

Visitor Studies Group Conference 2015

# **visitor studies // media sector**

Changing, digitally shaped reception practices:  
What visitor studies could learn from the media sector

Dr. Annette Loeseke | Berlin  
anneteloeseke@gmx.net



- reception- and process-oriented exhibition models and research strategies that respond to actual reception practice

➤ contemporary **audiences**

- Re-thinking exhibiting requires new themes,  
but also new, contemporary exhibition formats

- museum as *contemporary* framework for reception
- instead of neutral space for documentation or transparent framework for universal narratives.

- engaging with the complexity of collections
- accentuate exhibitions and collections as non-finite, changeable, discussable, contradictory and multivalent

- museum as a **framework among other frameworks** of reception, interpretation, meaning-making



- complex, non-representational approach:
- **structures-based and process-oriented**
- as opposed to material- and object-related

- What could we learn from the **media sector**?

- **researching** user behaviour

- supporting museums in **developing new formats**

- wide range of **journalistic formats**

- **serial non-linear structure**

- **cross-cutting themes – horizontal narratives**

- **dialogical, interactive formats / user experience**



- **sources and frameworks as integral part**  
of interpretive processes

## Journalistic formats

- editorial
- comment
- opinion piece
- investigative piece
- report
- background story
- feuilleton
- regular column
- blog
- pieces on social media platforms
- etc.

## **Dr Annette Loeseke**

Cultural Research and Strategy Consulting | Berlin

Lecturer, New York University | Berlin

Guest Lecturer, Reinwardt Academy | Amsterdam

[anneteloeseke@gmx.net](mailto:anneteloeseke@gmx.net)