



Harnessing Web 2.0 for small & volunteer-run museums

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nature culture **discover**



Increasing access to technologies “... have put the power of communication, information gathering, and analysis in the hands of the individuals of the world.”

George Freedman, *The Changing Nature of Museums*, 2000

What is Web 2.0?



‘**Web 2.0** is a term coined by O'Reilly Media in 2004 to describe blogs, wikis, social networking sites and other Internet-based services that emphasise collaboration and sharing, rather than less interactive publishing (Web 1.0). It is associated with the idea of the Internet as platform.’

<http://socialmedia.wikispaces.com/ShortAZ>



Web 1.0 → access to information

Web 2.0 → access to people

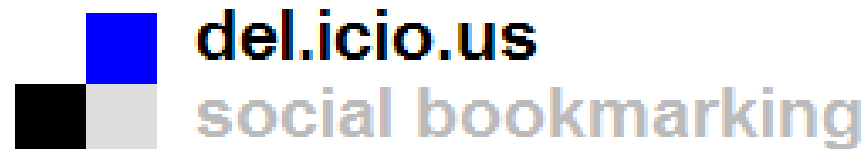
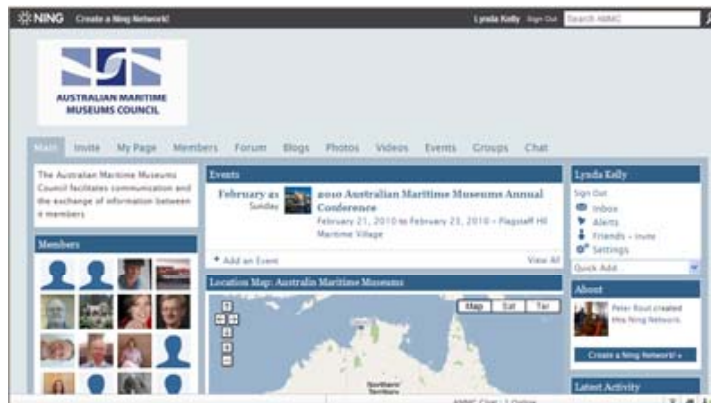
John Seely Brown and Richard Adler, *Minds on Fire: Open Education, the Long Tail, and Learning 2.0*, January/February 2008

What is social media?



‘Social media is a term for the tools and platforms people use to publish, converse and share content online. The tools include blogs, wikis, podcasts, and sites to share photos and bookmarks.’

<http://socialmedia.wikispaces.com/ShortAZ>



Reasons why we need to engage with Web 2.0



- That's where our audiences are
- It's mostly free!
- The wisdom of crowds
- Young people know no other world
- You'll be left behind:
 - then © 1999 “Do not distribute”
 - now © 2009 “Click here to share”

Australian data (n=2,006)

- 43% watch a video
- 34% use social networking site
- 32% participate in discussion board/forum
- 37% read customer ratings/review
- 27% read blogs
- 19% tag web pages
- 16% listen to podcasts
- 15% use a wiki
- 15% post ratings/reviews
- 13% comment on blogs
- 12% upload video/audio created
- 10% publish own web page
- 8% publish/maintain a blog
- 8% use RSS feeds

Museum/gallery visitors (n=829)

- 46% watch a video
- 36% use social networking site
- **39% participate in discussion board/forum**
- **48% read customer ratings/review**
- **34% read blogs**
- **27% tag web pages**
- **23% listen to podcasts**
- 20% use a wiki
- 21% post ratings/reviews
- 18% comment on blogs
- 15% upload video/audio created
- 13% publish own web pages
- 9% publish/maintain a blog
- 11% use RSS feeds



People in developed countries are spending 82% more time on social media sites ... Australia is number 1 globally

Nielsen Report, January 2010,

<http://blog.nielsen.com/nielsenwire/global/led-by-facebook-twitter-global-time-spent-on-social-media-sites-up-82-year-over-year/>

Not having the web is like not being able to...



- *Walk, breathe, talk, eat, survive, socialise*
- *Get access to water*
- *Get an education*
- *Access a whole new world*
- *Wear clothes and be fashionable*
- *See the sun*
- *Travel around the world, explore my inner self or broaden my horizon*

<http://australianmuseum.net.au/blogpost/Kids-talk-about-the-Internet/>

How to do it?



- Define purpose/goals
- Identify resources/boundaries
- Develop ideas and explain the plan
(Nina Simon, June 2009)

- Just give it a go!
- Lurk around those spaces yourself
- Learn together – check with your peers
(Lynda Kelly, February 2010)

Organisational change in museums & social media



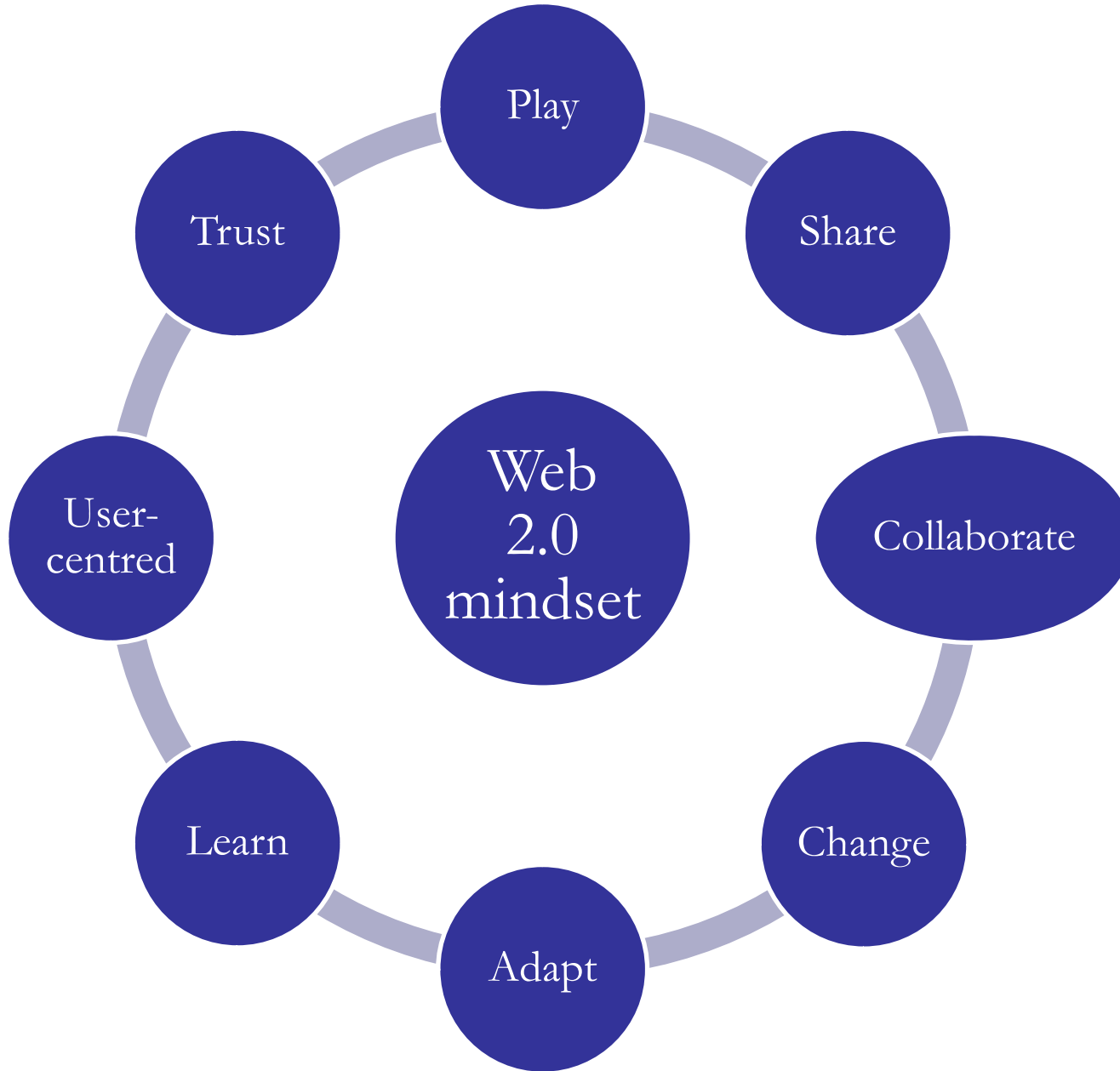
- Let go
- Risk-taking
- Go for it
- Networks & connections
- Scaffolding
- Self-monitor
- Participation

6 ways to make Web 2.0 work

(HBR)



- Top people lead through informal channels
- Users determine how they do things: not imposed
- Needs to be integrated as part of work processes: not an add on
- Appeal to people's desire for recognition
- Never know where solutions will come from
- Balance freedom and control





“Web 2.0 puts users and not the organisation at the centre of the equation. This is threatening, but also exciting in that it has the potential to lead to richer content, a more personal experience.”

Mike Ellis and Brian Kelly, *Web 2.0: How to Stop Thinking and Start Doing: Addressing Organisational Barriers*, April 2007

That's all very well, but how do I do it?



- It's called repurposing content:
 - “write once, publish broadly across a range of mediums”

<http://museum30.ning.com/forum/topics/repurposing-content-making-web>



The TOWN HALL GALLERY

Thursday, February 11, 2010

In the spotlight... Robyn Emerson

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Town Hall Gallery

Wall Info Photos Boxes Events My Flickr

Write something...

Attach

Share

Information

Location: 338 Burwood Road Hawthorn, Australia, 3122
Phone: 03 9278 4626
Wed - Sat: 12:00 pm - 5:00 pm

Town Hall Gallery + Fans

Town Hall Gallery blogged... some information on Robyn Emerson

Town Hall Gallery: In the spotlight... Robyn Emerson
townhallgallery.blogspot.com
Another one of the artists exhibiting in what do they call a group of artists? is Robyn Emerson. Robyn is a local artist and creates these amazing and quite large scale encaustic works. The encaustic process ...

February 11 at 10:53am · Comment · Like · Share

Town Hall Gallery IN CONVERSATION AT TOWN HALL GALLERY...

Join the artists from What do they call a group of artists? exhibition in conversation with gallery curator about their working methods and inspiration behind their works.

This is a great opportunity to hear directly from the artists about their work and to ask those questions you've...

See More

IN CONVERSATION with What do they call a group of artists?
Time: 2:00PM Saturday, February 20th

Fans: 4 of 119 fans · See All

Rita Howard, Anne Holmes, Hans Dugran



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THGC - public art 011

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Updated on Feb 11, 2010
0 comments

THGC - public art 010

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Town Hall Gallery 2010

7 sets

Older exhibitions

twitter

Hey there! townhallgallery is using Twitter.

Join today!

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? Join today to start receiving townhallgallery's tweets.

townhallgallery

We are currently looking for gallery volunteers! If you would like to be involved contact us at mardi.nowak@boroondara.vic.gov.au

6:27 PM Feb 11th from web

Name town hall gallery
Location Hawthorn, Australia
Web http://www.townhallgallery.com.au
Bio Public art gallery featuring a diverse range of contemporary exhibitions relevant to the area & current city issues.

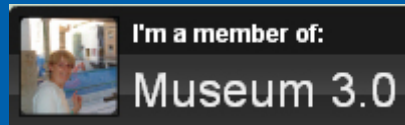
85 70 0

Following Subscribers Likes

Tweets 88

Favorites

Followers



<http://www.australianmuseum.net.au/>

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