

## **ICOM CECA 2023 report**

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GIS coordinators

GIS "Research into the public reception of educational programmes".

### **Gis objectives**

The GIS was set up in 2020 to ensure continuity of exchanges between CECA members beyond the annual conference and to help run it.

This group seeks to bring to the fore the issues and questions that are of concern to professionals and researchers in the social sciences and museology, on the reception of educational offers by visitors in the light of the objectives set by the designers and as it emerges from the uses and behaviour, or even the representations developed by visitors.

### **The coordinators**

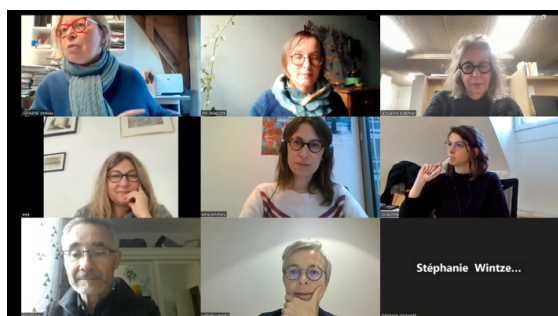
The coordinating committee was made up of three people in France and Quebec, but in September 2023, Anne Jonchery stepped down from the coordinating role. A search is underway for a successor coordinator. The current coordinators are Marie-Pierre Delaporte, Head of Audience Development at the Musée d'art et d'histoire du Judaïsme in Paris ([marie-pierre.delaporte@mahj.org](mailto:marie-pierre.delaporte@mahj.org)) and Katy Tari, Director of Collections - Programmes and Services for the Public at Pointe-à-Callière, in Montreal ([ktari@pacmusee.qc.ca](mailto:ktari@pacmusee.qc.ca)).

### **The participants**

The group brought together an average of ten participants per meeting, out of a group of around thirty people involved on a regular basis. The participants live in Germany, Brazil, Canada, Switzerland and especially France.

### **Meetings**

The GIS met online once a month, except during the summer. Shared minutes summarise the discussions.



27<sup>e</sup> réunion - mars 2023

## This year's speakers :

- **Eric Triquet**, university professor at Avignon université, director of *Culture et musées*, Agorantic: investigation into the exhibition "Terra Data. Nos vies à l'ère du numérique" from 4 April 2017 to 7 April 2018 at the Cité des Sciences et de l'Industrie (23<sup>e</sup> meeting, 14 November 2022).
- **Frédérique Lafon**, Muséum national d'histoire naturelle: "Limites et vertus des livres d'or numériques" (24<sup>e</sup> meeting, 9 December 2022).
- **Cindy Lebat**, Métis-lab: "Survey practices with visitors with sensory disabilities in museums" (25<sup>e</sup> meeting, 13 January 2023).
- **Héloïsa da Costa, Marie-Pierre Delaporte, Joséphine Dezellus, Laurence Dhaene, Frédérique Lafon, Ewa Maczek, Stéphanie Wintzerith**: "Les enquêtes auprès des enfants ou des élèves" (26<sup>e</sup> meeting, 10 February 2023).
- **Laurence Dhaene**, in charge of public development at the Musée des Ducs de Bretagne in Nantes: "De la médiation d'une exposition à celle de la collection. Le rôle de l'enquête dans la pérennisation de dispositifs de médiation d'"Abîmes " vers la collection permanente " (27<sup>e</sup> meeting, 10 March 2023).
- **Anne Jonchery**, DEPS, Ministry of Culture: "Visiting museums and exhibitions at different ages" (28<sup>e</sup> meeting, 14 April 2023).
- **Lucie Ribeiro**, Head of Audience Observatory, Louvre Lens Strategy Department: "Presentation of the Louvre Lens Permanent Audience Observatory" (29<sup>e</sup> meeting on 12 May 2023).
- **Marie-Laure Bernon**, sociologist: "Comparaison de la socio-démographie des publics des expositions en ligne et in situ" (30<sup>e</sup> meeting on 9 June 2023).
- **Lucie Ribeiro**, Head of Audience Observatory, Louvre Lens Strategy Department "Louvre-Lens survey on free in situ mediation" (31<sup>e</sup> meeting, 8 September 2023).
- **Frédéric Bigo**, curator at Rouen metropolitan authority in charge of public services for the meeting of metropolitan museums: "La Chambre des visiteurs et son modèle participatif" (32<sup>e</sup> meeting on 13 October 2023).
- **Marie-Pierre Delaporte**, public development at the Musée d'art et d'histoire du Judaïsme, and **Alix Potier**, student at the École du Louvre: "Les Amis du mahJ, un public particulièrement écouté" (33<sup>e</sup> meeting, 10 November 2023).
- **Léa Le Calvé and Benoît Vaillancourt**, doctoral students in museology, mediation and heritage at the Université du Québec à Montréal: "Synthèse du colloque organisé par l'université du Québec en Outaouais les 26 et 27 octobre 2023, " Muséo-Connexion : concepts et pratiques " " (33<sup>e</sup> meeting, November 10, 2023).

## Topics discussed at the meetings

The meetings are based on open exchanges, allowing participants to become familiar with different approaches to setting up surveys in museums. Common references are developed, materialised in the form of minutes, a shared bibliography, a glossary and mind maps on GoogleDrive.

### 1/Emerging trends

#### Results :

The survey as a way of revealing how the visit is part of collective processes that are not very visible

1. Visits are part of life, and even part of the culture of a generation, if we consider the results of the *Cultural Practices of the French*, which show the ageing of the most loyal museum visitors. The age effect, linked to changes in interests and available leisure time - especially when it comes to children - can be seen in the way visits are organised (young adults improvise more) and their motivation (to nourish their sensibilities for the young or middle-aged, to see something precious for the older), in the intensity of visits and in the type of museums visited. (28<sup>e</sup> meeting).
- The use of indoor visits as part of leisure activities outside the home, in public and collective spaces, and conversely the use of mainly virtual visits, with a marked preference for digital leisure activities (30<sup>e</sup> meetings).

#### From the point of view of survey methodology :

Surveys as a means of uncovering the specific situations of visits must make further progress. To capture the complexity of experiences, survey methods need to be adapted. This is an important issue, because it means we can shake up the expert assessment grids that institutions tend to use to evaluate themselves:

- This is the case for museum accessibility, which sometimes consists of boxes to be ticked (existence of easy-to-understand booklets, existence of a magnetic loop, etc.). Capturing this variety of audiences in surveys means ensuring that the survey is accessible and that questions are asked about disability. Finally, qualitative surveys can reveal specific relationships to museum visits. (25<sup>e</sup> meeting)
- One of the challenges of surveys is also to give a voice to audiences who are less at ease with language, such as children. So we need to create situations that are conducive to questioning them: carrying out a fun survey at the same time as the children are visiting the halls. (26<sup>e</sup> meeting)
- Another challenge is surveying organised groups such as schoolchildren or families: there are not enough resources to reach everyone at the same time (26<sup>e</sup> meeting).
- The survey was more successful in giving shape to museum-initiated groups such as the Friends of the Museum (33<sup>e</sup> meetings) or a users' committee (29<sup>e</sup> meetings).
- Finally, a methodological precaution before any comparison: the media used for the surveys (online, in situ, guest books) produce results to be compared over time without aggregating them. (24<sup>e</sup> meeting).

#### From the point of view of the survey-institution relationship :

Discontinuous survey practice is often a feature of institutions

- Internal surveys often involve staff whose job is not to conduct surveys. The investigator's attitude needs to be passed on through training, and maintained (survey results and their consequences). This is all the more important given that surveys are sometimes carried out on a discontinuous basis within institutions. (29<sup>e</sup> meeting)

The temptation to speed up visitor returns

- Digital visitors' books help us to understand satisfaction: artificial intelligence is a powerful tool for deciphering verbatim reports. Its speed shows the volatility of satisfaction and makes visible the work of the agents in front of the public, to repair the relationship with the visitors by the answers which they bring. (24<sup>e</sup> meeting)

The strength of the survey when accompanying design teams

- These are the results of a survey on theatrical mediation. It highlights a number of key principles: reading is an automatic activity on which information is based. The most frequently consulted written documents are the labels, even though the texts in the exhibition room convey the message of the exhibition. Listening is less spontaneous. Even the human mediation services, which are free and do not require booking, are used by a minority of visitors. Finally, some visitors don't want any information. As a result of the survey, there has been an increase in the number of playful and literary labels, and their link to the exhibition discourse has been strengthened (31<sup>e</sup> meeting).

Formalising connections between society and museums

- The practice of voting to bring citizens closer to the museum profession. Voting on objects in collections involves citizens in the construction of an exhibition. (32<sup>e</sup> meeting)
- Random team-visitor meetings based on sharing a selection of objects. (28<sup>e</sup> meeting)
- Presenting the challenges of digital technology and expecting visitors to change their behaviour. An analysis of an exhibition based on a discourse of expertise (the "deficit model") that leaves visitors resigned or angry when it is not backed up by proposals for collective reactions. The survey raises the question of the suitability of the exhibition medium as a vehicle for social debate. (23<sup>e</sup> meeting)
- Investigation into the reception of an exhibition on slavery, the mediation of which was enhanced by digital devices. Several of these were reused in the permanent collection without waiting for feedback from the public survey. An evaluation of the exhibition showing the balance between knowledge, emotion and civic engagement and the coherence of the digital tools used (documentaries, timeline, projections) which reinforced the impact of the subject. (27<sup>e</sup> meeting)
- Summary of the conference organised by the Université du Québec en Outaouais on 26 and 27 October 2023 "Museo-Connexion: concepts and practices". This conference, thirty years after "From museo-seduction to museo-reflection", involved young researchers in an action research project with the Musée régional de l'Outaouais. Four themes - "connection and the museum", "connection as a relationship", "museum-territory connection" and "plural connection-disconnections" - were developed in panels and explored in greater depth in workshops. (33<sup>e</sup> meeting)

## **2/Resources used, bibliography**

Joëlle Le Marec and Igor Babou: "La dimension communicationnelle des controverses" in *Hermès* (France), December 2015.

[https://www.researchgate.net/publication/286926603\\_La\\_dimension\\_communicationnelle\\_des\\_controverses](https://www.researchgate.net/publication/286926603_La_dimension_communicationnelle_des_controverses)

Yves Girault and Grégoire Molinatti (2011). "How museums and science centres expose themselves to socio-scientific controversies". In *Hermès, La Revue*, 2011/3 n°61 | pages 159 - 166 <https://www.cairn.info/revue-hermes-la-revue-2011-3-page-159.htm>

<https://metis-lab.com/2018/05/23/methodologie-comment-mener-une-enquete-aupres-de-personnes-deficientes-intellectuelles/>

LEBAT, C. and MAYADOUX, A., Le public déficience intellectuel face aux offres culturelles adaptées : musées, monuments et spectacle vivant. Enquête par comité d'usagers, Rapport d'enquête, Ministère de la Culture et de la Communication, Groupe de travail RECA " Évaluation ", 2013

Nathalie Berthomier and Anne Jonchery, Museum and exhibition visits through the ages, *Cultures études*, 2023-1 [CE-2023-1-Visites de musée et d'exposition au fil de l'âge.pdf](#)

Ewa Maczek and Angèle Fourès (Ocim-professional development sector), "L'enfant apprenti chercheur-médiateur. Etude d'un Experimentarium hybride", in *Cahier d'études*, Ocim n° 5, 2017-2018 : [The child as apprentice researcher-mediator Study of a hybrid Experimentarium - Ocim](#)

Jean-Marc Lauret, "Les effets de l'éducation artistique et culturelle peuvent-ils être évalués", *L'Observatoire*, vol. 32, no. 2, 2007, pp. 8-11. [Les effets de l'éducation artistique et culturelle peuvent-ils être évalués ? | Cairn.info](#) on the symposium held at the Centre Pompidou in January 2007

Collectif médiations, under the direction of Florence Eloy, *Comment la culture vient aux enfants : repenser les médiations*, Question de culture, DEPS, Paris 2021, see chapter 4: Les écarts entre les conceptions de la médiation et les appropriations effectives.

Krystel Gualdé: [\[Museums and the memory of slavery\] Interview with Krystel Gualdé. - A look at the museum world \(metis-lab.com\)](#) or [https://entre-temps.net/de-new-york-a-nantes-le-musee-face-a-lesclavage/#\\_ftn5](https://entre-temps.net/de-new-york-a-nantes-le-musee-face-a-lesclavage/#_ftn5)

BNF colloquium on 29 Nov. 2022: [Remote museums - What audiences and uses for online cultural content?](#)

*Culture and museums* #41 [Seeing museums differently: the field of possibilities](#)

Marie-Sylvie Poli " De l'utilité du " texte enfant " au musée " in [Lettre de l'OCIM](#).

<https://centrenorbortelias.cnrs.fr/restitution-des-seminaires-museologie-et-culture-et-numerique-avignon-universite-19-janvier-2021/>

## Resources

- complimentary

The gmail address [IcomCecaGisPublics2020@gmail.com](mailto:IcomCecaGisPublics2020@gmail.com) is used to share recordings, minutes, articles and administrative references on the drive.

- paying

Icom Ceca Zoom account used for meetings.