**ASN3-2 Readings**

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| Student Name | Glen Joy |

**(2) Readings (20 pts)**

**Regarding the article “Understanding Museum Visitors’ Motivations and Learning”, answer for followings:**

a) The issues of who visits museums, why people visit, what they do when they visit the museum, and what they learn/remember from their visit are not in fact three separate questions, but intimately inter-related versions of the same question. Explain how these are approached comparing previous way and the way this article explains.

**Previously, these questions were approached by a very “reductionist” way as the author describes. Before, methods attempted to simply answer questions in a very direct fashion rather than truly understanding the museum visitor. Now, a more well-rounded and individualistic approach is being implemented to truly understand the museum visitor as someone who has had life experiences prior to visiting the museum. This approach acknowledges the whole “life-course” of the individual and how the museum is an event which crosses the path of the individual’s life.**

b) The author Dr. John h. Falk proposed clustering all the various motivations visitors ascribe to visiting museums into five distinct, identity-related categories. Describe the five categories.

**The five distinct, identity-related categories include explorers, facilitators, professional/hobbyists, experience seekers, and rechargers. Explorers are visitors characterized by their curiosity. They want to explore the museum and discover something new to learn about. Facilitators are those who are socially motivated. They don’t come necessarily for themselves but to help others learn or gain an experience. Professional/hobbyists are visitors who come to the museum as there is something relevant there to their work or hobbies. Experience seekers are those who are motivated not necessarily by the content in the museum itself but the simple act of being in the museum. They want to check it off their bucket list or tell others that they have been there. Rechargers are those who enjoy the peaceful, thought-provoking, nature of museums. They are there to escape their otherwise hectic lives.**

c) The article has listed four factors which seem to be critical to influencing what people remember about their museum visit:   
• Things that supported their entering needs and interests.   
• Things that were novel.   
• Things that had high emotional content for the individual.   
• Things that were supported by later experiences.  
Apply these to your visit to The Phillips Collection and describe yours accordingly.

**From my museum visit to The Phillips Collection I remembered a wide range of things, particularly specific pieces of artwork. I personally have an interest in computer science so one piece of artwork stood out to me and my friend which was a piece from an artist named Piet. His artwork was a unique piece composed of different colored and sized squares. It was his artwork that inspired an esoteric programming language called “Piet”, named after him. I found this to be a unique connection between art and something that interests me, so I remembered it very well after leaving the museum. There was nothing at the museum that was particularly novel, highly emotional, or supported by a later experience that applied to my visit there, however, I can understand how one may undergo such things.**

d) Five identity-related motivations discussed b) directly relate to key outcomes in the museum setting, such as how visitors behave and interact with the setting and importantly, how they make meaning of the experience once they leave. In other words, being able to segment visitors in this way gives museum practitioners key insights into the needs and interests of their visitors. Propose your ideas how to entice visitors to come more frequently and how to attract more visitors using emerging technologies including those we’ve looked so far in our lab, readings and discussions during the class for each category.

**Using the knowledge of the five identify-related motivations from the reading, there are various technology applications which can be developed which can cater to these different types of museum visitors. For those who are considered explorers, a mobile app can be developed which provides information on different pieces in the museum at a more in depth and informative level than what is already physically present. Another possible idea to this is having the app have AR capabilities so that the user can aim their phone at the artwork and information can be digitally tracked onto it for the visitor to explore.**

**For visitors who are considered facilitators, a mobile app can allow the museum experience to become more social. One idea is an app that lets you connect with other visitors in the museum, or only those within your visiting group, and enables you to share your favorite pieces, make comments on pieces, suggest exhibits or pieces to other friends/visitors, and instantly share your visit online over social media.**

**For professionals/hobbyists entering the museum, a mobile can help connect them to artwork relating to their areas or fields of interest. For example, a fisherman entering the museum can open the app and instantly find pieces related to fishing. He can find where they are located physically in the museum as well as information about the pieces themselves.**

**Experiences seekers could use a mobile app, similarly to how facilitators could use one, to instantly share their museum experience on social media to their friends and family. This allows them to tell others that they were able to visit the museum and possibly encourage/entice others to do the same as well.**

**Rechargers could use a mobile app to play relaxing audio tours/music to facilitate the visual experience in the museum. Relaxing sounds or audio commentary could help rechargers further achieve the sense of peacefulness and meditation that they enjoy in museum environments. To encourage them to regularly come back, new audio pieces could be created for each new exhibit or set of pieces put on display.**