

PUTTING THE DEAD ON DISPLAY: AN EXPLORATION OF VISITOR  
PERCEPTIONS AND MOTIVATIONS REGARDING PRESERVED HUMAN  
REMAINS IN MUSEUMS WITH PARTICULAR EMPHASIS ON THE MUSEO DE  
LAS MOMIAS DE GUANAJUATO AND BODY WORLDS & THE CYCLE OF LIFE

by

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## ABSTRACT

PUTTING THE DEAD ON DISPLAY: AN EXPLORATION OF VISITOR PERCEPTIONS AND MOTIVATIONS REGARDING PRESERVED HUMAN REMAINS IN MUSEUMS WITH PARTICULAR EMPHASIS ON THE MUSEO DE LAS MOMIAS DE GUANAJUATO AND BODY WORLDS & THE CYCLE OF LIFE

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Viewing preserved human remains in museums can evoke visceral reactions of curiosity, awe, and repulsion. The popularity of sites and attractions where “the real dead are recreated, packaged up, and sold as an exhibitory experience” (Stone 2011:12) not only alludes to a contemporary fascination with death and dying but also to the economic benefit that institutions derive from providing such experiences. This study focuses on the institutional discourse and the public perception of two distinct exhibitions of relatively modern preserved human remains, the Museo de las Momias de Guanajuato in Mexico and the *Body Worlds & the Cycle of Life* traveling exhibition hosted by the Milwaukee Public Museum in the United States. Using data collected from the perspective of the institutions that curate and exhibit these unique collections as well as the responses of 400 visitors who experienced them, this study examines how preserved human remains are contextually objectified as biological specimens and/or cultural objects and how they are understood and accepted by the public when placed within scientific narratives and by their designation as cultural heritage.

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I would like to dedicate my thesis in loving memory of Concetta and Salvatore Balistreri,  
my Nani and Nanu.

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## ***Chapter 1: Introduction***

When people visit museums, they often choose to engage with the spaces that they feel are relevant or meaningful. Viewing preserved human remains in an exhibit can elicit an instant human reaction, at times both physical and vocal, by visitors to the museum. These types of displays have the power to evoke feelings of curiosity, awe, and even repulsion. This spectrum of visible and invisible reactions prompted me to investigate how people perceive exhibitions featuring preserved human remains and how these perceptions are instrumental in creating a museum experience. For this study, I compare the Museo de las Momias de Guanajuato (Mummy Museum of Guanajuato) and the traveling exhibition, *BODY WORLDS & the Cycle of Life*. Both utilize a modern and unique collection of preserved human remains in their exhibitions. Viewing human remains within a museum setting allows visitors to develop their own opinions about these types of exhibitions, museums in general, and to consider the ethics related to their display.

In 2005, I traveled to Mexico with my high school Spanish class for a two week study abroad experience. We spent one week of the trip in the City of Guanajuato, where we took Spanish language classes and visited local sites, one being the Museo de las Momias de Guanajuato. I have always liked museums and was fascinated by the various ways in which the Museum displayed its collection of mummified human remains. We took a guided tour which provided supplemental information in each exhibition hall. As my mind processed the multiple rooms of mummies, I could not help but overhear the commentary of my classmates and other visitors. People discussed the perceived gruesome nature of some of the displays and that the Museum, as a whole, was

disconcerting. We all saw the same material, presented in the same way, but each walked away with an array of perspectives and opinions.

Three years later, in 2008, I visited *BODY WORLDS I*, a traveling exhibition hosted by the Milwaukee Public Museum. There was quite a bit of media buzz surrounding the exhibition, as well as an ongoing debate about the acquisition of the bodies on display. At this point, I was still trying to understand the process of plastination and formulate my own opinion about the exhibition as a whole. I vividly remember walking up to a plastinated woman with a portion of her stomach removed revealing the fetus in her womb and being caught off guard by a plastinated man, who was broken down into vertical sections, riding a plastinated horse. Similar to my experience in Guanajuato, I listened to the constant chatter of fellow visitors as each tried to fully comprehend what they were seeing.

Not only do I remember how I felt when viewing each of these exhibitions, but also how fascinated I was by the reactions of other visitors. My interest in the way people react to and interact with museum exhibits, especially those focusing on preserved human remains, led me to explore how the visitor experience is crafted by museums and, in turn, how this experience is contextualized by visitors.

## **Background**

The three organizations discussed in this study are the Museo de las Momias de Guanajuato in Mexico, the Milwaukee Public Museum in the United States of America, and Gunther von Hagens' *BODY WORLDS The Original Exhibition of Real Human Bodies* from Germany. The Museo de las Momias de Guanajuato is located in Guanajuato City, Guanajuato, west of the nation's capital, Mexico City. The Milwaukee Public

Museum is located in Milwaukee, Wisconsin and *BODY WORLDS* is a series of exhibitions first developed in Heidelberg, Germany. There are currently *BODY WORLDS* exhibitions in North and South America, Africa, Asia, and Europe. Each of these institutions exhibit preserved human remains—human remains whose skin, hair, and other organs have been preserved through artificial or natural processes—as a focal point of exhibitions.

*Museo de las Momias de Guanajuato*

In 1865, workers prepared to exhume the remains of individuals buried at a public cemetery—Panteón Santa Paula—in Guanajuato City. A law had just been instituted requiring families to pay a special tax to ensure their relatives would remain buried in the cemetery. If the tax was not paid, the body was exhumed and stored at an offsite administrative building (Brubaker 2010; Friou 2007). To the amazement of the cemetery workers, one of the first bodies they exhumed had been naturally preserved. Between 1865 and 1958, the naturally mummified remains of over one hundred women, men, and children were exhumed and seized by the State. Approximately 20 years after the first mummified individual was discovered, people began to visit the cemetery and pay a few pesos for torchlight viewings of the remains. In 1958, the law requiring the grave tax was revoked and bodies ceased to be exhumed from Panteón Santa Paula. In 1969, recognizing a unique source of revenue for the city, the human remains that had been exhumed were formally put on public display in a permanent space created below the cemetery, which became known as the Museo de las Momias de Guanajuato (Brubaker 2010; Friou 2007).

All 111 individuals that comprise the collection of this museum were unearthed

from the same cemetery, were once members of the community, and are thought to have been laypeople that died between the years 1850-1950 (Brubaker 2010; Guanajuato Gobierno Comprometido, Museo de las Momias de Guanajuato 2013). Although they are still trying to ascertain the age at death of the adult mummies, the youngest individual found was a 24 week fetus (Brubaker 2010). There has been a significant amount of research devoted to trying to determine the causes for their remarkable preservation. It has been postulated that because some bodies had been put into cement catacombs, the dry air, cement, and wooden coffins caused the bodies to rapidly release their moisture preventing decomposition and resulting in spontaneous mummification (Friou 2007). Scientists from Texas State University and the Bio-Anthropology Research Institute at Quinnipiac University have found evidence that a number of the discovered fetuses and infants were partially eviscerated prior to their burial and eventual natural mummification. One suggested reason for this partial disemboweling is the attempt to preserve the remains while they were adorned in the “angelitos” or “santitos” tradition (Figure 1.1), so they could be photographed to appear as if they were still alive (Friou 2007).

The mummies of Guanajuato have become an integral part of the culture, social and historical identity, and lore of the City of Guanajuato and play an important economic role as well. Many local and regional legends highlight the mummies and they have been a noteworthy part of popular culture. For example, the mummies have been featured in films like *Santo vs. The Mummies of Guanajuato* (1972), where a well-known Mexican wrestler defended the city against resurrected mummies; in children’s books, like *Una momia en su mochila* (A mummy in her backpack) by James Luna; and in

television shows like *The Mummy Road Show*, a National Geographic Channel documentary series (2001).



(Figure 1.1: “Angelitos, Santitos, and Smallest Mummy in the World” as seen in 2005 Museo de las Momias de Guanajuato, taken by Amanda Balistreri)

Since their discovery, appropriation, and possession by the state, the mummies have been housed in a variety of facilities. In March of 2007, a newly renovated Museo de las Momias was opened to the public. Dr. Eduardo Romero Hicks, the mayor of the City of Guanajuato (2006-2009), facilitated this new initiative as a way to preserve and promote the heritage of the city (Brubaker 2007; Guanajuato Gobierno Comprometido, Museo de las Momias de Guanajuato 2013). Many locals consider the Museum and its unique collection of relatively modern mummies to be a great addition to their community, and the city continues to benefit from its status as a major tourist attraction. Each year,

hundreds of thousands of people from all around the world visit the now famous mummies of Guanajuato.

Approximately 59 of the 111 mummified individuals have been used to create nine differently themed areas within the Museum (Friou 2007). Before entering the exhibition, visitors proceed to the Sala de Proyección (Screening Room) where an introductory video to the museum is played. They then proceed to the Histórico Artística (Historic Artistic) area where the origin of the museum is explained and the work of some important artists that reference the mummies is presented. This area is followed by the section Recreación Orígenes (Recreation Origins) dedicated to the recreation of the way in which the mummies were exhibited before the renovations in 2007. An area entitled La Voz de Los Muertos (The Voice of the Dead), provides an opportunity to hear recorded audio of people telling the “stories” of some of the mummified individuals. The next two sections are Angelitos (Little Angels), which displays infants dressed in the little angel tradition, and Imagenología (Image Studies), which presents mummified bodies that have had various scientific studies conducted on them. These areas are followed by Muertes Trágicas (Tragic Deaths), a room of mummified individuals whose lives ended prematurely or by extraordinary circumstances, and Vestidos Típicos (Typical Clothing), featuring individuals who were buried in the typical clothing of the 19<sup>th</sup> century. The next section of the museum, Madre e Hijo (Mother and Child), is dedicated to the mummified remains of a woman who died during or shortly after pregnancy as well as the 24 week old fetus dubbed “The Smallest Mummy in the World.” The Museum considers this fetus—seen in Figure 1.1—to be the most important part of its collection (Guanajuato Gobierno Comprometido, Museo de las Momias de Guanajuato 2013). The

final section of the museum, Santa Paula, shows a reconstruction of the cemetery niches from which the majority of mummies displayed in the museum were extracted. It also exhibits bodies from the collection at different stages of exhumation (Guanajuato Gobierno Comprometido, Museo de las Momias de Guanajuato 2013). The display of these mummified individuals has become so normalized that visitors, as well as the locals, may not think to question their origin or the details surrounding their retrieval.

#### *Milwaukee Public Museum*

The second organization examined in this study is the Milwaukee Public Museum, located in the downtown area of one of Wisconsin's largest and most diverse cities. In 1884, by an action of the state legislature, the Museum was founded by the City of Milwaukee as a city institution, with a collection of 20,000 objects and two staff members (Milwaukee Public Museum 2009). In 1898, a new building was constructed to house the Museum collections as well as the Milwaukee Public Library. In 1962, the Museum moved across the street to a building dedicated solely to the exhibition of its collections and was first accredited by the American Association of Museums in 1972 (Milwaukee Public Museum 2009).

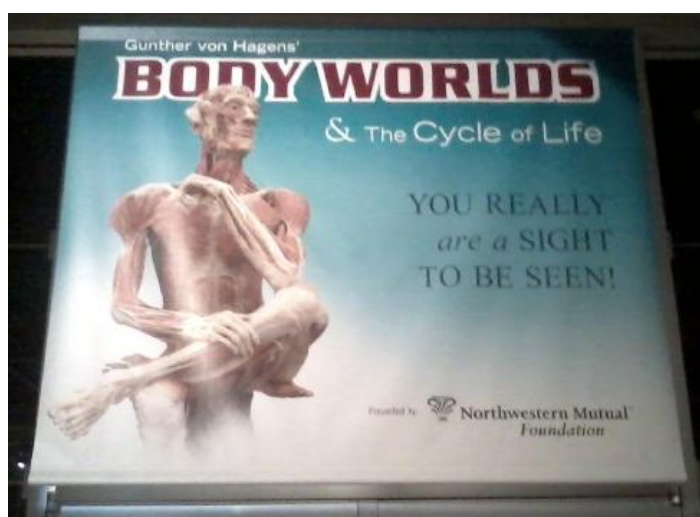
In 1976, the Museum was purchased by Milwaukee County from the City of Milwaukee and managed as a public institution until 1991, when a motion was passed by the Milwaukee County Board of Supervisors approving a public/private partnership. In 1992, the Milwaukee Public Museum became a private, non-profit institution governed by a 30 person board of volunteers. However, the building, lands, and collections continue to be the property of Milwaukee County (Milwaukee Public Museum 2009). There are currently over 4.5 million specimens in the Museum's permanent collection.

The Museum comprises three and a half floors of exhibition halls. The ground floor features an exhibit dedicated to the Hebior Mammoth, a local Pleistocene megafauna find. The first floor of the Museum contains a variety of immersive exhibitions including the Costa Rican Rainforest, Third Planet, Puelicher Butterfly Vivarium, Bugs Alive!, the European Village, the Streets of Old Milwaukee, as well as Samson—a local gorilla celebrity—and the Sense of Wonder—a recreation of a late 19<sup>th</sup> century museum. The second floor has a series of dioramas and didactic exhibits that focus on historical and contemporary North American Indians, primarily divided by geographical markers: Woodlands, Plains, Southwest, Northwest, California, Rocky Mountains and Prairie. Finally, the third floor contains exhibition halls dedicated to Africa, the Arctic, Asia, the Living Oceans, the Pacific Islands, and South and Middle America, as well as an exhibit created by students in the UW-Milwaukee/Milwaukee Public Museum Museum Studies program. The third floor mezzanine features exhibits about Pre-Columbian America.

Only two permanent exhibits are dedicated to the display of preserved human remains at the Milwaukee Public Museum. The Peruvian Grave, on the Pre-Columbian Mezzanine, features two complete mummified individuals associated with the Chancay culture of coastal Peru (1000 to 1450 A.D.), and Djed-Hor, an Egyptian mummy from Akhmim (600 B.C.) that has been part of the Museum's collection since 1887. The other human remains that visitors can view in the Museum are a human skeleton in the Sense of Wonder exhibit, a commercially prepared teaching piece (McMullen and Scher Thomae 2014), a mummified tattooed arm (1476-1530 A.D.) in a case titled *Chimu Culture* in the Pre-Columbian America exhibition hall, and a series of skulls on display in

the Papuan Men's House. The Milwaukee Public Museum is better known for its life-size open dioramas and the variety of immersive environments it creates on each of its floors, than for its displays of human remains.

In addition to its vast permanent exhibition halls, the Milwaukee Public Museum hosts a variety of traveling exhibitions, some of which have focused on tragic death or included preserved human remains. The Museum hosted *Remember the Children: Daniel's Story* from the Holocaust Memorial Museum in 2002; *Titanic: The Artifact Exhibition* in 2009; and *Cleopatra: The Search for the Last Queen of Egypt* in 2012. Though there were no human remains within any of these exhibitions, they highlighted mementos of individuals who died as a result of tragic situations within human history. The exhibitions that featured preserved human remains were: the original *BODY WORLDS I* in 2008, which attracted over 300,000 visitors; the "*Mummies of the World The Exhibition*" in 2011, which did not bring in as many visitors, but it was also considered a success; and finally, the Milwaukee Public Museum hosted another *BODY WORLDS* exhibition, *BODY WORLDS & the Cycle of Life* in 2014.



(Figure 1.2: Banner Above *BODY WORLDS* exhibit entrance at MPM- 2014, taken by Amanda Balistreri)

*Gunther von Hagens' BODY WORLDS*

The process of *plastination* was invented by Dr. Gunther von Hagens in 1977, in order to create a new type of anatomical study specimen. He coined this term to describe his process of preserving the individual tissues, organs, and bodies of deceased humans. Rather than preserving human remains by suspending them in blocks of plastic, as had been done in the past, he thought the remains could be stabilized from within (Whalley 2005:20). Dr. von Hagens began by preserving individual organs and not long after began creating full body plastinates. The main premise behind plastination is that in order to make a specimen permanent, decomposition must be halted (Institute of Plastination, Methods of Plastination 2014). Removing water and fats in the body and replacing them with polymers deprives bacteria, which would normally decompose organic remains ultimately preserving the specimen (Institute of Plastination, Methods of Plastination 2014).

In 1993, Dr. von Hagens established the Institute for Plastination because the space and technical facilities available to him at the University of Heidelberg in Germany were no longer adequate (Institute of Plastination, Mission & Objectives 2014). The Institute aspired to produce, at a commercial scale, preserved human specimens for basic and continuing medical training as well as for the overall medical and health education of the public. The specimens are created solely for this purpose and are not available to private individuals or dealers. Plastinates are now sold to universities and medical schools world-wide and von Hagens puts them on display in a number of traveling exhibitions under the brand *BODY WORLDS*. Additionally in 2013, *BODY WORLDS* announced that its first permanent exhibit would be on display at Discovery Times

Square in New York City. The Institute for Plastination and *BODY WORLDS* are both private, for profit companies run by Dr. Gunther von Hagens and his wife Dr. Angelina Whalley (Whalley 2005:237-238). There are currently over 400 plastination laboratories located within 40 countries that prepare specimens for academic study (Institute of Plastination, Mission & Objectives 2014).

The Institute of Plastination, and ultimately *BODY WORLDS*, relies on individuals who willed or donated their bodies to be plastinated after their death. These individuals have waived their right to burial and when needed, have given consent for their bodies to be used in public displays (von Hagens 2007:30). Donors have cited a variety of reasons and motivations for offering their bodies for plastination. Some have indicated that they want to help further the development of art and culture, others that they owe their life to the medical field and this is their chance to give back, and some have even cited the Bible when sharing their rationale for their donation (von Hagens 2007:30-31). The Institute also accepts and exhibits specimens from old anatomical collections that have been disassembled.

The first ever *BODY WORLDS* exhibition opened in Tokyo, Japan in 1995, while the first commercial exhibition was not until 1997 in Mannheim, Germany at the Museum of Technology and Labour (Stone 2011:3). Since then it has been on constant display with exhibits in approximately 90 cities, which have been seen by over 38 million people world-wide (Institute of Plastination, Questions & Answers 2014). Before *BODY WORLDS* made its appearance in the United States, an ethical review was conducted by the California Science Center. The goal of the 2004-2005 study was to evaluate the ethical issues relating to hosting *BODY WORLDS* exhibitions, to determine sufficient

body donor informed consent, the educational value of the exhibit, and the respectful treatment of human remains (Institute of Plastination, Media 2014).

The Science Center Ethics Advisory Committee was composed of religious, medical, and bioethics leaders in the greater Los Angeles community. The study was conducted to determine if the California Science Center should host *BODY WORLDS* in its American debut. The consensus of the committee was that the exhibition had substantial educational value and was appropriate for display (Institute of Plastination, Media 2014). This study opened the doors for *BODY WORLDS* exhibitions in the United States and, since 2005, many large North American cities have hosted exhibitions.

As mentioned above, the *BODY WORLDS* exhibitions display real human specimens, whole-body plastinates, individual organs, organ configurations, and transparent body slices, as well as some animal specimens (Institute of Plastination, Questions & Answers 2014). In addition to displaying how different body systems and organs function, plastinates are used to provide examples of how common diseases affect the body. These are presented in an understandable way by juxtaposing and comparing healthy and diseased organs. Visitors learn about the long-term impact of diseases and addictions to substances such as tobacco or alcohol. Also presented are the mechanics of artificial knee and hip joints (Institute of Plastination, Questions & Answers 2014). Full body human plastinates also show how bodies move in everyday life as well as during athletic activities.

*BODY WORLDS & the Cycle of Life* is just one of the many different exhibitions that Gunther von Hagens' *BODY WORLDS* created. This exhibit features human plastinates that represent the human life cycle: prenatal development and infancy,

childhood and adolescence, youth and adulthood, and aging. Throughout the exhibition, there is a special focus on sickness, disease, and optimal health while showing the body from conception to old age and sharing the latest findings in longevity and aging science (Institute of Plastination, Questions & Answers 2014).

Since this is a traveling exhibition, the plastinates displayed and the organizational layout differs based on available space and the experience the hosting institution would like to offer to its patrons. The following description of *BODY WORLDS & the Cycle of Life* represents the layout utilized at the Milwaukee Public Museum from February to June 2014 (Figure 1:3). Upon entering the exhibit, visitors see a memorial to the individuals who donated their bodies making the *BODY WORLDS* exhibitions possible (1). Visitors then walk by a series of videos that show a reconstructed age progression, highlighting the change in facial features. After the videos, visitors encounter the first plastinates, a series of fetuses representing different stages of growth within the uterus (2). The next area includes a real human skeleton (3)—much like those used when teaching anatomy—a variety of plastinated bones, and two full body plastinates: the Sitting Ligament Body (A) and Orthopedic Body (B). The latter two show hip and knee replacements as well as various surgeries of the spine and extremities.

The subsequent space has a full body plastinate of an individual hanging between gymnastic rings, called the Ring Man (C), and then visitors walk towards a display of paintings. This prompts a display of human brains, both sections and slices, as well as another full body plastinate, the Ponderer (D). The following space opens with the London Body, also referred to as the Autopsy Body (F)—an individual that Gunther von Hagens publicly dissected in 2002—and the Angel (E). As visitors walk past these two

plastinates, they also see examples of healthy lungs alongside those of a smoker and a display of other organs that aid in respiration. The full body plastinate identified as Yoga Lady (G) is at the end of this set of cases. The next room contains two full body plastinates, the Skate Boarder (H) and Ballet Dancer (I), and displays hearts and arteries affected by various diseases.

Visitors then walk through an area that presents personal advice given by centenarians, individuals who have lived to at least 100 years old, on how to live a long, healthy, and fulfilling life. The next section starts with a full body plastinate called the Walking Elder (J), followed by a variety of organs, including the liver of an alcoholic, a gallbladder full of stones, the body of an obese man cut into slices to show how fat permeates various organs, and a full body plastinate of a female acrobat holding a ball (K). After examining the acrobat, visitors are drawn to the full body plastinates of an Ice Skating Couple posed as if they were in mid-spin (L). The final section of the exhibition presents information about the different ways plastination can be used to preserve human specimens. The last plastinate a visitor encounters is a full body plastinate of an ostrich (M), meant to show how animals can also be preserved through plastination. As visitors exit the space, they are encouraged to read about the five steps in the plastination process, write their thoughts about their experience in a comment book, and view the various exhibition catalogs and *BODY WORLDS* items for sale in the Museum's gift shop.

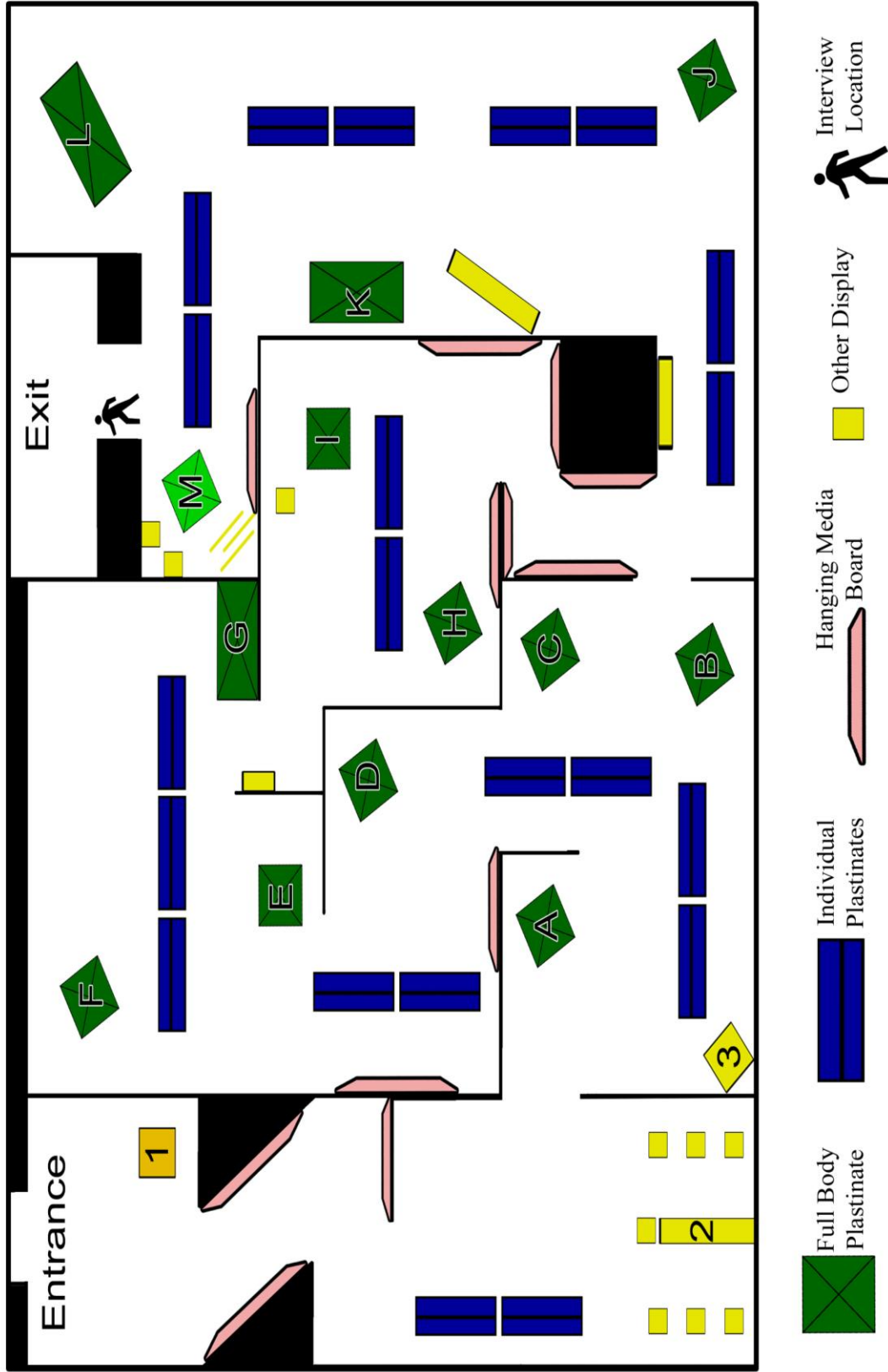


Figure 1.3: *BODY WORLDS & the Cycle of Life* Layout- Milwaukee Public Museum 2014

## The Present Study

The goal of the present study is to better understand the complexities of visitor perceptions of exhibitions containing preserved human remains through the examination of visitor expectations and experiences as well as their perceived understanding of the exhibition's primary theme. Analyzing data collected from two perspectives; *The Purpose and Motivations of Museums* and *Visitor Comments and Reactions*, I compare the experiences that the institutions intend to provide to the experiences visitors actually have. Chapter 2 provides the historical and theoretical background that informs this study, while Chapter 3 details the methodology employed to obtain and analyze the data collected. Chapter 4: *The Purpose and Motivations of Museums*, focuses on a discussion of the institutional museum mission statement, how material is displayed within the exhibition, and the ways in which these exhibitions are advertised to the public. Here I highlight the fact that although museums are considered educational institutions, they are also businesses that need to generate money. The best way to do this is to have exhibitions and activities in which people are drawn, see value in, and are willing to pay for to experience.

In Chapter 5: *Visitor Comments and Reactions*, I discuss the reviews and opinions of 400 individuals who visited the Museo de las Momias de Guanajuato or *BODY WORLDS & the Cycle of Life* at the Milwaukee Public Museum. I aim to assess attitudes toward exhibitions that focus on preserved human remains by reviewing visitor critiques and comments as well as evaluating expectations and motivations to visit such exhibits, their experiences within the exhibitions, and any positive and negative feedback post visitation.

This study postulates that visitor perceptions of the exhibitions of the collections of preserved human remains at the Museo de las Momias de Guanajuato and *BODY WORLDS & the Cycle of Life* can be best understood when viewed as scientific inquiries and morbid curiosities. The contextualization of preserved human remains both as biological and cultural objects promotes their display in a variety of institutional contexts—particularly scientific narratives and as cultural heritage—as well as encourages and provides justification for the living to view them.

## *Chapter 2: Museum Collections and the Display of Human Remains*

The collection, exhibition, and perception of preserved human remains is culturally contingent as well as politically and economically motivated. In addition, the public display of these remains inspires both scientific interest and morbid curiosity as is illustrated by the Museo de las Momias de Guanajuato, Milwaukee Public Museum, and *BODY WORLDS*. This study focuses on the collections of preserved human remains held by each institution. Preserved human remains are unique specimens that many people would not be able to view outside of the museum setting (Patterson 2007:56). The preservation of human remains can occur by a purely natural process—through cold or dry heat, freezing, or certain types of wetlands and soil—or by artificial manipulation, such as embalming via arterial injection, submersion in liquid preservatives, cryonics, plastification/plastination, or purposeful exposure to mineral salts or other absorbent material (Quigley 1998).

In order to better comprehend how these specialized human remains are used by museums, as well as how they are viewed and understood by museum visitors, this chapter explores how the bodies of deceased humans have been incorporated into museum collections. I discuss the function of museums from a historical perspective and how human remains—as both biological and cultural objects—are transformed into a unique class of material culture through their collection and study, contextual objectification, and display.

### **Functions of Museums**

“Museums are important because they serve to remind us of who we are as humans and our place in the world” (Davis 2007:53). This statement not only elucidates

how people presently perceive museums, but also provides insight into why museums were originally established. Natural history museums emerged as many natural and social sciences—such as geology, paleontology, anthropology, and archaeology—were being established as fields of study. Archeologists and anthropologists held director and curator positions in many early museums and took the initiative to expand collections and fill exhibition halls. In the United States, these individuals conducted the majority of early fieldwork and assembled collections that were then curated by their institution, making museums the place of origin for the caring, making, and interpretation of archaeological collections (Sullivan and Childs 2003:6-7). Later in the 20<sup>th</sup> century, the fields of archaeology and museums began to diverge with archaeologists generating collections and museums displaying them or serving as their repositories.

### *Changes in Museums*

One aspect of museums in Latin America that is particularly interesting is “the frequent tension they embody—narrative as well as real—between perceived pre-Hispanic glory...and the pressure for development” (Silverman 2006:4). The first museums established in Spanish Colonial America were used to exhibit collections of minerals, plants, and animal specimens from the colonies (Florescano 1990:1238). These institutions were also involved in “the collection and study of pictographic documents written in native languages or translated into Spanish, and the preservation and study of archaeological monuments” (Florescano 1990:1239). During the 17<sup>th</sup> and 18<sup>th</sup> centuries, the Criollo (Spaniards born in the colonies) population became increasingly involved with preserving the Native past. This in turn, prompted European interest in the Native past and funding for archaeological explorations of ancient monuments (Florescano

1990).

After their independence from Spain in the 1800s, Latin American countries rapidly established national museums as “anticolonial statements of autonomy,” that drew on Pre-Columbian symbols to legitimize and reinforce the cultural autonomy of the new nations (Silverman 2006:15). For example, Mexican Independence produced a new political unit—Mexico—whose territory and long-term indigenous history became a topic of natural history, and created the need for the establishment of a national past (Florescano 1990:1243). The formulation of a national museum became essential for the political development of a new Mexican national identity. It would seem that Mexican museums were essentially created as state projects and were considered public-service institutions from the beginning (Florescano 1990:1244).

In the United States, 18<sup>th</sup> and 19<sup>th</sup> century historical societies were created to encourage learning, but more importantly, to record the history of the newly forming country and begin to create a national identity; this differs from early Latin American museums that turned to their country’s Pre-Columbian past as the basis of their individuality. Typically housed within local libraries, these historical societies held art and history collections as well as various types of documents (Pitman 1999). As a predecessor to the modern museum, “cabinets of curiosities,” fashioned after cabinets found for centuries in Europe, often featured shrunken heads, two headed beasts, Egyptian mummies, and other objects meant to entertain patrons (Sullivan and Childs 2003:6). Almost exclusively found in the homes of wealthy antiquarians or well-funded academics, these rooms were meant to boast private collections and embody the exotic experiences of the owners (Pitman 1999:3).

It was not until the mid-19<sup>th</sup> century that large natural history museums, like those that could be found in London and Paris, were established in the United States (Thomas 2000:54), and became associated with the developing disciplines of history, biology, and anthropology (Bennett 1995:59). The Smithsonian Institution, for example, was established in 1846 as the premiere national museum in the United States. Fearing that the Smithsonian would obtain all of the best collections, private donors funded rival institutions and donated their personal collections to universities so they, in turn, could establish new museums (Pitman 1999; Thomas 2000:55). From their inception, natural history museums celebrated the Euro-American triumph over nature (Weil 2007:35), recorded and preserved examples of natural history from all over the world, were used as a way to test the scientific merit of a country through the research they produced, and even became the center of symbols of national identity (Lopes and Podgorny 2000).

By the 20<sup>th</sup> century, the role of the museum worldwide had undergone significant changes. They went from being a passive venue for the already educated, to active centers of learning for people of diverse educational and cultural backgrounds (Boyd 1999:199). Now, in the 21<sup>st</sup> century, museums are once again changing as they revisit their role within society and try to appeal to large, popular audiences (Alexander 1996:84). Museums are no longer measured by the collections they have and the research they produce, but by the exhibitions they have (Alexander 1996:82) and the benefits they provide for individuals and communities (Watson 2007:1). In addition, they now focus on providing a unique, educational, and entertaining visitor experience as their exhibitions compete with theme parks as tourist destinations and the Internet as sources of information (Pitman 1999:15).

## Human Remains as Material Culture

James Deetz (1977:10) argued that material culture is the most culturally sensitive data available as it is a segment of humankind's physical environment purposely shaped according to culturally dictated rules. I would extend this definition to include human remains, and in particular those that have been preserved. The living contextually objectify bodies of deceased individuals—essentially transforming them into another category of material culture. This definition and perspective allow them to be collected and used in museum exhibitions without religious, ethical, or moral implications. The following section focuses on how early museums obtained such specimens for their collections with an emphasis on the use of humans, both living and deceased, in their displays.

In the 19<sup>th</sup> century, many American museums would purchase objects from already established museums or from university collections primarily in Europe to build their collections. As this practice became increasingly expensive, several museums decided to sponsor their own expeditions and excavations as a way to enhance their own collections. In addition to saving money, it also provided an opportunity for museum academics to increase their prestige based on their finds (Thomas 2000:56).

In the United States, fieldwork seasons and expeditions focused on, or included, the acquisition of human specimens. Michael Blakey explains how, “Native Americans and Third World peoples are exhibited in the [National Museum of] Natural History... like plants, animals, and geological specimens, they are contextually defined as part of *nature*” (1990:40). He goes on to say that by association, Native Americans became a part of the wilderness that was tamed by [Euro] American advancement (Blakey

1990:40). Throughout the 19<sup>th</sup> century Euro-American anthropologists thought Native Americans, as specimens, needed close study especially as a way to support anthropometrics, racial theories of skull science, and the “hierarchy of civilizations” (Thomas 2000). In phrenology—a short-lived 19<sup>th</sup> century attempt by early physical anthropologists to understand the physical variation of races, by measuring the brain size and head form—ratio of maximum skull breadth to maximum skull length—scientists drew conclusions about the intelligence of different racial groups and ranked them accordingly: Caucasians at the top, Native Americans in the middle, and Blacks at the bottom (Thomas 2000:102-103).

During this time, museum anthropologists also traveled to different parts of the world searching for “living fossils,” people from traditional cultures perceived to be physically and culturally frozen in time (Thomas 2000:79). In 1897, Arctic explorer Robert Peary brought a group of Polar Eskimo from North Greenland to New York’s American Museum of Natural History, where they lived as subjects in scientific studies (Thomas 2000:79). Visitors would flock to see living Japanese, “Aztecs,” Zulus, Bushmen, Mohawks, Australian aborigines, and many other groups of people, displayed throughout Europe and the United States. These “ethnographic zoos” created spaces where the exotic “other” would interact with an environment created by curators. This allowed visitors to watch as individuals performed daily tasks such as cooking, washing, or tending a fire as well as recreations of cultural events like weddings, funerals, or a hunt (Kirshenblatt-Gimblett 1998:43-45). The remains of the dead, such as tattooed Maori heads, Aztec skulls, and Indian skeletal remains, had been displayed in museums as ethnographic specimens; however, the use of living individuals provided new

opportunities for cultural displays and visitor engagement (Kirshenblatt-Gimblett 1998:35-36). Exhibitions using living “exotic” peoples became increasingly popular at world’s fairs, such as the numerous native groups from the Americas at the 1893 Columbian Exposition—the founding of many collections held at the Field Museum—in Chicago and Philippine Village at the 1904 World’s Fair in St. Louis. These fairs as well as traveling freak shows were used to reify the perceived “hierarchy of civilizations.” By exhibiting living people the lines between lurid curiosity and scientific interest were blurred, making a spectacle of the exhibits (Kirshenblatt-Gimblett 1998:34).

In the early 20<sup>th</sup> century, the *Races of Mankind* exhibition—a series of 101 life-size bronze sculptures created by sculptor Malvina Hoffman showed the principal human racial types for the 1933 World’s Fair in Chicago—aimed at removing the non-scientific atmosphere of the side show and replacing it with the cultural sophistication of a museum setting (Teslow 1998:53-55). The museum setting allowed visitors to view exotic peoples in a way that would not be allowed if they were living. Transforming living populations into representative statues allowed visitors to gawk at, and even touch, the figures without the fear that they would look back or respond (Teslow 1998:56). By the 1960s anthropologists at the Field Museum in Chicago, where *Races of Mankind* had been on permanent display, viewed the exhibition as scientifically inaccurate and “socially and politically indefensible” (Teslow 1998:73). The figures were removed from the Museum’s exhibition halls in the 1970s and were displayed as “decorative objects” in other parts of the Museum (Teslow 1998:73).

One of the most significant changes in regards to the excavation and display of human remains in the United States in the 20<sup>th</sup> century was the passing of The Native

American Graves Protection and Repatriation Act (NAGPRA) in 1990. Throughout the 19<sup>th</sup> century, American Indian graves were seen as a non-renewable resource; therefore, researchers were pressed to collect goods and human remains from as many as possible and quickly (Thomas 2000:210). The demand for Native American skulls in the United States' new natural history museums had been so high that individuals dug up Indian graves and beheaded interred corpses. Human remains were taken from battlegrounds, reservations, cemeteries, and deep inside ancient mounds and were systematically processed at U.S. Army hospitals prior to their distribution to museums (Thomas 2000:56-57), where their display was contextualized and justified through scientific narratives and inquiry.

Modern Native American Indian populations in North America protested the excavation of their sacred lands as well as the utilization of their ancestors' remains as objects in museums (Sullivan and Childs 2003:25). This legislation dictated precisely what can and more importantly, what cannot be done with human remains and specific categories of material culture attributed to Native American populations within the United States. NAGPRA provided a process for the inventory and potential repatriation of Native American, Native Hawaiian, and Native Alaskan human skeletal remains, funerary objects, sacred objects, and objects of cultural patrimony that were held by federal agencies and museums that receive federal funds (Sullivan and Childs 2003; Teague 2003). If cultural affiliation could be identified between a particular set of prehistoric or historic remains and a present day tribe, organization, corporation, or if lineal descendants request the return of those remains, the federal agency or museum was required to comply with the wishes of the contemporary group as quickly as possible.

NAGPRA legally empowered Native groups to act on behalf of their ancestors, ensuring they would be treated as people and not as objects of study.

### **Preserved Human Remains as Biological and Cultural Objects**

Whether people work with the remains of the dead or only view them in museum—or museum-like—displays, a level of objectification is always present. The plastinates in *BODY WORLDS*, the skeleton on display in the Sense of Wonder exhibit at the Milwaukee Public Museum, and even Djed-Hor, the Egyptian mummy from Akhmim displayed in association with medical technological advancements may all be contextualized as biological objects that foster scientific inquiry. Human remains displayed as cultural objects in contexts such as burial recreations—like the Peruvian Grave at the Milwaukee Public Museum—or scenes from historic and pre-historic pasts—like the majority of exhibits at the Museo de las Momias de Guanajuato—may encourage morbid curiosity.

#### *Biological Objects*

Dead bodies have been at the center of the scientific objective gaze for centuries and the existence of anatomical cadavers has rarely been a topic of public outcry; it is understood that doctors and professionals need them for medical training and research (Quigley 1998, Walter 2004a). These cadavers allow medical students to learn about the structure and function of the human body and practice surgical techniques as they acquire the clinical detachment required when working on the living (Roach 2003). In addition to “fresh” human cadavers, many medical schools utilized preserved specimens that illustrate physical deformations and diseases.

In the 18<sup>th</sup> century, anatomist and naturalist John Hunter opened a museum at his

house—the Hunterian Museum in London—where he displayed an extensive collection of preserved human and animal specimens, classified as either “humane rarities” or anatomical curiosities, like those in the early cabinets of curiosities (Chaplin 2008:139). Hunter’s goal for the museum was to create a natural spectacle that functioned both as a type of cultural capital—objects valued not only for their commercial worth, but for their perceived ability to hold and project knowledge (Bourdieu 1986)—and to display collections that could be understood by the public (Chaplin 2008:141). In addition to the Hunterian Museum, preserved collections of anatomical specimens displayed in the style of a “cabinet of curiosity” can currently be found in the Mütter Museum of The College of Physicians of Philadelphia (The College of Physicians of Philadelphia 2013).

Two centuries later, Dr. Gunther von Hagens, a German anatomist, began creating and using a new category of preserved human remains—human plastinates—to educate lay people, improve overall medical awareness, and serve as tools for training medical students (Jones and Whitaker 2009:774). It is important to note that there are fewer opportunities for students to utilize real bodies because of religious, ethic, and moral statutes developed in the later part of the 20<sup>th</sup> century in Western countries, making plastinates invaluable. As mentioned in the previous chapter, these plastinates are currently featured in traveling exhibitions under the brand *BODY WORLDS* with the mission of promoting health education and healthy living. Each specimen utilized in *BODY WORLDS*’ exhibitions was created using the modern process of plastination, a five step process comprised of: embalming and dissection, removal of body fat and water, forced impregnation of silicone rubber, positioning, and curing (hardening). First, the body is embalmed by pumping formalin, a chemical that kills bacteria and stops the

decay of tissue, through the arteries. Dissection tools are then used to remove the skin as well as fatty and connective tissue in order to prepare the individual anatomical structures. The next step is to remove the water and soluble fats that have been dissolved from the body by placing it into a solvent, acetone, bath (Institute of Plastination, Method of Plastination 2014). Step three is crucial in the plastination process because this is when silicone rubber is forced into the body. The specimen is immersed in a polymer solution and is placed in a vacuum chamber; which removes the acetone from the specimens and helps the polymer encompass every cell (Institute of Plastination, Method of Plastination 2014). Positioning the body is the fourth step in the plastination process. Each anatomical structure is put into the desired position and secured using wires, needles, clamps, and foam blocks. The fifth and final step requires the specimen to be left to harden, which is achieved using gas, light, or heat. The entire plastination process, including dissection, takes about 1,500 working hours, on average one year to complete (Institute of Plastination, Method of Plastination 2014), and are expected to remain stable for at least 4,000 years (Walter 2004b:606).

Through this process, human corpses are used as raw material; dead flesh is treated, transformed, and sculpted (Linke 2005:15). Plastinates are dry, odorless, and anonymous, resulting in an overall plastic model effect (Burns 2007; Walter 2004a). *BODY WORLDS* exhibitions, “effectively erased the usual distance between viewer and object, common in some anatomical museums, and diminished the awe and fear of the dead” (van Dijck 2001:120). These specimens are viewed from a comfortable distance—with the option of getting a closer look (Burns 2007). Exhibitions of human remains presented as biological objects, tend to distance the viewer from any understanding of the

nature of death showing clean bones or preserved specimens frequently concealed by glass. Many people do not believe—or perhaps do not want to believe—the remains are real, even when they are advertised as such like the plastinates in *BODY WORLDS* (Alberti et al. 2009:138).

### *Cultural Objects*

Throughout human history, the remains of deceased individuals have been used for religious and spiritual purposes. A belief in the spiritual force of human remains can be traced back to medieval times when the remains of saints became relics for believers. These relics were said to contain the life force of the person they once belonged to (Robben 2004:139). With this in mind, if all of the relics associated with an individual were brought together, there would be more material than that of a single person. This would suggest that it is not the relic's actual derivation from a specific body that gives it power but beliefs in its origin (Verdery 2004:305).

Archaeologists and anthropologists continue to use human remains to understand the human past and as evidence to help explain the complexities of different cultures (Alberti et al. 2009:142). They are also interested in studying mortuary practices in the archaeological record as well as among modern populations (Sofaer 2006:12). While people may be more comfortable perceiving a dead body as a biological object and living individuals as cultural beings, human remains can be perceived as the embodiment of cultural norms and practices, as lifestyle various modifications during life—such as tattooing or the repair of a broken bone—can be inferred after death (Deetz 1977; Sofaer 2006). They are an important aspect of understanding how societies perceived life and how they lived (Alberti et al. 2009:142) because there are links between the shape and

condition of a person's deceased body and the activities in which they participated during their lifetime (Landau and Steele 1996:213).

Significance and meaning can be drawn from the identity of the individual while they were living; for example, the bodies of various political leaders have acted as symbols of political order, disorder, and reverence (Verdery 2004:306). The remains of political figures like Vladimir Lenin, Joseph Stalin, Hugo Chávez, and Eva Perón were all preserved, in ways that gave the illusion that they were only sleeping, and put on display for private and public display. In order to sustain public viewing and maintain their life-like appearance, the bodies required constant upkeep. These individuals were preserved so the deceased could physically remain with the living—and be visited and revered for years after their death—rather than retain just their memory (Quigley 1998: 27-28).

Another way preserved human remains are transformed into cultural objects is through a designation as cultural heritage and by manufacturing histories, people, and identities (Linke 2005:13). The naturally mummified human remains currently displayed at the Museo de las Momias de Guanajuato, have been a part of Mexican folklore since the first body was unearthed in 1865. One of the most widespread legends, with the most variations, tells the story of individuals being buried alive because of a cholera outbreak. When these individuals woke, they realized they had been buried and began scream and scratch the coffins in an attempt to escape. Due to the rich soil, the bodies were mummified and decades later—mummies—would emerge from the ground and terrorize people within the city (Tuvez.com, Scary Legends Mexican Style). The mummies have also inspired writers and artists such as *Next in Line* by American fantasy and science

fiction writer Ray Bradbury. Bradbury tells the story of a woman who is so overwhelmed by thoughts of her own mortality that after seeing the mummies of Guanajuato with her husband, she begins to experience the true terror of death as she becomes the next mummy in the catacombs (Bradbury and Lieberman 1979).

*Cultural Perceptions of Death and Deceased Bodies*

Viewing the remains of a deceased human may not always be meaningful in itself, but meaning is quickly derived through culturally established relationships to death. Clinically speaking, death is “measurable and legally recognizable as an absence of neuronal functioning or of respiration and a heartbeat” (Lock 2004:95). However, “death is not only a universal biological fact but also a complex cultural event” (Cátedra 2004:79). While humans may be perplexed by what happens to an individual after he or she dies, judgments are made about the ways in which different culture groups perceive and ritualize death. By understanding how death is perceived in different cultures, it becomes clear that the horror or discomfort that preserved human remains can inspire in some people, is not universal.

Euro-American culture in the United States has developed a profound attitude which attempts to deny or acknowledge dying, death, and the dead—because death is perceived as an ending rather than part of a continuum. This has ultimately created a culture that is ashamed of death and has instructed people to behave as if it does not exist (Ariés 2004; Dickerson and Leming 2011); which is reflected in the tight social control over when and where people in the United States can encounter human remains (Desmond 2011:178). Since the mid-20<sup>th</sup> century, death in the United States has essentially been confined to hospitals with approximately 75% of all Americans dying in

hospitals or nursing homes (Carr 2012:185). Hospitals cause people to contemplate their own mortality and are a place where the living, the dying, and the dead are all together. This juxtaposition of various states of life plays on the fear of death and cause many people to have ambivalent feelings towards these buildings.

As a way to cope, particularly during bereavement, many people use sleep analogies when referencing death; people do not die in the United States, they take long naps (Dickerson and Leming 2011). For many American families, after a person has died, they have little to no contact with the body. The remains are collected by a funeral service where they are revitalized through make-up and personal styling for an upcoming interment by embalming or cremation (Goulding et al. 2013:316). The body is locked away and not seen again until the funeral services (Alberti et al. 2009:136) or not seen at all if there is to be a closed coffin. In some instances, the remains of the individual have been made up to look as if they were sleeping. To further the analogy to sleep, the deceased are placed into padded caskets and have grave markers denoting “Rest In Peace” (Dickerson and Leming 2011).

In contrast to the United States, death in Mexico has retained meaning that exceeds the physical demise of an individual. The contemporary celebration of Día de los Muertos is often accompanied with a family reunion that especially honors those who have passed. It is a time for people to celebrate as well as reaffirm their social bonds and obligations (Garciaodoy 1998). There are numerous celebrations during this time including Día de los angelitos (Day of the little angels) and the most commonly known Día de los Muertos (Day of the dead) (Garciaodoy 1998:8). As part of the formal celebrations, people spend time in cemeteries cleaning and decorating the graves of their

dead (Garciagodoy 1998:13). This ritual demonstrates how familial connectedness reaches beyond the grave. Families create “ofrendas,” in the cemeteries or in their houses, which include an altar varying in size with offerings to the dead. A variety of items can be placed on the ofrenda including photos, favorite foods, candy, toys, various beverages, a plate of salt, as well as a candle and sugar skull for each spirit (Garciagodoy 1998:8). In more traditional villages, a path used to be made with special flowers (Compaxochitl) that would connect the grave to the house as a way to welcome the dead back home. There is an expectation that treating the dead well will result in a year full of good health and economic stability and there is a fear that not doing so will result in a year full of problems (Garciagodoy 1998:3).

There is a belief in Mexico that a person should fear life more than death, due to the relative difficulty of life versus the ease of death (Garciagodoy 1998:175). Death is popularly perceived as an anthropomorphic figure and referred to with nicknames such as La Huesuda (the boney one), La Flaca (the skinny), and La Calaca (the skeleton). These are meant to be ironic terms of endearment referring to the skeleton, which has become a nearly universal symbol of death (Garciagodoy 1998:59). These views of death and celebrations of the dead may be seen as odd or disrespectful in other cultures due to the paradoxical combination of mockery and respect that define them (Garciagodoy 1998:187).

The Vaqueiros de alzada—a nomadic group from northern Spain—conceptualize the occurrence of death by distinguishing between three different types, good, bad, and tragic. A good death is one free of pain and the awareness of dying, as when people pass away in their sleep. This is thought to be the ideal type because the individual is not faced

with the realization of his or her own death as they are when the process is prolonged. Also called natural death, a good death refers to the passing of someone who has completed their life in old age and dies from predictable causes, a conclusion of a natural process (Cátedra 2004:77-78). A bad death is described as one that is slow and painful for the individual as well as for anyone who is caring for them because they must witness the suffering (Cátedra 2004:78). Though the events that precede death in both of these categories are vastly different, they can result in a level of comfort for the living because their loved one has passed on and they can begin the grieving process. In contrast, a tragic death, also known as violent death, is considered an unwanted surprise for the living and occurs because of an accident or other human interference and includes: murder, suicide, and the death of children (Cátedra 2004:79). Tragic death is often the most publicized and taboo, evoking the most emotive responses, especially that of injustice. Even though these ideas embody specific cultural values of the Vaqueiros, many cultures conceptualize similar categories of death. The circumstances surrounding an individual's death directly influence perceptions of them as biological and/or cultural objects.

While cultural norms dictate how the remains of the deceased individual are disposed of and the grieving process of the survivors (Lock 2004:95), it is through the behaviors of those who survive—examining their reactions through ceremonies, ritual practices, and ideological rationalizations (Fabian 2004:52)—that we can begin to understand the cultural complexity of death and ultimately the role of human remains within a society. Preserved human remains that are used and presented as biological objects are generally contextualized through a scientific narrative that treats them as

research subjects and a medical necessity, while those better explained as cultural objects—like Egyptian mummies—tend to be viewed as morbid curiosities. What ultimately gives objectified human remains—contextualized in these ways—power is their ability to evoke a variety of emotions and their ability to transcend time, making the past immediately present (Verdery 2004:306). This makes the retention, display, and repatriation of human remains a highly political venture (Robben 2004:141) with an array of strong but varying belief systems.

### **Death on Display**

People are fascinated with death through a combination of respect, reverence, morbid curiosity, and superstition (Stone 2006:147). The fact that exhibitions featuring death and human remains continue to be in existence, and seem to be growing in popularity, speaks to the contemporary, paradoxical fascination with and fear of death as well as an “intense desire for realism and authenticity” (Linke 2005:13), and the desire to understand one’s own mortality and death (Leiberich et al. 2006:569).

### *Dark Tourism*

Sites, attractions, and exhibitions associated with death and the macabre have become increasingly popular within the modern tourism industry and have come to be classified under the genre “dark tourism” (Stone 2006). These purposefully constructed experiences interpret or recreate events or situations associated with the dead and macabre while providing a space for visitors to confront and contemplate their own death—and life—by encountering the death of others from a safe distance and in a safe environment (Goulding et al. 2013; Stone 2006; Stone and Sharpley 2008).

Philip Stone—a senior lecturer in the Department of Tourism and Leisure

Management at the University of Central Lancashire in the United Kingdom—describes “Seven Dark Suppliers,” seven different types of “dark” experiences that are produced under the classification “dark tourism” (Stone 2006). First, the Dark Fun Factory refers to attractions and tours with a high entertainment focus as well as commercial ethic and are typically less authentic like the “Dracula Park” in Romania and exhibits about Jack the Ripper (Stone 2006:152). Second, Dark Exhibitions are similar to Dark Fun Factories, but rather than focusing on entertainment there is usually a more serious educational element, like the Smithsonian Museum of American History’s exhibit “September 11: Bearing Witness to History” and *BODY WORLDS* (Stone 2006:153). Third, Dark Dungeons revolve around former prisons and courthouses, often focused around penal and justice codes, but primarily the sale of merchandise (Stone 2006:154). Fourth, Dark Resting Places focus on cemetery and grave markers and tend to be “history-centric, conservational, and commemorative” in nature (Stone 2006:154-155). Fifth, Dark Shrines are locations of remembrance and respect for the recently deceased such as Ground Zero in New York (Stone 2006:155-156). Sixth, Dark Conflict Sites are sites and destinations associated with warfare and may revolve around specific battles. Seventh, Dark Camps of Genocide includes sites and places with themes of genocide, atrocity, and catastrophe; a notable example is Auschwitz-Birkenau (Stone 2006:157).

Using the above categories, I classify—as Stone did—all *BODY WORLDS* exhibitions as “Dark Exhibitions” and the Museo de las Momias de Guanajuato as a “Dark Resting Place.” *BODY WORLDS* is a Dark Exhibition because it offers an experience that revolves around death but presents it as an educational and reflective message and there is a commercial focus to the exhibitions (Stone 2006:153). I have

classified the Museo de las Momias de Guanajuato as a Dark Resting Place because the Museum is located underneath the cemetery from which all of the mummified remains have been extracted. While Dark Resting Places still offer a chance for the living to commemorate and pay respects to the dead, there is a commercial and entertainment aspect present that is not seen at most other cemeteries (Stone 2006:155). People are drawn to these encounters because they have been legitimized as a museum experience, but they are also tourist attractions that bring a new type of meaning making. The overall goal at each location may be some derivative of education, but the majority of visitors are more overcome by a sense of “awe” rather than understanding (Desmond 2011:175).

### *BODY WORLDS*

Dr. von Hagens has morphologically transformed cadavers into life-like animated sculptures, giving whole-body plastinates social identities, and making *BODY WORLDS* exhibitions less about the dead body and more about the dynamic nature of the living body (Burns 2007; Jones and Whitaker 2009; Walter 2004a). Tony Walter denotes a contradiction in regards to the *BODY WORLDS* format, “the exhibition shows the human body with clinical, impersonal, scientific detachment, yet at the same time breaks with 20<sup>th</sup> century anatomy not only in showing humans remains to the public but in giving them spectacularly individuals and playful identities...so van Hagens has given his donor a new identity” (2004:469). Many of the full body plastinates may be read more like pieces of art rather than anatomical specimens because they are displayed with props—like a skateboard, ballet slippers, and ice skates in *BODY WORLDS & the Cycle of Life*—and in whimsical poses (Burns 2007). The rationale is that naturalistic poses and contents make visitors more receptive to the information—personal improvement of health—

because people are more accepting of the familiar (Burns 2007:15). With this in mind, Dr. von Hagens, and the *BODY WORLDS* brand, emphasizes the scientific nature of these exhibitions and minimizes its artistic value (van Dijck 2001:123).

### *Past Studies*

Tony Walter—director of the University of Bath Centre for Death & Society—focused on a *BODY WORLDS* exhibition in London from March 2002-February 2003, where he examined 700 consecutive guestbook comments from Summer 2002 and 1500 consecutive English-language comments posted on the internet (also from Summer 2002). In addition, he conducted and taped interviews with seven visitors at the exhibition and formally interviewed the creator, Dr. Gunther von Hagens, in June 2002 (2004a:471-472). After examining his various lines of evidence, Walter concluded that the physical nature of the *BODY WORLDS* exhibitions allows for a “proto-scientific gaze that lacks...emotional complications,” a gaze that is not as possible when viewing mummified remains or an embalmed corpse in a funeral home (2004a:484). He discusses different ways that the “modern West” handles the dead body, “hiding it, turning it into pornography, transforming it, and dissection and autopsy,” placing *BODY WORLDS* in the last category (Walter 2004a:487).

During the 2003 exhibition of *BODY WORLDS* in Munich, Germany, Peter Leiberich, Thomas Loew, Karin Tritt, Class Lahmann, and Marius Nickel—of the Department of Psychosomatic Medicine, Hospital for Internal Medicine II at Regensburg University Hospital—surveyed over 1,000 visitors about their emotional reactions, attitudes, and health intentions, in order to measure what they had learned about anatomy and healthcare from the exhibition (2006). Their study concluded that medical

professionals visited as a way to continue educational interests while the lay public primarily visited out of curiosity, and a little less than half of all visitors surveyed expressed interest in pursuing healthier lifestyles (Leiberich et al. 2006:568).

Finally, Charleen Moore—professor in the Department of Cellular and Structural Biology at the University of Texas Health Science Center at San Antonio—and Mackenzie Brown—professor of religion at Trinity University—examined over 2,500 visitor comments from *BODY WORLDS* exhibitions in London, Toronto, Singapore, Cleveland, Houston, and Denver to glean scientific, philosophical, and religious reflections from the guest books from each location (2007). Overall, they found that the animate and familiar poses of the plastinates allowed the majority of visitors to overcome any intense sense of unease, disgust, and even fear of seeing a dead body while also allowing them to appreciate the living form and function of the human body (Moore and Brown 2007:232). They also suggest that the highly publicized controversies surrounding *BODY WORLDS*, such as the acquisition of the displayed bodies, have provided background context to prospective visitors, tempering their expectations and in turn their reactions to the exhibition's content (Moore and Brown 2007:232).

The overarching message of *BODY WORLDS*—health education—as well as the plastinates and information presented remain the same regardless of its geographical location (Stone 2011:4), however, there are some notable differences in hosting venues and how the exhibition is promoted in Europe and North America. In Europe, many venues that hosted *BODY WORLDS* have been large exhibition halls unrelated to museums or medical institutions, while in North American it has been almost exclusively found in museums and science centers (Moore and Brown 2007:234). In addition,

European promotions have often sensationalized the exhibitions—like the creation of Halloween posters and elaborate costume parties—while in North America, museum promotions have emphasized the educational nature of the exhibits including testimonials from the medical and religious communities (Moore and Brown 2007:234), the most well-known example being the ethical study done by the California Science Center in 2004. Wherever *BODY WORLDS* goes, it is often met with the enthusiastic acceptance by individuals in the medical field, the public, and media, while being simultaneously rejected by members of those same groups (Stone 2011:3).

In summary, this chapter has illustrated how the boundaries between the message of an exhibition of preserved human remains—be it educational, political, or one of heritage—has become increasingly blurred (Stone 2006:149). While each exhibition contextually objectifies their collection of human remains—the Museo de las Momias as cultural objects and *BODY WORLDS* as biological objects—both inspire scientific inquiry and a morbid curiosity, though at different levels and slight variations in the advertised intent of the exhibition.

### ***Chapter 3: Methodology***

In this study, I discuss the complex nature of visitor perceptions of museum exhibitions that center on preserved human remains. I analyze and discuss these from two perspectives, the purpose and motivations of museums—which discusses the ways museums justify the use of human remains in exhibits, and visitor comments and reactions, which analyzes visitor perceptions of displays of preserved human remains at the Museo de las Momias de Guanajuato and *BODY WORLDS & the Cycle of Life*. By comparing these two perspectives, I seek to highlight the complex and delicate nature of presentations of human remains as well as their power to simultaneously evoke feelings of attraction and repulsion.

#### **The Purpose and Motivations of Museums**

As a way to understand the perspective and motivations of museums, I analyze three types of information: mission, display methods, and advertising. First, I review how the acquisition and curation of preserved human remains is supported by the mission of each museum and *BODY WORLDS* exhibitions. Since the Milwaukee Public Museum is the host of *BODY WORLDS & the Cycle of Life*, I also examine whether the missions of these two organizations complemented each other. A mission statement dictates the goals of an institution and situates it within a community as well as the larger museum field. Second, I describe the general display methods employed in each exhibition of human remains and highlight specific displays and thematic areas visitors encounter. The context in which material is presented and the knowledge that is meant to convey directly influences how visitors perceive and understand the content. In addition, since meaning is constantly developed and augmented, even within the same museum exhibition (Falk

2002:42), I describe the layout of each exhibition to illustrate the environments visitors encountered. Each exhibition is analyzed in terms of lighting, space utilization, and general display techniques. Third, I examine the ways in which each institution advertises their exhibition of human remains. I include advertising methods that require money, billboards and brochures, special events and programs, and an official website, as well as those that may be considered “free” such as the use of social media sites like Facebook, Twitter, YouTube, and Flickr. Museums and exhibit companies like *BODY WORLDS*, utilize specific marketing campaigns to convey controlled messages to draw people into their spaces. With this in mind, visitors currently have the ability to conduct extensive Internet searches on a location or exhibit prior to their arrival. Analyzing the website of each organization and their various social media sites adds to the discussion of how exhibitions of human remains are marketed to the public. They also account for some first impressions visitors may have about the content.

The information gathered from these three sources provides insight into the institutions and their exhibitions of preserved human remains. Institutions organize their collections in a way that presents a particular point of view and supports a central theme. I discuss this information independently of visitor perceptions in order to focus on the structure put in place prior to visitors viewing the exhibitions. Most museum exhibitions do not change on a regular basis, so discussing information put forth by each of these institutions helps create the baseline from which to measure the reactions of their visitors.

### **Visitor Comments and Reactions**

Over the last twenty years, museums have become economically, socially, and politically compelled to learn about who visits and why; visitors are at the core of the

21st century museum's existence (Falk 2011). Knowing something about what meanings visitors make while at museums adds to the understanding of the roles museums play in the lives of individuals and communities, as well as providing insights into how value is derived from their experiences (Falk 2011).

### *Learning in Museums*

John Falk—Sea Grant Professor of Free-Choice Learning, Department of Science & Mathematics Education at Oregon State University—has written extensively about free-choice learning—learning that is self-directed, voluntary, and guided by an individual's own interests; a concept where museums have naturally thrived (2002:9). Learning has become an important leisure time activity in the United States and museums make great efforts to be efficient and innovative when it comes to facilitating positive environments for visitors, where they are free of anxiety, fear, and other negative mental states, that allow them to choose what they want to learn (Falk and Dierking 2002:27). People are more engaged—and find an experience more enjoyable—when it relates to their personal interests and builds on prior experiences and knowledge (Falk and Dierking 2002:40-42). The information that visitors encounter in museums often contributes to and sometimes challenges what they already know, not only evoking reflection, but also a range of other responses like those presented in Chapter 5. Since museums are all about meaning making, the most effective way to find out what visitors are taking away from an experience is to ask them directly.

Nina Simon—Executive Director of the Santa Cruz Museum of Art and History—describes two characteristics of questions that successfully prompt visitor engagement with objects, “the question is open to a diversity of responses...if there's a ‘right answer,’

it's the wrong question and visitors feel confident and capable of answering the question [because it] draws on their knowledge, not their comprehension of institutional knowledge" (2010). The questions asked as part of my *BODY WORLDS* exit surveys fit both these criteria, falling into one of two types of questions Simon discusses, personal—which “help visitors connect their own experience to the objects on display”—and speculative—which “ask visitors to imagine scenarios involving objects or ideas that are foreign to their experience” (2010).

### *Online Communities*

Robert Kozinets discusses “netnography” as “ethnography adapted to the study of online communities,” which he describes is “more naturalistic and unobtrusive than focus groups or interviews” (2002:2-3). “Netnography,” which Kozinets uses as a way to conduct market research in online communities, provides a look into naturally occurring conversations and group word-of-mouth discussions (2002:1-3) as well as overall meaning making. This type of analysis is likely to continue to expand in response to people’s increased use, and at times dependence, on the Internet. The primary limitations of these types of studies primarily stems from the inability of the research to structure participants’ responses the narrow focus of many online discussions, the lack of informant identifiers—histories and backgrounds are unattainable (Goulding et al. 2013:313)—and the difficulty of using information gleaned from these studies to make generalizations about groups other than the online sample (Kozinets 2002:3). In this study, I have utilized online reviews of the Museo de las Momias de Guanajuato, in a way that can be related to “netnography,” with the goal of analyzing meanings visitors have constructed and ultimately publicly posted on TripAdvisor.com. Though the

information collected from online sources has limitations, it is still useful and may grow in value as technologies change.

David Dean (1994:19)—Director of Museum Information Service at Texas Tech University—argues that visitors are the least understood and most unpredictable variables that affect the decision making process in museums. He explains that this is the case because people are complex and impulsive making it difficult to anticipate how they will interact with and perceive an exhibit. Even though visitors encounter the same objects and read the same information, each leaves the space with a distinct perspective and understanding of the experience. Because of this, my analyses focus on visitor feedback obtained both online and through in-person interviews post visitation. The section “visitor comments and reactions” examines the spectrum of visitor perceptions using critiques and comments of individuals who have visited the Museo de las Momias de Guanajuato or *BODY WORLDS & the Cycle of Life* at the Milwaukee Public Museum.

#### *Museo de las Momias de Guanajuato*

Given that so many people use the Internet to research attractions prior to visiting I turned to TripAdvisor.com, a public travel website, to obtain visitor reviews of the Museo de las Momias de Guanajuato. Even though the reviews posted to TripAdvisor.com are un-moderated, unprompted, and may not reflect the experience had by an average visitor, they do have the potential to alter the perceptions of potential visitors and have the power to influence their decision whether or not to visit an institution. With this in mind, as potential museum visitors turn to the Internet for opinions from those who have visited the museums, their expectations are changed. This information was analyzed in order to discern patterns, trends, or themes that could aid in

understanding the visitor experience at the Museo de las Momias de Guanajuato.

All of the reviews published on TripAdvisor.com are the voluntary opinion of their authors and do not reflect the views and opinions of the website. Individuals do not have to create a profile to post a review nor do they receive any compensation from TripAdvisor.com for doing so. Of the reviews available (N= 370), I obtained 200 postings between 2004 and 2014 which reflect visits to the museum before and after the 2007 renovations. I only collected reviews from individuals who indicated they were at least 18 years old and lived in the United States or Mexico. I used 80 reviews that were written in English—the total amount available—and 120 in Spanish—arbitrarily selected—to encompass multicultural perspectives about the use of relatively modern, local, human remains in museum displays. Reviews were taken directly from the website, were not augmented in any way, and can be found in their entirety in Appendix A. All Spanish reviews were translated into English by me and can be found in Appendix B.

The information gathered from the TripAdvisor.com reviews includes:

- Age of Visitor
- Gender/Sex of Visitor
- Origin of Visitor
- Rating [of Attraction]
- Visitor Comment
- Date comment was posted

Before an individual can post a review, they must assign a rating and add a comment with a 100 character minimum. All other information is optional. Overall, I was most interested in reviews that spoke directly to the nature of the collection, judgments on the appropriateness of displaying these mummified human remains, and opinions about the Museum. In addition, since this study does discuss the economic benefit derived from displaying collections of human remains, it is important to mention the cost of admission—in pesos—as indicated by the website for the Museo de las Momias: 55

(~\$4.23) for general admission, 36 (~\$2.77) for students and teacher with an ID, 36 (~\$2.77) for children 6-12, 17 (~\$1.31) for seniors, residents with official ID from Guanajuato 17 (~\$1.31), and finally if you would like to use a camera or video it will be an additional 20 (~\$1.54) (Guanajuato Gobierno Comprometido, Museo de las Momias de Guanajuato 2013).

### *BODY WORLDS & the Cycle of Life*

In August of 2013, the Milwaukee Public Museum announced it would be hosting *BODY WORLDS & the Cycle of Life* from February- June of 2014. Since plastination is a modern preservation process developed to create human anatomical specimens, I became interested in how visitors would perceive the use of these human remains in an exhibition. I received permission from *BODY WORLDS* and the Milwaukee Public Museum to conduct visitor exit interviews with the understanding that they receive a copy of my research results. All interview questions were approved by the Senior Vice President and Academic Dean of the Milwaukee Public Museum and by *BODY WORLDS* representatives.

I conducted 200 in-person interviews during the first two months (February and March) of *BODY WORLDS & the Cycle of Life* at the Milwaukee Public Museum. Every participant I approached was at least 18 years old and all exit interviews were conducted at the Milwaukee Public Museum, primarily on Fridays and Saturdays or Sundays after 2:00pm. I conducted the interviews approximately seven feet beyond the exit doors of the exhibition. As visitors prepared to leave the exhibition hall I would introduce myself, tell them I was conducting research on how people perceive the exhibition of human remains in museums, and asked if they would be willing to answer a few questions for my

research. Since I did not collect any identifying information, my IRB Approval (Appendix F) did not require me to obtain written consent from participants. If the individual verbally agreed, I would proceed by reading a series of ten qualitative and quantitative questions as well as two demographic questions to each of them.

#### Questions 1, 2, 3, and 4: Visitor Expectations

In Question 1, I asked if the individual was a member of the Museum. This question provides insight to the visitor's commitment to the institution, which may result in them spending more time in the museum and having a greater awareness of the collections of preserved human remains that are on display. In addition, the general admission rate to the Museum and the special exhibit is \$25 for an adult, \$22 for teens and college students, and \$18 for children 3-12, but tickets for members are reduced to \$17 for adults, \$15 for teens and college students, and \$13 for children 3-12 (Milwaukee Public Museum, Ticket Prices 2014). Therefore, it is more likely that members will take advantage of their investment in the Museum. In addition, for individuals and families who are not members the rates may be financially unfeasible. The effects of this differential access will be discussed in the demographic data presented in Chapter 5.

Questions 2-4 focused on visitor expectations prior to seeing *BODY WORLDS & the Cycle of Life*, by asking if it was their first time seeing a *BODY WORLDS* exhibition, their motivations for attending, and how they found out it was at the Museum. I was interested in learning whether individuals had seen a *BODY WORLDS* exhibit prior to their visit, because it would mostly likely influence their expectations, impressions, and overall perception of the material (Question 2). Also, visitor motivations for coming could provide the framework that shapes the nature of their visit and is ultimately how a

worthwhile experience is measured (Question 3). Question 4 was meant to provide insight into the effectiveness of the Museum's marketing campaigns and will be discussed in more detail in Chapter 4.

#### Questions 5 and 6: Age Appropriateness

The next two questions concentrated on visitor perceptions of the age appropriateness of the exhibition. I asked each visitor if they brought any children with them to see the exhibition; if they responded yes, I recorded the age of each child (Question 5). Regardless of how the visitor had previously answered, I followed up with a question that directly asked what age range they felt was appropriate for the exhibition they just experienced (Question 6). Many of the online reviews from the Museo de las Momias de Guanajuato mentioned the reactions of children to the display or an age range the visitor deemed appropriate for the Museum. These two questions were meant to elicit similar responses for comparison.

#### Questions 7, 8, 9, and 10: Exhibitions of Preserved Human Remains

The final four questions asked if visitors thought human remains should be on display, the types of human remains they would be interested in seeing in a museum exhibition, the perceived differences between the plastinated remains in *BODY WORLDS* and other types of preserved human remains in the Milwaukee Public Museum, and their overall rating of the *BODY WORLDS & the Cycle of Life*. Since visitors had just left an exhibition dedicated to the display of human remains, I was interested in knowing their general opinion of preserved human remains on display in museums (Question 7). In addition, visitors were presented with a series of six different types of human remains and were asked how interested they would be in seeing a museum exhibition of each of them

(Question 8). Question 9 required visitors to differentiate between the plastinates in *BODY WORLDS* and human remains found in other parts of the Museum. The primary aim of this question was to measure visitor knowledge about the human remains that are on display at the Milwaukee Public Museum and perceptions about their use. Finally, Question 10 asked visitors to rate the exhibition overall, using the same scoring system as TripAdvisor.com.

#### Demographic Information

- Hometown (asked)
- Highest Level Education (asked)
- Ethnicity (inferred)
- Age (inferred)
- Gender/Sex (inferred)

As indicated above, I asked each visitor his or her hometown as well as his or her highest level of education. To ensure all data fields were collected for each visitor, I inferred their age based on education level, the presence of children, and overall appearance. In addition, I determined the ethnicity and sex/gender of each visitor based on their physical features as well as my overall perception of their appearance. Analyzing the information described above, in association with the theoretical framework presented in the previous chapter, allows for a more comprehensive view of how people perceive human remains in museum exhibitions as well as the meanings visitor experiences create.

#### ***Chapter 4: The Purpose and Motivations of Museums***

*“The word museum means dwelling for the muses; a place for study, reflection, and learning.”*

(Dean 1994:2)

Every museum endeavor is politically and economically motivated as well as culturally contingent. Mission statements support and justify the existence of an organization and inform the methods utilized to display their collections. Exhibitions are spaces for education and reflection, providing the public with the opportunity to view objects and information. In addition to acting as a place to display museum collections, exhibitions attempt to present worthwhile experiences that help to promote community interest in the institution. Museums aim to “sell” themselves as an institution, change attitudes, modify behavior, and increase conformity of accepted knowledge (1994:2). In order to bring people into their spaces, museums must rely on dynamic marketing techniques to promote the experiences they provide (Alexander 1996:90). This chapter analyzes how preserved human remains fit within museum collections, how they are utilized within exhibitions, and how these exhibitions are promoted to the public.

#### **The Museum Mission Statement**

A museum’s mission statement is a short description of goals and values that ideally guide staff in their work and justifies the establishment and maintenance of a museum (Cassman, Odegaard, and Powell 2007:22). It defines a museum’s identity and purpose, articulates how the institution understands its role and responsibility to the public and its collection, and reflects the social environment [community] in which it exists (American Alliance of Museums, Mission and Institutional Planning). Developing this statement can be a politically charged task, as it is the manifestation of the governing

principles from which all ideas and strategies about exhibitions and activities emerge. Anything a museum does should directly or indirectly support their mission and every long term and temporary exhibition created has an associated objective that reflects their overall goals. In addition, if an outside exhibition is brought into a museum, it too must be in line with the greater institutional mission.

When discussing the maintenance and display of preserved human remains, it is important to examine how they fit into a museum's mission statement. Some institutions may find it difficult to rationalize the existence of this class of material, unless they have a specialized interest or rationale for holding a particular collection (Cassman, Odegaard, and Powell 2007:22). If human remains are an integral part of an institution's collection, the mission statement should support their existence. Below, I critically discuss the mission statements of the Museo de las Momias de Guanajuato, *BODY WORLDS*, and the Milwaukee Public Museum to determine how their curation of preserved human remains is justified.

The Museo de las Momias de Guanajuato does not have an official mission statement. Nevertheless, on the first page of their website they include a brief description of the Museum's establishment and why it continues to exist today. The final line of the homepage seems to explain their goals, citing their collection as significant to their communal identity.

*“Las momias son parte del Patrimonio de Guanajuato por ello es algo que conservamos, preservamos y compartimos con los visitantes que llegan a nuestra ciudad en su búsqueda.”*

(Guanajuato Gobierno Comprometido, Museo de las Momias de Guanajuato 2013)

English Translation:

*“The mummies are part of Guanajuato’s heritage and for this reason we conserve, preserve and share them with visitors that come to our city in search of them.”*

(Guanajuato Gobierno Comprometido, Museo de las Momias de Guanajuato 2013)

This statement clearly indicates the purpose of the Museum as well as an explanation for maintaining their collection of mummified human remains. The Museum was created as a way to publicly display the mummies recovered from a community cemetery, and they explicitly cite the mummies as part of the city’s heritage and even the state’s patrimony. Under this rhetoric of patrimony, it is difficult to completely deny or accept the appropriateness of the collection. While it is not appropriate to reject a groups’ claim of heritage, the circumstances in which “las Momias” were obtained remains questionable. As briefly discussed in Chapter 1, the bodies from the cemetery were appropriated by the State. Even though the law allowing for the exhumation ceased in 1958, the descendants of the seized individuals seem to have lost any rights to the remains of their loved ones. The mummies and their associated items are the only objects in the Museum’s collection—curated not as biological objects but as cultural objects—and since they are regarded as cultural patrimony the exhibition of the collection align with their mission. However, the details surrounding their acquisition warrant further examination. It is unclear what happened to the non-mummified remains that were exhumed from Panteón Santa Paula while the law was in effect. In addition, the clear economic benefit the city derives from having the mummies on display, brings the motives of the government to establish the Museum into question.

*BODY WORLDS & the Cycle of Life* is an internationally traveling exhibition so it is essential that their mission be understood, and accepted, within many cultural contexts.

Unlike the mission for the Museo de las Momias de Guanajuato, the mission statement for all *BODY WORLDS* exhibitions is explicit and easy to access.

*“The primary goal of BODY WORLDS is health education.”*

(Institute of Plastination, Mission Exhibitions 2014)

The website indicates that the exhibition is directed towards a general audience to help them better understand the human body and its functions; the claims of education protect the human dignity of the remains that are utilized (Burns 2007:12). They refer to objects in their collection in scientific terms, calling them specimens to designate it to a role of a scientific and detached object, and explain how some are used to compare healthy and diseased organs while others are whole-body plastinates displayed in life-like poses that show where organs are located within the body. This exhibition displays human anatomical uniqueness and diversity through the position, shape, size, and structure of a skeleton, muscles, nerves, and organs (Institute of Plastination, Mission Exhibitions 2014). According to the website, it is impossible to express this individuality using non-human models because they are only an interpretation. The authenticity of the specimens allows visitors to experience the awesome sight of a real human body (Institute of Plastination, Mission Exhibitions 2014) through the gaze of scientific objectivity, giving individuals the ability to view death without mourning (Linke 2005:19).

Much like the Museo de las Momias de Guanajuato, this collection consists only of one type of material, in this case the plastinated human remains. While the exhibition as well as the plastination process in general may still be considered controversial, by placing this collection squarely within the context of health education this unique type of preserved human remains becomes more accessible and acceptable to visitors. The information presented in association with the *BODY WORLDS* brand and specifically

*BODY WORLDS & the Cycle of Life*, justifies the existence of the preserved human remains within their collection.

Finally, the mission statement for the Milwaukee Public Museum was examined in two different ways. It is important to see how the Milwaukee Public Museum's mission supports the maintenance and display of human remains that are part of their permanent collections, and how it may support the traveling exhibition of the plastinates presented in *BODY WORLDS & the Cycle of Life*.

*“The Milwaukee Public Museum inspires curiosity, excites minds and increase desire to preserve and protect our world’s natural and cultural diversity through exhibitions, educational program, collections and research.”*

(Milwaukee Public Museum 2009)

This statement is the most complex of the three missions discussed. As a natural history museum, the Milwaukee Public Museum has a wide variety of objects and specimens within its collections. Its mission must not only justify the scope of its collections, but also the range of contexts in which the material is or can be displayed. The statement clearly emphasizes the “world’s natural and cultural diversity,” which accounts for the inclusion of exhibits ranging from dinosaurs to the Streets of Old Milwaukee. Since the Milwaukee Public Museum’s mission is so encompassing, it successfully supports the existence of the human remains it holds in its permanent collections. This is because preserved human remains are an intersection of natural and cultural diversity since they can be viewed as both natural objects and cultural artifacts, as discussed in Chapter 2. Additionally, after comparing the mission statements of *BODY WORLDS & the Cycle of Life* with that of the Milwaukee Public Museum, I have determined that the traveling exhibition not only fits within the mission of the MPM but also fulfills a number of their

objectives such as inspiring curiosity and exciting minds through educational exhibitions.

### **Methods of Display**

While the mission statement acts to politically situate an institution within its community, exhibitions are the embodiment of the cultural context of the museum. In order to be successful, museum staff must create displays that reflect the institutional mission and use the collections in an educational and aesthetic manner, while attempting to meet visitor expectations. Since they are created for people by people, it is important to recognize that exhibitions encompass cultural and social norms and are a product of the time and place in which they are created. The acceptability of certain display methods as well as what is chosen for exhibit varies generationally and often mirrors the perceptions of the time.

In Chapter 1, I briefly discussed the scope of each organization's collections used in exhibitions. The following section further elaborates on the methods used to display the preserved human remains in each exhibition. I examine the physical arrangement of the space and the techniques utilized to display the collections as a way to better understand how visitors encounter preserved human remains. I will also mention the existence and organization of labels within the exhibitions, taking notice of how they are presented within the space and the general types of information they provide.

#### *Museo de las Momias de Guanajuato*

As mentioned in Chapter 1, the Museo de las Momias de Guanajuato has undergone renovations since I visited in 2005. At that time, the majority of adult mummies were displayed in horizontal cases made of wood and glass with red interiors, typically containing one individual per case. These cases were stacked on top of each

other about two or three cases high and two wide. While walking through the different rooms, I recall feeling both awestruck and wary. It was the first time I encountered preserved human remains in such close proximity. The infant mummies, or “angelitos,” were also displayed in horizontal glass boxes each containing at least five individuals. Some cases also displayed disembodied parts. Most of the infants were posed upright and leaning on each other with a few lying horizontally. The sole individual within this area to have a constructed mount to support it was “La Momia más pequeña del Mundo,” the smallest mummy in the world. Accordingly, it was also the only individual to have an associated label (see Figure 1.1). Other areas utilized glass cases, like those described above, to contain standing mummies (Figure 4.1). As the primary method currently used at the Museum, many of these mummies seem to loom over visitors as the walk by, making for a particularly emotive experience.



(Figure 4.1: Standing Mummies Museo de las Momias, TripAdvisor LLC)

As of 2007, the layout of the Museum creates unique spaces highlighting a different contextual aspect of the collection. As I have not been there since the renovations, I have relied on photos and videos that have been posted on the Internet and

the feedback gathered from TripAdvisor.com to illustrate how the mummified remains are currently being displayed. I begin by using the official images that the Museo de las Momias de Guanajuato have posted on its own webpage and then photos and videos taken by visitors and posted on TripAdvisor.com and YouTube.

The majority of adult individuals in the exhibit are displayed standing upright and appear to be leaning on the wall behind them. It is difficult to see the mounts used to support each of the mummies, or if there are any, giving the impression that they are standing on their own accord. Other individuals are displayed lying horizontally in cases only a few feet off the ground, making it possible for people to stand over them. Many of the disembodied heads within the collection are presented on a pillow or using a mount that appears to be inserted into the foramen magnum (Figure 4.2); this is true of both adult and infant mummies.



(Figure 4.2: Infant Mummies Museo de las Momias, TripAdvisor LLC)

The “angelitos,” or infants, are primarily displayed lying horizontally and many of them have their own cases. It is difficult to tell how the cases are arranged within each of the rooms, but based on the size of the Museum it is likely that they are stacked one on top of another much like when I visited the museum in 2005. Another change since the

renovation is that visitors are now able to view some of the mummies from at least two different sides of the case. There is a light on the ceiling of each case that shines directly onto the mummy. Likewise, when there are multiple mummies sharing a single case or set of cases, each has a light that illuminates it. Because the actual museum is located within the side of hill, there is little to no natural light that enters the space, so all of the light within the exhibition halls is artificial.



(Figure 4.3: Walk around cases Museo de las Momias, TripAdvisor LLC)

It is difficult to analyze the use of labels within the exhibition using only photos and videos; however, visitor's videos posted to YouTube have allowed me to make some general observations. The videos clearly depict some mummies have associated labels which include a name, official or ascribed, as well as information or a story about that individual, however it is unclear if the material presented is factual. The story may be about the life of the person, but more commonly it seems to focus on the manner in which the individual died. When reviewing visitor feedback, a few people mentioned that there were no accommodations made for English-speaking individuals; however, it is evident that there are labels, both Spanish and English, throughout the Museum. From what I was

able to see in the photos and videos at least two mummies, a woman who was supposedly buried alive and a woman who was buried soon after giving birth, have labels that explain what distinguishes these individuals from other mummies in the collection. Overall, even though there are numerous thematic sections within the Museo de las Momias de Guanajuato, all of the mummies are displayed using similar techniques and the labels associated with them seem to have the similar content.

### *Milwaukee Public Museum*

The Milwaukee Public Museum displays various types of objects from a diverse group of collections, which is why the visitor only encounters preserved human remains in particular parts of the building. The two types of preserved human remains that are on display, Egyptian and Peruvian mummies, are found on the third floor. Currently, the Museum is creating a new Ancient Worlds exhibition hall which will house the Egyptian mummies as well as other ancient Mediterranean material. For now, one Egyptian mummy can be seen within its sarcophagus, with the lid portion removed allowing visitors to look inside. The individual is completely wrapped in linens and is representative of most visitors' expectations of what an Egyptian mummy should look like. There is a label directly next to the case describing the individual within, as well as numerous other labels explaining the process of Ancient Egyptian mummification and the non-invasive technologies used to discover what is under their wrappings.

The other mummified human remains currently on display at the Milwaukee Public Museum can be seen within the Pre-Columbian Archaeology exhibition hall on the third floor mezzanine. Two Peruvian mummies are located within a display called "Peruvian Grave" as seen in Figure 4.4. They are shown lying within an excavation pit

with a figure of the Peruvian archaeologist Dr. Julio Tello kneeling over it while holding a ceramic vessel. The mummies are wrapped in blankets and are surrounded by ceramic and metal artifacts to recreate a grave similar to one that archaeologists might find in the field. In addition to the two complete mummies, there is also a disembodied head placed near the knees of the working Dr. Tello. The sole label within the exhibit briefly explains the adobe-brick lined gravesite, that the mummies on display were naturally preserved, and introduces Dr. Julio C. Tello.



(Figure 4.4: Peruvian Grave- Milwaukee Public Museum, taken by Amanda Balistreri)

### *BODY WORLDS & the Cycle of Life*

Since *BODY WORLDS & the Cycle of Life* is a traveling exhibition, the location, layout, and specimens displayed, vary depending on the institution hosting it. While on exhibit at the Milwaukee Public Museum in 2014, the exhibition was located on the second floor in a large exhibition space utilized for short-term exhibitions. Visitors take

an escalator or elevator to the second floor of the Museum and walk through a series of stanchions before they can enter the exhibition. As they enter the exhibition hall, a statue and plaque are presented as a way to thank, memorialize, and immortalize the individuals who donated their bodies to the exhibition.

Throughout the space, all individual organs and systems and all but two full body plastinates, the Ring Man and Ostrich, are contained in glass display cases. The Ring Man is suspended from the ceiling and appears to be holding himself up in the manner of a gymnast. The Ostrich at the end of the exhibit, posed to look like it is running, is supported by a single metal rod inserted into its right leg and then mounted on a large black box. The series of human fetuses shown during different stages of development as well as the plastinate that shows the circulatory system in the arm are contained in a liquid solution. All other specimens are dry. Each of the full body plastinates are posed in ways that represent daily activities such as the Ponderer, who is sitting with his legs crossed, or engaged in feats of athleticism like the pair of figure skaters. It is difficult to discern how some of the plastinates remain posed as they are because there seems to be no additional wires that stabilize them within their cases.

All of the full body plastinates and cases have numerous spotlights on them. The labels within the exhibition are well lit, relatively easy to read, and everything is associated with an individual or group label. Additionally, there are numbered stops for an audio tour included in the cases and some labels and different sections utilize looping videos to provide visualizations of various processes like how blood runs through the veins as well as the aging process. At the end of the exhibition, as visitors leave the space, there is an opportunity to read about the five steps in the plastination process

described in Chapter 2.

Unlike the Museo de las Momias de Guanajuato, the human remains in *BODY WORLDS & the Cycle of Life* are not always presented in clearly defined thematic areas. Many cases have similar organs or body systems that suggest a theme, but it is not always easy to discern. The majority of display cases are arranged in a way that allowed visitors to walk around and view the plastinates from 360 degrees. This not only gives them the opportunity to view each specimen from various angles, but also relieves some of the congestion that builds up in certain parts of the exhibition. Throughout the exhibit, there are numerous places for visitors to sit if they feel fatigued. While conducting my interviews, I noticed that some individuals became overwhelmed or felt faint when viewing human remains, perhaps because they are so life-like. Staff within the hall informed me that the hall is maintained at a lower temperature than the rest of the museum to try and make visitors more comfortable.

### **Marketing Techniques**

The two previous sections focused on the political nature of an institution's mission statement and the display techniques utilized within each exhibition of preserved human remains. This section examines how information about exhibitions featuring preserved human remains is transmitted to the public. The marketing techniques of an institution are greatly influenced by the preferred method of communication of potential visitors. Overall, the goal of a marketing campaign is to spark people's interest and provide enough information to show the value of an experience or product, and convince them to consume it.

Each of the organizations in this study utilizes multiple media sources to advertise

their collection. For the purposes of this study, I looked at seven different methods as summarized in Table 4:1. Four of these methods require the financial support of the institution, billboards and brochures, special events, and websites while the remaining four (YouTube, Facebook, Twitter, and Flickr) do not require a financial commitment. I describe each of these methods and later discuss how each institution uses them, highlighting any unique or particularly effective techniques. Table 4.1 allows for a quick comparison of the various advertisement methods discussed. An “n/a” indicates that during my research, I was unable to confirm the use of that particular method; however, it does not mean it is absent.

Organization	Paid Advertisement Methods			"Free" Advertisement Methods			
	Billboards & Brochures	Special Events & Programs	Website	Facebook	Twitter	YouTube	Flickr
Museo de las Momias de Guanajuato	n/a	x	x	x	x	n/a	n/a
Milwaukee Public Museum	x	x	x	x	x	x	x
<i>BODY WORLDS &amp; the Cycle of Life</i>	n/a	n/a	x	x	x	x	n/a

(Table 4.1: Advertising Methods)

### *Paid Advertisements*

This section discusses institutional marketing methods that require monetary support. I will discuss each of the different techniques and provide a brief description of how they are used by each organization. I also discuss how a focus on the display of human remains influences how the information is presented.

Two of the most common advertising methods used by institutions of education and entertainment are billboards and brochures. Institutions and organizations may also

hold special events and programs. These techniques are not only used to promote the existence of a particular collection or exhibition, but also help draw attention to the institution and drive attendance. Billboards focus on creating memorable visual cues and taglines that catch the attention of passersby. Their large size and strategic placement along busy roads makes them difficult to ignore.



(Figure 4.5: *BODY WORLDS & the Cycle of Life* Billboard- 2014, photo taken by Amanda Balistreri)

In addition, if individuals pass by the signs every day the constant exposure to the information may help persuade them to partake in what is being offered or encourage an impulse purchase. The Milwaukee Public Museum utilizes billboards for all large-scale temporary exhibitions that they host including *BODY WORLDS & the Cycle of Life*. The use of billboards by the Museo de las Momias de Guanajuato remains unconfirmed.

In addition to these large-scale displays, brochures and flyers are distributed to visitors and mailed to members on an individual basis and are available in card racks within the institution. These items provide detailed information about an institution in general or about a special exhibition or program. Typically, they would include a brief description of the exhibition, associated special events or programs, its duration, and the

price of admittance. The imagery used on billboards and brochures complement each other and tends to be uniform throughout the entire campaign. A consistent message among all marketing techniques is the most important strategy an organization has to guard itself from the criticisms that often accompany exhibitions that present human remains.

At the Milwaukee Public Museum, seeing human remains in an exhibit hall is part of the overall experience rather than the main attraction; this is reflected in the images used in marketing materials. In contrast, all the marketing strategies that I have seen for the Museo de las Momias de Guanajuato and *BODY WORLDS & the Cycle of Life* contain at least one image of a specimen, or specimens, from their collection. They choose images that people can easily recognize such as a mummy wearing a suit, in the case of the former, or a human plastinate riding a horse, in the case of the latter. An interesting point to mention in regards to the images is the removal of genitalia or the presence of breasts from images that will be used as advertisements. During *BODY WORLDS & the Cycle of Life*, some of the images were simply cropped in a way that would exclude these parts of the body as seen in Figure 4.6.



(Figure 4.6: *BODY WORLDS* Online Advertisement Showing Cropped Image-2014)

While billboards and brochures are typically found outside the walls of an institution, museums also use special events to get visitors through their doors and to reinforce their exhibitions and programs as worthwhile experiences. These events may only happen once a month, once a year, or only be in association with a temporary

exhibition. They are used to simultaneously celebrate and sell a particular exhibition or the museum as a whole. By giving exclusive access to individuals and groups, a sense of urgency and competition is created. Exhibitions that focus on human remains naturally create a buzz around the hosting museums and these events exploit that visitor interest. The exhibit may be perceived as a “must-have” experience, which then promotes the museum as a destination spot.

Both the Museo de las Momias de Guanajuato and the Milwaukee Public Museum utilize special events and programs that promote their exhibitions. The Museo de las Momias de Guanajuato offers programs associated with particular Mexican holidays, most notably El Día de los Muertos (October 31-November 1). They also offer nighttime tours of the Museum and associated cemetery. The Milwaukee Public Museum offers school programs that discuss mummification, both natural and artificial, though they typically focus on Egyptian mummies. The majority of special events and programs they host are the same every year and simply highlight the traveling exhibition at that time. As we will see in the next chapter, there are topics and collections that people are more interested in seeing, so the success of these annual events may be influenced by perceived value of an exhibition. In association with *BODY WORLDS*, the Milwaukee Public Museum offers their members a special viewing of the exhibition, before it opens to the public, and has special times set aside for teachers in the area to come see the exhibition and encourage them to bring their students. Visitors with flexible schedules are encouraged to visit during weekdays in the early afternoon so they can avoid both the school groups and the long-lines during the weekend. Since *BODY WORLDS & the Cycle of Life* is a traveling exhibition in the United States, the hosting museum is responsible

for facilitating any special events that take place but *BODY WORLDS*, overall, still controls the messages conveyed.

The last method that has a direct cost associated with it is the use of online webpages. As people rely more and more on the Internet to obtain information it has become increasingly important for institutions to have an active and accurate website. Websites have the ability to make the organization seem more transparent and give visitors the opportunity to access a wide range of information prior to their visit, plan what they want to see, and leave feedback after they have visited. All three of the organizations included in this study have dynamic web pages that provide various levels of information to the potential and repeat visitor. Although each varies in complexity, one can identify overarching themes in the content and layout of each site. They all provide links to the history of the institution, their mission statement, as well as photos of objects from their collections. Each website also provides a breakdown of the different exhibition halls and subject matter presented at the institution as well as links to their social media pages.

The website for the Museo de las Momias de Guanajuato opens with an introductory audio recording of the Museum and the collection. It also includes links to pages that provide information about the collections, its founding story, and information about how to visit. Though the text on the site first appears in Spanish, the reader can choose to have the webpage text translated into English or French. This is significant because the Museum draws international crowds. The introductory audio recording is in Spanish only, however that space is also used to display links to the Museum's Facebook and Twitter accounts so it serves a dual purpose. A section of the page provides various

links to external sites about the collection including those that describe legends associated with the mummies, scientific research, paintings inspired by the collection, and articles indicating the significance of these extraordinary finds. None of these linked sites seem to be directly supported by the Museo de las Momias, however they clearly rely on the Museum and the mummies for inspiration. The information on the Museum website does not appear to change very often and it appears that the Museum depends more on its social media pages to update the public about its associated events. A link to the website for the Museo de las Momias de Guanajuato can also be found on the government website for the City of Guanajuato, which seems to be updated more frequently. In addition, the Museum is advertised on numerous travel websites as a cultural attraction.

The website for the Milwaukee Public Museum provides information about select collections that are currently on display as well as those that are in held in storage. The home page provides information about their permanent exhibits, special exhibits, a calendar of events, their hours of operation, price of admittance, membership opportunities, and where they are located. All of the information is presented in English and I was unable to find the option to translate it into a different language. The homepage also provides links to a variety of internal informational pages as well as their Facebook, Twitter, YouTube, and Flickr accounts. The Museum does not advertise the existence of mummified human remains on the home page or any of the pages that describe the exhibition halls. When I typed, “mummy” into the search bar, the results listed links to programs facilitated by the Museum and information about past exhibitions, but there are no pictures or information about the mummies currently on display. However, photos of Djed-Hor, one of the Egyptian mummies, and one of the Peruvian mummies can be found

under the “Collection Highlights” portion of the webpage and there is a large banner depicting the Papuan men’s house on the façade of the Museum. In addition, the Museum does host a mummy themed overnight program for children, where educators facilitate a variety of activities before guests see a film and eventually go to sleep in the exhibition halls on the second floor. They currently do provide information about the *BODY WORLDS* exhibition on their website. It includes the image of one of the specimens. This is the only image of human remains that I found on their site.

The website for *Gunther von Hagens’ BODY WORLDS the Original Exhibition of Real Human Bodies* is the most complex of the three organizations. The homepage presents the visitor with eight search options; the prelude, exhibitions, body donation, plastination, Gunther von Hagens, Institute for Plastination, media, and the store. Since I am located within the United States, the information is presented in English, but there is the option to translate all of the text into German, Italian, or Dutch. Like the Museo de las Momias de Guanajuato and the Milwaukee Public Museum, the website for *BODY WORLDS* provides links to their Facebook, Twitter, and YouTube accounts.

Each of the sections mentioned provides detailed information and the overall site appears very forthcoming. The majority of data I have collected in reference to the *BODY WORLDS* exhibitions come from a portion of this site. Under the “Exhibitions” tab, there is information about all of the past locations of *BODY WORLDS* exhibitions, in addition to a question and answer section (Institute of Plastination, Exhibitions 2014). This section also includes a link to resource materials for educators as well as parents. There are student and family guides, in addition to student worksheets, that provide information, facts, and exercises meant to enhance the visitor experience. These materials

encompass all *BODY WORLDS* exhibitions and reinforce the display as an educational experience for individuals of all ages (Institute of Plastination, Exhibitions 2014). There are also links to visitor comments as well as “celebrity” comments. The majority of celebrities listed on this page are from the United States, although the list does seem to change depending on the language the page is in.

The “Media” section may be the most interesting part of the entire website. There are links to press releases and statements, press kits, a press picture database, a clearinghouse, and the contact information for two media specialists associated with all *BODY WORLDS* exhibitions. Under the section marked “press kit” anyone can download an ethics report that was conducted by the California Science Center in Los Angeles prior to the North American premiere of *BODY WORLDS* in 2005 (Institute of Plastination, Media 2014). The considerable amount of information located on media portion of their website, indicates a high level of self-awareness, forethought, and control over their brand.

#### *“Free” Advertisements*

Over the past decade, people have become increasingly more reliant on the Internet as a way to obtain information. Museums and other educational organizations have reacted accordingly. A portion of the modern marketing team, or institutional staff, is now dedicated to putting information out on social media sites and monitoring the online presence and image. Social media sites act as interactive advertisements since they can include what they have to offer as well as allow people to easily post questions, and provide feedback about their experiences. With a click of a button, people can post articles, photos, and video on various sites and have them connect to each other. The

social media sites discussed in the next section are considered “free” advertisements as there is no required cost to have an account. The owner of the account can control the content that is posted and it is quite easy to change information on these sites. I will examine Facebook and Twitter, the two most commonly used social networking sites, YouTube, a video sharing site, and Flickr, a photo sharing site and discuss how each organization uses a combination of these sites to market the human remains within their collections.

#### *Museo de las Momias de Guanajuato*

The Museo de las Momias de Guanajuato has official accounts on Facebook as well as Twitter. Even though it does not have an account on YouTube, many visitors have uploaded videos taken within the exhibition halls; thus people who are interested in getting a “sneak peek” of the exhibition halls can easily do so. The majority of videos have been posted by people who visited the Museum and recorded themselves going the exhibition halls. Other videos available include television programs that feature the Museum’s mummies in various contexts.

The Museum promotes special events like their nighttime tours of the Museum and cemetery by posting the dates and times as well as photos from past events. Not only has the Museum uploaded many pictures that cannot be found on their primary website, visitors also upload pictures they have taken within the Museum or during the special events that they attended. There is no effort needed on the part of the institution, yet they gain credibility as a key destination spot. Much like in their official website, the Museum has posted links to articles that highlight their collections on both Facebook and Twitter. They also post images of what the Museum and collections used to look like and then

compare it with what is happening in the present day.

Overall, the Museo de las Momias de Guanajuato primarily use their social media sites to share photos and market their special events. A number of posts demonstrate how important the Museum is to the community by sharing historical accounts, stories, and showing artwork from local artists who have been inspired by the collections. This supports its role as a cultural center, reinforces its collection as part of the city's patrimony, and helps visitors, and potential visitors, understand the rationale for its existence. Finally, a section of their Facebook page is dedicated to presenting information about the general demographics of their visitors, which they use to boost their national and international appeal and reputation.

#### *Milwaukee Public Museum*

The Milwaukee Public Museum also uses Facebook, Twitter, YouTube, and Flickr to advertise. Much like the Museo de las Momias de Guanajuato, the Facebook and Twitter accounts are used primarily to share photos as well as to promote special events and programs. Although the Milwaukee Public Museum does use social media to promote the temporary exhibitions it hosts, such as *BODY WORLDS & the Cycle of Life*, its emphasis seems to focus on highlighting the most popular permanent exhibitions. I was only able to locate three pictures of human remains on their Facebook page, two skulls and one Egyptian mummy, and one on Twitter, a tattooed mummified arm. Many visitors have uploaded images to these sites and posted comments about their experiences within the exhibition halls.

The majority of videos featuring the Milwaukee Public Museum that are available on YouTube have been uploaded by visitors. Of the eighteen videos that have been

uploaded, two highlight human remains that have been on exhibition. The first one was a promotional video for *Mummies of the World: The Exhibition*, a temporary exhibition at the Museum in 2011. The second video was also promotional, but this time featured the Museum's most recent tagline, "What Will You Find?" The video highlights various objects, including one Egyptian mummy, in the Museum's collections supporting its status as a natural history museum with an internationalized collection. Though it is only for a few seconds, Carter Lupton, Section Head for Anthropology and History and Curator of Ancient History, introduces the mummy and shares what the Museum has learned about it (YouTube, MPM-What will you Find? 2011).

Flickr is a social media site dedicated to photo sharing. The Milwaukee Public Museum is the only organization of the three used in this study to formally use this method. On their main page, they invite people to upload photos they have taken at the Museum in order to share them with other fans (Flickr, Milwaukee Public Museum 2009). This space is used to promote photo contests facilitated by the Museum and has a link to a photo stream where staff has uploaded over 1,500 event and exhibit photos. Members of the Museum's page have uploaded 376 of their own photos showing objects from all exhibition floors.

#### *BODY WORLDS & the Cycle of Life*

Since *BODY WORLDS & the Cycle of Life* is one of many exhibitions created through the Gunther von Hagens' *BODY WORLDS* organization, it is featured on the official *BODY WORLDS* Facebook, Twitter, and YouTube accounts, but does not have an account of its own. As can be expected, Facebook and Twitter are used to share photographs from past events as well as promote upcoming special events and programs.

*BODY WORLDS*, however, goes a step farther. The majority of their posts are not directly related to the exhibitions, but to health education. There are links to articles about smoking, wearing sun screen, and how to combat stress, which are related back to their exhibition. A number of posts even discuss the identities of some of the plastinates (Facebook, Gunther von Hagens' *BODY WORLDS*). Their social media sites are incredibly active, though they manage to be strategic with their posts.

There are only six videos posted on the official YouTube page for *BODY WORLDS*, however there are many more linked to their Facebook and Twitter pages. The majority of videos are of the creator's wife, Dr. Angelina Whalley explaining different aspects of health as well as how various organs in the human body function (Facebook, Gunther von Hagens' *BODY WORLDS*). There are also a number of videos showing feedback from visitors after they have seen one of the many *BODY WORLDS* exhibitions. Of course, all of the feedback was very positive, though some did mention an unpleasant aspect about encountering internal organs that typically remain unseen. Unlike the Museo de las Momias de Guanajuato, visitors are not allowed to take video or photos within *BODY WORLDS*; however it is permitted in the rest of the Milwaukee Public Museum. This represents the high level of control *BODY WORLDS* has over their images, videos, and overall brand.

## **Discussion**

Examining the mission statement, exhibition layout, and advertising techniques of each institution, has provided insight into the way each collection of preserved human remains was acquired, the theme of the exhibition, the opportunities they provide for increased visitor engagement, and the economic benefit derived from displaying their

collections.

### *Acquisition of Collections*

It has been made apparent that the Museo de las Momias de Guanajuato was created to display a geographically and historically unique collection, justifying its curation through the framework of “heritage.” Because of the inherent attraction of the collection and the economic incentive, the state government has retained the mummified bodies of past citizens and put them on permanent display within the city. What continues to be ambiguous, are the details surrounding the acquisition of these remains. I have been unable to find documentation suggesting a controversy in Mexico regarding these mummified individuals or the existence of any local ramifications. With this in mind, it seems that the Museum requires visitors—and residents of Guanajuato—to accept and perpetuate the burial tax exhumation narrative, described in Chapter 1, to justify the procurement of the human remains. Evidence of this perpetuation will be evident in visitor comments presented in Chapter 5.

Conversely, the origin and collection process of the plastinated remains retained by *BODY WORLDS* is extensively documented. A portion of their website is dedicated to the history of Dr. von Hagens’ body donation program, which includes a current body donation brochure available for download (Institute for Plastination, Body Mobile 2014). *BODY WORLDS* has complied with various investigations of its body donor consent documentation—such as the California Science Center’s study in 2005—and has never lost its status as an ethical organization. As of July 2012 the program consisted of over 12,172 living body donors, 1,385 of which were from North America (Institute for Plastination, Body Mobile 2014).

As previously mentioned in Chapter 1, Djed-Hor—the only Egyptian mummy currently on display at the Milwaukee Public Museum—was obtained in 1887. The mummy has an associated catalog number, however little is currently known about its accession into the Museum’s collection. A similar situation exists in regards to the two Peruvian mummies located in the “Peruvian Grave” exhibit; each are assigned a catalog number with little information known about their accession (Milwaukee Public Museum, Collection Highlights 2014).

#### *Exhibition Theme and Opportunity for Engagement*

Unlike the other two organizations discussed in this chapter, the Museo de las Momias de Guanajuato relies on the shock value of seeing their collection of preserved human remains. Because the Museum is located underneath a cemetery, it reinforces the reality that the visitor is surrounded by death even before they formally enter the exhibition space. Mummies lying horizontally simulate the way they were found within the catacombs or how they once laid in the ground. Because the exhibition halls are not very large, visitors are surrounded by mummified individuals with little to no room to wander, which may make them feel uncomfortable. The mummies are currently displayed within glass display cases providing a physical barrier between them and visitors, however the ways they are displayed make them a spectacle. It is also worth noting that while at the Museum the only supplemental information available is presented through a hired guide. In addition, there are no associated materials posted to their website that could be used to enhance the visitor experience.

In contrast, the Egyptian mummy at the Milwaukee Public Museum is displayed in association with information about the mummification process and the Peruvian Grave

presents an interesting juxtaposition of the living and the dead placing mummies in an approachable viewing context, a burial. Both of these exhibits utilize mummies to enrich information presented about the past, emphasizing the historical content of each exhibit rather than the “macabre” aspect of displaying human remains. There is an educational emphasis rather than promotion as a tourist attraction or destination. In addition the Museum’s website provides printable “Exhibit Explorer” worksheet that focuses on preserved human remains—to be completed within the exhibit halls—as a way to help visitors connect to presented themes and information. During *BODY WORLDS & the Cycle of Life* at the Milwaukee Public Museum, volunteers and interns staff a “stop spot cart” inside the exhibition that provides visitors the opportunity to ask questions about the process of plastination, and how it is different from other methods of preservation, as well as allow them to physically touch a plastinated specimen.

All *BODY WORLDS* exhibitions present their collection within scientific and medical frameworks using human plastinates to visually contextualize the information. The plastinates used in each exhibition reflect a particular subtheme, like the Cycle of Life, but still fall under the same overall theme of health education. *BODY WORLDS’* website provides printable guides and worksheets for both students and families, encouraging visitors to engage with the exhibition on a variety of levels. Even though these materials are not exhibition specific, they provide a significant amount of supplemental information.

#### *Economic Benefit*

The Museo de las Momias de Guanajuato, the Milwaukee Public Museum, and *BODY WORLDS*, all use exhibitions of preserved human remains to generate funds. The

Museo de las Momias reports that they attract hundreds of thousands of international visitors per year to the City of Guanajuato, which has become an established tourist destination (Guanajuato Gobierno Comprometido, Muse de las Momias de Guanajuato 2013). The Milwaukee Public Museum does not seem to currently derive any substantial monetary benefit from their permanent exhibits featuring preserved human remains, but has hosted a series of special exhibitions that have increased attendance. This may change with the opening of a new Ancient Worlds exhibition hall, which will feature the Museum's ancient Mediterranean collection, including mummified human remains. According to the Museums' website, they currently attract over 700,000 visitors per year (Milwaukee Public Museum, Join & Support 2014).

Finally, Gunther von Hagens created the series of exhibitions under the brand *BODY WORLDS* as part of a business venture, with the primary business being the Institute of Plastination, and does not function as a museum or non-profit (Alberti et al. 2009:139). Though the exhibitions are educational, they are expensive to host, but are in demand, which would lead me to believe that they generate a significant amount of funds. As a testament to their success, *BODY WORLDS'* website indicates that over 38 million visitors in 90 cities have seen one of its exhibitions (Institute for Plastination, Unparalleled Success 2014). It should be noted that the effectiveness of the various advertising techniques for *BODY WORLDS & the Cycle of Life* will be discussed in association with visitor feedback, presented in the subsequent chapter, in Chapter 6.

### ***Chapter 5: Visitor Comments and Reactions***

*“Unlike the mummy, the embalmed body of the venerated relic, the plastinated corpses are supposed to be self-referential; emptied of meaning and symbolic content [as well as] devoid of any emotional investment”*

(Linke 2005:19)

Each institution has transformed the remains of deceased humans into presentations for the living and Chapter 4 introduced the experience each exhibition of preserved human remains offers to visitors by examining the museum mission statements, the layout of each exhibition, and the advertising methods used by the three organizations. In this chapter, I address visitor attitudes towards the preserved human remains displayed at the Museo de las Momias de Guanajuato and *BODY WORLDS & the Cycle of Life* at the Milwaukee Public Museum through the evaluation of their expectations and motivations for visiting these spaces, their experiences within the exhibitions, and through the additional comments and critiques they provide.

#### **Museo de las Momias de Guanajuato Online Reviews**

Within the last decade or so, people have become increasingly dependent on the use of websites and online blogs to determine where and how they want to spend their time. Given that I was unable to go to Guanajuato, Mexico and conduct visitor studies at the Museo de las Momias, I collected 200 online reviews of the Museum from TripAdvisor.com. I wanted the reviews to reflect visits before and after the renovations conducted in 2007 but as can be seen in Table 5.1, the majority of the reviews in my sample were posted to the site in 2012 and 2013. Prior to posting their comments, there is a field that asks TripAdvisor.com reviewers to include their “current city.” Table 5.1 also reflects the country containing the “current city” indicated by visitors. It would seem that

the majority of people provided their hometown—or place of origin. However, the data suggest that some individuals may have indicated the location from which they posted the review. These inconsistencies make it difficult to accurately interpret and define patterns based on the inferred cultural background of the visitors. Nonetheless, separating the data in this way has revealed some interesting points that could warrant future research. I have also included Table 5.2 which represents the 120 (60%) Spanish reviews and 80 (40%) English reviews that were analyzed for this study.

	<b>Mexico</b>	<b>USA</b>
2005	-	1 (1.5%)
2006	1 (1%)	-
2007	-	-
2008	-	3 (5%)
2009	-	-
2010	-	4 (7%)
2011	4 (3%)	1 (1.5%)
2012	72 (51%)	18 (30%)
2013	59 (42%)	25 (42%)
2014	4 (3%)	8 (13%)
<b>Total n=200</b>	<b>140 (70%)</b>	<b>60 (30%)</b>

Table 5.1: Time Frame of Posts and Place of Origin of Reviewer-MMG

	<b># of Reviews</b>
Spanish	120 (60%)
English	80 (40%)
<b>Total</b>	<b>200 (100%)</b>

Table 5.2: Language of Review-MMG

The last two demographic points that were examined were the gender/sex of the reviewers (Table 5.3) and their reported age (Table 5.4). Nearly half (46%) of all the individuals in my sample did not have their gender/sex or age listed with the review so

using these factors as a basis for understanding visitor perceptions of the Museum or display has proven difficult.

	<b>Female</b>	<b>Male</b>	<b>N/A</b>
Mexico n=140	46 (33%)	37 (26%)	57 (41%)
USA n=60	8 (13%)	16 (27%)	36 (60%)
<b>Total n=200</b>	<b>54 (27%)</b>	<b>53 (27%)</b>	<b>93 (46%)</b>

Table 5.3: Visitor Gender/Sex-MMG

	<b>18-24</b>	<b>25-34</b>	<b>35-49</b>	<b>50-64</b>	<b>65+</b>	<b>N/A</b>
Mexico n=140	6 (4%)	37 (26%)	31 (22%)	9 (7%)	-	57 (41%)
USA n=60	1 (1.5%)	1 (1.5%)	8 (13%)	10 (17%)	4 (7%)	36 (60%)
<b>Total n=200</b>	<b>7 (4%)</b>	<b>38 (19%)</b>	<b>39 (19%)</b>	<b>19 (10%)</b>	<b>4 (2%)</b>	<b>93 (46%)</b>

Table 5.4: Age of Visitor-MMG

The next series of data represents visitor comments and critiques of their visit to the Museo de las Momias de Guanajuato by illustrating several different aspects of their experience. I first examine if visitors brought children with them during their visit, followed by the overall perceived child appropriateness of the Museum. I then discuss visitor comments about the overall display of the museum, preservation method, origin of the mummies, existence of mummified infants, the emotive nature of the exhibition, and how the Museum is a reflection of Mexican culture.

Of the 200 comments that I examined only 9 reviewers mentioned that they brought children with them to the Museum, 6 were from Mexico and 3 from the United State (Table 5.5). With this in mind, 23 (12%) of all reviews included comments or recommendations on how appropriate the Museum is for children (Table 5.6). About 5% of all reviewers indicated that they believe the Museum is appropriate for children and

that they would even enjoy themselves, while 7% did not think it appropriate. Of the 9 reviewers who indicated that they brought children with them, 3 wrote that their children were scared by the Museum and ultimately did not recommend bringing children, 4 wrote that their children enjoyed the visit and said it would be a great place to take children, and the remaining 2 visitors who indicated that they brought children did not provide any information about how they reacted or make a recommendation for future visitors. In addition, approximately 14 reviewers who made a recommendation in regards to the child appropriateness of this Museum did not bring any children of their own.

	# of Reviews	N/A
Mexico n=140	6 (4%)	134 (96%)
USA n=60	3 (5%)	57 (95%)
<b>Total n=200</b>	<b>9 (4%)</b>	<b>191 (96%)</b>

Table 5.5: Visitors who Brought Children MMG

	Yes	No	N/A
Mexico n=140	6 (4%)	9 (6%)	125 (90%)
USA n=60	4 (7%)	4 (7%)	52 (86%)
<b>Total n=200</b>	<b>10 (5%)</b>	<b>13 (7%)</b>	<b>177 (88%)</b>

Table 5.6: Visitor Opinion of Child Appropriateness-MMG

Visitor Comments:

*“Los niños se la pasaron bomba en el museo. A mi la verdad se me hace medio morboso, pero había que llevar a los chavos a que conocieran el lugar.”*

English Translation:

*“The kids had a blast in the museum. For me the truth is I find it a little morbid, but I had to take the children so they could see the place.”*

*“...I would never bring children here: they might have nightmares for years to come! ... [sic]”*

(see Appendix A)

Next, the visitor reviews revealed that 47 (24%) reviewers—nearly 25% of both populations—included references to the way the mummies in the Museum were preserved (Table 5.7). I included any discussion of the natural—unintentional—preservation of the mummies as well as any comparison to artificial, intentional mummification. Many of these reviews compare the collection to Egyptian mummies, some going so far as to suggest the preserved human remains from Guanajuato are not authentic mummies because they were not intentionally embalmed.

	# of Reviews	N/A
Mexico n=140	32 (23%)	108 (77%)
USA n=60	15 (25%)	45 (75%)
<b>Total n=200</b>	<b>47 (24%)</b>	<b>153 (76%)</b>

Table 5.7: Nature of Collection Preservation-MMG

Visitor Comments:

*“...it is erroneous to call partially-preserved corpses "mummies." They are not. They are unfortunate individuals who have died, been buried in the ground that happens to contain a lot of minerals, then exhumed when their yearly burial tax was not paid! Some people might find this offensive, particularly considering that one of them is a fetus... I have an issue with them being referred to as "mummies," which implies that you are going to see someone who was intentionally "mummified," such as the Egyptians or Incans. [sic]”*

*“aunque raro, es interesante los minerales que hay ahí y la conservacion de los cuerpos, un poco morbosa la situacion de ver muertos pero es algo tipico que hay que hacer [sic]”*

English Translation:

*“Although rare, it is interesting what minerals are there and the conservation of the bodies, it is a little morbid to see the dead in this way but is something typical to do while you are there”*

(see Appendix A)

I also found that 18 (9%) reviews—6% of those from Mexico and 17% from the USA—discussed the way in which the Museum acquired the mummified human remains in its collection (Table 5.8). Some visitors included portions of the burial tax narrative I presented in Chapter 1 to describe the history of their discovery and acquisition. Typically, Museum workers or local vendors were cited as the source of these histories.

	# of Reviews	N/A
Mexico n=140	8 (6%)	132 (94%)
USA n=60	10 (17%)	50 (83%)
<b>Total n=200</b>	<b>18 (9%)</b>	<b>182 (91%)</b>

Table 5.8: Origin of Mummies-MMG

## Visitor Comments:

*“It was interesting to see how well preserved some of the bodies were. The museum did not indicate what we learned from the shopkeeper on site. These mummies were actually poor people whose families could not afford the price of burial and were therefore disinterred some 5 years after the burial.”*

*“What a strange and troubling place! I suspect that the displaying of not-so-long-deceased relatives is a threat to ensure payment of annual burial ground fees. [sic]”*

*“This is a little strange, since the mummies are the examples of natural mummification due to the soil conditions in the area -- since the people had been disinterred due to payment on the tombs lapsing. However, it is interesting to see the costumes of the era and wonder about the lives of the people on display [sic]”*

(see Appendix A)

Table 5.9 shows the breakdown of reviews that mentioned seeing mummified fetuses or infants in the exhibition, indicating that 9% of all visitors mentioned these

mummies within their review—only 6% of Mexico while 15% of USA. A few reviews mentioned the mummified infants being dressed in the “angelitos” tradition or the museum having the “Smallest Mummy in the World” however, I expected more people to have stronger opinions about their inclusion in the exhibition, especially in regards to their display (Figure 1.1).

	# of Reviews	N/A
Mexico n=140	9 (6%)	131 (94%)
USA n=60	9 (15%)	51 (85%)
<b>Total N=200</b>	<b>18 (9%)</b>	<b>182 (91%)</b>

Table 5.9: Visitor Review Mentions  
Mummified Infants-MMG

Visitor Comments:

*“Es un patrimonio nacional conservar estas bellas momias, y que las conozca el mundo entero, tenemos a la momia más pequeña de todo el mundo. [sic]”*

English Translation:

*“It is national heritage to conserve these beautiful mummies, and that they are known by the entire world, we have the smallest mummy in the world.”*

*“I normally find bad taste amusing, but this was beyond the pale. There were even dead babies on display. Every one of those childrens' deaths broke someone's heart. Can't the municipal authorities just give these poor souls a decent burial? Nauseating and ghoulish. [sic]”*

(see Appendix A)

While looking through the reviews, I noticed that 77 (39%)—33% of Mexico and 52% of USA—indicated a variety of emotive responses evoked by viewing specific mummies or displays, as well as the Museum as a whole (Table 5.10). These comments provide a significant amount of insight into the way in which these visitors experienced

the exhibition and understood the information being presented. In addition to describing the exhibition as “eerie,” “creepy,” or “grotesque,” many reviewers justified their responses to the material by saying that the displays were “interesting” or “unique” and would be especially appealing to those who enjoyed seeing human remains.

	# of Reviews	N/A
Mexico n=140	46 (33%)	94 (67%)
USA n=60	31 (52%)	29 (48%)
<b>Total n=200</b>	<b>77 (39%)</b>	<b>123 (61%)</b>

Table 5.10: "Eerie" Feeling while in Museum-MMG

#### Visitor Comments:

*“I was hoping they wouldn't open their eyes! Scary, impressive and unique. This Museum houses real mummies of people who once lived in Guanajuato, Gto. The preserved way of the bodies, along with the descriptions of the same; surely makes you think about what happens to our bodies after dead. Promise to keep you in the chillies. [sic]”*

*“Si les gusta sentir las sensaciones de los escalofrios este es el lugar ideal ya que cuando entran a los pasillos se siente una vibra como si las momias te estuvieran vigilando [sic]”*

#### English Translation

*“If you like to feel the sensations of chills this is the ideal place when you enter the hallway you feel a vibe as if the mummies were vigilant”*

*“So I love weird and unique things like this. I mean, I have definitely never been to a museum filled with dead bodies... If you're the type of person who has a fascination for the grim or dark, this might be a worthwhile stop. But if you're squeamish or sensitive, you may want to skip it.”*

(see Appendix A)

Table 5.11 shows the visitors who mentioned the Museum as a source of insight into the way Mexican culture perceives death. It is worth mentioning that none of the

reviews mention how displaying mummified human remains of deceased citizens is a representation of a Mexican view of death or is an accurate portrayal of cultural beliefs. As the table indicates, people from both Mexico and the United States referenced this, however all of the reviews were written in English.

	# of Reviews	N/A
Mexico n=140	2 (1%)	138 (99%)
USA n=60	4 (7%)	56 (93%)
<b>Total n=200</b>	<b>6 (3%)</b>	<b>194 (97%)</b>

Table 5.11: Museum as Insight into Mexican Culture-MMG

Visitor Comments:

*“My experience has been that this place is what Guanajuato is most famous for among Mexicans. They’ll always mention the mummies. And, it really is an extremely insightful look into how the Mexican culture tends to view death.”*

*“I returned to Guanajuato after an absence of 43 years determined to see this iconic museum - well known to all Mexicans from the time they are schoolchildren - less so to foreigners. One reason for the popularity of this museum has to do with Mexicans’ fascination with death (right up there with the Argentinians). The museum has a limited number of “exhibits” that are well “laid” out. If you want a glimpse into the Mexican psyche, you’ve got to make a pilgrimage to this place.”*

(see Appendix A)

Finally, Table 5.12 shows that 63 (31%) individuals commented on the overall appropriateness of using the mummified remains from Guanajuato within the Museum exhibition, 45 (22%) indicated that the displays were either appropriate or well displayed while 17 (9%) indicated they were not appropriate. Many visitors who said the displays were appropriate focused on the updated methods of display, rare nature of the collection, and its value as a cultural and scientific phenomenon. This was an instance where

separating the information based on reported location proved interesting. As illustrated, 21% of individuals from Mexico thought the displays were appropriate, but 11% did not in comparison to the 25% from the USA who thought they were appropriate while 3% did not. I had not expected this result since the overall tone of the responses seemed to support the inverse.

	<b>Appropriate</b>	<b>Inappropriate</b>	<b>N/A</b>
Mexico n=140	30 (21%)	15 (11%)	95 (68%)
USA n=60	15 (25%)	2 (3%)	43 (72%)
<b>Total n=200</b>	<b>45 (22%)</b>	<b>17 (9%)</b>	<b>138 (69%)</b>

Table 5.12: Visitor Opinion of Appropriateness of Displays-MMG

Visitor Comments:

*“The displays were excellent, tasteful and well documented. Truly fascinating and amazing to see. Plan on enough time to read everything and examine the xrays and supporting exhibits. [sic]”*

*“I'm still not sure what to think of this collection. For the most part, the bodies are respectfully displayed, but there's a definite voyeuristic feel that leaves me uneasy about my own choice to see it.”*

(see Appendix A)

Those who were not as complimentary, indicated that the displays were unsettling and disrespectful, especially in regards to the poses and explicit nudity of some mummies, the overall exhibition of the dead, and the way the Museum acquired the mummified bodies.

Visitor Comments:

*“The museum is rather hokey in its manner of displaying these mummies, some of whom are less than 60 years from their deaths - kind of ghoulish. Their existence is an interesting phenomenon, by why the display...[sic]”*

*“Sadly badly kept...the mummies have only small signs with comments, not facts. It's sad to see and it gave me the feeling of lack of respect for the corpses. [sic]”*

*“Sinceramente me decepcionaron, hay mejores cosas en Guanajuato que ir a ver gente que no dejan descansar en paz. [sic]”*

English Translation:

*“It sincerely disappointed me, there are better things in Guanajuato than to go see people that are not left to rest in peace.”*

(see Appendix A)

Finally, the last three tables present information that influences the visitors’ opinion about the value the museum as an attraction in Guanajuato. Reviewer information as it relates to being a repeat visitor, the Museum’s status as a must see attraction, and the overall rating of the Museum. Table 5.13 shows that 10% of all reviewers previously visited the Museum, 11% from Mexico and 8% from the USA. Viewing the material multiple times influences the visitor’s perception of the material, and their motivations for seeing it, as well as allows them time to build upon their original impression.

	# of Visitors	N/A
Mexico n=140	15 (11%)	125 (89%)
USA n=60	5 (8%)	55 (92%)
<b>Total n=200</b>	<b>20 (10%)</b>	<b>180 (90%)</b>

Table 5.13: Repeat Visitor-MMG

Visitor Comments:

*“I have gone to this museum a couple of times and I love it. Has gone through some changes, but it still is one of my favorite Museums in Mexico. Kids will love seeing the bodies.”*

(see Appendix A)

After looking at how many reviewers were repeat visitors, I was interested to see how many people consider it a necessary stop when in Guanajuato (Table 5.14).

Approximately 35% of the total reviews gave a recommendation, 25% said it is a “must see” attraction, while 10% said it is not. As in Table 5.12 that illustrated visitor opinions of appropriateness, the table below shows an unexpected trend in visitor responses. Of the individuals from Mexico, 25% consider the Museo de las Momias a “must see” destination in Guanajuato, while 11% do not and 24% of respondents from the USA believe it to be a “must see,” while 8% do not. Considering this Museum is thought to be a popular vacation spot among Mexicans and a destination of international tourism (Quigley 1998:218), and these reviews were posted to a travel website, I expected that more reviews would have included its status as a “must see” and that it would get more support from individuals from Mexico.

	Yes	No	N/A
Mexico n=140	35 (25%)	15 (11%)	90 (64%)
USA n=60	14 (24%)	5 (8%)	41 (68%)
<b>Total n=200</b>	<b>49 (25%)</b>	<b>20 (10%)</b>	<b>131 (65%)</b>

Table 5.14: Considered a “Must See” Museum-  
MMG

#### Visitor Comments:

*“El precio de entrada es bastante accesible, se encuentra cerca de la ciudad es bastante entretenido. Es una visita obligada, encuentras muchas momias desde niños hasta ancianos y casos muy peculiares.”*

#### English Translation:

*“The entrance fee is quite affordable, it is located near the city and is quite entertaining. It is a must see, you find many mummies from children to elderly and many peculiar cases.”*

*“If you come to guanajuato & don't visit this museum, it's like you've never been here. Morbidly fascinating this is a landmark of this town. A Must see! [sic]”*

(Appendix A)

Finally, Table 5.15 shows how the visitors rated the Museum overall. Aside from a 100 character comment requirement, this is the only part of the review that is mandatory before it can be posted to the site. The majority of individuals gave the Museum a rating of “Very Good” or “Excellent,” and the percentage of responses in each category seem to be consistent even when just looking at Mexico and the USA. With this in mind, not all of the reviews people wrote supported the rating that they ultimately gave the Museum.

	<b>Terrible</b>	<b>Poor</b>	<b>Average</b>	<b>Very Good</b>	<b>Excellent</b>
Mexico n=140	4 (3%)	11 (9%)	36 (25%)	47 (33%)	42 (30%)
USA n=60	3 (5%)	3 (5%)	13 (22%)	15 (25%)	26 (43%)
<b>Total n=200</b>	<b>7 (3%)</b>	<b>14 (7%)</b>	<b>49 (25%)</b>	<b>62 (31%)</b>	<b>68 (34%)</b>

Table 5.15: Visitor Overall Rating-MMG

#### Visitor Comments:

*“This museum is not for the faint hearted. These are actual bodies some in grotesque positions with frightful expressions. As an art major, I found the anatomy of the hands and feet especially interesting. My husband spent less time here choosing to sit out on the curb so this museum is not for everyone.”*

*“Mummies from poor people recently exhumed from nearby cemetery. Not worth the entrance fee or time. A tourist trap. Would have been far more interesting seeing less and if they were ancient mummies. [sic]”*

*“Guanajuato it’s a pretty place but I felt a sinister atmosphere In all the town.I never has been afraid about horror movies, but this museum was my horror ultimate experience, I agree with other TA members , don’t go with small childrens, this place disturbing me for the next 2 nights, I was thinking in the dead people because there are many mummies, I know it is an educational and an archeological experience but bizzarre.the other bizzarre experience is to visit, this could be a delight for dead rockers guys, but not for me. [sic]”*

*“My friend from Mexico, who I was traveling with, wanted to see this display of clothed mummies. It was very crowded, with groups of children visiting, as well as many others. At the time we were there, I saw no gringos in attendance. My friend was very interested in the display and saw nothing wrong with it. I, on the other hand, found that It was just too much for my "refined sensibilities" about death. I'm squeamish I guess. [sic]”*

(see Appendix A)

One of my original motivations for using online reviews to gain insight into the visitor perception of the mummified human remains at the Museo de las Momias, was because of my own perception of their potential power to influence the future visitors to the Museum. After examining 200 reviews, I have come to realize that what is happening is more complicated, especially when the reviews are separated based on the origin of the visitor. Though these visitor responses were unprompted and unsolicited, a complex system of meaning making appeared within their reviews; one based deeply in first reactions and justification (Kozinets 2002).

### ***BODY WORLDS & the Cycle of Life Interviews***

The second part of this chapter is dedicated to the examination of 200 in-person exit interviews I conducted during *BODY WORLDS & the Cycle of Life* during its 2014 exhibition at the Milwaukee Public Museum. These interviews were collected in February and March of 2014, the first two months the exhibit was open. As mentioned in Chapter 3, the ten questions developed for this interview were inspired by trends I found in the Museo de las Momias de Guanajuato TripAdvisor.com reviews as well as the attempt to understand how visitors were contextualizing the plastinated human remains.

First in Tables 5.16- 5.20, I present responses to five demographic points about the visitors: hometown, gender/sex, age, ethnicity, and highest level of education. Table

5.16 illustrates the breakdown of responses visitors gave when I inquired about their hometown. The vast majority of individuals indicated that they were from Wisconsin (91%) with 30% of all visitors citing Milwaukee as their city of origin.

<b>U.S. State</b>	<b># of Visitors</b>
California	3 (1%)
Hawaii	1 (< 1%)
Illinois	7 (3%)
Maryland	1 (< 1%)
Michigan	4 (2%)
Oregon	1 (< 1%)
Washington	1 (< 1%)
Wisconsin	182 (91%)
<b>Total</b>	<b>200 (100%)</b>

Table 5.16: Visitor Hometown-BW

The information presented in Table 5.17, Table 5.18, and Table 5.19 illustrates the three demographic points that I did not ask each visitor, but deduced as described in Chapter 3. As shown, most of the visitors I interviewed were female, between the ages of 18 and 49, and were white. All but one interview was conducted in English. There was one Hispanic female, between the age of 35-49, who spoke English as a second language, so I read the questions in English and then gave an explanation in Spanish so she was able to answer the questions.

	<b>Female</b>	<b>Male</b>	<b>N/A</b>
# of Visitors	138 (69%)	61 (30%)	1 (1%)

Table 5.17: Visitor Gender/Sex BW

Age	# of Visitors
18-24	46 (23%)
25-34	70 (35%)
35-49	48 (24%)
50-64	19 (9%)
65+	17 (9%)
<b>Total</b>	<b>200 (100%)</b>

Table 5.18: Visitor Age-BW

Ethnicity	# of Visitors
African American/ Black	10 (5%)
Asian	2 (1%)
Hispanic	4 (2%)
Mixed	7 (3%)
White	177 (89%)
<b>Total</b>	<b>200 (100%)</b>

Table 5.19: Visitor Ethnicity-BW

Finally, Table 5.20 represents the highest level of education as indicated by each visitor. As noted, 60% of visitors had completed a Bachelors degree or higher. These demographic data were collected with the intention of finding trends in visitor expectations as well as their perceived experience.

Level	# of Visitors
N/A	1 (< 1%)
< High School	2 (1%)
High School	14 (7%)
Some College	46 (23%)
Associates	17 (9%)
Bachelors	79 (39%)
Masters/PhD	41 (21%)
<b>Total</b>	<b>200 (100%)</b>

Table 5.20: Visitor Highest Level of Education-BW

Next, Tables 5.21 -5.24 present information that may influence visitor expectations prior to arriving at the Museum. These include Museum membership, how many times the visitor has seen a *BODY WORLDS* exhibition, how they found out the

exhibition was at the Museum, and their motivations for attending.

Table 5.21 indicates that 15% of visitors interviewed were members of the Milwaukee Public Museum and 85% were not. Members receive discounts on admission price as well as a quarterly newsletter that informs them of Museum events and exhibits.

Table 5.23 shows that 2% of visitors found out about *BODY WORLDS* through the member only newsletter.

	Yes	No
# of Visitors	29 (15%)	141 (85%)

Table 5.21: Visitor is Member of the Museum-BW

Table 5.22 illustrates that 85 (46%) visitors had previously seen a *BODY WORLDS* exhibition and 63 (32%) had seen it at the Milwaukee Public Museum in 2008. In addition, seven individuals saw it in more than one city as indicated in the “Total.” Many of these individuals came with expectations of seeing a particular plastinate and often brought someone who had not yet seen a *BODY WORLDS* exhibit.

City	# of Visitors
Chicago, IL	21 (11%)
Florida	1 (< 1%)
Houston, TX	1 (< 1%)
Las Vegas, NV	2 (1%)
Los Angeles, CA	1 (< 1%)
Milwaukee, WI	63 (32%)
Portland, OR	1 (< 1%)
San Francisco, CA	1 (< 1%)
Saint Louis, MO	1 (< 1%)
N/A	108 (54%)
<b>Total</b>	<b>207 (100%)</b>

Table 5.22: Repeat *BODY WORLDS* Visitor-BW

Table 5.23 presents the various ways people found out that a *BODY WORLDS* exhibit was coming back to the Museum. Visitors cited 14 different ways they heard that

the exhibit was in Milwaukee. The most common methods were through word of mouth (32%), followed by billboards (24%) located throughout the city, and 14% indicated that they saw it on the news or a commercial on the television. As is indicated within the “Total” number of responses, 22 visitors cited two different ways they heard about the exhibit.

<b>Method</b>	<b># of Visitor</b>
Billboards	53 (24%)
E-mail	5 (2%)
Flyer	17 (8%)
Internet	6 (3%)
Media	6 (3%)
MPM Facebook	2 (1%)
MPM website	13 (6%)
MPM visit	5 (2%)
Newspaper	5 (2%)
Newsletter	4 (2%)
Radio	3 (1%)
Television	32 (14%)
Twitter	1 (<1%)
Word of Mouth	70 (32%)
<b>Total</b>	<b>222 (100%)</b>

Table 5.23: Advertisement Methods-BW

The last table that represents data in visitor expectations presents data about visitor motivations for attending the *BODY WORLDS* exhibition. Table 5.24 shows that 38% of visitors attended for educational purposes, 26% out of curiosity, 22% for the experience, and 11% indicated they came because someone else wanted to. As the “Total” section of the table indicates, 68 visitors cited more than one reason for attending.

Motivation	# of Visitors
Curiosity	69 (26%)
Education	75 (28%)
Entertainment	9 (3%)
Geek	1 (<1%)
Experience	60 (22%)
Profession	25 (9%)
Other Person	29 (11%)
<b>Total</b>	<b>268 (100%)</b>

Table 5.24: Visitor Motivation for Attending Exhibition-BW

Finally, Tables 5.25 – 5.32 illustrate visitor perceptions of museum exhibitions featuring human remains, highlighting their experience in *BODY WORLDS & the Cycle of Life*. Table 5.25 and Table 5.26 represent the number of visitors who brought children with them to the exhibit as well as their ages. Many people whom had children with them indicated that they came to the exhibit at the request of the child, or because they believed it to be an important educational experience. When these individuals were asked which age range they believed to be appropriate for the exhibition, they often stated the age of their child or suggested an age a few years older. It is worth noting that children are welcome in all *BODY WORLDS* exhibitions and are encouraged by their parents—or schools—to view these plastinated bodies while in other contexts—like funerals—these same children are often shielded to prevent emotional distress (Desmond 2011:179).

	Yes	No
# of Visitors	32 (16%)	168 (84%)

Table 5.25: Brought Children BW

<b>Age</b>	<b># of Children</b>
1-3	4
4-8	9
9-13	19
14-16	9
17+	6
<b>Total</b>	<b>47</b>

Table 5.26: Child Age BW

Table 5.27, indicates that 44% of visitors stated that the exhibit would be most appropriate for children starting between 9-13, while 27% indicated any age, and 20% said 14-16. Many people based their answers on what children learn in school at different ages as well as the age they believe children would best understand the presented content.

<b>Age Range</b>	<b># of Visitors</b>
Any	54 (27%)
3+	1 (< 1%)
4-8	13 (7%)
9-13	89 (44%)
14-16	30 (20%)
17+	5 (2%)
<b>Total</b>	<b>200 (100%)</b>

Table 5.27: Appropriate Age BW

Table 5.28, shows that 98% of visitors believed museums should have human remains on display and 2% did not. Out of the 197 visitors who answered “yes”, 39 (20%) individuals provided additional information. There were 11 (6%) individuals who provided parameters on the type of remains that should be used in museum exhibitions, 18 (9%) who said displays should be educational, and 10 (5%) that human remains can be on display as long as they gave consent. All three individuals who replied “no” were female and from Wisconsin, but they were different ages and levels of education. One woman was between the ages of 25-34 with an Associates degree, one was 35-49 with a Bachelors, and the last one was 65+ with a Masters. Even though they indicated that

human remains should not be on display in museums, two visitors gave the exhibition an overall rating of “Excellent” while the third gave a rating of “Very Good.”

	Yes	Yes (Type)	Yes (Education)	Yes (Consent)	No
# of Visitors	158 (79%)	11 (6%)	18 (9%)	10 (5%)	3 (1%)

Table 5.28: Visitor Opinion of Museum Displays of Human Remains-BW

Visitor Comments- relating to whether museums should have human remains on display:  
Type (6%):

*“...as long as they aren’t from religious burials etc”*

*“Depends on who and how it is displayed”*

*“...especially mummies”*

(see Appendix D)

Educational (9%):

*“...important to see what we look like on the inside”*

*“Have used cadavers like this for a long time”*

*“...it’s part of world awareness”*

*“...Depends on exhibit, not scary or sensationalized, not in coffins, but for education”*

(see Appendix D)

Consent (5%):

*“...Depends, needs the permission of donor”*

*“If like in this case all voluntary, it’s fine”*

*“...these people agreed to do it”*

(see Appendix D)

No (1%):

*“...too many kids here”*

*“...Plastinates are neat, others aren’t”*

*“...could just use plastic instead of remains. Don’t understand how so many people would donate”*

(see Appendix D)

Tables 5.29a – 5.29f present visitor responses to Question 8 of the interview, which asked how interested they would be in seeing an exhibition on a one of six different types of human remains: intentional (Egyptian) mummies, shrunken heads, plastinates, unintentional (natural) mummies, medical oddities, and skeletal remains. They were asked to use a scale between 1-5 with one being not at all interested and 5 being very interested. Visitors reported being the least interested in seeing an exhibition of shrunken heads with an average rating of 3.7, and were most interested in seeing an exhibition of intentional mummies, like those from Egypt, as well as plastinates both being receiving an average rating of 4.6. As I asked visitors to rate these human remains, some would stop, look slightly uncomfortable, and would pause as if they were unsure if they wanted to answer. I would then gently remind them that I was the one who developed questions, not the Milwaukee Public Museum or *BODY WORLDS*. I did this as a way to provide information about my personal interests in the attempt to make them feel more comfortable. After this exchange, they would typically laugh a bit and then proceed to provide their ratings, which would typically be a 4 or 5.

Rating	# of Visitors
1	8 (4%)
2	9 (5%)
3	24 (12%)
4	21 (11%)
5	137 (68%)
<b>Average 4.6</b>	<b>200 (100%)</b>

Table 5.29a: Intentional Mummies-BW

Rating	# of Visitors
1	18 (9%)
2	22 (11%)
3	43 (22%)
4	32 (16%)
5	85 (42%)
<b>Average 3.7</b>	<b>200 (100%)</b>

Table 5.29b: Shrunken Heads-BW

Rating	# of Visitors
1	5 (2%)
2	3 (1%)
3	11 (6%)
4	22 (11%)
5	159 (80%)
<b>Average 4.6</b>	<b>200 (100%)</b>

Table 5.29c: Plastinates-BW

Rating	# of Visitors
1	5 (2%)
2	4 (2%)
3	16 (8%)
4	26 (13%)
5	149 (75%)
<b>Average 4.5</b>	<b>200 (100%)</b>

Table 5.29d: Unintentional Mummies-BW

Rating	# of Visitors
1	4 (2%)
2	7 (4%)
3	16 (8%)
4	27 (14%)
5	145 (72%)
<b>Average 4.5</b>	<b>200 (100%)</b>

Table 5.29e: Medical Oddities-BW

Rating	# of Visitors
1	7 (4%)
2	20 (10%)
3	34 (17%)
4	36 (18%)
5	103 (51%)
<b>Average 4</b>	<b>200 (100%)</b>

Table 5.29f: Skeletal Remains-BW

I compared the responses based on gender/sex as well as education, but did not find any significant difference. The results were an average interest rating of 4 for each type of human remains. It was only when I compared visitor age to interest level did I see a difference (Table 5.30). The average interest rating of someone between the ages of 18-34 in regards to seeing plastinates was a 5 (very interested), but only a 4 for individuals 35+. The interest shifts slightly in regards to unintentional mummies with individuals between the ages of 18-34 and 65+ giving it an interest rating of 4 while 35-64 year olds indicated on average of 5. Finally, it can be seen that for visitors between the age of 18-64 gave shrunken heads an average interest rating of 4, while those 65+ a rating of 3.

Age	Plastinates	Unintentional Mummies	Shrunken Heads
18-24	5	4	4
25-34	5	4	4
35-49	4	5	4
50-64	4	5	4
65+	4	4	3

Table 5.30: Visitor Age vs. Interest Level BW

Table 5.31 represents visitor responses when asked the difference between the plastinates presented in *BODY WORLDS* and human remains found in other parts of the Milwaukee Public Museum. The majority of people (26%) denoted the way in which the human remains were presented as the primary difference, focusing on the purpose of each display. This was followed by 23% of visitors indicating they have not seen any remains in the Milwaukee Public Museum and 20% citing the level of detail as the primary difference.

<b>Difference</b>	<b># of Visitors</b>
Artistic	7 (4%)
Consent	11 (5%)
Detail	41 (20%)
Have Not Seen	46 (23%)
None	1 (1%)
Presentation	53 (26%)
Process	9 (5%)
Realism	32 (16%)
<b>Total</b>	<b>200 (100%)</b>

Table 5.31: Visitor Opinion of Differences Between Human Remains MPM/BW

Visitor Comments:

Presentation (26%):

*“This gives the power to change, you can see what happens, inner power (BW) when you see mummies it's the end of life (MPM)”*

*“More science oriented (BW) rather than history oriented (MPM)”*

*“Cultural difference at MPM, art display (BW) vs. historical artifact (MPM)”*

*“Presentation is more stimulating with movement and activity (BW)”*

*“BW maybe more creepy because it isn't replicas of someone's body...turn off because it makes people think about death...the less people know the more scared they are, less they want to know”*

(see Appendix D)

Have Not Seen (23%):

*“Have not seen them sober”*

*“Did not notice any”*

(see Appendix D)

Detail (20%):

*“Shows more detail by preserving things that would normally decompose (BW)”*

*“It satisfies morbid curiosity- cross section- used to dig up bodies- very interactive/detail (BW)”*

*“These are not deteriorated, can see anatomical features, colored and detailed (BW), 2,000 year old not as informative (MPM)”*

*“They don't look real; artificial...more powerful to see texture, color; skeleton is generic; no personal connection (BW)”*

*“Never really paid much attention to the details...mummies didn't consent but still teaches things (MPM)”*

(see Appendix D)

Additional Comments:

*“We are modern now and do not need to plastinate (BW)...was part of culture (MPM)”*

*“These were created for show and for profit (BW)”*

*“Human remains have always been in museums”*

(see Appendix D)

Finally, Table 5.32 presents visitor responses when asked to give an overall rating *BODY WORLDS & the Cycle of Life*. No visitors gave the exhibition a rating of “Terrible” or “Poor” and the vast majority of visitors (69%) described the exhibit as “Excellent.” At the end of the interview I collected any additional comments that visitors

had, some of which will be presented within the discussion portion of this chapter as well as the conclusion.

	<b>Terrible</b>	<b>Poor</b>	<b>Average</b>	<b>Very Good</b>	<b>Excellent</b>
# of Visitors	-	-	6 (3%)	56 (28%)	138 (69%)

Table 5.32: Visitor Overall Rating BW

Overall, the results of the 200 interviews were not completely unexpected, but what was interesting was the overwhelming number of individuals who had previously seen a *BODY WORLDS* exhibition—32% of whom saw it when the Milwaukee Public Museum in 2008 (Table 5.22)—learned that it returned due to word of mouth (Table 5.23), as well as how many people indicated that the exhibit as “Excellent” (Table 5.32). The results of these interviews are complementary to many of the same findings of the three studies briefly discussed in Chapter 2 (Walter 2004a; Leiberich et al. 2006; Moore and Brown 2007) including the opportunity *BODY WORLDS* gives people to view human remains in a way that removes much of the emotional component (Walter 2004a), that individuals in the medical field see the exhibit as a way to continue educational and professional interests (Leiberich et al. 2006), and visitor expectations of the exhibit may have been abated by the public controversies surrounding the acquisition of the remains (Moore and Brown 2007).

## **Discussion**

In 2011, Jane Desmond—Professor of Anthropology at the University of Illinois at Urbana-Champaign—wrote, “our encounter and the meanings we make of it are shaped in part by our connection of a novel experience with our anticipation of it” (175). I believe this quote exactly describes the goal of obtaining insight about visitor perceptions of the preserved human remains at the Museo de las Momias de Guanajuato

and *BODY WORLDS & the Cycle of Life* through personal feedback, as a way to understand influences on the meaning making process. Though the majority of online reviews or in-person interviews did not include discussions of death, these exhibition spaces prompt individuals to reflect on their own mortality, through the dead—and sometimes diseased—body of another (Stone 2011:9). This may be done through trying to understand the individual's rationalization for donating their body to be plastinated, suffering personal loss due to cancer or stroke, or while walking through dark and crowded rooms while surrounded by mummified remains of people who were alive not that long ago.

As discussed in Chapter 2, viewing preserved human remains within a museum context can promote and expand upon scientific interest as well as encourage a type of morbid curiosity; the online reviews and in-person interviews clearly support this claim. To conclude this chapter, I will briefly discuss the different categories of visitors (Falk and Dierking 2013), which based on visitor responses, I believe are reflected within this study as well as denote how each type of visitor contextualized preserved human remains through the guise of scientific interest and/or morbid curiosity. To do this I will include some of the quantitative information presented in this chapter in addition to qualitative data from the online reviews and my interviewing experience.

John Falk and Lynn Dierking (2013) describe various identity-related reasons why individuals visit museums ultimately providing insight into how they make meaning with visiting. Of the seven he describes, I believe that four categories—Explorers, Facilitators, Professional/Hobbyists, and Experience Seekers—best portray individuals at the Museo de las Momias de Guanajuato and *BODY WORLDS & the Cycle of Life*.

### *Explorers*

Falk and Dierking define Explorers as, “visitors who are curiosity-driven with a generic interest in the content of the museum [and] they expect to find something that will grab their attention and fuel their learning” (2013:47). This type of visitor can be described using both types of feedback. Various reviewers indicated that they went to the Museo de las Momias looking for a cultural experience, or that the experience is representative of “Mexican culture” (Table 5.11). By attributing the nature of the displays to Mexican culture, they may not only [think they] better understand what they are seeing, but to legitimize its existence and make themselves more comfortable with viewing it. Illustrated in Table 5.24, out of 268 responses to the question inquiring about visitor’s motivations for attending *BODY WORLDS*, 69 (26%) indicated curiosity brought them to the Milwaukee Public Museum. I witnessed further evidence of “Explorers” in *BODY WORLDS* while conducting my interviews. Near the end of the exhibition there was a display entitled *Relative Proportions*, which exhibited transparent slices of a body to show that the span of a person’s fingertips to fingertips is approximately the same as the person’s height. Upon seeing this display, the majority of visitors would open up their arms and measure themselves against the slices. If they were in a group some would attempt to measure each other and see, if they too, were proportional.

### *Facilitators*

Facilitators are defined as, “visitors who are socially motivated... their visit is focused on primarily enabling the experience and learning of others in their accompanying social group” (Falk and Dierking 2013:47-48). There are a few different ways visitor responses for each organization support this category. Tables 5.5 and Table

5.25 show the number of visitors that brought children with them to each exhibit, suggesting they were primarily focused on ensuring their child or children had a positive and worthwhile experience. Additionally, Table 5.24 shows that 29 (11%) visitors to *BODY WORLDS* indicated that they attended the exhibit in order to bring someone who had not yet seen it; this suggests that the visitor helped guide the experience of others in their group. In addition, the layout of *BODY WORLDS & the Cycle of Life* made it easy to facilitate small group conversations throughout the space. During my interviews, some visitors reported overhearing conversations between individuals and watching as others stopped to listen, creating a type of impromptu lecture.

#### *Professional/Hobbyists*

The next category, Professional/Hobbyists, is defined as, “visitors who feel a close tie between the museum content and their professional or hobbyist passions... these visitors are typically motivated by a desire to satisfy a specific content-related objective” (Falk and Dierking 2013:48). The majority of reviews posted about the Museo de las Momias gave no indication of the professional background of the visitor, however one individual did post, “the mummy museum was mesmerizing for our gang since we had a number of scientists, engineers and doctors in the crowd...so the mummies we more of a science/natural history exhibit than a creepy display of the dead [sic]” (See Appendix A). A number of reviews referenced an interest in the morbid or enjoying looking at mummies. Going back to Table 5.24, of the 268 responses, 75 (28%) visitors cited education as their motivation for seeing *BODY WORLDS*, 25 (9%) cited their profession, and one person indicated they came because they were a “geek.” Some related it to their line of work: nurse, acupuncturist, funeral director, or homeschooler; while others

revealed that they came “for Science,” because they like dead bodies, it was a date night, and they were bored and were just looking for something to do. Overall, the professional status of an individual did not seem to influence their responses to the questions within this study and are very similar to individuals who seemed to have a general interest in biology as well as human remains in general.

### *Experience Seekers*

The last category of visitor discerned is the Experience Seekers or, “visitors who are motivated to visit because they perceive the museum as an important destination... their satisfaction primarily derives from the mere fact of having ‘been there and done that’ [attitude]” (Falk and Dierking 2013:48). The majority of visitors to the Museo de las Momias cite the Museums’ status as an icon within the City of Guanajuato as well as its appeal as a unique destination spot. One reviewer even stated, “It's like the world biggest ball of twine, an other thing you can check off your things to see list... [sic]” (see Appendix A), reaffirming its portrayal as a “must see” attraction (Table 5.14). Because the Museum has long been a fixture in Mexican popular culture, visitors may have increased expectations of their experience. A number of reviewers posted that they anticipated seeing “famous,” ancient mummies, typically like those from Egypt, and often felt misled by the name of the Museum. Visitors to *BODY WORLDS* typically focused on the educational benefits of seeing the exhibition rather than simply attending to say that they had, though 60 (22%) did cite that they came for the experience and 9 (3%) indicated they came for the entertainment value.

These four categories are especially useful because they can be examined and utilized alone, or in various combinations. It seems that the majority of visitors to the

Museo de las Momias de Guanajuato fit within Falk's "Hobbyists" and "Experience Seekers" categories, contextualizing their experience as a morbid curiosity, which they may or may not have anticipated. The ways in which many of the visitors to *BODY WORLDS* answered the interview questions would suggest that they are primarily "Explorers," "Facilitators," or "Professionals," however they also went for the experience or as a way to challenge themselves. For example, one individual said "I came to see it as a challenge to myself. I did not want to see it last time" (See Appendix D). Visitor motivations described in this way, not only provide insight into why people visit museums, but also, how they contextualize their visits and what meanings they make and take away from their experience.

Even though the collection strategies for these two groups of information were different, making the results difficult to accurately compare, both provided insight into how visitors perceive the use of human remains within the exhibitions—through scientific interest and/or morbid curiosity—and how that meaning may be utilized in the future. Whether a visitor posted a review on a tourism website or participated in an interview to help further research, their responses reflect how they contextualized and creating meaning about the preserved human remains they encountered.

## *Chapter 6: Conclusion*

Bodies in museums are recontextualized human remains. They have been removed from their place of burial—or death—and put into displays in a different social context, providing them with a new identity at death than the one they had while alive. Human remains in museums may be the first dead individuals many people ever see, forever shaping the way they imagine a corpse would look like (Alberti et al. 2009:139). The Museo de las Momias de Guanajuato, the Milwaukee Public Museum, and *BODY WORLDS* exhibitions all provide a museum going experience in which visitors experience real life encounters with dead bodies in the form of preserved human remains. The Museo de las Momias and the Milwaukee Public Museum mediate these experiences primarily through representations of culture, heritage, and in some instances through technological advancements; while *BODY WORLDS* mediates their encounters through representations of anatomy and science education (Desmond 2011).

The goal of this study was to better understand the complexities of visitor perceptions of museum exhibitions of preserved human remains through the examination of the experience the institution intends to provide (Chapter 4) and the experience visitors actually have (Chapter 5). After examining the data collected from each perspective, it seems that visitor perceptions of preserved human remains can best be understood through their contextualization as either biological or cultural objects, or both simultaneously, which promotes scientific inquiry as well as morbid curiosity. Museum displays—and exhibits—inherently treat human bodies as things, putting them into a particular context with restricted information chosen to highlight a certain aspect of the dead body (Alberti et al. 2009:139). Visitors then synthesize and react to the information and material presented to them, in positive and negative ways.

As discussed in Chapter 2, the mummified remains displayed at the Museo de las Momias de Guanajuato, may best be contextualized as cultural objects that the Museum justifies as part of the city's cultural heritage. The plastinates of *BODY WORLDS* exhibitions, in contrast, are contextualized as primarily biological objects that support medical training and health education, a theme that is not only accessible to visitors, but also currently sought after. However, Phillip Stone described *BODY WORLDS* as a “cadaveric carnival...[where] human corpses are arranged in ‘life-like’ situations” (2011:4). The plastinates are completely naked—many with flayed muscles and organs—skinless, and with their eyes wide open, giving the illusion of life while promoting their use as anatomical specimens. These poses are in complete contrast to those of the mummies in Guanajuato, all of which are situated in ways that emphasize the fact that they are indeed dead. The displays emphasize extreme circumstances and rawness of death—a theme which visitors quickly recognize—through the presentation of a mixture of clad and unclad individuals. Though many of the online reviews did not mention the clothing on the mummies, its existence likely has a humanizing affect that influences visitor perceptions of the experience.

Both collections cause visitors to reflect on their own mortality through very different circumstances; the Museo de las Momias promotes the tragic death and perhaps even the fear of death, while *BODY WORLDS* focuses on living a better life and a sort of scientific or medical death. This may also be perpetuated by the fact that the mummified individuals in Guanajuato—or in theory their families—did not consent to being put on display, as opposed to the plastinated individuals of *BODY WORLDS*, whose bodies were donated for the specific purpose of public display. It is also important to note that

individuals must purposefully seek out the experiences they have at the Museo de las Momias de Guanajuato as well as *BODY WORLDS*. Unlike the exhibits containing human remains at the Milwaukee Public Museum—where you could happen upon them without intending to—the aforementioned collections of preserved human remains may be considered destination locations and require much more planning.

Euro-American culture is paradoxically isolated from death and the dead. We do not understand it, we fear it, think it is disgusting, and we quarantine the dead and mourners in funeral homes and cemeteries. However, death is remade for entertainment, shock value, economic gain, and under the guise of education (Alberti et al. 2009:137). In Chapter 2, the Museo de las Momias de Guanajuato and *BODY WORLDS* were described under the relatively new category of “dark tourism.” This genre of exhibitory experiences is going to continue to exist—and is likely expand. In addition, the boundaries between messages of education and heritage have become increasingly blurred as museums continue to become a member of the tourism industry (Stone 2006). Like anthropologists and archaeologists who continue to look to the ancient dead as a way to answer questions and again insight into the lives of past peoples, the rise of “dark tourism” sites is a reflection of how the living are currently contextualizing death as well as what can be done with human remains.

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
1	50-64	N/A	Honolulu, Hawaii, USA	Excellent	The mummy museum was mesmerizing for our gang since we had a number of scientists, engineers and doctors in the crowd...so the mummies were more of a science/natural history exhibit than a creepy display of the dead. Decide which it would be for you and you'll know whether to go. The displays were excellent, tasteful and well documented. Truly fascinating and amazing to see. Plan on enough time to read everything and examine the xrays and supporting exhibits. We will go again next time we're in town	3/20/2014	3/21/2014
2	N/A	Male	Las Vegas, Nevada, USA	Excellent	While not to everyone's taste, this is a very interesting museum and quite unusual. The history of it's founding is also quite interesting. There are English translations for each of the exhibits.	3/8/2014	3/16/2014
3	N/A	N/A	Colorado, USA	Excellent	Although not for the squeamish, the Mummy Museum is definitely unique to Guanajuato. The entry fee is reasonable (ask for the Old Folk's discount; I can't remember age for it). Fascinating approach to life -- and death. I do not feel, however, that it is appropriate for young children.	3/4/2014	3/16/2014
4	N/A	N/A	Oakland, California, USA	Very Good	This is a must stop if you visit Guanajuato. Its a very unique museum because all you will see are mummified bodies. The difference is that all the remains were naturally dehydrated instead of done by humans to preserve them. Pretty interesting.	2/26/2014	3/16/2014
5	N/A	N/A	Utilca, Michigan, USA	Very Good	This is a really weird place but so interesting. We've never seen anything like it. It is not for the faint of heart. We took our 15 year old daughter there since she wanted to go. Mostly she just said "ewwww!!!" but we actually had a great time as sad as that sounds.	2/22/2014	3/16/2014

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
6	N/A	N/A	New England, USA	Very Good	I'm still not sure what to think of this collection. For the most part, the bodies are respectfully displayed, but there's a definite voyeuristic feel that leaves me uneasy about my own choice to see it.	2/20/2014	3/16/2014
7	35-49	Female	Mexico City, Mexico	Very Good	Es un lugar que se encuentra sobre el panteón, da un poco de miedo, las historias acerca de las personas que se momificaron y se encuentran ahí son algo tristes, pero todos tenemos que morir un día.	1/27/2014	1/31/2014
8	N/A	N/A	Aliso Viejo, California, USA	Very Good	It is one of those unique places, very interesting, but strange nevertheless ... I felt a little dizzy after seeing up close some of the mummies, they were real human beings at one time, after all ... Adults, children, babies ... So very well preserved ...	1/27/2014	1/31/2014
9	N/A	N/A	Guadalajara, Mexico	Very Good	no se puede ir a guanajuato sin conocer las momias. es impresionante ver como se conservaron a traves del tiempo y hasta conocer un poco de como murieron segun los expertos.muy interesante	1/20/2014	1/31/2014
10	25-34	Female	Cd. Guzman, Jalisco, Mexico	Poor	Una muy mala experiencia, es más morbo que otra cosa, mucha gente y mucha desorganización de parte de los trabajadores del museo, ellos mismo provocaban el desorden, terminas por no poder ver nada porque toda la gente se amontona, es tardan el acceso y afuera del museo todo es caos. Existen mejores atracciones en Guanajuato, si puedes evitar visitar este museo, realiza otra actividad. Muy mala experiencia.	1/16/2014	1/31/2014
11	35-49	Female	Seattle, Washington, USA	Average	The mummy museum is one of a kind. They have the largest collection of mummies anywhere in the world. The museum is well kept and they have placards in both Spanish and English. It was interesting to see how the mummies were created and why they were dug up.	1/14/2014	1/31/2014

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
12	35-49	Male	Ciudad Juarez, Mexico	Average	There is no special" spooky" atmosphere created. There a couple of youtube clips that are better. not expensive but requires a little investments to capture visitors attention. The Mummies are interesting to see and there are good visitors guides explaining the whole deal.	1/8/2014	1/31/2014
13	N/A	N/A	Guadalajara, Mexico	Excellent	It was a nice place to visit. The history behind how the mummys become was revealing. It has the smallest mummy of the world.	12/31/2013	1/31/2014
14	N/A	N/A	Guadalajara, Mexico	Average	Es impresionante ver las momias y entender el por qué se hicieron. Unas sí te dan miedito, pero en general están normales. Le falta que le inviertan más a este museo porque está muy mal cuidado.	12/27/2013	1/31/2014
15	35-49	Male	Miami, Florida, USA	Excellent	If you are in Guanajuato, you MUST go to this destination... Mummies are very well preserved and the museum is very informative and clean. Guides are very good also. Be ready with questions but you can make your own theory.	12/7/2013	1/31/2014
16	N/A	N/A	San Francisco, California, USA	Average	Obviously, this museum is all about dead bodies. These aren't Egyptian-age mummies, wrapped up in cloth, but are all less than 200 years old, remarkably well-preserved dessicated bodies. Many still had pretty well-preserved clothes on. Several of them are babies, including the "smallest mummy in the world, which is pretty disturbing. It is certainly a unique experience, but I wouldn't put this on my top 5 list of things to see in Guanajuato, unless you are especially interested in seeing dead bodies.	12/5/2013	1/31/2014
17	35-49	Male	Guanajuato, Mexico	Very Good	algo fuera de lo ordinario visitar el museo de las momias, conocer el proceso por el cual los cuerpos se conservan tan bien. un poco tétrico pero es una obligación conocerlo en tu primera visita a Guanajuato Capital.	12/2/2013	1/31/2014

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
18	25-34	Male	Guanajuato, Mexico	Poor	El Museo de las Momias de Gto., está a mi parecer, sobrevaluado para los precios que maneja y lo que termina mostrando. Las colas son largas y las instalaciones en general están deterioradas, de acuerdo a los servicios mínimos que debería de ofrecer. Creo que si no van, no estarían perdiéndose de mucho.	12/2/2013	1/31/2014
19	N/A	N/A	Celaya, Mexico	Excellent	Si vas a guanajuato no debe faltar visitar este museo , aunque me parecio costoso \$52.00 la entrada.	12/2/2013	1/31/2014
20	N/A	N/A	Queretaro, Mexico	Average	La realidad esperaba mucho mas del museo....yo lo visite hace muchos años y el único cambio que vi fue el acomodo de las momias. Realmente ahora que regrese con mis hijos, esperaba algo diferente que a ellos los hiciera comentar la visita.	11/27/2013	1/31/2014
21	25-34	Male	Culican, Mexico	Average	Tiene altas expectativas de este museo. Es un museo un tanto corto, lo terminas de ver en unos 20 minutos contando la Sala de la Muerte. Realmente no sentí terror ni morbo ni asco por ver cuerpos momificados, es sólo que esperaba algo más interesante. Aún así considero que es una parada obligatoria en esta bella ciudad dado a la fama que ha adquirido este museo además recomiendo contar con la ayuda de un guía el cual va explicando la historia de esas momias.	11/24/2013	1/31/2014
22	N/A	N/A	Boca Raton, Florida, USA	Excellent	An entire wing was blocked off to visitors. The guides wasted a great deal of time reading the captions. One is better off just visiting without a guide.	11/11/2013	11/16/2013
23	na	na	Puebla, Mexico	Very Good	El lugar se ve remodelado y con cubiertas de acrílico, para proteger a las momias con señalamientos, visitas guiadas. Un señalamiento fuera de lugar: "prohibido tomar fotografías" en el interior toman fotos con celulares, cámaras, muy a la mexicana.	11/10/2013	11/24/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
24	50-64	Female	Portland, Oregon, USA	Excellent	it's a startlingly experience, to see these bodies that aren't that old, but are perfectly preserved by the water of the area.	11/5/2013	11/5/2013
25	N/A	N/A	Laredo, Texas, USA	Excellent	El museo esta limpio y es muy interesante observer esos cuerpos o al menos a nosotros nos parecio .....	10/29/2013	1/31/2014
26	N/A	N/A	Rochester, NY, USA	Excellent	It was interesting to see how well preserved some of the bodies were. The museum did not indicate what we learned from the shopkeeper on site. These mummies were actually poor people whose families could not afford the price of burial and were therefore disinterred some 5 years after the burial.	10/19/2013	11/5/2013
27	25-34	Male	Ocotlan, Mexico	Very Good	Hace algunos años habia visitado este museo, creo que ahora tienen menos momias en exhibicion aunque los espacios para la gente son mayores.. mas frescos pero mas oscuros.. en general son interesantes las historias que se cuentan de las momias en exhibicion y sus tragedias.. el museo de la inquisicion fue aun mas divertido, ya que muestra las maquinas de tortura de aquellos tiempos, momias especiales con radiacion, con colmillos, historias de terror y muchos sustos jejeje... no muy recomendado para niños menores de 6 años porque van agarrados a ti y casi apunto de llorar...	10/14/2013	11/24/2013
28	35-49	Male	Aguascalientes, Mexico	Average	La ciudad de Guanajuato es maravillosa, tiene excelentes hoteles y muy buen servicio, pero es una lata que en todas las atracciones piden propina a la entrada a la salida en fin.....a la atracción mas insignificante cobran entrada luego el guia dice no tener sueldo y pide propina.	10/11/2013	11/24/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
29	N/A	N/A	Knoxville, Tennessee, USA	Terrible	I like a creepy attraction as much as anyone, and must admit a morbid curiosity about this place. I probably find death as fascinating as the Mexicans do. However, it is erroneous to call partially-preserved corpses "mummies." They are not. They are unfortunate individuals who have died, been buried in the ground which happens to contain a lot of minerals, then exhumed when their yearly burial tax was not paid! Some people might find this offensive, particularly considering that one of them is a fetus. I found the bodies fascinating, but I have an issue with them being referred to as "mummies," which implies that you are going to see someone who was intentionally "mummified," such as the Egyptians or Incans. One of the employees had the nerve to follow me in and try and charge extra because I had a camera!	10/10/2013	11/5/2013
30	N/A	N/A	Merida, Mexico	Very Good	Es una de las principales atracciones de Guanajuato, es algo bonito saber las historias de las personas momificadas y hay algunas que son impactantes, la entrada no es cara así que si visitas Guanajuato tienes que ir a este lugar	10/8/2013	11/24/2013
31	18-24	Female	Monterrey, Mexico	Very Good	siempre que voy a Guanajuato visito este museo, lo tienen muy descuidado y es muy triste ver fotografías (lonas) des pintadas, el mismo mobiliario, obvio no pido momias nuevas pero una manita de gato no le caería mal!	10/2/2013	11/24/2013
32	35-49	Male	San Diego, California, USA	Excellent	this place was so incredible, i have never seen anything like it, creepy, scary and just simply unique.	10/1/2013	11/5/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
33	35-49	Female	Aguascalientes, Mexico	Very Good	Para llevar a niños fantasiosos, este lugar es buenísimo. Hay guías, si quieres les das una gratificación por mostrarte la historia de cada pabellón. Sugiero darles la gratificación que se considere. El lugar es bastante cerrado pero la ventilación, aún así, es buena. El precio que se paga es ligeramente caro pero creo que vale la pena. Siempre hay mucha gente y afuera venden muchos recuerdos que igual puedes encontrar mas adelante y más baratos. Tiene poco lugar para estacionarte pero si llegas temprano, encuentras lugar.	9/28/2013	11/24/2013
34	35-49	Male	Zapopan, Mexico	Average	Pues para la fama que tiene el lugar...la verdad,me decepciono,empezando x q tubimos q hacer una enorme fila solo para comprar los boletos de entrada,entre la fila para comprarlos y la otra fila para entrar,se nos fueron como 2 horas,sin exagerar,el costo de la entrada algo cara (55 pesos por persona),digo cara x que el museo lo recorres maximo en media hora,a los turstas nos cobran mucho,a las personas q son de guanajuato les cobran mucho menos,la verdad q sacan una fortuna solo de las entradas!!!...deberian de bajar el costo cuando mucho a la mitad de lo que esta,que no dejaria de ser caro..	9/20/2013	11/24/2013
35	50-64	Female	Puerto Vallarta, Mexico	Very Good	This museum is not for the faint hearted. These are actual bodies some in grotesque positions with frightful expressions. As an art major, I found the anatomy of the hands and feet especially interesting. My husband spent less time here choosing to sit out on the curb so this museum is not for everyone. Might be disturbing to young kids. It is a rare phenomena to find so many so well preserved. View but be warned.	9/13/2013	11/5/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
36	65+	Female	Huntsville, Texas, USA	Average	The museum is now in a much fancier location but a little bit of it goes a long way. The nature of the air and soil preserve bodies, including the skin, hair and finger nails. My great-nephew quickly had enough of it.	9/5/2013	11/5/2013
37	N/A	N/A	Leon, Guanajuato, Mexico	Very Good	es un lugar muy pintoresco bastante familiar y puedes disfrutar mucho con tus primos o hijos es muy divertido y cultural aprendes muchas cosas asi como nuevas experiencias y pasar un rato muy bien	9/4/2013	11/24/2013
38	N/A	N/A	Thousand Oaks, California, USA	Excellent	Overall the city is incredible, with so much history there is just so much to see. We took a tour and first we saw a castle then we went here to look at the mummies, I will say it didn't smell very pleasant but I did also get to see the smallest mummy in the world with happen to be a baby. I loved this place and definitely plan on coming back someday again.	9/3/2013	11/5/2013
39	N/A	N/A	Oaxaca de Juarez, Oaxaca, Mexico	Very Good	El precio de entrada es bastante accesible, se encuentra cerca de la ciudad es bastante entretenido. Es una visita obligada, encuentras muchas momias desde niños hasta ancianos y casos muy peculiares.	8/29/2013	11/24/2013
40	N/A	N/A	Memphis, Tennessee, USA	Very Good	I recommend going in the morning, because in the afternoon/evening it can get a bit crowded. The mummies are very cool and a lot of them have a story. Don't expect this museum to be big, it's the complete opposite.	8/25/2013	11/5/2013
41	35-49	Female	Mexico	Very Good	Renovado e interesante aunque si puede impactar un poco a los niños pequeños. Está muy fea la zona y el camino puede confundir un poco.	8/17/2013	11/24/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
42	18-24	Female	Torreon, Mexico	Poor	Entiendo que a muchos les cautivo o llamé la atención admirar las emblemáticas momias de Gto..sin embargo, no sé que esperaba yo..pero ver esos retorcidos, amarillentos e inflados muertos no me fue agradable y salí con náuseas del lugar..no volvería.	8/15/2013	11/24/2013
43	N/A	N/A	Minneapolis, Minnesota, USA	Average	What a strange and troubling place! I suspect that the displaying of not-so-long-deceased relatives is a threat to ensure payment of annual burial ground fees.	8/10/2013	9/29/2013
44	N/A	N/A	Boston, Massachusetts, USA	Excellent	Positive: Mummies are cool. Negative: The line to enter was 25-30 min since it's the most popular location in one of the most touristic cities in Mexico. Even the exhibits are as crowded as a rush hour bus. I loved it because I love mummies. If you don't - don't go there.	8/10/2013	11/5/2013
45	N/A	N/A	Guanajuato, Mexico	Excellent	Para las personas que gozan de lo insólito y misterioso, les recomiendo el museo de las momias de Guanajuato. Es muy interesante ver los restos humanos momificados... Les recomiendo a todos las personas que visitan Guanajuato que no vayan a detenerse con los guías que se establecen de manera ilegal en las calles, por lo que es mejor que investiguen mediante esta página o en una guía los lugares que pueden visitar en esta ciudad. Suerte en su viaje!!!!	8/5/2013	11/24/2013
46	N/A	N/A	Mexico City, Mexico	Excellent	Lo recomiendo como una de las principales atracciones, las momias estás perfectamente conservadas en sus aparadores, es interesante y te explican la historia de cada una, además afuera venden artesanías a muy buen precio, creo que muy económico lo recomiendo.	8/5/2013	11/24/2013
47	N/A	N/A	Vicksburg, Michigan, USA	Average	Cost has gone up since 2008, when we last visited. IT was too crowded this time and seemed to short. Not for the faint of heart. Slightly gruesome but interesting just the same.	8/2/2013	9/29/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
48	N/A	N/A	Guanajuato, Mexico	Very Good	Not for the faint of heart, but interesting. Reflects Mexican fascination with the dead. Would not recommend for small children.	7/29/2013	11/5/2013
49	25-34	Male	Mexico City, Mexico	Very Good	Es interesante ver que todas las momias que ahí se exhiben fueron momificadas por un proceso natural debido al subsuelo del panteon.	7/18/2013	11/24/2013
50	35-49	Male	Guadalajara, Mexico	Excellent	un lugar lleno de historia te cimbra un poco, se siente algo de escalofrió, pero disfrutas mucho la historia y la visita, y los recuerdos que puedes comprar ahí, lo recomiendo.	7/4/2013	11/24/2013
51	N/A	N/A	Queretaro, Mexico	Terrible	Las famosas momias de Guanajuato.....el museo en sí es horrible.....y no por lo que exhiben sino como lo exhiben. Mi abuelo me conto que hace 40 años para visitar las momias había que entrar al panteón pasear entre las tumbas y darle una propina al sepulturero que levantaba una pesada aldaba para después bajar por una escalera de caracol a la lúgubre cripta. Ahí los cuerpos alineados uno tras otro y a ambos lados de un estrecho pasillo había que pasar entre ellas sin cristales de por medio. Suena más escalofriante pero mucho mas auténtico.....lo debieron haber dejado así y limitar el numero de personas que las pudieran visitar diariamente quizás unas 100 y haber cobrado más. Pero bueno se ve que el museo es una muy buena fuente de ingresos para el erario de esta bella ciudad. Recomendando visitarlo si y solo si ya visitaron todas las demás atracciones y bellezas que ofrece Guanajuato si les queda tiempo pues esta bien.	7/2/2013	11/24/2013
52	18-24	Female	Queretaro, Mexico	Average	No ha cambiado nada!! Los guías turísticos se contradicen entre ellos mismos sobre las versiones que dan explicando cada momia.	7/2/2013	11/24/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
53	35-49	Male	El Paso, Texas, USA	Excellent	Some people will not like this, some will love it. I took my children ages 4 to 9 and they enjoyed it. Some children might be frightened. But it will depend on each child. Many children in the museum. It is very tasteful and interesting. Right next to the cemenetry.	6/17/2013	11/5/2013
54	N/A	N/A	Puerto Vallarta, Mexico	Excellent	So many mummies & daddies and even babies. Interesting because many were still in their period clothing. The mummies were very well displayed and had information in English.	6/10/2013	11/5/2013
55	N/A	N/A	Fort Wayne, Indiana, USA	Very Good	This is a little strange, since the mummies are the examples of natural mummification due to the soil conditions in the area -- since the people had been disinterred due to payment on the tombs lapsing. However, it is interesting to see the costumes of the era and wonder about the lives of the people on display. I wouldn't take young children to this, as it could be disturbing to the very impressionable.	5/28/2013	11/5/2013
56	18-24	Female	Monroe, Wisconsin, USA	Very Good	A smallish museum filled with creepily decomposed old corpses. Having spent a year traveling through Latin America, I was a bit jaded; seeing the same cathedralswaterfalls-colonial cities-art museums-etc. So I love weird and unique things like this. I mean, I have definitely never been to a museum filled with dead bodies. I found the mummies of the overweight people to be most interesting and the mummies of the babies to be most disturbing. If you're the type of person who has a fascination for the grim or dark, this might be a worthwhile stop. But if you're squeamish or sensitive, you may want to skip it.	5/28/2013	11/5/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
57	N/A	N/A	Irapuato, Guanajuato, Mexico	Average	I thought that when I went to the musuem, I would see famous mummies. But they just dug these people up who lived in Guanajuato and put them in a museum. I felt a little uneasy about this.	5/24/2013	9/29/2013
58	50-64	Male	Tuscan, Arizona, USA	Very Good	A most interesting experience; very well displayed, but I would never bring children here: they might have nightmares for years to come! As for adults with a strong constitution, if you're looking for a different kind if museum I would recommend taking a city bus here from the historic city center, about a 20 minutes drive, and plan on spending at least an hour to view the short video and see all the mummies. For thoses of you who enjoy walking, it might be a lovely walk on a nice day.	5/20/2013	11/5/2013
59	N/A	N/A	Guanajuato, Mexico	Average	No me gusta que se promociona exageradamente este Museo cuando hay otros más interesantes, deberian mostrar las momias desde un punto de vista cientifico y no de morbo	5/18/2013	11/24/2013

Appendix A

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
60	50-64	Female	Guanajuato, Mexico	Average	Yes, the mommies (not mummies) are very well conserved and the detail still apparent on the French doctor, for example, is outstanding. However, i find these places a bit creepy and can't say i enjoyed it. I went because it was one of THE attractions in Guanajuato and kind of a "must". If you don't go you shouldn't lose any sleep over it, though. I can't really see what so great about looking at a cadaver close up, no matter how old or well conserved it is. It's just creepy and there is something a tad disturbing in the fact that people line up to see dead bodies, IMO. The price is, i think, around 70 pesos per person, so it's not exactly cheap for what it is: i'd prefer a good meal, quite frankly. 'La vida sin ti', for instance, offers a very very tasty buffet for 65 pesos. Not quite the same thing, agreed. One you will enjoy & maybe remember, the other...	5/17/2013	11/5/2013
61	N/A	N/A	Minneapolis, Minnesota, USA	Excellent	El Museo de los Momias is a one of a kind experience. It's pretty small, so it won't take up much of your day... it's one the outskirts of town, but really only a 20 minute walk of so. The story if fascinating... when they went to dig up bodies in the cemetery, they were surprised to find that they bodies were so preserved. They are not wrapped up in cloth, but were preserved by the minerals in the soil. Many of them are 100 years old and still have hair on their bodies. Both intriguing and a bit gruesome at the same time. Definitely worth the trip.	5/10/2013	11/5/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
62	N/A	N/A	Minneapolis, Minnesota, USA	Excellent	To be tired of mummies is to be tired of life ...Or something like that. I'm fond of the mummy in the Minneapolis Science Museum, but it can't hold a candle to the mountains of mummies here. (You wouldn't want to hold a candle because ancient embalming fluids and dried flesh ... kinda flammable. But still ...)	5/8/2013	11/5/2013
63	35-49	Female	Mexico City, Mexico	Average	Lo mas interesante es escuchar la historia alrededor de estos cuerpos deshidratados. El museo bastante regular y cometimos el error de llevarnos a los niños menores de 5 años. Visto y archivado para no volver.	5/7/2013	11/24/2013
64	N/A	N/A	Mexico	Very Good	Es lo mas caracteristico de Guanajuato, es lugubre, pero puedes idear la una y mil formas de como se vivio en ese tiempo, ademas que si te pasas al museito pequeño como de suspenso, puedes ver una momia vampiro, y un feto momificado!!!!	5/7/2013	11/24/2013
65	35-49	Male	Mexico City, Mexico	Very Good	Los niños se la pasaron bomba en el museo. A mi la verdad se me hace medio morboso, pero había que llevar a los chicos a que conocieran el lugar.	5/7/2013	11/24/2013
66	18-24	Male	Merida, Yucatan, Mexico	Very Good	el termino de momias es personas deshidratadas, y no como lo conocemos las de egipto, es un museo muy chiquito que vale la pena visitar, da miedo pero es muy interesante	5/6/2013	11/24/2013
67	25-34	Male	Celaya, Mexico	Very Good	aunque raro, es interesante los minerales que hay ahí y la conservación de los cuerpos, un poco morbosa la situación de ver muertos pero es algo típico que hay que hacer	4/27/2013	11/24/2013
68	35-49	Female	Mexico City, Mexico	Average	Es uno de los lugares de Guanajuato menos favorecidos, la entrada es cara y la verdad si no vas... no te pierdes de nada bueno, no está en el centro, tienes que tomar transporte y tener cuidado con los paseos que ofrecen	4/24/2013	11/24/2013

Appendix A

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
69	N/A	N/A	Guadalajara, Mexico	Very Good	Hace ya algunos años había ido y ahora casi 10 años después me doy cuenta de que es un museo de primer mundo, muchas felicidades por eso, te reciben con un video explicativo, el guía muy preparado (hay que dejar una propina voluntaria al final) los cuerpos se encuentran en vitrinas resguardados y cuidados. Ya que sea por el gusto personal de ver algo que en realidad no es bonito, pero si interesante o por simple curiosidad si es un lugar para visitar y no quedarse con las ganas.	4/17/2013	11/24/2013
70	25-34	Female	Nuevo Laredo, Mexico	Poor	Sinceramente me decepcionaron, hay mejores cosas en Guanajuato que ir a ver gente que no dejan descansar en paz.	4/15/2013	11/24/2013
71	N/A	N/A	Guanajuato, Mexico	Excellent	si te gusta las imagenes permanentes este museo es definitivamente la opcion, todas las piezas de exposición tienen una sorprendente conservación. si piensas visitarlo recuerda llevar tus credenciales (estudiante/ 60 y+/ maestro) ya que existen descuentos.	4/14/2013	11/24/2013
72	35-49	Female	San Juan Capistrano, California, USA	Poor	Sadly badly kept. The video that supposedly starts the tour didn't work. NO information of any kind. The mummies have only small signs with comments, not facts. It's sad to see and it gave me the feeling of lack of respect for the corpses.	3/12/2013	11/5/2013
73	25-34	Female	Monterrey, Mexico	Very Good	Este es un buen lugar para conocer eso si aquí no hay descuentos pero vale la pena entrar y ver todos esos cuerpos que solo con la ayuda de la naturaleza han pasado por esa transformación sin mencionar las fotos que tienen de antiguas costumbres que se tenían en el país.	4/10/2013	11/24/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
74	N/A	N/A	San Luis Potosi, Mexico	Excellent	Es un lugar tradicional para quien visita guanajuato, excelente servicio, muy buenas modificaciones que le han hecho.	3/26/2013	11/24/2013
75	35-49	Male	Torreon, Mexico	Very Good	Es un lugar para convivir con la muerte, pues solo vas a ver cuerpos deshidratados. Macabro en si, pero se vuelve un espectaculo atractivo.	3/22/2013	11/24/2013
76	N/A	N/A	Morelia, Mexico	Average	Me hubiera gustado que a parte de las leyendas, hubieran ahondado mas en el aspecto antropológico y así resultaría educativo y mas entretenido..	3/21/2013	11/24/2013
77	N/A	N/A	San Diego, California, USA	Very Good	Fue algo increíble ver a las momias... solo que me quede con unas cuantas preguntas por que no habia un guía. deberian contratar gente para dar un tour y dar la historia...	3/6/2013	11/24/2013
78	25-34	Female	Guanajuato, Mexico	Very Good	Es un lugar que tiene mucho que apreciarse, aunque desde mi punto de vista no me gustó, no es agradable ver gente muerta, es un lugar muy limpio pero creo que es cuestión de gustos.	2/25/2013	11/24/2013
79	N/A	N/A	City of Durango, Mexico	Excellent	Me parecio algo tetrico la vdd, pero despues de pensarlo es un honor a las personas difuntas, que tienen vida aun despues de la muerte! Aun sigue sorprendiendo el tipo de tierra que permite este estado de momificacion. No pueden dejar de visitarlo!	2/15/2013	11/24/2013
80	35-49	Male	Monterrey, Mexico	Excellent	me gusto mucho volver a visitar este museo las veces que he ido lo he echo con mi familia, a ellos tambien les gusta lo reconiendo ampliamente	2/13/2013	11/24/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
81	25-34	Male	Monterrey, Mexico	Poor	Esta es quizás la atracción más famosa y socorrida de Guanajuato... y muy posiblemente la atracción más sobrevalorada de esta ciudad. En realidad lo único que irás a ver son los cadáveres de gente muerta preservada sin el mayor aporte histórico más allá del morbo. Muchas personas pierden tiempo valioso y la oportunidad de conocer otros lugares con mucha mayor historia de esta ciudad por hacer la fila de entrada que siempre es enorme. Yo recomiendo que a la hora de visitar Guanajuato, de preferencia se deje este lugar como última parada (y no exactamente lo opuesto que es lo que la mayoría de los tours proponen) e inclusive tranquilamente se puede dejar de lado sin el remordimiento de haberte perdido nada relevante.	2/5/2013	11/24/2013
82	N/A	N/A	Mexico City, Mexico	Very Good	yes, it sounds either terrible or kitschy or gross, but it is truly a wonderful experience in guanajuato and shouldn't be missed. the museum is pretty well maintained. the story is phenomenal. and yes the mummies are real and grotesque and horrifying and delightful and completely engrossing.	2/4/2013	11/5/2013
83	50-64	Male	Irapuato, Guanajuato, Mexico	Average	Aunque es muy nombrado por el asombro de ver las momias ,me parecio que lo han descuidado y que no le han dado una buena mercadotecnia y direcion	2/3/2013	11/24/2013
84	N/A	N/A	New Jersey, USA	Excellent	not for the faint of heart. definitely if you are in guanajuato you must go here. It will take your breath away when you walk into this place. Plus the stories of the mummies inside	1/31/2013	11/5/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
85	N/A	N/A	Leon, Mexico	Average	My experience has been that this place is what Guanajuato is most famous for among Mexicans. They'll always mention the mummies. And, it really is an extremely insightful look into how the Mexican culture tends to view death. Still... it's not for the squeamish. You'll definitely not forget this place. That's for sure.	1/30/2013	11/5/2013
86	N/A	N/A	Mexico City, Mexico	Excellent	Fabuloso, se encuentran bien protegidas las momias y se pueden verlas bien. Con la sala principal es suficiente y hasta fotos se pueden sacar, así que no olviden sus cámaras por un pequeño costo. Y las artesanías afuera son baratas. Aguas con el señor de los churros, son rancios.	1/28/2013	11/24/2013
87	N/A	N/A	Guadalajara, Mexico	Poor	Hay que hacer una cola grandísima para entrar, de cerca de una hora. Los precios son muy elevados y ya hay muy pocas momias en exposición, en relación con la cantidad de momias que había hace unos 20 años. Además de las pocas que quedan, algunas andaban "de gira" creo que solo queda la fama del lugar.	1/25/2013	11/24/2013
88	25-34	Female	Monterrey, Mexico	Very Good	Espluznante, y deja un mal sabor de boca si eres sensible con el tema, así que mejor ir preparados. Está bien montado y las instalaciones cuidadas, eso se agradece.	1/23/2013	11/24/2013
89	25-34	Female	Guadalajara, Mexico	Excellent	jajaja a pesar de la visita que tiene este antiguo museo no está mal estado las momias siguen derechas.....	1/21/2013	11/24/2013
90	N/A	N/A	Zapopan, Jalisco, Mexico	Excellent	Interesante museo que muestra los cuerpos conservados de manera natural. Los guías explican todo respecto a lo que muestra el museo. Interesante todo.	1/19/2013	11/24/2013
91	25-34	Female	Delicias, Chihuahua, Mexico	Average	tenia idea de algo mas aterrador pero no es así, no es como en las películas de antes jejej, está todo muy alusado pero faltan varias momias se ven pocas, el recorrido es corto pero al menos te quitas la espinita de conocer las mentadas momias	1/18/2013	11/24/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
92	N/A	N/A	Querétaro, Mexico	Very Good	Éste es uno que NO puede faltar en su lista. Desde el principio del recorrido hacen la "aclaración" que no se trata de un proceso de momificación convencional, sino, un proceso natural de deshidratación y conservación. Se llamen momias o no, es un museo digno de ser visitado; mucho por ver y conocer. Está genial.	1/18/2013	11/24/2013
93	N/A	N/A	San Luis Potosi, Mexico	Excellent	Este lugar es muy bonito,felicidades tienen muy lindo y cuidado el lugar!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!	1/14/2013	11/24/2013
94	N/A	N/A	Austin, Texas, USA	Excellent	I liked everything, except the lady who got buried alive. First you see a video, then, you go and see this mummies face to face! it is very creepy and fascinating at the same time. The guide explained everything in detail, I liked him a lot. I mean , you really get up close and personal with these mummies, I learned a few things about corpses	1/10/2013	11/5/2013
95	25-34	Male	Acapulco, Mexico	Average	hasta antes de la remodelacion me gustaba el recorrido, ahora con la nueva imagen trataron de hacerlo mas didactico y con eso que algunas momias andan de gira, ps como que falta algo ya no me gusto pero como experiencia si lo recomiendo	1/6/2013	11/24/2013
96	N/A	N/A	Mill Valley, California, USA	Excellent	Who doesn't love mummies? Very well done. A must do in Guanajuato. I liked the mummies. I didn't like the smelly guy in front of me. How much do I have to type for this to accept my review?	1/2/2013	11/5/2013
97	25-34	Female	Mexico City, Mexico	Very Good	Ahora que está remodelado el museo , las momias se encuentran en un mejor estado. Puedes escuchar si quieres al guía y al final darle una propina.	12/27/2012	11/24/2013
98	50-64	Male	Philadelphia, Pennsylvania, USA	Poor	Mummies from poor people recently exhumed from nearby cemetery. Not worth the entrance fee or time. A tourist trap. Would have been far more interesting seeing less and if they were ancient mummies.	12/24/2012	11/5/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
99	N/A	N/A	Irapuato, Guanajuato, Mexico	Excellent	En tu estancia en Guanajuato no debes dejar de observar los cuerpos momificados por alguna razon de la tierra de esta region.	12/23/2012	11/24/2013
100	N/A	N/A	Philadelphia, Pennsylvania, USA	Average	This was kind of a let down. It was the most expensive museum (52 pesos) I visited during my recent trip in Mexico for 2 weeks. Not much in the way of explanation. Just lots of mummies displayed in glass cases in various states of decay. Not a must see unless you're really into mummies.	12/19/2012	11/5/2013
101	35-49	Female	Morelia, Michoacan de Ocampo, Mexico	Very Good	He visitado este Museo en dos ocasiones y ni la segunda me pareció aburrido, al contrario lo disfrute y aprecie mejor en la segunda ocasión.	12/18/2012	11/24/2013
102	25-34	Male	Guanajuato, Mexico	Excellent	If you come to guanajuato & don't visit this museum, it's like you've never been here. Morbidly fascinating this is a landmark of this town. A Must see!	12/17/2012	11/11/2013
103	35-49	Male	San Diego, California, USA	Excellent	en ese lugar me gusto todo e estado ya varias veses que mas puedo decir siempre cuando visito guanajuato vengo a este lugar y despues voy al panteon donde estan mis abuelos. ya que soy de este lugar	12/14/2012	11/24/2013
104	N/A	N/A	Guadalajara, Mexico	Excellent	excelente lugar, ahora si parece un verdadero museo, muy cuidado todo en su lugar, los guías te hacen muy amena la visita (aunque no tolero el escrúpulo de ver momias de humanos), pero aun así muy bonito lugar. lo que no me gusto es que aparte de que te cobran una entrada los guisa te pidan propina.	12/11/2012	11/24/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
105	25-34	Female	Mexico	Poor	unicamente se encuentra el 40% de las momias en el museo, te venden la entrada para ver a las momias y la exposici3n de culto a la muerte que es una verdadera vacilada, pusieron unos cuantos ataudes y huesos en la otra exposici3n y ya, me parecio bastante malo, el "guia" dentro del museo de las momias no sabia ni hablar bien, decia que habia errores en la descripci3n de las momias y al final claro esta tambien pidio su propina de cooperaci3n voluntaria....	12/3/2012	11/24/2013
106	N/A	N/A	Texcoco, Mexico	Average	No recomendaria ir con ni3os. Esta lleno de muertos. Tienen dos museos el primero es el interesante, el otro cobran un plus que aparte del vampiro no hay gran cosa que ver.	12/2/2012	11/24/2013
107	N/A	N/A	San Luis Potosi, Mexico	Very Good	Es un museo atractivo y simbolico de la region, no dejes de visitarlo, te recomiendo que ademas entres al apartado que es el dedicado a muertes extra3as y reliquias extravagantes,... ademas nos muestra facetas de la historia de la region muy interesantes.. recomendable.. no olvides mencionar antes de pagar en caja si eres estudiante o maestro para obtener descuento...	11/26/2012	11/24/2013
108	25-34	Female	Tiuanan, Mexico	Excellent	me parece un buen lugar para conocer que tan fragiles y que tan fuerte somos a la vez, el ver los cuerpos momificados de personas que fallecieron y que aun se mantienen incluso con las ropas con las que fueron enterradas me parece muy interesante, conocer un poco de la historia de ellas y saber que algun dia estaremos mas o menos asi.	11/23/2012	11/24/2013
109	N/A	N/A	Guanajuato, Mexico	Very Good	Hace dos a3os visite el museo, es muy interesante el guia te explican todo, tienen de todas; hombres, mujeres y ni3os. El lugar es muy bonito. Y es una excelente opci3n si estamos conociendo estos rumbos de Mexico	11/20/2012	11/24/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
110	35-49	Male	Los Angeles, California, USA	Excellent	We were here during the Dia de los Muertos week, and heard so much about this place. It reminded me of the mummies of Egypt, so if you like that you will like this place. Well worth a visit if your in Guanajuato. The entrance fee is inexpensive.	11/21/2012	11/11/2013
111	50-64	Female	Xalapa, Mexico	Excellent	la conservación de los cuerpos me impresiono mucho las fotografías de los niños que ya muertos los retrataban con su familia como despedida, loa momia de la mujer embarazada	11/16/2012	11/11/2013
112	25-34	Female	Aguascalientes, Mexico	Very Good	este museo, es interesante, porque te muestra un proceso diferente al de la momificacion, y te explican por que se da ese proceso en los difuntos de esas tierras, sin embargo dicen que ya no estan todas las piezas que en un inicio eran.	11/5/2012	11/11/2013
113	N/A	N/A	Merida, Mexico	Average	Es una exposicion de momias algunas antiquisimasny otras no tanto, algunas vestidas y identificadas , hay de hombres, mujeres, ninos, mujeres embarazadas. Estan expuestas en vitrinas, el lugar es muy limpio, no existe ningun mal olor y hay un guia que da explicaciones sobre la historia de las momias. Es una visita interesante.	11/5/2012	11/11/2013
114	25-34	Female	Puerto Vallarta, Jalisco, Mexico	Very Good	Es interesante escuchar acerca de las momias. Para ser honestos esperaba un poco mas. Es carisimo para lo poco que tienen. El Sr. Que nos dio el recorrido fue muy atento y nos dio mucho informacion lo que hizo de la visita muy interesante. Si es la primera vez en guanajuato tienes que visitarlo.	11/5/2012	11/11/2013
115	18-24	Female	Cancun, Quintana Roo, Mexico	Very Good	MI visita al museo fue realmente sorprendente y divertida, nunca antes habia visto nada igual me parecia bastante entretenido las momias son soreprendentes, nunca antes habia imaginado ver algo asi de impactante, la verdad valio la pena y me la pase muy bien	11/5/2012	11/11/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
116	N/A	N/A	San Diego, California, USA	Excellent	Yes, the mummies and their stories are creepy (especially the babies), but worth the time and admission. The entrance sign says "No photos" but the attendants don't confiscate your photo gear, so shoot away.	11/4/2012	11/11/2013
117	N/A	N/A	Morelia, Mexico	Excellent	la ultima vez que fui lo estaban remidelando , ahorita se encuentra muy bien, law momias muy quietas, pero tengan cuidado como los vendedores de momias nada mas se abren las puertas y te caen. ojo pero vale la pena	10/29/2012	11/11/2013
118	35-49	Female	Cuernavaca, Mexico	Average	Me parece que para lo que enseña no tiene buena relación con el precio, de todos los museos que entramos fue el más caro, pensaría que no vale la pena.	10/28/2012	11/11/2013
119	N/A	N/A	Guanajuato, Mexico	Terrible	One of the most ugly things I've ever seen. Going to see the mummy's in Guanajuato is just a waste of time and money. If you've seen one dead person with their mouth hanging open, naked or scantily clothed, you've seen one mummy too much. It's really very disgusting. For sure, you don't need to waste your money to see hundreds more. Don't bother going to this site, there are many more sites to see in Guanajuato that are well worth your time and money....this is NOT one of them.	10/25/2012	11/11/2013
120	N/A	N/A	Monterrey, Mexico	Very Good	I was hoping they wouldn't open their eyes! Scary, impressive and unique. This Museum houses real mummies of people who once lived in Guanajuato, Gto. The preserved way of the bodies, along with the descriptions of the same; surely makes you think about what happens to our bodies after dead. Promise to keep you in the chillies.	10/23/2012	11/11/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
121	35-49	Female	Guadalajara, Mexico	Very Good	Es bonito conocer lo que la naturaleza puede hacer con el cuerpo humano. !Nos concientizan!, porque nos demuestran como exhibian las Momias tiempo atras y lo que eran capases de hacer algunas personas con poca educacion con el poco cuidado que tenian al exhibirlas. A mi ver, no me gusto el otro Museo que pusieron al lado, pienzo que solo es una extension del mismo y solo es para recabar mas fondos, ! no vale la pena entrar a verlo!	10/22/2012	11/11/2013
122	N/A	N/A	Mexico City, Mexico	Excellent	Es un patrimonio nacional conservar estas bellas momias, y que las conozca el mundo entero,tenemos a la momia más pequeña de todo el mundo	10/22/2012	11/11/2013
123	N/A	N/A	Guanajuato, Mexico	Average	Con el afán de modernizar el sitio, le quitaron a las momias el aura misteriosa que lo envolvía. Cada vez hay menos momias, además.	10/22/2012	11/11/2013
124	35-49	Male	Culican, Sinaloa, Mexico	Average	lo único que me gustó fué la forma de hablar de los guías que te explican el museo, las momias parecen de cartón, yo esperaba otra cosa	10/22/2012	11/11/2013
125	25-34	Female	Aguascalientes, Mexico	Average	Entiendo que se tienen que respetar a nuestros difuntos y todo eso, pero creo que son pocas momias y mucha historia. El museo es muy descriptivo y deja de lado el misterio. Considero que ya se requieren algunos cambios. Aunque los felicitió por la conservación de estos cuerpos.	10/4/2012	9/29/2013
126	N/A	N/A	Mexico City, Mexico	Average	I found this a little underwhelming to be honest. It has potential to be cool, but it doesn't quite pull it off. I think it would be better if they seperated the mummies out a little bit or something.	9/29/2012	11/11/2013
127	N/A	N/A	San Francisco, California, USA	Excellent	I have gone to this museum a couple of times and I love it. Has gone through some changes, but it still is one of my favorite Museums in Mexico. Kids will love seeing the bodies.	9/28/2012	11/11/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
128	25-34	Male	Mexico	Average	This might be the most famous attraction of the city, however I did not find it interesting nor worth it. Very long lines to enter only to see some dead bodies looking like carton. I recommend you go only if you have enough days in the city.	9/18/2012	11/11/2013
129	N/A	N/A	Xalapa, Mexico	Average	Está bien, si quieres ver una serie de cadáveres momificados por las sales de la tierra, y no te preocupa la idea de que todos merecemos que nuestro cuerpo descansa sin ser objeto de morbo.	9/14/2012	11/11/2013
130	35-49	Male	Monterrey, Mexico	Excellent	Este muse es unico en el mundo, por tener este tipo de momias en tan buen estado,,un lugar enigmatico y sin duda el mejor atractivo de esta ciudad, no dejen de visitarlo !	9/12/2012	11/11/2013
131	35-49	Male	Mexico City, Mexico	Average	No considero un atractivo turístico este museo. Pagar para ver unos cuantos cuerpos conservados en posiciones grotescas??? Lo dejo a criterio de cada quién pero yo no regresaría ni lo recomendaría	9/7/2012	11/11/2013
132	35-49	Female	Querétaro, Mexico	Excellent	Hay bastantes momias y de todas edades pero se me hace un poco caro los costos, ojalá pudieran ajustar esto.	8/20/2012	11/11/2013
133	N/A	N/A	Leon, Mexico	Excellent	a mi hija le dió un poco de miedo, pero está muy bien cuidado el museo y es muy interesante lo que presentan ahí. :D	8/24/2012	11/11/2013
134	N/A	N/A	Leon, Mexico	Very Good	Si les gusta sentir las sensaciones de los escalofrios este es el lugar ideal ya que cuando entran a los pasillos se siente una vibra como si las momias te estuvieran vigilando	8/17/2012	11/11/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
135	35-49	Male	Cuernavaca, Mexico	Terrible	The mummy museum was the only thing that I had heard about relating to Guanajuato before my visit and sadly I found it to be one of the worst museums I have ever visited. The interpretation of the exhibits was really poor and the organisation of the displays wasn't much better. I thought it was a waste of the entrance fee; spend your money on something else.	8/16/2012	11/11/2013
136	N/A	N/A	Moroleon, Guanajuato, Mexico	Excellent	un lugar unico en el mundo muy particular su exhibición sin duda un lugar obligado de visita en la ciudad su encanto esta en un museo que rinde tributo a la muerte lo pueden creer	8/16/2012	11/11/2013
137	N/A	N/A	Aguascalientes, Mexico	Excellent	muy entretenido, me encanta el lugar, hay mucha historia, ademas de como te vas sorprendiendo con todas las personas que estan ahi, no puedes dejar de mirar	8/16/2012	11/11/2013
138	25-34	Female	San Luis Potosi, Mexico	Terrible	En mi opinion personal no me agrado nada entrar a ese lugar, es tenebroso y nada bonito estar viendo muertos momificados, la verdad es un lugar que nunca mas volveria a ir pero repito es un lugar que es tipico de guanajuato y mucha gente lo visita	8/15/2012	9/29/2013
139	35-49	Male	Guadalajara, Mexico	Average	Some people may like it, i found it creepy. Kids may be scared, teenagers may have a blast. Reasonably well maintained, close to downtown, but on a vey steep hill, so take a cab.	8/12/2012	9/29/2013
140	N/A	N/A	Aguascalientes, Mexico	Excellent	la verad se me hace muy cusco que presenten a las momias con de esa forma que nos permite verlas de forma muy agradable	8/4/2012	11/11/2013
141	25-34	Male	Guasave, Sinaloa, Mexico	Very Good	una experiencia sobrecogedora el ver los cuerpos momificados desde personas de la tercera edad hasta la momia mas pequeña del mundo, un feto de 6 meses de edad, asi como fotografias del siglo pasado con familias retratadas con sus hijos muertos.	7/30/2012	11/11/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
142	25-34	Female	Mexico City, Mexico	Excellent	quien venga a guanajuato y no visite este enigmatico museo no puede decir q conocio guanajuato pues es un lugar de los mas completos y tradicionales de la ciudad ademas de q nos transporta a esas peliculas de el santo y nos recuerda los misterios de la muerte...	7/25/2012	11/11/2013
143	N/A	N/A	Estado de Mexico, Mexico	Excellent	La conservación de muchas de las momias es impresionante, el pequeño feto está en perfectas condiciones y logra impactar cada uno de los detalles de su cuerpo.	7/24/2012	11/11/2013
144	35-49	Female	Cancun, Mexico	Poor	There was a very long queue and it took longer to get in than it did to see the exhibitists.It is very dark inside and claustrophobic when busy.I feel we had to visit but would not return. we ere told it was a 20 minute walk from the center of town but in fact it is further and a very hard walk.....get a taxi.	7/23/2012	11/16/2013
145	50-64	Female	Puebla, Mexico	Excellent	Muy interesante, son casi 150 años de historia sobre las momias de Guanajuato, están integradas a la cultura de los habitantes de Guanajuato, son 111 cuerpos momificados de hombres, mujeres y niños, y han sido la realización de inumerales películas no solo a nivel nacional sino internacional, y es muy fácil de llegar ya sea caminando o en transporte. Cuando tengan oportunidad visitenlo	7/20/2012	11/16/2013
146	35-49	Male	Puebla, Mexico	Very Good	Quedo muy bien su remodelacion, que bueno que ya esta por secciones y tienes la alternativa de elegir que tan impactante puede ser tu visita.	7/20/2012	11/16/2013
147	N/A	N/A	San Diego, California, USA	Average	Not great, but must see. The museum has been upgrated since my first two visits	7/21/2012	11/16/2013
148	N/A	N/A	Winstn Salem, North Carolina, USA	Very Good	First of all - take the bus. That alone is interesting (and safe). And the museum is pretty interesting too. The mummies aren't all that old. They were..... well, you'll learn all that when you get there.	7/16/2012	11/16/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
149	50-64	Female	Guanajuato, Mexico	Poor	Gross, but of course everybody has to go there when they visit Guanajuato.	7/14/2012	11/16/2013
150	35-49	Male	Salamanca, Mexico	Average	la verdad que la ciudad de guanajuato necesita algo mas moderno y bonito, esta muy corriente, y sucio.....	7/12/2012	11/24/2013
151	N/A	N/A	Mexico City, Mexico	Average	pense que tenian mas momias es pequeño y no tiene baños propios, hay unos baños juntos pero tienes que pagar aparte.	7/12/2012	11/24/2013
152	25-34	Female	Monterrey, Mexico	Excellent	es muy impresionante ver a las momias, tienes que ser bastante paciente ya que por lo general hay mucha fila para poder entrar,	7/6/2012	11/24/2013
153	N/A	N/A	Mexico	Very Good	Pues la verdad el museo ya se me hizo sin chiste, faltan muchas momias y como que algo les falta para hacerlo mas interesante, esta vez no me gusto	7/1/2012	11/24/2013
154	N/A	N/A	San Luis Potosi, Mexico	Poor	pues no hay nada interesante, no tiene mucho chiste ver las momias	6/29/2012	11/24/2013
155	N/A	N/A	Matehuala, Mexico	Excellent	el visitar este museo te deja la impresion de transportarte a otra epoca, conoces la historia de las personas que fueron preservadas para ser exhibidas en este museo y conoces detalles de lo que fueron en su vida.	6/23/2012	11/24/2013
156	N/A	N/A	Leon, Mexico	Excellent	Tienen las momias bien conservadas, bien presentadas y el recorrido es interesante.	6/14/2012	11/24/2013
157	25-34	Female	Mexico	Very Good	Pue el museo muestra varias momias, es increíble ver como han quedado a traves del tiempo y como se conservan asi..interesante pero te entra el nervio	5/25/2012	11/24/2013
158	N/A	N/A	Mexico City, Mexico	Excellent	Remodelaron el lugar y las momias estan bien cuidadas	5/15/2012	11/24/2013
159	35-49	Female	Guanajuato, Mexico	Very Good	Es una buena opción para visitar sin embargo si van con poco tiempo pueden dejarla como ultima opción de visita. Amable la gente del museo y es una opción contratar a un guía .	5/13/2012	11/24/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
160	N/A	N/A	San Luis Potosi, Mexico	Very Good	En este lugar se pueden ver momias de diferentes personas que son conservadas perfectamente debido a las características del suelo de este lugar, si te gustan los museos esto es interesante de verse.	5/10/2012	11/24/2013
161	25-34	Male	Aguascalientes, Mexico	Very Good	Una cantidad de gente enorme pero se avanza rapidamente y pues es casi obligado visitar en Guanajuato, un museo diferente	5/6/2012	11/24/2013
162	65+	Male	Houston, Texas, USA	Very Good	Strange and fascinating, Don't make a special trip to Guanajuato, but worth seeing once.	5/5/2012	11/16/2013
163	N/A	N/A	New York City, New York, USA	Very Good	One of the wonders of the world,the mummy museum is ,at first,startling, then very enlightening and worth the visit. There are 119 mummified remains of men,women and children even the smallest mummy of a child. Go before you have lunch.! Fascinating!	4/25/2012	11/16/2013
164	50-64	Male	Glendale, California, USA	Average	In the category of "I'm here so I guess I have to go". Not the most convenient location, on a hill west of the center (so go by taxi unless you like the walk), the museum will not likely take very long unless you have some kids in tow who will no doubt be fascinated by this somewhat unseemly display of paupers' remains from the 19th century.	4/24/2012	11/16/2013
165	25-34	Female	Mexico City, Mexico	Very Good	Jajaja, cuando lo visite me sentí como en una peli del Santo, el lugar es obviamente frío y relativamente con poca luz, el ambiente se siente un poco lúgubre pero es emocionante recorrer el lugar sobretodo escuchando la explicación del guía acerca de las momias más representativas como la de la mujer embarazada	4/23/2012	11/24/2013
166	35-49	Female	Mexico City, Mexico	Average	Esta vez que fui a las momias, era para recordar mi niñez, pero ahora vi mucho menos momias, dicen que estan de viaje, pero es un lugar que uno no se puede perder cuando vayan a guanajuato.	4/17/2012	11/24/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
167	25-34	Female	Leon, Mexico	Excellent	Es un museo lleno de magia (leyendas) en cuanto la cultura actual se refiere, definitivamente tienes que visitar este lugar; si padeces de alergías evitalo, ya que por la gran humedad puede desencadenar flujo nasal, muajajaja	4/9/2012	11/24/2013
168	25-34	Female	Mexico City, Mexico	Average	Es desagradable ver como se conservan las momias, no me gustó	4/6/2012	11/24/2013
169	35-49	Female	Mexico	Average	En realidad las momias están en cuartos muy pequeños. Los espacios reducidos no permiten contemplar lo que está expuesto. Tenía otras expectativas.	4/5/2012	9/29/2013
170	35-49	Male	San Luis Potosi, Mexico	Excellent	vae la pena visitar, este museo, es algo diferente..	4/5/2012	11/24/2013
171	25-34	Male	Zihuatanejo, Guerrero, Mexico	Excellent	You have to see the mummys! You cannot leave without seeing them.	4/2/2012	11/16/2013
172	N/A	N/A	Beavercreek, Ohio, USA	Excellent	The mummy musem is grosteque and extraordinary. Maybe you won't like seeing the bodies, but I wouldn't have missed it. A cultural thing that some will hate, some, like me, will love. I highly recommend it for those who like something different.	3/18/2012	9/29/2013
173	N/A	N/A	Celaya, Guanajuato, Mexico	Average	la verdad, es increible estar ahi, pero tenia como 7 años cuando fui y como que no lo disfrute mucho que digamos...ahora despues de 25 años anhelo con ansia regresar.	3/18/2012	11/24/2013
174	N/A	N/A	New York, USA	Average	The Museo was really shocking. Mummies are fully naked. Should come with a warning sign.	3/14/2012	9/29/2013
175	50-64	Male	Morelia, Mexico	Average	Es un lugar que no es de mucho interes para visitar y que no representa mayor cosa de atractivo	3/13/2012	11/24/2013
176	50-64	Male	Morelia, Mexico	Average	Gran colección con un tour narrado pero con poca higiene, casi muchos van por morbo.	2/19/2012	11/24/2013
177	N/A	N/A	Anaheim, California, USA	Excellent	We loved it! We heard so much about it and found it well displayed and preserved specimens.	2/16/2012	11/18/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
178	50-64	Female	Boynton Beach, Florida, USA	Very Good	We took the Mummy Tour as everyone says it is the thing to see. I thought it was very interesting but I also felt like it was invasive to the dead to some degree. Most people did not seem to feel that way but I just wondered how these mummies on display would react if they had a voice especially since learning that some were from the 1960's. One baby on display even had plastic pants over the cloth diaper, kind of a strange item to be buried in as there are no worries about a diaper leak after death. There were signs prohibiting photos but everyone ignored the rule and the tour guide made no obvious objections	2/10/2012	11/18/2013
179	25-34	Male	Mexico City, Mexico	Very Good	Es un lugar muy interesante, sobre todo por la conservación que guardan las momias. El estacionamiento es insuficiente en temporada alta. Mejor tomen un taxi.	2/8/2012	11/24/2013
180	18-24	Female	Irapuato, Guanajuato, Mexico	Very Good	muy bien saber y conocer la historia y nuestras raizes y una explicacion muy buena e interezante de nuestro guia guanajuato es un estado maravilloso lo recomiendo ampliamente	2/4/2012	11/24/2013
181	25-34	Female	Morelia, Mexico	Very Good	me gusto mucho es una experiencia muy singular pero me dio un poco de grima por los cadaveres aun y cuando estan momificados sorry	1/26/2012	11/24/2013
182	25-34	Female	Cuernavaca, Mexico	Excellent	No hay muchas momias pero es muy interesante, tambien visiten la otra sala de la muerte	1/23/2012	11/24/2013
183	N/A	N/A	Boston, Massachusetts, USA	Average	A very unsettling museum but worth the trip, full of Mexican tourists	1/19/2012	11/18/2013
184	25-34	Male	Colima, Mexico	Excellent	El trato con los turistas es de buen profesionalismo. Los guías excelentes, muy amables y atentos. Fue una visita obligada para quien va a guanajuato.	1/16/2012	11/24/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
185	50-64	Male	Palm Springs, California, USA	Excellent	Natural mummification occurs in the soil around Guanajuato. The museum is small but they have several mummies on display. Interesting.	1/6/2012	11/18/2013
186	65+	Male	San Antonio, Texas, USA	Poor	The museum is rather hokey in its manner of displaying these mummies, some of whom are less than 60 years from their deaths - kind of ghoulish. Their existence is an interesting phenomenon, by why the display. If you go from mid- historic district, take a cab; there are a lot of hills between the two!	1/2/2012	11/18/2013
187	35-49	Male	Mexico City, Mexico	Excellent	Es un lugar impactante y lleno de misticismo, recomiendo ir también al Camposanto que esta arriba!	12/15/2011	11/24/2013
188	N/A	N/A	Tulum, Mexico	Poor	I do not think it is worth the ride to see people that have been dead for 30-100- years.	10/27/2011	11/18/2013
189	35-49	Female	Mexico City, Mexico	Excellent	First, take a cab to go there. It's located in the top of a hill not near downtown, so the walk is long, and with the heat of summer and kids in tow, even though we love to walk, it was just pure madness to go there walking. I'm not sure if guided visits exist in English, but if they are, do it. The guides are optional and are tipped at the end of the 20 minute tour, but the information provided by them is very interesting. Mummies are now behind glass. Be careful, they are kind of shocking for kids! My kids endure it, but my eldest (12) wasn't very thrilled. Youngest (9) thought they were very cool!	9/2/2011	11/18/2013
190	50-64	Male	Guanajuato, Mexico	Very Good	It's like the world biggest ball of twine, an other thing you can check off your things to see list. Nicely displayed bodies of dead people that mummified over the years. How can you not want to see that!!!	4/4/2011	11/18/2013

	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
191	50-64	Female	Evansville, Indiana, USA	Average	My friend from Mexico, who I was traveling with, wanted to see this display of clothed mummies . It was very crowded, with groups of children visiting, as well as many others. At the time we were there, I saw no gringos in attendance. My friend was very interested in the display and saw nothing wrong with it. I, on the other hand , found that It was just too much for my "refined sensibilities" about death. I'm squeamish I guess. The display is grotesque but strangely captivating.	1/25/2011	11/18/2013
192	50-64	Male	Northern California, USA	Average	This museum's unique draw of mummified human remains is worth the trip assuming you know that it's overpriced by more than twice compared to other museums in the city, you need to take a taxi as it's not in the historic center where most of the other sights are and actually has very few exhiibited remains so you go through in about 20 minutes or less. Some descriptions are in English and actually quite funny which is a surprise. Given some of the earlier fearful comments, I was braced to be shocked but maybe because of them, I found it not at all shocking but rather interesting.	6/30/2010	11/18/2013
193	35-49	Male	Portland, Texas, USA	Terrible	A waiter at our hotel warned us to avoid this museum, but I had to see what the big deal was. I should have listened to him. Folks, all this is is some dead bodies. They smell bad and look like hell. I normally find bad taste amusing, but this was beyond the pale. There were even dead babies on display. Every one of those childrens' deaths broke someone's heart. Can't the municipal authorities just give these poor souls a decent burial? Nauseating and ghoulish. Take a cab to the Ex-hacienda San Gabriel instead.	6/17/2010	11/18/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
194	50-64	Male	Boston, Massachusetts, USA	Very Good	Wow, I've wanted to visit this museum for a long time and finally did on a recent trip to the area. It's really unusual because the mummies are dressed in their burial clothes and they present a sort of time capsule of a past age. Shoes, socks, dresses and pants, and extremely grotesque facial expressions make this a real experience. I found it fascinating but the people with me found it disturbing. You decide!	4/25/2010	11/18/2013
195	N/A	N/A	Albuquerque, New Mexico, USA	Excellent	I returned to Guanajuato after an absence of 43 years determined to see this iconic museum - well known to all Mexicans from the time they are schoolchildren - less so to foreigners. One reason for the popularity of this museum has to do with Mexicans' fascination with death (right up there with the Argentinians). The museum has a limited number of "exhibits" that are well "laid" out. If you want a glimpse into the Mexican psyche, you've got to make a pilgrimage to this place.	3/22/2010	11/18/2013
196	N/A	N/A	Palm Springs, CA	Terrible	Great disappointment. Guanajuato is a beautiful city, but the museum could not have been more disappointing. Very little to see and what is there is grotesque, the place even smelled bad. Must Miss!	9/9/2008	11/18/2013
197	25-34	Female	Long Beach, California, USA	Excellent	Guanajuato is one of the most beautiful cities I have seen. We intentionally went there to visit the mummies for our anniversary. The museum has many mummies, all with names and pictures and stories behind them. Truly an experience not to be missed!	6/11/2008	11/18/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
198	65+	Male	San Diego, California, USA	Very Good	The Museum of the Mummies is very interesting and worth seeing, if you are interested in such things. The second "museum" (Cult of the Dead/Culto de los Muertes) is a ripoff tacked on to the educational experience. Just a bunch of fake displays (e.g., the skeleton of a person who supposedly died of radiation poisoning, whose skeleton glows with a greenish light). It's only 10 pesos (\$1) more, but not worth even that.	1/29/2008	11/18/2013
199	25-34	Male	Mexicali, Mexico	Very Good	Guanajuato it's a pretty place but I felt a sinister atmosphere in all the town. I never has been afraid about horror movies, but this museum was my horror ultimate experience, I agree with other TA members, don't go with small childrens, this place disturbing me for the next 2 nights, I was thinking in the dead people because there are many mummies, I know it is an educational and an archeological experience but bizarre. The other bizarre experience is to visit, "la casa de la tia aura (aunt aura house) an old lady mummy dressed like the 19 century, sitting at the living room of the house, this old lady was a witch, had a crystal ball and talked with the demon, there are some records about that conversations, the house have dark hallways, and there are at the house base, a dungeon, with torture chambers. this could be a delight for dead rockers guys, but not for me.	8/6/2006	11/18/2013

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	Age of Visitor	Sex of Visitor	Origin of Visitor	Rating	Visitor Comment	Date Posted	Date Accessed
200	N/A	N/A	Laredo, Texas, USA	Average	I went to the museum on May 2, 2005. There are now two parts to the museum. I was asked in Spanish, "Ambos museos?" Which means both museums? I responded in Spanish asking about the difference between the two and the cost. I was told there were "new" displays in the second museum; that together it was 60 pesos. I did not see anything different between the two sides of the museum. If I had given it more thought at the time, I would have realized that new mummies is a oxymoron. I am not certain the ticket seller was bilingual so be prepared for the question.	5/7/2005	11/24/2013

Appendix A

## Appendix B

	Original Comment	English Translation
7	Es un lugar que se encuentra sobre el panteón, da un poco de miedo, las historias acerca de las personas que se momificaron y se encuentran ahí son algo tristes, pero todos tenemos que morir un día.	There is a place above a cemetery, it is a little scary, stories about some of the people that were mummified are sad, but we all have to die one day.
9	no se puede ir a guanajuato sin conocer las momias. es impresionante ver como se conservaron a traves del tiempo y hasta conocer un poco de como murieron segun los expertos.muy interesante	You cannot go to Guanajuato without seeing the mummies. It is impressive to see how they have been conserved through time and to know a little about how they died according to experts. Very interesting.
10	Una muy mala experiencia, es más morbo que otra cosa, mucha gente y mucha desorganización de parte de los trabajadores del museo, ellos mismo provocaban el desorden, terminas por no poder ver nada porque toda la gente se amontona, es tardan el acceso y afuera del museo todo es caos. Existen mejores atracciones en Guanajuato, si puedes evitar visitar este museo, realiza otra actividad. Muy mala experiencia.	A very bad experience, it is more morbid than anything else, many people and much disorganization on the part of museum workers, they provoke the disorder, you cannot see anything because the people cluster, takes a long time to enter and outside the museum is chaos. There are better attractions in Guanajuato, if you can avoid a visit to this museum, you will find a different activity. Very bad experience.
14	Es impresionante ver las momias y entender el por qué se hicieron. Unas sí te dan miedito, pero en general están normales. Le falta que le inviertan más a este museo porque está muy mal cuidado.	It is impressive to see the mummies and understand why they were conserved. Some are scary, but in general they are normal. They need to invest more in this museum because it is very poorly maintained.
17	algo fuera de lo ordinario visitar el museo de las momias, conocer el proceso por el cual los cuerpos se conservan tan bien. un poco tétrico pero es una obligación conocerlo en tu primera visita a Guanajuato Capital.	To visit the Mummy Museum is something outside of the ordinary, to understand the process by which the bodies were conserved so well, a little creepy but it is a must see on your first visit to the Guanajuato capital.
18	El Museo de las Momias de Gto., está a mi parecer, sobrevaluado para los precios que maneja y lo que termina mostrando. Las colas son largas y las instalaciones en general están deterioradas, de acuerdo a los servicios mínimos que debería de ofrecer. Creo que si no van, no estarían perdiéndose de mucho.	The Mummy Museum of Guanajuato, is in my opinion, overpriced for what you end up seeing. The lines are long and in general the facilities are run down, according to the minimum services they should offer. I think that if you do not go, you would not miss much.
19	Si vas a guanajuato no debe faltar visitar este museo, aunque me parecio costoso \$52.00 la entrada.	If you go to Guanajuato do not leave out a visit to this museum, although it seems pricey \$52.00 to enter.

## Appendix B

	Original Comment	English Translation
20	La realidad esperaba mucho mas del museo....yo lo visite hace muchos años y el único cambio que vi fue el acomodo de las momias. Realmente ahora que regrese con mis hijos, esperaba algo diferente que a ellos los hiciera comentar la visita.	In reality I expected much more from this museum. I visited many years ago and the only change was the arrangement of the mummies. In reality now that I returned with my children, I hoped for something different they would comments on the visit.
21	Tiene altas expectativas de este museo. Es un museo un tanto corto, lo terminas de ver en unos 20 minutos contando la Sala de la Muerte. Realmente no sentí terror ni morbo ni asco por ver cuerpos momificados, es sólo que esperaba algo más interesante. Aún así considero que es una parada obligatoria en esta bella ciudad dado a la fama que ha adquirido este museo además recomiendo contar con la ayuda de un guía el cual va explicando la historia de esas momias.	Have high expectations for this museum. It is a rather short museum, you finish seeing it in about 20 minutes, including the Room of the Dead. In reality, I did not feel scared nor morbid nor disgusting when seeing mummified bodies, I expected to see something more interesting. Still, I consider this a must see in the beautiful city given the fame this museum has acquired. I also recommend getting the help of a guide who will explain the history of those mummies.
23	El lugar se ve remodelado y con cubiertas de acrílico, para proteger a las momias con señalamientos, visitas guiadas. Un señalamiento fuera de lugar: "prohibido tomar fotografías" en el interior toman fotos con celulares, cámaras, muy a la mexicana.	The place has been remodeled and with acrylic cases, to protect the mummies with signage, guided tours. A sign outside the place says "forbidden to take photo" inside you take pictures with phones, cameras, very Mexican.
25	El museo esta limpio y es muy interesante observar esos cuerpos o al menos a nosotros nos parecio .....	The museum is clean and is very interesting to see these bodies or at least we think so.
27	Hace algunos años habia visitado este museo, creo que ahora tienen menos momias en exhibicion aunque los espacios para la gente son mayores.. mas frescos pero mas oscuros.. en general son interesantes las historias que se cuentan de las momias en exhibicion y sus tragedias.. el museo de la inquisicion fue aun mas divertido, ya que muestra las maquinas de tortura de aquellos tiempos, momias especiales con radiacion, con colmillos, historias de terror y muchos sustos jejeje... no muy recomendado para niños menores de 6 años porque van agarrados a ti y casi apunto de llorar...	I had visited the museum a few years ago, I think they have less mummies on display although the space for people is better... fresher but darker. In general the stories told about the mummies on display and their tragedies are interesting.. The Inquisition Museum was even more fun, it shows torture machines of the time, special radiation mummies, with fangs, horror stories and many frights, hahaha...not really recommended for children under 6 because they are going to cling to you and be close to crying...

## Appendix B

	Original Comment	English Translation
2 8	La ciudad de Guanajuato es maravillosa, tiene excelentes hoteles y muy buen servicio, pero es una lata que en todas las atracciones piden propina a la entrada a la salida en fin.....a la atracción mas insignificante cobran entrada luego el guia dice no tener sueldo y pide propina.	The city of Guanajuato is marvelous, it has excellent hotels and very good service, but all of the attractions ask for a tip at the entrance and exit...even at insignificant attractions the charge a cover later the guide says they do not have change but ask for a tip.
3 0	Es una delas principales atracciones de guanajuato, es algo bonito saber las historias de las personas momificadas y hay algunas que son impactantes, la entrada no es cara asi que si visitas guanajuato tienes que ir a este lugar	It is a main attraction in Guanajuato, it is something beautiful to know the stories of the mummified people and some are shocking, the entrance is not expensive so if you visit Guanajuato you have to go to this place.
3 1	siempre que voy a guanajuato visito este museo, lo tienen muy descuidado y es muy triste ver fotografías (lonas) despintadas, el mismo mobiliario, obvio no pido momias nuevas pero una manita de gato no le caería mal!	I always visit this museum when I go to Guanajuato, they have it very unkept and it is very sad to see faded pictures (canvases), same with the furniture, obviously not asking for new mummies but a little touch up will not be bad!
3 3	Para llevar a niños fantasiosos, este lugar es buenísimo. Hay guías, si quieres les das una gratificación por mostrarte la historia de cada pabellón. Sugiero darles la gratificación que se considere. El lugar es bastante cerrado pero la ventilación, aún así, es buena. El precio que se paga es ligeramente caro pero creo que vale la pena. Siempre hay mucha gente y afuera venden muchos recuerdos que igual puedes encontrar mas adelante y más baratos. Tiene poco lugar para estacionarte pero si llegas temprano, encuentras lugar.	For imaginative children, this place is great. There are guides, if you want the gratification of knowing the history of every section. I suggest you consider giving them a tip. The place is quite closed but the ventilation is still good. The price you pay is slightly expensive but I think it is worth it. There are always a lot of people and outside they sell many mementos that you can find cheaper somewhere else. There is little parking but if you arrive early, you will find a place.

## Appendix B

	Original Comment	English Translation
3 4	Pues para la fama que tiene el lugar...la verdad,me decepciono,empezando x q tubimos q hacer una enorme fila solo para comprar los boletos de entrada,entre la fila para comprarlos y la otra fila para entrar,se nos fueron como 2 horas,sin exagerar,el costo de la entrada algo cara (55 pesos por persona),digo cara x que el museo lo recorres maximo en media hora,a los turstas nos cobran mucho,a las personas q son de guanajuato les cobran mucho menos,la verdad q sacan una fortuna solo de las entradas!!!...deberian de bajar el costo cuando mucho a la mitad de lo que esta,que no dejaria de ser caro..	For the fame this place has, the truth, it disappointed me, it started with having to stand in a huge line just to purchase entrance tickets and a different line to enter the museum, we were there for 2 hours, no exaggeration, the entrance fee is rather expensive (55 pesos per person), I say it expensive for something you do in half an hour, as tourists we pay more, people that are from Guanajuato pay much less, the truth is they make a fortune just on the entry fees!!!...They should reduce the price by half, so it would not be expensive
3 7	es un lugar muy pintoresco bastante familiar y puedes disfrutar mucho con tus primos o hijos es muy divertido y cultural aprendes muchas cosas asi como nuevas experiencias y pasar un rato muy bien	It is a very picturesque place quite familiar and you can enjoy with many of your cousins or children it is fun and you learn many cultural things as well as new experience and have a good time.
3 9	El precio de entrada es bastante accesible, se encuentra cerca de la ciudad es bastante entretenido. Es una visita obligada, encuentras muchas momias desde niños hasta ancianos y casos muy peculiares.	The entrance fee is quite affordable, it is located near the city and is quite entertaining. It is a must see, you find many mummies from children to elderly and many peculiar cases.
4 1	Renovado e interesante aunque si puede impactar un poco a los niños pequeños. Está muy fea la zona y el camino puede confundir un poco.	Renovated and interesting although it can impact small children. This area is very ugly and the road can be a little confusing.
4 2	Entiendo que a muchos les cautive o llamé la atención admirar las emblemáticas momias de Gto..sin embargo, no sé que esperaba yo..pero ver esos retorcidos, amarillentos e inflados muertos no me fue agradable y salí con náuseas del lugar..no volvería.	I understand that many are captivated or drawn to admire the iconic mummies of Guanajuato... however, do not know what I expected, but to see those twisted, yellowed and inflated dead did not agree with me and I left that nauseating place.. I will not return.

## Appendix B

	Original Comment	English Translation
4 5	Para las personas que gozan de lo insólito y misterioso, les recomiendo el museo de las momias de Guanajuato. Es muy interesante ver los restos humanos momificados... Les recomiendo a todos las personas que visitan Guanajuato que no vayan a detenerse con los guías que se establecen de manera ilegal en las calles, por lo que es mejor que investiguen mediante esta página o en una guía los lugares que pueden visitar en esta ciudad. Suerte en su viaje!!!!	For people who enjoy the unusual and mysterious, I recommend the Mummy Museum in Guanajuato. It is very interesting to see the mummified human remains... I recommend that every person who visits Guanajuato not be stopped by the illegal guides on the street, so it is best to investigate the places you want to visit in the city with a book or guide. Good luck on your trip!!!
4 6	Lo recomiendo como una de las principales atracciones, las momias estás perfectamente conservadas en sus aparadores, es interesante y te explican la historia de cada una, además afuera venden artesanías a muy buen precio, creo que muy económico lo recomiendo.	I recommend it as a main attraction, the mummies are perfectly preserved in their display cases, it is interesting and they explain the history of every single one, plus outside they sell souvenirs at a very good price, I think it is very economical, I recommend it.
4 9	Es interesante ver que todas las momias que ahí se exhiben fueron momificadas por un proceso natural debido al subsuelo del panteon.	It is interesting that all the mummies there were mummified by natural process according to of the subsoil of the cemetery.
5 0	un lugar lleno de historia te cimbra un poco, se siente algo de escalofrió, pero disfrutas mucho la historia y la visita, y los recuerdos que puedes comprar ahí, lo recomiendo.	A place full of history centering you a little, you feel a chill, but really enjoy the history and the visit, and the souvenirs you can buy there, I recommend it.

## Appendix B

	Original Comment	English Translation
5 1	<p>Las famosas momias de Guanajuato.....el museo en sí es horrible.....y no por lo que exhiben sino como lo exhiben. Mi abuelo me conto que hace 40 años para visitar las momias había que entrar al panteón pasear entre las tumbas y darle una propina al sepulturero que levantaba una pesada aldaba para después bajar por una escalera de caracol a la lúgubre cripta. Ahí los cuerpos alineados uno tras otro y a ambos lados de un estrecho pasillo había que pasar entre ellas sin cristales de por medio. Suena más escalofriante pero mucho mas auténtico.....lo debieron haber dejado así y limitar el numero de personas que las pudieran visitar diariamente quizás unas 100 y haber cobrado más. Pero bueno se ve que el museo es una muy buena fuente de ingresos para el erario de esta bella ciudad. Recomiendo visitarlo si y solo si ya visitaron todas las demás atracciones y bellezas que ofrece Guanajuato si les queda tiempo pues esta bien.</p>	<p>The famous mummies of Guanajuato.... The museum itself is horrible.. And not what is exhibited but how it is exhibited. My grandfather told me that 40 years ago in order to visit the mummies you had to go through the cemetery walk between the tombs and give a tip to the gravedigger to lift up a heavy door and then go down a spiral staircase to a dingy crypt. There are bodies lined one after another and on both sides of the narrow hallway you had to go through without glass cases. It sounds creepy but much more authentic... They should have left it that way and limit the number of people that can visit daily maybe abut 100 and had charged more. But oh well, you see the museum is a very good source of income for the treasury of this beautiful city. I recommend a visit and if you have already visited the other attractions and beauties Guanajuato has to offer if you have time then it is good.</p>
5 2	<p>No ha cambiado nada!! Los guías turísticos se contradicen entre ellos mismos sobre las versiones que dan explicando cada momia.</p>	<p>They have not changed anything!! The tourist guides contradict themselves about the different explanations of each mummy.</p>
5 9	<p>No me gusta que se promociona exageradamente este Museo cuando hay otros más interesantes, deberían mostrar las momias desde un punto de vista científico y no de morbo</p>	<p>I do not like the exaggerated promotion of this museums when there are others that are more interesting, they should exhibit the mummies from a scientific point view not morbid</p>
6 3	<p>Lo mas interesante es escuchar la historia alrededor de estos cuerpos deshidratados. El museo bastante regular y cometimos el error de llevarnos a los niños menores de 5 años. Visto y archivado para no volver.</p>	<p>It is very interesting to listen to the history about these dehydrated corpses. The museum is quite regular and we made the mistake of taking children under 5 years old. [Been there done that] will to not return.</p>

## Appendix B

	Original Comment	English Translation
6 4	Es lo mas caracteristico de Guanajuato, es lugubre, pero puedas idear la una y mil formas de como se vivio en ese tiempo, ademas que si te pasas al museito pequeño como de suspenso, puedes ver una momia vampiro, y un feto momificado!!!!	It is the most characteristic of Guanajuato, it is gloomy, but you can imagine one thousand and one ways someone lived during this time, also if you spend some time in the little museum of suspense, you can see a vampire mummy and a mummified fetus!!!
6 5	Los niños se la pasaron bomba en el museo. A mi la verdad se me hace medio morboso, pero había que llevar a los chavos a que conocieran el lugar.	The kids had a blast in the museum. For me the truth is I find it a little morbid, but I had to take the children so they could see the place.
6 6	el termino de momias es personas deshidratadas, y no como lo conocemos las de egipto, es un museo muy chiquito que vale la pena visitar, da miedo pero es muy interesante	The term mummy is dehydrated people, and not like those we know from Egypt, this is a museum very small but is worth the visit, it is scary but is very interesting.
6 7	aunque raro, es interesante los minerales que hay ahí y la conservacion de los cuerpos, un poco morbosa la situacion de ver muertos pero es algo tipico que hay que hacer	Although rare, it is interesting what minerals are there and the conservation of the bodies, it is a little morbid to see the dead in this way but is something typical to do while you are there.
6 8	Es uno de los lugares de Guanajuato menos favorecidos, la entrada es cara y la verdad si no vas... no te pierdes de nada bueno, no esta en el centro, tienes que tomar transporte y tener cuidado con los paseos que ofrecen	This is a less favorable place in Guanajuato, the entrance fee is expensive and the truth is if you do not go you do not miss out on anything good, it is not downtown, you have to take transportation and be careful of the tours that you are offered.
6 9	Hace ya algunos años había ido y ahora casi 10 años después me doy cuenta de que es un museo de primer mundo, muchas felicidades por eso, te reciben con un video explicativo, el guía muy preparado (hay que dejar una propina voluntaria al final) los cuerpos se encuentran en vitrinas resguardados y cuidados. Ya que sea por el gusto personal de ver algo que en realidad no es bonito, pero si interesante o por simple curiosidad si es un lugar para visitar y no quedarse con las ganas.	Some years ago I had gone and now ten years later I realize that this is a first class museum, much congratulations for that, you receive an explanatory video, the guide is very prepared (you have to leave a voluntary tip at the end) the bodies you see are in sheltered display cases and cared for. It is for personal choice to see a reality is not pretty or if you are interested or simple curiosity this is a place you should visit.
7 0	Sinceramente me decepcionaron, hay mejores cosas en Guanajuato que ir a ver gente que no dejan descansar en paz.	It sincerely disappointed me, there are better things in Guanajuato than to go see people that are not left to rest in peace.

## Appendix B

	Original Comment	English Translation
7 1	si te gusta las imagenes permanentes este museo es definitivamente la opcion, todas las piezas de exposición tienen una sorprendente conservación. si piensas visitarlo recuerda llevar tus credenciales (estudiante/ 60 y+/ maestro) ya que existen descuentos.	If you like permanent images of this museum, this is definitely the option, all of the exhibition pieces are surprisingly conserved, if you think about visiting remember to bring your credentials/id (students/60+/teachers) because there are discounts.
7 3	Este es un buen lugar para conocer eso si aquí no hay descuentos pero vale la pena entrar y ver todos esos cuerpos que solo con la ayuda de la naturaleza han pasado por esa transformación sin mencionar las fotos que tienen de antiguas costumbres que se tenían en el país.	This is a good place to know there are no discounts but it is worth going and seeing all those bodies that with only the help of nature have gone through that transformation without mentioning the pictures of old customs the country had.
7 4	Es un lugar tradicional para quien visita guanajuato, excelente servicio, muy buenas modificaciones que le han hecho.	This is a traditional place for those who visit Guanajuato, excellent service, they have made very good modifications.
7 5	Es un lugar para convivir con la muerte, pues solo vas a ver cuerpos deshidratados. Macabro en sí, pero se vuelve un espectáculo atractivo.	This is a place to be with the dead, since you are only going to see dehydrated bodies. Macabre in itself, but became a spectacular attraction.
7 6	Me hubiera gustado que a parte de las leyendas, hubieran ahondado mas en el aspecto antropológico y así resultaría educativo y mas entretenido..	I would have liked that besides the legends, delved more into the anthropological aspect that would have made it more educational and more entertaining.
7 7	Fue algo increíble ver a las momias... solo que me quede con unas cuantas preguntas por que no habia un guía. deberían contratar gente para dar un tour y dar la historia...	It was something incredible to see the mummies.. Just left me with a few questions because there was no guide. You should hire people to give a tour and tell the history...
7 8	Es un lugar que tiene mucho que apreciarse, aunque desde mi punto de vista no me gustó, no es agradable ver gente muerta, es un lugar muy limpio pero creo que es cuestión de gustos.	This place has a lot to appreciate, but from my point of view, I did not like it, it is not comfortable to see dead people, it is very clean but I think it is a matter of taste.
7 9	Me parecio algo tetrico la vdd, pero despues de pensarlo es un honor a las personas difuntas, que tienen vida aun despues de la muerte! Aun sigue sorprendiendo el tipo de tierra que permite este estado de momificación. No pueden dejar de visitarlo!	It seemed like something eccentric for real, after thinking about it is an honor to the deceased persons who live even after death! Even still surprised by the land that allows this types of mummification. You cannot leave without visiting!

## Appendix B

	Original Comment	English Translation
80	me gusto mucho volver a visitar este museo las veces que he ido lo he echo con mi familia, a ellos tambien les gusta lo reconiendo ampliamente	I really liked going to this museum I have returned many times with my family, they also like it. I highly recommend it
81	Esta es quizás la atracción más famosa y socorrida de Guanajuato... y muy posiblemente la atracción más sobrevalorada de esta ciudad. En realidad lo único que irás a ver son los cadáveres de gente muerta preservada sin el mayor aporte histórico más allá del morbo. Muchas personas pierden tiempo valioso y la oportunidad de conocer otros lugares con mucha mayor historia de esta ciudad por hacer la fila de entrada que siempre es enorme. Yo recomiendo que a la hora de visitar Guanajuato, de preferencia se deje este lugar como última parada (y no exactamente lo opuesto que es lo que la mayoría de los tours proponen) e inclusive tranquilamente se puede dejar de lado sin el remordimiento de haberte perdido nada relevante.	This is perhaps the most famous and sought out attraction in Guanajuato and very possibly the most overrated attraction of this city. In reality, they only go to see the bodies of preserved dead people without much more to history then something morbid. Many people lose valuable time and the opportunity to see other places with much better history of this city due to an entrance line that is always enormous. I recommend that when visiting Guanajuato, preferably leave this place as a last stop (and not the opposite like most tours propose) and you can even quietly put aside without remorse you have not lost anything relevant.
83	Aunque es muy nombrado por el asombro de ver las momias ,me parecio que lo han descuidado y que no le han dado una buena mercadotecnia y direcion	Although it is known for the wonder of seeing the mummies, I think that has been neglected and has not been given good marketing and direction.
86	Fabuloso, se encuentran bien protegidas las momias y se pueden verlas bien. Con la sala principal es suficiente y hasta fotos se pueden sacar, así que no olviden sus cámaras por un pequeño costo. Y las artesanías afuera son baratas. Aguas con el señor de los churros, son rancios.	Fabulous, the mummies are well protected and you can see them well. With the main room is enough and you can take photo so not forget your cameras for a small fee. And the crafts outside are cheap. Water with the churro man are stale.
87	Hay que hacer una cola grandísima para entrar, de cerca de una hora. Los precios son muy elevados y ya hay muy pocas momias en exposición, en relación con la cantidad de momias que había hace unos 20 años. Además de las pocas que quedan, algunas andaban "de gira" creo que solo queda la fama del lugar.	There was a huge line to enter, close to an hour. The prices are very high and there were very few mummies on display in relation to the amount of mummies they had some 20 years ago. Besides the few that remain, some went "on tour" I think only the fame of the place remains.

## Appendix B

	Original Comment	English Translation
8 8	Es peluznante, y deja un mal sabor de boca si eres sensible con el tema, así que mejor ir preparados. Está bien montado y las instalaciones cuidadas, eso se agradece.	Creepy and leave a bad taste in your mouth if you are sensitive to the subject, so you better go prepared. It is properly installed and the facilities are maintained, so thank you.
8 9	jajaja a pesar de la visita que tiene este antiguo museo no está mal estado las momias siguen derechas.....	hahaha, despite the condition of the old museum the mummies are not in a bad state, still alright
9 0	Interesante museo que muestra los cuerpos conservados de manera natural. Los guías explican todo respecto a lo que muestra el museo. Interesante todo.	Interesting a museum that shows the naturally conserved bodies. The guides explain everything in respect to what is shown in the museum. Totally interesting.
9 1	tenía idea de algo más aterrador pero no es así, no es como en las películas de antes jejej, está todo muy alusado pero faltan varias momias se ven pocas, el recorrido es corto pero al menos te quitas la espinita de conocer las mentadas momias	I had the idea of something more frightening but it is not, it is not like the old movies hehehe, it is all very well lit but missing a lot of mummies, you only see a few, the tour is short but at least you get to see said mummies.
9 2	Éste es uno que NO puede faltar en su lista. Desde el principio del recorrido hacen la "aclaración" que no se trata de un proceso de momificación convencional, sino, un proceso natural de deshidratación y conservación. Se llamen momias o no, es un museo digno de ser visitado; mucho por ver y conocer. Está genial.	This is one you cannot miss on your list. From the beginning of the tour they make it clear that this is not the conventional mummification process, but a natural process of dehydration and conservation. They are mummies or not, it is a museum worth visiting; lots to see and know. It is genius.
9 3	Este lugar es muy bonito, felicidades tienen muy lindo y cuidado el lugar!!!!!!!!!!!!!!!!!!!!	This place is very beautiful, congratulations you have a very nice and maintained place
9 5	hasta antes de la remodelación me gustaba el recorrido, ahora con la nueva imagen trataron de hacerlo más didáctico y con eso que algunas momias andan de gira, ps como que falta algo ya no me gusta pero como experiencia sí lo recomiendo	Before they remodel I liked the tour, now with the new image they try to make it more didactic and with some of these mummies on tour. Ps. There is something missing and I do not like it but as an experience I recommend it.
9 7	Ahora que está remodelado el museo, las momias se encuentran en un mejor estado. Puedes escuchar si quieres al guía y al final darle una propina.	Now that the museum is remodeled the mummies are in a better state. You can listen to a guide if you want and at the end give them a tip.
9 9	En tu estancia en Guanajuato no debes dejar de observar los cuerpos momificados por alguna razón de la tierra de esta región.	During your visit to Guanajuato you should not forget to see the bodies that were mummified by the earth of this region.

## Appendix B

	Original Comment	English Translation
1 0 1	He visitado este Museo en dos ocasiones y ni la segunda me pareció aburrido, al contrario lo disfrute y aprecie mejor en la segunda ocasión.	I have visited this museum on two occasions and I did not find either boring. On the contrary, I enjoyed and learned more the second time.
1 0 3	en ese lugar me gusto todo e estado ya varias veces que mas puedo decir siempre cuando visito guanajuato vengo a este lugar y despues voy al panteon donde estan mis abuelos. ya que soy de este lugar	I like everything in this place and it has been here various times more than I can tell When I visit Guanajuato I go to this place and after I go to the cemetery where my grandparent are. Since I'm from here.
1 0 4	excelente lugar, ahora si parece un verdadero museo, muy cuidado todo en su lugar, los guías te hacen muy amena la visita (aunque no tolero el escrúpulo de ver momias de humanos), pero aun así muy bonito lugar. lo que no me gusto es que aparte de que te cobran una entrada los guisa te pidan propina.	Excellent place, now it looks like a true museum, very maintain, everything in place, the guides make your visit very enjoyable (though I cannot stand the scruple of seeing human mummies), but still a very nice place. What I do not like that aside from the entrance fee the guides ask you for a tip.
1 0 5	unicamente se encuentra el 40% de las momias en el museo, te venden la entrada para ver a las momias y la exposición de culto a la muerte que es una verdadera vacilada, pusieron unos cuantos ataúdes y huesos en la otra exposición y ya, me parecio bastante malo, el "guia" dentro del museo de las momias no sabia ni hablar bien, decia que habia errores en la descripción de las momias y al final claro esta tambien pidio su propina de cooperación voluntaria....	There is only 40% of the mummies in the museum, they sell you a ticket to see the mummies and the a display of the death cult that is a really mockery the put some bodies and bones in another display and it seemed bad enough, the "guide" inside the mummy museum did not know how to speak well, he said there were errors in the description of the mummies, and of course at the end he asked for a voluntary tip.
1 0 6	No recomendaría ir con niños. Esta lleno de muertos. Tienen dos museos el primero es el interesante, el otro cobran un plus que aparte del vampiro no hay gran cosa que ver.	I do not recommend to go with children. It is full of the dead. They have two museums, the first is interesting, the other costs extra and apart from the vampire there is not much to see.
1 0 7	Es un museo atractivo y simbolico de la region, no dejes de visitarlo, te recomiendo que ademas entres al apartado que es el dedicado a muertes extrañas y reliquias extravagantes,.. ademas nos muestra facetas de la historia de la region muy interesantes.. recomendable.. no olvides mencionar antes de pagar en caja si eres estudiante o maestro para obtener descuento...	It is an attractive and symbolic museum of the region, do not leave out a visit, I recommend you also enter the part dedicated to strange deaths and bizarre relics, they also show interesting parts of the region's history very interesting. recommended, do not forget to mention before you pay if you are a student or teacher to get a discount.

## Appendix B

	Original Comment	English Translation
1 0 8	me parece un buen lugar para conocer que tan fragiles y que tan fuerte somos a la ves, el ver los cuerpos momificados de personas que fallecieron y que aun se mantienen incluso con las ropas con las que fueron enterradas me parece muy interesante, conocer un poco de la historia de ellas y saber que algun dia estaremos mas o menos asi.	I think it is a good place to know how very fragile and how strong we are, see the mummified bodies of people who died and still remain with the clothes that they were buried in. I think it is very interesting, I know a little history about then and to know that one day we will more or less be like this.
1 0 9	Hace dos años visite el museo, es muy interesante el guia te explican todo, tienen de todas; hombres, mujeres y niños. El lugar es muy bonito. Y es una excelente opcion si estamos conociendo estos rumbos de Mexico	It has been two years since I visited the museum, it is very interesting the guides explain everything, they have all types; men, women, and children. The place is very beautiful. And it is an excellent option if you are visiting these parts of Mexico.
1 1 1	la conservación de los cuerpos me impresiono mucho las fotografías de los niños que ya muertos los retrataban con su familia como despedida, loa momia de la mujer embarazada	The conservation of these bodies impressed me. A lot of pictures of the children that died with their family as a farewell, mummy of a pregnant woman.
1 1 2	este museo, es interesante, porque te muestra un proceso diferente al de la momificacion, y te explican por que se da ese proceso en los difuntos de esas tierras, sin embargo dicen que ya no estan todas las piezas que en un inicio eran.	This museum, is interesting, because it shows a different process of mummification, and they explain the process takes place of the land. They say that some of the initial mummies are missing.
1 1 3	Es una exposicion de momias algunas antiquisimasny otras no tanto, algunas vestidas y identificadas , hay de hombres, mujeres, ninos, mujeres embarazadas. Estan expuestas en vitrinas, el lugar es muy limpio, no existe ningun mal olor y hay un guia que da explicaciones sobre la historia de las momias. Es una visita interesante.	It is a display of mummies some that are very old and others not, some dressed and identified, there are men, women, children, pregnant women. They are displayed in glass cases, the place is very clean, there is no bad smell and there are guides to give explanations about the history of the mummies. It is an interesting visit.
1 1 4	Es interesante escuchar acerca de las momias. Para ser honestos esperaba un poco mas. Es carisimo para lo poco que tienen. El Sr. Que nos dio el recorrido fue muy atento y nos dio mucho informacion lo que hizo de la visita muy interesante. Si es la primera vez en guanajuato tienes que visitarlo.	It is interesting to hear about the mummies. To be honest I hoped for a little more. It is very expensive for the little they have. The mister that gave us the tour was very helpful and gave us lots of information that made the visit very interesting. If this is your first time in Guanajuato you have to visit.

## Appendix B

	Original Comment	English Translation
1 1 5	MI visita al museo fue realmente sorprendente y divertida, nunca antes habia visto nada igual me parecio bastante entretenido las momias son soreprendentes, nunca antes habia imaginado ver algo asi de impactante, la verdad valio la pena y me la pase muy bien	My visit to the museum was really surprising and fun, never before have I visited anything like it. It seemed quite entertaining the mummies were surprising, I had not imagined seeing something so shocking, it was really worth it and I had a great time.
1 1 7	la ultima vez que fui lo estaban remidelandando , ahorita se encuentra muy bien, law momias muy quietas, pero tengan cuidado como los vendedores de momias nada mas se abren las puertas y te caen. ojo pero vale la pena	The last time I went they were remodeling, now it is very good, the mummies are quiet, but be careful as the mummy display case if the door opens they will fall out. worth it
1 1 8	Me parece que para lo que enseña no tiene buena relación con el precio, de todos los museos que entramos fue el más caro, pensaría que no vale la pena.	I think that what it displayed is not good relative to the price, of all the museum we entered this was the most expensive, I do not think that it was worth it.
1 2 1	Es bonito conocer lo que la naturaleza puede hacer con el cuerpo humano. !Nos concientizan!, porque nos demuestran como exhibian las Momias tiempo atras y lo que eran capases de hacer algunas personas con poca educacion con el poco cuidado que tenian al exhibirlas. A mi ver, no me gusto el otro Museo que pusieron al lado, pienzo que solo es una extension del mismo y solo es para recabar mas fondos, ! no vale la pena entrar a verlo!	It is beautiful to know what nature can do to the human body. Raise awareness because they demonstrated how they used to display the mummies and they were able to make some people with little education with little care make the displays. In my view, I did not like the other museum, it is just an extension of the same and costs more money. Not worth going to see it.
1 2 2	Es un patrimonio nacional conservar estas bellas momias, y que las conozca el mundo entero,tenemos a la momia más pequeña de todo el mundo	It is national heritage to conserve these beautiful mummies, and that they are known by the entire world, we have the smallest mummy in the world.
1 2 3	Con el afán de modernizar el sitio, le quitaron a las momias el aura misteriosa que lo envolvía. Cada vez hay menos momias, además.	In an effort to modernize the site, they removed the mysterious aura that surrounded the mummies. Also there are fewer mummies every time.
1 2 4	lo único que me gustó fué la forma de hablar de los guías que te explican el museo, las momias parecen de cartón, yo esperaba otra cosa	the only thing I liked was the way the guides explained the museum, the mummies look like cardboard, I expected something else.

## Appendix B

	Original Comment	English Translation
1 2 5	Entiendo que se tienen que respetar a nuestros difuntos y todo eso, pero creo que son pocas momias y mucha historia. El museo es muy descriptivo y deja de lado el misterio. Considero que ya se requieren algunos cambios. Aunque los felicité por la conservación de estos cuerpos.	I understand that we have to respect our dead and everything, but I think there are few mummies and a lot of history. The museum is very descriptive and leaves out the mystery. I think they need some changes. Though I congratulate them for conserving these bodies.
1 2 9	Está bien, si quieres ver una serie de cadáveres momificados por las sales de la tierra, y no te preocupa la idea de que todos merecemos que nuestro cuerpo descansa sin ser objeto de morbo.	It's good, if you want to see a series of cadavers mummified by the earth, and are not worried about the idea that everyone's body deserves to rest without being a morbid object.
1 3 0	Este museo es único en el mundo, por tener este tipo de momias en tan buen estado, un lugar enigmático y sin duda el mejor atractivo de esta ciudad, no dejen de visitarlo !	This museum is unique in the world, for having this type of mummies in such good condition, an enigmatic place and without a doubt the best attraction in this city, do not leave out a visit!
1 3 1	No considero un atractivo turístico este museo. Pagar para ver unos cuantos cuerpos conservados en posiciones grotescas??? Lo dejo a criterio de cada quién pero yo no regresaría ni lo recomendaría	I do not consider this museum a tourist attraction. You pay to see some preserved bodies in grotesque positions??? I leave it to the discretion of each person but I will not return or recommend it.
1 3 2	Hay bastantes momias y de todas edades pero se me hace un poco caro los costos, ojalá pudieran ajustar esto.	There are many mummies and all ages, but the price is a little expensive, I wish they could adjust this.
1 3 3	a mi hija le dió un poco de miedo, pero está muy bien cuidado el museo y es muy interesante lo que presentan ahí. :D	My daughter was a little afraid, but it is well kept and it is a very interesting what you have here.
1 3 4	Si les gusta sentir las sensaciones de los escalofríos este es el lugar ideal ya que cuando entran a los pasillos se siente una vibra como si las momias te estuvieran vigilando	If you like to feel the sensations of chills this is the ideal place when you enter the hallway you feel a vibe as if the mummies were vigilant.
1 3 6	un lugar único en el mundo muy particular su exhibición sin duda un lugar obligado de visita en la ciudad su encanto está en un museo que rinde tributo a la muerte lo pueden creer	A unique place in the world a very peculiar display without a doubt a must see in the city its charm this a museum that pays tribute to the dead, you can believe it.
1 3 7	muy entretenido, me encanta el lugar, hay mucha historia, además de como te vas sorprendiendo con todas las personas que están ahí, no puedes dejar de mirar	very entertaining, I love this place, there is lots of history, plus you will be surprised with all the people who are there, you cannot stop looking.

## Appendix B

	Original Comment	English Translation
1 3 8	En mi opinion personal no me agrado nada entrar a ese lugar, es tenebroso y nada bonito estar viendo muertos momificados, la verdad es un lugar que nunca mas volveria a ir pero repito es un lugar que es tipico de guanajuato y mucha gente lo visita	In my personal opinion I do not like going to that place, it is dark and nothing pretty about seeing mummified dead, the truth is it is a place I will never go again but it is a typical place of Guanajuato and many people visit.
1 4 0	la verad se me hace muy cusco que presenten a las momias con de esa forma que nos permite verlas de forma muy agradable	The truth it seems very curious, presenting the mummies allowing us to see them in a very good way.
1 4 1	una experiencia sobrecogedora el ver los cuerpos momificados desde personas de la tercera edad hasta la momia mas pequeña del mundo, un feto de 6 meses de edad, asi como fotografias del siglo pasado con familias retratadas con sus hijos muertos.	an overwhelming experience to see the mummified bodies of elderly people to the smallest mummy in the world, a fetus of 6 months of age, as well as photos of the last century with families portrayed with the bodies of their dead children.
1 4 2	quien venga a guanajuato y no visite este enigmatico museo no puede decir q conocio guanajuato pues es un lugar de los mas completos y tradicionales de la ciudad ademas de q nos transporta a esas peliculas de el santo y nos recuerda los misterios de la muerte...	Whoever comes to Guanajuato and does not visit this enigmatic museum cannot say or know Guanajuato. It is a place with the most complete and traditional in the city besides it takes us back to those movies of santo and reminds us of the mysteries of death.
1 4 3	La conservación de muchas de las momias es impresionante, el pequeño feto está en perfectas condiciones y logra impactar cada uno de los detalles de su cuerpo.	The conservation of many of the mummies is impressive, the little fetus is in perfect condition and it captures every detail of its body.
1 4 5	Muy interesante, son casi 150 años de historia sobre las momias de Guanajuato, están integradas a la cultura de los habitantes de Guanajuato, son 111 cuerpos momificados de hombres, mujeres y niños, y han sido la realización de innumerables películas no solo a nivel nacional sino internacional, y es muy fácil de llegar ya sea caminando o en transporte. Cuando tengan oportunidad visitenlo	Very interesting, almost 150 years of history about the mummies of Guanajuato, they are integrated into the culture of the people of Guanajuato, there are 111 mummified bodies of men, women and children that have been in a number of films not only at a national level but international, and is very easy to reach on foot or in vehicle. When you have the chance visit it.
1 4 6	Quedo muy bien su remodelacion, que bueno que ya esta por secciones y tienes la alternativa de elegir que tan impactante puede ser tu visita.	It looks very good remodel, it is good that it is in sections and you have the option to choose how impactful your visit can be.

## Appendix B

	Original Comment	English Translation
1 5 0	la verdad que la ciudad de guanajuato necesita algo mas moderno y bonito, esta muy corriente, y sucio.....	The truth is that the city of Guanajuato needs something more modern and pretty, this is very ordinary and dirty
1 5 1	pense que tenian mas momias es pequeño y no tiene baños propios, hay unos baños juntos pero tienes que pagar aparte.	I thought they had more mummies it is small and they do not have their own bathrooms, there are some but you have to pay to go in.
1 5 2	es muy impresionante ver a las momias, tienes que ser bastante paciente ya que por lo general hay mucha fila para poder entrar,	It is very impressive to see the mummies, you have to be very patient in general there is a long line to enter.
1 5 3	Pues la verdad el museo ya se me hizo sin chiste, faltan muchas momias y como que algo les falta para hacerlo mas interesante, esta vez no me gusto	Well the truth is the museum was not enjoyable, many mummies are missing and it felt like something was missing to make it more interesting, this time I did not like it.
1 5 4	pues no hay nada interesante, no tiene mucho chiste ver las momias	Well there is nothing interesting, there is no point in seeing the mummies.
1 5 5	el visitar este museo te deja la impresion de transportarte a otra epoca, conoces la historia de las personas que fueron preservadas para ser exhibidas en este museo y conoces detalles de lo que fueron en su vida.	Visiting this museum leaves you with the impression of going to a different time, you know the story of people who were preserved to be exhibited in this museum and you learn the details of what was their life.
1 5 6	Tienen las momias bien conservadas, bien presentadas y el recorrido es interesante.	They have well preserved mummies, well presented and the hallway is interesting.
1 5 7	Pue el museo muestra varias momias, es increíble ver como han quedado a traves del tiempo y como se conservan asi..interesante pero te entra el nervio	The museum displays several mummies, it is incredible to see how they have conserved so well over time, interesting but it makes you nervous.
1 5 8	Remodelaron el lugar y las momias estan bien cuidadas	They remodeled the place and the mummies are well kept.
1 5 9	Es una buena opción para visitar sin embargo si van con poco tiempo pueden dejarla como ultima opción de visita. Amable la gente del museo y es una opción contratar a un guía .	It is a good option to visit however if you go with little time leave it as the last option. Friendly people in the museum and an option to hire a guide.
1 6 0	En este lugar se pueden ver momias de diferentes personas que son conservadas perfectamente debido a las características del suelo de este lugar, si te gustan los museos esto es interesante de verse.	In this place you can see mummies of different people that are perfectly conserved due to the characteristic of the soil of this place, if you like museums this is interesting to see.

## Appendix B

	Original Comment	English Translation
1 6 1	Una cantidad de gente enorme pero se avanza rapidamente y pues es casi obligado visitar en Guanajuato, un museo diferente	An enormous amount of people, but it moves quickly and is almost an obligatory visit in Guanajuato, a different museum.
1 6 5	Jajaja, cuando lo visite me sentí como en una peli del Santo, el lugar es obviamente frío y relativamente con poca luz, el ambiente se siente un poco lúgubre pero es emocionante recorrer el lugar sobretodo escuchando la explicación del guía acerca de las momias más representativas como la de la mujer embarazada	Hahaha, when I visited I felt like I was in the Santo movie, the place is obviously cold and relatively little light, the environment feels a little dark but it is creepy but is exciting to visit the place especially listening to the guide's explanation of the most representative mummies like the pregnant woman.
1 6 6	Esta vez que fui a las momias, era para recordar mi niñez, pero ahora vi mucho menos momias, dicen que estan de viaje, pero es un lugar que uno no se puede perder cuando vayan a guanajuato.	This time I went to see the mummies, was to remember my childhood, but I saw fewer mummies, they say they were traveling, but this is a place you cannot miss when you go to Guanajuato.
1 6 7	Es un museo lleno de magia (leyendas) en cuanto la cultura actual se refiere, definitivamente tienes que visitar este lugar; si padeces de alergías evitalo, ya que por la gran humedad puede desencadenar flujo nasal, muajajaja	It is a museum full of magic tricks (legends) as current culture refers to, definitely have to visit this place, if you suffer from allergies avoid it, because the high humidity can trigger nasal flow, muhahaha
1 6 8	Es desagradable ver como se conservan las momias, no me gustó	It is not enjoyable to see how the mummies were conserved, I don't like it.
1 6 9	En realidad las momias están en cuartos muy pequeños. Los espacios reducidos no permiten contemplar lo que está expuesto. Tenía otras expectativas.	In reality the mummies are in very small rooms. The reduced spaces do not allow for contemplation of this exposition. I had other expectations.
1 7 0	vae la pena visitar, este museo, es algo diferente..	It is worth it to visit this museum is something different..
1 7 3	la verdad, es increíble estar ahí, pero tenía como 7 años cuando fui y como que no lo disfrute mucho que digamos...ahora después de 25 años anhelo con ansia regresar.	The truth, it is amazing to be there, but I was about 7 when I went and did not enjoy it as much, now after a long 25 years I look forward to returning
1 7 5	Es un lugar que no es de mucho interes para visitar y que no representa mayor cosa de atractivo	This place is not very interesting to visit and it is not the best attraction.

### Appendix B

	Original Comment	English Translation
1 7 6	Gran colección con un tour narrado pero con poca higiene, casi muchos van por morbo.	Great collection with a narrated tour but with poor hygiene, people go for the morbid.
1 7 9	Es un lugar muy interesante, sobre todo por la conservación que guardan las momias. El estacionamiento es insuficiente en temporada alta. Mejor tomen un taxi.	It is a very interesting place, especially for all the conservation that keeps the mummies. Parking is insufficient during high season. Best to take a taxi.
1 8 0	muy bien saber y conocer la historia y nuestras raizes y una explicacion muy buena e interezante de nuestro guia guanajuato es un estado maravilloso lo recomiendo ampliamente	Very good to know and recognize the history and our roots and a good explanation from our interesting guide. Guanajuato is a marvelous place. I highly recommend it
1 8 1	me gusto mucho es una experiencia muy singular pero me dio un poco de grima por los cadaveres aun y cuando estan momificados sorry	I really liked this it was a very unique experience but the bodies gave me the creeps even when they were mummified sorry
1 8 2	No hay muchas momias pero es muy interesante, tambien visiten la otra sala de la muerte	There are not many mummies but it is very interesting, also visit the other room of the dead.
1 8 4	El trato con los turistas es de buen profesionalismo. Los guías excelentes, muy amables y atentos. Fue una visita obligada para quien va a guanajuato.	The treatment of the tourists is very professional. The guides are excellent, very friendly and helpful. Is an obligatory visit for anyone going to Guanajuato.
1 8 7	Es un lugar impactante y lleno de misticismo, recomiendo ir también al Camposanto que esta arriba!	It is an impressive place full of mysticism, I also recommend going to the holy grounds above!

### Appendix C

No. \_\_\_\_\_ Surveyor Initials: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

Milwaukee Public Museum  
*BODY WORLDS & the Cycle of Life* Visitor Perception Study  
 February- April 2014

Hello, my name is Amanda Balistreri and I am a graduate student at the University of Wisconsin-Milwaukee. I am conducting a study about how people perceive museum exhibitions of preserved human remains. You may decline to answer any of the questions below and may stop participating at any time. Would you be willing to answer a few questions to add to my research?

- 1) Are you a member of the Milwaukee Public Museum?  
 Yes  No
- 2) Is this your first time seeing a *BODY WORLDS* exhibition?  
 Yes  No (Where else have you seen it?) \_\_\_\_\_
- 3) What were your motivations for seeing *BODY WORLDS* today? Choose a maximum of two.  
 Curiosity  Education  Entertainment  The Experience  Other \_\_\_\_\_
- 4) How did you find out that this exhibition was at the Milwaukee Public Museum?  
 MPM Website  MPM Facebook page  Billboard  Other \_\_\_\_\_
- 5) Did you bring any children with you today?  
 Yes (What are their ages?) \_\_\_\_\_  No
- 6) What age range do you believe is appropriate for this exhibition?  
 Any age  1-3  4-8  9-13  14-16  17+
- 7) Do you think museums should have human remains on display?  
 Yes (Which ones?) \_\_\_\_\_  No
- 8) On a scale of 1-5, how interested would you be in seeing a museum exhibition (not necessarily at MPM) of the following types of human remains?  
 (1 being not at all interested, 5 being very interested)  
 Intentional Mummies (Egyptian example)  Shrunken Heads  Plastinated Remains  
 Medical Oddities  Unintentional Mummies (Guanajuato example)  Skeletal Remains
- 9) What do you believe to be the primary difference between the plasticized remains in *BODY WORLDS* and other preserved human remains displayed at the Milwaukee Public Museum? \_\_\_\_\_
- 10) How would you rate this exhibition overall?  
 Excellent  Very Good  Average  Poor  Terrible

Additional Comments:

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**Appendix C****Demographic Information**

Country/State of Origin: \_\_\_\_\_  Declined to identify

Ethnicity: \_\_\_\_\_  Declined to identify

Education Level:  High School  Associates  Bachelors  Master/PhD  Other\_\_  
 Declined to identify

Age:  18-24  25-34  35-49  50-64  65+

Sex/Gender:  Male  Female  Other  Declined to identify

No.	Questions														
	1	2	3	4	5	6	7	8			9	10			
1	No	Yes	c, en	wom	No	9-13	Yes (Can see what's going on)	3	5	3	5	5	3	Shows every part of the body (BW)	Excellent
2	No	Yes	ed, en	MPM visit	No	Any	Yes (Any types, part of world awareness)	5	5	5	5	5	5	Amount of detail, closer to a living body (BW)	Excellent
3	Yes	No (MKE)	ex	flyer	No	Any	Yes (If it is for learning- [others] need to get over hang ups about it)	5	5	5	5	5	5	This gives the power to change, you can see what happens, inner power (BW) when you see mummies it's the end of life (MPM)	Excellent
4	No	No (CHI)	o	bb	No	4-8	Yes (Any)	3	2	4	5	5	3	Have not seen	Very Good
5	No	No (MKE)	hp	bb, wom	No	Any	Yes (All educational)	5	5	5	5	5	5	You see more in the plastinates, more educational, better for drawing (BW)	Excellent
6	No	Yes	hp	tv	No	9-13	Yes (Plastinates, Mummies)	5	5	5	5	5	5	Learning about the human body, what is happening now, less history (BW)	Excellent
7	No	Yes	c, hp	bb, wom	No	Any	Yes (All)	3	5	5	5	5	1	Easier to see human, looks real, only seeing a skeleton leave things unexplained. (BW)	Very Good
8	No	Yes	c	flyer	Yes (10 mths)	Any	Yes (Any)	1	3	5	5	1	1	Process, plastinates are modern and were made for science (BW) mummies did not know (MPM)	Excellent
9	Yes	No (MKE)	c	flyer	Yes (9)	9-13	No (Plastinates are neat others aren't)	5	3	5	5	5	4	Can see muscles, tendons, organs, see inside body (BW)	Excellent
10	No	Yes	hp	wom	No	9-13	Yes	5	5	5	5	5	5	Have not seen	Excellent

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
1	N/A	Sheboygan, WI	White	High School	18-24	Female	2-10-14
2	N/A	Milwaukee, WI	White	Bachelors	25-34	Female	2-10-14
3	Elementary was here for luncheon-hang around MPM Was a teach and is Now promoting the exhibit	Milwaukee, WI	White	Masters/PhD	65+	Female	2-11-14
4	Chicago was better; Bigger exhibit.	Chicago, IL	White	N/A	25-34	Male	2-11-14
5	N/A	Milwaukee, WI	White	High School	18-24	Female	2-11-14
6	Liked the slices the best	Plymouth, WI	White	Bachelors	50-64	Female	2-11-14
7	More stuff like this should be in museums.	Fox Lake, IL	White	Bachelors	18-24	Male	2-11-14
8	Unique	Milwaukee, WI	White	High School	25-34	Male	2-11-14
9	Child was not much of a fan	Milwaukee, WI	White	Bachelors	35-49	Female	2-14-14
10	Was awesome	East Troy, WI	White	Associates	35-49	Female	2-14-14

Appendix D

No.	Questions											9	10		
	1	2	3	4	5	6	7	8							
11	Yes	No (MKE)	ed	e-mail	Yes(11, 2)	9-13	Yes	5	5	5	5	5	5	More artistic/realistic (BW)	Excellent
12	No	Yes	hp	MPM website	No	14-16	Yes	1	2	5	5	3	2	Real, you can see under the skin (BW)	Very Good
13	No	Yes	ed	wom	No	14-16	Yes (Helpful to see organs)	2	5	5	4	3	5	Haven't been before-More technical plastinates (BW)	Excellent
14	No	Yes	ed	wom	No	Any	Yes (All, we need to know)	5	3	5	5	5	5	Realistic (BW)	Excellent
15	No	No (MKE)	ed	tv	No	9-13	Yes (Depends on exhibit, not scary or sensationalized, not in coffins, but for education.)	5	2	5	3	4	4	Presentation is more stimulating with movement and activity (BW)	Excellent
16	No	No (MKE)	ed	tv	No	9-13	Yes	5	2	5	3	4	4	Difference in level of detail. (BW)	Excellent
17	Yes	Yes	o	flyer	Yes (3)	1-3	Yes	5	5	5	5	5	5	More in depth look, very artistic. (BW)	Excellent
18	No	Yes	c	flyer	No	9-13	Yes	5	4	5	4	5	5	More realistic, you know they are real (BW), out there they are replicas (MPM)	Excellent
19	Yes	Yes	ed	flyer	No	9-13	Yes (Well done)	5	5	5	5	5	5	Nature of the issue	Excellent
20	No	No (MKE, FL)	ed, ex	newspaper	No	9-13	Yes	3	1	5	5	5	3	Intentionally made (BW). Other exhibits are archaeologically found. (MPM)	Excellent
21	No	Yes	c	wom	No	9-13	Yes	3	2	5	4	3	3	More science oriented (BW) rather than history oriented (MPM).	Excellent

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
11	The younger children were freaked out	Ripon, WI	White	Masters/PhD	50-64	Male	2-14-14
12	Researched museum to see what was going on- It was great	Fond du Lac, WI	White	Associates	18-24	Female	2-14-14
13	N/A	Twin Lakes, WI	White	Associates	35-49	Female	2-14-14
14	N/A	Elkhorn, WI	White	Associates	35-49	Female	2-14-14
15	Could be like a freak show, depends on what you all can see	Waukesha, WI	White	Associates	65+	Male	2-14-14
16	N/A	Waukesha, WI	White	High School	65+	Female	2-14-14
17	It was great	Milwaukee, WI	White	Master/PhD	35-49	Female	2-14-14
18	N/A	West Bend, WI	White	Bachelors	50-64	Male	2-14-14
19	Extremely well done	Milwaukee, WI	White	Bachelors	50-64	Female	2-14-14
20	Enjoyed it.	Milwaukee, WI	White	High School	65+	Female	2-14-14
21	N/A	Cudahy, WI	White	Associates	25-34	Female	2-14-14

No.	Questions														
	1	2	3	4	5	6	7	8					9	10	
22	Yes	No (MKE)	hp	MPM visit	No	9-13	Yes	5	1	5	5	5	2	These are right in your face; medical, life cycle, see different systems (BW)	Excellent
23	No	Yes	ex	tv, flyer	No	9-13	Yes (Has always been there; learn biology)	5	3	5	3	5	2	More educational, more detail, can see more (BW)	Excellent
24	No	Yes	hp	MPM website, bb	No	14-16	Yes (Educational but needs a disclaimer: keep personalization away)	5	2	5	5	5	5	More detailed, more in-depth. (BW) Mummies are wrapped up, you don't see anything. (MPM)	Excellent
25	No	Yes	c	wom	No	14-16	Yes	5	5	5	5	5	5	More personal, more educational use (BW), more historical (MPM).	Excellent
26	No	No (MKE)	ed, hp	tv	No	4-8	Yes	5	3	5	5	5	4	Definitely for education purpose (BW)	Excellent
27	Yes	Yes	ed, hp	MPM visit	Yes (12)	9-13	Yes	5	5	5	5	5	5	Minute details available to be seen, great to see it (BW)	Excellent
28	No	No (MKE)	c,ex	media	No	9-13	Yes	5	5	5	5	5	5	Have not seen	Excellent
29	No	Yes	c,ex	newspaper	No	9-13	Yes	2	5	5	1	5	5	Nothing	Excellent
30	No	No (PDX)	ex	wom	No	4-8	Yes	5	5	5	5	5	5	Get to see systems, nervous, muscular more in depth (BW)	Excellent
31	No	No (MKE)	o	wom	No	Depends	Yes	5	5	5	5	5	5	More in depth, see inside (BW)	Very Good
32	No	Yes	ed, hp	tv	No	9-13	Yes	3	2	5	5	5	4	Can see better. more detail, not fake (BW)	Very Good
33	No	Yes	en, ex	wom	No	Any	Yes (Depends on individual/family, good for learning)	5	3	5	2	5	5	More realistic (BW)	Excellent
34	No	Yes	ed, hp	wom	No	14-16	Yes	5	4	5	5	5	5	This looks more real (BW)	Excellent

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
22	Was a medic in the Army-Loved it	Milwaukee, WI	White	Bachelors	35-49	Female	2-14-14
23	People who do not like it should stay away and they can stuff it.	Milwaukee, WI	White	Some College	65+	Female	2-14-14
24	It takes a special person to view; Just awesome	Milwaukee, WI	White	Associates	35-49	Female	2-14-14
25	N/A	Racine, WI	White	Bachelors	35-49	Female	2-14-14
26	Very Informative	Kewaskum, WI	White	Bachelors	50-64	Male	2-14-14
27	Fabulous	New Berlin, WI	White	Bachelors	25-34	Female	2-14-14
28	Will go find human remains (in MPM)	Milwaukee, WI	African American	Some College	25-34	Female	2-14-14
29	N/A	Menomonee Falls, WI	White	Some College	50-64	Female	2-14-14
30	Very Interesting	Milwaukee, WI	White	Bachelors	35-49	Female	2-14-14
31	N/A	Milwaukee, WI	White	Some College	65+	Female	2-14-14
32	N/A	Muskego, WI	Mixed	Associates	25-34	Female	2-14-14
33	Like the design around Olympics. The body types fit sports.	Milwaukee, WI	White	High School	18-24	Female	2-14-14
34	N/A	Milwaukee, WI	Mixed	Bachelors	35-49	Female	2-14-14

No.	Questions														
	1	2	3	4	5	6	7	8				9	10		
35	Yes	Yes	c	wom	No	9-13	Yes (When done like this)	5	3	3	3	5	4	Biology (BW) vs. socioarchaeology (MPM)	Excellent
36	No	Yes	c	bb	No	9-13	Yes	5	3	4	4	5	5	N/A	Very Good
37	No	No (MKE)	c, ex	flyer	No	Any	Yes (Especially mummies)	5	5	5	5	5	5	Mummies are more real, spiritual, natural (MPM)	Very Good
38	No	No (MKE)	c, ex	flyer	No	Any	Yes	5	5	5	5	5	5	No one was meant to see them (MPM)	Very Good
39	No	No (MKE)	c	bb, tv	No	9-13	Yes	5	5	5	5	5	5	Have not seen	Excellent
40	No	Yes	ed, ex	radio	No	Any	Yes	5	5	5	5	5	5	Love being able to see inside; detail (BW).	Excellent
41	No	Yes	ed, ex	MPM website	No	Any	Yes	5	5	4	5	5	3	More real- authentic (BW)	Very Good
42	Yes	No (MKE)	c, ex	bb, wom	No	Any	Yes	5	5	4	5	5	3	They don't look real; artificial. More powerful to see texture, color; skeleton is generic; no personal connection (BW)	Average
43	Yes	No (MKE)	ex	flyer	No	Any	Yes	5	5	5	3	5	5	More details (BW)	Excellent
44	Yes	No (MKE)	ex	flyer	No	9-13	Yes	5	5	5	3	5	5	More realistic (BW)	Excellent
45	No	No (MKE)	c, ex	tv	No	9-13	Yes	4	4	5	5	4	3	These were real people and fetuses (BW)	Excellent
46	No	No (MKE)	c, hp	bb	Yes (15, 17)	14-16	Yes	5	5	5	5	5	3	Action poses; knowing that they were once alive brings it home (BW)	Excellent
47	No	No (MKE)	ex	tv	Yes (16)	14-16	Yes (No reason why not)	4	2	4	3	5	3	More real life, easier to relate (BW)	Very Good
48	No	No (MKE)	ed	wom	No	9-13	Yes (As long as there is consent)	5	2	5	4	5	4	Didn't notice other	Excellent

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
35	N/A	Mequon, WI	White	Master/PhD	50-64	Female	2-14-14
36	N/A	Franklin, WI	White	Bachelors	25-34	Female	2-14-14
37	I like dead bodies	Milwaukee, WI	White	Some College	25-34	Female	2-14-14
38	N/A	Milwaukee, WI	White	Bachelors	25-34	Male	2-14-14
39	N/A	Slinger, WI	White	Bachelors	35-49	Male	2-14-14
40	Always wanted to see it.	Milwaukee, WI	White	Some College	35-49	Female	2-14-14
41	I always wanted to see it. Really liked it. Wanted a Pregnant Lady.	Delafield, WI	White	High School	18-24	Female	2-14-14
42	I liked the first one better. The mummies are very intact, untouched. BODY WORLDS were preserved intentionally.	Milwaukee, WI	White	Bachelors	25-34	Female	2-14-14
43	N/A	Milwaukee, WI	White	Masters/PhD	25-34	Male	2-14-14
44	Loved it. Glad they brought it to Milwaukee	Wauwatosa, WI	White	Masters/PhD	65+	Male	2-14-14
45	N/A	Wauwatosa, WI	White	Bachelors	25-34	Female	2-14-14
46	Loved it, good lighting, well worth it	Milwaukee, WI	White	Bachelors	35-49	Female	2-14-14
47	Wanted to come back when daughter was older	West Allis, WI	White	Bachelors	50-64	Female	2-14-14
48	Important for medical/grad students. Would really like more deformities/anomalies.	Milwaukee, WI	Hispanic	Masters/PhD	25-34	Male	2-14-14

No.	Questions														
	1	2	3	4	5	6	7	8					9	10	
49	No	Yes	c, o	MPM visit	No	9-13	Yes	5	5	5	5	5	5	More real see health damage for better understanding (BW)	Excellent
50	No	Yes	ed	newsletter	No	Depends	Yes	5	5	5	5	5	5	Motion (BW)	Excellent
51	No	Yes	c	MPM Facebook	No	9-13	Yes	2	1	5	5	5	5	Real human bodies (BW)	Excellent
52	No	No (MKE)	ex	newspaper	No	4-8	Yes (of course)	5	3	5	4	5	5	Shows more detail by preserving things that would normally decompose (BW)	Excellent
53	No	Yes	c,ed	bb, wom	Yes (16)	14-16	Yes	1	1	5	5	1	5	Real actual people, seem more human (BW)	Excellent
54	No	No (CHI)	ed	wom	No	Any	Yes	4	4	3	4	3	2	The process of preservation	Very Good
55	No	Yes	ed	tv	Yes (8.5)	Any	Yes	5	5	5	5	5	4	Different way of preservation	Very Good
56	No	Yes	ex	bb	No	Any	Yes	4	2	3	5	2	2	Can see all of it, do not have to imagine (BW)	Excellent
57	Yes	Yes	c	media	Yes (10, 8)	Any	Yes (Depends on who and how it is displayed)	4	3	3	5	5	4	Some remains have been taken away from their places of burial. There is a line. Some should stay.	Very Good
58	No	Yes	c	bb	No	Any	Yes	5	5	5	5	5	5	Have not seen	Very Good
59	No	Yes	ex	bb	No	14-16	Yes (As long as there's permission)	4	3	5	5	4	4	Gives people a chance to see things normal people couldn't (BW)	Very Good
60	No	Yes	c	bb	No	Any	Yes	5	5	5	5	5	5	Completely different process	Very Good
61	No	No (MKE)	ex	wom	No	14-16	Yes	5	3	5	5	5	5	More related to life (BW)	Excellent

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
49	N/A	Milwaukee, WI	Hispanic	10th grade	35-49	Female	2-14-14
50	Hopes it comes more often	Milwaukee, WI	White	High School	35-49	Female	2-14-14
51	Would like more information, speakers on panels	Milwaukee, WI	Hispanic	High School	25-34	Male	2-16-14
52	Wished for more content. Seemed like it was smaller than the first one. Liked the ice skaters. Do they platininate children?	Hales Corners, WI	White	Bachelors	65+	Female	2-16-14
53	Very well done	Franklin, WI	White	Associates	35-49	Female	2-16-14
54	N/A	Kenosha, WI	White	Bachelors	25-34	Male	2-16-14
55	Child's school gave them free tickets-awesome. extremely educational	Greendale, WI	White	Bachelors	35-49	Female	2-16-14
56	N/A	Milwaukee, WI	White	Associates	25-34	Male	2-16-14
57	N/A	Hartford, WI	Mixed	Masters/PhD	35-49	Female	2-16-14
58	N/A	Spokane, WA	White	Bachelors	18-24	Male	2-16-14
59	N/A	Michigan	White	Bachelors	25-34	Female	2-16-14
60	N/A	Fort Atkinson, WI	White	Some College	18-24	Female	2-16-14
61	N/A	Milwaukee, WI	White	High School	18-24	Female	2-16-14

No.	Questions														
	1	2	3	4	5	6	7	8					9	10	
62	No	Yes	ed	tv	No	14-16	Yes	5	5	5	5	5	5	These are not deteriorated, can see anatomical features, colored and detailed (BW), 2,000 year old not as informative (MPM)	Excellent
63	No	No (MKE)	ed, ex	wom	No	9-13	Yes	5	3	2	5	5	2	Amount of detail, muscles are exposed (BW)	Excellent
64	Yes	No (MKE)	c,ex	e-mail	No	9-13	Yes	3	3	5	5	4	4	Have not seen	Excellent
65	No	Yes	c	tv	Yes (7,8,9,10,5,12)	9-13	Yes	5	3	5	5	5	5	These are not all in glass; more real (BW)	Excellent
66	No	Yes	ed	wom	No	9-13	Yes	5	3	5	5	5	5	These are realistically real (BW)	Average
67	Yes	No (MKE)	c	MPM website	Yes (14, 17)	9-13	Yes	3	3	4	5	5	3	These came to life for you (BW)	Excellent
68	No	No (MKE)	ex	bb	No	9-13	Yes	5	5	5	5	5	5	The muscles, can see tissue (BW)	Very Good
69	No	Yes	c, ed	internet, radio	No	9-13	Yes	1	1	5	5	3	1	More interesting, more information (BW) just walk by others (MPM)	Very Good
70	No	Yes	c, hp	bb	No	9-13	Yes	5	2	5	5	5	4	Better idea of what they looked like in life (BW) others are decomposed (MPM)	Very Good
71	No	Yes	c,ed	bb	No	9-13	Yes (For educational purposes)	5	5	5	5	5	5	This hit more home (BW) not 1000's of years old (BW)	Excellent
72	No	No (SFO)	c, ex	bb	No	9-13	Yes (100% no question)	5	5	5	5	5	5	See how body interacts, what goes on inside, more interactive (BW)	Excellent

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
62	Like to see accelerated disease.	Big Bend, WI	White	Masters/PhD	65+	Male	2-16-14
63	Thought it was cool. Had a lot of different stuff so it was worth seeing it again.	Big Bend, WI	White	Bachelors	25-34	Male	2-16-14
64	Enjoyed the first one	Wauwatosa, WI	White	Bachelors	25-34	Female	2-16-14
65	We will all die someday- Very satisfied	Milwaukee, WI	African American	Bachelors	35-49	Female	2-23-14
66	N/A	Waupaca, WI	White	High School	25-34	Female	2-23-14
67	Just wanted to come to the MPM, saw BW by chance	Sun Prairie, WI	White	Bachelors	50-64	Female	2-23-14
68	N/A	Milwaukee, WI	White	Bachelors	18-24	Male	2-23-14
69	N/A	Milwaukee, WI	African American	Bachelors	25-34	Male	2-23-14
70	N/A	Honolulu, HI	Mixed	Masters/PhD	25-34	Female	2-23-14
71	N/A	Oak Creek, WI	White	Some College	25-34	Female	2-23-14
72	Even more interesting now. Overheard people making connections.	San Francisco, CA	White	Bachelors	35-49	Female	2-23-14

Appendix D

No.	Questions											9	10		
	1	2	3	4	5	6	7	8							
73	No	No (CHI)	c, en	wom	No	Any	Yes	5	5	5	3	5	5	More recent (BW)	Excellent
74	No	No (CHI)	c, ed	wom	No	Any	Yes	5	4	5	5	5	5	Have been prepared to compare and contrast. view Specific. More holistic view (BW)	Excellent
75	No	No (CHI)	c, ed	wom	No	Any	Yes	5	4	5	5	5	5	N/A	Excellent
76	Yes	No (MKE)	ed	bb	Yes (8)	Any	Yes	4	4	5	5	5	3	More authentic, relate to them once being alive (BW)	Excellent
77	Yes	No (CHI)	c	bb	No	9-13	Yes (Important that people consent)	3	3	5	4	5	2	Human remains consented BW. MPM deliberately presented in a different method consent, motive	Very Good
78	No	No (STL)	c	wom	No	9-13	Yes	4	4	5	5	4	1	Detail (BW)	Very Good
79	No	Yes	c	bb	No	9-13	Yes (Need consent)	4	3	4	5	5	3	Cultural difference at MPM, art display (BW) vs. historical artifact (MPM)	Very Good
80	No	Yes	o	bb	No	14-16	Yes	5	4	5	5	5	5	Real (MPM)	Very Good
81	No	Yes	ed	email	Yes (12, 16)	Any	Yes	3	4	5	4	4	5	Muscles on BW	Excellent
82	No	No 2x(CHI)	hp	wom	No	Any	Yes	5	3	5	4	5	2	Have not seen	Excellent
83	No	No (HOU)	c	bb	No	9-13	Yes (If there is consent)	5	2	5	5	5	4	It satisfies morbid curiosity-cross section- used to dig up bodies- very interactive/detail (BW)	Excellent
84	No	Yes	ex	media	Yes (6)	9-13	Yes	5	3	4	3	5	4	More detailed (BW)	Very Good

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
73	N/A	San Francisco, CA	White	Bachelors	25-34	Female	2-23-14
74	For Science! Segmented very well. Very tastefully done.	Chicago, IL	White	Masters/PhD	35-49	Female	2-23-14
75	N/A	Chicago, IL	White	Masters/PhD	35-49	Male	2-23-14
76	Brought each child- Home school mom uses MPM	Mequon, WI	White	Some College	35-49	Female	2-23-14
77	Personal, moral belief that consent is very important, who has knowledge, modern issue like "Bodies" exhibition	Slinger, WI	White	Some College	18-24	Male	2-23-14
78	Came many years ago for school and am more intrigued now as an adult.	Milwaukee, WI	White	Bachelors	25-34	Male	2-23-14
79	People's opinions would be different if they saw Body Works, difference between donated to science and art	Richfield, WI	White	Some College	18-24	Female	2-23-14
80	Really informative	West Allis, WI	White	Some College	18-24	Female	2-23-14
81	N/A	Marshall, WI	White	Some College	35-49	Female	2-23-14
82	Acupuncturist- Saw it twice in Chicago, my assistant thought it was at the Art Museum	Kenosha, WI	White	Masters/PhD	65+	Female	2-28-14
83	N/A	Bethesda, MD	White	Masters/PhD	25-34	Male	2-28-14
84	Was bored- was something to do	Milwaukee, WI	White	Some College	25-34	Male	2-28-14

No.	Questions														
	1	2	3	4	5	6	7	8					9	10	
85	No	No (MKE)	ed	wom	Yes (1, 7)	Any	Yes	5	5	5	5	5	5	Much more detail, educational. Adults would take more away- 7 yr old thought it was gross (BW)	Very Good
86	No	No (MKE)	o	wom	No	9-13	Yes	5	5	5	5	5	5	Have not seen	Excellent
87	Yes	No (CHI)	o	e-mail	Yes (5, 1)	4-8	Yes	5	3	5	5	5	5	Can see how it looks (BW) Fake replicas, not real tissues (MPM)	Very Good
88	No	No (MKE)	ex	bb	No	Any	Yes (Important part to see what we look like on the inside. see how things work)	5	5	5	5	5	5	BW maybe more creepy because it isn't replicas of someone's body. Turn off because it makes people think about death. The less people know the more scared they are	Very Good
89	No	Yes	ed,en	bb	Yes (13, 10)	9-13	Yes (Learn a lot. There aren't any names, no bio)	5	5	5	5	5	4	So much more real, detail (BW)	Excellent
90	No	Yes	c, ex	bb, twitter	No	9-13	Yes	5	5	3	2	3	5	Have not seen	Excellent
91	No	Yes	c, ex	wom	No	14-16	Yes	3	3	4	4	5	4	Have not seen	Excellent
92	No	No (MKE, CHI)	ex, o	bb	Yes (13)	Any	Yes	5	5	5	5	5	3	More realistic portrayal (BW)	Average
93	No	No (MKE)	c, ex	bb	No	14-16	Yes (What museum does)	3	1	5	5	3	5	Detail of what's preserved, craziness of position, find weird, flaying of muscles, artistic (BW)	Very Good
94	Yes	No (MKE)	o	tv	Yes (6 math)	9-13	Yes (doesn't bother me)	5	1	5	1	5	3	Do not think of these as human; If you do it's kind of gross (BW)	Very Good

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
85	N/A	Dousman, WI	White	Some College	25-34	Female	2-28-14
86	N/A	Racine, WI	White	Bachelors	50-64	Female	2-28-14
87	Miss pregnant woman	Madison , WI	White	Masters/PhD	25-34	Female	2-28-14
88	Came for a date. Want more with psych disorders and brain development.	Burlington, WI	White	Bachelors	35-49	Female	2-28-14
89	N/A	Sussex, WI	White	Masters/PhD	35-49	Female	2-28-14
90	N/A	Milwaukee, WI	White	Bachelors	35-49	Female	2-28-14
91	N/A	Milwaukee, WI	White	Associates	35-49	Male	2-28-14
92	N/A	Kenosha, WI	White	Bachelors	25-34	Male	2-28-14
93	Saw "Bodies" in Madison. Wants to donate. Anything younger than HS; a touch creepy look young. distracted by the fact that they look healthy	Mukwonago, WI	White	Bachelors	35-49	Female	2-28-14
94	N/A	Kenosha, WI	White	Masters/PhD	50-64	Female	2-28-14

Appendix D

No.	Questions														
	1	2	3	4	5	6	7	8				9	10		
95	No	No (MKE)	o	bb	No	Any	Yes (Why not. As long as they aren't stolen from religious burials etc.)	1	5	5	3	5	4	Have not seen	Average
96	No	Yes	c	bb	No	Any	Yes	5	5	5	5	5	4	Have not seen	Excellent
97	No	Yes	c, o	MPM visit	No	14-16	Yes (No problem, how else would you see them)	3	1	4	1	5	5	More interactive, well displayed and defined (BW)	Excellent
98	No	No (MKE, CHI)	ed,ex	tv	No	9-13	Yes	5	2	5	4	5	5	More educational. Donors knew this would happen (BW)	Very Good
99	No	No (CHI)	ed, hp	tv	No	14-16	Yes	5	2	5	5	5	5	More educational (BW)	Very Good
100	No	No (CHI)	ed, hp	wom	No	9-13	Yes	3	5	5	5	4	5	Have not seen	Excellent
101	No	No (MKE)	c, ex	media	No	Any	Yes (Absolutely)	5	5	5	5	5	5	Can see everything, informative (BW)	Excellent
102	No	No (LAS)	ed,en	MPM visit	No	Any	Yes	5	5	5	5	5	5	More purpose oriented (BW)	Excellent
103	No	Yes	ed, en	wom	No	9-13	Yes	5	5	5	5	5	5	Have not seen	Excellent
104	Yes	Yes	c,ed	media	Yes (8)	4-8	Yes	4	2	5	2	4	3	More realistic (BW)	Very Good
105	Yes	Yes	c	flyer	No	9-13	Yes	5	5	5	5	5	4	Detail (BW)	Excellent
106	No	Yes	c	wom	No	4-8	Yes	5	2	4	4	5	4	Look more realistic (BW)	Very Good
107	No	Yes	ed	wom	No	4-8	Yes	5	2	4	5	3	3	Look more realistic (BW)	Excellent
108	No	Yes	ed	wom	No	Any	Yes (Nothing is wrong with it, but not sure if they should)	5	3	5	4	5	4	Have not seen	Very Good

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
95	Did Not like the tiny labeling, didn't notice them and hard to read	Hartford, WI	White	Some College	65+	Female	2-28-14
96	N/A	Pewaukee, WI	White	Bachelors	25-34	Male	2-28-14
97	30's a good time to see this stuff, time to change	McFarland, WI	White	High School	50-64	Male	2-28-14
98	More educated, seemed like more at last one	Racine, WI	White	Masters/PhD	65+	Female	2-28-14
99	Liked display, not fond of postures. Did not learn as much with flaws	Racine, WI	White	Masters/PhD	65+	Female	2-28-14
100	N/A	Menomonee Falls, WI	White	Masters/PhD	25-34	Female	2-28-14
101	N/A	Marquette, MI	White	Bachelors	25-34	Female	2-28-14
102	great experience	Marquette, MI	White	Masters/PhD	25-34	Male	2-28-14
103	N/A	Marquette, MI	White	Masters/PhD	25-34	Female	2-28-14
104	Really neat. Made me think about nutrition and how it affects the body	Franklin, WI	White	Bachelors	35-49	Female	3-2-14
105	N/A	Milwaukee, WI	White	Masters/PhD	25-34	Male	3-2-14
106	N/A	Plymouth, IL	White	Some College	18-24	Male	3-2-14
107	N/A	Hoffman Estates, IL	African American	Some College	18-24	Male	3-2-14
108	Biology major-enjoyed it; informative	La Crosse, WI	White	Some College	18-24	Female	3-2-14

No.	Questions														
	1	2	3	4	5	6	7	8					9	10	
109	No	No (LAS)	o	tv	Yes (12)	9-13	Yes (Heck yeah)	4	5	5	4	5	3	Have not seen	Excellent
110	No	Yes	ed	wom	No	9-13	Yes	1	3	3	3	1	3	Have not seen	Very Good
111	No	Yes	ex	MPM Facebook	No	4-8	Yes	5	5	5	5	5	3	Have not seen them sober	Excellent
112	No	No (CHI)	o, hp	bb	No	9-13	Yes	4	3	5	4	5	5	Displayed differently, different shapes (BW)	Excellent
113	No	Yes	ed	wom	No	9-13	Yes	5	5	5	5	5	5	Higher quality (BW)	Excellent
114	No	No (CHI)	hp	wom	No	9-13	Yes	5	5	5	5	5	4	Show multi-systems, see difference (BW)	Excellent
115	No	No (MKE)	ed	bb	No	9-13	Yes	5	5	5	5	5	3	More impressive (BW)	Excellent
116	No	No (MKE)	ed	wom	No	9-13	Yes	5	5	5	5	5	5	Look real, they are real (BW)	Excellent
117	No	No (LAX)	ed	wom	No	Any	Yes (It is cool)	5	5	5	5	3	5	Have not seen	Excellent
118	No	No (MKE)	ed	tv	Yes (11, 14)	9-13	Yes	2	1	5	2	3	5	they were very real looking (BW)	Excellent
119	No	No (CHI)	c	flyer	No	9-13	Yes (What museum is)	5	3	5	5	5	5	Exploded view is better (BW)	Excellent
120	No	Yes	c, ex	flyer	No	9-13	Yes	3	5	5	5	5	5	More realistic (BW)	Excellent
121	No	No (MKE)	ed	tv	Yes (10)	9-13	Yes	5	5	5	5	5	5	Much more detailed (BW)	Excellent
122	No	Yes	ed	wom	Yes (17x 3)	14-16	Yes (Depends on presentation)	5	3	5	3	2	5	Look so human (BW)	Excellent

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
109	Is a funeral director	Oak Creek, WI	White	Bachelors	35-49	Male	3-2-14
110	N/A	Milwaukee, WI	African American	Some College	18-24	Female	3-2-14
111	Stoked! Would like to know more about the individuals and how the poses correspond to them in real life	Milwaukee, WI	White	Bachelors	25-34	Female	3-2-14
112	N/A	Oconomowoc, WI	White	Bachelors	18-24	Female	3-2-14
113	N/A	Milwaukee, WI	Asian	Bachelors	18-24	Male	3-2-14
114	N/A	Mukwonago, WI	White	Associates	18-24	Male	3-2-14
115	N/A	Franklin, WI	White	Some College	18-24	Male	3-2-14
116	N/A	Franklin, WI	White	Some College	18-24	Male	3-2-14
117	The waiter at our hotel told us it was here.	Los Angeles, CA	White	Masters/PhD	35-49	Female	3-14-14
118	N/A	Milwaukee, WI	White	Bachelors	35-49	Female	3-14-14
119	N/A	Milwaukee, WI	White	Bachelors	50-64	Male	3-14-14
120	N/A	Milwaukee, WI	White	Bachelors	50-64	Female	3-14-14
121	N/A	Brown Deer, WI	Asian	Bachelors	35-49	Female	3-14-14
122	N/A	Oshkosh, WI	White	Masters/PhD	35-49	Female	3-14-14

No.	Questions														
	1	2	3	4	5	6	7	8					9	10	
123	No	Yes	o	wom	Yes (7, 4)	9-13	No (Could just use plastic instead of remains. Don't understand how so many people would donate)	4	1	1	1	1	1	We are modern now and do not need to plastinate (BW). Was part of culture (MPM).	Very Good
124	No	No (MKE)	ed	bb, wom	No	14-16	Yes	5	5	5	5	5	5	These were created for show and for profit (BW)	Average
125	No	Yes	c	bb	No	Any	Yes	5	5	5	5	5	5	More lifelike. All real corpses (BW)	Excellent
126	No	Yes	ed	wom	No	Any	Yes	5	5	3	5	5	5	Realism. knowing you are looking at a donor. Question if real. (BW)	Very Good
127	No	Yes	c, ed	MPM website, tv	No	9-13	Yes	5	3	1	5	5	5	Neat how they are sectioned off (BW)	Excellent
128	No	Yes	c, ed	MPM website, tv	No	9-13	Yes	5	3	1	5	5	5	Relatable (BW)	Excellent
129	No	No (CHI, MKE)	c, ed	bb	No	9-13	Yes	5	5	5	5	5	5	Realism (BW)	Very Good
130	No	No (CHI, MKE)	c, ed	bb	No	9-13	Yes	5	4	5	5	5	5	Different poses artistically done (BW)	Excellent
131	Yes	Yes	ed	wom	No	4-8	Yes	2	3	4	5	3	2	These are younger; show bodily functions (BW)	Very Good
132	No	Yes	o	wom	No	Any	Yes	2	4	3	2	2	2	N/A	Very Good
133	No	Yes	ed	internet	No	Any	Yes	3	4	5	5	3	4	Based in medical background (BW)	Excellent
134	No	No (MKE)	c, ex	MPM website, tv	No	9-13	Yes (With permission)	5	5	5	5	5	5	Cool to see in poses, Skateboarder (BW)	Excellent

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
123	Good presentation. Did not want to see it	Sussex, WI	White	Masters/PhD	65+	Female	3-14-14
124	Don't explain questions that Normal people have. Typos in labels	Whitefish Bay, WI	White	Masters/PhD	18-24	Female	3-14-14
125	Would like to see more	Milwaukee, WI	White	Bachelors	25-34	Male	3-14-14
126	Expected to be longer	Oak Creek, WI	White	Bachelors	25-34	Male	3-14-14
127	N/A	Hartland, WI	White	Some College	50-64	Female	3-14-14
128	N/A	Sussex, WI	White	High School	65+	Female	3-14-14
129	N/A	Milwaukee, WI	White	Bachelors	50-64	Female	3-14-14
130	N/A	Milwaukee, WI	White	Some College	18-24	Male	3-14-14
131	N/A	Milwaukee, WI	White	Some College	18-24	Female	3-14-14
132	N/A	Kenosha, WI	Mixed	Some College	18-24	Male	3-14-14
133	N/A	Onalaska, WI	White	Masters/PhD	25-34	Female	3-14-14
134	N/A	Madison, WI	White	Bachelors	25-34	Male	3-14-14

No.	Questions														
	1	2	3	4	5	6	7	8				9	10		
135	No	Yes	ed	MPM website, tv	No	9-13	Yes (Have used cadavers like this for a long time)	5	5	5	5	4	5	Human remains have always been in museums (BW)	Excellent
136	No	No (MKE)	ex	bb, tv	No	9-13	Yes	5	4	5	5	5	5	Detail (BW)	Excellent
137	No	Yes	ex	bb	No	9-13	Yes	5	4	5	5	5	5	Detail (BW)	Excellent
138	No	Yes	ed	bb	No	14-16	Yes (For education)	5	5	5	5	5	2	Have not seen	Very Good
139	Yes	No (MKE)	ed, ex	flyer	Yes (13, 15)	9-13	Yes (Educate people)	5	4	2	2	5	3	Donor made conscious decision before death (BW)	Excellent
140	Yes	No (MKE)	ed	flyer	Yes (14, 16)	9-13	Yes	5	4	2	2	5	3	Donated (BW) others are stolen (MPM)	Very Good
141	No	Yes	c, ex	wom	No	9-13	Yes (No problem)	5	5	5	5	5	3	Have not seen	Excellent
142	No	No (CHI, MKE)	ex	email	No	Any	Yes	5	5	5	5	5	5	Displayed in motion (BW) remains are more destroyed/incomplete (MPM)	Excellent
143	No	Yes	ed, o	wom	No	Any	Yes	5	5	5	5	5	5	Try and make more of a human connection (BW)	Excellent
144	Yes	Yes	c, ed	newsletter	No	Any	Yes (For education)	5	2	5	4	5	4	Explanation of body process, seeing inside of body (BW)	Excellent
145	No	Yes	en	bb	No	Any	Yes	5	4	4	5	4	5	Have not seen	Very Good
146	No	Yes	c	wom	No	Any	Yes	4	1	4	5	4	3	Have not seen	Excellent
147	Yes	No (CHI)	ed	newsletter	No	Any	Yes	5	3	5	5	5	5	Quality of presentation, look more artful (BW)	Excellent
148	Yes	Yes	o	wom	No	Any	Yes	5	3	5	5	5	4	MPM is more cultural	Very Good
149	No	Yes	c	wom	No	Any	Yes	5	3	5	5	5	4	Focus is much different. Drawn to it (BW)	Very Good
150	No	Yes	hp	wom	No	9-13	Yes	4	5	5	5	4	4	More informative (BW)	Excellent

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
135	Science!	Markesan, WI	White	Bachelors	25-34	Female	3-14-14
136	Came for my Birthday	South Milwaukee, WI	White	Bachelors	25-34	Female	3-14-14
137	N/A	Oak Creek, WI	White	Bachelors	25-34	Male	3-14-14
138	N/A	Waukesha, WI	White	Bachelors	25-34	Female	3-14-14
139	Compared to 2008- glad that fetuses are now in the open	Milwaukee, WI	White	Bachelors	35-49	Female	3-14-14
140	N/A	Wauwatosa, WI	White	Bachelors	35-49	Female	3-14-14
141	N/A	Eau Claire, WI	White	Bachelors	35-49	Female	3-14-14
142	Cool	Brookfield, WI	White	Some College	18-24	Female	3-14-14
143	N/A	Mequon, WI	White	Bachelors	18-24	Female	3-14-14
144	N/A	Jefferson, WI	White	High school	65+	Female	3-14-14
145	N/A	Milwaukee, WI	White	Masters/PhD	25-34	Female	3-14-14
146	N/A	La Crosse, WI	White	Masters/PhD	25-34	Male	3-14-14
147	Came to see healthy vs. diseased organs	South Milwaukee, WI	White	Bachelors	18-24	Female	3-19-14
148	N/A	South Milwaukee, WI	White	Bachelors	18-24	Male	3-19-14
149	N/A	Mequon, WI	White	Some College	18-24	Male	3-19-14
150	N/A	Two Rivers, WI	White	Some College	18-24	Female	3-19-14

No.	Questions														
	1	2	3	4	5	6	7	8					9	10	
151	No	Yes	o	bb	No	9-13	Yes	5	3	5	3	5	5	Have not seen	Excellent
152	No	Yes	o	bb	No	9-13	Yes	5	5	5	5	5	5	Cooler (BW)	Excellent
153	No	Yes	ed, en	bb	No	9-13	Yes	5	3	5	5	5	5	Shows what things do. Smoking, different for education (BW)	Excellent
154	No	Yes	c	wom	No	9-13	Yes (Way to learn)	5	1	3	4	4	2	Detailed and up-close (BW)	Very Good
155	No	No (MKE)	c	internet	No	14-16	Yes (Interesting)	3	1	4	4	4	3	Way more intricate (BW)	Very Good
156	No	No (MKE)	ex	wom	No	17+	Yes (But when you say human remains it sounds much worse)	2	4	5	5	4	3	Have not seen	Very Good
157	No	Yes	ex	MPM Facebook	No	Any	Yes	3	4	1	5	4	3	Have not seen	Very Good
158	No	No (MKE)	ed,ex	bb	No	14-16	Yes	5	1	5	5	4	5	These are cool	Excellent
159	Yes	Yes	ex	flyer	No	Any	Yes (Depends, needs the permission of donor)	5	2	1	3	4	3	Given with consent, medical (BW) vs. cultural (MPM)	Very Good
160	No	No (MKE)	ex	bb	No	14-16	Yes	5	1	5	5	5	2	More detail (BW)	Excellent
161	No	No (MKE)	ex	bb, tv	No	17+	Yes	1	4	5	4	5	5	No Difference	Excellent
162	No	No (MKE)	o	bb, wom	Yes (12)	N/A	Yes	5	3	5	5	5	4	Much more impacting.(BW) Not always sure what's real. (MPM)	Excellent
163	Yes	Yes	ex	MPM website, tv	No	9-13	Yes (If like in this case all voluntary, it's fine)	4	4	5	5	5	2	These people agreed while alive (BW)	Very Good

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
151	N/A	Milwaukee, WI	African American	Masters/PhD	25-34	Female	3-19-14
152	N/A	Milwaukee, WI	African American	Some College	18-24	Male	3-19-14
153	N/A	Milwaukee, WI	White	Some College	18-24	Female	3-19-14
154	Was bored- so came to see it	Green Bay, WI	White	Some College	18-24	Female	3-19-14
155	Was bored- so came to see it	Appleton, WI	White	Bachelors	18-24	Male	3-19-14
156	N/A	Sheboygan, WI	White	Associates	25-34	Female	3-19-14
157	Came to see it as a challenge to myself. I did not want to see it last time	Sheboygan, WI	White	Masters/PhD	25-34	Female	3-19-14
158	N/A	Franklin, WI	White	Some College	18-24	Female	3-19-14
159	Did not want to see it last time	Waukesha, WI	White	Masters/PhD	35-49	Female	3-19-14
160	N/A	Franklin, WI	White	Some College	18-24	Male	3-19-14
161	N/A	Franklin, WI	White	Some College	18-24	Female	3-19-14
162	Creepy but cool	Milwaukee, WI	White	Masters/PhD	35-49	Female	3-19-14
163	Was out of town last time it was here	Milwaukee, WI	White	Masters/PhD	25-34	Female	3-19-14

Appendix D

No.	Questions														
	1	2	3	4	5	6	7	8					9	10	
164	No	Yes	ex, o	bb, tv	Yes (4 math)	14-16	Yes	5	3	4	4	5	2	Degree of display More in depth.(BW) more generic(MPM)	Excellent
165	No	Yes	ex, hp	wom	No	9-13	Yes (Didn't bother me)	5	5	5	5	5	5	Very well done	Excellent
166	No	Yes	ex, hp	tv	No	9-13	Yes (If it's going to teach)	5	5	5	5	5	5	Never really paid much attention to the details. Mummies didn't consent but still teaches things (MPM).	Excellent
167	No	Yes	o	wom	No	Any	Yes	5	5	5	5	4	4	More detail, more visual, more in-depth (BW)	Excellent
168	No	Yes	c, ed	tv	No	17+	Yes	5	4	5	5	5	4	Show some parts that have been diseased, progression from normal to sick. Position of bodies allows you to see more. (BW)	Excellent
169	No	Yes	o	internet	No	4-8	Yes	5	5	5	5	5	5	Have not seen	Excellent
170	No	Yes	ex	wom	No	Any	Yes	5	5	5	5	5	5	Have not seen	Excellent
171	No	Yes	ex	wom	No	Any	Yes	5	5	5	5	5	5	Have not seen	Excellent
172	No	No (MKE)	ed	MPM website, wom	No	N/A	Yes	5	5	5	4	5	4	BW is more ethical because how they are presented. did Not donate(MPM)	Excellent
173	No	Yes	ed	wom	No	4-8	Yes	5	4	5	4	5	4	BW more original in how they are presented	Excellent
174	No	Yes	ed, hp	tv	No	14-16	Yes	5	2	5	5	4	2	Have not seen	Excellent
175	No	No (CHI)	ed, hp	tv	No	14-16	Yes	2	2	4	5	4	2	Have not seen	Excellent
176	No	Yes	ex	wom	No	9-13	Yes (If done properly)	3	1	4	0	4	2	Detail, explanation (BW)	Very Good

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
164	Creepy but cool	Waukesha, WI	White	Bachelors	35-49	Female	3-19-14
165	N/A	Appleton, WI	White	Masters/PhD	35-49	Female	3-19-14
166	N/A	Appleton, WI	White	Associates	35-49	Female	3-19-14
167	N/A	Milwaukee, WI	African American	Bachelors	18-24	Male	3-19-14
168	N/A	Milwaukee, WI	White	Bachelors	18-24	Female	3-19-14
169	N/A	Sun Prairie, WI	White	Some College	25-34	Female	3-19-14
170	Wanted something to do	Madison, WI	White	Some College	25-34	Male	3-19-14
171	Wanted something to do	Madison, WI	White	Associates	25-34	Female	3-19-14
172	N/A	Token Creek, WI	White	Some College	18-24	Male	3-20-14
173	N/A	Milwaukee, WI	African American	Associates	18-24	N/A	3-20-14
174	N/A	Green Bay, WI	White	Bachelors	25-34	Female	3-20-14
175	N/A	Waukesha, WI	White	Bachelors	25-34	Male	3-20-14
176	N/A	Waukesha, WI	White	Bachelors	35-49	Female	3-20-14

Appendix D

No.	Questions											10				
	1	2	3	4	5	6	7	8					9			
177	No	Yes	c, ed	wom	No	9-13	Yes	5	5	5	5	5	5	5	Have not seen	Excellent
178	No	No (MKE)	ed	wom	No	Any	Yes (If there is consent)	5	5	5	5	5	5	5	Realism, also not super real, has a medical aspect (BW)	Excellent
179	No	No (MKE)	ed	wom	No	Any	Yes	5	5	5	5	5	5	5	Detail (BW)	Excellent
180	No	No (MKE)	o	bb	No	9-13	Yes	3	1	5	5	3	1	Can see muscles (BW)	Excellent	
181	No	Yes	c	newspaper	No	Any	Yes	5	3	5	4	5	5	Have not seen	Excellent	
182	No	Yes	c, geek	tv	No	17+	Yes	3	4	5	5	5	3	Have not seen	Excellent	
183	No	No (MKE)	hp	bb, internet	No	17+	Yes	5	4	5	5	5	5	Have not seen	Excellent	
184	No	Yes	ed, hp	wom	No	14-16	Yes	5	4	5	5	5	5	Have not seen in 15 years	Excellent	
185	No	Yes	c, ex	media	No	9-13	No (Too many kids here)	5	3	5	5	5	3	Really intricate (BW)	Excellent	
186	No	Yes	c	wom	No	N/A	Yes (But there are too many kids for this)	4	5	5	5	5	4	Visually its more appealing to look at (BW)	Excellent	
187	No	Yes	ex	internet	No	N/A	Yes	3	4	5	5	4	2	Have not seen	Excellent	
188	No	No (MKE)	c, o	newspaper	No	N/A	Yes (why not)	1	1	5	5	1	1	Have not seen	Excellent	
189	No	No (CHI, MKE)	o	MPM website	No	14-16	Yes	4	5	5	5	4	3	Not sure	Very Good	
190	No	Yes	ex	wom	No	9-13	Yes	4	3	5	5	3	4	Have not seen	Very Good	
191	No	Yes	ex	wom	No	17+	Yes	5	4	5	3	5	4	More in depth (BW)	Excellent	
192	No	Yes	c	wom	No	14-16	Yes	2	2	5	5	4	3	The reality of them (BW)	Excellent	

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
177	(English as second language/translated to Spanish)	Kenosha, WI	Hispanic	9th grade	35-49	Female	3-20-14
178	Science!	Pewaukee, WI	White	Masters/PhD	25-34	Female	3-20-14
179	Science!	Mequon, WI	Mixed	Masters/PhD	25-34	Male	3-20-14
180	N/A	Pewaukee, WI	White	Bachelors	35-49	Female	3-20-14
181	Everyone Should see and look at the health aspect	Bayside, WI	White	Some College	50-64	Female	3-21-14
182	N/A	Wauwatosa, WI	White	Bachelors	50-64	Female	3-21-14
183	N/A	Burlington, WI	White	Some College	25-34	Male	3-21-14
184	N/A	La Crosse, WI	White	Masters/PhD	25-34	Female	3-21-14
185	N/A	West Bend, WI	White	Associates	25-34	Female	3-21-14
186	N/A	West Bend, WI	White	Some College	25-34	Male	3-21-14
187	Wanted to come last time but couldn't.	Rhineland, WI	White	Masters/PhD	50-64	Female	3-21-14
188	Amazing how they managed to do this. Looking for balance-the physics. (BW)	Oak Creek, WI	White	Some College	65+	Female	3-21-14
189	N/A	Milwaukee, WI	White	Some College	25-34	Female	3-21-14
190	N/A	Waukesha, WI	Mixed	Some College	25-34	Female	3-21-14
191	N/A	Milwaukee, WI	African American	Bachelors	25-34	Male	3-21-14
192	N/A	Madison, WI	White	Bachelors	25-34	Female	3-21-14

No.	Questions														
	1	2	3	4	5	6	7	8					9	10	
193	No	Yes	c, ex	bb	No	9-13	Yes (No problem)	5	4	5	4	5	4	These have the structures; arteries, muscles not otherwise shown (BW)	Excellent
194	No	Yes	ed, o	bb	Yes (12, 9)	9-13	Yes (Absolutely)	5	3	5	5	5	5	Manipulated differently, funky positions (BW)	Excellent
195	No	Yes	ed	wom	Yes (12)	9-13	Yes	4	5	5	4	5	5	Gives option to really view, beyond x-ray, ct, MRI; should be required in school (BW)	Excellent
196	No	Yes	o	MPM website	No	14-16	Yes (Interesting)	3	4	4	5	2	5	More detailed. more interesting, shows every little piece and different hobbies/activities (BW)	Excellent
197	Yes	No (MKE)	ex	tv	No	9-13	Yes	4	4	4	3	5	3	Have not seen	Very Good
198	No	Yes	ex	wom	No	9-13	Yes (these people agreed to do it)	3	3	4	5	3	3	More depth and clarity (BW)	Excellent
199	No	Yes	ed	bb, radio	No	9-13	Yes	5	5	5	5	5	5	Interested in science and the body. Artistic with different poses revealing different layers with different cuts/flaying. interesting health component (BW)	Very Good
200	No	Yes	o	bb	No	4-8	Yes	4	5	3	4	3	2	Everything is separated out to see different systems (BW)	Average

No.	Questions						
	Additional Comments	Origin	Ethnicity	Education	Age	Sex/Gender	Date
193	N/A	Appleton, WI	White	Some College	25-34	Female	3-21-14
194	A lot to take in, length was good, good balance of text, good flow	Eugene, Oregon	White	Bachelors	35-49	Female	3-21-14
195	Awesome overall (Saw "Bodies" in Madison)	Rockford, IL	White	Masters/PhD	35-49	Female	3-21-14
196	N/A	Valders, WI	White	Bachelors	18-24	Female	3-21-14
197	I wanted to see it again	Milwaukee, WI	White	Bachelors	18-24	Female	3-21-14
198	N/A	Milwaukee, WI	White	Some College	18-24	Male	3-21-14
199	N/A	Racine, WI	White	Bachelors	25-34	Female	3-21-14
200	N/A	Racine, WI	White	Bachelors	25-34	Male	3-21-14

Appendix D

**Appendix E**

<b>Code</b>	<b>Meaning</b>
BW	BODY WORLDS
MPM	Milwaukee Public Museum
MMG	Museo de las Momias de Guanajuato
ed	Education
hp	health profession
c	Curiosity
ex	Experience
o	another person (Friend, Child, Spouse, etc)
en	entertainment
wom	word of mouth
bb	Billboard

## Appendix F



Department of University Safety & Assurances

**Jessica Rice**  
*IRB Administrator*  
*Institutional Review Board*  
 Engemann 270  
 P. O. Box 413  
 Milwaukee, WI 53201-0413  
 (414) 229-3182 *hone*  
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<http://www.irb.uwm.edricej@uwm.edu>  
[ricej@uwm.edu](mailto:ricej@uwm.edu)

### New Study - Notice of IRB Exempt Status

**Date:** January 21, 2014  
**To:** William Wood, PhD  
**Dept:** Anthropology  
**Cc:** Amanda Balistreri

**IRB#:** 14.222

**Title:** Visitor Perceptions of Human Remains in Museums: Mummies & Plastinates

After review of your research protocol by the University of Wisconsin – Milwaukee Institutional Review Board, your protocol has been granted Exempt Status under **Category 2** as governed by 45 CFR 46.101(b).

On **January 21, 2014**, this protocol was approved as exempt for a period of three years. IRB approval will expire on **January 20, 2017**. If you plan to continue any research related activities (e.g., enrollment of subjects, study interventions, data analysis, etc.) past the expiration date, please respond to the IRB's status request that will be sent by email approximately two weeks before the expiration date. If the study is closed or completed before the IRB expiration date, you may notify the IRB by sending an email to [irbinfo@uwm.edu](mailto:irbinfo@uwm.edu) with the study number and the status so we can keep our study records accurate.

Any proposed changes to the protocol must be reviewed by the IRB before implementation, unless the change is specifically necessary to eliminate apparent immediate hazards to the subjects. The principal investigator is responsible for adhering to the policies and guidelines set forth by the UWM IRB, maintaining proper documentation of study records and promptly reporting to the IRB any adverse events which require reporting. The principal investigator is also

responsible for ensuring that all study staff receive appropriate training in the ethical guidelines of conducting human subjects research.

As Principal Investigator, it is your responsibility to adhere to UWM and UW System Policies, and any applicable state and federal laws governing activities which are independent of IRB review/approval (e.g., [FERPA](#), [Radiation Safety](#), [UWM Data Security](#), [UW System policy on Prizes, Awards and Gifts](#), state gambling laws, etc.). When conducting research at institutions outside of UWM, be sure to obtain permission and/or approval as required by their policies.

Contact the IRB office if you have any further questions. Thank you for your cooperation and best wishes for a successful project

Respectfully,

Jessica P. Rice  
IRB Administrator