



Museum 3.0: informal learning & social media

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nature culture **discover**



Increasing access to technologies “... have put the power of communication, information gathering, and analysis in the hands of the individuals of the world.”

George Freedman, *The Changing Nature of Museums*, 2000



Free-choice learning is “... self-directed, voluntary, and guided by individual needs and interests - learning that we will engage in throughout our lives.”

John Falk and Lynn Dierking, *Lessons without Limit: how free choice learning is transforming education*, 2002



Meaningful learning (Paris, 1997)

- Choice
- Control
- Challenge
- Collaboration

Constructivist exhibitions (Hein)

- Free choice
- Many entry points
- No specific path
- Prior knowledge and experience
- User-controlled
- Visited in own time or structured educational experience
- Many points of view
- Museum seen as authority
- Experimentation, conjecture, conclusions
- Leisure, entertainment & learning
- Difficult to update

Social media/Web 2.0

- Free choice
- Many entry points
- No specific path
- Prior knowledge, experience and **interests**
- User-controlled
- Visited in **own time & place**, may be part of structured educational experience
- Many points of view
- **Shared authority**
- Experimentation, conjecture, conclusions, **collaboration**
- Leisure, entertainment & learning
- **Constantly up-to-date & changing**

Australian data (n=2,006)

- 43% watch a video
- 34% use social networking site
- 32% participate in discussion board/forum
- 37% read customer ratings/review
- 27% read blogs
- 19% tag web pages
- 16% listen to podcasts
- 15% use a wiki
- 15% post ratings/reviews
- 13% comment on blogs
- 12% upload video/audio created
- 10% publish own web page
- 8% publish/maintain a blog
- 8% use RSS feeds

Museum/gallery visitors (n=829)

- 46% watch a video
- 36% use social networking site
- **39% participate in discussion board/forum**
- **48% read customer ratings/review**
- **34% read blogs**
- **27% tag web pages**
- **23% listen to podcasts**
- 20% use a wiki
- 21% post ratings/reviews
- 18% comment on blogs
- 15% upload video/audio created
- 13% publish own web pages
- 9% publish/maintain a blog
- 11% use RSS feeds



“36% of online Americans consult Wikipedia ... [it is] is far more popular among the well-educated than among those with lower levels of education ... 50% of those with at least a college degree consult the site, compared to 22% of those with high school diploma.”

Pew Internet Report, *Wikipedia Users*, April 2007



Web 1.0 → access to information

Web 2.0 → access to people

John Seely Brown and Richard Adler, *Minds on Fire: Open Education, the Long Tail, and Learning 2.0*, January/February 2008

GetUp! Campaign Actions - Windows Internet Explorer

https://www.getup.org.au/campaign/peoplesagenda&id=274

Welcome Lynda Kelly! Manage [personal details](#), [involvement](#), and [donations](#), or [logout](#). There are currently **241132** members.

GetUp!
Action for Australia

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2008 People's Agenda

Well we did it - on Friday the GetUp team sat together and planned our strategic direction around your top priorities of environmental sustainability, high-quality education, and Indigenous rights and living standards. The talks were tough but fruitful, and using the 'People's Agenda' created by over 32,000 of you, we narrowed down our campaigns and hammered out the details. We will keep you posted as we further develop these operational plans.

Thank you to everyone who contributed, we are truly encouraged by the fact that just 1,000 of you were able to raise over \$50,000! With this support, you have given us the financial resources to start making your vision of Australia a reality. **You can now download your own copy of the 'People's Agenda' [here](#).**

We have reached our target of \$50,000, thanks to everyone for your help! Further support to implement the 'People's Agenda' is very much appreciated – so please donate below!

\$50,000 raised already!

- 1** **Becoming environmentally sustainable**
(e.g. climate change, water, forests, marine habitats)
- 2** Making **high-quality** primary, secondary, and tertiary public **education** accessible to all Australians
- 3** Respecting the rights and improving the living standards of **Indigenous Australians**

Internet 100%

A Museum 3.0 mindset

- Let go
- Risk-taking
- Go for it
- Networks & connections
- Scaffolding
- Self-monitor
- Participation



20% different, not 20% more



“Web 2.0 puts users and not the organisation at the centre of the equation. This is threatening, but also exciting in that it has the potential to lead to richer content, a more personal experience.”

Mike Ellis and Brian Kelly, *Web 2.0: How to Stop Thinking and Start Doing: Addressing Organisational Barriers*, April 2007



Museums need to transform themselves from “... being *about* something to being *for* somebody.”

Stephen Weil, (in) *Daedalus*, 1999



Can museums allow online users to become participants?

Matthew MacArthur, (in) *The Digital Museum: A Think Guide*, September 2007



Museum 3.0: enabling learners, users, visitors to become participants wherever they are and however they choose



<http://www.australianmuseum.net.au>

<http://amarclk.blogspot.com>

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