

The Museum's Web Users

– A user survey of museum websites

English summary

2010





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– A user survey of the museums' websites

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Preface



The physical museum visit is no longer the only encounter citizens have with the museums. In the course of the last 10 years, museums have started in earnest to communicate and disseminate their knowledge digitally.

Heritage Agency of Denmark's web user survey provides a status of the citizens' use of museum websites. The report offers recommendations on how the museums can develop their potentials as knowledge centres. The survey also contributes to the debate on how museums can work strategically with their communication on the Internet.

Digitalisation in society has fundamentally changed citizens' approach to knowledge. The new digital reality means that citizens acquire knowledge digitally, but also that citizens are interlinked in social communities where they exchange and discuss knowledge with each other, e.g. via websites, Facebook, Twitter or blogs. This democratisation of citizens' access to knowledge poses new requirements on the museums to facilitate knowledge exchange rather than instructing or transforming knowledge from museum to user. This calls for new professional competences at the museums.

To many users, a visit to a physical museum is a social event where the users go to the museum and encounter the museum's collections and exhibitions. When the user visits the museum online, e.g. at the museum's website, this is a different type of interaction than at the physical museum. The digital museum visit is characterised by the museum coming to the home of the user via its website. Often, this is an individual exchange where the user chooses which parts of the museum's collection, information and knowledge he or she is interested in and wishes to explore.

The museums' digital presence opens new possibilities of making the museum accessible to more citizen target groups. Also those who do not physically go to the museums. This is why it is important that the physical museum is accessible on various platforms. In other words: Diversity and accessibility go hand in hand. The museums' websites are an equal part of the museum's professional work.

Based on the web user survey's results, it is Heritage Agency of Denmark's assessment that the museums' digital potentials are not exploited sufficiently. If the museums are to be relevant to users in the 21st century's knowledge society they need to reinforce their position as open and accessible cultural institutions that work professionally with both analogue and digital dissemination and communication. The 21st century museum is the sum of all of the platforms where the museum is present.

September 2010

Steen Hvass, Director, Heritage Agency of Denmark





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1 Introduction



Heritage Agency of Denmark has completed a web user survey that supplements the national user survey of the museums' physical users at national and government-approved museums.

Objective

The survey is to contribute to improving the quality of the national and government-approved museums' digital communication and dissemination on the Internet.

This report presents the results of Heritage Agency of Denmark's web user survey.

The survey identifies users and non-users of the museums' websites. The analysis includes users and non-users' demographic characteristics, their behaviour and needs as well as their views of the museums' websites and their incentive for and barriers against using the websites.

Among the 123 national and government-approved museums, 82 are cultural history museums, 34 are museums of art, 3 are natural history museums and 4 museums' areas of responsibility cover two or three museum categories. The survey does not distinguish between national and government-approved museums' websites and other private, municipal or government-supported museums' websites.

The web user survey consists of two surveys with each their own method:

1. A quantitative survey, in which a representative selection of Danes have completed a questionnaire on their experience with and view of Danish museums' websites.
2. A qualitative survey, in which participants in four focus groups have identified what characterises good – and bad – communication and dissemination at the museums' websites.

Dissemination plan

The user surveys are a part of the Ministry of Culture's Dissemination Plan. The Dissemination Plan is to contribute to improving the quality of the museums' dissemination and developing this through seven different focus areas.

All of the Dissemination Plan's focus areas include pools and projects that support the development of the museums' digital dissemination. These include www.e-museum.dk, which is run in collaboration with the Ministry of Education; *Værktøjsprojektet* (the Tools Project), which offers the museums the opportunity of disseminating the museums' collections digitally; and the national network for museum education, which is to improve the quality of the museums' educational activities and strengthen collaboration between museums and educational institutions.

The national user survey and the web user survey will be supplemented by a non-user survey in 2011.

Heritage Agency of Denmark has signed an agreement with TNS Gallup on the web user survey.

Method and data basis for the quantitative analysis

The quantitative part of the report is based on an online questionnaire survey, which reveals citizens' use of museum websites. The survey identifies the citizens' reasons for using or choosing not to use the museums' websites. The survey also looks at the citizens' behaviour and views of Danish museums' digital communication and dissemination on the Internet.

The survey's results are representative of the entire population of Denmark, distributed across the parameters of gender, age, education and region.



User types

Based on their answers to the questionnaire, the respondents have been divided into four user types:

- **Museum and web users**
Citizens who use both museums and the museums' websites at least once a year.
- **Museum users**
Citizens who use museums at least once a year, but who have not used a museum website within the last year.
- **Web users**
Citizens who use museums less than once a year, but who have used a museum website within the last year.
- **Non-users**
Citizens who have neither used museums nor museum websites within the last year.

Figure 1 shows the distribution of the survey's respondents across the four user types.

Web users (i.e. the user type that uses museum websites, but who does not visit museums) make up 3 % of the participants in the survey. Only 52 respondents of the 2,121 are web users. This means that the number is too small for the user type to be studied separately. As this user type also blurs the overall image of the museums' web users, this user type has been omitted from the rest of the report.

According to international research, web users are an interesting user type, because the group is growing and because it includes the users who only acquire knowledge via digital media. It is therefore a user type that it is important for the museums to consider when they work with their digital communication and dissemination. Statistics Denmark's figures for the Danes' IT habits clearly show that the Danes are ready to use the digital media's possibilities to the full.

The rest of the analysis is based on 2,069 respondents.

Figure 1. Respondents distributed across user types

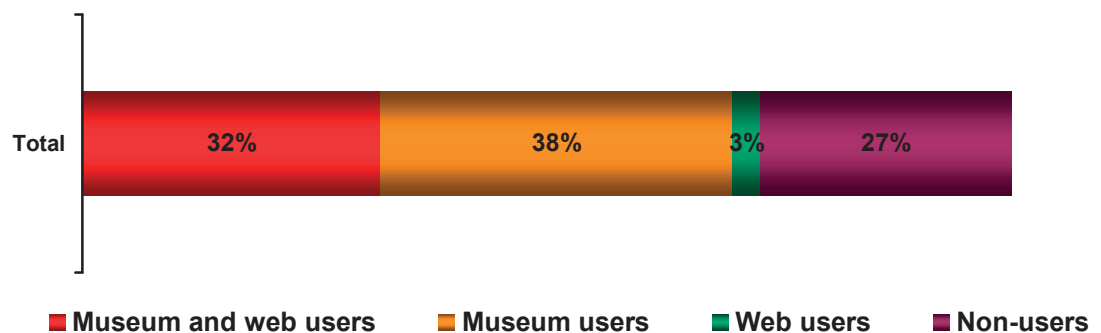


Figure 2. Respondents distributed across user types (excluding *web users*)

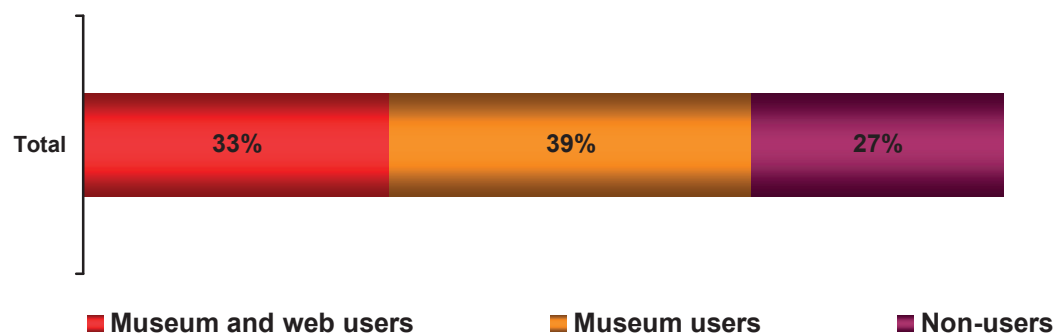


Figure 2 shows the distribution of user types after the web users have been sorted out. Web users are the respondents who use the museums’ websites but do not use the museums.

The figure shows that 33 % are museum and web users, 39 % are museum users, i.e. they use the museums but not the museums’ websites. 27 % are non-users, i.e. they do not use museums nor museum websites.

GallupKompas

The web user survey should be seen in connection with the ongoing national user survey of the museums’ physical users. Both surveys use Gallup’s segmentation tool, GallupKompas. This is based on attitude questions and provides varied insight into users’ views, values and lifestyles.

The respondents in the web user survey have been divided into GallupKompas’ nine segments based on their views of general society conditions, e.g. environment, public services, technology, ecology, inequality and family values. TNS Gallup has linked the nine segments to Index Danmark/Gallup, which measures the Danes’ media and cultural habits, among other things.

The division of citizens into segments makes it possible to identify which segments the three user types are composed of.

The museums can use GallupKompas to differentiate and target their communication and dissemination on the Internet at specific user types depending on how the user types are composed of the nine segments.

Chapter 5 includes descriptions of the nine Kompas segments. The descriptions focus particularly on each segment’s different cultural and media habits, including use of the Internet.

Method and data basis for the qualitative analysis

The qualitative survey has three focus areas for use of museum websites:

- Current and potential users’ behaviour, needs and views
- Incentives and barriers
- Strategies and tools

The results of the qualitative survey are based on four two-hour focus group interviews with a total of 33 participants. Two focus group interviews were conducted in Copenhagen and two in Kolding.

The focus groups were composed of selected respondents from the quantitative survey. The groups consist exclusively of active museum users – both citizens who use the physical museums and the museums’ websites and citizens who only use the physical museums.

Each focus group was composed to ensure an equal distribution of men and women and a spread in relation to age, educational level and residence. Furthermore, the groups were composed of users from the different museum categories (cultural history museums, museums of art and natural history museums) and users with different visiting patterns.



The participants have alternated between individual deliberations, work in subgroups and plenary discussions. The participants brought two things along, one that represented their relationship to Danish museums and one that represented their relationship to the Internet.

The participants were introduced to two examples of museum websites: the website of ARKEN Museum of Modern Art, www.arken.dk, and the website of the Museums in Fredericia, www.fredericiahistorie.dk. The two websites represent the scope among Danish museums' websites – from the more traditional website to a website where high priority has been given to design and visual identity.

The participants were also introduced to two new examples of how museums can facilitate knowledge: the National Museum of Denmark's virtual woman from the 18th century, Ida Charlotte Finnelstrup, and ARKEN's podcast, ARKCAST.

The focus groups were conducted in accordance with semi-structured guidelines.

Target groups

The results of the web user survey primarily address four target groups:

- Museums
- Political decision-makers
- Other cultural institutions
- Educational institutions

The target group at the museums are museum managers, dissemination staff and inspectors, web editors and press and communication staff. The museums can use the web user survey as a discussion paper and a tool that can contribute to the development of their digital strategies and competences. On the basis of factual knowledge of the behaviour of users and non-users, the museums can develop their digital communication and dissemination on the Internet – including their websites.

Political decision-makers can acquire relevant background knowledge, which may result in new municipal, regional or national initiatives aimed at strengthening the museums' communication and dissemination on the Internet and thus the citizens' access to the museums' knowledge resources.

Other cultural institutions can use the survey as a tool to strengthen collaboration with the museums on how knowledge about culture can be made accessible via digital platforms.

Educational institutions are central collaboration partners for the museums. It is therefore important to include them in the discussion of how museums can make museum knowledge widely accessible. Universities can use the survey's results, in collaboration with the museums, to further dissemination of research or research into dissemination. Additionally, the survey is applicable in relation to the culture dissemination disciplines at the universities.

Reading guide

The report is designed so that it can be read in its entirety, but also selectively.

Chapter 2: 'Results, conclusions and recommendations' summarises the web user survey's results and Heritage Agency of Denmark's recommendations to the museums.

Chapter 3: 'Quantitative analysis' presents the results of the quantitative questionnaire survey in relation to what characterises users and non-users of museum websites including their patterns of use and assessments of the websites.

Chapter 4: 'Qualitative analysis' presents the results of the qualitative part of the web user survey, including incentives for and barriers to optimum use of museum websites.

Chapter 5: 'Segment descriptions' gives a detailed description of GallupKompas' nine segments. The segment descriptions are a strategic tool for working with communication and dissemination.

2 Results, conclusions and recommendations



Below follows a summary of the web user survey's results, conclusions and recommendations.

The first part of the chapter presents the results of the quantitative part of the survey – including what characterises users and non-users of museum websites including their patterns of use and assessment of the museums' websites as well as the segment distribution at GallupKompas.*

The second part of the chapter presents the results of the qualitative part of the web user survey, including incentives for and barriers to optimum use of museum websites.

The final part of the chapter presents Heritage Agency of Denmark's conclusions and recommendations to the museums.

Quantitative survey

This section presents the results of the quantitative part of the web user survey.

33 % of the respondents in the web user survey can be characterised as users of the museums' websites. 39 % are only users of the physical museums, and the rest, 27 %, do not use museums or museum websites at all.

Demography

Women constitute 54 % of the users of museum websites. Men constitute 46 %.

In terms of age, the museum website users do not differ much from the rest of the population, except that there are relatively few young people between 15 and 29 years (17 %).

Among the users who neither use museums nor museum websites, there are notably more young people between 15 and 29 years (24 %) and notably less citizens aged 65 and above

(12 %) than among the users of the museums' websites and Denmark's population as a whole.

37 % of the users of museum websites live in the Capital Region of Denmark.

Among the users of museum websites, 36 % have a short or medium-length higher education. 16 % have a long higher education. More than double the amount of users of museum websites have a long higher education in comparison to users who neither use museums nor museum websites.

Citizens with secondary/upper secondary education or a vocational education are notably overrepresented among the respondents who use neither museums nor museum websites (42 % and 29 %, respectively) in comparison to those who use museum websites (25 % and 23 %, respectively).

GallupKompas

In relation to the segmentation distribution of the entire population of Denmark, there are notably more modern community-orientated (21 %) and community-orientated (17 %) citizens among the users of museum websites. On the other hand, the traditional and the traditional individual-orientated are significantly underrepresented here.

There are relatively many modern individual-orientated, traditional and traditional individual-orientated people among those who use neither museums nor museum websites.

The modern community-orientated and the centre group are the segments who use the museums' websites most frequently.

Users of the museums' websites

The one third of the respondents who use the museums' websites also use the physical mu-

* Den kvantitative del af webbrugerundersøgelsen er repræsentativ i forhold til hele den danske befolkning.



seums. Therefore, this user type is called museum and web users in the survey.

40 % of the users of museum websites use the museum of art websites most often. 36 % use the cultural history museum websites most often, while 10 % use the natural history museum websites most often. The rest have answered 'don't know'.

Only 1 % of the website users use museum websites once a week or more often. One in every 10 website users use a museum website once a month or more often. 27 % of the users indicate that they use museum websites 'at least once every three months'. 30 % of the users state that they use museum websites 'at least once every six months', and 28 % say that they use the websites 'at least once a year'.

90 % of the users use the websites less than once a month. Of these, about 2/3 indicate that they use museum websites less than once every three months.

99 % of the users of museum websites access the websites from a computer. Almost all of them access museum websites from home. One in every five users also accesses museum websites from their place of work. 9 % access museum websites from schools or educational institutions.

73 % of the users of Danish museums' websites think that the websites should be an advertisement for the museums. Half of the users think that museum websites should be a search base (52 %) or a learning resource (51 %). Only 3 % of the website users wish to network on the museums' websites.

80 % of the website users primarily use museum websites to prepare a visit to the physical museum. Over half of the users seek information about the museums' objects, collections or exhibitions (62 %) or the museums' activities (54 %). Less than 1 % of the website users participate in online social networks on the museums' websites.

46 % of the museum website users indicate that they miss something on Danish museum websites. Most often, they miss information about exhibitions, collections and objects (20 %), dissemination of the museum's research (17 %) or more articles and texts (16 %).

The museum website users generally do not agree that museum websites should be social media.

The museums are given average ratings by the museum website users in relation to questions about whether the websites are e.g. interesting, easy to understand, educating and meant for all (3.1-3.5 on a scale from 1 to 5).

Non-users of the museums' websites

The respondents who do not use museum websites are called museum users and non-users in the analysis. Museum users are the citizens who only use the physical museums (39 % of all respondents). Non-users are the citizens who use neither museums nor their websites (27 % of all respondents). Combined, they constitute 66 % of all respondents.

The majority of those who do not use museum websites think that museum websites should be an advertisement for the museums (63 % of the museum users and 49 % of the non-users). Less than half think that the websites should be a learning resource (45 % of the museum users and 38 % of the non-users) or a search base (45 % of the museum users and 34 % of the non-users).

More than one in three of the respondents who do not use the museums' websites indicate that they do not know any museum websites.

44 % of the non-users indicate that they do not use the museums' websites because they do not visit museums. The non-users indicate much more frequently than the museum users that the museums are not interesting and that they do not know what they would use museum websites for.

Cultural websites in general

Among the web user survey's respondents, cinema websites top the list of the most used. Next on the list are libraries, theme parks and theatres.

Among the museums' website users, the level of use of other cultural websites is generally notably higher than among those who do not use museum websites. For instance, 59 % of the users of museum websites use library websites as compared to only 42 % of museum users and 30 % of non-users.

The three most frequently mentioned reasons for using a cultural website are to search for information about cultural offers, to plan events (practical information) and to search for knowledge.

Internet habits

92 % of the respondents in the survey use the Internet every day or almost every day for private purposes. 55 % use the Internet daily or almost daily in relation to work or studies.

36 of all respondents use social media such as Facebook and Twitter every day or almost every day. The amount of respondents who use social media in their everyday life is highest among those who neither use museums nor museum websites (39 %).

34 % of those who use museum websites sometimes read and comment on weblogs. This is slightly more than among those who do not use museum websites (about 25 %).

40 % of the users of museum websites read Internet-based newspapers on a daily basis. This is slightly more than among those who only use physical museums (about 34 %).

18 % of the users of museum websites sometimes read books on the Internet. This is slightly more than among those who do not use museum websites (about 10 %).

59 % of the museum website users sometimes listen to and watch online radio / web TV. This is slightly more than among those who do not use museum websites (about 50 %).

92 % of the users of museum websites use other cultural websites. This is notably more than among those who do not use museum websites (67 % of museum users and 55 % of non-users).

Patterns of use at the physical museum

64 % of the users of museum websites visit a museum between one and three times a year.

Users of museum websites visit physical museums more frequently than those who only use the physical museums.

43 % of the users of museum websites most often visit museums of art; 37 % most often visit cultural history museums, and 11 % most often visit natural history museums. Among those who only use museums, but not museum websites, 35 % visit museums of art, 29 % visit cultural history museums and 17 % visit natural history museums. The rest have answered 'don't know'.

Among the respondents who use neither museums nor museum websites, 65 % indicate that this is because the museums are not interesting, while 26 % indicate that they do not have the time.

Fact box

A survey of the websites of the 123 national and government-approved museums in Denmark shows the following:

- 123 museums have a website
- 59 museums are to be found at Facebook
- 46 museums send out digital newsletters
- 46 museums use film and video
- 17 museums use sound and podcasts
- 8 museums use YouTube
- 7 museums use Flickr
- 1 museum uses Twitter

Source: Nanna Holdgaard, PhD, IT University of Copenhagen. The survey was made in May-June 2010.

Qualitative survey

This section presents the results of the qualitative part of the web user survey.

The physical museum

There is great diversity in the focus group participants' perception of the physical museum. Only a minority of the participants consider the museum visit one of the most important elements in their cultural lives. The majority of the participants rank a museum visit at a medium level in relation to other cultural activities.

When the focus group participants expand on their motivation for using physical museums, it is possible to identify the following five needs types:

- **Knowledge.** The motivation for visiting physical museums is to acquire new knowledge through the museums' collections or exhibitions. It may also be in order to share knowledge with others.
- **Sense of security.** The museums create a sense of security because museum objects evoke personal memories. The museums can also give the users a sense of being special or of belonging to a specific community.
- **Activity.** The focus group participants emphasise the opportunity to participate actively and thereby gain a unique experience.
- **Socialising.** The social aspect is pronounced. The focus group participants emphasise that the experience can be rich and varied if it can be shared with someone else. To many participants, it is not socially acceptable to visit a museum alone.
- **Contemplation.** Several of the participants see museum visits as an opportunity to 'step into another world', where everything else can be shut out and they can allow themselves to be completely absorbed.

Barriers to optimum use of museum websites

The focus groups show that website users and potential website users must overcome three different levels of barriers before they can make optimum use of the museums' websites.

Level 1: Initial hindrances. The user does not consider using the Internet or the museums' websites. It may be that the user has limited skills related to the use of computers or the Internet, or that he/she has limited interest in museums or uses other media and search strategies than the museum websites.

Level 2: General hindrances. The user has decided to use a specific museum's website. Maybe the user has trouble finding the museum's website, or a general overview of Danish museums and their websites is not available.

Level 3: Specific hindrances. The user is unable to find e.g. information on prices and opening hours. The website is messy and chaotic. The user looks in vain for practical information, detailed information or interaction on the website.

The ideal museum website

According to the focus group participants, the ideal website should be based on the following principles:

- Simplicity
- Different levels
- Different voices
- Presence on several platforms

The website should be characterised by clarity, user friendliness and logical navigation expressed in a clear visual identity. A professional graphic design for the museum's website is essential if the citizens are to have a clear indication of what the website contains and how it works. A museum website's immediate impression on citizens is also crucial to prevent them from leaving the site straight away.

The museum website should have two levels:

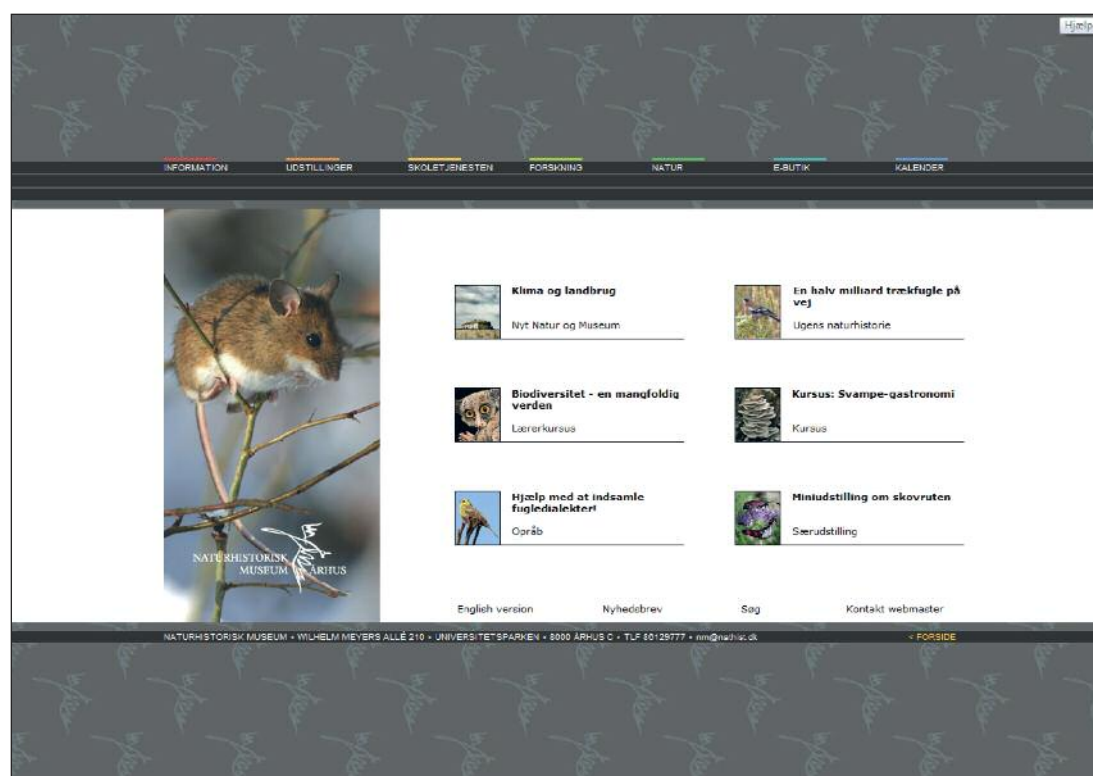
- A practical level with factual information about prices, opening hours, activities, events and exhibition calendars.
- A content level with the option of in-depth details and interaction.

The website should appeal to several different user types or segments.

Many people find inspiration for using a museum or a museum website from other places than the museum's website. Therefore, the museum should also be present outside the website on other digital and analogue platforms, e.g. newspapers, radio, TV or MIK.dk (Museums in Copenhagen).

A bad museum website

A bad museum website, according to the focus group participants, is characterised by not being updated, having a lecturing tone, containing heavy text passages and lacking pictures.



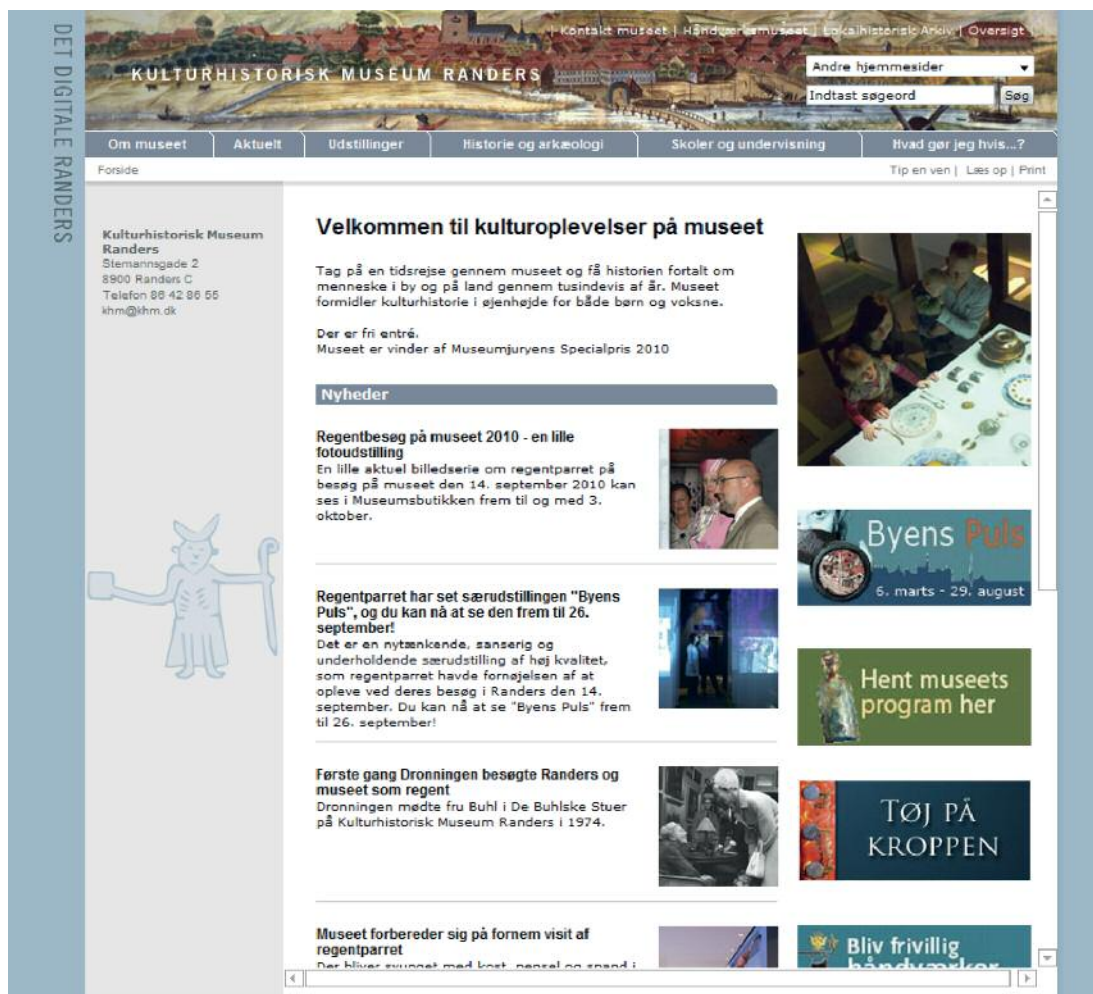
Conclusions and recommendations

The museums have great unexploited potentials for developing their websites.

The web user survey provides tools for improving the quality of the museums' digital communication and dissemination on the Internet based on factual knowledge about web users. The results are also a contribution to a general discussion of how museums use the Internet professionally and how the museums target their use of the Internet in relation to the physical museum.

Heritage Agency of Denmark's recommendations:

1. The museum is the sum total of the platforms where the museum is present.
2. The museums' websites are an equal part of the museum's professional work.
3. The museums should focus on developing real content for their websites.
4. The museums' websites should be relevant to a wide selection of the population.
5. Citizens should encounter the museum on both digital and analogue platforms.
6. The museums should work strategically to develop the museums' digital communication and dissemination on the Internet.



The screenshot shows the homepage of the Kulturhistorisk Museum Randers website. The header features a navigation menu with links for 'Om museet', 'Aktuelt', 'Udstillinger', 'Historie og arkæologi', 'Skoler og undervisning', and 'Hvad gør jeg hvis...?'. A search bar is located in the top right corner. The main content area is titled 'Velkommen til kulturoplevelser på museet' and includes a welcome message, contact information, and several news items. The news items are: 'Regentbesøg på museet 2010 - en lille fotoudstilling', 'Regentparret har set særudstillingen "Byens Puls"', and 'Første gang Dronningen besøgte Randers og museet som regent'. There are also several images and promotional banners for exhibitions like 'Byens Puls' and 'Tøj på Kroppen'.

The museum is the sum total of the platforms where the museum is present.

The survey shows that 90 % of the museums' website users use the websites less than once a month. Two thirds of the users use the websites less than once every three months. By comparison, 92 % of the survey's respondents use the Internet daily or almost daily for private purposes. The most important reason for using the museums' websites is that the users want to find practical information about prices, opening hours etc.

Both the quantitative and the qualitative survey show that there is a close correlation between using the museums' websites and using the museums. Practically all the users of museum websites also use the physical museums. This means that there is hardly anyone who uses the museums' websites who does not visit the physical museum. The users of the museums' websites also use the physical museums notably more frequently than the respondents who only use the physical museums.

The museums' websites are an integrated part of the museums' overall work – not an appendix to the museum.

The museums' websites are an equal part of the museum's professional work.

On a scale from 1 to 5, the museums are given ratings of 3.1-3.5 when users of the museums' websites are asked whether the websites are interesting, easy to read, educational etc.

The ratings are average. However, in comparison to the results of the national user survey of the museums' physical users, the users of the museums' websites are notably more reserved in their assessments than when users assess the physical museums.

The website is an extra entrance to the museum, and it is an important platform for the museum's dissemination. The website can be

a medium that attracts new users and new user groups who can be engaged in a long-term relationship with the museum via the website. The museums' websites and their presence on the Internet as a whole are therefore an integrated part of the museums' overall work. The museums should submit to the same professional requirements to the quality of their websites as they have to their work at the physical museums.

The museums should focus on developing real content for their websites.

51 % of the museum website users would like the websites to be a learning resource. This should encourage the museums to give priority to making learning resources available at their websites. The museums should therefore focus on developing real content, which can disseminate the museums' expert knowledge on cultural issues in an engaging way.

The museums are knowledge centres with a research obligation. Therefore, the museums should make their knowledge available on several different platforms, including their websites. The museums should create the foundations for all of the museums' knowledge staff to develop their IT didactic competences and contribute to the museums' knowledge dissemination on the Internet.

The survey's results should encourage the museums to reflect on how they are organised internally at the museum, and how they share knowledge internally and externally with a view to better and more professional utilisation of limited resources. This could, for instance, be through joint initiatives, e.g. between museums and between museums and universities along with other cultural institutions.

The museums' websites should be relevant to a wide selection of Denmark's population.

The quantitative survey shows that users of



museum websites are generally older and better educated than the average of the entire population of Denmark. They are also notably more frequently residents in the Capital Region of Denmark than the proportional number of inhabitants for the region would suggest. This corresponds to the results of the national user survey of the museums' physical users.

According to GallupKompas, the proportion of modern community-orientated and community-orientated people is far greater among users of the museums' websites than these segments' proportion in the entire population of Denmark. By contrast, there are relatively few traditional individual-orientated people among the museum website users. As many as five of GallupKompas' nine segments are not represented among those who use the museums' websites once a week or more often.

The Internet offers the museums new possibilities of democratising their knowledge. The museums should have several voices and be differentiated when they communicate and disseminate knowledge digitally. The museums are under obligation to make cultural heritage relevant to many different user types or segments of citizens.

The survey's results may give rise to reflections at the museums as to how they can make their websites more relevant to the citizens who are overrepresented among those who never visit the museums and the museums' websites. This applies particularly to young people aged 15-29 and citizens aged 30-49. It also applies to citizens with short or medium-length higher education, citizens with a vocational educational background and citizens who live outside the capital.

Citizens should encounter the museum on both digital and analogue platforms.

Many people find inspiration for using a physical museum or a museum website from other places than the museum's website. Therefore, the museum should also be present outside the website. This could be on other digital and

analogue platforms, e.g. via communication and dissemination targeted at different user types, but it could also be achieved by creating several different 'entrances' or 'spaces' where users can encounter the museum on the Internet according to IT competences and interests.

Relatively many who neither use museums nor museum websites are frequent users of social media such as Facebook and Twitter. This makes it an obvious opportunity for the museums to engage this precise group by being present in the right places. Here, it is particularly important to maintain that the relationship to the users should focus on knowledge exchange and dialogue about the subjects that the museum deals with and not about the museum as such.

In all other parts of society, there is an increasing need for acquiring knowledge via computers or other digital media. This also creates a need for the museums to develop more different solutions to digital communication, dissemination and interaction, e.g. in connection with the museums' websites. It should be expected that the desire to interact with the museums, cultural heritage and other users will increase in future.

The museums should work strategically to develop the museums' digital communication and dissemination on the Internet.

The survey shows that users of museum websites are conservative in their use. The users are most preoccupied with finding basic information about prices, opening hours etc. The users of museum websites usually access the websites from a computer, most often from home and most often in order to prepare a visit to the physical museum. The majority of website users do not miss anything on the websites, and the users' interest in the museums' use of social media is limited.

The practical information should therefore be accessible, but there is also a great unexploited potential for inclusion of the Internet in the museums' overall dissemination of their areas of responsibility and collections.

The citizens' requirements on the quality of digital communication and dissemination on the Internet are high and they will continue to grow in coming years. This should make the museums focus on accommodating the users' requirements to museum websites. According to the qualitative survey, the website is characterised by simplicity, different levels and a variety of voices.

The museums should use the results of the web user survey to work professionally and strategically with the museums' digital communication and dissemination on the Internet. This might take the form of IT strategies and performance objectives that will make the museums' knowledge available in society in new ways.



NATURAMA
moderne naturhistorie

DET SKER UDSILLING KLUBBEN UNDERVISNING FORSKNING PRESSE NATURAMA

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- Tips til besøget
- Naturamas Naturguider
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Bestilling

SØG

Dansk
 English
 Deutsch

Sitemap
 Print denne side

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GallupKompas

GallupKompas is a tool for dividing the population of Denmark into segments according to views, values and lifestyles. The respondents in the web user survey have been divided into GallupKompas' nine segments based on their answers to a series of questions about general society conditions, e.g. environment, public services, technology, ecology, inequality and family values. The division into segments makes it possible to identify which types of citizens the three user types are composed of. TNS Gallup has linked the nine segments to Index Danmark/Gallup, which measures the Danes' media and cultural habits as well as lifestyle, behaviour and interests.

Chapter 5 contains a description of the nine Kompas segments with a particular focus on each segment's specific cultural and media habits.

The museums can use GallupKompas' segmentation to differentiate and target their communication and dissemination at specific user types depending on how the user types are composed of the nine segments.

Below follows a list of the segments.

The *modern community-orientated* segment

General profile:

- Academics
- Culture users
- Involvement in society



The *modern* segment

General profile:

- Career-orientated
- Financially well off
- Quality conscious



The *modern individual-orientated* segment

General profile:

- Dynamic young men
- Liberal views
- Finance and business



The individual-orientated segment

General profile:

- Interest in immediate environment
- Independent and skilled workers
- Young men



The traditional community-orientated segment

General profile:

- Health food and ecology
- Supports the welfare society
- Technology scepticism



The traditional individual-orientated segment

General profile:

- Danish traditions and values
- DIY and garden work
- Technology scepticism
- Retired people



The community-orientated segment

General profile:

- Social responsibility
- The political and green consumer
- Health, ecology and nutrition
- Women aged 40-59



The traditional segment

General profile:

- Domestic activities
- Traditional family values
- Senior citizens



The centre segment

General profile:

- The centre segment includes the citizens who cannot unambiguously be placed in any of the other segments.



The Museum's Web Users

– A user survey of museum websites

English summary

If the museums are to be relevant to users in the 21st century's knowledge society, they need to reinforce their position as open and accessible cultural institutions that work professionally with both analogue and digital dissemination and communication.

The 21st century museum is the sum of all of the platforms where the museum is present.

Heritage Agency of Denmark's web user survey provides a status of the citizens' use of the museums' websites. The report offers recommendations on how the museums can develop their potentials as knowledge centres. The survey also contributes to the debate on how museums can work strategically with their communication on the Internet.



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