part of International Movement.

---

OK.

---

Somewhat. Could have flowed better. Hard to remember where you were at.

---

I like the objects. The items. Would have liked more interactive. Get more experiences of the time period.

---

Very good, will tell others to come, how did war start and why? Should have been part of exhibit.

---

---

**2% DID NOT MEET EXPECTATIONS (N=7)**

---

Not as much as or as many items that I would have thought could be here. No examples come to mind.

---

Entertaining but lots of reading - hard to see some parts.

---

I thought there would be more on music and clothes and more on the Hippies and more on Woodstock and drugs, etc.

---

Different than what I expected. More interactive.

---

Did not meet all my expectations.

---

Mostly hard to find way around. Flat year things hard to read. Music game unclear. Too crowded. Need bigger room.

---

More civil rights stuff.

---

---

**10% NO EXPECTATIONS (N=41)**

---

Didn't have any. (3)

---

Had none. (3)

---

Had none - didn't know what to expect.

---

None coming. Everything covered.

---

Did not have any before.

---

Very pleased - no expectations. Brings back lots of memories.

---

Didn't really have any. Just wanted to see.

---

Didn't have.

---

Didn't have, but met.

---

Okay. No expectations.

---

I didn't know what to expect so I think it was as expected.

---

I didn't have any. I was open-minded.

---

---

Quite a bit, since I didn't really have any to start with.

---

Didn't have any. Everyday life and national events.

---

I guess I didn't have any. I'm surprised by the amount of sadness in '68.

---

No expectations.

---

Did not know what to expect, but I am not disappointed.

---

Had no preconceived expectations, but very interesting.

---

Did not know what to expect, but excellent.

---

I really didn't have any, so fully.

---

Had none. TV shows - inviting and interesting.

---

Had none. Liked it.

---

Just very pleased. No expectations.

---

Had no preconceived expectations, but met my interests.

---

Good. I wasn't sure what to expect. We saw the movie first, it woke a lot of memories and exhibit just opened more up. My brothers went to war. I was 21, getting married, focused on life instead of events.

---

Didn't know what to expect, enjoyed helicopter, thorough, stories on helicopter.

---

Had no preconceived notion about what to expect, but it was a very good overview of events, from big to small.

---

Fine. No major expectations.

---

I had none, so it did.

---

Met them. Had none. Good interactive parts.

---

Didn't have a lot of expectations.

---

Had none – exceeded.

---

a lot of fun - did not have expectations.

---

Didn't know what to expect.

---

Didn't know what to expect, so it met my expectations, even exceeded them.

---

Didn't have any - liked it. Depressing, but I was only 3 years old. My husband was in Vietnam.

---

Everything I experienced was accurate, but no preset expectations.

---

#### **0% DON'T KNOW (N=1)**

---

Yes, not sure.

---

#### **1% OTHER (N=5)**

---

Not quite grad HS in '68. Didn't pick up emotions and feelings that were happening.

---

Artifacts - see stuff from 60's.

---

1960's - friend sent me.

---

MLK, RFK, tragic death of icons, hippies.

---

Adult in '68. Exhibit represents that year.

---

## **1968 Exhibit surprises (n=388)**

### **22% NO SURPRISES (84)**

---

No. (21)

---

Nothing. (20)

---

None. (9)

---

No surprises. (2)

---

Not any surprises.

---

Not surprises, but reminded me of 1968 - how much there was to see and read.

---

No surprises, had good idea about what had happened in 1968.

---

Nothing really.

---

Not much. All stuff I'm acquainted with.

---

No, impressed but not surprised.

---

Not really, I lived this.

---

No surprises, reminiscing what I lived through.

---

No, I lived it all.

---

No - brought back a lot of memories.

---

No, covered everything, brought back a lot of memories.

---

No, lived through it.

---

Nothing, I graduated in '69.

---

Nothing. Liked space capsule.

---

Not much since lived through it.

---

No surprises. Remembering.

---

None, all around very good.

---

Not much. Didn't watch TV much.

---

None. Well done.

---

Nothing really did. I was surprised they crammed as much as they did.

---

No surprises. Just brought back lots of memories.

---

No, nothing. Overhearing other people who had forgotten/didn't know. MLK being killed - big thing for me. I was in the Army. I had to go to the riots. I didn't need reminders of that, but other things brought back memories.

---

Wouldn't call it a surprise.

---

I don't think I was surprised as I had seen a film beforehand.

---

Nothing. Because remember vividly.

---

Read online, so none.

---

Nothing surprised. Liked helicopter and experience with visual display.

---

Not surprised. Did good job authenticating.

---

---

Nothing surprised. Didn't have the expected emotions,

---

Not too much. I remember the Convention, the clothes, Apollo 8,

---

Not really, as was very comprehensive - a blast of reliving things that happened and how they affected you there.

---

Can't say anything in particular.

---

### **18% MATERIAL CULTURE (71)**

---

Beam bottle - has a collection.

---

Nothing. How much stuff they have kept.

---

Stuff that was saved from a dark period in history.

---

Helicopter and space module.

---

In the first room, was it 50's decor - it didn't seem 60's, looked tacky.

---

My yearbook in display - Highland Park.

---

Space capsule.

---

Barbie - first Black American not until 1968 and Barbie came out in 1950's. Didn't realize how long it took.

---

How many artifacts.

---

The quality of the artifacts.

---

Artifacts were great.

---

Loved the living room scenes.

---

How ugly everything was. It was a very unattractive era. Furniture, etc. Yet we all thought it was cool.

---

The household decorations there weren't what I expected - we were stuck in the 50's.

---

The clothes and jewelry. Some of the furniture.

---

Good. Furniture, etc.

---

Well done. Helicopter and space ship.

---

Helicopter and space ship.

---

Barbie outfits.

---

I thought there would be more artifacts even though there are a lot. Too many posters to artifact ratio. Furniture - was that what we sat on? Really?

---

Nothing surprised. Old furniture.

---

Surprised by decor and household furnishing.

---

Helicopter section was powerful and liked the visual within the helicopter.

---

Sets. Old furniture and memorabilia.

---

Wasn't expecting home decor aspect - that surprised me.

---

Helicopter - how they put it together.

---

Clothing - hadn't thought about it.

---

No, except no shag carpeting.

---

---

Setting in people's homes.

---

Shuttle - Apollo space went up.

---

So many familiar objects.

---

Space capsule, helicopter, enjoyed the visual and the artifacts.

---

To look back on all the furniture. How ugly it was.

---

The clothing - how did you find this stuff?

---

Amount of stuff. Artifacts.

---

All of the things - material items - made it relatable.

---

Amount of artifacts.

---

Shuttle.

---

The everyday living mementos, particularly the camping scene. Especially cooler.

---

Seeing items I actually had. The roller in my mom's hair.

---

The archaic technology. As I walk through with my iPhone, reading the web, comparing it to the instamatic camera or typewriter Wow.

---

Seeing the space and military stuff up close.

---

All the artifacts.

---

Forgot about some of the ads. Surprised the exhibit didn't include any of the cars of the 60's.

---

So many familiar objects. Things I had forgotten about.

---

Nothing, except TV programs in black and white impressed me.

---

Furniture surprised me. Looked like 50's. Violence depicted surprised.

---

Artifacts. Interaction helps because of amount of reading.

---

Reality of Vietnam War. Helicopter.

---

Vietnam. Helicopters.

---

How many things you had to look at. Neat details. Loved the plastic on the chair.

---

The helicopter and video was quite chilling. Chronologic order – months – was amazing.

---

I was surprised to see the space helmet and how small the Huey was.

---

The detail of daily life.

---

Recognized a lot of daily details. Culture surrounding historic events. Forgot all of that happened in the same year.

---

Amount of information, stuff, dates, etc.

---

What a great collection it was.

---

The helicopter. The fashion items.

---

The amount of significant events all within one year. And the contrast between the grimness of war and turmoil and home life.

---

Furnishings spot on. Popular culture, toys, Peanuts.

---

Thorough. War, technology, homes.

---

Plenty, helicopter for starters, Beatles were everywhere.

---

---

Nothing. Voting machine and current voting.

---

Helicopter. So many facts per date.

---

Details and a lot of things to look at - political buttons and home décor.

---

Objects, movies, variety. Good to have places to sit. Liked walking into rooms.

---

Things forgotten. Kitschy things. Hoover vacuum.

---

Nothing, covered war and other issues, cultural, furniture, assassinations.

---

Lot of info given, helicopter very complete, extensive.

---

Good depiction, made me remember technology, what was important.

---

Appreciated thoroughness, liked house furnishings, balanced view. Liked speakers speak for themselves.

---

### **13% EXHIBIT DETAIL/DESIGN (50)**

---

Whole comprehensive coverage.

---

How informative exhibit was on issues.

---

Video and audio in displays.

---

How extensive the exhibit is.

---

More in-depth than I thought it would be.

---

I don't know. Interactive experiences were fun.

---

Learned more than I thought I would.

---

The scope was wide, broad.

---

I knew information. The setup was the surprise.

---

How complete the exhibit.

---

The level of detail in exhibit.

---

The attention to detail and thoughtfulness.

---

Well organized.

---

Nothing particularly, though more extensive than expected.

---

Game about the music - was it necessary?

---

The level of excellent detail and great variety.

---

How well you're using QR code technology to augment the exhibit and how well it's attended.

---

Extent of exhibit - I was afraid it would all be political.

---

It was detailed and comprehensive.

---

Better detailed than expected.

---

I was impressed that so much technology was used. A wide variety and ways to connect with people.

---

It was very detailed.

---

The extent of it. Thought it would be more Vietnam War, MLK, etc.

---

---

Layout, wander, feeling he missed something, colors.

---

Lots to look at. Variety.

---

Detail. Not just politics.

---

Details to follow through on themes.

---

Words. Lots of text.

---

No, it was very thorough. Surprised at how well it was put together and documented.

---

Size and scope of exhibit.

---

Did not expect it to be as well laid out. All info was good.

---

Extent. Comprehensive.

---

Structured in 12 months - given the scope, it seems the best way to present it.

---

The calendar really helped frame the events that happened.

---

Size.

---

Some of the things shown. That there was so much.

---

Detail. Month to month.

---

I don't know - big screen, multimedia, especially of MLK. Brought back a lot of memories - a teenager in 1968. Loved TV shows.

---

Resonated, visual, interactive, MLK, and King - seemed so important.

---

Artifacts. Interaction helps because of amount of reading.

---

Month to month good. Fashion, music, TV shows.

---

The helicopter and video was quite chilling. Chronologic order (months) was amazing.

---

Thoroughness, every aspect of society is covered. More than a history lesson.

---

Amount of information, stuff, dates, etc.

---

Timeline was great. All the social and cultural.

---

How respectful the exhibit was organized and all the little things I had forgotten.

---

Thorough. War, technology, homes.

---

Objects, movies, variety. Good to have places to sit. Liked walking into rooms.

---

Lot of info given, helicopter very complete, extensive.

---

Appreciated thoroughness, liked house furnishings, balanced view. Liked speakers speak for themselves.

---

---

### 13% SOCIOPOLITICAL ISSUES/CIVIL RIGHTS (50)

---

Reagan candidacy. How many significant things happen that year.

Bobby Kennedy video needed of him speaking.

Native American aspects.

Did not know there were so many candidates.

The Presidential ballot in 1968 with so many candidates. How disconnected I was even though in the military.

Forgot how many key people were running for President.

The various things happening then that I wasn't really aware of: Women's lib, civil rights.

MLK video, His April 3 speech was excellent.

Seeing Ronald Reagan. Didn't remember him from that time.

There was more on MLK. King wasn't brought forward enough.

There were overemphasis on political. Other things going on. Small glimpses.

Poor people's march - had never heard of it.

MLK - amount of time.

Surprised to realize small details like Poor Peoples Movement.

I didn't know as much about the Chicago Convention.

MLK buried day after he was married.

Civil rights treated more than it really was. Too much importance compared to importance of war.

Not heard of North Korean Pueblo affair.

Small incidental things forgot about. Ethnic groups, female rights, still now with gay and lesbian.

Political stuff that didn't know.

I knew it, but still shocking to see things like what happened in Chicago.

Number of candidates. Don't remember all.

Number of candidates in '68 election. Known stupidity of Vietnam War.

How full the collections of political buttons were.

I forgot how much hatred there was of people who were bringing about change, even now that they are heroes and they were right.

Political aspect stronger than anticipated - thought it would just be pop culture.

Politics.

DNC very well put together.

Different positions of politicians.

Political, war-heavy.

Things that happened in 1968 I had forgotten about like Chicago convention.

Not more on other racial events. American Indians and Hispanic--small coverage.

How much turmoil and protests - many agendas - war and women's rights.

---

---

No, very complete. Saddam Hussein coming to power.

---

I had never heard of 'Skum', the society for cutting up men.

---

Surprised that MLK and RFK were assassinated just a few months apart.

---

I'm an old person, the sadness of that year brought it all back, the major upheavals, the political divisions, stance on wars, feminism, women felt divided.

---

Part of it was we'd forgotten so much happened in 1968. MLK and RFK being assassinated so close together. I had been seven or so.

---

I don't know - big screen, multimedia, especially of MLK. Brought back a lot of memories - a teenager in 1968. Loved TV shows.

---

Resonated, visual, interactive, MLK, and King - seemed so Important.

---

I didn't remember poor people issues of that time. The fight against the sexual stereotypes of women. Back on TV again.

---

Dress code from student. Occupy protest is same. TV, music. Some of events didn't remember. Protests.

---

Had forgotten many of the events and people, AIM, Chavez.

---

Timeline was great. All the social and cultural.

---

Events that I forgot started in 1968 (60 Minutes, news programs, marriage of Jackie O, AIM).

---

Rosemary Clooney or AIM.

---

I'd forgotten so much, it reminded me of 1968 - dress code in school. I'd forgotten about AIM and Hispanic power and feminism. I hadn't associated them with 1968.

---

Nothing, covered war and other issues, cultural, furniture, assassinations.

---

Some of the facts. Resurrection City. How much happened in 1968.

---

Some things forgotten. Music. Nuclear tests.

---

---

#### **12% SIGNIFICANCE OF THE YEAR 1968 (45)**

---

Everything happened in one year.

---

How much happened.

---

So many significant events in that one year.

---

How many incredible things happened all at once.

---

Surprise or realization that so much happened that year.

---

How many things happened in one year and the magnitude.

---

How much occurred in 1968.

---

I can't think of anything really. How many things happened in the single year.

---

How many things happened in the one year.

---

So much packed into one year. Music, anti-war, civil rights.

---

How many things happened. Some good things, too.

---

Amount of things that happened in that year.

---

That much happened in one year and we survived.

---

---

How compact that year was - so much happened.

---

Not anything in particular, but I was overwhelmed by amount of things crammed in that year.

---

So many big events happened in 1968.

---

I knew of all the things/events that happened, but not that they happened all in 1968.

---

Many events I recalled, but didn't remember they were all in 1968.

---

I didn't realize all the things that happened that year. I knew it happened in that era but not all of it in 1968.

---

Quite a lot. I didn't know so many things happened in that year.

---

So much happened in one year. How quickly things changed.

---

Now much stuff happened in 1968. All the music, politics, war.

---

How much stuff there is.

---

How much happened in one year. How involved I was even though I was only twelve.

---

All big things happened in one year.

---

So much happened in one year. Exhausting.

---

Lots of surprises. I didn't know things were happening at same time. Continuum of shockers.

---

I had forgotten the amount of the historic moments of that year.

---

The sadness and the violence - everything in the same year, one thing after another.

---

That so much went on in one year.

---

There were so many major happenings in the same year.

---

The number of events that year.

---

So much that went on that year.

---

Did not realize that all these things in 1968.

---

That so much happened in one year, I had forgotten.

---

Some of the events I thought were later in time. I had a baby in 1968 and was busy with being a new mom.

---

How many sad things happened, helped me understand my parents better - be more committed to conservative values.

---

A recap of how much happened. How emotionally charged the era was.

---

So many tragic things.

---

Did not realize all the seminal events in 1968 and cultural events.

---

The amount of significant events all within 1 year. And the contrast between the grimness of war and turmoil and home life.

---

A lot of calendar moments from storyboard.

---

Emotional reactions. Did not know so many things happened in one year.

---

Helicopter. So many facts per date.

---

Some of the facts. Resurrection City. How much happened in 1968.

---

---

**8% NOSTALGIC PERSONAL MEMORIES (32)**

---

Things forgotten. How much happened. Triggered memories.

Reminder of things we lived through forty years ago.

It all feels pretty long ago - and funny to see 'our stuff' as history.

Remembering the events.

How much remembered.

Some of the things I forgot.

I was surprised at how much I had forgotten.

How much I'd forgotten. Very thorough.

Couple of things that I didn't remember happening and more

Reminded of forgotten things. Didn't pay attention at time.

It was recall for me and it wasn't so much surprise as remembering.

How much I had forgotten.

Not surprised, but helped remember things.

Don't think so. Brought memories back.

Things I had forgotten.

How much happened and how much I'd forgotten.

A lot she had forgotten. Pretty heady time.

More than expected. Brought back more memories than I realized I had. I grew up in San Francisco. Came to Appleton, WI for college in 1968.

I didn't come with expectations but posters, ads made me remember. I grew up in the Midwest and some things hadn't come here yet.

Everything happened yesterday, yet it was 50 years ago.

Memories returned all at once - transported back to 1968.

I still remembered things about my home at that time.

How often I could remember seeing things in my own home.

Surprised how wonderfully it was done. Like reliving your life.

So well done. Captured the era. So much was happening and I was part of it.

How well done it was. How much upheaval at the time. Not a great time to be alive.

Not much, but how great it was, how much work to put it together. I had 3 kids during this time - it went very fast.

How much I still have from that time in my house.

How normal we are with all these big events going on around us. Did not seem to be history.

Reminded me of the times, like capturing feel and sounds of '68.

Never really thought about how bad it really was.

How much I recognized.

---

---

**7% POP CULTURE (29)**

---

Janis Joplin. That young when she died smoking stuff.

---

I was surprised about the space capsule and Huey - that you got that stuff here. Forgot, sort of, some things - like ashtrays all around our house.

---

Rosie Grier, music, little things that were special to me personally.

---

What we forgot; was a lot of lifestyle and culture sections--not just heavy politico. Space capsule—impressive.

---

Surprised to learn about the landmark music. Songs and events.

---

The lighthearted cultural events.

---

Cultural events that I forgot. Music and TV.

---

The look back at TV and music from that time.

---

I was good at the music thing.

---

No. Just surprised I got only one answer right on the music quiz.

---

Music - knew more than he thought he would.

---

Music trivia.

---

Colors bright.

---

Warhol info. Brown berets.

---

I don't know - big screen, multimedia, especially of MLK. Brought back a lot of memories - a teenager in 1968. Loved TV shows.

---

Fonda at end - slap at military? Liked music and TV parts.

---

Month to month good. Fashion, music, TV shows.

---

Dress code from student. Occupy protest is same. TV, music. Some of events didn't remember . Protests.

---

Recognized a lot of daily details. Culture surrounding historic events. Forgot all of that happened in the same year.

---

Did not realize all the seminal events in 1968 and cultural events.

---

Timeline was great. All the social and cultural.

---

Events that I forgot started in 1968. 60 Minutes, news programs, marriage of Jackie O, AIM.

---

Furnishings spot on. Popular culture, toys, Peanuts.

---

Thorough. War, technology, homes.

---

Plenty, helicopter for starters, Beatles were everywhere.

---

Rosemary Clooney or AIM.

---

How much remembered, except for music not remembered.

---

Nothing, covered war and other issues, cultural, furniture, assassinations.

---

Some things forgotten. Music. Nuclear tests.

---

---

**5% WAR AND VIOLENCE (20)**

---

Warhol info. Brown berets.

---

The Vietnam. The interviews really stuck out.

---

I had never heard of 'Skum', the society for cutting up men.

---

Surprised that MLK and RFK were assassinated just a few months apart.

---

I'm an old person, the sadness of that year brought it all back, the major upheavals, the political divisions, stance on wars, feminism, women felt divided.

---

How much turmoil and protests - many agendas - war and women's rights

---

How many people died in Vietnam. I lived it but I'd forgotten. Whole thing is very real, but forgot extent of horribleness.

---

Hearing and seeing the stories about the war - many of our friends who served don't talk about it.

---

Vietnam was eye-opener.

---

MLK buried day after he was married.

---

Political, war-heavy.

---

The amount of lives lost in Vietnam.

---

Furniture surprised me. Looked like 50's. Violence depicted surprised.

---

Reality of Vietnam War. Helicopter.

---

Vietnam. Helicopters.

---

The helicopter and video was quite chilling. Chronologic order (months) was amazing.

---

The amount of significant events all within one year. And the contrast between the grimness of war and turmoil and home life.

---

Thorough. War, technology, homes.

---

Nothing, covered war and other issues, cultural, furniture, assassinations.

---

Some things forgotten. Music. Nuclear tests.

---

---

**3% EMOTIONAL RESPONSE (12)**

---

It makes me feel old.

---

Emotional connection.

---

Surprised at how much the Vietnam part of the exhibit still affected me.

---

Ability to go back in time with today's context.

---

The emotion - how it still evokes.

---

I didn't realize that seeing MLK would make me cry as well as a lot of other people, too

---

Nothing. Tet Offensive. How much emotional reaction to seeing exhibit.

---

I was surprised that I got rather emotional seeing MLK and RFK's assassinations.

---

Brought back powerful memories. Kicked me in the gut. Very emotional.

---

How moved I was. How much it took me back.

---

How sad it made me feel.

---

Emotional reactions. Did not know so many things happened in one year.

---

---

**2% COMMENTS ABOUT OTHER VISITORS (8)**

---

The number of people!

The crowd. Need a little more room.

Busyness, how crowded it is.

Difficult to get through, to get close enough to read.

Number of people here today.

I am surprised about how much my daughter knows - she's twenty and was in a play in high school about 1968. She knew so much about the assassinations and Miss America.

The number of people. Visuals.

The number of people and how big the parts could be.

---

**2% CONNECTION TO THE PRESENT (7)**

---

I didn't remember poor people issues of that time. The fight against the sexual stereotypes of women. Back on TV again.

Dress code from student. Occupy protest is same. TV, music. Some of events didn't remember. Protests.

History seems like today.

Nothing. Voting machine and current voting.

How little we thought about what was going on at the time. Vastness. How far we have come - space and word processing.

How many memories brought back. Represents all cultural views. 40 years - have the changes stuck?

Able to go to moon, etc. without today's technology. What could we do now if we had the money and the desire.

---

**2% NEW INFORMATION LEARNED (7)**

---

Little-known facts that I wasn't aware of.

How much I didn't know.

Things we were not aware of. Mainly because we were not born here.

Little known facts that I wasn't aware of.

Didn't realize what was happening while growing up.

So crowded. Nice to see that much interest.

Remembered a lot of things, but a lot of things were new.

---

---

**2% GENERAL POSITIVE COMMENTS (7)**

---

How much fun it was - lots of talking amongst the visitors.

Dynamic information and effective in getting conflict message across.

Captured everything well.

Great visuals. Everything. Knew nothing of the year.

I really can't think of anything. It was very comprehensive and balanced.

Fun parts. Enjoyed entertainment.

We lived it. Expresses it well.

---

**1% SPACE PROGRAM (4)**

---

Able to go to moon, etc. without today's technology. What could we do now if we had the money and the desire.

I'd totally forgotten about Apollo 8 and the astronaut's names.

Space program, Christmas eve launch, NASA.

Forgot about Apollo space missions.

---

**0% DON'T KNOW (1)**

---

Some things - can't remember.

---

**2% OTHER (8)**

---

The color and fairness of issues.

Discovering things that had begun then.

Interest of people. Lots of talk about exhibit. Response of public good.

Diversity.

Reality of it.

Forgot the conservative people at that time. No publicity. Conservatives were an important aspect

Diversity.

Had forgotten about medical issues - Hong Kong flu and heart transplant.

---

## Political diversity (n=320)

54% EXTREMELY WELL (N=172)

---

No. (14)

---

Always been interested in politics. (2)

---

I liked the establishment view cross-referenced with counter culture. (2)

---

Right on, very interesting time, especially for Minnesotan.

---

Was a time of change. Many opinions.

---

Such a variety in political happenings from the universities to political events.

---

Did not even remember how many diverse political events were going on. Knew of MLK and RFK, but surprised about G Wallace and smaller extreme parties.

---

Especially all the presidential election stuff and all the candidates that ran.

---

Dispassionate.

---

Gave such diverse views of all political peoples. Beliefs.

---

It was interesting they had Kennedy but also George Wallace.

---

Totally.

---

Part on MLK TV exhibit good.

---

Hit the nail on the head - all the candidates.

---

It got down.

---

Good job explaining.

---

Had Humphrey, divisive, depicted all of the various factions and how they saw the problems.

---

Shows.

---

Reminder of how diverse the views were and how opposing those views were.

---

Fairly done. Some of it remembered from reading not from living through it.

---

So many people ran for president. They were all mentioned.

---

Well covered, recalled Wallace and the unrest in the south.

---

All aspects and all races covered.

---

Representation of popular and less popular, reminders of George Wallace and Huey Newton and Chicago riots.

---

Riots in Chicago at Dem Convention.

---

Brought back emotional upheaval. Heart rending.

---

Talked about political parties, movements, minor candidates.

---

Reminder of the number of Democrats running and their position on various topics.

---

Covered them all. Made them each relevant.

---

Definitely had Wallace, Kennedy, McCarthy - good focus on each.

---

I forgot about Lester Maddox. I remember a lot of it. I was in CA when Reagan spoke and listening to him – hostility.

---

As a liberal, I was thrilled.

---

---

Everything documented.

---

Lot of attention focused on Wallace. Different candidates. LBJ withdrawal. Very thorough.

---

It was well-balanced.

---

Came out front and center.

---

Candidates forgotten. Dramatically varying views. Adequately showed political diversity without divisiveness. Our views now are not about issues.

---

There is a lot of info.

---

Touched on all problems of American people. Chicago riots, conservatives, southern belt, women's lib, dope.

---

Especially because of the candidates--the scope and number of runners, especially Geo. Wallace, Democratic--McCarthy, McGovern, RFK, Mayor Daley of NY, watching it in Chicago, the country was split more than I realized.

---

It something on Governor Wallace.

---

Looking back at it very well. I remember the clashes.

---

All views represented.

---

What would have happened had the 1968 presidential election?

---

Captured all the issues and the same issues are coming up again today (emphasized socioeconomic issues).

---

It was a turning point, civil rights, Vietnam. Courageous people who stood up and did something.

---

Did a good job.

---

Covered a lot of stuff.

---

Major parties and other groups covered.

---

Middle class was not protesting. MLK Video. Ax handle shows extremes Black Panthers. Diverse stuff.

---

Covered all assassinations. Independent politics. Racial issues.

---

Visuals on diverse politics issues.

---

I've been through it - through a lot.

---

Political feelings against war.

---

Forgot about popularity of Wallace. Adamancy at Chicago convention about Vietnam. Revolt of young continues.

---

Being from Minnesota, the battles between Humphrey and McCarthy.

---

Diversity of it. Such conflict. Anti-war movement.

---

Shows many-sided views.

---

How much the issues are similar today.

---

A significant disaffection in politics - the rise of third party political movements here in MN and nationally.

---

New. Intertwined.

---

More political stuff than expected. Many strong candidates.

---

---

Relived time. Great variety.

---

Interesting to get to vote. RFK ahead now.

---

Didn't realize number of people running for President in 1968.

---

Includes some things not usually included like George Wallace, Black Panthers

---

Well done. Presented both sides in simple terms. Visuals along with text.

---

See #6. I wouldn't want people to think we supported Joe McCarthy.

---

Wasn't a voter at that time.

---

Made you think how much more politically diverse we were then.

---

Many people in denial. Made it clearer on what some issues were on or about. Good - not show biased picture of Vietnam. Jane Fonda.

---

Covered all of it.

---

Gave broad view of issues. Brought them together.

---

It captures the turmoil of the era. The death of MLK in the beginning, etc. A lot of things turned into the 1968 election.

---

Everyone from Cleaver to Nixon was there - ran the gamut.

---

Focused more on people who were rebelling. Didn't show conservative view, wasn't balanced, but that's what was big at the time.

---

Contrasts of protests in Chicago and the picnic scene with Nixon.

---

How I remembered it. Good to live through it again. TV and furniture - brought back so many memories.

---

Variety represented.

---

Give different views - McCarthy to Wallace.

---

Told about radicals, plus McCarthy, Nixon, good spectrum more than you see today.

---

So many conflicting views as far as what was correct and what was incorrect.

---

Chicago '68 convention. Vietnam stuff dead on.

---

Disturbing yet interesting, especially Chicago convention coverage.

---

Showed Repub and Dem National conventions, (TV programs), Vietnam, Black Panthers, MLK and RFK.

---

Liked play. All parts. Attended play and thought the actors did a good job explaining the issues.

---

Majority was about the Democrats, which is right as they were in turmoil then.

---

Saw lots I remember.

---

Covered everything.

---

All parties represented.

---

Remember slogans and political candidates.

---

Contrast between students and established political parties.

---

How similar today's political issues are similar to 1968.

---

Brown berets unknown before came to exhibit.

---

---

Wasn't aware of all of the minor candidates running. Their views weren't necessarily expressed.

---

Addresses social, economic, political change.

---

Included all political viewpoints. A little more anti-war. Did not cover troops coming back to U.S.

---

Lot to cover.

---

Found examples from more points of view.

---

Black Panthers, Olympics, MLK, George Wallace, women movements, very comprehensive.

---

Re-educated as to what was happening when was young.

---

Good job. Political views reflect own. Crazy hippies.

---

More background than just the key players.

---

Both videos with photos gave good sense.

---

I remember the times real well.

---

Focused on a bit of everybody. Johnson, Kennedy, MLK. Not slanted in any direction.

---

Caught turmoil of the year. Could have more coverage of riots of that year.

---

No expansion, but diverse views were more than I thought.

---

More 'splinterish' details of all the candidates.

---

Nothing was left out that I was aware of.

---

Good job of all political sides.

---

Great job.

---

There were many leaders at time with different opinions, which helped in making choices.

---

Good coverage.

---

Was volunteer for Humphrey.

---

Showed all sides well. Very even handed.

---

Showed differences and extreme differences and how that translates to political candidates.

---

States' rights and U.S. Federalism.

---

Liked all explanations of politics.

---

Both sides represented.

---

Nothing else - detailed enough.

---

You could see all the different people and parties. Listening to comments of other viewers.

---

Covered a lot, mention of Reagan, good connection to today with Reagan appreciation.

---

Huge spectrum from segregationists to MLK/RFK.

---

Refreshed a lot of memories.

---

Very factual and unbiased.

---

RFK train section and MLK were very good. Chicago convention - didn't have footage enough to show how momentous that was.

---

Highlighted everything from Wallace to McCarthy.

---

All sides were represented.

---

---

Presented different candidates and points of view - TV, posters, audio.

---

Provided all viewpoints equally provided.

---

Covered whole spectrum from right to left.

---

None.

---

Election of 1968 and unrest. Civil rights movement.

---

The Kennedy Assassination. Political convention.

---

Would like to see more on Dem Convention in 1968.

---

Everything going on - visual and written. Experience of using voting machine.

---

Got everybody in then. No favoritism shown. Could have used more on Humphrey - McCarthy - my heroes.

---

It just did. The audio and visual. Came to better background due to McCarthy and Minnesota issues.

---

There's things I'd forgotten and it brought it all back to me.

---

If you took time to read storyboards about the political candidates, it was very well represented.

---

Different political views of candidates in 1968. Black Panthers.

---

The positions of politicians divided us so bad and that was shown.

---

Covers everything and especially all the political candidates.

---

I think lots of young people here when I was were watching that and the MLK part.

---

Ronald Reagan plus all the MN Democrats, McCarthy, Wallace.

---

I was looking at some of the presidential candidates. Nixon, Humphrey and some of the unknowns. Showing Rep. from Communism.

---

Was anti-political at time. RFK assassination affected at the time.

---

Read a few things about differing viewpoints.

---

Represented all different views and groups.

---

Reaction to Fonda. Good job. Wasn't all good in 1968.

---

Quite a bit of work. Political ramifications.

---

I am wearing my original McCarthy pin. I was somewhat involved - my friends were more radical.

---

Explained all political conflicts. Views.

---

Room with Helicopter. Reality of war. Doesn't happen anymore. We are separated/isolated from wars by government.

---

Showed both sides.

---

**32% WELL (N=101)**

---

No. (5)

---

Memory. Remembering political conflict.

---

Covered Caesar Chavez and Black Panthers - happy to see that.

---

Protests. Rise of people with radical opinions kind of dominates.

---

Shows different people.

---

Focus on Democratic Convention. Anti-war movement. Not much conservative viewpoint.

---

Stated facts. Like presentations for political issues.

---

Thought visual political items were good.

---

None - then showed all sides.

---

Explained quite well with diagrams.

---

Felt a little liberal.

---

Covered all the candidates and I remembered some of the issues - where are some of those people today?

---

I wasn't that aware then, hard for me to judge, don't disagree with anything I saw.

---

Some things I didn't hang around for.

---

So much was going on. Too much info. Some things were too truncated.

---

You can see Wallace, Nixon, RFK, Humphrey, McCarthy - all represented.

---

Thorough.

---

George Wallace, HHH, Kennedy, Nixon, Conflicts in politics, Especially liked women's issues, bra burning, perfect wife issues,

---

Did a good job,

---

Got high points and big events,

---

The Chicago riots were well represented,

---

It was focused on change and conflict,

---

Left presented well. Right not as well represented,

---

Stuff about Black Panthers, Civil rights issues.

---

Desired more local and state political issues.

---

Covered main characters.

---

Having a glimpse of all that was going on. More to know.

---

Wondering how it would be handled with war, too - Vietnam part of life.

---

Scary then and still is. Riots.

---

Mostly extreme.

---

One picks who they supported...I leaned left but I guess some conservatives or hawks might feel underrepresented.

---

Showed all the events.

---

Democratic. Hubert Humphrey.

---

---

Counter culture displayed. Silent middle.

---

Both sides. Opposing views represented.

---

People forgotten about but were important at time.

---

Represents the liberal view more.

---

Seemed more leaning to Democratic side. Nixon--not covered as much. What about international world? More on that for me would be interesting.

---

Did not realize black and Indian conflicts.

---

I feel like it is slightly to the left. Didn't explain social justice.

---

Didn't know the politics of '68, so can't say how well they were represented.

---

Each political view was explained well. Not much differences.

---

Republican and Democratic politics. Conflict seems to reflect today also.

---

Heavy emphasis on Democrats because that's where the biggest movement was.

---

Seems to be both sides on all issues.

---

Showed both sides.

---

Given that it was an election year, that it should have been given a lot of attention, each candidate.

---

Major political, Native American, and Hispanic.

---

Liberal side a little more heavily represented.

---

It's just like it is today. Same old, same old.

---

I would like a docent to discuss implications of the actual events and outcomes of votes.

---

What happened to the other parties? No communist or socialist voting both. I remember Gus Hall was from MN.

---

Knowledgeable, good variety, I wasn't there, so I don't know.

---

Because I saw both my views and the opposing views. But, was there anything about conscientious objectors - was there something in the exhibit about their contributions if they didn't want to fight but were willing to serve? My uncle did that.

---

Showed all different viewpoints.

---

No. So much more has come out about Humphrey - he was a hero but we didn't know it at the time.

---

All political parties. 1968 Presidential election.

---

Minnesota had prominent political role.

---

The chronology was there.

---

The war. He was in the Army at time and this exhibit did a good ""quick and dirty"" description of exactly what it was like.

---

None - self-explanatory.

---

Factual with liberal bias.

---

Good coverage of political conventions. Showed diversity of opinion. Balanced presentation of turbulent social issues.

---

Very well covered.

---

---

I don't think you can show in small forum some of the emotion like George Wallace so polarizing. Did good job. Things haven't changed much. 40% of Senate of moderates - now none. Correlation shows and reminds me.

---

Multiple - board with candidate's views.

---

Political parties, color, etc., seemed to cover everything.

---

The tragic assassinations to the range of people involved politically and philosophies during 1968.

---

Good characterization of what was going on at the time.

---

Amazing how history repeats itself.

---

Represents her views.

---

All of the key players - RFK, Nixon, Wallace were covered.

---

Politics of race, the war, women's rights. It showed all of these to some degree and showed all the major players but didn't ignore the lesser ones.

---

It showed the different people running.

---

Leans left.

---

Covered the year very well. Lacked religious themes.

---

Didn't pay as much attention to right wing stuff, so don't know how well it was represented. Know Wallace was at least mentioned. He was a big deal that year.

---

Can't get everything out. Felt there were other issues.

---

It covered the Republicans/Democrats. Thought it was great to have a voting machine.

---

Expressed wide range of views.

---

Political candidates. In '68, we knew more about candidates. We were more informed.

---

Lots more going on on the liberal side. Don't know what was going on on conservative side.

---

Covered.

---

Lots of stuff going on.

---

Could have gone into more depth.

---

Good coverage.

---

Slanted but covered well.

---

All views covered.

---

MLK speeches are poignant.

---

Too much to be said.

---

Always some people not represented as well.

---

It was very expansive.

---

I would need to look at it more - to see if it is more balanced and equally covered.

---

Seemed like it had lots of info about different candidates. Wasn't as interesting to me as the household items, TV, toys.

---

Everyone is there. I campaigned for Nixon and Rockefeller and it disillusioned me as a college student.

---

Saw a lot of Panther movement.

---

Given the time, very progressive thought, but seems so from today's perspective.

---

---

**10% SOMEWHAT WELL (N=33)**

---

Not sure enough time spent on conservative side.

There were only left political views at the time.

Don't have clue.

Showed violence, but not undercurrent.

More focused on riots and outward expression against the war, but that was the popular thing at that time.

Republican side not so well. Needs info about Republican, Communism side.

Civil rights casualties should be more prominent.

Did not express conservative reaction. Message too subjective.

Felt like political views gave equivalent views. Downgrade certain opinions.

Some things left out, especially the extreme stuff. Was it too political?

Saw a little of everything.

Seemed biased toward Democratic party.

Focus on politics and war.

Protests showed diversity.

Makes me think.

Maybe more detail with Kennedy.

In a way, the conservative voice was a carryover of 50's, 60's. Emphasis on liberal ideas.

Was too liberal-centric. Perhaps include video about Republican Convention.

Needed more depth in coverage of political matters.

No mention of new left, SDS, alternative to two major powers.

Chaos could have been shown better.

Strong anti-war message. Light on conservative message.

Seemed like MN (HHH and McCarthy) covered more.

More representation of acceptable ideas. Not who was pushing back.

Just heard MPR on this election -not so clear.

I didn't think government did enough to work on changes happening.

I don't think it really represented how at odds it was. Only one small exhibit of the Black Panthers.

Caesar Chavez and RFK were interesting, but will need to return as I went through in a hurry.

Doesn't capture the violence of the conservatives as I remember.

Nothing that I noticed that was unique.

More oriented toward Democrats and Peace Movement.

What it didn't show was the support of the soldiers for the Vietnam War.

Division between political views of young and old at the time.

---

---

**2% NOT WELL (6)**

---

One-sided.

---

I feel there was less material from the middle and conservative side, people who were surprised at people questioning the truth, resisting the draft. I wanted more from all sides.

---

1968 was beginning of TV telling you what to think.

---

Anti-war position shown more, dissent, change. Other side was not shown. There's a reason. Nixon won - silent majority.

---

Did not like the lack of life in rural America. Want more technology - should be emphasized.

---

Divisive period. Impact not shown. Need more drama. Needs more drama on politics and war.

---

---

**0% NOT AT ALL WELL (0)**

---

---

**3% OTHER (8)**

---

Don't have some. Didn't live at time.

---

Had to leave - group was leaving.

---

Did not spend much time in this section, but did voting machine with son.

---

Very well.

---

I couldn't tell you. I didn't know what it was like then. I was three, so I don't know if it's biased or not.

---

No comment.

---

I wasn't born then.

---

Hoover had more control over privacy then than we have with privacy act now.

---

MLK is so powerful. Don't see other side so much. Racism and housing issues still with us.

---

## **QR Code affect on exhibit experience (n=31)**

### **71% INFORMATIVE OR INTERESTING (22)**

---

Need better and easier to find and read.

---

Liked the ability to stand back from crowded storyboards, yet get all the info.

---

I could see what I was seeing then read about it in-depth on my phone.

---

Not enough time.

---

No problems.

---

Chronological timeline.

---

Helped if something was busy.

---

Good way to tie in then and now. Combining tech with history.

---

Added to interest.

---

Help. More information.

---

No.

---

It gave snitbits. It worked in conjunction in what they were showing. It wasn't boring or too much info.

---

Needs audio.

---

Would use if technology was better explained.

---

Easy to find.

---

Found it good.

---

Good supplement and will go back later.

---

Could have better links or more links.

---

Went to website. Will read at home.

---

Yes. Used them.

---

It remains on my phone. I will review it when I'm home.

---

### **16% Neutral (5)**

---

Not enough people know about it. New technology.

---

Not sure yet. Now it's bookmarked on my phone and will probably try it at home and see if it works.

---

Did not want to log into network at MHS.

---

Could have watched, but read on site instead.

---

No.

---

### **10% Bothersome (3)**

---

So much to read. It would hold you up.

---

Need instructions on use of QR codes. Bothersome. Should be explained.

---

Wished there was a sheet of the codes to bring home. Hard to click on all of them at the museum.

---

### **3% Unnecessary (1)**

---

Tell you what is already on the board.

---

## **Recommend The 1968 Exhibit to family and friends (n=274)**

### **87% PROMOTERS (239)**

---

So well done. Good synopsis of society. (2)

---

Will recommend to friends turning sixty.

---

Anybody who was alive would like exhibit.

---

Good for people our age.

---

Will mention in class.

---

Fun and wonderful. Good for all ages.

---

I would like to see more on Minnesota. More real to school age children.

---

Liked old TV shows.

---

I think it's good for everyone to learn about history.

---

Going to call people when I get home.

---

All friends same age.

---

Worth time.

---

Helicopters--would a friend who flew helicopters in Vietnam like this or not?

---

Good picture of time.

---

Sent text to friend to come while at exhibit.

---

If younger family with kids, you might like some kind of map or passport to help them find some major things. Or for a school group. I wouldn't just let a class loose in here without direction. Used to teach.

---

Have been here before. Back to bring friends.

---

Interest in era.

---

Fun. Good for all ages.

---

I thought it was good.

---

Think it's cool.

---

Memories, kids need to see how much happened in one year, global perspectives.

---

Same generation.

---

I saw lots of young people here. I think the story should carry on.

---

Slice of history that everyone here remembers. Pivotal year. Younger people should see.

---

At least 9, don't know why it's not 10.

---

Good review of time. Different looking at it at current age.

---

Representative of the time. Just because I didn't comment doesn't mean someone else won't.

---

Depending on the person. I brought my grandson. My husband won't come.

---

I'm from that generation.

---

Every Minnesotan should visit. Great place.

---

I never do a 10, but I would give it a strong 8 - very good and informative. Much better than I imagined.

---

---

It was very informative and good for all generations.

---

Nothing else.

---

It was good. Not sure if young kids would get much or as much out of this. Why? Maybe too much to take in.

---

Worth the trip. Helped me reminisce.

---

9-10. Was educational and brought an era to life. Great scope.

---

Amazing to see helicopters.

---

A walk down memory lane. How far technology has come.

---

Interesting. Interactive with Vietnam.

---

I loved it. Very informative.

---

I think it's a powerful representation of what's happened then and makes me want to look around at today. See the issues.

---

Because of my age and living during the time, share the experiences, other people have been impressed.

---

Especially to people our age, and children, especially son who was born in '69.

---

I graduated college with history major but so many young people don't understand importance of '68.

---

I promise I will.

---

College friends especially would really like it. My mother maybe but too much walking and small reading. She wouldn't use MHS wheelchair.

---

Depends on who they are.

---

Particularly children, so they know history.

---

If you are looking for info - it's there.

---

Amazing.

---

Our friends served. We graduated in that era and they would be the ones to get the most out of it.

---

Was recommended.

---

Will bring grandchildren to see. ""The Help"" movie is about same era.

---

Already did.

---

Diverse group of baby boomer friends. Would recommend.

---

Informative. How far we still have to go. Good review down memory lane.

---

Focused to people his age, brought back memories and events and bring them forward. I would encourage young people. 1968 significant year and trended on - moon, election, riots went for several years.

---

Bring reunion to '68 exhibit.

---

One of [my] friends has come twice.

---

Great exhibit, especially for all those alive in 1968.

---

Awesome.

---

Especially for history buffs. We need to recall these happenings, war, riots.

---

Already did on Facebook.

---

---

So that people can experience exactly what that time was like. My kids will know I'm not crazy.  
1968 very relevant to me.

---

Fabulous. Every exhibit has been good.

---

I'm going to go put it on Facebook when I get home.

---

Loved it.

---

I would like sister and her husband, Vietnam War Vet to see it. They have bad memories of war.  
Brings some positive feeling to it.

---

I think other older people would enjoy seeing it. Brought back memories.

---

Kids - early 40s now - need to see it to see the world they were born into and those of generation  
and past generations too. Nostalgia trip.

---

Friends of our generation would find pain, aches, enlightenment.

---

4 and 10: Depends on age. See if someone born in 1957 would like to come. Don't think by kids  
or grandkids would be interested.

---

I'll tell my sister.

---

Liked music game show.

---

Exceptional.

---

Going out tomorrow with buddies and will recommend it to them.

---

Relatives of same age need to see – memories.

---

Others will enjoy.

---

Just thought very good. Excellent explanation.

---

It's a good exhibit. Kids have enjoyed it. I still have hair curlers from my 1960's under the kitchen sink.

---

Diverse, interactive, fun.

---

Very impressed.

---

Revisit past.

---

Very likely. Friends recommended.

---

This would be enjoyed by all.

---

Well done, accurate, good reminder.

---

Everybody should see. Lots of work putting this together. Furnishings to sit on. Laid out well.  
Liked month to month.

---

Rich with history crammed into small space.

---

Well done. Informative. Our age.

---

Especially interesting for my husband who didn't listen to the news much then.

---

Already know who I will tell.

---

Yes. family and friend recommended.

---

Didn't even want to come, but ended up really enjoying it.

---

Bought tickets for family.

---

Friends of my age would reminisce.

---

---

Will bring husband.

---

A friend recommended it to me and I would pass it on.

---

Friends were young then and lived era. Big year for peers and kids.

---

I want my son to come from Iowa because he was born in 1968.

---

Son in Chicago, relatives in San Francisco, California to see it. Relative in Iowa City.

---

Was recommended. Will do the same.

---

Will Facebook when [I] get home.

---

May come back.

---

Best I've seen. I don't usually choose that. Young people need to know about Vietnam. I asked the docent, but he didn't know and couldn't remember.

---

They were recommended.

---

Enjoyed it.

---

It was our generation.

---

Graduated in '68. Plan to tell friends.

---

Yes, for anyone pre-teen and older.

---

Nice for people who lived then to go back and see it – nostalgia.

---

Enjoyed. All friends lived through same era, so would like it.

---

A step back in history. Amazing news reels. 60's living room perfect.

---

Good experience for all ages. Lots of interactive activities.

---

Enjoy if lived during '68.

---

Fascinating. Enjoyed.

---

Will recommend to parents and friends. Educational for a small fee.

---

Will send the album to all their friends.

---

It's worth seeing.

---

We thought it was a very fun experience. I want to tell my kids to come.

---

For young people who never lived through it.

---

It brought us here. Minnesota.

---

Well done exhibit.

---

Here because of recommendation.

---

Great they are bringing school kids here.

---

She is from the correct generation.

---

My kids should come see this.

---

Liked comprehension, cultural, political.

---

Liked all.

---

Brings back memories and explains some things.

---

Will be back with visiting family later this weekend.

---

---

Very informative and different.

---

Really entertaining, educational, new stuff, eye opening.

---

Well done.

---

Relative to our age.

---

Many people would enjoy it, brings back memories and issues that we may have lost in the last 40 years.

---

I think it gives an excellent understanding of the history the baby boomers went through.

---

Most of my friends would remember it and good history for younger family members.

---

Represented the time so well. The years before and after.

---

Powerful experience for those lived then and younger. Greatest Generation is good companion exhibit.

---

Because it was an excellent representation of 1968. Would like more artifacts.

---

Beginning of political and cultural views for her.

---

Look for month guides. Grandson is 10?

---

Will recommend it to book club - various ages of women. Younger people need to see it too.

---

I think it's a good lesson to be taught.

---

Will recommend to friends who lived through it and to younger people who need a better understanding.

---

Meant for people seventies and over. We bring a lot to it because we lived through it and we became leaders during it.

---

Liked variety. Coverage for year.

---

I thought it was user-friendly. Informative.

---

Thought it was well done and of interest to boomers. My daughter (20s) could learn from it.

---

Will ask sister to come with her next time. Wishes high school reunion committee could see it.

---

Great exhibit. Got everything being covered. I don't know if I'd recommend it to my kids - would they appreciate it?

---

Really enjoyed.

---

All in exhibit was good.

---

Was recommended.

---

Friends will enjoy. Either brings back memories or learn something.

---

That is why we are here. We're from Winona and came up because friends told us about it.

---

Brought back youth group.

---

Relevant today for next generation, especially counterculture. Have already recommended it to 'age mates'.

---

For people who lived through it. Very much fun. Also for young people.

---

People would be interested around time I was born, clothes, furniture.

---

Politics: correlation with today. Paraphernalia and clothes. Album covers.

---

Very good. Came on a recommendation from a neighbor.

---

---

Very much. Great exhibits.

---

Recommend to baby boomers.

---

Interesting walkthrough. 60'. Brought back memories.

---

I play in a 60's group, we want to put out an album, learning about 60's helps me produce right sounds.

---

Enjoyable - things people should know - Vietnam and politics especially.

---

Graduated from high school that year, so will recommend to friends.

---

Brought back so many memories.

---

Telling daughter about it when [I] get home. I gave my daughter a movie documentary on the sixties and she loved it so much and never returned it to me.

---

Because it is so relevant, friends and family recommended it to me. Fun to visit the past even if it had bumps.

---

Going to tell book club.

---

My family and friends are my age and it was a formative time for me. Selectric typewriter and camera - I had those, I remember.

---

I've brought a bunch of people already.

---

Fine exhibit. Lots of work went into it with good results.

---

Well done, comprehensive, visual.

---

Liked visual and audio combined.

---

Realistic reflection. Relevant questions posed. Social divisions.

---

Helicopter. Vietnam. First liked it.

---

Shows historically important year. Kids should see.

---

Already done. Sometimes hard to go back – personal.

---

For people of age – fun.

---

Know people specifically will recommend it to.

---

I think it would be fantastic for high school, junior, etc. An easy way to teach history.

---

People I know from era. Very well done.

---

Recommend highly.

---

Impressive.

---

Important period in history - chance for average people to make a change.

---

Will make sure children come.

---

Interesting exhibits.

---

Very nice exhibit.

---

Recommend to parents.

---

Would recommend highly.

---

Children would be awestruck to experience what took place.

---

Good exhibit.

---

---

Really good exhibit, great opportunity to reflect with children and grandchildren about that year.

---

I want to bring my mom. She was a poli sci major.

---

My children should see the Huey that their father flew in Vietnam. He was a chaplain's assistant. I'll call them today.

---

All the memorabilia. Balance of politics and pop culture.

---

Very interesting, especially to people who lived through it.

---

Definitely mother and in-laws. Enhance for school-age kids to learn about complicated time.

---

Moving train. MLK. Funny TV.

---

Very pertinent to see - gain perspectives about what we're living through today.

---

Great exhibit.

---

Will call Mom.

---

Related to it, enjoyable experience, so much, a busy year, I'd forgotten.

---

Came because someone recommended it.

---

I really enjoyed it.

---

Especially good for younger kids to see.

---

Fun to see people our age.

---

Entertaining. Nice place to come to. Lighting good. Interactive. Good winter entertainment.

---

Important year, especially in politics. It was traumatic but we lived through it.

---

Good exhibit, especially for us young or young adults at times. Bigger fonts needed on some exhibits or wider-sized display board.

---

It's well laid out, something for everyone, war and toys. Young kids would like household things.

---

I have three children. One born before 1968. He would want to see it. I don't know about younger children.

---

Second visit.

---

Seeing Huey Helicopter.

---

Want to bring kids.

---

I am a MN History member; high quality and informative.

---

Keep us the good work.

---

Memories.

---

Going back to '68 as time and place.

---

Really interesting, fun, informative.

---

Son born in '68, so will bring him. Next generation should see.

---

These is message to highlight.

---

Recommend to others and thought the Occupy movement on political change.

---

Brother will like it.

---

Just feel strongly that people I associate with would enjoy it.

---

Would love to bring daughter.

---

---

Grew up in that era. Liked it very much.

---

So much there for different people.

---

Six friends I brought because it's so good.

---

Liked living rooms. TV.

---

Tell younger people to come.

---

Would like pop culture stuff, enjoyed it all, liked presentations.

---

Enjoyed live play, loved exhibits.

---

Liked month by month issues.

---

#### **10% PASSIVES (27)**

---

I can't recommend it for all ages - teens and above, from 1968 - not people who weren't around or small in 1968.

---

Music was fun.

---

Can't tell me. Good exhibit, not a must see. Glad I came, but I won't be absolutely recommending it. I appreciate the effort but I like artifacts rather than poster boards.

---

Those who remember it will like it. Children will not.

---

Good learning experience.

---

Came from that era. Fun to see authentic things from high school and college years.

---

Because my friends are my age and all about nostalgia. People younger can learn.

---

Info and time capsule. Music era worked together.

---

Very good exhibit. I was born after 1968 so not sure of my generation's reaction. I'd like to bring my children who could see grandma's life.

---

Good exhibit, especially for people alive during that time period. Would also be good for kids.

---

Interesting for people of all the age. Memories of past.

---

Things forgotten. Not enough emphasis on history in society today. History today is 20 years back.

---

Something that should be seen despite shortcomings.

---

Well done more than expected. Age sensitive.

---

If they are the right age group. Baby boomers.

---

Friends would be interested in seeing materials and learning.

---

Educational especially for new generation. Younger people must learn their own history.

---

I teach middle school early American history. Would like to have a worksheet or seek and find an activity sheet before I let loose my class here. Most of this would be over their head.

---

Share it.

---

Space and colors need more umph! Overall visual impression selected for 1950's more than late 60's. More music overall playing.

---

I think it's educational and entertaining. Time well spent.

---

People will probably not make it a priority to come.

---

---

Grandparents and others would like.

---

To see things that really happened reminds me of what happened.

---

I liked Huey helicopter.

---

Liked visual displays.

---

8.5. Certain members (older) would like it.

---

### **3% DETRACTORS (8)**

---

Lives in Colorado.

---

Not sure family would be interested.

---

Most people I would recommend it to have already come, otherwise I would recommend it.

---

Too crowded.

---

Before I came, I recommended it, but would have liked more hands on.

---

Not too sure, by husband didn't want to come, doesn't want to remember 1968.

---

Interesting. Neat.

---

This is an era that you almost had to live through to gain full appreciation.

---

## **Relevance for life today and in the future (n=346)**

### **45% A GREAT DEAL (154)**

---

No (4).

---

Number one on more than one front. The war, inequality, racial tensions, things still going on today, and not settled.

---

1968 changed society - it was a turning point.

---

1968 important year. Lived in Chicago.

---

1968 year of extremes, but we lived through it, and there was hope at the end. Today there are still extremes. This exhibit gives me hope.

---

Twenty-two in 1968, lived through all of this, teaching at U of M at the time, witnessed a lot of college sit-ins, demonstrations, husband was drafted. Year really affected life.

---

A lot I have learned about in History class.

---

A lot more than I thought. The parallels with what's going on today. It's a political year this year too - protesting, economic inequalities, fashion and home design.

---

A lot of military hippie stuff.

---

A lot of what happened - different versions.

---

A lot of things happening today – conflicts.

---

All of it.

---

Antiwar movements - today and '68.

---

Assassinations, still problems in the south, Republicans still fighting, history keep recycling.

---

---

At the time I was not a hippie and followed them all my life. I was alienated, but I believed in hippie values.

---

Awakens us to how the same problems are around today.

---

Because of having siblings that served and were killed in Vietnam.

---

Being about twenty at the time, things, issues of that day are still hot topics in the news.

---

Big fan of 1960's.

---

Born in '68, think a lot about what a mess the world is in now and then. I survived, by daughter (born 2002) will be okay too.

---

Brought back memories, looking at mistakes, progression.

---

Calm today versus 60's.

---

Changes made then affect today. Chicago.

---

Checked which albums.

---

Civil Rights movement, anti-war movement, see parallels to Iraq, Afghanistan war protests. Women's rights in the workplace.

---

Clothing and dresses, clothing styles show trends. Popular culture.

---

Connects with political scene. Connections with anti-war movement.

---

Doing the same thing. At least we were doing something about it back then.

---

Especially riots in Chicago and after MLK was killed.

---

Events in 1968 affect our lives today. Much of it is still going on. Not solved.

---

Events that are recent remind me of the 60s - civil protests, government bureaucracy, freedom of expression being challenged, wars then and now, politics and election going on.

---

Ever changing. Affects all things.

---

Everything now is the result of 1968 because graduated from college in '68.

---

Exhibit captured the essence of U.S.A. in 1968 and puts into perspective all the positive changes since then and also shines a light on what has not changed.

---

Feels like it: Occupy Wall Street, war are the same as student protest and war.

---

Good info.

---

Good to contrast music and TV with 'grim things'. Able to relive it (Chicago). Was there. Bad now. Was bad then.

---

Ground breaking, MLK, moon orbited.

---

History repeats itself.

---

How all the same problems are being addressed.

---

How many social and political issues still exist today. Most of the topics - fashion, music, politics, war still today.

---

I can't really, no.

---

I lived that time. I was there for a lot of it.

---

I remember a lot of it. I didn't realize how much it's like today. All the divisions.

---

I think a lot of history is repeating itself now with the war. Pop culture.

---

---

I was born in 1961. Reminded me of how much change happened and impacted me as a child.

---

I was constantly reminded how different things are now.

---

I was there. Grew up during those years.

---

I went to high school in the 70's and I was still living in the era that the 60's made possible. It was a continuation. I'm grateful for what the 60's brought about.

---

I work in the area of cultural proficiency - educational equity'

---

I wouldn't have thought about it that way before'

---

In Chicago in 1968 (SDS member), remembered JFK, RFK, and MLK being killed.

---

In college at the time. Lived through this.

---

In so many issues, some still feel not included in American way. Everyone in 1968 wanted to be heard. We still have that. Election tumultuous and 2012 the same.

---

In some ways it's happening again, but it's more worldwide.

---

Issues and conflicts. 'Occupy movement' anti-war.

---

Issues like MLK, civil rights, poverty, world level. Our role in world with Vietnam. All connected to our world today.

---

Issues of politics, history, mass media still what we do and discuss today.

---

It demonstrated we've been in other political hard times and we've emerged from them.

---

It hit on a lot of the main issues of my life which would be how Americans live together, how we treat each other.

---

It is amazing how some things have changed.

---

It is part of adult memory bank.

---

It told a story and this is the way it was.

---

It's our history. How is it not relevant?

---

Lived that year and was raising a family, so it really affected my life.

---

Makes a difference as to how things are today, but people aren't as rebellious today.

---

More issues dealt with things. Issues that shaped today. Conflicts represented.

---

More than we thought--sad, we don't learn anything.

---

No matter how much occurred, changes still need to happen. Black issues, war, killings still going on.

---

Nothing changes. Everything was protests especially.

---

Obama's presidency.

---

Occupy Wall Street, anti-war, physical presence.

---

Occupy Wall Street, Iraq, Chicago riots, Republican plans.

---

Old enough to remember.

---

Part of our experience growing up made us who we are today.

---

People still express desire to have their rights. Violent time but diversity and rioting now. Inability of politics to work together.

---

Personal experience. 1968 was starting point of family. Antagonisms. Same divisive thing today.

---

---

Philosophy of war. Civil rights. Big change.

---

Political activism polarized then and now.

---

Political conflict. Music.

---

Political conflicts. Surprising political conflicts. War in Iraq. Afghanistan.

---

Political conventions very connected.

---

Political historically evolving. Colors - tangerine is back again. War then and now.

---

Political parties are going at it - seeing the same things today. I've lived all these things.

---

Political polarization highlighted to today too.

---

Political turmoil now but more physical then. Chicago Convention = Saint Paul because physical versus now. Space and word processing.

---

Political upheaval.

---

Political, music, social.

---

Politics and conflict.

---

Politics and war.

---

Politics same. It was a terrible year and we came through it.

---

Probably Vietnam War. Entertainment.

---

Protests of war. Protests now against financial industry - mirror each other.

---

Put ourselves in the context of 1968.

---

Puts things in perspective, purpose to continue. MLK, RFK, togetherness, non-violent. Affected all races. War - senseless, innocent lives lost. War versus worthy causes.

---

Racism, conservatism, divisiveness, conflicts.

---

Recognizes things.

---

Relevant - things talked about growing up.

---

Relevant today. Potential for turbulence but hope. Racial not done. Gives perspective.

---

Remember some of the things on TV when I was younger. Exhibit made me think or see some of those connections.

---

Remembered Tet Offensive and Walter Cronkite telling the casualties every night. Recall the Democratic Convention and moon shot.

---

Repeated history - violence at Dem convention reminded me of Rep Convention in Saint Paul.

---

Sadly many of the same issues from 1968 are still dividing us today.

---

Same things happening today as in 1968.

---

See number two.

---

Issues same today. Conflict in Society. How slow change moves forward. People left out of society (99%/1%) same as today.

---

See connections. Especially with Vietnam.

---

Seeing footage of convention in Chicago and then seeing Obama there a few years ago. MLK footage also helped to see continuity of history. Past and present connected.

---

Seems like there is a lot of uncertainty then and now.

---

Set the platform for today.

---

---

So many parallels to today.

---

So much going on now cause we have twenty-four hour news. Different then to get information.

---

Some exhibits made me sad and some were scary. Some were good. Like music. Very sensory exhibit.

---

Some of political issues of 1968 we are still working on.

---

Some of the same issues.

---

Some of these same problems are still here.

---

Some things in civil rights movements.

---

Still have war, poverty, hunger, racism, women's rights.

---

Still working on the same problems. Different names.

---

The big message is about how things change.

---

The elections. Assassinations.

---

The issues from then have come back.

---

The need to prevent war and the government not listening to the people. The use of fear of our lives leads to continue war.

---

The war stuff, political stuff, we haven't learned much in forty-five years.

---

Things don't change. Convention in Saint Paul versus convention in Chicago.

---

Things haven't changed that much.

---

This is my generation - profoundly affected by this year.

---

This year is a replay. Iraq and Vietnam showed we learned nothing.

---

Today is so difficult, but it's not the first time I've lived through similar times.

---

Unconscious sexism. Identity politics, racial antagonism, right wing resurgence, Chicago Convention = Saint Paul convention. U.S. still in long military adventures.

---

Unfortunately things haven't changed a lot.

---

Very visual. Great artifacts.

---

Vietnam and war.

---

Vietnam War. Growing up then.

---

Walk down memory lane.

---

Walk down memory lane. Interesting how much it shaped our lives.

---

War, Occupy movement, political conflict.

---

War, similar to what happened then. Politics. How things go in cycles.

---

Wars and riots go on all over.

---

Was a teacher then.

---

We did stupid things in '68, still doing stupid things now...how are we going to learn?

---

We don't know where we're coming from, we don't know where we're going.

---

We lived through it - personal experience. I saw it all happen.

---

We were married that year and lived through it all.

---

We're still fighting for the same issues.

---

What's happening right now. The same. We are not learning and repeating mistakes of the past.

---

---

With the time, social turmoil is still being fought, same issues.

---

Women's and civil rights and the degree of media coverage.

---

Wonderful and one of the best ever.

---

Year may have changed destiny of our lives.

---

Your people at that time are now decision makers.

---

### **35% QUITE A BIT (121)**

---

No. (4)

---

I've experienced those things that happened. Lived through them. (2)

---

'68 graduate.

---

A lot of the issues of that day are issues of today.

---

A lot of things are still relevant.

---

A lot of things that happened that affect US today.

---

A lot of this is the start of where we are today.

---

Amazing challenges and turmoil, but less than today.

---

As time goes on, I had forgotten some things, changes, clothing styles. To see how some things have been recycled and improved upon.

---

Assassinations and the waste of potential.

---

Assassination of MLK brought civil rights forward. In 1959, was hired to work as a teacher in Peoria, IL--asked if [I] was prejudiced--said no and taught an all-black student class.

---

Became more aware of events. Still have many of the same feelings.

---

Because a lot is same then and I was graduating from college and I didn't pay attention then. I don't have a TV at home now. I'm not a media person.

---

Because we still have many of the same problems

---

Bits of things that started. Women's movement.

---

Black rights, etc. still apply today.

---

Brought back memories and marked strides.

---

Changes in styles and beliefs.

---

Changes in women's roles from dress to social expectations.

---

Civil rights. Protest movements.

---

Conflict and progress, social justice, civil rights.

---

Connected anti-war Afghanistan. Iraq.

---

Connecting all events together (MLK, war, space).

---

Despite things changing, a lot is the same. Different generations going through it.

---

Direct connections. Political things current.

---

Discord political goes back to then. Draft - not wanting to fight. If draft now, would we have war now?

---

---

Divisiveness in politics is similar.

---

Don't realize in day to day life significance/importance of history for the future.

---

Draw comparisons with contemporary issues.

---

Enjoyed the section on Vietnam.

---

Especially the RFK speech about violence. Same speech could be given today.

---

Everything I saw, I remembered happening. MLK and all the assassinations.

---

Feminism. Stuff learned in school brought to life. Sexist crap.

---

For example, the Olympic athletes raising their fist. It was beyond the pale then, but it gave a platform for African Americans to encourage public discussion of their plight.

---

Graduated in '68. Met then. Were aware of it.

---

Grew up during that era - husband went to Vietnam and lots going on at home.

---

Growing up at grandma and grandpa's. The colors especially.

---

History always connects. I would like to see young people come through the exhibit and see the life then and what their lives are like now. I think it would make them think.

---

History of how things evolved, phone, space. Difference in technology.

---

History repeats itself.

---

How much attitudes, social issues are the same.

---

How things evolved over time. How far we have come.

---

I home school, good to share with children, issues remain the same.

---

I just wish there was a way to walk through exhibit with a pre-20 year old and seeing their experience. It's fun to be the one whose history is on display.

---

I remember watching the news talking about the Vietnam War. I realize that it was real.

---

I think we haven't changed much. There is still violence now. Political turbulence.

---

I was born in 1968. Enjoyed popular culture.

---

I was in politics and the issues connected with me.

---

I was looking at the typewriter and I used to type on it and answer those ads. I wish things from that era would come back.

---

I was there.

---

I've still got a lot of the things from that year - pins and glasses.

---

If you don't know past, may repeat it. Lessons to be learned.

---

Interesting correlation between Resurrection City and Occupy Wall Street of today.

---

Interesting to see politics, Occupy Wall Street, war same as past.

---

It increased my history knowledge.

---

It just keeps happening. More equality, yet continuous racial issues.

---

It was for hearing my parents' stories as we walked through.

---

It was significant year for us - married, new mother, teaching in California. There were good things happening for us - ordinary life was going on. I wish there had been more of that.

---

---

Learn from history.

---

Liked the audiovisuals.

---

Lived through a lot of experiences, MLK, grew up not racist.

---

Lots of stuff that reminds me of stuff we can relate to.

---

Made '68 issues come alive. Political and social issues replayed well.

---

Made think about things today, a lot in common, not a lot explicit relating 1968 to today.

---

Makes me wonder if we [as a country] are going through turmoil and rancor and little tolerance of other views.

---

Many of things are same issues as today - social equality and war.

---

My base, foundation from where I came from, and how simple 1968 was when compared to today.

---

Nationally and internationally showed that our voices mean something. When they are united in what they want people can make a difference.

---

Objects new then still being used in different forms - furniture and equipment.

---

Occupy Wall Street, Shanties in DC, Feed the Poor, Protest War.

---

On the tail end of these movements, politics, similarities, and contrast.

---

People seem just as unhappy now, but in different ways.

---

Politics.

---

Political and anti-war.

---

Political conflict issues the same.

---

Political conflicts or ideas.

---

Politics - past ties to now. What goes around comes around.

---

Primarily as it was an epiphany.

---

Quite a bit.

---

Race issues, politics, war cyclical.

---

Seeing prototypes of Legos, sports - Packers, furniture - see at garage sales today. Twin - Jim Kaat fro '68. End of NASA today.

---

Sexism, racism.

---

Showing how much has changed technology-wise.

---

Similar political challenges then and now.

---

So many threads of things we continue working on, race rights, technology, fashion, etc.

---

Some of the same themes are still relevant today.

---

Still at war. That hasn't changed.

---

Teach at University level. Students out of touch with injustices. Technology allows them to graze and only see the pretty things. I see parallels in complacency between 1968 and now.

---

That Walter Cronkite could be so an authority. Media did a better job - more honest then; or not needing to fill up the time with total talk like today.

---

The 60's was the focal point for the evolution of change.

---

---

The 60's were so influential for me. It was my college years and had a huge impact on me.

---

The issues we are seeing in politics today somewhat resemble what happened in '68.

---

The MLK day being tomorrow, gay marriage amendment, and getting out of another war.

---

The nastiness of politics.

---

There are a lot of things that happened that year that gave us the abilities we have today - more freedoms.

---

Things don't change all that much. I didn't realize how much happened in 1968 - what a significant year it was.

---

Things that were fashionable then are fashionable now. War continues.

---

Things we lived through. Brought back memories.

---

Thought part that resonated the most was the dynamic of politics compared to the Tea Party and the lingering racial divide.

---

To me that was the beginning of change, people opening their eyes. It continues today.

---

Turmoil. Conflict had positive effects.

---

Turmoil. Political conflict like today.

---

Underline the wide political stuff. Political conflicts of today.

---

Vietnam War. Husband left after birth of child to Vietnam.

---

War, race, political.

---

War. Women's movement. MLK - still relevant.

---

Was there. Explains a lot of what followed.

---

We are dealing with the same stuff. Wars but not the draft.

---

We are still working on too much of it.

---

We can always learn. History teaches.

---

We still have political things that are not settled.

---

We went through it.

---

We were there. It's our past. Vietnam War relates to talk of invading Iraq. Our generation wondered why are we doing this again?

---

We're still dealing with same fundamental issues. Now main power and hopefully starting to learn we need to share that power and stop being so imperialistic.

---

Where we are today built on this; life today has so many same concerns.

---

With things like computers. Dec was the first word processor. It was following things through. Still relevant.

---

---

**16% SOME (56)**

---

No. More a nostalgic trip. (2)

1968 long time ago, some things different, some the same.

Brought back memories.

Connection with political things and today. e.g., Saddam Hussein, and entertainment.

Cultural things change but similar.

Cycles - what goes around comes around. Parallel to today - war and protests. Economic parallels.

Demonstrated origin of cultural ideas that are salient today and historical events that are still relevant.

Didn't even think about, wow, we're in trouble again.

Didn't think about it.

Don't think the 60's was a good part of our history - the country was torn and it's not like that as much today.

Era we associated with.

Evolution of things, especially technology.

Fashion.

Future/life today: Isn't that really 2 parts of the question?

I came to reminisce.

I don't have an answer.

I question the relevance or future tie for young people. But more relevant for older folks who lived it.

I wasn't born in 1968 but the fashion connected to me today.

I would like to know more about 1968.

I'm not sure. Exhibit is about Vietnam War and I am history major studying that time.

I'm looking at the implications of what we are currently struggling with. The best way to sum it up is reciprocal. There are societal disgruntles.

Isn't that a two-part question?

It brings back great memories and times that would be wonderful to relive.

Learning about the past.

Liked the fact that counterbalance of 'more minor' everyday event contrasted against big events.

Lived it - this is my history.

Looked at exhibit from an entertaining point of view.

Looking back, reminiscing, no lessons for today.

Makes me realize how important the little things are - start paying attention.

Memory seeking. Don't recognize ground up.

More connected with memories.

---

---

More nostalgic kind of thing. What should I be doing now, what am I missing. We were there, brings up lots of memories - I'd forgotten.

---

No.

---

No comment.

---

Occupy movement similar to war movement.

---

Political, protest movement, and politics.

---

Politics. Change. History repeats itself.

---

Politics, divisiveness, and polarization began. Media began to intercede.

---

Read up on history. Riots in Democratic Convention.

---

Reliving history.

---

Reminder. Huge impact at time.

---

Repeats history. War, controversy in politics, foreign relations problems.

---

See what a mess politics is in today, seems as if candidates have lost respect for each other, seems that it matters more than integrity today.

---

Seeing some of the things that I had growing up.

---

So much has changed, technology, civil rights, process of political change started. Politically people are more cynical. Charisma.

---

Some of the things that I wasn't aware of from then. MLK and racial issues have come more to the far front.

---

Some things brought back memories of news. Fashions. I met one of the Vietnam veterans on tap - more meaningful - as Iraq veteran and as connection for me.

---

The way minorities were viewed. Changing viewpoint. Society.

---

There's a lot of stuff I remember from when I was younger - connects to memories.

---

Things are so vastly different now - technology. But people are similar - listening to people's comments. They are the same. I feel disquieted that I'm a museum piece now.

---

Things today seem trivial compared to '68.

---

This is my past - different yet the same. I didn't live with hippie generation. Fads.

---

Trip through time. I was alive. I was an adult.

---

Watching the protests.

---

Writing, slogans, and viewing of conservative candidates are like present day politics.

---

## **2% A LITTLE (7)**

---

Age-related question. Could it happen today?

---

Completely different then and now. Lots of change.

---

Conflicts still here today, but some issues did not impact on me. High School senior now.

---

Events I vaguely remembered, but I was only ten years old at the time.

---

Looked at the time for what it.

---

Memories. Nice to look back at good and not so nice things. Similar to what we are going through more now - military in Middle East.

---

No.

---

---

**1% NOT AT ALL (4)**

---

Amazed at things forgotten. Little details.

---

None.

---

Not sure.

---

That was the past.

---

---

**1% OTHER (4)**

---

Now is more like 1968. Poor choices made then. Disturbing Presidential election this year.

---

Reminder of what life was like.

---

Some of these things are relevant today. Still happening.

---

Very engaging and beautiful.

---

---

**Share information electronically (n=327)**

---

---

**19% YES (62)**

---

Album cover. (10)

---

Quiz. Album cover.

---

Album cover very fun.

---

Talked on cell phone with friend while I was here, told him about it.

---

Emailed digital pix.

---

Album cover. Watched quiz.

---

Put pix on Facebook.

---

Took digital pictures.

---

Took pictures.

---

Four square check in - tied to Facebook.

---

Created an album cover.

---

Created an album cover. Music quiz. Used all interactive opportunities.

---

Take photos. Did music game also.

---

Watched videos, music, album covers.

---

Yes. I'll see if it comes at home on my email.

---

Yes, album cover.

---

Took photos - Tartan year book.

---

Took photos with Martha Reeves.

---

Twittered the album cover.

---

Album cover - mailed to self.

---

Computers - shared story.

---

Created album covers and mailed.
Yes, photos.
Yes, album cover.
None. Didn't see them displayed. The album cover and music quiz.
Took photos.
Yes. Album and comments.
Album cover, but did not.
Shared stories and took photos.
Yes. Photos/Facebook.
Yes--email sent.
Took photo.
I used the computer at the end and did the trivia.
Took pictures and put them on Facebook. Music quiz.
Music quiz took digital pictures.
Yes. Text message. Facebook.
Created album cover.
Played memory game. Album covers was busy with others.
Good idea. Yes. Album cover. Movies.
Yes. created album cover. No email, however.
Found the exhibit on Facebook.
Took photos. Will share on Facebook.
Did music game.
Yes. I created two albums.
Sent a text. Did a photo.
Music quiz, digital pix will be posted, videos.
Emailed album cover. Dress code good.
Music quiz. Sent digital pix.
Put reflections online. Music quiz.
Did the album cover. Both sides. I love music. Watched TV exhibits.
Yes, used all.
Facebook.
Yes--created album cover, no email however.

**81% NO (265)**

---

No. (192)

---

None. (7)

---

Music quiz. (4)

---

Music game. (3)

---

Nothing. (2)

---

No, but will upload later from phone.

---

No, except voted for Bobby!

---

Rather interact without smartphone.

---

Did not have enough time.

---

Nope.

---

No, just talking to the people I came with.

---

Not really.

---

No, I don't have a smart phone.

---

No. Voted.

---

No, exhibits busy.

---

No, played the music game.

---

If they explained. Easy to use.

---

No. Texting.

---

No, not yet.

---

No. And purposely avoided computers/electronics.

---

No, couldn't get near them.

---

Not yet, but will.

---

No, but I took the music quiz. I almost won. My wife beat me. I didn't know the sappy songs. I played guitar.

---

No, I don't do that.

---

Would if had smartphone. Used record album cover.

---

Yes.

---

No. Texting.

---

Video not in this exhibit.

---

No, played the music game.

---

No, too crowded.

---

No - teens took over album cover.

---

NO. Too overwhelmed with everything else. Videos very meaningful.

---

No, but helped youngsters with their votes and critiqued music.

---

Prefer reading history. No.

---

---

Much more to 1968. A lot of info.

---

No, I don't do that.

---

Not here. Postcard thing in other exhibit. Went back to use album cover

---

Yes.

---

Videos. Music game.

---

TV screens.

---

Watched music quiz.

---

Interactive things used.

---

Videos - looked at.

---

Listened to music. Pushed main buttons by the display to play – MLK and Chicago convention.

---

Voting only.

---

Pushed button helicopter.

---

Plan to do that at a return visit. Really came for Martha Reeves.

---

No cover, but listened to all film and pushed buttons on all sound exhibits.

---

Not with social media. But I was goading a buddy that he didn't use the app.

---

Voted.

---

Voting booth. Music game.

---

Music game. Vote.

---

Music game. Watched album cover being made. Didn't do one.

---

Voted. Watched music game being played.

---

I played a game and saw some of the films.

---

Album cover and the music test.

---

Music game. Watched video.

---

Yes, we used bus with hippies.

---

Daughter uses Facebook.

---

Yes, music.

---

Music quiz, space program, helicopter audio.

---

## **Suggestions to improve 1968 Exhibit (n=377)**

### **46% NO SUGGESTIONS (175)**

---

No. (78)

---

None. (32)

---

Not really. (7)

---

No - well designed. (2)

---

Nothing. Comprehensive.

---

None. Very good.

---

None. Good.

---

It has it all.

---

No - nothing missed.

---

No, not really.

---

None. Liked interactive. Pick and choose. Variety. Guy demonstrating wash machine is good.

---

None, well covered. Liked yearbook. Layout. Hair.

---

Can't think of anything.

---

I couldn't think of a thing.

---

No - like order by month.

---

No. I don't have a creative bone in my body, who am I to say?

---

No. It was good.

---

No. Done very well. Enjoyed interactive things.

---

Not any off hand. Not too crowded and time to read explanations today.

---

No, very good the way it is.

---

Can't.

---

No, it was great.

---

Nothing that strikes me.

---

Good that places were provided to sit down.

---

None, hit is dead on.

---

No, not really. Well-done, covered lots of aspects. Liked month by month and day by day. Apollo 8 a good closer. Man had never seen entire earth from space before.

---

No. Watch our stuff - thought someone might take things from here.

---

No, well laid out, summaries excellent.

---

No, it was just great.

---

No. Told me at end that the survey is too long. Should keep it to a page.

---

No - very creative, clever, imaginative.

---

Nothing – outstanding.

---

Not. It was great for the kids.

---

---

No - good music, cultures.

---

No, not really.

---

No. I really liked the months and liked that it was all around. How it was then too. Liked the multimedia. Maybe more.

---

Honestly, no.

---

Not really. Liked the film and audio.

---

No, it was great.

---

Can't think of anything.

---

No, it was wonderful.

---

Nothing.

---

No, really like the movie clips.

---

No - good the way it is.

---

No. Really enjoyed.

---

Wouldn't change a thing.

---

No, it's great.

---

No - nothing missed.

---

None. Excellent exhibit.

---

No, it was very well done. Great variety.

---

No, none.

---

Not really and it's amazing.

---

Gosh, no.

---

None. Found it enjoyable. The war portions made me want to cry.

---

No. Nice mix of look-read-interactive sections. RE: thank you gift - not use bumper sticker, make it a window decal.

---

None. Places to sit good.

---

No, fantastic exhibit.

---

I can't think of anything.

---

Not that I can think of. Nice variety of things on the home - depressing on assassinations and black struggles, good balance between seriousness and fun stuff. Especially liked the monthly photo displays.

---

Travelling. Seemed personal to Minnesota.

---

---

**16% EXHIBIT LAYOUT/CROWD CONTROL (61)**

---

Flow. Too many twists and turns.

Bigger place, more educational items, very delightful.

In a bigger space.

Better traffic flow around the helicopter.

Better flow, otherwise great.

More room between each display.

The layout is congested. Not geared towards small children.

A little larger space.

Laying things further apart so more people can get through.

It would have benefited from a larger gallery space.

No. It's crowded.

No, so well done. More space. Very crowded.

Arrows on floor to help guide through exhibit.

No, it was done very well. The flow wasn't very good.

More spread out. Make it accommodate more people.

Too crowded.

School kids take up whole thing.

Spread out more to accommodate more people.

Larger space for exhibit.

Limit the number of people that are in here at any one time.

Clearer route maps.

I feel the space could have better flow - signage difficult as I had trouble following the year.

More space - limit number of people in exhibit like at the Vatican.

Things are too compact - things packed in; need more spread out, not just for people but things also.

Trouble with following chronology.

No, well done. Space issues.

The only thing is if it would be more spacious.

Bigger layout.

More linear displays.

Space - bigger area needed.

Floor arrows with month signs.

Bigger yet. Too compressed.

More room!

Could use better traffic 'map'. Outstanding, breadth and depth of exhibit.

---

---

I lost July - where is it?

---

Bigger and make more.

---

Make it bigger.

---

Make it bigger. More room.

---

Better monitoring of school groups.

---

Couple of times the exhibit was crowded.

---

It was crowded, so either spread it out or limit the number of people who can see it at a time.

---

More room, too many people, hot.

---

More room. Very crowded.

---

Map at beginning to follow through. Floor chart. Gets confusing around March, April, May, June.

---

The way you flow through it - no on right track. I wanted to go through sequentially but no always knew where to go. May/June month signs should be bigger and some info signs.

---

Clearer direction from month to month.

---

Audio, a lot to read, space seemed too small.

---

It didn't move very well - month to month. Bigger writing - caused bottlenecks. Bigger print.

---

All heaviness overall. Would like to see some humor/more sports, books, movies. More tearful than happy overall. Also directional arrow on floor so one could follow the months progression. Put month sign in more than one place. Style section kind of lost - so much there - audio connection would be helpful. Hard to see through the cloth gauze cover.

---

Very copy heavy, often hard to get close enough to read. Traffic flow could be better. More significant objects rather than reproductions.

---

Fine, but need headsets. Route marked clearer.

---

No. Some people hog interactive exhibits. Should put maximum time.

---

More interactive so kids can choose from various activities. Directions through months so you can walk through in order.

---

Larger space. Difficult to read storyboards.

---

Spread out more due to crowding around storyboards. More about the Peace Corps. Was in the Peace Corps in 1968.

---

Flow of the months of the year. Looking through the gauze windows--couldn't see. Less is more--hard to tune in.

---

Spread out more. Bigger print--gauze curtains were annoying.

---

Table top exhibits seemed too crowded to see all the information especially when reading flowed from left to right.

---

No. How were pictures selected: Graduates, ads, films show smoking. More room in front of boards when crowded.

---

Bigger wording. Lower for wheelchair person. Spread areas out more. Have a family map for younger kids to 'seek and find' as they go through the exhibit.

---

Brochure, crib sheet for each month - key things. Hard time finding November.

---

---

**10% AUDIOVISUAL ACCESSIBILITY (38)**

---

Maybe a little bit too hard for children to get a lot out of because there was so much reading.

---

Less text.

---

Larger reading print.

---

Liked audio and video portions, but too much to read. Especially when crowded.

---

None. Too much reading for kids.

---

Make the reading things larger. It held me up the most.

---

Sound on the music, some of the songs were hard to hear. Some of the displays with scrim/screens in front hard to see the exhibit.

---

Quieter, the music is loud, overlapping sounds, presentations could be more closed. Maybe it's a space issue. I felt things were hitting me from all sides. Pictures weren't identified by names and I keep recognizing faces but don't know the names. I want to know who they are.

---

Storyboards are too small to read easily.

---

Incorporate audio tour.

---

No, I don't but noise from exhibits from one to another can annoy. Cloth in front of exhibits distracting and hazy.

---

Audio headphones would be good if people don't have smart phones.

---

Like the sounds (speeches, music). Hard to hear because of distractions (MLK narrative).

---

No. Clothes behind screen hard to see. Liked helicopter in living room.

---

None. Needs audio headsets. More oral history of time.

---

Amount of reading needed in small space.

---

Visual disability. Could be done to illuminate items, such as Christmas tree.

---

Done well - objects, sets. Bleeding audio from one section of exhibits to other.

---

Hard to see through screens.

---

Audio, a lot to read, space seemed too small.

---

It didn't move very well - month to month. Bigger writing - caused bottlenecks. Bigger print.

---

Equal space for RFK as with MLK. More audio of the music from 1968 - both traditional and rock and roll. Things behind screens hard to see.

---

All heaviness overall. Would like to see some humor/more sports, books, movies. More tearful than happy overall. Also directional arrow on floor so one could follow the months progression. Put month sign in more than one place. Style section kind of lost - so much there - audio connection would be helpful. Hard to see through the cloth gauze cover.

---

Very copy heavy. Often hard to get close enough to read. Traffic flow could be better. More significant objects rather than reproductions.

---

Fine, but need headsets. Route marked clearer.

---

Just to lessen distraction and noise. Get some sound barriers.

---

Name movies and TV programs on screen. Tilt flat panels with monthly chronologies so easier to read.

---

Larger space. Difficult to read storyboards.

---

---

Flow of the months of the year. Looking through the gauze windows--couldn't see. Less is more--hard to tune in.

---

Spread out more. Bigger print--gauze curtains were annoying.

---

Table top exhibits seemed too crowded to see all the information especially when reading flowed from left to right.

---

Places to sit good. Background noise is a metaphorical cacophony.

---

Hard to find month signs--some videos were fuzzy--silky screen veil--I did not like them. More videos needed. Enough chairs for today, but on a weekend?

---

Bigger wording. Lower for wheelchair person. Spread areas out more. Have a family map for younger kids to 'seek and find' as they go through the exhibit.

---

1968 on entry wall higher so you can see over crowds. Free night is good.

---

Better QR code explanation.

---

Had good selection on music, but more about cars. More space to help with crowding.

---

Not much on computer development and what was happening in that way. Could emphasize the fear and extend of the riots in so many cities and government response. Thinner screens or get rid of them. Big space program already on the way out. Government contracts drying up for future development. I was in space engineering program.

---

#### **7% MORE POP CULTURE/MEDIA (28)**

---

More music. (3)

---

More films. More music from that era.

---

More music from the time.

---

More music. Play "Abraham, Martin, and John".

---

More stuff on TV back then.

---

Another video. More of them would be great.

---

More on music.

---

No. More film of time.

---

Different forms of media good.

---

Video clips were favorite, good number, would like to see live clips of musicians. Liked layout.

---

Longer video clips.

---

More music. Groovier - oil and water projection on walls.

---

Equal space for RFK as with MLK. More audio of the music from 1968 - both traditional and rock and roll. Things behind screens hard to see.

---

A little bit more music. Maybe some food items.

---

All heaviness overall. Would like to see some humor/more sports, books, movies. More tearful than happy overall. Also directional arrow on floor so one could follow the months progression. Put month sign in more than one place. Style section kind of lost - so much there - audio connection would be helpful. Hard to see through the cloth gauze cover.

---

More in-depth on music, not just mainstream. Put 60s music played by local groups in auditorium as live show.

---

---

NYT books list of best sellers in 1968.

---

Name movies and TV programs on screen. Tilt flat panels with monthly chronologies so easier to read.

---

Add more Bob Dylan. In today's life, where are the protest songs like he wrote in 1968?

---

More Bob Dylan. Very good.

---

The song "Abraham, Martin, and John" would be a good addition. Unsupervised children not noticing or understanding.

---

Tricky thing - to access how heavy things were and then go to pop culture. That was a little trite - could have more on riots - lighter side lacking overall. Exhibit ending. Good location and topic to end on a more positive thing. Space.

---

More ways to expand. To go a little more in depth. Video loops longer.

---

Where was Alice's Restaurant - so much to figure out what was missing.

---

Get rid of Fonda. More fashion of normal people.

---

More of everything. More interactive for kids. Needs more from 'innocent' point of view. Record albums: all one genre. No acid rock or Woodstock. No Beatles, Doors, Monkees. Little more on space travel. Moon stuff.

---

---

#### **5% MORE INTERACTIVE (20)**

---

More interpretive knowledgeable staff to answer questions I had. Did Nixon win because of Wallace or in spite of him? Where did electoral votes go for Wallace?

---

More hands on things.

---

I liked interactive parts. Did not like static displays. Liked movement.

---

Quiz (interactive) about 1968, popular culture and fashion, etc.

---

More interactive things like the album covers.

---

Would like to have live concerts.

---

Reenactment of incidents. Vietnam veterans speak or MLK march participant. Activist presentations. Dress up like 60s.

---

It would have been great to have a player for the 45 records.

---

Have a dance area for participants in 60's music.

---

Would like 'hands on' for young people.

---

People wearing clothing of the times.

---

Viewmaster pictures but no Viewmaster. Like an interactive one to try out.

---

More interactive.

---

It might be helpful to have persons to answer questions.

---

Maybe somebody to be docent. Videos were good.

---

More opportunities for personal engagement.

---

More in-depth on music, not just mainstream. Put 60's music played by local groups in auditorium as live show.

---

---

More interactive, so kids can choose from various activities. Directions through months so you can walk thru in order.

---

A little more children activities.

---

Have yearbooks out from 1968. Dress up day. More interactive. More labels for things in display cases. Living room.

---

### **3% SOCIOPOLITICAL/CIVIL RIGHTS CONTENT (13)**

---

More of political background about war. Running of war. Politicians versus ground war.

---

More on women's rights.

---

The Vietnam War part had nothing from the North Vietnamese - a whole side was missing. I heard some say they were proud to be warriors and all they knew were to shoot back and those were enemies. I wanted to hear North say their experiences to see how answers were alike or different. Trash can of bras, curlers, women's magazines - I see what's expressed, but people dismiss women's movements due to trash. Women are trivialized by that trash can and historically. Only one can was set on fire and that was set up by a newsman. Women's movement came from civil rights but that wasn't clear from exhibit.

---

Does seem a little bit biased towards MN, especially political stuff. e.g., Highland Park High School. I hope people will not confuse Eugene with Joe McCarthy.

---

Equal space for RFK as with MLK. More audio of the music from 1968 - both traditional and rock and roll. Things behind screens hard to see.

---

Would like to have seen more about philosophical events of 1968 and more about Black Power.

---

Improves. Were there social or political parts - local interests?

---

1968, August. Gore Vidal, Wm. F. Buckley on TV. Historical inaccuracies - Students against Draft not established until 1979-80. Some records not released until after 1968. Include smoking ads from TV. Include a speech given by Robert Kennedy in northern Indiana after MLK assassination.

---

Add more Bob Dylan. In today's life, where are the protest songs like he wrote in 1968?

---

Spread out more due to crowding around storyboards. More about the Peace Corps. Was in the Peace Corps in 1968.

---

I still don't know motivation for Sirhan to kill RFK - not in the exhibit either. Household artifacts - I liked them all. Videos were good. Interactive album covers were fun. Music fascinating to teens.

---

MLK speech on the peoples march to broadcast in its totality.

---

More on 'headshops' and drugs - seems like it played a bigger part than was shown. Also the sexual revolution.

---

### **3% WAR AND VIOLENCE CONTENT (12)**

---

More about the Vietnam War.

---

One thing. Vietnam wall. The coffin with flag was a shock for people who lost loved ones.

---

More of political background about war. Running of war. Politicians versus ground war.

---

More info on Vietnam war, causes, issues.

---

---

The Vietnam War part had nothing from the North Vietnamese - a whole side was missing. I heard some say they were proud to be warriors and all they knew were to shoot back and those were enemies. I wanted to hear North say their experiences to see how answers were alike or different. Trash can of bras, curlers, women's magazines - I see what's expressed, but people dismiss women's movements due to trash. Women are trivialized by that trash can and historically. Only one can was set on fire and that was set up by a newsman. Women's movement came from civil rights but that wasn't clear from exhibit.

---

More yearbooks. More Vietnam war. Wishes more people had been asked to contribute stuff. Staff with yearbooks should be from 1968.

---

Riots section should be larger. Was on TV a lot at time.

---

Black Panthers. More on riots in Detroit following King assassination.

---

I still don't know motivation for Sirhan to kill RFK - not in the exhibit either. Household artifacts - I liked them all. Videos were good. Interactive album covers were fun. Music fascinating to teens.

---

Tricky thing - to access how heavy things were and then go to pop culture. That was a little trite - could have more on riots - lighter side lacking overall. Exhibit ending. Good location and topic to end on a more positive thing. Space.

---

On some photo exhibit. Some may be misleading. Not enough of story behind it, e.g., ex-Vietnam and Viet soldier who was shot. It needed more of it on a link or audio tape.

---

Not much on computer development and what was happening in that way. Could emphasize the fear and extent of the riots in so many cities and government response. Thinner screens or get rid of them. Big space program already on the way out. Government contracts drying up for future development. I was in space engineering program.

---

### **3% MORE ARTIFACTS (11)**

---

More of the antique stuff - clothes, etc.

---

Add Mumu dresses.

---

Scooters.

---

None. More toys. Were Hot Wheels invented in 1968?

---

More yearbooks. More Vietnam war. Wish more people had been asked to contribute stuff. Staff with yearbooks should be from 1968

---

Very copy heavy. Often hard to get close enough to read. Traffic flow could be better. More significant objects rather than reproductions.

---

More items and stories would be good.

---

More in depth items on display. Changes in society.

---

Add photo booth (old time) in front of exit panels. More on women's daily life. Maybe a dressing table with cosmetics, hairstyles.

---

Have yearbooks out from 1968. Dress up day. More interactive. More labels for things in display cases. Living room.

---

Add photos of inside of capsule and explanatory sign.

---

---

**2% MORE ACCESSIBLE TO YOUNGER GENERATION (7)**

---

More interactive so kids can choose from various activities. Directions through months so you can walk thru in order.

---

Greater exposure to children.

---

The song "Abraham, Martin, and John" would be a good addition. Unsupervised children not noticing or understanding.

---

Get young people. Not understand.

---

A little more children activities.

---

Chaos of kids. How to reach them?

---

More of everything. More interactive for kids. Needs more from 'innocent' point of view. Record albums: all one genre. No acid rock or Woodstock. No Beatles, Doors, Monkees. Little more on space travel. moon stuff.

---

---

**2% MORE DIVERSE/GLOBAL CONTENT (7)**

---

Nothing in exhibit had events outside U.S. More about Indian and Black traditions.

---

Fan of different views.

---

None. Add information about what was going on in the rest of the world at that time.

---

Not at the time. Possibly more global issues.

---

International element.

---

Does seem a little bit biased towards MN, especially political stuff. e.g., Highland Park High School. I hope people will not confuse Eugene with Joe McCarthy.

---

More of everything. More interactive for kids. Needs more from 'innocent' point of view. Record albums: all one genre. No acid rock or Woodstock. No Beatles, Doors, Monkees. Little more on space travel. Moon stuff.

---

---

**2% MORE MINNESOTA CONTENT (7)**

---

Would want local look on more exhibit.

---

Since it is in Minnesota, we would like to see more on ordinary life here during that time. More on Humphrey.

---

More firsthand interviews of people from MN. Anti-war marchers, etc.

---

Improves. Were there social or political parts - local interests?

---

Add more Bob Dylan. In today's life, where are the protest songs like he wrote in 1968?

---

More Bob Dylan. Very good.

---

Have yearbooks out from 1968. Dress up day. More interactive. More labels for things in display cases. Living room.

---

---

**2% CONTENT ACCURACY (6)**

---

No. Computer error on display - voting booth.

---

Barbie doll area of exhibit (left side doll) is not Barbie. She's Francie - Barbie's cousin.

---

The Hueys were there in 1965. The sign says 1967. They didn't have doors.

---

Fix letter 'C' in music exhibit.

---

1968. August. Gore Vidal, Wm. F. Buckley on TV. Historical inaccuracies - Students against Draft not established until 1979-80. Some records not released until after 1968. Include smoking ads from TV. Include a speech given by Robert Kennedy in northern Indiana after MLK assassination.

---

Hippies and counter culture - distinction between. Counter culture was 'do something useful' make things better. "Hair" caption is about hippies not counterculture.

---

---

**1% MORE CONTENT IN GENERAL (5)**

---

No. Maybe extend it.

---

Add more stuff - wanted it to go on. Scanty - needed more explanation and background on some stuff.

---

More items and stories would be good.

---

More ways to expand, to go a little more in depth. Video loops longer.

---

More of everything. More interactive for kids. Needs more from 'innocent' point of view. Record albums: all one genre. No acid rock or Woodstock. No Beatles, Doors, Monkees. Little more on space travel. Moon stuff.

---

---

**0% ADDITIONAL SEATING (4)**

---

Not really. Like the occasional seating. But more benches to sit down would be nice.

---

More seating around TV viewing area.

---

Places to sit good. Background noise is a metaphorical cacophony.

---

Hard to find month signs--some videos were fuzzy--silky screen veil--I did not like them. More videos needed. Enough chairs for today, but on a weekend?

---

---

**0% MORE DAILY LIFE (3)**

---

More everyday life.

---

More of the everyday living.

---

Add photo booth (old time) in front of exit panels. More on women's daily life. Maybe a dressing table with cosmetics, hairstyles.

---

---

**0% FOOD (3)**

---

Free chai tea.

---

Sample of food items.

---

A little bit more music. Maybe some food items.

---

---

**4% OTHER (16)**

---

Question: Odd the 1968 election part was confusing.

---

You could take any year and do this.

---

I was surprised by the elections booth - kids of MN don't know who HHH was, what a great man he was.

---

Interesting to see textbooks of that time.

---

Get the word out. Layout good.

---

Keep it in Cities longer - I just found out about it and I didn't see any ads or info. I was confused by the play - I thought it was the same as the exhibit.

---

1968 on entry wall higher so you can see over crowds. Free night is good.

---

Take down Fonda.

---

Get rid of Fonda. More fashion of normal people.

---

More of everything. More interactive for kids. Needs more from 'innocent' point of view. Record albums: all one genre. No acid rock or Woodstock. No Beatles, Doors, Monkees. Little more on space travel. Moon stuff.

---

More unifying themes could be added to exhibit.

---

Had good selection on music, but more about cars. More space to help with crowding.

---

Not much on computer development and what was happening in that way. Could emphasize the fear and extent of the riots in so many cities and government response. Thinner screens or get rid of them. Big space program already on the way out. Government contracts drying up for future development. I was in space engineering program.

---

Have yearbooks out from 1968. Dress up day. More interactive. More labels for things in display cases. Living room.

---

Brochure. Crib sheet for each month - key things. Hard time finding November.

---

Add photos of inside of capsule and explanatory sign.

---

---

**3% GENERAL POSITIVE COMMENTS (13)**

---

Liked the layout. Month to month. (2)

---

Helicopter fantastic. Little bit of everything. (2)

---

General comment about well-curated exhibits always holding something back. The 1968 exhibit is well curated.

---

Excellent.

---

Done very well.

---

So much to see.

---

Loved the Minnesota ties to the exhibit.

---

Wonderful asset.

---

Starting from January - I liked the set-up. Flow was good. Was circular.

---

It was compacted very well. Audio, visual, interactive.

---

Loved that all senses involved.

---