



*From #myspace to #sharedspace: Has tech
changed our relationships with visitors?*

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NATIONAL
MARITIME
MUSEUM



Physical

Online



Mobile





The connected audience

- * Control
- * Choice
- * Challenge
- * Collaboration
- * Connected
- * Community

I share therefore I am (Nielsen, 2010)



The connected audience

“Visitors will come to the Museum with more technology in their pockets than is available in the entire museum”

Appelbaum, 2008

“... young people growing up in our time are not only immersed in apps: they’ve come to think of the world as an ensemble of apps, to see their lives as a string of ordered apps”

Gardner and Davis, 2013, p.7

“Mobile devices have become indispensable to peoples’ lives and are driving massive changes in consumer behaviour”

Google May 2012

Pilot study data

Onsite (n=100)

- 71% own tablet
- 96% own smartphone
- 42% want to download tour before a visit
- 28% 10-20 apps/26% 20-30
- 82% Facebook / 30% LinkedIn/ 49% Google+

Online (n=84)

- 65% own tablet
- 62% own smartphone*
- 46% want to download tour before a visit
- 20% 10-20 apps/27% 20-30
- 61% Facebook / 35% LinkedIn / 48% Google+



Jewish Museum Berlin: testing tour app

YES:

- Interesting and diverse information
- Can make own decisions on pathways
- Good didactic tool

NO:

- Too much info and distraction from original object
- The guide decides where you go – little choice
- Works for specific audiences who feel comfortable using it



Do we need new methods?

Can we “wordle the tweets”??

@skygirrl Just smelt stick insect (Phasmid) poo. Like eucalyptus. How often so you get to say that in the city?

@kymtje Tonight I stroked a python, smooched a diprotodon and snorgled a Goliath stick insect. Epic amount of awesome.

@hilocarmel Going through Hyde Park after #jurassiclounge OH: Look there's a possum. Hey we've just seen your skeleton! And your brother, who's extinct!

@amyariel It's super fascinating looking at the mammal bones- bats kinda have long fingers in their wings

Also consider/analyse: Instagram posts / Pinterest repins



Do we need new models?

1. Social science: museum → audience
2. Consultation: audience → museum
3. User-generated:
museum → audience → museum → audience
4. Building Community: ongoing conversation

Examples



facebook Home Profile Friends Inbox Lynda Kelly Settings Logout

All About Evil
Global

Basic Info
Type: Entertainment & Arts - General
Description: The Australian Museum is developing an exhibition with a working title "All About Evil". The exhibition will not take a 'classical' museological approach to the topic, rather it is intended that the exhibition select a range of historic narratives, legends and myths, sagas and folklore, superstitions and contemporary belief systems to explore both the popular and exotic concepts of evil and how these concepts have shaped cultural perceptions and behaviour.

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Location: 6 College Street Sydney, Australia

Members
Displaying 8 of 60 members See All

Richard Kowalik, Karen Player, Lynne Teather, Alice Livingstone, Nick Casey, Mal Booth, Anise Mitchell

evil

View Discussion Board
Message All Members
Edit Group
Edit Members
Edit Group Officers
Invite People to Join
Create Related Event
Leave Group
Share

Officers
Bliss Jensen (Australia)
Administrator

Group Type
This is an open group. Anyone can join and invite others to join.

Admins
Lynda Kelly (creator)

Discussion Board Applications Bookmark Groups Ajay Ranipeta



Participation??

<http://musdigi.wordpress.com/2014/03/07/when-we-talk-participation-what-are-we-actually-talking-about/>



WELCOME ★
TO
THE POP-UP
★ MUSEUM!



Organisational change

“The use of the internet will inevitably change museums. ... The change when it comes, will not be merely technological but at it’s core philosophical.”

Huemann Gurian, 2010, p.95

“If you invite people to really participate in the making of a museum, the process must change the museum.”

Spock, 2009, p.7

[digital] “...puts **users** and not the organisation at the centre of the equation. This is threatening, but also exciting in that it has the potential to lead to **richer content, a more personal experience.**”

Ellis and Kelly, 2007

19th century museums for 21st century audiences

- Physical experience still key (Falk, 2014)
- Constructivism still relevant (Kelly, 2013a)
- Research agenda based on new learning modes?
- Organisational learning (Kelly, 2013b)
- Lessons from tech?



Lessons from tech 1

Museums

- Conservative
- Authority-led role
- Top-down communication
- Traditional approaches to working
- Work to long time frames

Tech

- Disruptive
- Consumer as authority
- Community driven / sharing
- Agile approaches to working
- Rapid response



Lessons from tech 2

1. Think about how people will use the ~~application-program~~
2. Consider environmental conditions
3. Develop a comprehensive ~~test~~ **formative evaluation** plan
4. Actively engage users in testing
5. Engage users up front in ~~app~~ **program** design
6. Prototype, prototype, prototype
7. Build scalability into your ~~app~~-program
8. ~~Include security and lockdown~~
9. Use standard APIs for ~~app~~ interfaces: **we know what works!**
10. Make testing everybody's business

SOURCE: Tech Republic http://www.techrepublic.com/blog/10things/10-tips-for-testing-apps-for-the-real-world/3434?tag=nl.e101&s_cid=e101



Museums as learning organisations

SIGNPOSTS FOR MUSEUMS IN A DIGITAL AGE


MUSEUMS & THE DIGITAL

#musdigi

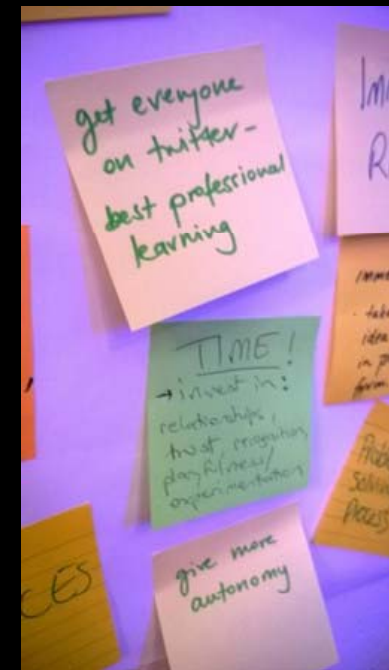
« 21ST CENTURY LEARNING AND BYOD IMPLEMENTATION IN SCHOOLS #NSWDECBYOD » « EMBRACING THE DIGITAL »

#MUSEUMSELFIE DAY

January 22, 2014 by lyndiekelly61



Today is the start of #museumsselfie day on Twitter where we are encouraged to "share #museumsselfie - whether you work in a museum, are a museum mascot or one of the lucky visitors - post your pictures using the tag on January 22nd!" More from @CultureThemes here and @MartiXon here. It has also led to some interesting musings about visitors taking photos in (mostly art) museums and the merits, or otherwise, of this practice. Ed Rodley's piece, [Tilting at Windmills Part Three](#), gives an excellent and comprehensive overview of the issue, raising a whole lot of questions I hadn't thought about before (and a range of really useful links). Ed has also added [More Photography links](#) which are a fun read. In her annual wrap-up of trends, Internet futurist Mary Meeker noted that "... people are now sharing 500 million photos **each day** and that number is poised to **double** year on year." (emphasis added)



<http://mysite.anmm.gov.au/personal/lyndiekelly/Blog/default.aspx>

<http://musdigi.wordpress.com/> #musdigi on Twitter



Museum 101: future skills

- * Content producers
- * Sharing expertise
- * Facilitators
- * Storytellers
- * E-publishers
- * Writing / researching / learning in 140 characters
- * Swiping text, not scrolling text
- * Measured by breadth of networks and connections



Remember who we're here for



