

# Americans, Our History, and the 250th

  
Wilkening Consulting  
audience research | knowledge curation

VIRGINIA  
IS FOR  
LOVERS

May 2020

Initial Question:

Will Americans want to celebrate  
the 250<sup>th</sup> anniversary of the  
signing of the Declaration of  
Independence?

And if so ... how?

We quickly realized there was a lot more to this question than first appeared.

This was a question about American patriotism and identity ... and how that shapes how people view the past and the stories of our country's founding.

It brought us to questions about mythology, bias, historical truth, and inclusive history.

What divides us?

And what unites us?

We found, no surprise, that it is complicated, messy, and our questions evoked very strong feelings ... across the spectrum of our population.

**1**

Our values, attitudes, and beliefs affect how we approach the past ... and the divisions in our country extend to history.

**2**

That history is highly valued ... but a lack of inclusion is a barrier to engagement.

**3**

Yet the majority hold values about our country that they honor and respect ... and will want to acknowledge in 2026.



# RESEARCH METHODOLOGY



# PHASE 1: National Quantitative Sampling

## **SURVEY OF HISTORY MUSEUM-GOERS**

- Fielded October 2019
- Distributed via email lists of 14 Virginia-based history organizations
- n = 8,005
  - 36% from Virginia / 64% from rest of U.S.
- Quotes from respondents designated as “museum-goers survey”

## **BROADER POPULATION COMPARISON SAMPLE**

- Fielded October 2019
- Via Google Consumer Surveys
- n = 2,262
  - 25% from Virginia / 75% from rest of U.S.



## **PHASE 2: National Qualitative Panels**

### **PANEL OF HISTORY MUSEUM-GOERS**

- Fielded February/March 2020
- Recruited via survey of history museum-goers
- 127 entered panel; 74 completed
- Quotes from respondents designated as “museum-goers panel”

### **BROADER POPULATION PANEL**

- Fielded February/March 2020
- Recruited nationally via Craigslist
- 99 entered panel; 77 completed
- Quotes from respondents designated as “broader panel”



# OTHER WILKENING CONSULTING RESEARCH

## THE FOLLOWING PROJECTS CONTRIBUTED TO OR VALIDATED THIS RESEARCH WITH COMPLEMENTARY OR SIMILAR FINDINGS:

- Inclusive History in America (*fielded 2018*)
  - Some of the findings around inclusion; development of the primer of inclusive practice
- Annual Survey of Museum-Goers  
(*fielded annually 2017 – present; with American Alliance of Museums (AAM)*)
- COVID-19 Pandemic Qualitative Panel  
(*fielded spring 2020 on behalf of AAM*)



# METHODOLOGY NOTE:

## Broader Population Sampling Limitations

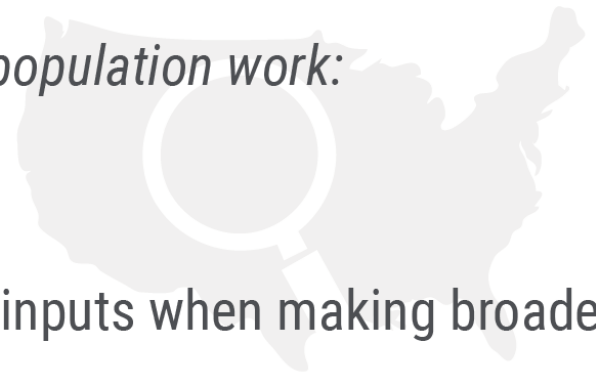
All surveys have some degree of survey bias

- Nearly impossible to capture a representative sample of the *entire* population
- Thus, important to consider what segments of the population are under-sampled, including:
  - Very low-income
  - Lower education
  - Recent immigrants
  - Extreme elderly

My best estimates for under-sampling *in broader population work*:

- Surveys: a third of population
- Panels: half of population

Important to keep in mind as these estimates are inputs when making broader estimates, projections about adult population





Individual Values, Attitudes, and Beliefs



Tourism ... and History



Attitudes Toward History



Patriotism and American Identity



Lenses of American History



America: 2026



The 250th



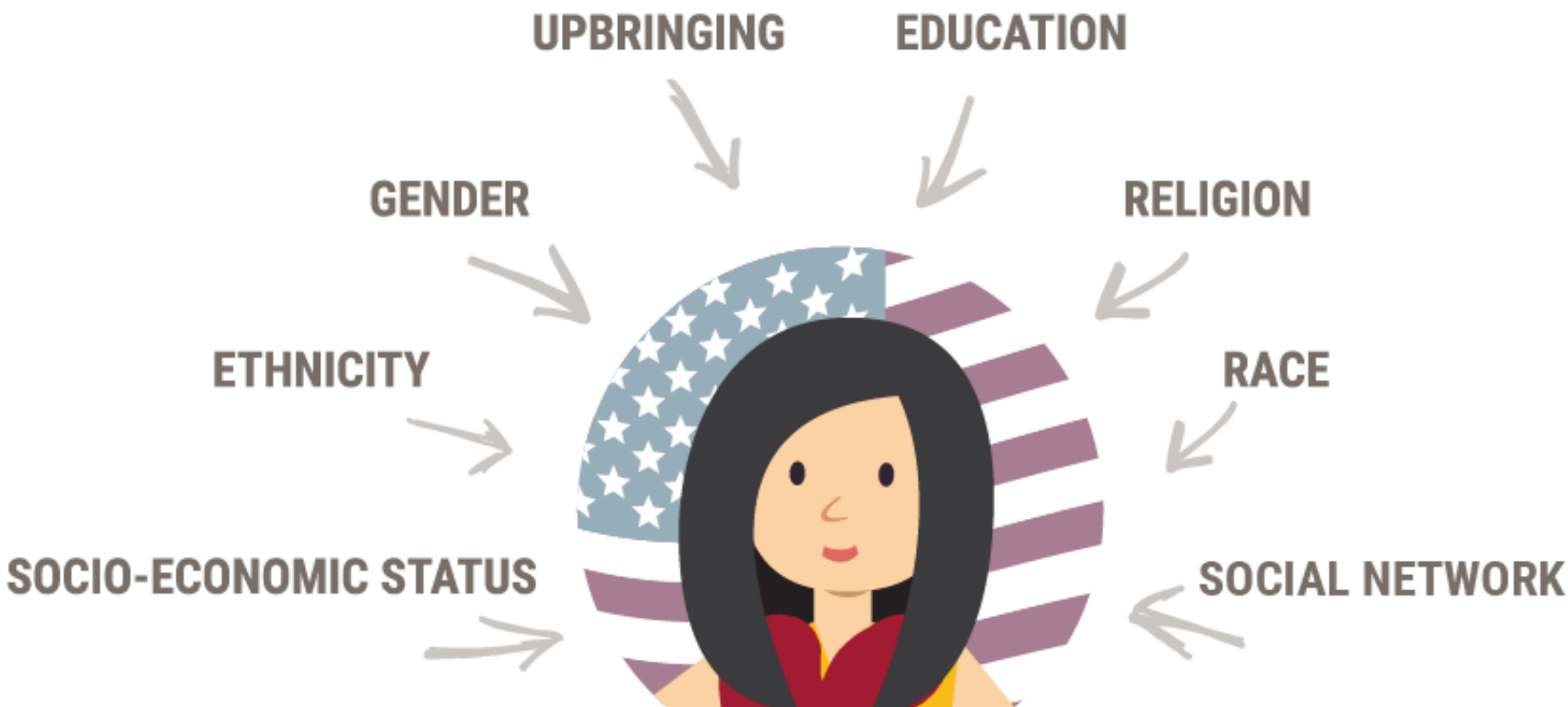
A Practical Guide to Sharing History in a Divided Country



Final Thoughts

# Individual Values, Attitudes, and Beliefs



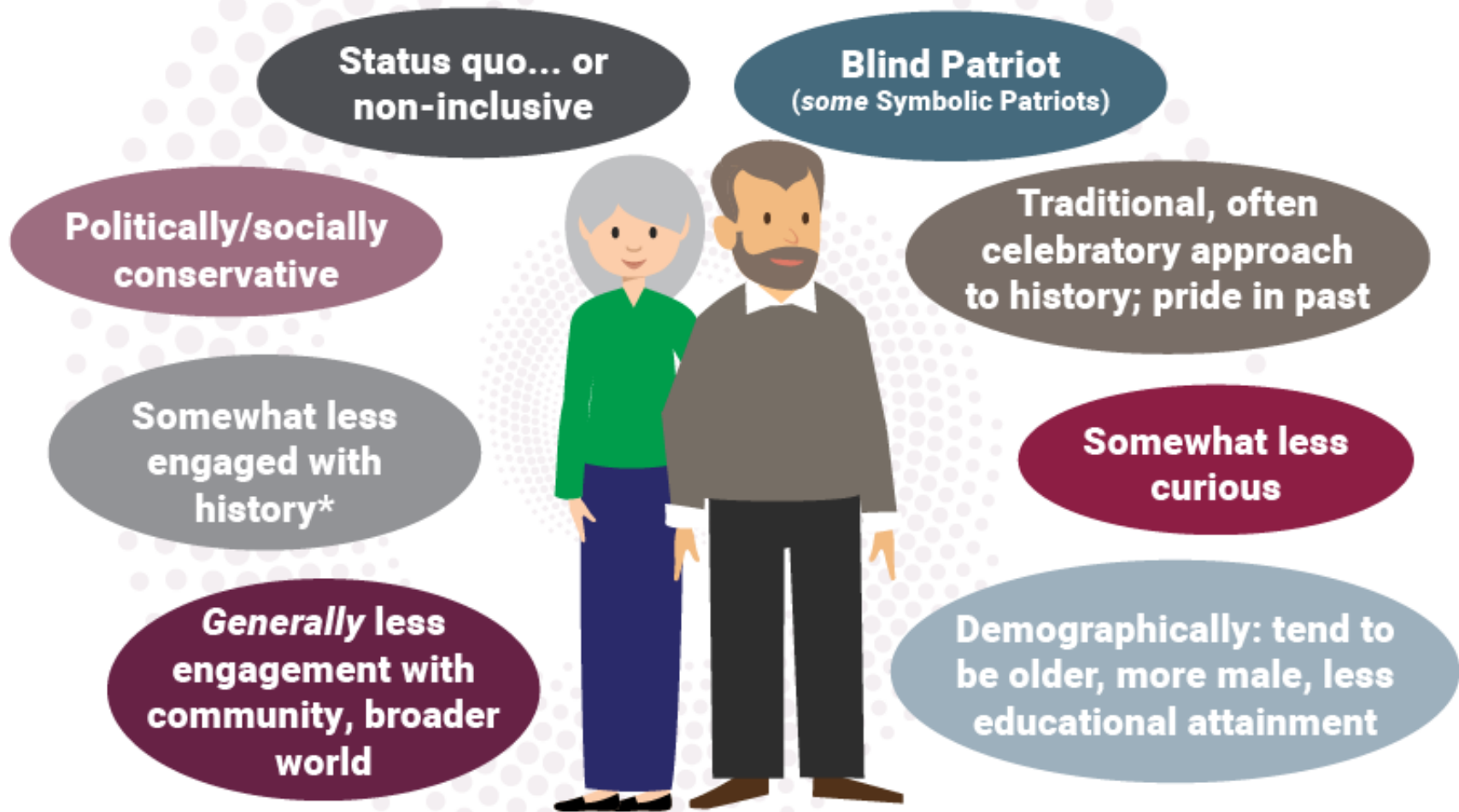


**VALUES – ATTITUDES – BELIEFS**



In this research there was a strong clustering of values, attitudes, and beliefs that affected how people viewed the past and our country ... and it reflected the current polarization in our society.

# TRADITIONALS: More likely to have these traits



\* Exception: small segment of "history buffs" that are heavily engaged in history

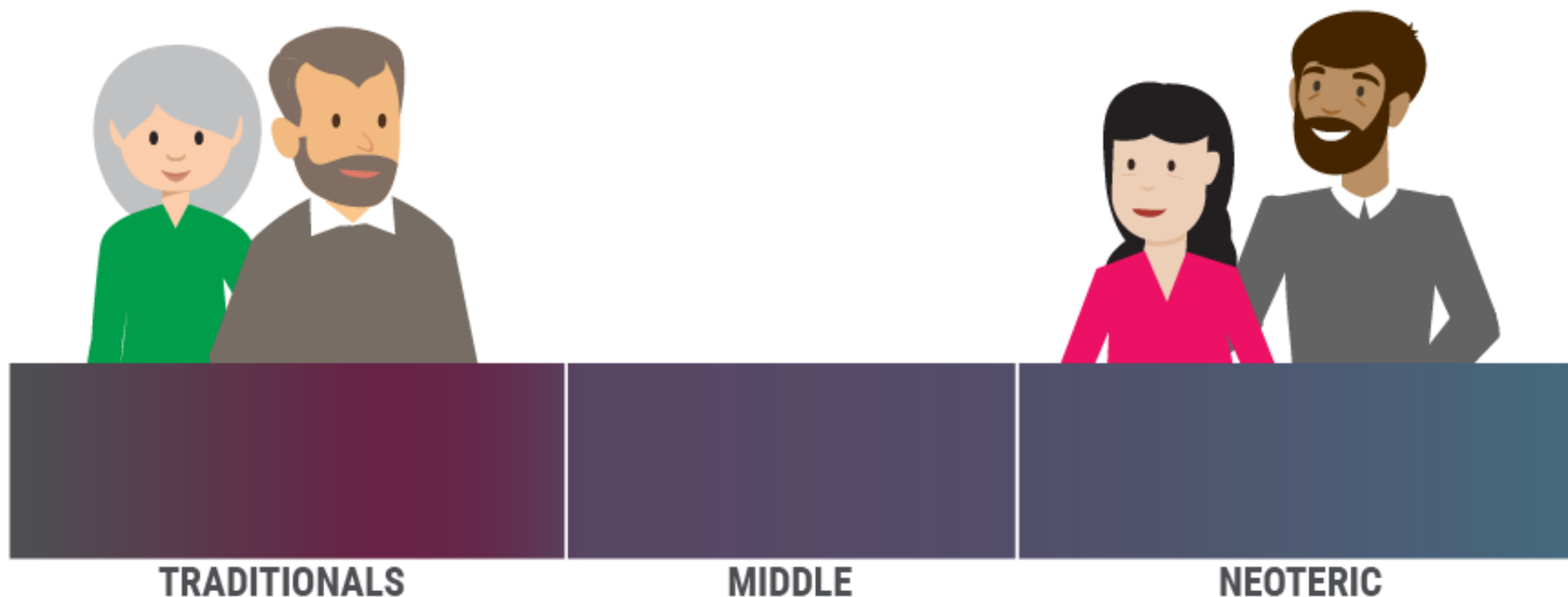
# NEOTERIC: More likely to have these traits



Neoteric: adjective that describes new or modern ideas; from the Greek *neos*, for new

# SPECTRUM OF VALUES, ATTITUDES, AND BELIEFS

## Likely History-Museum Goers



For the majority of people, these clusters hold largely true ... though some may differ on an attribute or two, or vary in intensity of feeling.

Thus, these clusters of values, attitudes, and beliefs affect how the United States and its past is viewed.

We'll be discussing *much* that divides us ... and some things where we don't differ that much after all.

# Attitudes Toward History



# BROADER PANEL TAKEAWAYS

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**HISTORY IS VALUED AND IMPORTANT**



**BUT ENGAGING WITH IT ISN'T RELAXING**



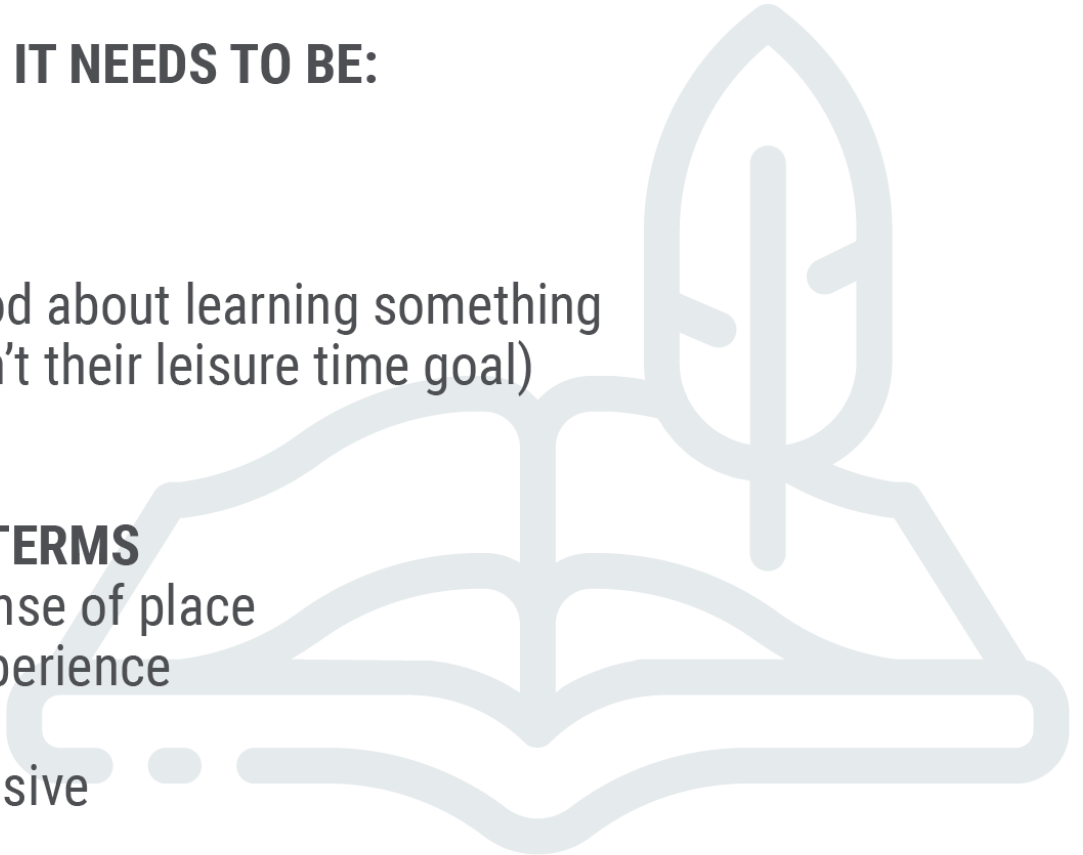
**TO BE COMPELLING, IT NEEDS TO BE:**

- Interactive
- Hands-on
- Living history
- Make them feel good about learning something (even if learning isn't their leisure time goal)
- Inclusive



**HISTORY ON *THEIR* TERMS**

- Contributions to sense of place
- Control over the experience
- Not feel like work
- Be honest and inclusive





When it comes to how the past is shared, there was a theme that came out far more strongly in the broader panel than the panel of museum-goers.



This indicates that lack of inclusion may be a barrier to history engagement, rooted in how history is taught in school and continuing to how history is presented, or perceived to be presented, today.

# Patriotism and American Identity





# TYPES OF AMERICAN PATRIOTISM (OR NOT)

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## **BLIND PATRIOTISM:**

- A concrete and uncritical support of national policies and practices
- *Can* be rooted in American nationalism
- Increases affection for in-groups
- *"The United States is the best country on earth."*



## **SYMBOLIC PATRIOTISM:**

- More abstract and affective attachment to nation and its core values
- Separates out affection for country from support for its institutions and policies
- Increases affection for out-groups
- *"The United States is a great country ... but so are others."*



## **MINIMAL/NO PATRIOTIC IDENTITY:**

- Not part of their identity ... or feel betrayed by the United States
- Generally feel that other countries are better

# FREEDOM

**“Being American to me means freedom...”**

– KELLY (MUSEUM-GOERS PANEL)

**“Being American means being free.”**

– CHILLMONGER (BROADER PANEL)

# ● TRADITIONAL CLUSTER VALUES

**LIBERTY**

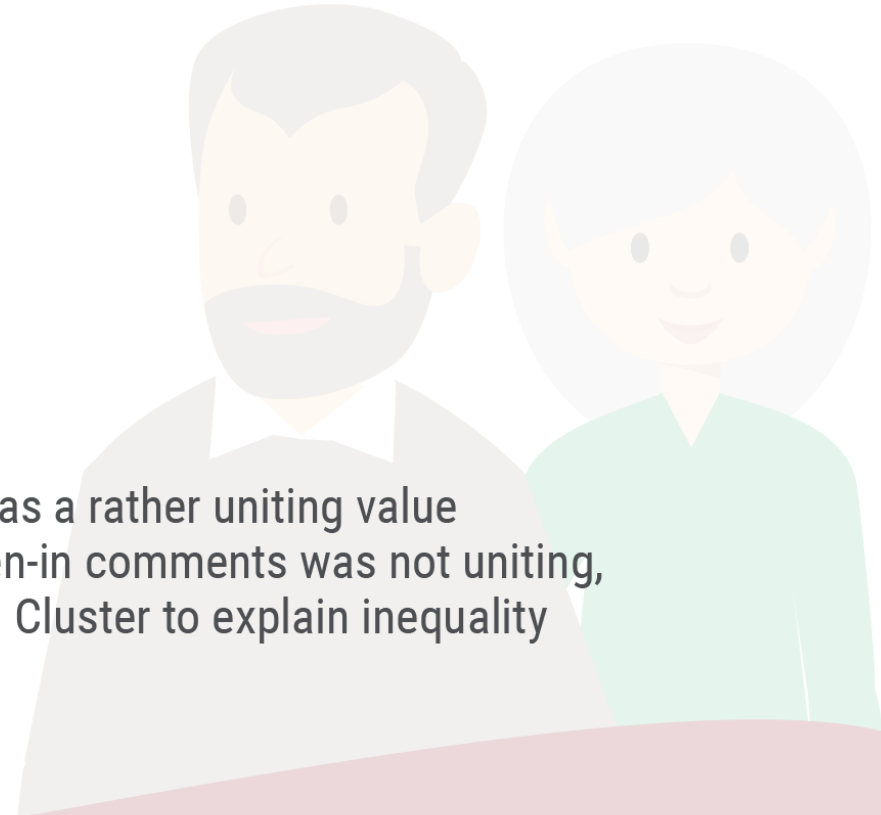
**COURAGE**

**AMERICAN DREAM**

**EXCEPTIONALISM**

**OPPORTUNITY**

- In quantitative analysis, this word appears as a rather uniting value
- BUT ... the way this word was used in written-in comments was not uniting, but instead used by some in the Traditional Cluster to explain inequality



# ● TRADITIONAL CLUSTER VALUES

Additionally, written-in comments and panel comments brought other themes forward:

## SELF-RELIANCE, WORK ETHIC

“Earning your own way, protecting yourself and your family and working towards improving the country are what the United States was founded on.”

– DSAR93 (MUSEUM-GOERS PANEL)

“... a strong work ethic that rewards with personal satisfaction and a decent standard of living.”

– GEORGE D (BROADER PANEL)

## RELIGION AND SACRIFICE

Virtually *all* religious comments came from Traditional Cluster

“So, yes, I very much believe that America was founded on Christian principles and biblical foundations.”

– AERISKATE (MUSEUM-GOERS PANEL)

“True appreciation of our great country and all of the people in it, giving thanks to God and all who came before to sacrifice to give all that we have.”

– MUSEUM-GOERS SURVEY

Religion and sacrifice came up far less in the broader panel

# NEOTERIC CLUSTER VALUES

EQUALITY

DIVERSITY

TOLERANCE

Written-in addition:

## IDEA THAT AMERICA DOES NOT LIVE UP TO OUR FOUNDING VALUES

**“It was stated this country was founded with all people being created equal, but America, and Americans have failed at that. The founding documents must be held to the language it contains for all Americans. We need to honor those documents to make all peoples equal.”**

– MUSEUM-GOERS SURVEY

There was also pushback within this cluster about American founding values in the first place

**“There are not any particular values that I would associate with being uniquely American. For example concepts such as courage, honor, duty, freedom, ingenuity, creativity, etc. can be found in many people, no matter what country they live in.”**

– ANCATDUBH1980 (MUSEUM-GOERS PANEL)



# AMERICAN IDENTITY: TAKEAWAYS

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## TRADITIONAL CLUSTER

- Prefers an America that aligns with their more traditional values ... which tends to make them Blind Patriots
- *Most* desired what they perceive as a benign status quo, which can include:
  - Tolerance is something you put up with
  - We are not hyphenated Americans
  - People of color should assimilate into existing mainstream culture
  - Desire for unity and a common story ... which tends to be celebratory and not that inclusive
- But *some* are fighting hard for a celebratory white history ... and deliberately avoiding or loudly condemning more inclusive stories
- In broader population, the Traditional Cluster is less likely to visit history museums
  - But a significant segment of history museum-goers are Traditional

## NEOTERIC CLUSTER

- Prefers an America that promotes equality and diversity ... which tends to make them Symbolic Patriots or to not have patriotic identity
- *Most* desired a more inclusive America, as they felt it aligned with ideals of our country
  - Tolerance means acceptance
  - We are all our own cultures/identities
  - There are many stories that contribute to our country's story
  - Equity matters
- More likely to visit history museums, casually or regularly

# Lenses of American History





# LENSES OF AMERICAN HISTORY

**People's values, attitudes, and beliefs strongly influenced how they examined and considered American history**

- Perceptions of museum neutrality
- Historical empathy
- Difficult history
- Whitewashing the past
- Sharing *everyone's* stories
- Race and inclusion

That extends to our country's  
founding stories.



## WHICH FOUNDING STORIES?

Traditional Cluster felt balance was everyone's stories, but *especially* the Founding Fathers

**“I think the Founding Fathers did a great job and their values are still valid today, though sadly not entirely embraced some of the public ... The size of the exhibit devoted to the role of blacks in the Revolutionary War in the local Revolutionary War museum would lead the uninformed to believe that they played a major role. I call that revisionist history. ”**

– MUSEUM-GOERS SURVEY

Neoteric Cluster felt balance was including the Founding Fathers, but emphasizing a more diverse and honest history

**“The founding stories of our country are not romanticized in my mind in any way. They are mostly stories of a country that was taken by force. Although the end product we have here today, in my view is great, the way we went about obtaining the current state we are in is very deplorable. First our country was founded because rich white men did not want to pay their taxes. Then our country expanded by stealing it from the natives. All these stories are very important because it's who we are. That doesn't make it right though. ”**

– JOSH S (BROADER PANEL)

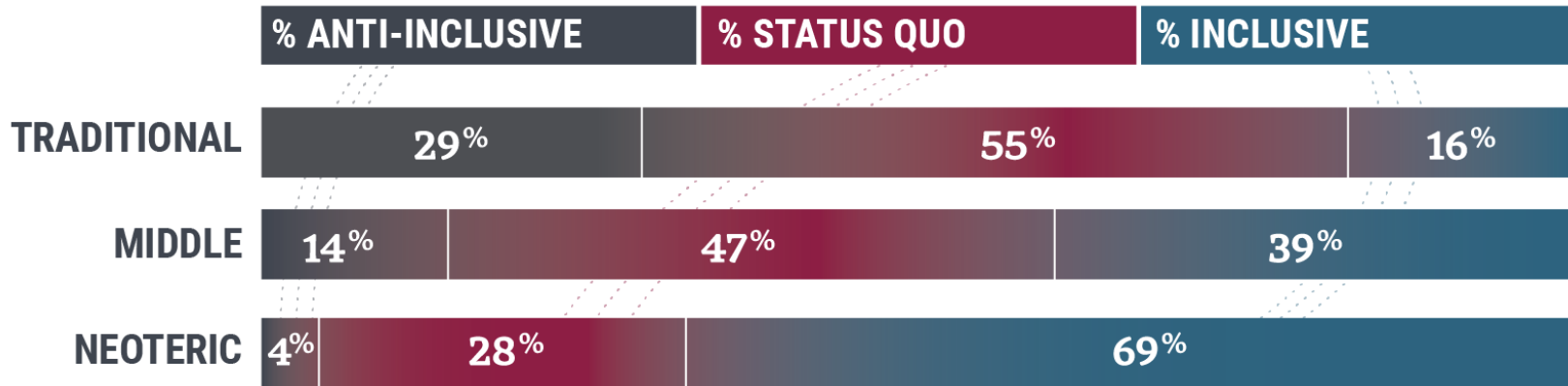
**Because virtually all of the divisions that affect how we view the past are rooted in differences in attitudes around one thing.**

**Race.**





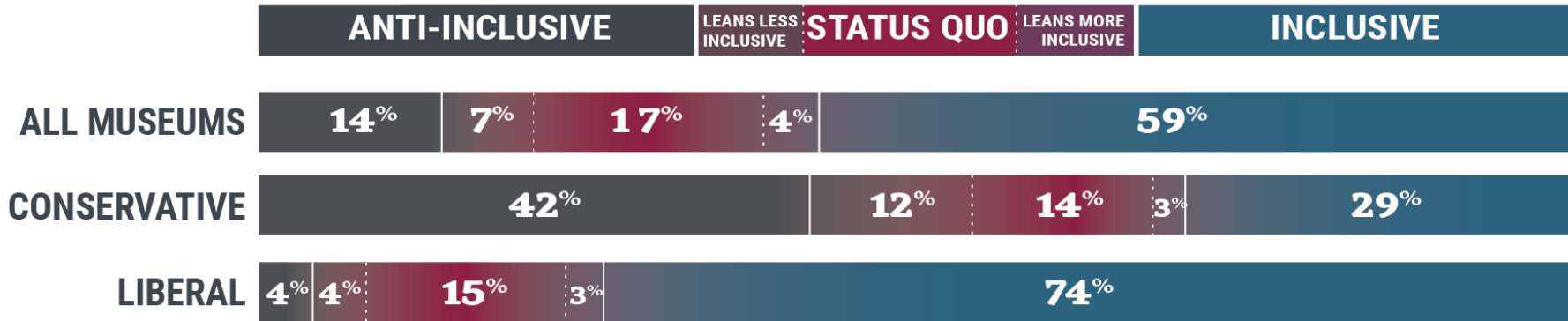
# INCLUSIVE ATTITUDES BY CLUSTER (ESTIMATE)



- ✘ **ANTI-INCLUSIVE:** Can range from extreme white nationalists to those who actively avoid any inclusive content
- 📄 **STATUS QUO:** Neither seeks out nor avoids inclusive content; largely satisfied with long-standing presentations of history. Exposure to inclusive history can range from none to quite a bit.
- 🕒 **INCLUSIVE:** Actively seeks out inclusive content and/or explicitly wants museums to include inclusive stories of the past



# INCLUSIVE ATTITUDES (2022 ESTIMATE)



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All of these fears and emotions, across the spectrum, are palpable and strong ... and a central part of how people think about the past and this country.

And they all want you to present  
what they think is a balanced  
narrative.



# SEEKING BALANCE

## FOR THE TRADITIONAL CLUSTER:

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How history was presented in the past was balanced ... and the addition of more inclusive stories has put it out of balance, to the loss of what they consider to be “important” history.

## FOR THE NEOTERIC CLUSTER:

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How history was presented in the past was imbalanced ... and the addition of more inclusive stories has put it closer to balanced.

This imbalance underscores why there is no neutral position.

And this all affects what they want  
for America in 2026.

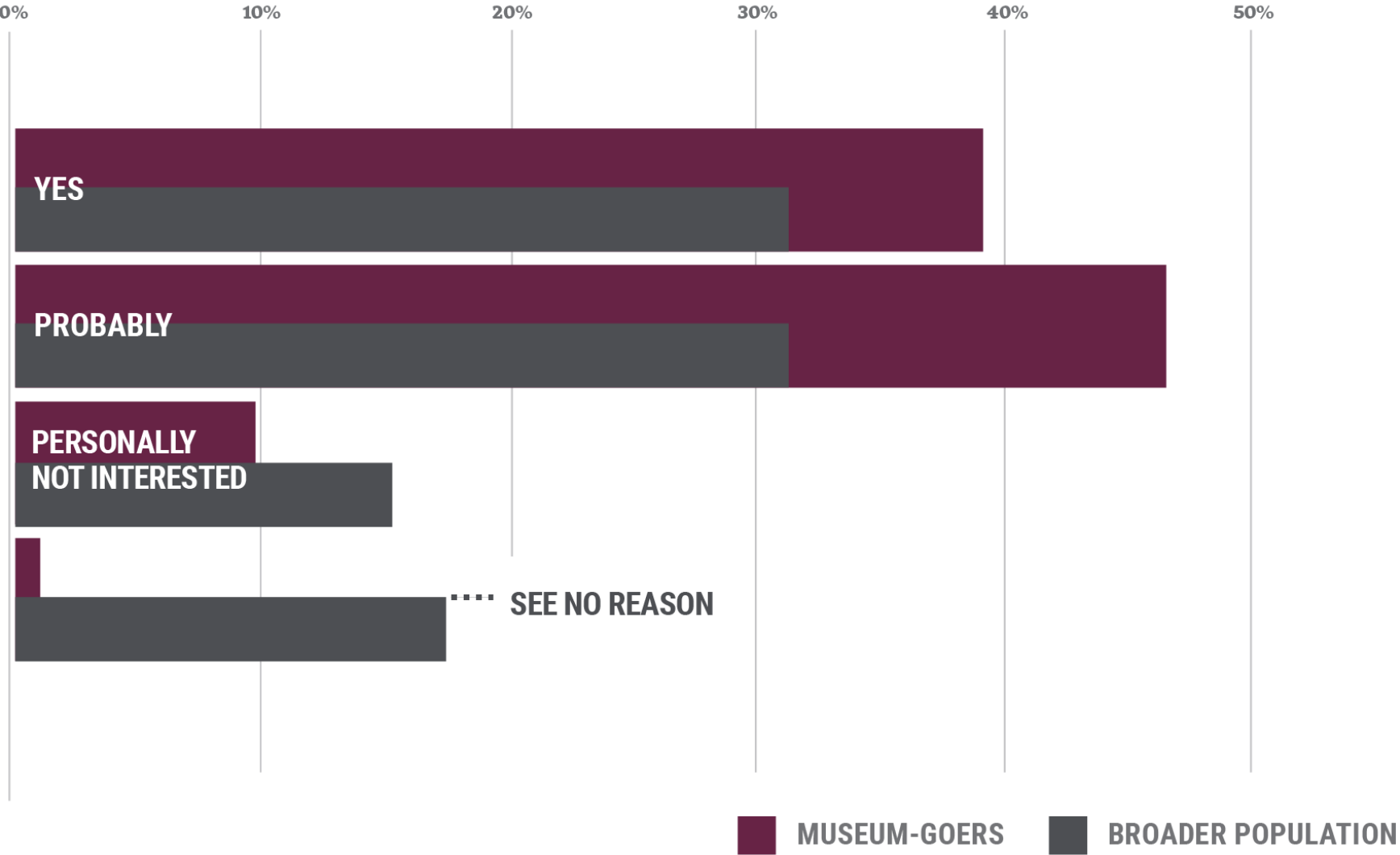
# America: 2026



First the good news.

The majority of Americans DO want  
to mark the 250<sup>th</sup>.

# Will You Do Anything to Celebrate the 250th?



86% of museum-goers, and 2/3 of the broader population, reported they are likely to want to celebrate the 250th



But their enthusiasm wasn't universal ... and they had different ideas of *how*.



# ENTHUSIASM DIFFERENCES

Traditionals were much more enthusiastic

“

**Let's throw  
a big party!**

– MUD WINTER (MUSEUM-GOERS PANEL)

**I would love to see  
grand celebrations  
throughout the year.**

– DAKOTA2265 (BROADER PANEL)

”

Neoterics had a more muted response

“

**Willing to entertain  
options presented. ”**

– MUSEUM-GOERS SURVEY

Or to approach it with more wariness  
**Especially broader panelists**

“

**I really am not that  
interested in this as a piece of  
history, so I wouldn't really care  
if it is commemorated in my  
local community.**

”

– A B (BROADER PANEL)

# TRADITIONAL CLUSTER AND THE 250TH

## ★ MUCH MORE ENTHUSIASTIC

## ★ IT IS A CELEBRATION, FOCUSING ON POSITIVE STORIES OF OUR FOUNDING AND VALUES

## ★ DEVELOPING PRIDE

“One word comes to mind: PRIDE! Yes, our country struggles with many of today's issues, but that is nothing new. There have always been struggles, and we have always had differing opinions. But, with the 250th anniversary of this pivotal event in our history, we need to focus on bringing all Americans together through pride in their country. This anniversary is further proof that the USA is here to stay, and our approach to existence works. Freedom works.” – LOLLIE S (MUSEUM-GOERS PANEL)

## ★ HONORING FOUNDING FATHERS

“I'd like to see special parades and community pride reignited and our Founding Fathers once again revered.” – CHASINGHAWK (MUSEUM-GOERS PANEL)

## ★ SENSE OF SACRIFICE

“For history museums and historic sites, I would like to see programs that are full of the American Spirit! I would put in place exhibits that show the great men and women who fought so bravely to achieve our Independence!” – POTTERYLOVE (MUSEUM-GOERS PANEL)

## ★ UNITY

“I would like the outcome of the events associated with this celebrations to bring about unity of our nation.” – AMILLEROH (BROADER PANEL)

# NEOTERIC CLUSTER AND THE 250TH

## ★ WANT A MORE THOUGHTFUL, INCLUSIVE COMMEMORATION

## ★ NOT JUST FOUNDING FATHERS

"I think we should broaden it, and not just focus on the Founding Fathers." – LYNF (MUSEUM-GOERS PANEL)

## ★ EMBRACING DIFFERENCES

"I would like the United States to be different. I would like to see more positivity and also to respect and embrace each other's differences." – RENEE1984 (BROADER PANEL)

## ★ DIVERSE HISTORY

"I would immediately restructure to hire staff of color and hire consultants and experts to bring in Native, Black, and Latinx voices. I would like to see other stories told." – CRAMIREZ (MUSEUM-GOERS PANEL)

"I'd also get input from Native American communities on how to communicate the cost of forming this country to them and their legacy; nobody should go through the 250th thinking wow, there was this win-win situation when the nation was born." – WOODBA (BROADER PANEL)

## ★ A LOT OF "WORK IN PROGRESS"

"I would hope the outcome of these events would help us all focus more on who we are as a nation and whether we are reflecting the values championed and authored by our founders. Quite simply, are we practicing what our Founding Fathers preached?" – FELICITY R. BIJOU (BROADER PANEL)

So what are the ultimate outcomes  
desired from the 250<sup>th</sup>?

It varies.



# OUTCOMES: PRIDE ... OR BECOMING BETTER?

## MORE TRADITIONAL

**“My hope is simple and singular. That the events of the 250th would reignite a healthy national pride and our love for our country.”**

**– JEN OF THIS FAMILY BLOG  
(MUSEUM-GOERS PANEL)**

## MORE NEOTERIC

**“2027 needs to see us better.”**

**– AMBER (MUSEUM-GOERS PANEL)**



## OUTCOMES: UNITY ... OR EQUITY?

MORE TRADITIONAL

**“I want  
Americans to  
be one again.”**

– RMOS83 (MUSEUM-GOERS PANEL)

MORE NEOTERIC

**“We still have work  
to do on living up to  
our values and  
ideals, legacy of  
slavery, and  
economic and social  
inequity.”**

– MUSEUM-GOERS SURVEY



# HOPES FOR 2026

## MORE TRADITIONAL

Focus on greatness, pride, maintaining rights and liberty, honoring the past, and, for some, religion

**“Return to the values that made this country strong: self-independence, acknowledging God as the Divine inspiration for our founding documents and the need for our culture to return to a moral society, emphasizing standards of truth, virtue, liberty and freedom.”**

– MUSEUM-GOERS SURVEY

## MORE NEOTERIC

Focus on inclusion, diversity, equity, with a number also commenting on fighting climate change and fair elections

**“More equality for all. More universal care for citizens and acceptance and appreciation of diversity and it's beneficial effects to our society.”**

– MUSEUM-GOERS SURVEY



# THE 250TH TAKEAWAYS

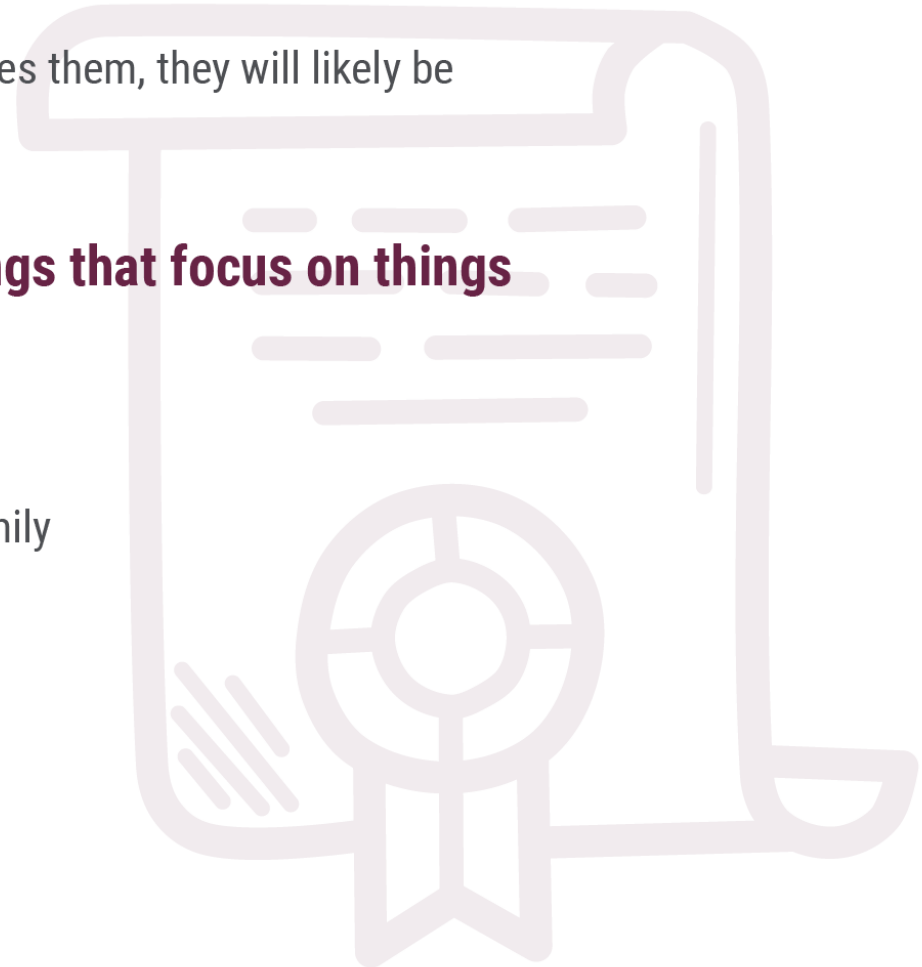
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## **The Traditional Cluster is excited and enthusiastic about the 250th**

- So long as some of your programming engages them, they will likely be satisfied

## **This means positive, celebratory things that focus on things that *do* unite us**

- Freedom
- Value of history
- And things we all enjoy ... food, fireworks, family



# THE 250TH TAKEAWAYS

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**But there are many in the Neoteric cluster, which includes a significant part of the broader population, that want to see more inclusive, even meaningful content as well**

- Ways that encourage critical assessment of how our country is doing in fulfilling our values
- And ways that are inclusive of a diverse population
- For them, a *purely* superficial celebration will read as insensitive
  - They are seeking a more thoughtful balance of fun and inclusive activities



So consider how to frame the 250<sup>th</sup>  
in ways that Traditional audiences  
feel good about ... while also giving  
more skeptical Neoteric audiences  
something to feel pride in.



# POTENTIAL MESSAGING THEMES

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The 250th as a “Commemoration”



Exploration of freedom



Sense we are striving to achieve freedom and equality of opportunity for all in America



But we have to know history to achieve those values



And Americans can help be part of that process of making that better American future... through history



Inclusion of all stories

# POTENTIAL MESSAGING

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**Because the Traditional Cluster is all in anyway for the 250th ...**

- And Traditional non-visitors are least likely to become visitors

**While growth can be found with the Neoteric cluster in the broader population ... who want that inclusive history and admission that we are still striving for a more perfect union**



# A Practical Guide to Sharing History in a Divided Country



(2021 update from *Audiences and Inclusion*)

# STEP 1:



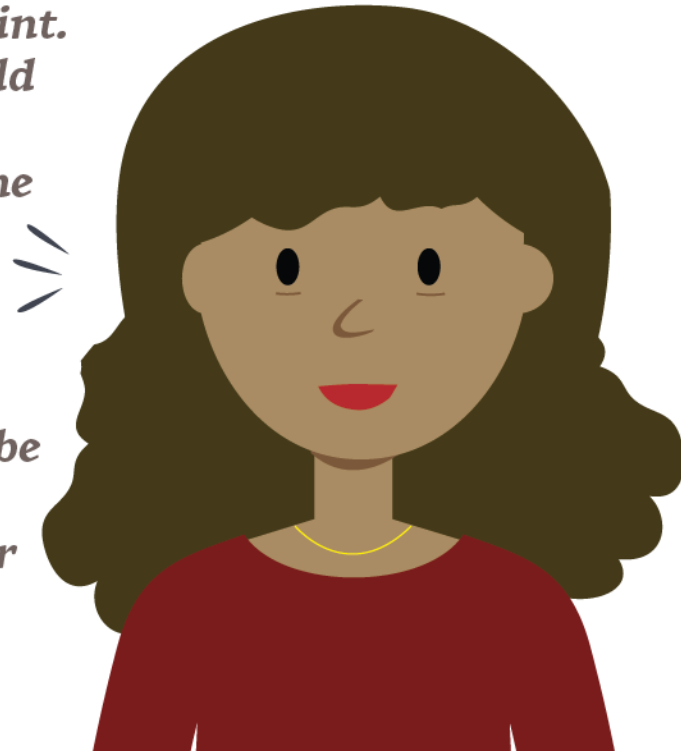
Acknowledge your bias from the beginning..... and then encourage your visitors to do likewise.

**STEP 1A** Create a plan to address your bias, e.g., advisors, team approach, etc., and be upfront about it with your audiences.

We are all human, and so we all have biases. Acknowledging them from the beginning engenders trust, and (gently) asking your audience to consider their own biases puts them into a mindset that is more open to nuance.

You don't have to be as obvious about a bias statement as we were in the beginning of this presentation, but consider ways to proactively share your own biases and how you strove to mitigate them.

*“Everyone has bias. We all perceive from our vantage point. Museums should keep their core content with the bias shared. This would allow people to reaffirm what they believe or be challenged to reexamine their bias.”*



## STEP 2:



Reinforce their aspirational identity as curious, open-minded, and/or well-rounded individuals.

(This aspirational reinforcement makes it more likely they will live up to those descriptors and consider new content or perspectives.)

There is something lovely about aspirations: they make it more likely someone will strive to achieve those aspirations. And that is basic human psychology that can be deployed to achieve prosocial outcomes. Since most people see curiosity, open-mindedness, and well-roundedness as positive attributes, reinforcement of those aspirations can actually help people become those things in practice.

***“I am learning more and increasing my worldview (and hopefully others are too!).”***





# STEP 3:



**Spark curiosity:** Hedonic curiosity to provide positive feedback loops while also providing new content and ideas, and eudaemonic curiosity to enjoy the ride to unexpected conclusions.

Since we just validated aspirational identity, now is the time to create information gaps that stretch visitors just a bit. This stretching happens in two ways: 1 – ideas just outside of their normal worldviews; and 2 – helping visitors be more comfortable with uncertainty or even ambiguity. Both help them approach a complicated world more openly.

*“Sometimes I will discover something cool at a museum that leads me to become really interested in a topic I otherwise never knew about.”*



# STEP 4:



Engage in dialogic questions.

**STEP 4A:** Present them with questions that their worldviews may not have considered.

**STEP 4B:** “Consider this...”

**STEP 4C:** And practice courageous empathy by being open to their answers.

Because of the **intuitive epistemology** we all practice, reframing questions is crucial. Now that visitors are in a more open mindset, and are seeing information gaps, help them formulate new questions that continue to help them stretch. “Consider this” is a great way to introduce a new question in a non-threatening way. But mutual respect is important here. Sometimes, the answers visitors give may still not be inclusive. If we disparage those answers, we lose our credibility and our opportunity to try again.

*“I prefer to learn without being force-fed ... I suppose that means I prefer to be left with open-ended questions to ponder, as opposed to feeling challenged in a confrontational way.”*



# STEP 5:



Give them the facts. ALL the facts.

**STEP 5A:** That includes multiple perspectives.

**STEP 5B:** And it includes telling the truth, even when it changes our understanding of the past, different cultures, or others.

**STEP 5C:** This means trusting audiences with the facts, the perspectives, and our changed understandings.

More Traditional audiences often say “just give me the facts, and I’ll make up my own mind.” Thus, it is entirely appropriate to do just that, and give them all the facts. The trick is that sometimes those facts you share may not be what is expected. Hopefully, their curiosity has been sparked enough to consider those new facts thoughtfully and respectfully.

*“I like when facts or multiple viewpoints are presented, but done in a way that is evidence based and allows the viewer to make decisions for themselves.”*



# STEP 6:



Show your work.

Trust cuts both ways, so you need to share your process and sources, and identify advisors.

In a time of alternative facts, showing your work is more important than ever. This can be as basic as footnotes in an exhibition or tour guides saying a list of sources can be located on your website. To be honest, it doesn't matter if few, or any, visitors actually check your references. The fact that you are providing that evidence signals credibility.

***“Everything should be sourced so that you know it has not been sourced from a lie.”***



# STEP 7:



Mainstream inclusive content.  
And *never* apologize for being inclusive.

When museums, as highly-trusted community institutions, mainstream inclusive content, it helps community belief systems shift to embrace it as well. And when that happens, visitors better contextualize detractors as outliers, and instead are more likely to choose acceptance, tolerance, and understanding. Besides, mainstreaming inclusive content is the overall goal for all of our inclusive practice. Period.

*“Museums can be an important place to show voices that are left out in mainstream discourse.”*



# STEP 8:



Pace your work at the "speed of trust."

Some of the content you share may be difficult for some visitors, especially if it represents a change from what they thought they understood.

**STEP 8A:** Do not make them feel dumb.

**STEP 8B:** Do not preach.

Pacing. It is so hard to slow down our work to bring others along with us. Yet that is crucial if we are going to expand the number of people who want inclusion. So think through how we are presenting content, and ensure it allows for empathy to grow.

*"If we're just exposed to things that are new & different, but we're not prepared for these things, we close ourselves off and resist changing our hearts. If our beliefs are challenged but we do not feel as though our experiences are understood, we become hostile and defensive. But when we are met where we are and gently guided to new ideas, if we can see our own experience reflected in the perspectives of others, then our hearts become fertile ground for empathy, understanding, and transformative change."*



# STEP 9:



Be a forum for civil discourse.

Here's the thing: most museum-goers are not asking museums to be places of civil discourse. But when museums do it effectively, it can be transformative. This is a case of do it even when we are not being asked to.

*“Teaching people how to peacefully disagree about topics and positions is how you open dialogue and teach non-violent communication skills.”*



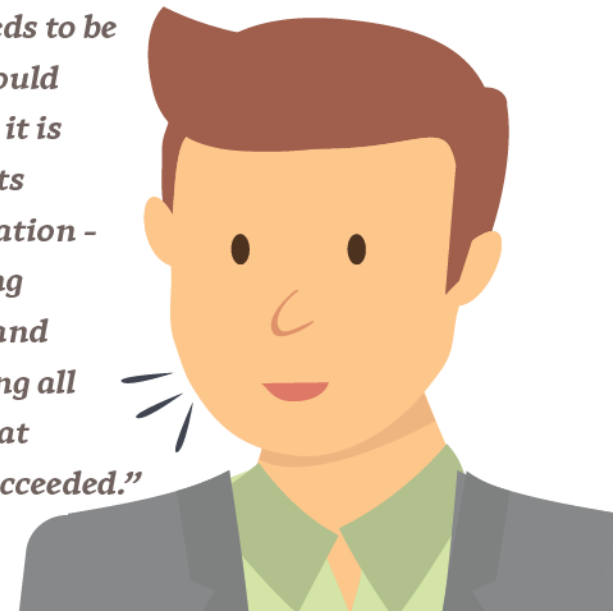
# STEP 10:

Your visitors are human, as are you. There will be bias on both sides. There will be controversy.

**STEP 10A:** Accept that, despite your best efforts, you will not be 100% successful. A few will simply not accept more inclusive (and “changed”) content.

Accept the failure and accept the controversy. Have the confidence to know you are doing your best and planning the most effective path. That also makes it easier to keep your focus on your goal (and not let detractors stop your work). The controversy can also be an asset, as it lets those from the broader population of non-visitors know your work is more inclusive than they thought, enabling you to expand your audience as well.

*“So many organizations and individuals are afraid to take a stand for what is right - and ironically, those organizations and individuals become irrelevant because they are afraid of being controversial ... I think people are actually drawn to organizations and individuals who are willing to make powerful enemies by saying what needs to be said. The worst thing you could say about an exhibit is that it is boring. If an exhibit prompts heated, passionate conversation - if you go home and have long conversations with family and friends - if people are posting all over social media about what you are doing - you have succeeded.”*





# Final Thoughts ... and a Sneak Peek at New Research



**1**

**Our values, attitudes, and beliefs affect how we approach the past ... and the divisions in our country extend to history.**

**2**

**That history is highly valued ... but a lack of inclusion is a barrier to engagement.**

**3**

**Yet the majority hold values about our country that they honor and respect ... and will want to acknowledge in 2026.**

The 250<sup>th</sup> is an opportunity to  
engage broader audiences  
meaningfully ... but we can start  
now.

**“ Hopefully, we will have given up the divisiveness that dominates today and will be reaching for a better understanding and empathy for the experiences, contributions and sacrifices within the diversity that contributes so much to the greatness of our country. We will also recognize that, as humans, we have made mistakes and will continue to admit to them, learn from them and continue to strive for that 'more perfect Union' for everyone in our diverse population.**

**– MUSEUM-GOERS SURVEY**

**”**

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