International Conference & Meeting 2018

Aesthetics of Transformation
Arts Education Research and the Challenge of Cultural
Sustainability

Museums and Arts Education:
Interchange as Practice in Digital
Spaces

Claudia Rosskopf
Department of Cultural Policy
University of Hildesheim Foundation

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Rez@Kultur

BMBF Förderschwerpunkt
DiKuBi
Forschung zur Digitalisierung
in der kulturellen Bildung

GEFÖRDERT VOM

Bundesministerium
für Bildung
und Forschung

Stiftung Universität Hildesheim
2003

information?

communication?

networking?

education?

What are museums actually doing in digital space?

marketing?

arts?

participation?

- How do museums perform on the world wide web? How do they interact – especially towards the ‚users'?

- The museum in a digital space, not digital media in museum space.

- Museums' website, social media sites, blogs –> informations and statements about their digital practice as an appropriate starting point for the grounded theory method to find relevant aspects.

- The institutions' statements were complemented by users' statements that are found as comments on the blog, but also as reviews on facebook.

- The idea was inspired by the research project Rez@Kultur, which is part of the research focus for digitization in cultural education, funded by the Federal Ministry of Education and Research.
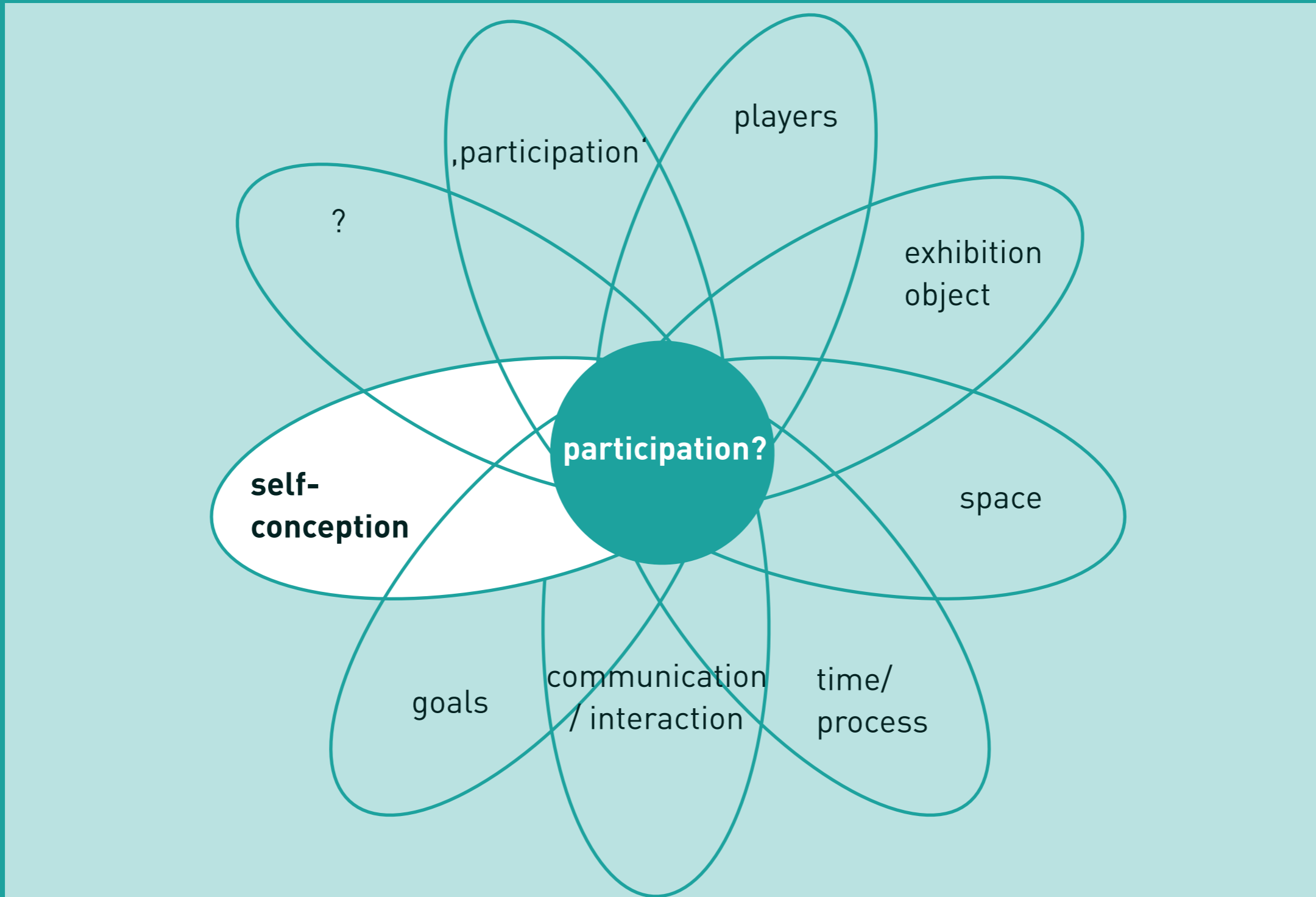
participation

participation?

„In parallel to web 2.0, where anybody can generate new contents for her or himself, there is an increasing demand for active co-creation, exertion of influence and dialogue. Museums fall through the grid, as they are traditionally characterized by a monological top-down-structure, not leaving much scope for visitors. Museums have not adapted to the fact yet that „communication itself is supposed to get part of the range of services" (Gries & Greisinger 2011: 56) of museums."

(Piontek 2017, 23, translated by CR)

model of dimensions of participation in museums, by Anja Piontek
Piontek 2017, 185
translated and modified by CR

1. connected museum?

2. transparency

3. learning museum

3. Findings #1: self-conception | summary

- museum as recipient of expertise
- discrepancy between statements on the blog and acting towards reviews on facebook
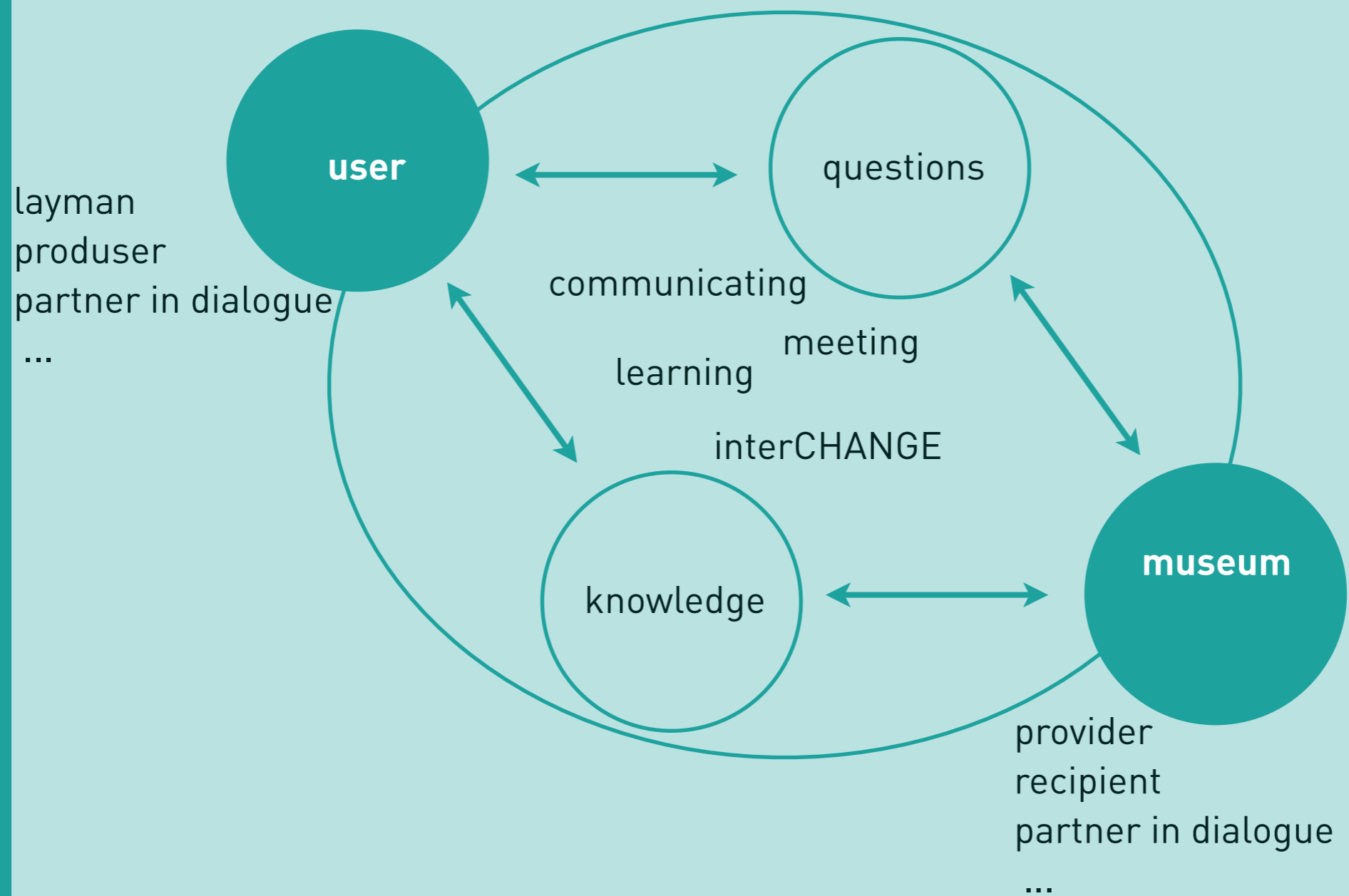- participative processes as constitutive parts of the strategy itself

1. content?

2. innovation

3. learning user

- museum as provider of knowledge
- reviews on facebook: unrelated to content
- complex content and easy access
- participatory elements as method to fulfill their mission

Which possibilities arise in the face of digitization for arts education,
museums respectively?

user

questions

↔

communicating

meeting

learning

interCHANGE

knowledge ↔ museum

layman
produser
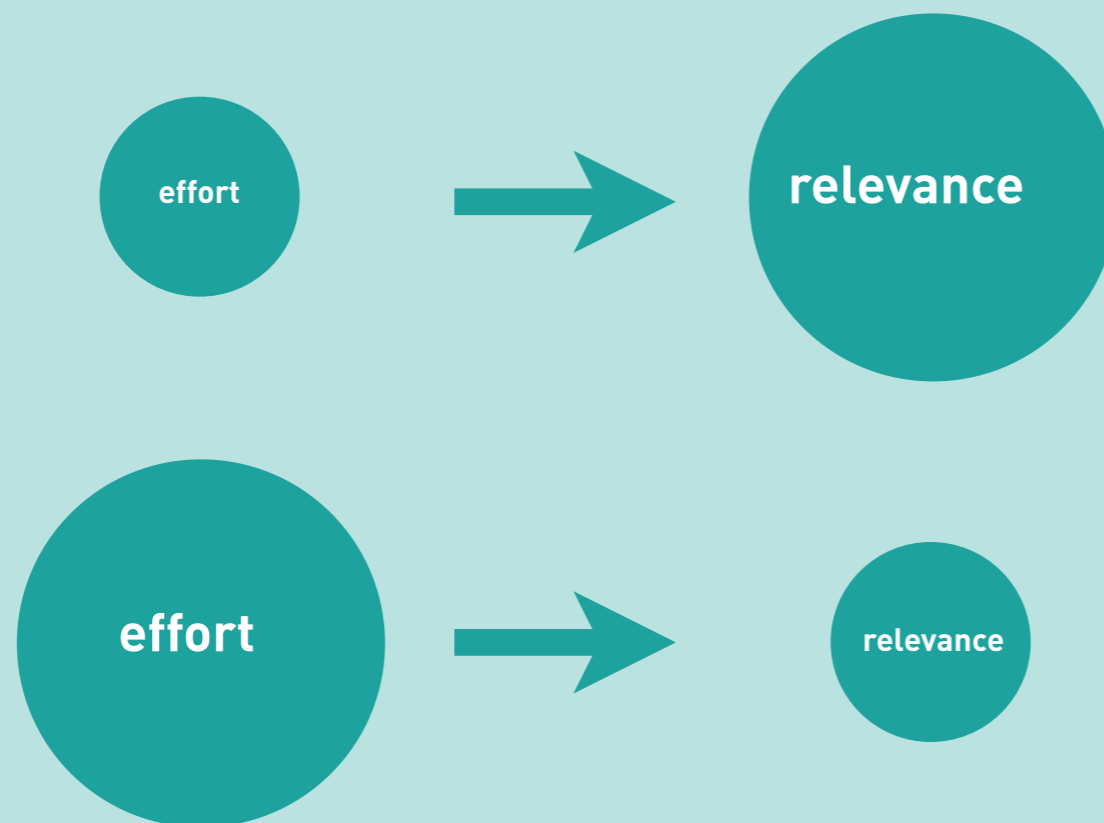partner in dialogue
...

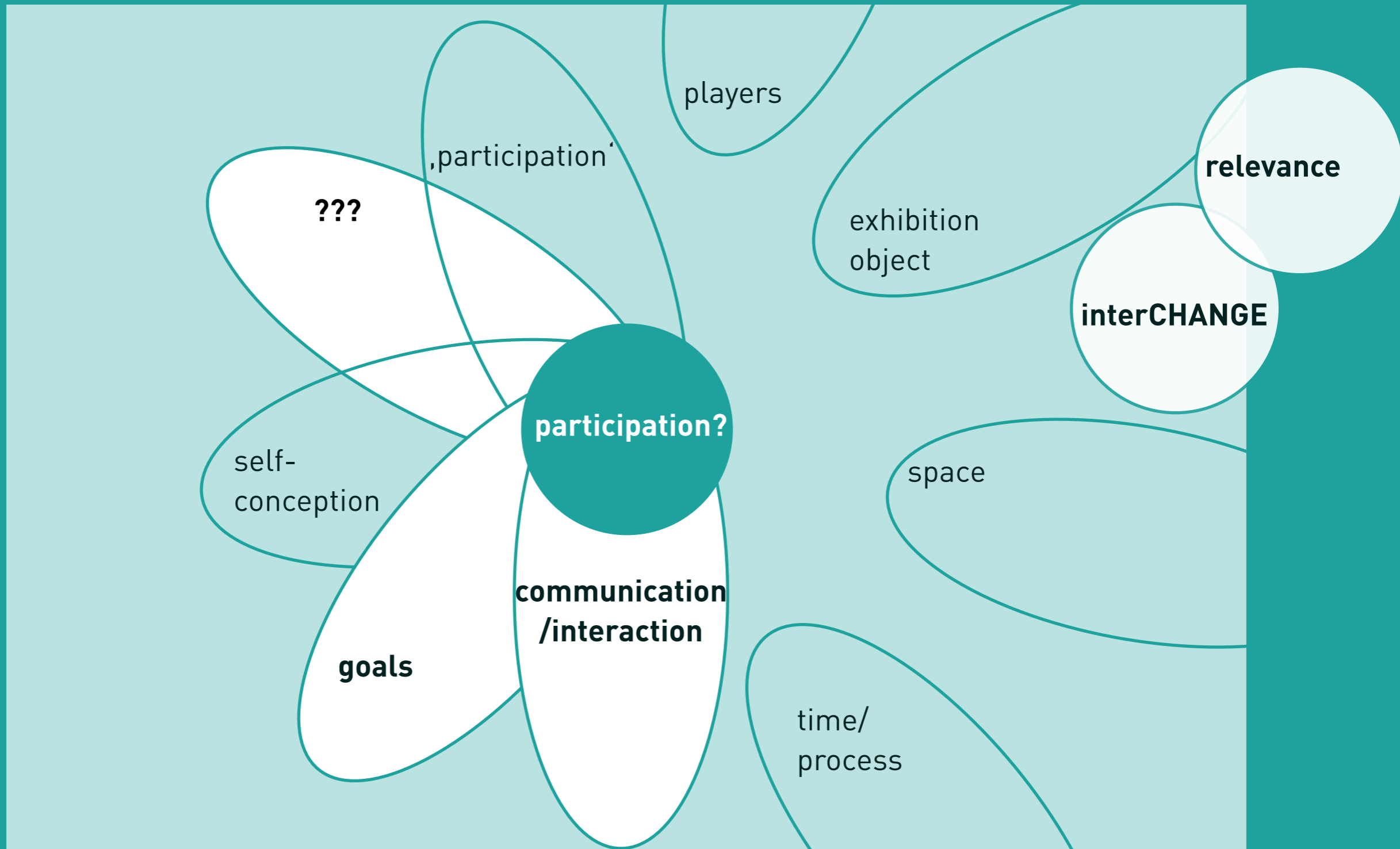provider
recipient
partner in dialogue

...

How can museums be relevant to the society in the long run?

„Something is relevant if it gives you new information, if it adds meaning to your life, if it makes a difference to you."

(Simon 2016, refering to cognitive scientists Deirdre Wilson and Dan Sperber)

players

,participation'

???

relevance

exhibition object

interCHANGE

participation?

self-conception

space

communication/interaction

goals

time/process

model of dimensions of participation in museums, by Anja Piontek
translated and modified by CR

References

Gesser, Susanne, Hrsg. Das partizipative Museum: zwischen Teilhabe und User Generated Content; neue Anforderungen an kulturhistorische Ausstellungen. Kultur- und Museumsmanagement. Bielefeld: Transcript, 2012.

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Simon, Nina. The Art of Relevance. Santa Cruz (California): Museum 2.0, 2016.

Strauss, A. and Corbin, J.: Basics of qualitative research : Grounded theory procedures and techniques. Newbury Park, CA :Sage. 1990.

[Websites, Social Media Sites, Blogs of Museums]

Thank you!

Rez@Kultur

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