**ASN1 Reading**

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Read the article up to 19 page, and answer for the followings:

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| (1) | Write **one/two** sentence(s) to describe what this whole article about. |
| ­­­­­­­­­­(3pt) | Answer: The whole article describes emerging technologies, trends, and practices which could be implemented to shape visitor experiences in museums. They are divided by short, mid, and long-term categories based on expected adoption into the mainstream. |
| (2) | Write **one/two** sentence(s) to explain the Long-Term Trends. |
| ­­­­­­­­­­(2pt) | Answer: The two long term trends analyzed in this report are cross-institutional collaboration and newer roles for museum professionals. Cross-institutional collaboration allows museums and other organizations to cost effectively share technology resources and information. Over time, museums have developed from their roles of simply supplying information to becoming centers of community involvement, audience engagement, and advocates for social change. This creates new roles for museum professionals. |
| (3) | Write **one/two** sentence(s) to explain the Mid-Term Trends. |
| ­­­­­­­­­­(2pt) | Answer: The two mid term trends analyzed in this report are data analytics and personalization. With high amounts of data and information entering and exiting museums, data analysis is necessary to process data, identify trends, and make predictions. Emerging technology is currently helping museums perform such data analysis. Personalized museum experiences are highly desired by museum visitors and can be greatly achieved through a museum’s digital presence. |
| (4) | Write **one/two** sentence(s) to explain the Short-Term Trends. |
| ­­­­­­­­­­(2pt) | Answer: The two short term trends analyzed in this report are mobile content delivery and participatory experiences. Mobile content delivery entails utilizing smartphones to better information access to visitors such as through web and mobile app services. Participatory experiences are ways through which museums can enable the community to become engaged and contribute to the museum, particularly through technology mediums. |
| (5) | Develop **one/two** discussion questions regarding Long-Term Trends |
| ­­­­­­­­­­(2pt) | Answer: How can museums establish sustainable cross-institutional relationships with other organizations?  How can museums train their professionals to fit newer roles? |
| (6) | Develop **one/two** discussion questions regarding Mid-Term Trends |
| ­­­­­­­­­­(2pt) | Answer: How can museums utilize new technology such as artificial intelligence to support their data analytic needs?  What technologies can museums use to better visitor personalization? |
| (7) | Develop **one/two** discussion questions regarding Short-Term Trends |
| ­­­­­­­­­­(2pt) | Answer: What features could be included in a mobile application for a museum to better its mobile content delivery to visitors?  What digital technology could museums use to create participatory experiences for its visitors? |