Which interactions to foster the social dimension of museum visit?

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Motivation

Providing interactions that

- Do not capture visitors’ attention too much
- provide the opportunity for a better engagement
- fosters social interactions
Social interactions: existing work

Creating a social context: leaving traces

- content ("conversations")
  - tags, images, videos, narratives
  - other visitors can react, building a conversation
  - opportunity for meaning making

- emotions
  - sensory/haptic feedback
  - personal interpretation
Social interactions: our proposal

Most simple interaction: easy to understand, low attention needed

shared interaction artifact

call button

Targetting discussion within visitor groups
Experimentation

Setting

- Fine art regional museum (MUBa Tourcoing)
- 3 question devices within the museum, 2 days of experimentation
- observation, Likert scale post-visit questionnaires
- 45 questionnaires collected

Q11

The device shed new light on the artworks

Q9

The questions led me to discuss with other visitors
Conclusion

Results
- good acceptability and usability
- added value of the interaction for 69% of the visitors
- visitors take a second look at the artworks to answer questions
- discussion observed (in spite of questionnaire results)

Perspectives
- further sensory/haptic/tangible interaction
- participatory design with museum visitors
Food for discussion

Visitor

engagement

social processes

interaction and technology

crowdsourcing

sense making, social dimension

preservation, curation, community

user centered design

methods and toolkit