

The Educational Value of Field Trips



**A RANDOM ASSIGNMENT
EVALUATION OF SCHOOL
VISITS TO AN ART MUSEUM**

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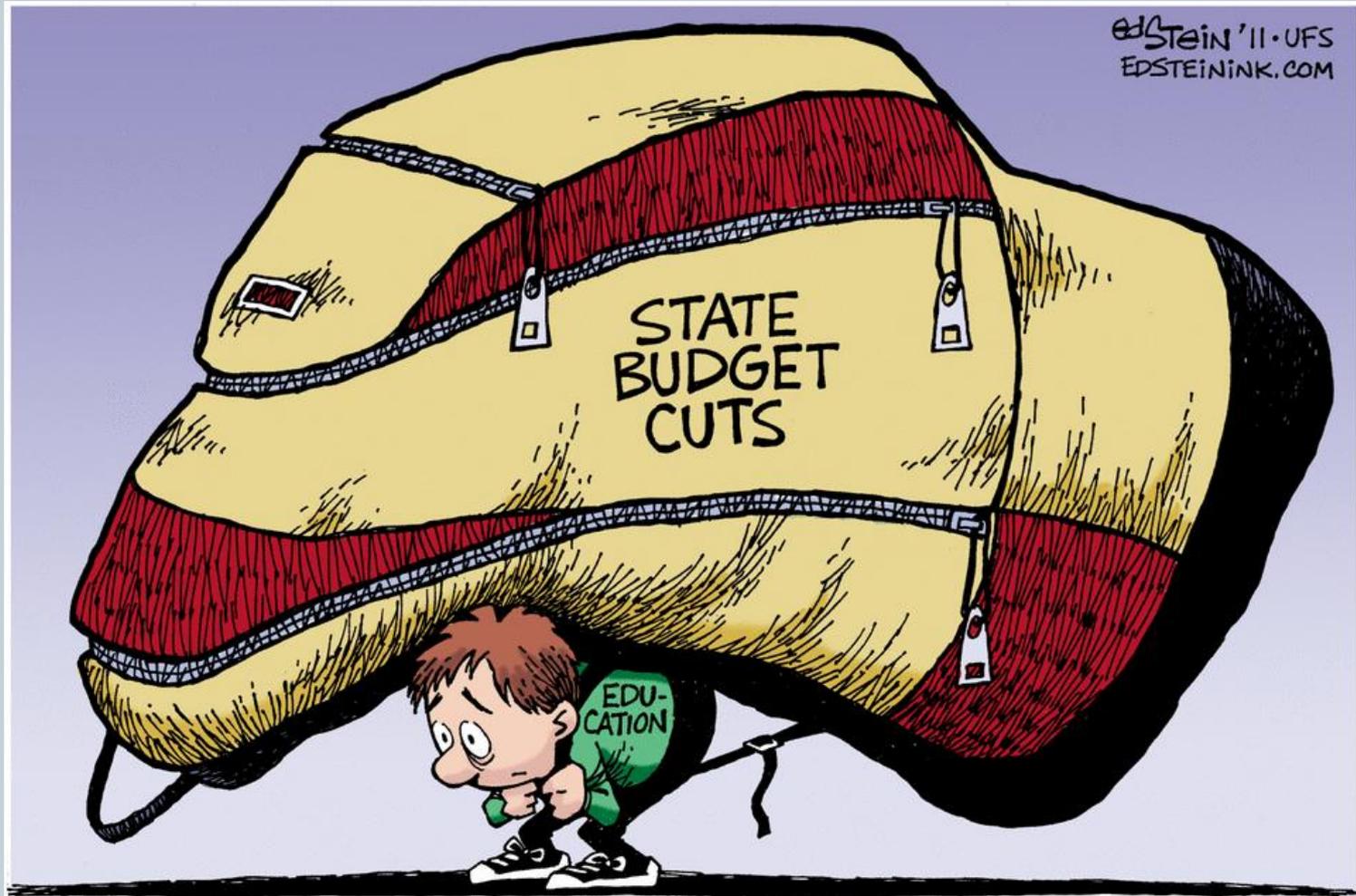
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Motivations for Research

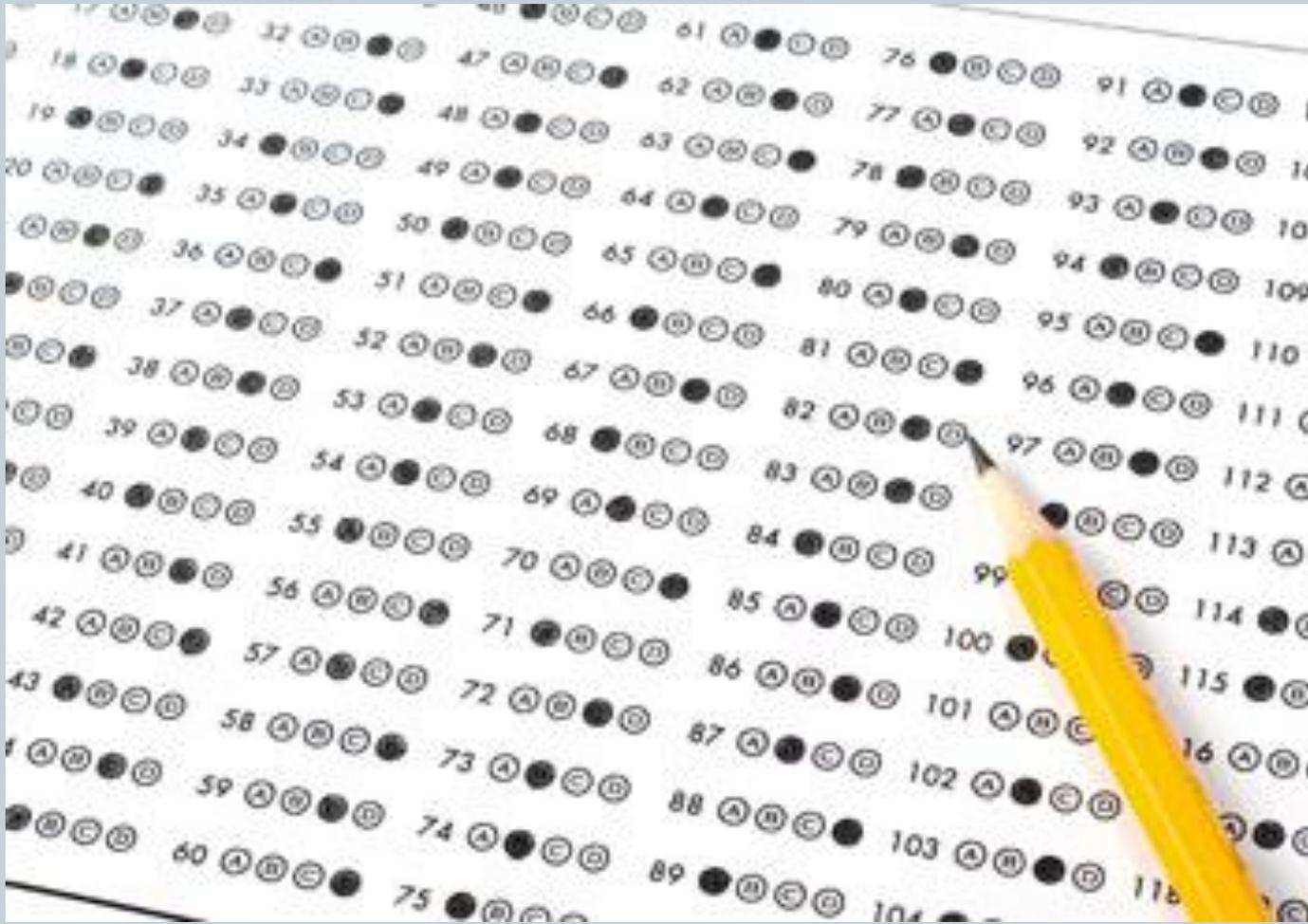


- Culturally enriching field trips have a long tradition in public education, but are recently in decline

Motivations for Research



Motivations for Research



Motivations for Research



Motivations for Research



- What is lost when enriching field trips are cut?
- Can we expand the measures of educational outcomes to capture the role of the arts and cultural institutions?

Crystal Bridges Museum of American Art



Study Overview



- The opening of Crystal Bridges presented a one of a kind opportunity to learn about the effects of school visits to an art museum:
 - Most area students had never been to an art museum
 - Heavy demand made random assignment possible
 - Random assignment is the “gold-standard” in evaluation research; clearly isolates causal impact

Study Overview



- In total, 525 K-12 school groups with 38,347 students applied
- Applicants were organized into matched pairs
 - Pairs randomly assigned to treatment and control
 - Pairs randomly ranked to fill available spots
- 95 applicants awarded tours (treatment group) and 95 applicants awarded deferred tours (control group)
- Data collected from 174 applicant groups (80 matched pairs) on average 3 weeks after tour

Enormous Effort



- 174 applicant groups
- 123 schools
- 11,973 miles driven
- 10,912 students surveyed
- 489 teachers surveyed
- 531,781 bits of data

Summary of Findings



- Students who won the lottery and received a school tour of Crystal Bridges are significantly more likely to:
 - Recall school visit themes
 - Demonstrate stronger critical thinking skills
 - Display higher tolerance
 - Exhibit greater historical empathy
 - Develop a taste for art museums and cultural institutions
- Benefits are generally significantly larger for disadvantaged students (minority, low-income, or rural schools)

Rural Schools



Rural Schools



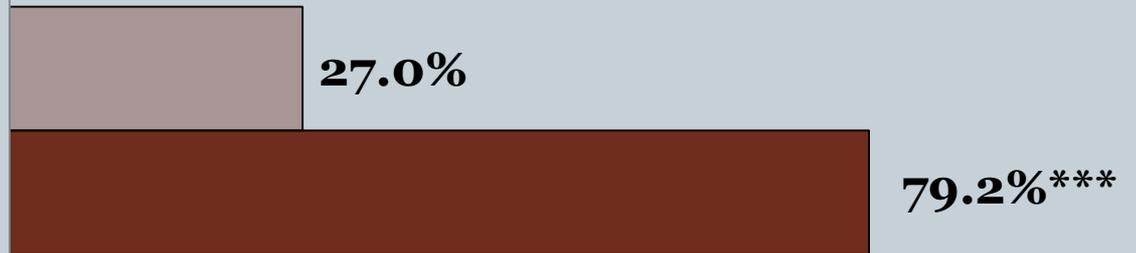
Rural Schools



Recalling Themes

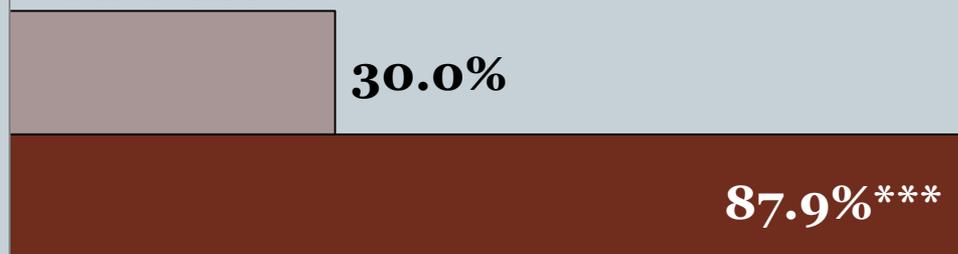


Why do you think this man is plowing under his crop rather than harvesting it?



C

Painting B is showing... abolitionists making maple syrup to undermine the sugar made from slave labor.



0% 20% 40% 60% 80% 100%

Control Treatment

Thinking Critically about Art



- What do you think is going on in this painting?
- What do you see that makes you think that?

- Scored on 7 Item Rubric
 - Observing
 - Interpreting
 - Evaluating
 - Associating
 - Problem Finding
 - Comparing
 - Flexible Thinking



Thinking Critically About Art



Group	Effect Size	Group	Effect Size
Full Sample	+9.1%**		
Smaller Towns	+33.4%***	Larger Towns	+2.5%
Higher Poverty	+17.9%***	Lower Poverty	-1.5%
Non-white	+18.3%***	White	+3.3%
First Visit	+16.6%***		

Tolerance



Survey items included in scale

People who disagree with my point of view bother me.

Artists whose work is critical of America should not be allowed to have their work shown in art museums.

I appreciate hearing views different from my own.

I think people can have different opinions about the same thing.

Tolerance



Group	Effect Size	Group	Effect Size
Full Sample	+6.8%**		
Smaller Towns	+13.3%***	Larger Towns	+2.8%
Higher Poverty	+9.2%**	Lower Poverty	+0.8%
First Visit	+4.0%		

Historical Empathy



Survey items included in scale

I have a good understanding of how early Americans thought and felt.

I can imagine what life was like for people 100 years ago.

When looking at a painting that shows people, I try to imagine what those people are thinking.

Historical Empathy



Group	Effect Size	Group	Effect Size
Full Sample	+5.9%**		
Smaller Towns	+15.0%***	Larger Towns	+0.2%
Higher Poverty	+4.6%	Lower Poverty	+7.6%
First Visit	+12.2%***		

Cultivating a Taste for Art Museums



Survey items included in scale

I plan to visit art museums when I am an adult.

I would tell my friends they should visit an art museum.

Trips to art museums are interesting.

Trips to art museums are fun.

Would your friend like to go to an art museum on a field trip?

Would you like more museums in your community?

How interested are you in visiting art museums?

If your friends or family wanted to go to an art museum, how interested would you be in going?

Cultivating a Taste for Art Museums



Group	Effect Size	Group	Effect Size
Full Sample	+8.0%**		
Smaller Towns	+22.4%***	Larger Towns	+1.6%
Higher Poverty	+11.0%***	Lower Poverty	+4.0%
Non-white	+10.0%***	White	+6.5%
First Visit	+16.8%***		

Behavioral Measure



	Treatment Observed Rate	Treatment Expected Rate	Treatment Effect
Total People	57.8%	48.8%	+9.0%***
Adults	58.0%	48.8%	+9.2%***
Students	57.4%	48.8%	+8.6%**



CrystalBridges.org

COUPON

The Hudson River School:
Nature and the American Vision

May 5 – September 3, 2012

Administration Use

ID:

ADULTS:

YOUTH:

Bring in this coupon for entry for the entire family to the exhibition
The Hudson River School: *Nature and the American Vision* and a postcard.

600 Museum Way, Bentonville, AR 72712 • 479.418.5700

Policy Implications



- Visits to cultural institutions have significant benefits for students.
- Policymakers need to ensure that schools have resources to take their students on tours of cultural institutions.
- School administrators need to decide to use their resources and time for these tours.
- Policymakers and school administrators need more and better information about these benefits. More rigorous research is needed.

How Impactful is Quality Research?



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GRAY MATTER

Art Makes You Smart



Alain Pilon

By BRIAN KISIDA, JAY P. GREENE and DANIEL H. BOWEN
Published: November 23, 2013

FOR many education advocates, the arts are a panacea: They

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How Impactful is Quality Research?



The screenshot shows a Facebook search results page for the query "art makes you smart". The browser's address bar shows the URL: <https://www.facebook.com/search/web/?q=art%20makes%20you%20smart&form=FBFASA&sid=0.4354609725996852&source=ta>. The search results are categorized under "Web". The first result is from NYTimes.com, titled "Art Makes You Smart - NYTimes.com - The New York Times", with the URL www.nytimes.com/2013/11/24/opinion/sunday/art-makes-you-smart.html. The article is dated Nov 23, 2013, and the snippet reads: "Museum visits increase test scores, generate social responsibility and increase appreciation of the **arts** by students." Below the snippet, two statistics are circled in red: "112,647 people like this" and "35,200 people shared this". The second result is from Parenting.com, titled "Why Art Makes Kids Smarter - Parenting.com", with the URL www.parenting.com/article/why-art-makes-kids-smarter. The snippet reads: "Think back to when **you** were in elementary school. In between tests and times tables. there were specials (and aptly named)." At the bottom of the page, there is a "Chat (13)" button. The Windows taskbar at the bottom shows the system tray with the date 1/11/2014 and time 6:58 PM, and the taskbar with icons for Internet Explorer, Google Chrome, and Photoshop.

Inbox (7,484) - briankiside x art makes you smart - Fac x

← → C H <https://www.facebook.com/search/web/?q=art%20makes%20you%20smart&form=FBFASA&sid=0.4354609725996852&source=ta> 🔍 ☆ ABP ☰

 art makes you smart

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[Art Makes You Smart - NYTimes.com - The New York Times](#)
www.nytimes.com/2013/11/24/opinion/sunday/art-makes-you-smart.html

Nov 23, 2013 · Museum visits increase test scores, generate social responsibility and increase appreciation of the **arts** by students.

👍 112,647 people like this ➦ 35,200 people shared this

[Why Art Makes Kids Smarter - Parenting.com](#)
www.parenting.com/article/why-art-makes-kids-smarter

Think back to when **you** were in elementary school. In between tests and times tables. there were specials (and aptly named.

 Chat (13)

Gray Matter Times S...JPG Show all downloads... x

6:58 PM 1/11/2014

Additional Info



- “Art Makes You Smart,” *The New York Times*, Sunday, Nov. 24, 2013
http://www.nytimes.com/2013/11/24/opinion/sunday/art-makes-you-smart.html?_r=0
- “The Educational Value of Field Trips,” *Education Next* Winter 2014.
<http://educationnext.org/the-educational-value-of-field-trips/>
- “Learning to Think Critically: A Visual Art Experiment,” *Educational Researcher*, Winter 2014
<http://edr.sagepub.com/content/early/2013/11/12/0013189X13512675.abstract>
- American Public Radioworks podcast “What Good Are Field Trips?”
<https://soundcloud.com/americanradioworks/american-radioworks-what-good>
- Questions?
- Contact bkisida@uark.edu