## **WDWGFH - Audience Feedback**

## **Discussion Guide**

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| **Topic area** | **Comments / Questions** | **Timing** |
| **Welcome** | • Welcome, thanks for taking the time to come to this discussion  • Introduce yourself - independent researcher commissioned by Hull 2017 and the University of Hull  • Explain there’s lot to get through and the group will last for no longer than 2 hours  • Explain it will be recorded to enable accurate reporting, though all comments will remain anonymous  • Remind everyone to speak up and not to interrupt each other  • Ask them to be honest and open – there are no right or wrong answers and it’s okay for them to disagree  • Refreshments / housekeeping, e.g. toilets, fire exit | 5 minutes |
| **Icebreaker** | **EXERCISE:** Give each group member one minute to state:   * Their first name; and * What do you remember most about Hull’s City of Culture year in 2017? | 10 minutes |
| **Motivation to Visit** | **Q:** Thinking about your first visit to WDWGFH, did you plan to visit or did you stumble across it?  **Q:** If you planned to visit, can you recall when you first heard about WDWGFH?  **Probe:** *Where did you hear about it?* ***Prompt:*** *Online, press, word of mouth…*  **Q:** Can you recall why you chose to visit it?  **Prompt*:*** *Curiosity / something about the way it was described, part of 2017 programme, knowledge of artist…*  **Q:** After visiting WDWGFH the first time, how many more times (if at all) did you re-visit?  **Q:** Thinking back to all your visits to WDWGFH, who did you go with? | 10 minutes |
| **Engagement with Hull’s Old Town** | **Q:** Prior to visiting WDWGFH, what was your previous experience of visiting Hull’s Old Town?  **Probes:**   * How frequently do you visit Hull’s Old Town? * What attractions within the Old Town have you visited? * What do you like about the Old Town? * What do you dislike about the Old Town? * How would you describe Hull’s Old Town to someone visiting for the first time? * Do you ever talk about Hull’s Old Town with friends and family? | 15 minutes |
| **Reaction to Specific Installations** | **Q**: Which installations did you see?  **Q:** Of the installations that you missed, why did you not see them?  **Probe:** Were you aware there were more, or did you choose not to see them?  **EXERCISE:** Show slideshow (assets available?)  **DISCUSSION:** Reflecting on each installation:   * What was your favourite installation of the ones you saw, and why? * What was your least favourite installation of the ones you saw, and why? * Can you recall how you felt looking at the installations you saw? | 20 minutes |
| **Personal Response to WDWGFH** | **Q:** Reflecting on WDWGFH, how would you describe it to someone else?  **Q**: What was good about?  **Q:** What was bad about it?  **Q:** Did WDWGFH make you see that part of Hull differently?  **Probe**: Which of the installations inspired this and why?  **Q:** In what way, if any, did your experience of WDWGFH change your opinion of Hull?  **Probe**: Which of the installations inspired this and why?  **Q:** In what ways, if any, do you feel WDWGFH contributed to Hull’s year as City of Culture? | 15 minutes |
| **Interpretation** | An onsite information board and in some cases, a leaflet, accompanied each installation:  **Q:** Do you recall seeing information boards or reading a leaflet at the installations you visited?  ***If yes***: What do you recall learning about the installation and / or Hull from these?  **Probe:** What new knowledge did you gain?  **Q**: Do you recall speaking to a Hull 2017 Volunteer at the installations you visited?  ***If yes***: What do you recall learning about the installation and / or Hull from them? **Probe:** What new knowledge did you gain?  **Q:** How do you prefer to find out about the artwork that you are viewing? Can you provide examples of other artworks you’ve seen and where the information provided about it was shared effectively? (or similar) | 15 minutes |
| **Response to the Question WDWGFH?** | **Q:** Did the installation make you consider the question Where Do We Go From Here?  **Probes**:   * What, exactly, inspired you to think about this? * Did anyone reflect on this question after they’d seen it?   **Q:** What did the question, ‘Where Do We Go From Here?’ mean to you? How did you interpret it?  **Q:** What is your answer to the question, ‘Where do We Go From Here?’  **Probe:** Who is responsible for making this vision happen?  **Q:** Did your WDWGFH experience make you think differently about Hull’s future? | 15 minutes |
| **Other comments** | **Q:** Is there anything else you would like to say about WDWGFH that hasn’t been covered? | 5 minutes |