

SIG "Research on audiences of cultural programmes"

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Objectives of the GIS: Since its establishment in 2020, this group has facilitated conversations between museum professionals and social science researchers regarding surveys of museum audiences. Participants discuss surveys that shed light on the relationships audiences develop with mediations. These discussions have sparked interest in visitors' behaviors and representations, their connections to the museum, and the role of mediations in these relationships. Questions about survey methodology, the status of these surveys, and the impact of their results are regularly addressed.

These surveys symbolically bring visitors into a museum institution primarily focused on production, such as knowledge, discourse, exhibitions, and programs. They give a voice to those who are often reduced to visitor figures or target audiences for cultural programs, such as people from the "social field/socio-community organizations," people with disabilities, young people, and schoolchildren.

More generally, sharing these methods and survey results at meetings provides an opportunity to discuss issues outside the framework of institutional communication. This discussion allows us to examine the relationships between museum visitors from the perspective of the challenges facing our societies, drawing on knowledge from the social sciences.

Links to the annual reports of the SIG:

Annual report 2024:

<https://ceca.mini.icom.museum/wp-content/uploads/sites/5/2025/01/ENG-SIG-Publics-Rapport-eicrit-Publics-2024.pdf>

Annual report 2023:

<https://ceca.mini.icom.museum/wp-content/uploads/sites/5/2024/01/CECA-report-2023-GIS-Research-into-the-public-reception-of-educational-programmes-ENG.pdf>

Annual report 2022:

<https://ceca.mini.icom.museum/wp-content/uploads/sites/5/2022/11/ENG-GIS-Publics-reception-2022.pdf>

Annual report 2021:

<https://ceca.mini.icom.museum/wp-content/uploads/sites/5/2021/11/ANG-SIG-AG2021-MP-Delaporte.pdf>