



Education News & Notes

The Facts Of Learning

	Museums	Books	Television News	Newspapers	The Internet	Radio	Magazines
One of the most trustworthy	38%	18%	10%	8%	5%	3%	3%
Very trustworthy	49%	43%	39%	26%	18%	24%	19%
Somewhat trustworthy	10%	31%	35%	47%	37%	51%	53%
A little trustworthy	2%	4%	8%	11%	15%	14%	14%
Not very trustworthy	0%	1%	6%	7%	13%	7%	10%
(don't know)	1%	3%	1%	0%	11%	0%	2%
Total Trustworthy	87%	61%	49%	34%	23%	28%	22%
Total Not Trustworthy	13%	36%	50%	65%	66%	72%	76%[Ⓣ]

A recent survey found museums to be the most trusted source of information among respondents.

(NAPSA)—A recent survey showed when it comes to learning in the information age, most Americans are careful to consider their sources.

What may surprise some people is that for nine out of 10 respondents, the information source most trusted is museums (books ranked second at 61 percent).

In addition, the survey—commissioned by the American Association of Museums (AAM)—found Americans consider only schools and libraries to be more important educational resources than museums.

According to AAM president Edward H. Able Jr., the study showed the public's high level of trust for museums may be based on three things: The fact that museums present history, are research oriented and deal in facts.

Able adds the survey also found people trust museums because they provide “first hand interactive experiences” and “represent an independent source of objective information.”

“A 1998 book, *The Presence of*

the Past, which documents public trust in museums' treatment of history,” says Able, “indicated that Americans believe museum accounts of history even more than first-hand accounts by their own relatives.”

The AAM cites increased museum attendance (nearly 60 percent of Americans say they have visited a museum, zoo, botanical garden or science center since the year 2000) as further evidence of people's esteem for museums.

Able's organization represents the American museum community. The group assesses and accredits museums, helps train museum professionals and operates international museum programs. The group strives to keep museums operating at a high standard of excellence.

“Museums view this (public trust) as an awesome responsibility, reflecting not only what they have done in the past, but also the public's ongoing expectations about museums as educators of the American people,” says Able.

For more information, visit www.aam-us.org.