

# Make Them Care, Parts 1 and 2

Resource Guide

## Books and Articles

Dilenschneider, Colleen. "Brain Wave Activity Reveals When Visitors Are Most Engaged with Exhibits (DATA)," <https://www.colleendilen.com/2018/01/17/brain-wave-activity-reveal-visitors-engaged-exhibits-data/>

Fudge, Robert. "What's the Big Idea?" in *Meaningful Interpretation*, David L. Larsen, ed. (Washington, DC: National Park Service, 2003)  
[http://www.nps.gov/history/history/online\\_books/eastern/meaningful\\_interpretation/mi2b.htm](http://www.nps.gov/history/history/online_books/eastern/meaningful_interpretation/mi2b.htm)

Ham, Sam. *Environmental Interpretation: A Practical Guide for People with Big Ideas and Small Budgets* (North American Press, 1993)

Jones, Dale. "Personal Connections and the Great Cosmic Soup," *History News* v.63, n.2 (Spring 2008): 14-18.

Leftridge, Alan. *Interpretive Writing* (Fort Collins, CO: InterpPress, 1996)  
*Especially good for writing mechanics (e.g., active vs. passive voice) and when to use creative devices such as alliteration and figurative language.*

McLean, Kathleen. *Planning for People in Museum Exhibitions* (Washington, DC: ASTC, 1993)  
*See Chapter 8, "Labels: The Exhibition Storytellers," in particular.*

**Serrell, Beverly. *Exhibit Labels: An Interpretive Approach* (Walnut Creek, CA: Alta Mira Press, 1996)  
*Widely used; contains valuable information about developing themes, audience considerations, appropriate reading levels, and recommended word counts and font sizes.***

Spock, Daniel. "A Practical Guide to Personal Connectivity," *History News* v.63, n.4 (Autumn 2008): 11-17.

Summers, John. *Creating Exhibits that Engage: A Manual for Museums and Historical Organizations* (Lanham, MD: Rowman & Littlefield, 2018).

Tilden, Freeman. *Interpreting Our Heritage*. (Chapel Hill, NC: University of North Carolina Press, 1957).

