Museum Lives in Post-Pandemia

Sandro Debono
STAGE 1: ENDINGS

DENIAL
It's a natural reaction to look for evidence that isn't true.

SHOCK
For many, the first reaction to change is panic.

DEPRESSION
Low mood, low energy

STAGE 2: TRANSITIONS

ACCEPTANCE
When it becomes clear that the change is real, frustration sets in and sometimes leads to anger.

STAGE 3: NEW BEGINNINGS

ENGAGEMENT
From here, it's onward and upward!

DECISION
After accepting reality and tentatively engaging with the new situation, most people decide to just go with it.

EXPERIMENTAL
At some point, people put a toe in the water and engage with the new situation

THE KEYS TO ENGAGEMENT

Clarity
Empathy
Motivation
Capability
Knowledge
What Changes do you Foresee in the Long-term?

- Considered alternative services/financing
- Close the museum permanently
- Loss of income (Museum cafe)
- Loss of income (shop)
- Loss of income (ticket sales)
- Loss of private funding
- Loss of public funding
- Reconsider the museum's existence
- Discontinue programs and projects
- Downsize

[Bar chart showing responses with blue for yes, orange for no, and gray for not sure/no answer]
Visual Literacy

- Define image need
- Find images
- Interpret & analyze images
- Create visual media
- Use images effectively
- Use images ethically & cite visuals
Who is the audience?
Have you hired new staff to manage the increased online presence?
639 Antworten

96.4%

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Have you changed staff responsibility so that someone who usually doesn’t work with communication is managing the online presence (website, social media, newsletters etc.)?
633 Antworten

69.5%

30.5%
Increased online visits

- 40% of the museums that responded to the survey have noticed increased online visits since they have been closed.
- Of those, 41% note an increase of visits up to 20% per week on their website, 38% note an increase up to 50%, 8% note an increase up to 100%, while 13% of the museums have noted an increase of up to 500% per week.
What about adult audiences?

Our research indicates most had not sought out content from museums over the past few weeks.

**WHY NOT? FOR LOTS OF REASONS, INCLUDING:**

- 🎧 Hadn’t occurred to them
- ⏰ No time (especially among parents)
- 📢 Anxiety is depressing motivation for culture/learning
- ⚔️ Perception museums are only providing content aimed at children
- 📱 Tired of screen-time
- 🧐 Don't know where to start looking for content

But that doesn't mean that content is unnecessary. Far from it! Most museum-goers would enjoy hearing from museums ... and engaging with content.
How they want us to engage them, and to what depth, varies.

Most museum-goers were interested in a regular feed of short snippets of content, such as:

- Puzzles and Games
- Fun "Do and Share" Activities
- Fun Facts
- Things That Surprise and Delight
- Behind-the-Scenes Tidbits
- Sharing Hope and Beauty

Why short snippets? In periods of stress, our attention spans suffer. Additionally, our isolation has increased reliance on social media, which serves this kind of content well. (All this only reinforces why things like #hashtagthecowboy, curious penguins, and art recreations have been effective.)
Hello, my name is Tim and I am the head of security for The Cowboy. I have been asked to take on the additional duty of social media management while the museum is closed. I’m new to this but excited. My team will also continue to protect and monitor the museum. Thanks, Tim.

We have a very cool photography exhibition right now called Dorothea Lange: Politics of Seeing that runs through May 20, 2020. Her photographs are very moving. That is a photo of her. She looks like someone I’d want to have a beer with. Thanks, Tim

burner account @bu... · Mar 25
Ironic... were headed towards a depression and were admiring a great depression photographer

GBTurner 🍜 @ginny... · Mar 25
#DorotheaLange exhibit is worth a trip to Oklahoma

ParkerPoseyMarc’s... · Mar 19
Can dogs come
In the coming months ...
BVA-BDRC tracker indicates a growing anticipation of visiting attractions within the next 3-6 months, perhaps a reaction to horizons for overseas travel becoming further away.

I hope to visit a lot more places when we come out of lockdown. Not too keen on going abroad yet but would be keen to see more places around the UK. I'd still keep my distance but if I felt it was safe I'd go for it.
Average Importance Ranking of characteristics would most like to see in attractions when they re-open (1=highest, 8=lowest)

- Safe environment for visitors and staff: 2.6
- Warm welcome: 4.1
- Flexibility in allowing visitors to bring their own food / drink: 4.3
- Patience with visitors: 4.4
- Acknowledgement of what people have been through: 4.8
- Feeling of celebration at re-opening: 5.0
- Financial generosity towards visitors e.g. discounts: 5.0
- Recognition for loyal visitors: 5.7

Q: Which of these characteristics would you most like to see in visitor attractions when they re-open? Please rank these in order, starting with the characteristic that you would most likely to see, ranked as number 1.

Base: All respondents (666)
Widespread anxiety around using indoor facilities, particularly those where social distancing is more problematic. Less anxiety outdoors, but still notable.

### Will feel more anxious or uncomfortable about using than usual at attractions (%)

<table>
<thead>
<tr>
<th>Indoor Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANY INDOORS</td>
<td>76</td>
</tr>
<tr>
<td>Cafes / restaurants – indoor seating</td>
<td>51</td>
</tr>
<tr>
<td>Toilets</td>
<td>47</td>
</tr>
<tr>
<td>Indoor events e.g. talks, shows</td>
<td>42</td>
</tr>
<tr>
<td>Playgrounds – indoors</td>
<td>34</td>
</tr>
<tr>
<td>Shops</td>
<td>33</td>
</tr>
<tr>
<td>Guided tours – indoors</td>
<td>32</td>
</tr>
<tr>
<td>Audioguides / headphone tours</td>
<td>28</td>
</tr>
<tr>
<td>ANY OUTDOORS</td>
<td>50</td>
</tr>
<tr>
<td>Cafes / restaurants – outdoor seating</td>
<td>30</td>
</tr>
<tr>
<td>Outdoor events e.g. concerts, cinema</td>
<td>25</td>
</tr>
<tr>
<td>Playgrounds – outdoors</td>
<td>20</td>
</tr>
<tr>
<td>Outdoor kiosks selling food / drink</td>
<td>20</td>
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<tr>
<td>Guided tours – outdoors</td>
<td>14</td>
</tr>
<tr>
<td>NONE</td>
<td>22</td>
</tr>
</tbody>
</table>

### NEITHER INDOORS NOR OUTDOORS
- 26% any café / restaurant
- 18% any events
- 17% any playground
- 11% any guided tours

**Q:** At visitor attractions, which of these, if any, would you feel more anxious or uncomfortable about using than usual when they re-open?

**Base:** All respondents (668)
Museum publics don’t want to use hand-held devices. Very frustrating!

We shall provide additional exclusive downloadable content to our museum publics!
Visitor numbers are very low. This is far worse than we expected them to be!

We shall provide more personalised tours, give special treats and ask visitors to rate us on social media!
Everybody has to wear a mask and we need to cater for an endless list of health requirements.

We shall provide personalised masks for visitors with their preferred artwork and tell hygiene related stories inspired by items in our collection!
What do we stand for?
For whom?
How do we engage?
Thank You