

Strategies & sources for understanding audiences

Strategies

Focus groups (approach of some of today's roundtables)

Colleague research – Museum-ed listserv and website www.museum-ed.org, AAM National Association of Museum Exhibition [NAME] <http://name-aam.org/resources/exhibitionist/back-issues-and-online-archive> including the “Framework Assessing Excellence in Exhibitions from a Visitor-Centred Perspective”

Using Twitter for pre and summative evaluation – incorporating social media techniques as part of the evaluation process e.g. Conversational Case Study: Myth or Fact - Can Small Nonprofits Win with Social Media? http://beth.typepad.com/beths_blog/2010/05/conversational-case-study-myth-or-fact-can-small-nonprofits-win-with-social-media.html May 13, 2010

Build relationships with audience (Museum 2.0 March 21, 2011) and see below excerpt from Tipping the Culture

Sources (lots of resources on your iMuseum cd)

ASTC Association for Science & Technology Centers <http://www.astc.org/> (publications, resource center)

Beth's Blog How Networked Nonprofits Are Using Social Media to Power Change <http://www.bethkanter.org/welcome/>

Museum Education Monitor

Arts Research Monitor Kelly Hill

Horizon Report

The New Museum Community: Audiences, Challenges, Benefits

Ignite the Power of Art: Advancing Visitor Engagement in Museums

The Participatory Museum and Museum 2.0 Nina Simon

Identity and the Museum Visitor Experience (one of today's roundtables) John Falk

Connecting Kids to History with Museum Exhibitions

Visitor Voices in Museum Exhibitions

And the classic: Planning for People in Museum Exhibitions Kathleen McLean

American Association of Museums (AAM) Center for the Future of Museums: Research Roundup <http://www.futureofmuseums.org/reading/rr20110307.cfm> incl. tools for the future, social trend research

Demographic Transformation & the Future of Museums (on your cd)

USS Constitution Museum Family Learning Forum <http://www.familylearningforum.org/>

Tipping the Culture (2010) Marketing to Millennials Patricia Martin report on Millennials online engagement with arts organizations <http://www.scribd.com/doc/46219699/Tipping-the-Culture> e.g. Helping Millennials connect with you and each other can be done by:

- enabling group experiences for the exchange of insights
- soliciting and responding to their reviews and comments
- inviting guest Millennial bloggers
- forming advisory boards and ambassador programs to gain third-party endorsements
- interviewing them and asking them to share with each other

We might discuss:

- How do you know when you are making assumptions about audience?
- What do you need to know?
- Where do you go to get it? Or how do you “test” your assumptions?