

## Museum communication and social media : the conneted museum

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### Abstrak

Visitor engagement and learning, outreach, and inclusion are concepts that have long dominated professional museum discourses. The recent rapid uptake of various forms of social media in many parts of the world, however, calls for a reformulation of familiar opportunities and obstacles in museum debates and practices. Young people, as both early adopters of digital forms of communication and latecomers to museums, increasingly figure as a key target group for many museums. This volume presents and discusses the most advanced research on the multiple ways in which social media operates to transform museum communications in countries as diverse as Australia, Denmark, Germany, Norway, the UK, and the United States. It examines the socio-cultural contexts, organizational and education consequences, and methodological implications of these transformations.

### Contents

Introduction /&#8203; Kirsten Drotner and Kim Christian Schrøder

Part I. Framing the Dilemmas : Curation or Co-creation?

The Trusted Artifice : Reconnecting with the Museum's Fictive Tradition Online /&#8203; Ross Parry

Social Work : Museums, Technology and Material Culture /&#8203; Pam Meecham

The Connected Museum in the World of Social Media /&#8203; Lynda Kelly

Part II. Researching the Dilemmas : The Iterative Design/&#8203;Research Process

"One Way to Holland" : Migrant Heritage and Social Media /&#8203; Randi Marselis and Laura Maria Schütze

Exploring Art and History at the Warhol Museum Using a Timeweb /&#8203; Karen Knutson

Informal, Participatory Learning with Interactive Exhibit Settings and Online Services /&#8203; Monika Hagedorn-Saupe, Lorenz Kampschulte, and Annette Noschka-Roos

Curating and Creating Online : Identity, Authorship and Viewing in a Digital Age /&#8203; Glynda Hull and John Scott

Part III. Facing Dilemmas, Designing Solutions

Communication Interrupted : Textual Practices and Digital Interactives in Art Museums /&#8203; Palmyre Pierroux and Sten Ludvigsen

Weaving Location and Narrative for Mobile Guides /&#8203; Mike Sharples, Elizabeth FitzGerald, Paul Mulholland, and Robert Jones

New Voices in the Museum Space : An Essay on the Communicative Museum /&#8203; Bruno Ingemann  
Contributors.