

## Codebook

for the manuscript

## Guided Tours in Photography Exhibitions as a Museum Education Format: Use, Perceived Effects, and Visitor Types

### Dataset overview

This codebook was rewritten from the SPSS-based variable structure used in the submission package. Variable names, labels, and compact codings are aligned with the archived data files. The CSV version uses semicolons as field separators and decimal commas for scale values.

Field	Value
Cases	461
Variables	49
Guided-tour subsample	345 respondents with freq_guided_tours_photo_exhibitions $\geq 2$
Scale variables	knowledge_art_photography_scale; scale_guide_rejection; scale_guide_positive_effect; scale_guide_information_gain
Cluster variable	cluster_guide_participants

### Variable dictionary

Variable	Label	Coding	Notes
id	User ID	String identifier	Anonymized respondent ID.
age	Age	2=20–29; 3=30–39; 4=40–49; 5=50–59; 6=60–69; 7=70+	Age category; code 1 (10–19) is defined in SPSS but not observed in this sample.
gender	Gender	1=male; 2=female; 3=neither; 4=diverse	
country	Country	1=Germany; 2=Austria; 3=other country; 4=Switzerland	
photo_status	Photography status	1=professional; 2=amateur/hobby; 3=neither	
photo_club_member	Photo club member	1=yes; 2=no	Asked only of photography-involved respondents; missing for others.
interest_art_photography	Interest in artistic photography	1–5 rating	Higher values indicate stronger interest in artistic photography.

Variable	Label	Coding	Notes
engagement_art_photography	Engagement with artistic photography	1=strongly disagree; 5=strongly agree	
selfrated_knowledge_art_photography	Self-rated knowledge of artistic photography	1=strongly disagree; 5=strongly agree	
knowledge_art_photographers	Knowledge of artistic photographers	1=strongly disagree; 5=strongly agree	
knowledge_art_photography_scale	Scale: knowledge of artistic photography	Mean score	Composite of selfrated_knowledge_art_photography and knowledge_art_photographers.
freq_guided_tours_art_exhibitions	Frequency of guided tours in art exhibitions	1=never; 5=always	
importance_guided_tours_painting	Importance of guided tours for painting	1=very unimportant; 5=very important	
importance_guided_tours_sculpture	Importance of guided tours for sculpture	1=very unimportant; 5=very important	
importance_guided_tours_art_photography	Importance of guided tours for artistic photography	1=very unimportant; 5=very important	
freq_guided_tours_photography_exhibitions	Frequency of guided tours in photography exhibitions	1=never; 5=always	Defines the guided-tour subsample used for detailed analyses.
optimal_guide_duration_min	Optimal guide duration in minutes	Minutes	Available for respondents who reported at least rare attendance of guided tours in photography exhibitions.
max_guide_duration_min	Maximum acceptable guide duration in minutes	Minutes	Available for respondents who reported at least rare attendance of guided tours in photography exhibitions.
guide_expectations_same_or_other	Expectations regarding guides: same vs. different	1=same expectations; 2=different expectations	Available for respondents who reported at least rare attendance of guided tours in photography exhibitions.
guide_expectations_open	Open expectations regarding guides	Open text	Open-ended response field; 50 non-empty responses in the SPSS file.
guide_expect_special_stories	Guides: expect special stories	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.

Variable	Label	Coding	Notes
guide_expect_artist_personality	Guides: expect information about artist personality	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_expect_background_information	Guides: expect background information	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_effect_better_access	Guides: better access to photographs	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_prefer_no_influence	Guides: prefer no influence	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_social_contact	Guides: social contact	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_questions_possible	Guides: questions possible	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_too_long	Guides: too long	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_better_memory_photos	Guides: better memory for photographs	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_expect_techniques	Guides: expect information about techniques	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_others_disturbing	Guides: other participants disturbing	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_total_experience	Guides: part of a total exhibition experience	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_expect_selection_reasons	Guides: expect reasons for work selection	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_information_overload	Guides: information overload	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_too_didactic	Guides: too didactic	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_like_photos_more	Guides: like photographs more after explanations	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.

Variable	Label	Coding	Notes
guide_without_others_interpretation	Guides: prefer photographs without others' interpretations	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_too_boring	Guides: too boring	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_bad_timing	Guides: bad timing	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_better_memory_exhibitions	Guides: better memory for exhibitions	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
guide_photos_more_artistic	Guides: photographs perceived as more artistic	1=strongly disagree; 5=strongly agree	Guided-tour item; available for the guided-tour subsample.
audioguide_free_use	Use of free audioguide	1=never; 5=always	
audioguide_paid_use	Use of paid audioguide	1=never; 5=always	
preference_group_vs_audioguide	Preference: group guide vs audioguide	1=audio guide; 2=group tour; 5=neither	
preference_if_no_group_guide	Preference if no group guide is available	1=audio guide; 2=brochure/written info; 5=neither	
scale_guide_rejection	Scale: rejection of guides	Mean score	Mean of 7 items: guide_prefer_no_influence, guide_too_long, guide_others_disturbing, guide_information_overload, guide_too_didactic, guide_without_others_interpretation, and guide_too_boring.
scale_guide_positive_effect	Scale: positive effect of guides	Mean score	Mean of 4 items: guide_better_memory_photos, guide_better_memory_exhibitions, guide_like_photos_more, and guide_photos_more_artistic.
scale_guide_information_gain	Scale: information gain through guides	Mean score	Mean of 4 items: guide_expect_special_stories, guide_expect_artist_personality, guide_expect_background_information, and guide_expect_techniques.

Variable	Label	Coding	Notes
cluster_guide_participants	Cluster type of guide participants	1=Curious art explorers; 2=Reserved art skeptics; 3=Reflective art experts	K-means cluster membership for the guided-tour subsample; missing for all other cases.

#### Additional notes

- The three guided-tour scale variables are arithmetic means of their item sets and are available for the guided-tour subsample only.
- cluster\_guide\_participants contains the three-cluster k-means solution used in the manuscript and is missing for all nonparticipants in guided tours of photography exhibitions.
- knowledge\_art\_photography\_scale is the mean of self-rated knowledge\_art\_photography and knowledge\_art\_photographers.
- Blank cells in the archived CSV should be treated as missing values during import.