

**Report of the GIS "Research on the reception
of educational programmes by the public".
ICOM ECSC 2021**

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Coordinators of the SIG

Initial objectives of the Gis

The GIS was created to ensure continuity of exchanges between Ceca members beyond the annual conference and to participate in its animation.

This group seeks to bring to light the themes and questions that agitate professionals and researchers in the social sciences and museology, on the reception of educational offers by visitors with regard to the objectives set by the designers and as it emerges from the uses and behaviours, or even the representations developed by the visitors.

The participants

The group brings together some fifteen regular participants - cultural mediators, project managers or heads of museum or library research departments, researchers specialising in audience surveys, museologists.

The institutions represented are mainly universities and museums from Albania, Germany, Brazil, Canada and France.

The means

- complimentary

A gmail address has been created: IcomCecaGisPublics2020@gmail.com

This address is used to share recordings, minutes, articles, administrative references etc. with participants on Dropbox.com for the first three meetings and on Google Drive since then.

MindMeister in its free version was used to produce 3 mind maps, the maximum number of free uses possible.

- paying

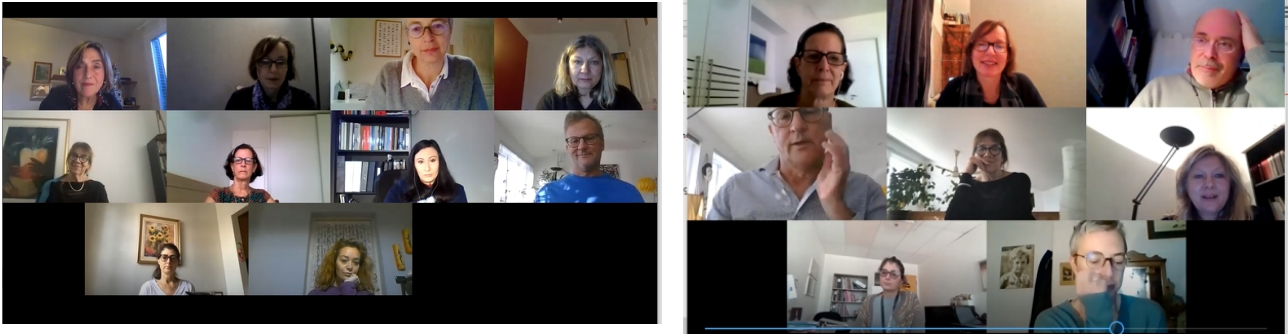
Icom Ceca Zoom account used for meetings.

Travel of a coordinator to Leuven: 400€.

The meetings

The Gis holds one online meeting per month since October 2020, mainly in French. To allow non-French speakers to participate, the meetings start with exchanges in English and then the thematic exchanges are in French. The

minutes are translated into English.



4^e meeting on 15 January 2021 and 5^emeeting on 12 February 2021

A presentation is regularly proposed in the thematic part of the meeting:

- Marie-Sylvie Poli presented *Listeners Wanted* (4th meeting on January 15, 2021),
- Katy Tari spoke on "How the survey supported the development of virtual guided tours at Pointe-à-Callière, Montréal's City of Archaeology and History" (5^e meeting on February 12, 2021),
- Daniel Schmitt presented "What use are public surveys? Five years of collaboration with the Palais des Beaux-Arts de Lille" (5^e meeting on 12 February 2021),
- Nathalie Candito returned to her contribution "Le musée des Confluences aux prises avec l'émotion" to issue 36 of the journal *Culture et musées*. (6^e meeting of 12 March 2021),
- Heloisa da Costa presented "Pathways and public studies in Bahia, Brazil" (9^e meeting on June 11, 2021),
- Anne Jonchery presented her thesis and subsequent work "From the family sociability of the museum visit to the socialization of the museum visit" (11^e meeting on September 10, 2021),
- Irène Bastard presented her background and the audience study projects underway at the Bibliothèque nationale de France in Paris (12^e meeting on October 16, 2021).

Topics discussed at the meetings

The variety of professional situations and backgrounds of the members of the GIS forms a context of open exchange, which makes it possible to become familiar with different conceptions of the implementation of surveys in museums. The regularity of these meetings has allowed for the development of common references. These references are materialised in the form of reports, the sharing of references to books or articles, a glossary, and mind maps shared on GoogleDrive.

1/There are emerging lines of force

1. The survey as a form of mediation

- to the public via the researcher, or even via the return of the museum to the public,
- from the public to the institution - respect for the word spoken by visitors,

2. The survey as a means of transmitting values

- to the public,
- to researchers,
- towards the institution - e.g. EU funding of surveys on mediations that value democracy, accessibility or sustainable development in Albania);
- moment of clarification of the institution's projects

3. The survey as a way of uncovering the cognitive and emotional dimensions of the museum visit (often underestimated) (5^e and 6^e meetings)

- taking emotions into account,
- consideration of "fiction", which made sense to visitors,
- taking into account the discussions, the debates that are played out in the reception.

4. Investigation as a process of museum transformation (3^e and 4^e sessions)

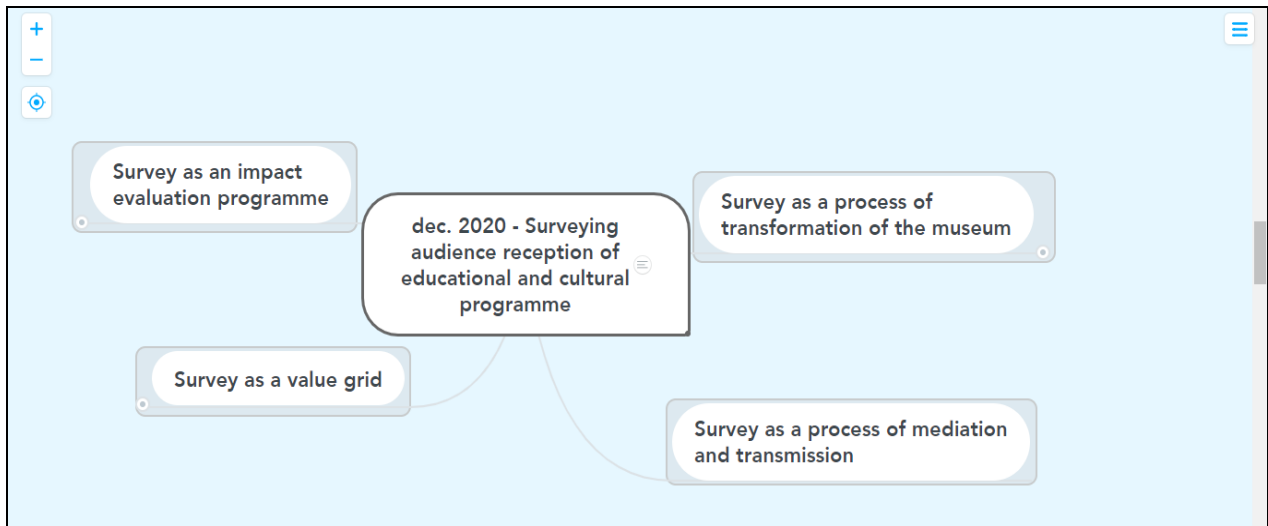
- Under what conditions? Brakes can prevent this process, such as competition between teams, not taking into account the results,
- There are levers that can promote it: long-term work with researchers,
- Role of the survey in the adaptation of the museum: example of the survey around online mediations during the pandemic conducted by Pointe-à-Callière or by the Ministry of Culture in France, on their use in the public,
- The role of the museum in society (transferring X-emotions research to other fields of activity, different way of disseminating research).

5. The survey in the evaluation of the impacts of the museum (3^e and 4^e meetings)

- To illustrate in a synthetic way what happens during a visit (X-emotions developed by Daniel Schmitt),
- Don't just stick to attendance figures,
- Open to audiences and other interactions with society.

Openings

- What the survey is not: a prognosis.



2/Some references

The notion of liction

Daniel Schmitt, Rachel Amalric, Muriel Meyer-Chemenska, "Lictions and meaning in the museum experience: capturing the bricolage of reality to be at one with the world": https://hal.archives-ouvertes.fr/DANIEL_SCHMITT/hal-01782450v1

What the survey does to the researcher

Marie-Sylvie Poli, ed. *Chercheurs à l'écoute. Qualitative Methods for Understanding the Effects of a Cultural Experience*. Presses universitaires du Québec, 2020 200p : <https://www.puq.ca/catalogue/livres/chercheurs-ecoute-3815.html>

On the notion of impact

Pierre Le Quéau, Olivier Zerbib, *Les impacts des bibliothèques*. [Research report] Observatory of Cultural Policies; Ministry of Culture. 2019 <https://www.culture.gouv.fr/Sites-thematiques/Livre-et-lecture/Documentation/Publications/Etudes-et-rapports-Lecture-et-bibliotheques/Publication-du-rapport-comment-apprecier-les-effets-de-l-action-des-bibliotheques-publiques>

The Citizen's Art Compass, impact catalogue

On the survey mediation tools

Joëlle Le Marec, "L'entretien : l'expérience et la pratique", in *Revue Sciences et société*, Sept. 2016

On adapting surveys to museums

Nathalie Candito and Corinne Allaine, *Du Muséum au musée des Confluences*.

Pratiques d'évaluation. Une approche réflexive et opérationnelle de la connaissance des publics, Lyon, Musées des Confluences, 2010

Lucie Daignault, *L'évaluation muséale : savoirs et savoir-faire*, Québec : Presses de l'université du Québec. 2011.
<https://www.puq.ca/catalogue/livres/evaluation-museale-2224.html>

Lucie Daignault and Bernard Schiele (eds.), *Les musées et leurs publics. Savoirs et enjeux*. Quebec City: Presses de l'université du Québec. 2014.

Guide méthodologique sur les études de publics, Ministère de la Culture, Paris, 2020

<https://www.culture.gouv.fr/Sites-thematiques/Musees/Pour-les-professionnels/Rendre-les-collections-accessibles-aux-publics/Assurer-la-mediation-aupres-des-visiteurs/Guide-methodologique-sur-les-etudes-de-publics>

Participation in the annual ICOM CECA conference

Tuesday, October 26 at 6:00-7:15 pm. Research presentation: "A year of GIS Recherches exchanges on the reception of educational programmes by the public", followed live by 20 participants

Speakers: Jean-François Leclerc, historian and museologist w, Quebec, Canada and Heloisa Costa, professor of museology, Brazil

A STIMULATING GROUP

The presentation developed the main points of sharing of the group after emphasizing the value of these regular exchanges for the participants.

INVESTIGATIONS, WHY?

- Social and political demands
- From attendance to social impact

INVESTIGATIONS, FOR WHAT MORE?

- Approach evaluation differently: as a form of mediation.

TOOLS TO GET TO KNOW, TO KNOW ONESELF AND TO GET RID OF PRECONCEIVED IDEAS

- Expectations, satisfaction, public perceptions
- Effectiveness of exposures
- Digital activities.
- Emotion as a factor of knowledge appropriation
- Measuring social impact

TOOLS TO TRANSFORM OUR INSTITUTIONS AND PRACTICES

- Creating a genuine dialogue between institutions and the public
- Contribute to the transformation process of teams and institutions
- Strengthen the personality of each institution and avoid fragmentation

- Raising awareness of issues other than attendance

CONCLUSION

The surveys make it clear that the museum and cultural activities are holistic experiences.

Thursday 28 October in Leuven from 9:45 to 12:15. An interactive session: "Exchange and reflection workshop: initiating an evaluation process of educational programmes" attended by 10 participants

Intervention prepared by : Marie-Pierre Delaporte, Museum of Jewish Art and History, France and Anne Jonchery, DEPS, Ministry of Culture, France.

This session was aimed at colleagues unfamiliar with audience studies. We looked at the knowledge available to teams about the audiences of educational programmes. On what benchmarks should the analysis be based? How can these elements be put into perspective? What does the survey approach contribute? What are the challenges in convincing people internally of the importance of evaluation and, in the light of the results, in changing certain practices? This workshop, conducted in small groups, aimed to encourage the implementation of surveys by mobilizing university resources that combine pragmatism and proximity.

Some participants answered questions at the end of the workshop. They were education service professionals working in Belgium and were coming to the Icom Ceca annual conference for the first time. Although they had not conducted surveys, they were familiar with the practice of testing educational programmes or with the involvement of associations in the creation of such programmes. They were very interested in academic contacts. The other participants were academics or consultants in the field of audience research.

After a year of exchange, the GIS wishes to continue in the coming year and welcome other participants.