

MuseumDigit Budapest Novembre 2019

Inclusion/Education
When digit supports museum education

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When digit supports museum education

- Invited here as President of CECA
- Not a Digit specialist
- Interested in the reception by visitors of everything that is offered to them during a museum visit, including new technologies

ICOM CECA and education

- EDUCATION
- A word museum people are unconfortable with, stuck in the middle of a whole sack of words like
 - Mediation
 - Interpretation
 - Learning
 - Participation
 - Inclusion, etc

ICOM CECA and education

- Some of these words may appear as problematic to museum people:
 - Learning, a hot issue for the anglo saxon world, is seen, in other countries as contradictory with what the museum experience should be, a place of immersion and informal education
 - Mediation, adopted in the eighties in South western Europe, as a counterproposal to learning, has remained an ambivalent and vague concept floating between intentions, means, products, professions
 - Etc.

ICOM CECA and education

- In CECA, we had to work on this issue and define our vision as the term education is part of our very title:
 - « Comitee for Education and Cultural Action »

Having worked last year around Cultural Action:

ICOM EDUCATION 28

https://drive.google.com/file/d/1EErtwOgLOiMfKe7cOBBAFWINIvPTmoAy/view?usp=sharing

Presently preparing:

ICOM EDUCATION 29 on Education

What is CECA definition for education?

- We start from the ethymological root of the word, coming from latin:
 - Ducere: to lead
 - Ex: outside of
 - Exducere
- E-ducating will then mean:

Allowing people to grow beyond their present state

Making them « Branch out »

Education outcomes

- Making people grow:
 - You achieve it best by tackling all three psychological dimensions of your visitors:
 - Cognitive
 - Affective
 - Imaginary

Education outcomes

- Research shows that, when these three intellectual processes are strongly equally sollicited, visitors reach immersion.
 - Field research results, through the « thinking aloud » method and post visit discussions
 - In full size exhibitions
 - With actual visitors
- > Immersion as a strong support for education
- > Immersion: a deep psychological inclusion

CECA Best Practice tool

Marie-Clarté O'Neill, Colette Dufresne-Tassé

- We have worked on a piloting tool that museum professionals may use, whatever the technical mean chosen, to enrich citizens' and visitors' education
- It will drive them, when leading a project, throughout successive stages, namely:
 - Conception
 - Realisation
 - Evaluation

Relevance as a crucial criteria

- During the conception stages, we offer to use the relevance concept, as a critical way to previously approach the validity of any proposal.
- 4 types of relevance are considered:
 - Institutional relevance
 - Social relevance
 - Scientific or content relevance
 - Financial relevance or budgetary rationale

The institutional relevance

How does the program relate to the museum's mission, strategies and plans?

- This touches on the project's relationship with the policy of the institution and with its means:
 - The strengths and weaknesses of the existing resources in the institution: specificity of collections, scientific and professional resources
 - The actual or sought image of the institution
 - The institution's management choices
 - The requirements and external pressures made on the institution (ie political),
 - etc.

The scientific relevance or content relevance

- How does the program relate to the museum's collections and stories?
- Which information/experience is the most crucial, considering the type of collection we display?
- Which information/experience is the most crucial for any visitor, considering the type of collection we display?

The social relevance

- What is the product's perceived social value?
- How does the program or product relate to general museum audiences?
- How does the program or product relate to a specially targeted museum audience?
- Which information/experience is most crucial for the targeted specific audience around this collection?

The budgetary rationale

- How is the program funded?
 - Public
 - Private
 - Regular
 - Exceptionnal
- Balancing financially the institutional, scientific and social relevance of this program with other potential projects of the museum
- What is the program's general economic value ?

You may use these two tools: Relevance assessment Education outcomes

to help designing the type of digit product you are going to choose

Looking at some international digit proposals under the 4 relevance points magnifier and the education outcomes

Cités Millénaires: Voyage virtuel de Palmyre à Mossoul

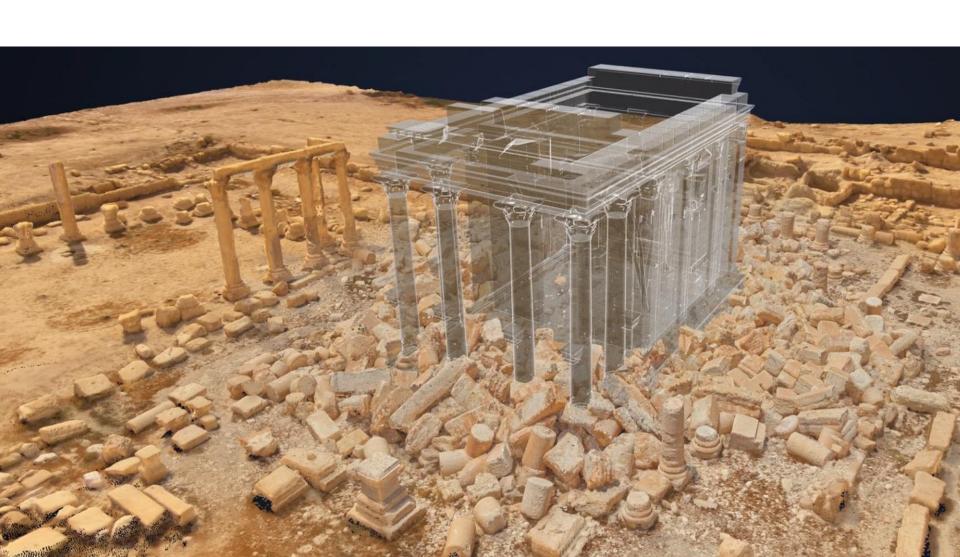
Institut du Monde Arabe, Paris

October 2018 – February 2019

IMA/ Iconem/ UNESCO



Projection on a very large scale of unpublished images of martyred monuments in the Middle East, captured by drones and reconstructed in 3D, on the basis of archival documents and archaeological reconstructions



Relevance assessment

Institutional relevance

- Dramatically linked to the institution's mission, being a presence in France of the arabic culture
- Scientific or content relevance
- Based on scientific content data and innovative technology
- Social relevance
- Adequate information for both communities, french and arabic
- Budgetary rationale
- An institution with a modest collection, producing mainly large scale exhibitions
- An important international financial involvment

Education outcomes

- The research we led was around elderly visitors, thinking that technology was, not evidently, a plus to them.
- Results show an intense psychological activity during the visit and an expressed feeling of immersion:
 - Rich cognitive activity
 - Imagination very sollicited
 - Profound affective reactions
- Following our definition of education, we are in a full educative process

Examples of gallery information kiosks

Archeological museum, Quito, Ecuator



Relevance assessment

Quito

Institutional relevance

- Collection modest in size but fine in quality, allowing deepening

Scientific or content relevance

- Enhancing important local archeology
- Information and activities using original archeological documentation

Social relevance

- Difficulty of interresting visitors to archeology
- Important topic both for natives and for tourists

Budgetary rationale

- A private foundation with important financial means having led to an extensive renovation of the galleries

Victoria and Albert Museum London



Locating digit information in the galleries: some education outcomes

Cognitive

— Nature of information: structuring, anecdotic, biographical?

Affective

- Physical relation with the commented collection?
- Tone of the information?

Imaginary

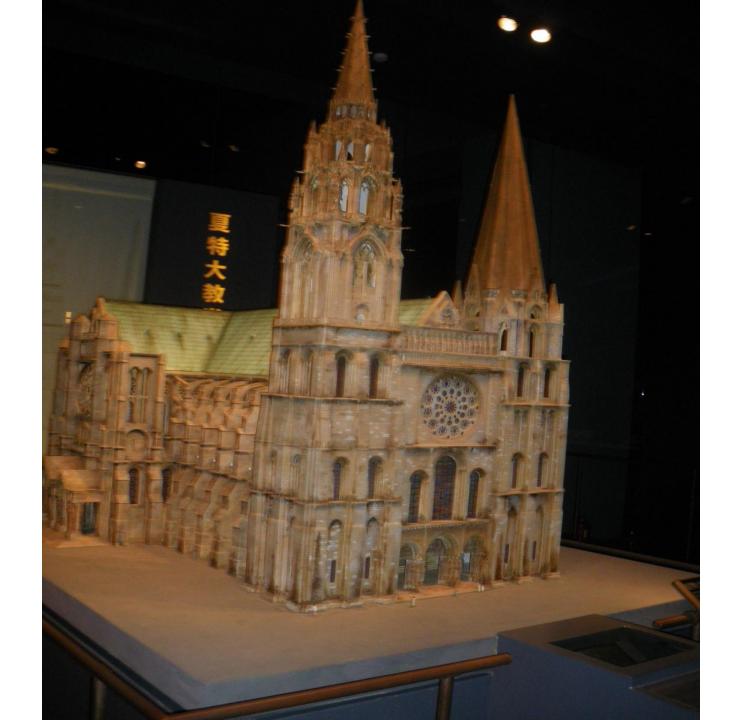
– Personal experience, relation with self?

The museum of religions in Taipei, Taiwan

- General concept
 - Each person is unique
 - The ways of relating to universe are diverse
- Two galleries
 - Adults
 - Very young children
- Assessing the relevance of these two galleries

Adult gallery







Relevance assessment?

Take some seconds to evaluate it

- Institutional relevance?
- Scientific or content relevance?
- Social relevance?

Education outcomes Potential immersion

- Cognitive
- Affective
- Imaginary

Children museum













Which relevance?

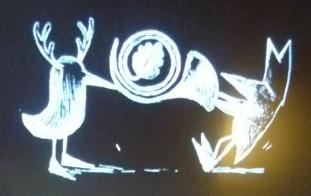
- No institutional relevance
- Why coming to a museum for that?
- Heavy budgetary rationale: generating audience
- Amusement not as a mean but as a goal with no other benefit
- No inclusion to the museum as such because the cognitive is inadequate

Other examples

Musée de la chasse et de la nature Paris







Les 10 règles de visite du musée de la Chasse et de la Nature

HAEC IN VENATIONIS NATURAEQUE DOMO ADMITIONIS DECEM LEGES SUNT

Ten rules to visit the museum of Hunting and Nature









Bonne visite

ADMITIONE FRUÈRIMINI

Enjoy your visit

Scénarii:

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Relevance assessment

- Institutional relevance
 - Diverse and fragile collections
- Scientific or content relevance
 - Using two relevant references
 - Latin
 - Fables from La Fontaine
- Social relevance
 - The museum receives a lot of children and tourists
- Budgetary rationale
 - An important equipment for a museum with no physical security except at the entrance

Education outcomes Potential immersion

- Cognitive
- Affective
- Imaginary

Conclusion

Benefits of an argumentative approach beyond the compulsive desire for novelty and technological originality:

- ➤ Helping the various decision makers in an institution to conceive *together* (curators, educators, communication, financial staff) to be more precise towards outside producers (technical and artistic), around their desires and needs
- a decision support system among different institutional needs

To try and reach inclusion

