

Examining the Small History Museum's
Impact on Place Identity

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Abstract

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This study described the extent to which local history museums established place identity among museum members. Understanding the small history museum's role in shaping place identity could be beneficial to developing and sustaining museum audiences and could be vital to a museum's success. The intent was to establish whether local history museums were able to develop place identity among members of and subscribers to local history museums and historical societies who did not have strong relationships to those small institutions, as might be demonstrated by volunteer hours or employment. Prior research in large institutions demonstrated that museums were influential in developing a sense of identity among their communities. However, little was understood about how small institutions, particularly small history museums and historical societies, influenced place identity among members and subscribers. This research study used a case study methodology, examining three small history museums in Washington State. The design of this case study included survey and document analysis methodologies to examine place identity among museum members or subscribers. The findings revealed that small history museums fall in line with the results of prior research on larger institutions and their power to influence place identity. The results of this research study

supported that local history museums and historical societies impacted one's perception of self and that museum members identified closely with the places in which these institutions were located. Limitations of this case study included the availability of documents for analysis and the change in the sample from nonmember visitors to members due to the COVID-19 pandemic.

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Chapter 1: Introduction

Museology research demonstrates that museums have the power to create and shape place identity.¹ Especially in larger institutions, the literature has revealed that museums are able to develop place identity with their communities, particularly those with close ties to the institution, such as employees and volunteers.² However, little is understood about how small institutions, and in particular small history museums and historical societies, influence place identity among members and subscribers. Understanding the small history museum's role in shaping place identity can be beneficial to developing and sustaining museum audiences and could be vital to a museum's success.

¹ Katelyn L. Bolhofner, "Defining and Redefining American Indian Identity: an Examination of the Role of the Museum in Contemporary Ethnogenesis in the United States," *Museum and Society* 11, no. 3 (2013), <https://journals.le.ac.uk/ojs1/index.php/mas/article/view/237>.

Lin Chen, "The Performative space for city identity narrative: A case study of Suzhou Museum," *Communication and the Public* 2, no. 1 (2017), <https://doi.org/10.1177/2057047317695813>.

Brendan Griebel, "Building from the ground up: Reconstructing visions of community in Cambridge Bay, Nunavut," *Études/Inuit/Studies* 37, no. 1 (2013), www.jstor.org/stable/42870905.

Birgit Mersmann, "(Dis-)Embedding Museums: On the Creation of New Urban Museumscapes in Hong Kong and Seoul," *Museum Worlds* 3, no. 1 (2015), <https://doi.org/10.3167/armw.2015.030107>.

² Bernard J. Armada, "Place Politics: Material Transformation and Community Identity at the National Civil Rights Museum," *Journal of Black Studies* 40, no. 5 (2010), www.jstor.org/stable/40648612.

Morn Capper and Marc Scully, "Ancient objects with modern meanings: museums, volunteers, and the Anglo-Saxon 'Staffordshire Hoard' as a marker of twenty-first century regional identity," *Ethnic and Racial Studies* 39, no. 2 (2016), <https://doi.org/10.1080/01419870.2016.1105996>.

Nina Rinta-Porkkunen and Saija Ylitalo, "If we do not know our past, we have no future. The importance of a museum and a home district for local identity," *Nordisk Museologi*, no. 1 (2003), <https://doi.org/10.5617/nm.3398>.

Louise Ryan, "Re-branding Tasmania: MONA and the altering of local reputation and identity," *Tourist Studies* 16, no. 4 (2016), <https://doi.org/10.1177/1468797615618097>.

Amy Sodaro, "Memory, History, and Nostalgia in Berlin's Jewish Museum," *International Journal of Politics, Culture, and Society* 28, no. 1 (2013), www.jstor.org/stable/42636436.

This study described the extent to which local history museums established place identity among museum members. In focusing on members of and subscribers to the museum, the intent was to establish whether local history museums develop place identity among those who do not already have strong relationships to the museum, as might be demonstrated by volunteer hours or even employment.

Place identity as a concept has roots in the 1970s.³ In 1983, environmental psychologists Harold Proshansky, Abbe Fabian, and Robert Kaminoff published an extensive description of place identity, establishing it as a cognitive structure characterized by attitudes, values, thoughts, beliefs, meanings, and behavior tendencies.⁴ “It is best thought of as a potpourri of memories, conceptions, interpretations, ideas, and related feelings about specific physical setting as well as types of settings.”⁵ Though related, place identity is a separate concept from place attachment.⁶

The literature encompassing museums and place identity supports the notion that museums are able to function as a source of pride for the communities that they serve. These bodies of literature, namely museums and local identity and identity development, provide that museums are aware of their role in developing community bonds, and are known to make concerted efforts to cultivate local pride and identity.⁷ In addition to mending divisions and using

³ Harold M. Proshansky, Abbe K. Fabian and Robert Kaminoff, “Place-Identity: Physical World Socialization of the Self,” *Journal of Environmental Psychology* 3 (1983): 57-83, [https://doi.org/10.1016/S0272-4944\(83\)80021-8](https://doi.org/10.1016/S0272-4944(83)80021-8).

⁴ Ibid., 62.

⁵ Ibid., 60.

⁶ Ibid.

⁷ Armada, “Place Politics.”

Bolhofner, “Defining and Redefining American Indian Identity.”

Capper and Scully, “Ancient objects with modern meanings.”

Chen, “The Performative space for city identity narrative.”

Griebel, “Building from the ground up.”

museums as identity development tools, museums are able to replace or restore identity that is perceived as lost.⁸ A more extensive review of the literature surrounding museums and place identity follows in the literature review chapter of this research study.

This research study followed a case study methodology, studying place identity at the Southwest Seattle Historical Society's Log House Museum in Seattle, Washington, the Poulsbo Historical Society and Museums in Poulsbo, Washington, and the Westport South Beach Historical Society's Westport Maritime Museum in Westport, Washington. The design of this case study included survey and document analysis to examine place identity among museum members or subscribers. Survey participants were identified by the participating institutions and sent a hyperlink to the online survey hosted on the platform SurveyMonkey. The questionnaire consisted entirely of closed-ended questions. Document types analyzed for this research study included each institution's most recent annual report, quarterly newsletters from each institution, and institution websites. The guiding research questions for this study included:

1. To what extent are local history museums and historical societies linked to one's perception of place?
2. Do local history museums and historical societies impact one's perception of self?
3. To what extent do museum visitors identify with place?

Meghann E. Jack, "Our Home in Harlow': Building an Identity of Place at a Local History Museum," *Material Culture Review / Revue de la Culture Matérielle* 73, (2011), <https://journals.lib.unb.ca/index.php/MCR/article/view/19617>.

Mersmann, "(Dis-)Embedding Museums."

Rinta-Porkkunen and Ylitalo, "If we do not know our past, we have no future."

Ryan, "Re-branding Tasmania."

⁸ Capper and Scully, "Ancient objects with modern meanings."

Griebel, "Building from the ground up."

Sodaro, "Memory, History, and Nostalgia."

These questions were used to develop the questionnaire administered in this study and to inform the document analysis of these museums.

Chapter 2: Literature Review

Overview

For the purposes of this research study, this literature review will focus on the following bodies of literature: the differentiation between place identity and place attachment, place identity and nonresidential places, museums as a source of pride, museums consciously developing identity, and museums restoring and replacing lost identity. The place identity literature included in this review establishes the framework through which this research study will be conducted. Each body of museum and identity literature introduces a concept broadly, with specific examples provided. These five bodies of literature discuss both the definition of place identity and how museums influence and shape identity. Each body is a subset of a broader body of literature relating to place identity and museums.

Differentiating place identity and attachment

The concepts of place identity, place attachment, and sense of place are broad and difficult to define.⁹ For decades, environmental psychologists have debated how these concepts relate to each other.¹⁰ Even the concept of place itself is difficult to define; the word is part of the basic English lexicon, but as a concept it is simultaneously simple and complex.¹¹ In his 2015 book *Place: An Introduction*, Tim Cresswell illustrates that place is not just a thing in the world but a way of understanding and experiencing the world in order to give it meaning.¹²

⁹ Tim Cresswell, *Place: An Introduction* (Malden, MA: John Wiley & Sons Ltd, 2015), 7, <https://ebookcentral.proquest.com/lib/washington/detail.action?docID=1780033>.

Lynne Manzo, "Beyond house and haven: toward a revisioning of emotional relationships with places" *Journal of Environmental Psychology* 23 (2003): 47-61, [https://doi.org/10.1016/S0272-4944\(02\)00074-9](https://doi.org/10.1016/S0272-4944(02)00074-9).

Proshansky, Fabian and Kaminoff, "Place-Identity."

¹⁰ Manzo, "Beyond house and haven," 47.

¹¹ Cresswell, *Place: An Introduction*, 7.

¹² *Ibid.*, 18-19.

Place attachment and place identity are two related concepts that merit differentiation. “Place attachment describes the emotional bonds individuals feel with a place, including the extent to which that place is a part of their self-concept (place identity) and to what extent the place is valued above others, especially for the functionality that it affords.”¹³ Place identity, meanwhile, “is a sub-structure of the self-identity of the person consisting of, broadly conceived, cognitions about the physical world in which the individual lives.”¹⁴

In 1983, environmental psychologists Harold Proshansky, Abbe Fabian, and Robert Kaminoff published an extensive article providing a complete definition of place identity.¹⁵ According to Proshansky, Fabian, and Kaminoff, “[place identity] is best thought of as a potpourri of memories, conceptions, interpretations, ideas, and related feelings about specific physical settings as well as types of settings.”¹⁶ In this way, “‘place-identity’ is a complex cognitive structure which is characterized by a host of attitudes, values, thoughts, beliefs, meanings and behavior tendencies that go well beyond just emotional attachments and belonging to particular places.”¹⁷

Place identity is not static, and as a structure will be modified the course of one’s lifetime.¹⁸ “Even the most enduring cognitive components of place-identity will change to some degree over the length of the lifecycle.”¹⁹ Interpersonal relationships are also important

¹³ Eleanor Ratcliffe and Kalevi M. Korpela, “Time- and Self-Related Memories Predict Restorative Perceptions of Favorite Places Via Place Identity,” *Environment and Behavior* 50, no. 6 (2018): 692, <https://doi-org.offcampus.lib.washington.edu/10.1177/0013916517712002>.

¹⁴ Proshansky, Fabian and Kaminoff, “Place-Identity,” 59.

¹⁵ Ibid.

¹⁶ Ibid., 60.

¹⁷ Ibid., 62.

¹⁸ Ibid. 60.

Manzo, “For better or worse: Exploring multiple dimensions of place meaning,” *Journal of Environmental Psychology* 25 (2005): 83, <https://doi.org/10.1016/j.jenvp.2005.01.002>.

¹⁹ Proshansky, Fabian and Kaminoff, “Place-Identity,” 65.

components in shaping the place identity of a person.²⁰ Importantly, place identity is an unconscious cognitive structure. “The individual is generally not aware of the variety of memories, feelings, values, and preferences that subsume and influence his responses to the physical world.”²¹

Place identity and nonresidential places

Early place identity research placed emphasis on the residence and the immediate community, with relatively little focus on nonresidential places, despite the fact that people do form attachments to places outside of their local neighborhood.²² In 2005, environmental psychologist Lynne Manzo published a study exploring the emotional relationships people had to place, including which types of places individuals felt attached to.²³ In her study, “no one mentioned only residential places when describing important and meaningful places. However, almost half (48%) of participants discussed nonresidential spaces or larger geographic areas exclusively when describing the significant places of their lives.”²⁴

These places are not significant on their own. “It is not simply the places themselves that are significant, but rather what can be called ‘experience-in-place’ that creates meaning.”²⁵ In Manzo’s interviews, “participants felt it was very important to have places where they could be themselves and explore who they are.”²⁶ Furthermore, the places which people found meaningful to them were ordinary places that were “routine, experienced in everyday life.”²⁷ “People’s

²⁰ Ibid.

²¹ Ibid., 64.

²² Manzo, “For better or worse,” 69.

Manzo, “Beyond house and haven,” 50.

²³ Manzo, “For better or worse.”

²⁴ Ibid., 74.

²⁵ Ibid.

²⁶ Ibid., 75.

²⁷ Ibid., 82.

experiences of places remain with them over time, either through memories of places from their past, or through repeated use of the same places over time.”²⁸ However, even places that people identify as meaningful vary in their importance. Manzo noted that “most participants (93%) described feeling ambivalent about at least one of the places they identified as particularly meaningful in their life, suggesting that ambivalence might be more the rule than the exception.”²⁹

Memory is closely associated with place, and is both personal and social.³⁰ In *Place: An Introduction*, Tim Cresswell states that the complicated nature of the experience of place makes it an effective tool in the (re)production of memory.³¹ The ability of a place to make the past come to life contribute to the production of social memory.³²

Museums as a source of pride

The literature surrounding museums and identity supports the notion that museums are able to function as a source of pride for the communities that they serve.³³ As illustrated in various cases around the world, museums and the collections that they hold in the public trust have the power to both create a sense of pride among residents and restore pride that has been

Cresswell, *Place: An Introduction*, 116.

²⁸ Manzo, “For better or worse,” 78.

²⁹ *Ibid.*, 74.

³⁰ Cresswell, *Place: An Introduction*, 120.

³¹ *Ibid.*

³² *Ibid.*, 122.

³³ Armada, “Place Politics.”

Capper and Scully, “Ancient objects with modern meanings.”

Jack, “Our Home in Harlow.”

Rinta-Porkkunen and Ylitalo, “If we do not know our past, we have no future.”

Ryan, “Re-branding Tasmania.”

lost. This perception of local pride in turn creates a sense of ownership among locals and can even result in a self-perceived elevation of the community's status.³⁴

The Museum of Old and New Art (MONA) in Hobart, Tasmania, Australia is an atypical and sometimes controversial museum in a relatively conservative community.³⁵ The museum has risen to prominence over its unusual art exhibits and events.³⁶ However, rather than rejecting MONA, the conservative local community has embraced the institution and adopted it as part of its identity:

In terms of Tasmanian identity, many believe the most significant effort of MONA may be psychological: 'I think it is changing how Tasmanians see themselves and their world . . . it is liberating.' According to Timms, 'Tasmanians had a self-image problem. They had assumed, right from the beginning of their history, that important things happened elsewhere. MONA makes people realize that what they do matters, and is admired by others.'³⁷

In the case of MONA, simply the presence of a renowned institution was enough to generate local pride among Tasmanians in Hobart. However, that is not to say that residents do not participate in or approve of museum activities; this sense of pride over the institution extends to events hosted by the museum as well. "Empirical data reveals that 79% of Tasmanians interviewed who attended the winter festival felt 'pride and ownership.'³⁸

At the National Civil Rights Museum (NCRM) in Memphis, Tennessee, the museum functioned in a way that changed how residents perceived their identity. The NCRM is located in the former Lorraine Motel, infamously known as the site of Dr. Martin Luther King, Jr.'s assassination in 1968. This site has been a sacred location to the African American community

³⁴ Capper and Scully, "Ancient objects with modern meanings."

Jack, "Our Home in Harlow."

³⁵ Ryan, "Re-branding Tasmania."

³⁶ Ibid.

³⁷ Ibid., 433.

³⁸ Ibid., 438.

and the civil rights movement for decades. “By designating the Lorraine Motel’s balcony as sacred immediately following King’s death, the motel’s owner redefined the site and established the conditions for its eventual transformation from a place of shame to one of pride within which African Americans and other Memphis citizens could find an enhanced sense of selfhood.”³⁹ However, after decades of neglect, community members came to view the motel as a “rundown eyesore.”⁴⁰ Thanks to a grassroots movement led by community members, the NCRM opened in 1991. “The transformation of the Lorraine Motel into the NCRM helped change Memphis’s downtown identity into one of material prosperity, aesthetic pride, and urban progress, though one’s definition of progress in this case is a matter of one’s racial and economic standpoint.”⁴¹ By redefining the space, the NCRM became a defining symbol of pride in Memphis for both African Americans and the broader community.⁴²

Museums consciously developing identity

Museums are aware of their role in developing community bonds and are known to make concerted efforts to cultivate local pride and identity.⁴³ In this regard, museums may have different motivations for developing identity. Some institutions strive to develop identity by mending perceived divisions between diverging local groups.⁴⁴ In other instances, museums are

³⁹ Armada, “Place Politics,” 912.

⁴⁰ Ibid., 908.

⁴¹ Ibid., 909.

⁴² Ibid., 908.

⁴³ Bolhofner, “Defining and Redefining American Indian Identity.”

Chen, “The Performative space for city identity narrative.”

Griebel, “Building from the ground up.”

Jack, “Our Home in Harlow.”

Mersmann, “(Dis-)Embedding Museums.”

⁴⁴ Jack, “Our Home in Harlow.”

Griebel, “Building from the ground up.”

wielded as tools by cities for cultivating identity where city leaders feel it is threatened or lacking.⁴⁵

The Museum of Harlow is one such institution that consciously strives to cultivate a sense of pride and identity. The town of Harlow was founded during an industrial boom shortly after the Second World War and is adjacent to a much older agricultural village with the same name. As a result of its relatively late foundation, there is a perception that the town itself is lacking in culture and history.⁴⁶ The museum uses tactics like invoking local memory and nostalgia in an attempt to “counteract some of the negative perceptions that surround Harlow and its status as a new town, which, because of its working class underpinnings and modernist structure, is perceived to be coarse, concrete, and history/culture-less.”⁴⁷ Museum staff assert that the mere existence of the Museum of Harlow also lends legitimacy to the relatively new community as a home: “The Museum of Harlow itself has become a part of the Harlow community, asserting by its very presence within the town that Harlow is a place that values history and community.”⁴⁸

In East Asia, the governments of both Seoul and Hong Kong have employed city planning strategies that emphasize the role of their museums, the Museum for Modern and Contemporary Art and M+, respectively.⁴⁹ These cities, and others like them around the world, felt that their rapidly growing urban areas lacked a sense of identity, or were losing their identity as a result of the influx of new residents coming from other parts of the country or even the

⁴⁵ Bolhofner, “Defining and Redefining American Indian Identity.”

Chen, “Performative space for city identity narrative.”

Mersmann, “(Dis-)Embedding Museums.”

⁴⁶ Jack, “Our Home in Harlow.”

⁴⁷ Ibid., 42.

⁴⁸ Ibid.

⁴⁹ Mersmann, “(Dis-)Embedding Museums.”

globe.⁵⁰ By investing in their museums, both Hong Kong and Seoul hoped to retain and cultivate local identity and culture. Officials in Seoul hoped that the new branch of the Museum for Modern and Contemporary Art would become a “cultural power plant” for their city.⁵¹ Cities can use museums to accumulate cultural capital, thereby elevating their status on a global scale and securing economic and political prowess for the future.⁵²

Museums restoring and replacing lost identity

In addition to mending divisions and using museums as identity development tools, museums are able to replace or restore identity that is perceived as lost.⁵³ Institutions collaborate with communities to address needs pertaining to disappearing cultural practices, values, and overall identity, sometimes shifting the focus of a project in the process.⁵⁴ Museums also restore local identity with their collections, fostering psychological ties between collections and local industries.⁵⁵

In Cambridge Bay, Nunavut, Canada, members of the local Inuit community and researchers worked together to create a museum exhibit consisting of a structure inspired by archaeological findings.⁵⁶ This structure, which traditionally operated as a communal gathering house, was intended to function much as it had in the past. However, after continuously working with community representatives, the project took a different functional form to address the needs

⁵⁰ Ibid.

⁵¹ Ibid., 96.

⁵² Ibid., 87.

⁵³ Capper and Scully, “Ancient objects with modern meanings.”

Griebel, “Building from the ground up.”

Sodaro, “Memory, History, and Nostalgia.”

⁵⁴ Griebel, “Building from the ground up.”

Sodaro, “Memory, History, and Nostalgia.”

⁵⁵ Capper and Scully, “Ancient objects with modern meanings.”

⁵⁶ Griebel, “Building from the ground up.”

of modern users; like the original function of these gathering houses, the community in Cambridge Bay felt their cultural identity was disappearing over time due to a generational disconnect.⁵⁷ The project evolved in such a way that it would foster intergenerational connections in order to perpetuate values and ways of life.⁵⁸ This ultimately resulted in a cinema of sorts, a space for collective performance, storytelling, dancing, and entertainment across generations.⁵⁹

When the Staffordshire Hoard, a vast collection of Anglo-Saxon artifacts, was discovered in 2009, it came at a time when local pride in Staffordshire had diminished as a result of a lost industry.⁶⁰ For decades, Staffordshire was known for its abundance of potteries. However, many of these kilns closed in recent years due to climate protection initiatives.⁶¹ The resulting loss in industry prompted what some interpreted as a loss of working identity among residents.⁶² Pieces from the Staffordshire Hoard collection have been on display at the Potteries Museum and Art Gallery in Stoke-on-Trent since February 2010, and have been tremendously popular among visitors.⁶³ During interviews with researchers, volunteers at the Potteries Museum and Art Gallery made a connection between the Hoard and the loss of the pottery industry:

[One volunteer] explicitly links the local pride engendered by the discovery of the Hoard and the blow to pride caused by the loss of local industry. The acquisition of the Hoard thereby becomes not just a means of redressing lost knowledge of the ‘Dark Ages,’ but also the more recent loss of prominent markers of identity associated with the pottery industry.⁶⁴

⁵⁷ Ibid., 10.

⁵⁸ Ibid., 19.

⁵⁹ Ibid., 24.

⁶⁰ Capper and Scully, “Ancient objects with modern meanings,” 191.

⁶¹ Ibid.

⁶² Ibid.

⁶³ Ibid., 185.

⁶⁴ Ibid., 191.

Because of the lost pottery industry, residents in Staffordshire felt a sense of marginalization from the rest of the country. Volunteers at the Potteries Museum and Art Gallery identify the Hoard as a “means of addressing the perceived marginalization of Staffordshire.”⁶⁵ The discovery of the Hoard and its subsequent display at the Potteries Museum and Art Gallery restored a sense of pride among residents that had been lost after the disappearance of the pottery industry. Locals may also identify with the Hoard specifically due to the craftsmanship associated with the artifacts’ origins.⁶⁶ Because of the Staffordshire Hoard’s prominence and its relationship to craft, residents in Stoke-on-Trent and the greater Staffordshire region felt a sense of pride and elevation of status as a result of its discovery and display.⁶⁷ “The Hoard is thus incorporated into narratives of community pride associated with the pottery industry, as well as a potential point of celebration to counteract the trauma associated with its loss.”⁶⁸

Summary

For the purposes of this research study, this literature review focused on the following bodies of literature: the differentiation between place identity and place attachment, place identity and nonresidential places, museums as a source of pride, museums consciously developing identity, and museums restoring and replacing lost identity. The place identity literature included in this review established the framework through which this research study will be conducted. The literature surrounding these concepts supports the idea that museums are a source of pride for their communities.⁶⁹ This perception of local pride also creates a sense of

⁶⁵ Ibid., 189.

⁶⁶ Ibid., 193.

⁶⁷ Ibid., 191.

⁶⁸ Ibid.

⁶⁹ Armada, “Place Politics.”

Capper and Scully, “Ancient objects with modern meanings.”

Jack, “Our Home in Harlow.”

ownership among locals, and can even result in a self-perceived elevation of the community's status.⁷⁰ Museums are known to make concerted efforts to cultivate local pride and identity.⁷¹ Some institutions strive to develop identity by mending perceived divisions between diverging local groups.⁷² In other instances, museums are used as tools by cities for cultivating identity where city leaders feel it is threatened or lacking.⁷³ Additionally, museums are able to replace or restore identity that is perceived as lost.⁷⁴ While this is just a subset of the broader body of literature pertaining to museums and place identity, this selection of literature is indicative of the power that museums wield in developing a sense of identity among their communities.

Rinta-Porkkunen and Ylitalo, "If we do not know our past, we have no future."

Ryan, "Re-branding Tasmania."

⁷⁰ Capper and Scully, "Ancient objects with modern meanings."

Jack, "Our Home in Harlow."

⁷¹ Bolhofner, "Defining and Redefining American Indian Identity."

Chen, "The performative space for city identity narrative."

Griebel, "Building from the ground up."

Jack, "Our Home in Harlow."

Mersmann, "(Dis-)Embedding Museums."

⁷² Jack, "Our Home in Harlow."

Griebel, "Building from the ground up."

⁷³ Bolhofner, "Defining and Redefining American Indian Identity."

Chen, "The performative space for city identity narrative."

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⁷⁴ Capper and Scully, "Ancient objects with modern meanings."

Griebel, "Building from the ground up."

Sodaro, "Memory, History, and Nostalgia."

Chapter 3: Methods

This study described the extent to which local history museums established place identity among museum members. This research study used a case study methodology. The design of this case study included survey and document analysis to examine place identity among museum members or subscribers. Survey participants were identified by the participating institutions and sent a hyperlink to the online survey hosted on the platform SurveyMonkey. The questionnaire consisted entirely of closed-ended questions. Documents analyzed for this research study included each institution's most recent annual report, quarterly newsletters from each institution, and public-facing websites. The guiding research questions for this study included:

1. To what extent are local history museums and historical societies linked to one's perception of place?
2. Do local history museums and historical societies impact one's perception of self?
3. To what extent do museum visitors identify with place?

These questions were used to develop the questionnaire administered in this study and to inform the document analysis of these museums.

Methodology approach and framing

The first method used to collect data was a survey, which was distributed to museum members of the three participating institutions. Because place identity is a multi-faceted and complex concept, the survey questions were designed to address the characteristics included in the 1983 definition established by Harold Proshansky, Abbe Fabian, and Robert Kaminoff.⁷⁵ Using this study's research questions as a guideline, the survey was divided into three sections. Each section was designed to examine the relationship between either museums and place,

⁷⁵ Proshansky, Fabian and Kaminoff, "Place-Identity," 62.

museums and people, or place and people. By triangulating the survey in this way, the intent was to pinpoint how museum members perceived the relationship between these three independent bodies.

The second method of this case study was document analysis. In order to ensure consistency throughout the study, the same documents or types of documents were analyzed from each institution. Due to the variation, public-facing nature, and availability of these documents, the following were selected for analysis:

1. Quarterly newsletters dating back one calendar year
2. Annual reports
3. Museum websites, including about us and membership/support pages.

Each of these documents are intended to communicate the focus and activities of the museum, and therefore are appropriate subjects for analysis in this study. These documents are also typically publicly accessible and universally available across institutions.

Sampling

This case study focused specifically on small history institutions. Defining a small history institution may be subjective, but according to the American Association of State and Local History, common traits of small history museums and like institutions include an annual budget of less than \$250,000, small staff with multiple responsibilities, and the use of volunteers to perform key staff functions.⁷⁶ In the Pacific Northwest and in Washington State in particular, there are many such institutions. This study selected institutions that fell within this greater geographic region. Case study sites were selected according to the following criteria:

⁷⁶ “Small Museums,” American Association for State and Local History, accessed April 9, 2020, <https://aaslh.org/resources/affinity-communities/smallmuseums/>.

1. Institutions must be small and history oriented.
2. Institutions must be based in the same geographic region (Washington State).
3. Institutions must have members or subscribers.

The museums chosen to participate in this case study were the Southwest Seattle Historical Society's Log House Museum, the Poulsbo Historical Society and Museums, and the Westport South Beach Historical Society's Westport Maritime Museum. These institutions were contacted and agreed to participate in the study in March 2020.

Each participating institution agreed to distribute the online survey electronically with its members by email or social media. The museums received the hyperlinks to the member surveys at the end of March 2020, and these surveys all closed on April 10, 2020.

Survey instrument and protocol

The research instrument found in Appendix A is a questionnaire which was executed on the online survey platform SurveyMonkey. Three total surveys were hosted on SurveyMonkey, one for each of the participating institutions. The phrasing "this place" in the instrument was altered for each institution for ease of understanding. For example, instead of seeing the phrase "the museum is a gathering spot of this place," survey takers from the Westport Maritime Museum saw "the museum is a gathering spot of Westport."

Document analysis procedure

The document analysis component of this case study was conducted independently of the member survey. In this research study, document analysis followed a qualitative approach. Major themes and trends were identified in the documents using a standard emergent coding method. The documents included for analysis in this case study included annual reports, quarterly newsletters, and museum webpages. More specifically, the membership or support webpage for

each institution was analyzed as part of this study. The Westport Maritime Museum does not produce an annual report, and as a result was not included in that portion of the document analysis.

The procedures for document analysis in this research study began with a full reading of each document. The documents were then grouped by type: annual report, newsletters, and webpages. Each group of documents was then analyzed in depth, using the three guiding research questions to inform the types of data being annotated. These annotations were also informed by Proshansky, Fabian, and Kaminoff's definition of place identity.⁷⁷ Each document was read in full for a second time, this time with notes and annotations identifying larger themes presented by the content of each document. These themes then were recorded, grouped, and condensed into broader overarching themes for analysis.

Limitations

This study was limited by the availability of documents for analysis. This study was also limited by global circumstances. The Westport Maritime Museum does not produce an annual report, and therefore could not be included in that part of the document analysis. The original scope of this research paper was nonmember visitors to small history museums and historical societies. However, this plan was adjusted due to the novel coronavirus COVID-19 pandemic. On March 23, 2020, Washington Governor Jay Inslee issued a stay home order mandating the temporary closure of all nonessential businesses, including museums.⁷⁸ As such, this study

⁷⁷ Proshansky, Fabian and Kaminoff, "Place-Identity," 62.

⁷⁸ Jim Brunner and Daniel Beekman, "Inslee orders Washingtonians to stay at home to slow spread of coronavirus," *The Seattle Times*, March 23, 2020, <https://www.seattletimes.com/seattle-news/inslee-to-hold-televised-address-monday-evening-to-announce-enhanced-strategies-on-covid-19/>.

migrated from an in-person survey format to an online format, and the scope was changed from nonmember visitors to members and subscribers to allow the study to logistically continue.

Chapter 4: Analysis and Discussion

This study described the extent to which local history museums established place identity among museum members. This research study followed a case study methodology. The design of this case study included survey and document analysis to examine place identity among museum members or subscribers. Documents analyzed for this research study included each institution's most recent annual report, quarterly newsletters from each institution, and public-facing websites. This chapter summarizes the data collected from the surveys and documents and concludes by discussing the data and comparing the results.

Case study sites

The Log House Museum is located in Seattle, Washington, and is operated by the Southwest Seattle Historical Society. The Southwest Seattle Historical Society was founded in 1984 and is an organization dedicated to “historic preservation, heritage education, and community service for the Duwamish peninsula, including West Seattle and White Center.”⁷⁹ The society's mission is “to promote local heritage through education, preservation and advocacy.”⁸⁰ The Log House Museum opened in November 1997 in a log building that formerly functioned as a carriage house. Membership to the Southwest Seattle Historical Society is donation-based, with minimum donations starting at \$20 and reaching up to \$1,000.⁸¹

⁷⁹ “About Us,” Log House Museum, accessed April 23, 2020, <https://www.loghousemuseum.org/about/>.

⁸⁰ “Southwest Seattle Historical Society (Contact),” Washington Museum Association, accessed April 23, 2020, <https://washingtonmuseumassociation.org/museum-directory/#!/biz/id/52e1e7b1316de60f4aa38e64>.

⁸¹ “Get Involved,” Log House Museum, accessed April 23, 2020, <https://www.loghousemuseum.org/get-involved/>.

The Poulsbo Historical Society was founded in 1991 and operates three museum sites including the Heritage Museum, the Maritime Museum, and the Martinson Cabin.⁸² All of these museums are located in Poulsbo, a town on Washington state's Kitsap Peninsula. The society's mission is "to record, preserve, and exhibit the history and culture of Poulsbo and the North Kitsap area."⁸³ Membership dues for the Poulsbo Historical Society and Museums range from \$25 for individual memberships to \$500 for corporate memberships.⁸⁴

The Westport Maritime Museum is operated by the Westport South Beach Historical Society. Formed in 1984, the society's mission is "to educate and interpret the maritime history of our coastal community and to advocate for the preservation of our local historic structures."⁸⁵ In the same year as its founding, the society received possession of the former US Coast Guard station from the City of Westport.⁸⁶ Annual memberships to the Westport South Beach Historical Society range from \$20 to \$1,000.⁸⁷

Procedures

The surveys for this case study were hosted on the online survey platform SurveyMonkey. For the purposes of this case study, each museum received a survey specific to that site. Because the scope of this study is specific to museum members, survey results were filtered to exclude those who were not members or subscribers to the institution. Results were

⁸² "History of PHS," Poulsbo Historical Society & Museums, accessed April 23, 2020, <http://poulsbohistory.com/history-of-phs/>.

⁸³ "About PHS," Poulsbo Historical Society & Museums, accessed April 23, 2020, <http://poulsbohistory.com/about/>.

⁸⁴ "Join Poulsbo Historical Society," Poulsbo Historical Society & Museums, accessed April 23, 2020, <http://poulsbohistory.com/join-poulsbo-historical-society/>.

⁸⁵ "Our Story," Westport South Beach Historical Society, accessed April 23, 2020, <https://www.wsbhs.org/about>.

⁸⁶ Ibid.

⁸⁷ "Join Us," Westport South Beach Historical Society, accessed April 23, 2020, <https://www.wsbhs.org/joinus>.

then analyzed question by question across the three surveys, one from each research site. Because the survey sections were designed to examine the relationship between museum, people, and place, this study selectively used cross tabulation analysis to deepen the understanding of these relationships.

Document analysis was conducted independently of the member survey. The document analysis component of this case study followed a qualitative approach and used emerging coding methods to identify themes in the documents. Following the conclusion of the document analysis and survey, results were discussed independently and then compared with each other.

Survey results

The survey component of this case study was designed to align with the three guiding research questions as follows:

1. To what extent are local history museums and historical societies linked to one's perception of place?
2. Do local history museums and historical societies impact one's perception of self?
3. To what extent do museum visitors identify with place?

Each of these guiding questions prompted nine to ten survey questions. These were grouped according to the question they corresponded to, and were placed into the following sections:

1. Museums and Place
2. Museums and People
3. People and Place

The questions in each section aimed to address the relationship between these three independent bodies.

In total, 123 people responded to the three surveys, including both members and nonmembers. Nonmember data was not considered for analysis as part of this case study. Among members, the survey sample size was smaller. At the Log House Museum, 26 members began the survey and 23 completed the survey. At the Poulsbo Historical Society and Museums, 19 members began the survey and 18 completed it. At the Westport Maritime Museum, 23 members began the survey and 19 completed the survey. Charts depicting the member survey results can be found in Appendix B of this study. Charts depicting select cross tabulated data from the survey results can be found in Appendix D of this study.

Demographics

This survey began by collecting basic demographic information from participants. The first demographic question inquired about survey participant gender identity. At the Log House Museum, 30% of respondents identified as male and 69% identified as female. In Poulsbo 68% identified as female and 31% identified as male. Among members from the Westport Maritime Museum, 73% identified as female, 21% identified as male, and 4% preferred not to answer the question.

The second question asked survey participants about their age group. Among member participants from the Log House Museum, 73% were 60 years or older, 15% were 50-59 years old, and 10% were 30-49 years old. Ninety four percent of participants from the Poulsbo Historical Society and Museums were over 60 years old, and 5% were 50-59 years old. In Westport, 56% of participants were over 60 years old. Seventeen percent were 50-59 years old, 13% were 40-49 years old, and 8% were 21-39 years old.

The final demographic question asked participants to identify their ethnicity. In Southwest Seattle, 96% of participants identified as white or Caucasian (non-Hispanic) and 3%

identified as two or more ethnicities. Among participants from the Poulsbo Historical Society and Museums, 100% of participants identified as white or Caucasian (non-Hispanic). In Westport, 91% of participants self-identified as white or Caucasian (non-Hispanic), 4% identified as two or more ethnicities, and an additional 4% preferred not to answer.

Museums and Place

This section of the survey aimed to address the relationship between museums and place. The first question asked if the museum is a gathering spot. At the Log House Museum, 24 individuals responded to this question. Over 85% of participants indicated they agree or strongly agree with the statement. Only 12.5% disagreed with the statement. Among members of the Poulsbo Historical Society and Museums, 19 answered this question with over 38% strongly agreeing and another 44% agreeing. Here, 5% of participants disagreed and 11% found the statement not applicable. At the Westport Maritime Museum, 22 participants completed the question. Among them, over 81% strongly agreed or agreed, and 18% disagreed or strongly disagreed.

The second question asked about the geographic location of the museum, and whether it is near the center of the place. Among Log House Museum participants, 43% agreed or strongly agreed, and 56% disagreed or strongly disagreed. One hundred percent of Poulsbo participants agreed or strongly agreed. In Westport, 86% of responding members agreed or strongly agreed, while 13% disagreed or strongly disagreed.

The third and fourth questions asked whether the museum hosted events and activities associated with the place. Ninety-five percent of Log House participants agreed or strongly agreed that the museum hosts activities associated with Southwest Seattle, and 100% agreed or strongly agreed that the museum hosted events associated with Southwest Seattle. In Poulsbo,

100% of survey participants agreed or strongly agreed that the museum hosted activities associated with the place, and 94% agreed or strongly agreed that the museum hosted events associated with Poulsbo. At the Westport Maritime Museum, 95% agreed or strongly agreed that the museum hosts both activities and events associated with Westport.

Questions five and six asked whether the museum reflected the ideals and values of the place. Ninety-five percent of Log House Museum participants agreed or strongly agreed. In Poulsbo, 94% agreed or strongly agreed that the museum reflected the ideals of Poulsbo, and 89% agreed or strongly agreed that the museum reflected its values. In Poulsbo, 5% of participants indicated they disagreed that the museum reflected Poulsbo's values. Ninety percent of participants in Westport agreed or strongly agreed that the museum reflected both Westport's ideals and values. In Westport, 4% of participants strongly disagreed that the museum reflected the ideals and values of Westport.

The seventh question asked whether the museum is relevant to the place. At the Log House Museum, 85% of participants agreed or strongly agreed, and 4% disagreed. In Poulsbo, 100% of participants agreed that the museums are relevant to Poulsbo. Ninety-five percent of participants from Westport agreed or strongly agreed that the museum is relevant to the place, and 4% strongly disagreed.

Questions eight and nine asked whether the museum is a defining feature of the place, and whether it is a vital component of the place. At the Log House Museum, 86% agreed or strongly agreed that the museum is both a defining feature and vital component of Southwest Seattle. Eight percent disagreed that the museum is a defining feature, and 13% disagreed that the museum is a vital component. Ninety-four percent of participants in Poulsbo agreed or strongly agreed that the museums are a defining feature, and 100% agree that the museums are a

vital component of Poulsbo. In Westport, 90% of participants agreed or strongly agreed that the museum is a defining feature and vital component of Westport, and 9% disagree or strongly disagree on both accounts.

Museums and People

This section of the survey aimed to address the relationship between museums and people. The first and second questions asked if the museum hosts events and activities that interest the survey participant. At the Log House Museum, 100% of participants agreed or strongly agreed that the museum hosts events that interest them, and 95% agreed or strongly agreed that it hosts activities that interest them. Five percent of survey participants disagreed that the museum hosts activities that interest them. One hundred percent of participants from the Poulsbo Historical Society and Museums agreed or strongly agreed that the museums host both events and activities that interest them. In Westport, 95% of surveyed members agreed or strongly agreed that the museum hosts events that interest them, and 5% indicated that they disagree. Likewise, at the Westport Maritime Museum, 94% of participants agreed or strongly agreed that the museum hosts activities that interest them, and 5% disagreed.

The third question asked whether museum members have had formative life experiences at the museum. Examples provided included field trips, family outings, dates, employment, and volunteer work. Sixty-nine percent of participants from the Log House Museum indicated that they agreed or strongly agreed, 17% disagreed, and 13% indicated the question was not applicable to them. In Poulsbo, 56% of survey participants agreed or strongly agreed, 16% disagreed, and another 16% found the question not applicable. At the Westport Maritime Museum, 90% of participants agreed or strongly agreed, and 10% disagreed.

Questions four and five asked whether the museum reflected the survey participant's personal ideals and values. At the Log House Museum, 100% of participants agreed or strongly agreed that the museum reflects both their personal ideals and values. In Poulsbo, 88% of participants agreed or strongly agreed that the museums reflect their personal ideals, and 11% found the question not applicable. Likewise, 83% of survey participants in Poulsbo agreed or strongly agreed that the museums reflect their values, with 16% finding the question not applicable. In Westport, 84% of participants agreed or strongly agreed that the museum reflects their ideals, and 15% found the question not applicable. Eighty-five percent of participants agreed or strongly agreed that the museum reflects their values, with 15% finding the question not applicable.

The sixth question asked whether survey participants felt the museum was relevant to them. At the Log House Museum, 95% of participants agreed or strongly agreed, and 4% said the question was not applicable. Eighty-three of survey participants in Poulsbo agreed or strongly agreed, 5% disagreed, and 11% said the question was not applicable. In Westport, 95% of surveyed members said they agreed or strongly agreed, and 5% found the question not applicable.

The seventh question asked survey participants if museum is an important part of their life. At the Log House Museum, 82% of participants agreed or strongly agreed. Eight percent disagreed, and another 8% found the question not applicable. At the Poulsbo Historical Society and Museums, 72% of participants agreed or strongly agreed, 5% disagreed, and 22% said the question was not applicable to them. At the Westport Maritime Museum, 85% of participants agreed or strongly agreed, 10% disagreed or strongly disagreed, and 5% said the question was not applicable.

The eighth question asked whether the museum has affected the way they understand the place. Among survey participants from the Log House Museum, 95% agreed or strongly agreed, and 4% disagreed. In Poulsbo, 77% agreed or strongly agreed, and 22% said the question was not applicable. In Westport, 95% agreed or strongly agreed, and 5% strongly disagreed.

The final question for this section of the survey asked whether the museum has affected the way survey participants understand the world. Seventy-two percent of participants from the Log House Museum agreed or strongly agreed, 22% disagreed, and 4% said the question was not applicable. Among responding members of the Poulsbo Historical Society and Museums, 66% agreed or strongly agreed, 11% disagreed, and 22% said the question was not applicable. At the Westport Maritime Museum, 70% of participants agreed or strongly agreed, 20% disagreed or strongly disagreed, and 10% said the question was not applicable.

People and Place

The final section of the survey addressed the relationship between people and place. The first question asked whether participants were born in the place. At the Log House Museum, 21% of participants strongly agreed, while 60% disagreed or strongly disagreed. Seventeen percent of participants from the Log House Museum said the question was not applicable. Among responding members from the Poulsbo Historical Society and Museums, 33% agreed or strongly agreed, 38% disagreed or strongly disagreed, and 27% said the question was not applicable. In Westport, 5% strongly agreed, 57% disagreed or strongly disagreed, and 36% said the question was not applicable.

The second question asked whether survey participants considered themselves to be from that place. Sixty percent of participants from the Log House Museum agreed or strongly agreed, 30% disagreed or strongly disagreed, and 8% found the question was not applicable. In Poulsbo,

88% of survey participants agreed or strongly agreed, and 11% said the question was not applicable. At the Westport Maritime Museum, 63% agreed or strongly agreed, 31% disagreed, and 5% said the question was not applicable.

The third question asked survey participants if they spent their childhood in that place. Among Log House Museum members, 43% agreed or strongly agreed, 43% disagreed or strongly disagreed, and 13% said the question was not applicable. In Poulsbo, 55% of survey participants agreed or strongly agreed, 27% disagreed or strongly disagreed, and 11% found the question not applicable. At the Westport Maritime Museum, 33% agreed or strongly agreed, 44% disagreed or strongly disagreed, and 22% said the question was not applicable.

The fourth question asked if survey participants consider that place to be their home. At the Log House Museum, 91% of participants agreed or strongly agreed, and 8% disagreed. At the Poulsbo Historical Society and Museums, 83% agreed or strongly agreed, 5% disagreed, and 11% said the question was not applicable. Among responding members of the Westport Maritime Museum, 78% agreed or strongly agreed, 15% disagreed, and 5% said the question was not applicable.

Question five asked participants if they have family in that place. Seventy-seven percent of responding members from the Log House Museum agreed or strongly agreed, 18% disagreed or strongly disagreed, and 4% said the question was not applicable. In Poulsbo, 76% agreed or strongly agreed, 5% disagreed, and 17% said the question was not applicable. At the Westport Maritime Museum, 61% agreed or strongly agreed, 27% disagreed or strongly disagreed, and 11% found the question not applicable.

The sixth question asked whether participants have friends in that place. At the Log House Museum, 100% of participants agreed or strongly agreed. In Poulsbo, 88% of participants

agreed or strongly agreed and 11% disagreed or strongly disagreed. Among responding members of the Westport Maritime Museum, 100% agreed or strongly agreed.

The seventh question asked survey participants if they are connected to the place. At the Log House Museum, 100% of participants agreed or strongly agreed. Among responding members of the Poulsbo Historical Society and Museums, 100% agreed or strongly agreed. At the Westport Maritime Museum, 100% of participants agreed or strongly agreed.

The eighth question asked whether participants believe the place reflects themselves. At the Log House Museum, 69% of participants agreed or strongly agreed. Seventeen percent disagreed, and 13% said the question was not applicable. Among responding members from the Poulsbo Historical Society and Museums, 88% agreed or strongly agreed and 11% said the question was not applicable. In Westport, 84% of participants agreed or strongly agreed, 10% disagreed, and 5% found the question not applicable.

Question nine asked survey participants whether the place says a lot about who they are as an individual. At the Log House Museum, 69% agreed or strongly agreed, 17% disagreed or strongly disagreed, and 13% said the question was not applicable. Among responding members from the Poulsbo Historical Society and Museums, 83% agreed or strongly agreed, 5% disagreed, with 11% of participants finding the question not applicable. At the Westport Maritime Museum, 78% agreed or strongly agreed, 15% disagreed or strongly disagreed, and 5% said the question was not applicable.

The final question asked survey participants if they are the person they are today because they live in that place. Among responding members of the Log House Museum, 63% agreed or strongly agreed, 27% disagreed, and 9% said the question was not applicable. In Poulsbo, 77% of participants agreed or strongly agreed, 5% disagreed, and 16% said the question was not

applicable. At the Westport Maritime Museum, 47% agreed or strongly agreed, 36% disagreed or strongly disagreed, and 15% said the question was not applicable.

Cross tabulated results

To further assess the relationship between museum, place, and people, this case study cross tabulated the survey results of three questions, one from each section of the survey:

1. The museum reflects the values of this place.
2. The museum reflects my values.
3. This place is a reflection of me.

The complete cross tabulated results can be found in Appendix D of this research study.

The first cross tabulated questions were “the museum reflects my values” and “the museum reflects the values of this place.” Among survey participants from the Log House Museum, 45% strongly agreed with both statements. Likewise, 31% agreed with both statements. No survey participants disagreed with either statement. Fifty five percent of Poulsbo Historical Society and Museum member participants strongly agreed with both statements. In Westport, 34% strongly agreed with both statements and 25% agreed with both statements.

The second cross-tabulated questions were “the museum reflects my values” and “this place is a reflection of me.” In Southwest Seattle, 31% of participants strongly agreed with both statements, while 18% agreed with both statements. An additional 18% of participants disagreed that Southwest Seattle reflected themselves but agreed or strongly agreed that the museum reflected their values. Over 88% of participants from the Poulsbo Historical Society and Museums agreed or strongly agreed with one or both statements, and no participants disagreed. Among survey participants from the Westport Maritime Museum, 80% agreed or strongly agreed

with both statements. Five percent of participants in Westport disagreed that Westport reflected themselves but agreed that the museum reflected their values.

The final cross tabulated questions were “this place is a reflection of me” and “the museum reflects the values of this place.” Over 69% of survey participants from the Log House Museum, agreed or strongly agreed with both statements. 17% disagreed that Southwest Seattle reflected themselves and agreed or strongly agreed that the museum reflected the values of Southwest Seattle. In Poulsbo, over 78% of participants agreed or strongly agreed with both statements. Five percent of participants there strongly agreed that Poulsbo reflected themselves but disagreed that the museum reflected the values of Poulsbo. Thirty one percent of participants from the Westport Maritime Museum strongly agreed with both statements, and 18% agreed with both statements. Nine percent of participants disagreed that Westport reflected themselves and agreed or strongly agreed that the museum reflected the values of Westport. Another 4% strongly agreed that Westport reflected themselves, and strongly disagreed that the museum reflected the values of Westport.

Document analysis results

For the purposes of this case study, document analysis followed an emergent coding methodology to identify prominent themes and trends in specific documents across the three case study research sites. The documents analyzed in this study included annual reports, quarterly newsletters, and each institution’s membership webpage. An example of this coding process can be found in Appendix C of this research study.

Annual reports

Annual reports are typically produced by nonprofits in order to keep stakeholders updated on the operations, activities, and overall health of the organization. These documents often

include highlights of the year prior, fundraising and membership data, and other institutional updates. The Westport Maritime Museum does not produce an annual report, and therefore could not be included in this section of the document analysis. Following a review and analysis of the annual reports from the Log House Museum and the Poulsbo Historical Society and Museums, four overarching themes emerged: community, physical setting, longevity, and relationships.

The community theme emerged after the identification of characteristics that signify the gathering or participation of people. These traits included membership, activities, and events. The 2019 annual report for the Southwest Seattle Historical Society, which operates the Log House Museum, highlights the number of guest speakers and tour participants. Physical setting emerged as a theme following the identification of structural investment and physical property updates in the annual reports. At the Log House Museum, this manifested in an update on building assessment and structural repairs to the museum. The prevalence of topics including organizational growth and the future led to the emergence of the longevity theme. The first two sentences in the annual report from the Poulsbo Historical Society and Museum read “we’re on the increase! The more we do the greater we grow,” which is emblematic of this theme throughout the documents. Another important characteristic that was grouped with this theme was fundraising. Annual reports from the Log House Museum and Poulsbo Historical Society and Museums included numerous updates on each organization’s finances, including capital campaigns and other fundraising endeavors. The final theme that emerged following coding the annual reports was relationships. This theme emerged after identifying common characteristics including historic community roots and connections, and genealogy. Among the four themes found in the annual reports, longevity and community were more prevalent, while physical setting and relationships were less prevalent.

Newsletters

Like annual reports, museums and historical societies publish newsletters in order to keep their members and stakeholders informed of museum operations and events on an ongoing basis. The Log House Museum, Poulsbo Historical Society and Museums, and the Westport Maritime Museum each publish quarterly newsletters that are shared with the public. Following document analysis of the four most recent quarterly newsletters from each institution, six themes emerged: community, physical setting, relationships, longevity, museum, and individual.

Among the newsletters, the community theme appeared in characteristics relating to the gathering or participation of people. These characteristics included events, children's activities, and local industry. For example, the first page of each quarterly newsletter from the Log House Museum included a timetable of upcoming events at the museum. Major events at the Log House Museum, like the Annual Champagne Gala Brunch, were also included in the newsletters as front-page stories both prior to and following the event itself, suggesting its importance to the institution. Likewise, the Westport Maritime Museum highlighted its Wild Floats event in multiple newsletters. Physical setting emerged as a theme after the identification of traits that include preservation, infrastructure, historical designation, and authenticity. The relationships theme emerged from the newsletters after identifying common characteristics including local history inquiries, storytelling, and community origin. The quarterly newsletters from the Poulsbo Historical Society and Museums highlighted personal stories of historic local figures, in some instances investigating inquiries like old building construction dates and wall engravings. Longevity emerged as a theme from the identification of traits including growth, fundraising, and looking to the future. The museum itself emerged as a theme with traits including operations, calls to action, and acquisitions. The final overarching theme that emerged from the newsletters

following document analysis was individual. This theme is characterized by stories of specific people from the community, prominent local figures, and benefactors. One such example from the Westport Maritime Museum was a story about a local native artist. Among these six themes found in the quarterly newsletters, relationships and community were the most prevalent. These were followed by longevity, museum, physical setting, and individual, respectively.

Webpages

Each of these case study research sites have webpages with opportunities to sign up for museum memberships and donate funds. Following document analysis of these webpages from each institution, four overarching themes emerged: community, relationships, longevity, and physical setting. The community theme included characteristics centering around events and the mission. In this regard, the membership webpage at the Poulsbo Historical Society and Museums website cited program and event opportunities, and the Westport Maritime Museum page highlighted its public meeting space for support and community groups. The relationships theme emphasized the connection to place. Longevity was characterized by traits speaking to the future of the institution. The “Get Involved” webpage at the Log House Museum assured supporters that the museum “[ensures] that we are preserving history for generations to come.” The final theme, physical setting, emphasized historic preservation. The community theme was the most prevalent in the webpages analyzed.

Discussion

The final section of this chapter discusses the results of the survey and document analysis and concludes by comparing the results between methodologies. Across the three participating institutions the overall demographic results indicate a largely homogenous participant group

made up of white or Caucasian (non-Hispanic) members over the age of 60. More than two thirds of survey participants identified as female.

The first section of the member survey addressed the relationship between museum and place. Questions asked included whether the museum was a gathering place, whether the museum reflected the ideals and values of the place, and whether the museum is relevant to the place. Members from the Log House Museum, Poulsbo Historical Society and Museums, and Westport Maritime Museum overwhelmingly agreed with each statement in the survey. Furthermore, cross tabulated data between survey sections support the notion that these museums are important components of West Seattle, Poulsbo, and Westport, because they indicate shared values between museum and place. The second section of the member survey focused on the connection between these museums and their members. Some of the questions included in this section of the survey addressed whether members had formative life experiences at the museum, whether the museum reflects their personal ideals and values, and whether the museum was relevant to them. The results of this section of the survey show that museum members generally feel connected to the museum. This was demonstrated by the overwhelming majority of survey participants indicating that the museum is relevant to them and that the museum hosts activities and events that are interesting to them. Further, the results demonstrated that museum members share important identity traits with the museum, as indicated by the shared values and ideals between the museum and its members. This trend also appeared in cross tabulated data. Museum members were less adamant that they had formative life experiences at the museum; however, most participants agreed that they had some measure of formative experience at the museum. Survey participants indicated that the museums affect the way museum members understand their own communities, and to a lesser degree the world at large. Through these results, members

from the Log House Museum, Poulsbo Historical Society and Museums, and the Westport Maritime Museum suggested that museums have important, personal connections with their members.

The final section of the member survey addressed the relationship between museum members and place. Survey participants indicated that while many did not consider themselves to be from that place originally, they forged meaningful connections and relationships that tie them to that place. An overwhelming majority of responding members confirmed that they have friends, family, or both in that place. The surveyed museum members overwhelmingly agreed that they considered that place to be their home, although many were not born there. The results demonstrated that members perceived each place as a reflection of themselves, and that each place said a lot about who they are as individuals. The results from this section of the survey seemed to indicate that members from these three museums believed that who they are as individuals is at least partly the result of having lived in these three places.

Survey results were largely consistent across the three institutions that participated in this case study. One notable variance occurred in the museums and place survey results from the Log House Museum, where 56% of participants disagreed or strongly disagreed that the museum is located near the center of Southwest Seattle. The Log House Museum is located at the Northwest end of the Duwamish Peninsula, in Alki Point. While this area of West Seattle is historically significant, it is approximately one mile away from California Avenue SW, which operates as a central commercial street in West Seattle. Furthermore, the Southwest Seattle Historical Society encompasses the White Center area, an unincorporated community approximately six miles South of the Log House Museum. This physical distance may explain the variance in responses to this question.

The second significant variance in survey results occurred in the people and place section. Survey participants from the Poulsbo Historical Society and Museums overwhelmingly agreed with the final question on the survey: “I am the person I am today because I live in Poulsbo.” While participants from the Log House Museum and Westport Maritime Museum were generally split, only 5% of participants from Poulsbo disagreed with this statement. Upon examination of the individual survey results for each participant, more than half of the participants agreed that they spent their childhood in Poulsbo, while less than half of participants from the other institutions said the same. This may account in part for this variance in data.

The document analysis component of this case study revealed themes that were consistent across publications. Six themes appeared throughout the annual reports, newsletters, and webpages: community, physical setting, longevity, relationships, museum, and individual. Of these six themes, community, longevity, and relationships were the most prominent. As a theme, longevity was characterized by traits including institutional growth, fundraising, and leadership searches. These characteristics were fitting because the institutions are reaching out to individuals who have already demonstrated their financial support. From these documents, it seemed clear that relationships are valued by these museums. The traits of this theme included historic roots, storytelling, genealogy, and parallels between the historic community and the present one. As history-oriented institutions, this theme is important to each organizational mission. The storytelling trait was heavily prevalent in the quarterly newsletters. These stories varied in nature between historic and modern, but each seemed to be important to establishing the relationship between people and place. The community theme was the strongest and most consistently represented through each of the documents analyzed from these institutions. The prevalence of events, children’s activities, and community building activities in the newsletters,

annual report, and webpages demonstrated the importance of community to these museums. These three themes suggested that museums consciously embed themselves into the place identity of their members.

The results from the member survey and document analysis revealed significant shared traits and trends, indicating that small history museums and historical societies fall in line with larger institutions in their power to develop place identity. The annual reports, webpages, and newsletters supported that museums actively seek to generate a sense of community. Likewise, members perceived that museums are important components of their towns. Even the longevity component of the documents, characterized most strongly by fundraising, seeks to extend the life of each organization in its place, and perhaps bolster its importance to place. Most notably, the emphasis on relationships and community in these institutions' documents aligned with the survey findings. Survey participants felt that their museums have important, meaningful, and personal connections with them. This finding related directly to trends found throughout the analyzed documents, but most prominently in the quarterly newsletters. Combined, these findings supported that museums play a role in the place identity of their members, and that museums consciously embed themselves into the place identity of their members.

Chapter 5: Conclusion

This study described the extent to which local history museums established place identity among museum members. This research study followed a case study methodology, with designs including survey and document analysis to examine place identity among museum members or subscribers. The guiding research questions for this study were:

1. To what extent are local history museums and historical societies linked to one's perception of place?
2. Do local history museums and historical societies impact one's perception of self?
3. To what extent do museum visitors identify with place?

These questions were used to develop the questionnaire administered in this study and to inform the document analysis of these museums.

The results from the member survey and document analysis indicated that small history museums and historical societies were closely linked to members' perceptions of place identity. Survey participants across the three research sites agreed that the museums were relevant to them, and that they shared their personal values and ideals. Furthermore, museum members overwhelmingly believed that the museum affected the way they understand the world. Consistent with the notion that museums are aware of their role in developing community bonds, and are known to make concerted efforts to cultivate local pride and identity, document analysis supported that small history museums and historical societies actively foster a sense of community among their members.⁸⁸ In this sense, small history museums and historical societies seemed to be closely linked to place identity.

⁸⁸ Armada, "Place Politics."
Bolhofner, "Defining and Redefining American Indian Identity."
Capper and Scully, "Ancient objects with modern meanings."

The results of this research study supported that local museums and historical societies impact one's perception of self. Among those who responded to the member survey, most agreed that they had formative life experiences at the museum. The survey findings also supported that museums play an essential role in the relationship building component of place identity, as indicated by those who agreed that their museums host events and activities that are relevant to them. The document analysis component of this study revealed emphasis on community and relationships. These themes manifested in traits including events and storytelling. Notably, the emphasis on relationships and community in these institutions' documents aligned with the survey findings. Museum members felt that their museums have important, meaningful, and personal connections with them. These local history museums and historical societies actively worked to engage their members and bring forth identity-building stories, activities, and events, and members perceived that museums are important components their lives.

This research study found that museum members identify closely with the places in which these museums are found. While not all the surveyed members were born and raised in these places, members overwhelmingly agreed that they consider these places to be their homes. Members also indicated that they have important interpersonal relationships in these places. Significantly, every museum member in the survey agreed that they are connected to these places in some form. Document analysis revealed that physical place was a prominent theme in these public-facing museum documents. These findings suggested the value that these institutions

Chen, "The Performative space for city identity narrative."

Griebel, "Building from the ground up."

Meghann E. Jack, "Our Home in Harlow."

Mersmann, "(Dis-)Embedding Museums."

Rinta-Porkkunen and Ylitalo, "If we do not know our past, we have no future."

Ryan, "Re-branding Tasmania."

assign to physical place, and that members find importance in their relationship to these places as well.

The findings of this research study may have important implications for small history museums and historical societies at large. For example, understanding the small history museum's role in shaping place identity can be beneficial to developing and sustaining museum audiences, and could be vital to a museum's success. Having a deeper understanding of how small history museums and historical societies impact place identity among members will allow museums to deeper entrench themselves into that place identity. This could bolster an institution's importance to place. In forging these personal connections with members' place identity, museums may gain a more stable financial base as these individuals renew their memberships and continue to donate to the museum. Museums may also find that they are better able to extend their mission across their own communities as they form deeper connections with their members.

The following recommendations were developed following the conclusion of this study. Because the original scope of this research study focused on nonmember museum visitors, one recommendation was to pursue a study focused on nonmember visitors. This would allow small history museums and historical societies to better understand the place identity of those who do not have a preexisting relationship with the institution, as members do. A second recommendation for future study was to survey larger samples of museum members and nonmembers. A final recommendation was to expand the scope beyond the Pacific Northwest, which would allow for regional diversity among research sites.

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Appendix A: Questionnaire

Survey Protocol

Examining the Small History Museum's Impact on Place Identity

University of Washington

Researcher's Name: Grant Rommel. Phone: (503)724-7404. Email: grommel@uw.edu.

Thesis Advisor: Wilson O'Donnell, Associate Director of the Museology Graduate Program.

Phone: (206)543-4642. Email: wilsonod@uw.edu.

Researchers Statement:

I am asking you to participate in a survey that is part of my Master's Thesis work at the University of Washington. The purpose of this research is to describe the extent to which local history museums establish place identity among nonmember visitors. Your participation is voluntary, refusal to participate will involve no penalty or loss of benefits, and you may discontinue participation at any time. Please refer to the contact information above with any questions.

Survey Procedures:

This survey will take less than five minutes to complete. The purpose of these research questions is to determine whether small history museums and historical societies impact one's perception of place identity, and to identify the extent of this impact. Understanding the small history museum's role in shaping place identity can be beneficial to developing and sustaining museum audiences, and could be vital to an institution's success.

Survey Instrument:

This survey measures the environmental psychology concept of place identity as it relates to the museum. For the purposes of this study, place identity is defined as a combination of memories, conceptions, interpretations, ideas, and related feelings about specific physical settings and types of settings.

Background: Demographic Purposes Only

What gender do you identify as?

- a. Male
- b. Female
- c. Prefer to self identify (please specify): _____
- d. Prefer not to answer

What is your age?

- a. 18-20 years old
- b. 21-29 years old
- c. 30-39 years old
- d. 40-49 years old
- e. 50-59 years old
- f. 60 years or older
- g. Prefer not to answer

What is your ethnicity?

- a. White or Caucasian (non-Hispanic)
- b. Black or African-American
- c. Latino or Hispanic
- d. Asian
- e. Native American or Alaskan Native
- f. Native Hawaiian or Pacific Islander
- g. Two or more
- h. Prefer to self identify (please specify): _____
- i. Unknown
- j. Prefer not to answer

Are you a member or subscriber of this museum?

- a. Yes
- b. No
- c. Prefer not to answer

Museums and Place

Indicate the extent to which you agree or disagree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
The museum is a gathering spot of this place.					
The museum is located near the center of this place.					
The museum hosts activities associated with this place.					
The museum hosts events associated with this place.					
The museum reflects the ideals of this place.					
The museum reflects the values of this place.					
The museum is relevant to this place.					
When I think of defining features of this place, I think of the museum.					
The museum is a vital component of this place.					

Museums and People

Indicate the extent to which you agree or disagree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
The museum hosts events that interest me.					
The museum hosts activities that interest me.					
I have had formative life experiences at the museum (field trips, family outings, dates, employment, volunteer work, etc.).					
The museum reflects my ideals.					
The museum reflects my values.					
The museum is relevant to me.					
The museum is an important part of my life.					
The museum has affected the way I understand this place.					
The museum has affected the way I understand the world.					

People and Place

Indicate the extent to which you agree or disagree with the following statements.

	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
I was born in this place.					
I consider myself to be from this place.					
I spent my childhood in this place.					
I consider this place to be my home.					
I have family in this place.					
I have friends in this place.					
I am connected to this place.					
This place is a reflection of me.					
This place says a lot about who I am as an individual.					
I am the person I am today because I live in this place.					

Research Information:

Select "Done" to complete the survey. Thank you very much for your time.

Appendix B: Survey Results

Museums and Place

Log House Museum:

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
The museum is a gathering spot of Southwest Seattle.	12.50% 3	75.00% 18	12.50% 3	0.00% 0	0.00% 0	24	2.00
The museum is located near the center of Southwest Seattle.	17.39% 4	26.09% 6	47.83% 11	8.70% 2	0.00% 0	23	2.48
The museum hosts activities associated with Southwest Seattle.	58.33% 14	37.50% 9	0.00% 0	0.00% 0	4.17% 1	24	1.39
The museum hosts events associated with Southwest Seattle.	70.83% 17	29.17% 7	0.00% 0	0.00% 0	0.00% 0	24	1.29
The museum reflects the ideals of Southwest Seattle.	56.52% 13	39.13% 9	0.00% 0	0.00% 0	4.35% 1	23	1.41
The museum reflects the values of Southwest Seattle.	56.52% 13	39.13% 9	0.00% 0	0.00% 0	4.35% 1	23	1.41
The museum is relevant to Southwest Seattle.	70.83% 17	25.00% 6	4.17% 1	0.00% 0	0.00% 0	24	1.33
When I think of defining features of Southwest Seattle, I think of this museum.	39.13% 9	47.83% 11	8.70% 2	0.00% 0	4.35% 1	23	1.68
The museum is a vital component of Southwest Seattle.	43.48% 10	43.48% 10	13.04% 3	0.00% 0	0.00% 0	23	1.70

Poulsbo Historical Society and Museums:

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
The museum is a gathering spot of Poulsbo.	38.89% 7	44.44% 8	5.56% 1	0.00% 0	11.11% 2	18	1.63
The museum is located near the center of Poulsbo.	78.95% 15	21.05% 4	0.00% 0	0.00% 0	0.00% 0	19	1.21
The museum hosts activities associated with Poulsbo.	73.68% 14	26.32% 5	0.00% 0	0.00% 0	0.00% 0	19	1.26
The museum hosts events associated with Poulsbo.	84.21% 16	10.53% 2	0.00% 0	0.00% 0	5.26% 1	19	1.11
The museum reflects the ideals of Poulsbo.	63.16% 12	31.58% 6	0.00% 0	0.00% 0	5.26% 1	19	1.33
The museum reflects the values of Poulsbo.	63.16% 12	26.32% 5	5.26% 1	0.00% 0	5.26% 1	19	1.39
The museum is relevant to Poulsbo.	84.21% 16	15.79% 3	0.00% 0	0.00% 0	0.00% 0	19	1.16
When I think of defining features of Poulsbo, I think of the museum.	31.58% 6	63.16% 12	0.00% 0	0.00% 0	5.26% 1	19	1.67
The museum is a vital component of Poulsbo.	68.42% 13	31.58% 6	0.00% 0	0.00% 0	0.00% 0	19	1.32

Westport Maritime Museum:

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
The museum is a gathering spot of Westport.	40.91% 9	40.91% 9	13.64% 3	4.55% 1	0.00% 0	22	1.82
The museum is located near the center of Westport.	63.64% 14	22.73% 5	9.09% 2	4.55% 1	0.00% 0	22	1.55
The museum hosts activities associated with Westport.	77.27% 17	18.18% 4	4.55% 1	0.00% 0	0.00% 0	22	1.27
The museum hosts events associated with Westport.	80.95% 17	14.29% 3	4.76% 1	0.00% 0	0.00% 0	21	1.24
The museum reflects the ideals of Westport.	54.55% 12	36.36% 8	0.00% 0	4.55% 1	4.55% 1	22	1.52
The museum reflects the values of Westport.	45.45% 10	45.45% 10	0.00% 0	4.55% 1	4.55% 1	22	1.62
The museum is relevant to Westport.	81.82% 18	13.64% 3	0.00% 0	4.55% 1	0.00% 0	22	1.27
When I think of defining features of Westport, I think of this museum.	72.73% 16	18.18% 4	4.55% 1	4.55% 1	0.00% 0	22	1.41
The museum is a vital component of Westport.	81.82% 18	9.09% 2	4.55% 1	4.55% 1	0.00% 0	22	1.32

Museums and People

Log House Museum:

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
The museum hosts events that interest me.	39.13% 9	60.87% 14	0.00% 0	0.00% 0	0.00% 0	23	1.61
The museum hosts activities that interest me.	27.27% 6	68.18% 15	4.55% 1	0.00% 0	0.00% 0	22	1.77
I have had formative life experiences at the museum (field trips, family outings, dates, employment, volunteer work, etc.).	30.43% 7	39.13% 9	17.39% 4	0.00% 0	13.04% 3	23	1.85
The museum reflects my ideals.	45.45% 10	54.55% 12	0.00% 0	0.00% 0	0.00% 0	22	1.55
The museum reflects my values.	50.00% 11	50.00% 11	0.00% 0	0.00% 0	0.00% 0	22	1.50
The museum is relevant to me.	50.00% 11	45.45% 10	0.00% 0	0.00% 0	4.55% 1	22	1.48
The museum is an important part of my life.	21.74% 5	60.87% 14	8.70% 2	0.00% 0	8.70% 2	23	1.86
The museum has affected the way I understand Southwest Seattle.	43.48% 10	52.17% 12	4.35% 1	0.00% 0	0.00% 0	23	1.61
The museum has affected the way I understand the world.	22.73% 5	50.00% 11	22.73% 5	0.00% 0	4.55% 1	22	2.00

Poulsbo Historical Society and Museums:

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
The museum hosts events that interest me.	38.89% 7	61.11% 11	0.00% 0	0.00% 0	0.00% 0	18	1.61
The museum hosts activities that interest me.	38.89% 7	55.56% 10	0.00% 0	0.00% 0	5.56% 1	18	1.59
I have had formative life experiences at the museum (field trips, family outings, dates, employment, volunteer work, etc.).	38.89% 7	27.78% 5	16.67% 3	0.00% 0	16.67% 3	18	1.73
The museum reflects my ideals.	50.00% 9	38.89% 7	0.00% 0	0.00% 0	11.11% 2	18	1.44
The museum reflects my values.	61.11% 11	22.22% 4	0.00% 0	0.00% 0	16.67% 3	18	1.27
The museum is relevant to me.	55.56% 10	27.78% 5	5.56% 1	0.00% 0	11.11% 2	18	1.44
The museum is an important part of my life.	33.33% 6	38.89% 7	5.56% 1	0.00% 0	22.22% 4	18	1.64
The museum has affected the way I understand Poulsbo.	61.11% 11	16.67% 3	0.00% 0	0.00% 0	22.22% 4	18	1.21
The museum has affected the way I understand the world.	33.33% 6	33.33% 6	11.11% 2	0.00% 0	22.22% 4	18	1.71

Westport Maritime Museum:

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
The museum hosts events that interest me.	45.00% 9	50.00% 10	5.00% 1	0.00% 0	0.00% 0	20	1.60
The museum hosts activities that interest me.	36.84% 7	57.89% 11	5.26% 1	0.00% 0	0.00% 0	19	1.68
I have had formative life experiences at the museum (field trips, family outings, dates, employment, volunteer work, etc.).	65.00% 13	25.00% 5	10.00% 2	0.00% 0	0.00% 0	20	1.45
The museum reflects my ideals.	42.11% 8	42.11% 8	0.00% 0	0.00% 0	15.79% 3	19	1.50
The museum reflects my values.	45.00% 9	40.00% 8	0.00% 0	0.00% 0	15.00% 3	20	1.47
The museum is relevant to me.	45.00% 9	50.00% 10	0.00% 0	0.00% 0	5.00% 1	20	1.53
The museum is an important part of my life.	55.00% 11	30.00% 6	5.00% 1	5.00% 1	5.00% 1	20	1.58
The museum has affected the way I understand Westport.	60.00% 12	35.00% 7	0.00% 0	5.00% 1	0.00% 0	20	1.50
The museum has affected the way I understand the world.	20.00% 4	50.00% 10	15.00% 3	5.00% 1	10.00% 2	20	2.06

People and Place

Log House Museum:

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
I was born in Southwest Seattle.	21.74% 5	0.00% 0	43.48% 10	17.39% 4	17.39% 4	23	2.68
I consider myself to be from Southwest Seattle.	34.78% 8	26.09% 6	13.04% 3	17.39% 4	8.70% 2	23	2.14
I spent my childhood in Southwest Seattle.	30.43% 7	13.04% 3	26.09% 6	17.39% 4	13.04% 3	23	2.35
I consider Southwest Seattle to be my home.	56.52% 13	34.78% 8	8.70% 2	0.00% 0	0.00% 0	23	1.52
I have family in Southwest Seattle.	40.91% 9	36.36% 8	13.64% 3	4.55% 1	4.55% 1	22	1.81
I have friends in Southwest Seattle.	56.52% 13	43.48% 10	0.00% 0	0.00% 0	0.00% 0	23	1.43
I am connected to Southwest Seattle.	52.17% 12	47.83% 11	0.00% 0	0.00% 0	0.00% 0	23	1.48
Southwest Seattle is a reflection of me.	39.13% 9	30.43% 7	17.39% 4	0.00% 0	13.04% 3	23	1.75
Southwest Seattle says a lot about who I am as an individual.	30.43% 7	39.13% 9	13.04% 3	4.35% 1	13.04% 3	23	1.90
I am the person I am today because I live in Southwest Seattle.	31.82% 7	31.82% 7	27.27% 6	0.00% 0	9.09% 2	22	1.95

Poulsbo Historical Society and Museums:

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
I was born in Poulsbo.	22.22% 4	11.11% 2	11.11% 2	27.78% 5	27.78% 5	18	2.62
I consider myself to be from Poulsbo.	55.56% 10	33.33% 6	0.00% 0	0.00% 0	11.11% 2	18	1.38
I spent my childhood in Poulsbo.	44.44% 8	11.11% 2	11.11% 2	16.67% 3	16.67% 3	18	2.00
I consider Poulsbo to be my home.	66.67% 12	16.67% 3	5.56% 1	0.00% 0	11.11% 2	18	1.31
I have family in Poulsbo.	64.71% 11	11.76% 2	5.88% 1	0.00% 0	17.65% 3	17	1.29
I have friends in Poulsbo.	72.22% 13	16.67% 3	5.56% 1	5.56% 1	0.00% 0	18	1.44
I am connected to Poulsbo.	72.22% 13	27.78% 5	0.00% 0	0.00% 0	0.00% 0	18	1.28
Poulsbo is a reflection of me.	33.33% 6	55.56% 10	0.00% 0	0.00% 0	11.11% 2	18	1.63
Poulsbo says a lot about who I am as an individual.	27.78% 5	55.56% 10	5.56% 1	0.00% 0	11.11% 2	18	1.75
I am the person I am today because I live in Poulsbo.	27.78% 5	50.00% 9	5.56% 1	0.00% 0	16.67% 3	18	1.73

Westport Maritime Museum:

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
I was born in Westport.	5.26% 1	0.00% 0	42.11% 8	15.79% 3	36.84% 7	19	3.08
I consider myself to be from Westport.	15.79% 3	47.37% 9	31.58% 6	0.00% 0	5.26% 1	19	2.17
I spent my childhood in Westport.	5.56% 1	27.78% 5	33.33% 6	11.11% 2	22.22% 4	18	2.64
I consider Westport to be my home.	52.63% 10	26.32% 5	15.79% 3	0.00% 0	5.26% 1	19	1.61
I have family in Westport.	38.89% 7	22.22% 4	22.22% 4	5.56% 1	11.11% 2	18	1.94
I have friends in Westport.	83.33% 15	16.67% 3	0.00% 0	0.00% 0	0.00% 0	18	1.17
I am connected to Westport.	73.68% 14	26.32% 5	0.00% 0	0.00% 0	0.00% 0	19	1.26
Westport is a reflection of me.	47.37% 9	36.84% 7	10.53% 2	0.00% 0	5.26% 1	19	1.61
Westport says a lot about who I am as an individual.	42.11% 8	36.84% 7	10.53% 2	5.26% 1	5.26% 1	19	1.78
I am the person I am today because I live in Westport.	26.32% 5	21.05% 4	26.32% 5	10.53% 2	15.79% 3	19	2.25

Appendix C: Document Analysis Sample

Annual Reports

Community	Physical setting	Longevity	Relationships
<ul style="list-style-type: none"> • Community support • Community involvement • Membership • Shared community • Activities • Events • Activities 	<ul style="list-style-type: none"> • Infrastructural investment • Infrastructure 	<ul style="list-style-type: none"> • Funding • Growth • Future • Fundraising • Fundraising • Fundraising • Fund seeking • Accessibility • Fundraising 	<ul style="list-style-type: none"> • Historic roots of community • Historical connections and communities • Genealogy

Appendix D: Cross Tabulated Data

		The museum reflects my values			
		Strongly Agree	Agree	(blank)	Total
The museum reflects the values of Southwest Seattle	Strongly Agree	45.45%	13.64%	0.00%	59.09%
	Agree	4.55%	31.82%	0.00%	36.36%
	(blank)	0.00%	0.00%	0.00%	0.00%
	N/A	0.00%	4.55%	0.00%	4.55%
Total		50.00%	50.00%	0.00%	100.00%

		The museum reflects my values				
		Strongly Agree	Agree	(blank)	N/A	Total
The museum reflects the values of Poulsbo	Strongly Agree	55.56%	11.11%	0.00%	0.00%	66.67%
	Agree	5.56%	5.56%	0.00%	11.11%	22.22%
	Disagree	0.00%	5.56%	0.00%	0.00%	5.56%
	N/A	0.00%	0.00%	0.00%	5.56%	5.56%
Total		61.11%	22.22%	0.00%	16.67%	100.00%

		The museum reflects my values				
		Strongly Agree	Agree	(blank)	N/A	Total
The museum reflects the values of Westport	Strongly Agree	35.00%	10.00%	0.00%	5.00%	50.00%
	Agree	10.00%	25.00%	0.00%	5.00%	40.00%
	Strongly Disagree	0.00%	5.00%	0.00%	0.00%	5.00%
	(blank)	0.00%	0.00%	0.00%	0.00%	0.00%
	N/A	0.00%	0.00%	0.00%	5.00%	5.00%
Total		45.00%	40.00%	0.00%	15.00%	100.00%

		The museum reflects my values			
		Strongly Agree	Agree	(blank)	Total
Southwest Seattle is a reflection of me	Strongly Agree	31.82%	9.09%	0.00%	40.91%
	Agree	13.64%	18.18%	0.00%	31.82%
	Disagree	4.55%	13.64%	0.00%	18.18%
	(blank)	0.00%	0.00%	0.00%	0.00%
	N/A	0.00%	9.09%	0.00%	9.09%
Total		50.00%	50.00%	0.00%	100.00%

		The museum reflects my values				
		Strongly Agree	Agree	(blank)	N/A	Total
Poulsbo is a reflection of me	Strongly Agree	22.22%	5.56%	0.00%	5.56%	33.33%
	Agree	38.89%	11.11%	0.00%	5.56%	55.56%
	(blank)	0.00%	0.00%	0.00%	0.00%	0.00%
	N/A	0.00%	5.56%	0.00%	5.56%	11.11%
Total		61.11%	22.22%	0.00%	16.67%	100.00%

		The museum reflects my values				
		Strongly Agree	Agree	(blank)	N/A	Total
Westport is a reflection of me	Strongly Agree	30.00%	10.00%	0.00%	5.00%	45.00%
	Agree	15.00%	15.00%	0.00%	5.00%	35.00%
	Disagree	0.00%	5.00%	0.00%	5.00%	10.00%
	(blank)	0.00%	5.00%	0.00%	0.00%	5.00%
	N/A	0.00%	5.00%	0.00%	0.00%	5.00%
Total		45.00%	40.00%	0.00%	15.00%	100.00%

		The museum reflects the values of Southwest Seattle				
		Strongly Agree	Agree	(blank)	N/A	Total
Southwest Seattle is a reflection of me	Strongly Agree	30.43%	8.70%	0.00%	0.00%	39.13%
	Agree	17.39%	13.04%	0.00%	0.00%	30.43%
	Disagree	4.35%	13.04%	0.00%	0.00%	17.39%
	(blank)	0.00%	4.35%	0.00%	0.00%	4.35%
	N/A	4.35%	0.00%	0.00%	4.35%	8.70%
Total		56.52%	39.13%	0.00%	4.35%	100.00%

		The museum reflects the values of Poulsbo				
		Strongly Agree	Agree	Disagree	N/A	Total
Poulsbo is a reflection of me	Strongly Agree	21.05%	5.26%	5.26%	0.00%	31.58%
	Agree	36.84%	15.79%	0.00%	0.00%	52.63%
	(blank)	0.00%	5.26%	0.00%	0.00%	5.26%
	N/A	5.26%	0.00%	0.00%	5.26%	10.53%
Total		63.16%	26.32%	5.26%	5.26%	100.00%

		The museum reflects the values of Westport					
		Strongly Agree	Agree	Strongly Disagree	(blank)	N/A	Total
Westport is a reflection of me	Strongly Agree	31.82%	4.55%	4.55%	0.00%	0.00%	40.91%
	Agree	9.09%	18.18%	0.00%	0.00%	4.55%	31.82%
	Disagree	4.55%	4.55%	0.00%	0.00%	0.00%	9.09%
	(blank)	0.00%	13.64%	0.00%	0.00%	0.00%	13.64%
	N/A	0.00%	4.55%	0.00%	0.00%	0.00%	4.55%
Total		45.45%	45.45%	4.55%	0.00%	4.55%	100.00%