DIGITALIZATION IN THE FIELD OF MUSEUM - IN GENERAL

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Many authors argue that digital technologies, and particularly the World Wide Web, have great potential to serve the challenges faced by museums in relation to access and audience development, which involves reaching and nurturing both existing and new audiences.

The contemporary museum cannot be imagined without many technical and technological achievements. The use of information and communication technologies at the beginning of the second decade of the 21st century became necessary not only for large museums, but also for the small ones.

Information technologies helps to solve many, if not all, issues that are traditional for museums.
The aim of my presentation is to highlight briefly about the digitalization in the field of museum (in general).
Why digitalization is necessary in the field of museum?

- The Museums exist within an “ecosystem” of Galleries, Libraries, Archives and museums (GLAMs), museums no longer exist as standalone entities.
- The role of the museum is changing in present day.
- Before, there was a “build it and they will come” attitude about museums, now with online reviews of everything, museums are event based communities that reach beyond their physical location.
- The visit to the museum starts on the internet and returns to the internet after the “in-person” experience either at the venue or through the digital media.
Why digitalization is necessary in the field of museum?

• At a click of a mouse, some of the greatest galleries in the world can come to life in a way that has hitherto been near-impossible when seen with the naked eye.

• The world's great museums are increasingly using the Internet and social networking sites to pique the interest of people.

• Engaging with relevant content online it actually can be a driver to encourage people to go and see the real thing.

• Many people may never be able to visit museum physically (disabled people, senior citizens, users from other and remote cities or countries, etc) but they can have a meaningful virtual experience.

• It can also create additional opportunities for marketing, research and the development of museum visitor strategy.
General – Facilitation by Digitalization

- Registration
- Systemization and Management
- Storage
- Digital Database in museums Facilitates
- Publication and information on artifacts
- Keep track of its history of acquisitions
- Restoration and various other record keeping works
- Storage
Digitalization in the field of museum
Three Main Functions

- Administration
- Collection and Collection Management
- Audience Services
• Facilities management, events planning, and ticketing
• Fundraising, membership and donor relations.
• Advertising and Promotion
• Publishing
• Collaboration
• Information Technology
Collections and Collection Management

- Information about Collections
- **Collection Management Systems.** A CMS typically records:
  - Administrative information.
  - Transactional information (such as accession, loan and de-accession).
  - Descriptive information.
  - Information regarding provenance.
  - Condition information.
  - Donor and valuation information.
  - Rights information.
  - Location and movement information.

- Digital Imaging
- Digital Art
Audience Services

Onsite Visitors
Museum professionals need to know how to work with kiosks and build new applications for their use. The development of kiosks and other interactive components requires multimedia-authoring expertise. Multimedia authoring describes any process adopted to produce multimedia applications, such as interactive online exhibits, tutorials, brochures, videos, walk-through demonstrations, or business presentations.

Online Visitors
Museum websites can enhance visitor experiences and provide opportunities for visitors to contribute to the museum. Moving exhibitions online and out of the physical museum space has had a transformative impact on cultural heritage institutions. Web 2.0 and social networking are perhaps the most significant and growing set of new technologies in the current landscape.
Digitalization in the field of museum

**Primitive Days**
- Manual Logs on Registers
- Record Keeping with Paper Entries
- Communication via letters
- Information Display on charts

**Current Days**
- Data base system which can be retrieved easily and efficiently
- Record Keeping in Digital format with backup systems
- Quick and efficient communication through digitalization
- Interactive and Informative display for the visitor at museum
Some examples of digitalization in museum

- Development of a groundbreaking project involving a digital educational resource for a visually impaired audience by The Tate Gallery, UK
- Natural History Museum, UK allows for searches of many of the museum’s databases through their website
- E-publishing in the National Maritime Museum, UK to addresses the specialist audience
- Adoption of museum’s smart phone app by various museums across the world enabling tour in various languages
- Use of technologies like VR and AR in museums which enable us to enhance what someone is seeing through their phone
- Requirement by UK government in all government funded museums and national museums to adopt access and audience development policies and make the best use of ICT.
- The Louvre in Paris, a true giant of world culture and home to Leonardo da Vinci’s Mona Lisa, builds up its own website, which currently receives 11 million visits a year, compared to 8.5 million visitors in the flesh
- Launch of the new "Google Art Project" website, at the Tate Britain gallery in London, on February 1, 2011 using the Google street view camera

LIDO Format (Lightweight Information Describing Objects) in Museums Were Designed with the participation of ICOM CIDOC specialists
Conclusion

The internet is used by people of almost every level. Students use it as allusion of their course stuff, officers extract information for their presentation, teachers adopt the teaching techniques through it, some people use it for research works and others use it as a source of communication. Information on museum can also be found in the internet. The internet can deliver the methodical, devout, cultural, national, historical, ethnic and assorted aspects that we see in museums. Museums must find new ways to engage and excite visitors. So, the technology should be used to serve to enhance the visitor’s understanding of a museum’s collection.
Thanks for your patience