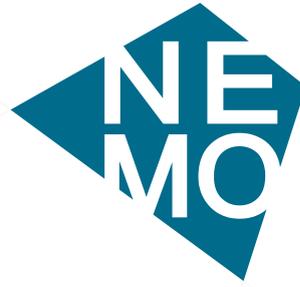


Call for research

Network of European Museum Organisations



Research and compilation of best practices on measuring digital audiences in European museums

Tasks & Targets

- Task: Develop a systematic approach** of digital audiences in European museums to understand profoundly their motivations, needs, decision-making processes, and expectations. This includes understanding what drives individuals to engage online and how an online presence does or does not interfere with in-person visits. Therefore, it's crucial to acknowledge and cater to the distinct needs of various types of visitors.
Target: Evaluation of at least 5-8 existing studies from different disciplines on digital and analogue audiences in European museums and cultural institutions that were published in the recent years; typology of digital audiences.
- Task: Collect and compare existing methodologies** to evaluate online and offline audiences in a joint set-up. Typically, only visitors to physical locations are counted. There's a lack of collective consensus on what constitutes a digital audience, and a joint methodology is notably lacking.
Target: Evaluation and comparison of at least 4-7 existing methodologies by highlighting common strategies and elaborating pros, cons and challenges.
- Task: Collect inspiring cases** of museums from different EU countries that implement and utilize measurement of digital audiences to make their engagement meaningful.
Target: 10-15 examples from museums.
Details: Good-practise examples provided with a summary in English plus picture illustrating the example.
- Task: Set up a practical guide** for museums how to implement a strategy that includes both digital and physical visitors in their audience development.
Target: 2 pages guide with bullet points.
Details: Step by step guide that includes practical support broken down in individual steps from identifying to implementing audience strategies in a museum.

Budget

NEMO may add to or adjust the final report as needed. Publication design is made separately.
The study should be finalised by 1 July 2024.
The maximum budget for this research is 3.500,00 Euro (incl. VAT).

Applications

Please send your proposal for the research including methodology, timeline, an estimate for your fee and your portfolio (incl. research, publications on digital audiences and/or other connections to this topic) to office@ne-mo.org.

Deadline for applications:
5 February 2024

Learn more about NEMO at
www.ne-mo.org