

Solutions

2.1 Card A; Card C.

2.2 Rereading is an observed action, not a demonstrated learning result; no understanding test was administered. Rereading could reflect interest or confusion.

2.3 Twelve people reported usefulness; the overlap with the four connection complaints is unknown. A person could both find explanations useful and experience an outage, so subtracting assumes mutually exclusive groups without evidence.

2.4 Printed cards work during an outage whereas the phone guide encountered connection problems ($2 \times B1$ for a clear two-sided comparison). Costs such as printing/replacement or phone-guide maintenance need calculating. Neither option's total cost is supplied.

3.1 Six points ($6 \times B1$): phone users' reported usefulness accurately scoped; twelve of twenty; printed rereading observation; no understanding test; outage comparison; coherent thematic synthesis with A/B attribution. Sample: "The phone guide's explanations were useful according to twelve of twenty participating visitors (A), while six of ten printed-card users were observed checking a definition again (B). Both formats may help visitors revisit information, but observed rereading does not demonstrate understanding, and neither card supplies a direct learning comparison. Printed cards remained usable during an outage (B), whereas four phone users reported connection problems (A)."

3.2 Eight points ($8 \times B1$): clear trial recommendation; Card A accurate; Card B accurate; Card C accurate; access trade-off explained; a meaningful understanding test or visitor feedback plan; comparative cost evidence proposed; coherent qualified language. Sample: "Keep both formats during the trial rather than select a permanent winner now. Twelve phone users reported useful explanations, but four reported connection problems (A). Printed cards allow definitions to be checked and remain available during an outage (B). The manager also notes that printed information needs updating and that comparative costs have not been calculated (C). A choice of formats could therefore protect access while the museum learns more. Collect a simple understanding task after visits and feedback from people who currently use neither format. Also record printing, replacement and phone-guide maintenance costs over the same period. Review this evidence together before deciding what to keep. The present cards support a trial, not a proven best format."