

MuseumPests.net

Integrated Pest Management for Cultural Heritage

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Communicating conservation data: IPM data

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How to collect evidence?

As little as possible

As much as necessary

High quality

Clearly defined between subjective and objective

Know when to stop as uncertainty is inevitable

What outcomes do you want?

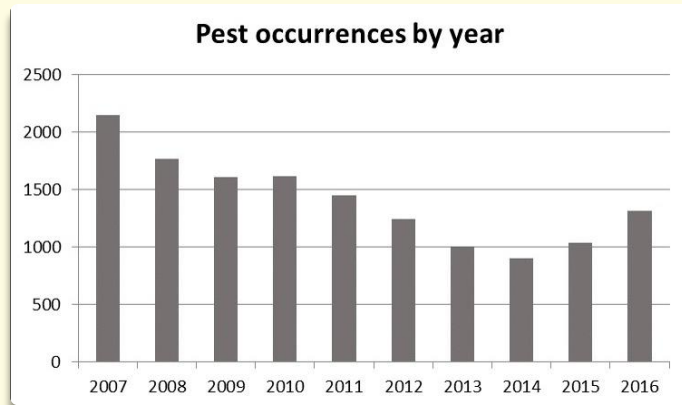
- ✚ Reduce the acquisition backlog and clear the quarantine zone
- ✚ Track the impact of a housekeeping regime
- ✚ Identify the spread of new pest types
- ✚ Report to lenders
- ✚ Save all the things

Data communication goals are multiple

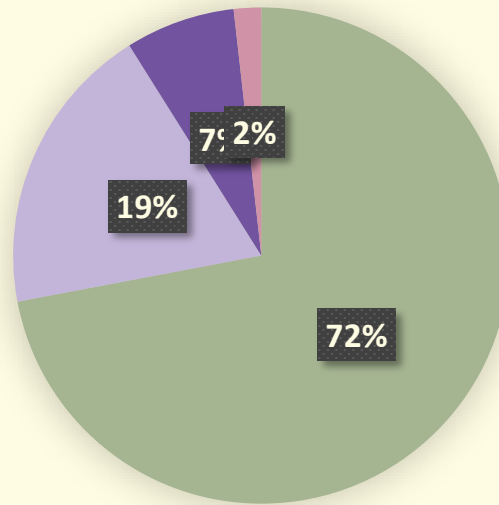
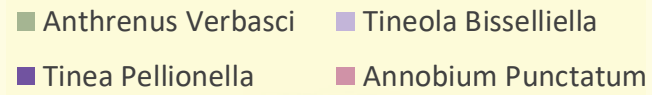
1. Reinforce
2. Change
3. Shape

- a) Attitudes
- b) Emotions
- c) Intentions
- d) Behaviours

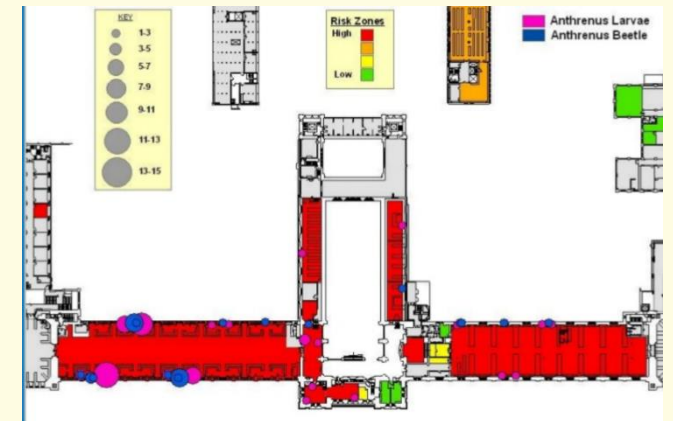
Typical IPM data presentation



Bar graph



Pie Chart



Building plan

To motivate people to change you must know what does matter to them, not what should matter to them.

K Reardon

What should matter to them

- ✂ Reduce the acquisition backlog and clear the quarantine zone
- ✂ Track the impact of a housekeeping regime
- ✂ Identify the spread of new pest types
- ✂ Report to lenders
- ✂ Save all the things

What does matter to them

- 👤 Budget
- 👤 Redisplay schedule
- 👤 Trustee approval
- 👤 Saving the world
- 👤 Saving themselves



To be
persuaded by a
message,
people must...

Attend to it

Be able to understand it

Be motivated to think
about it

Get Attention

Clear Purpose

Focusses on the answer not the process

Encourages comparison

Enhances understanding of the problems

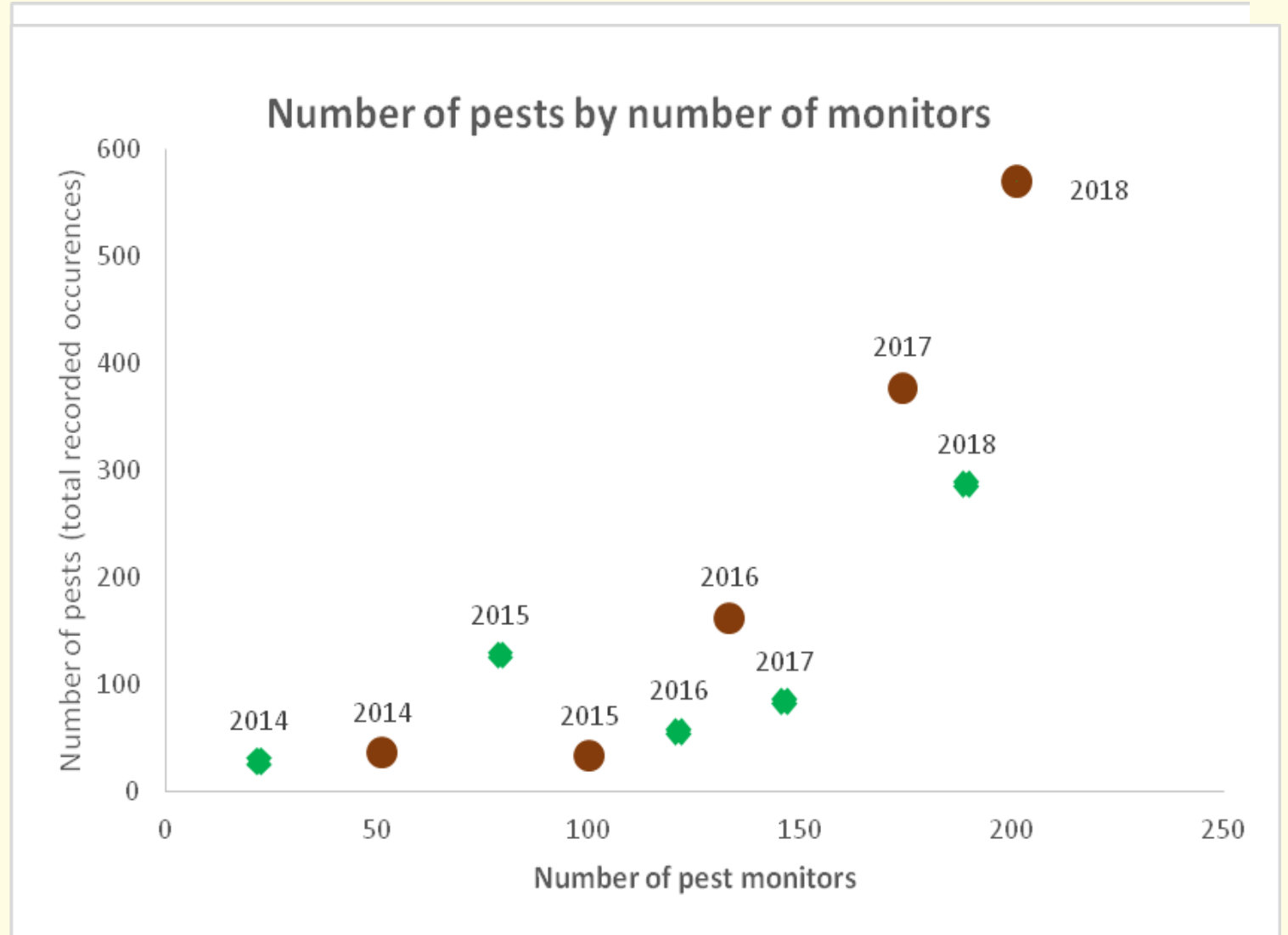
Indicates outcomes of changes in practice

Easy to interpret

Visually engaging

Understand the message? Confirmation Bias

- pest count (y axis)
- Change x axis from date to number of pest traps
- colour to differentiate spring/autumn total catch.



Understand the message? Attribute substitution

- What pests do we have and where are they?
- Becomes
- How many pests have we trapped in the locations where we put monitors?



Henderson Baars 2021

Motivation -
Powerful visual
messages

national
museum
cardiff
amgueddfa
genedlaethol
caerdydd

PEST MANAGEMENT

IT'S BEEN

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DAYS

**SINCE WE LAST DISCOVERED
A PEST INFESTATION**

Keep your workspace clean = Keep the collections safe!

Should you have any questions about pest management at NMC please contact
your friendly Preventive Conservator on extension 3302

Motivation -
Standardise Data
Analysis,
Target
Communication

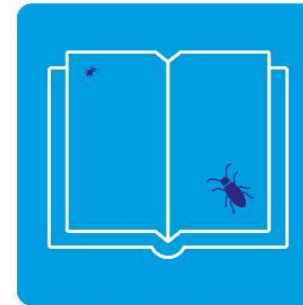


national
museum
cardiff
amgueddfa
genedlaethol
caerdydd

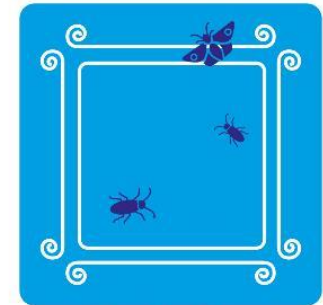
Where did we find pests at the museum?



Stores



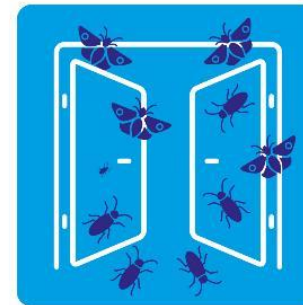
Libraries



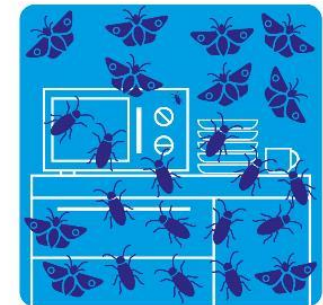
Galleries



Offices



Other spaces



Kitchens

Keep your workspace clean = Keep the collections safe!

Pest monitoring data – September 2018

Questions about pest management? Please contact Preventive Conservation on extension 3302