

# The Museum:

Report on the ICOM Member Feedback for a new museum definition  
Independent analysis & report elaborated for the ICOM Define Committee

June 22<sup>nd</sup> 2021

# Goals & Methodologies



- STEP 3: Consultation 2 – Suggesting **Key words/concepts: What should be part of the new museum definition?** – 3 months [10 Jan. 2021 – 20 Apr. 2021]
- Committees are requested to submit a maximum of 20 key words or concepts (ideas, terms, phrases, etc.) and their descriptions for what a new museum definition needs to contain. Responses are sent via online form by the chairs of each committee based on their consultation with membership.
  - Committees can submit all consultation responses in any of the three official languages, and that all published reports and results will be officially translated as well, with review by ICOM Define members.



- STEP 4: Quantitative and qualitative analysis of Consultation 2 – 2 months [23 Apr. 2021 – 23 June 2021]
  - Analysis will be supervised by ICOM Define: A subcommittee (3-4 representatives from MDPP2) will be created to assess the analysis.

# Step 4 - Analytical Approach

## 1) Domain-specific translation to English

- Responses (only terms) in Spanish and French are translated to English, with notes on potential multiple meanings, difficult-to-translate terms...

## 2) Preliminary data analysis / grouping

- A first coding is conducted, only grouping terms that are the same (e.g. education=educate)

## 3) Qualitative analysis

- Meaning triangulation: joining linguistic, analytical and museology expertise
- Between-group analysis: are there clearly equivalent terms (just semantic variation)?
- In-group analysis: does everyone mean the same thing with the same word?
- What are the different dimensions in the data?

## 4) Final quantification

- Re-coding according to results of qualitative analysis
- Network analysis: correlation between terms, terms & geography

## 5) Visualization & reporting

- Terms mentioned, organized by dimension
- Visualization design – depending on results:
  - Potential visualization - Term map: relationship between terms
  - Potential visualization - Term map: geographical
- Other potential findings

# Step 4 - Analytical Approach

## 1. ICOM Define External Analysis Group Methodology

The present work was designed to guarantee the highest possible quality of the analysis of the data received in the framework of the survey, carefully considering from the possible nuances in the translations from Spanish and French to English, through the generation of meaning groups among the terms collected and the application of the quantitative base analysis techniques, supported by qualitative and data visualization work for subsequent reporting.

## 2. Translation into English of the specific domains of the responses (terms only)

In this sense, the work - after a first review of the data - begins with the translation of the terms from French and Spanish into English, in order to unify the language of the information and with the aim of detecting potential issues to be considered such as possible multiple meanings or concepts difficult to translate, also taking into account the contribution from the specific field of knowledge.

## 3. Preliminary data analysis / grouping

A first coding of the data is carried out, preliminarily grouping potentially equivalent terms (education=educate) in order to operationally facilitate the flow of analysis. This first grouping of data, like the rest, would be periodically reviewed to test its validity.

Once this first organization of the data was completed, we proceeded to a first qualitative approach to the data. This analysis process began with a 'triangulation of meanings' among the members of the analysis team, which incorporated expert linguistic, analytical and museum-related input.

## 4. Quantitative/qualitative data analysis

Next, a process of deepening the study was proposed, analyzing - based on the descriptions of the terms collected in the survey - the possible degree of semantic equivalence of the terms among themselves (between-group analysis) and contrasting the different terms to detect possible different meanings among the responses when referring to the same term.

Finally, and based on this work of complexification and organization of the data, we proceeded to develop a system of indicative dimensions that would facilitate the following steps of the analysis, which we will explain later.

## 5. Visualization and Presentation of Data

# Research Goals & Methodology Overview



Research Object

ICOM Committees' written feedback, requested and submitted in digital format, containing up to 20 terms suggested to form a new definition of museums



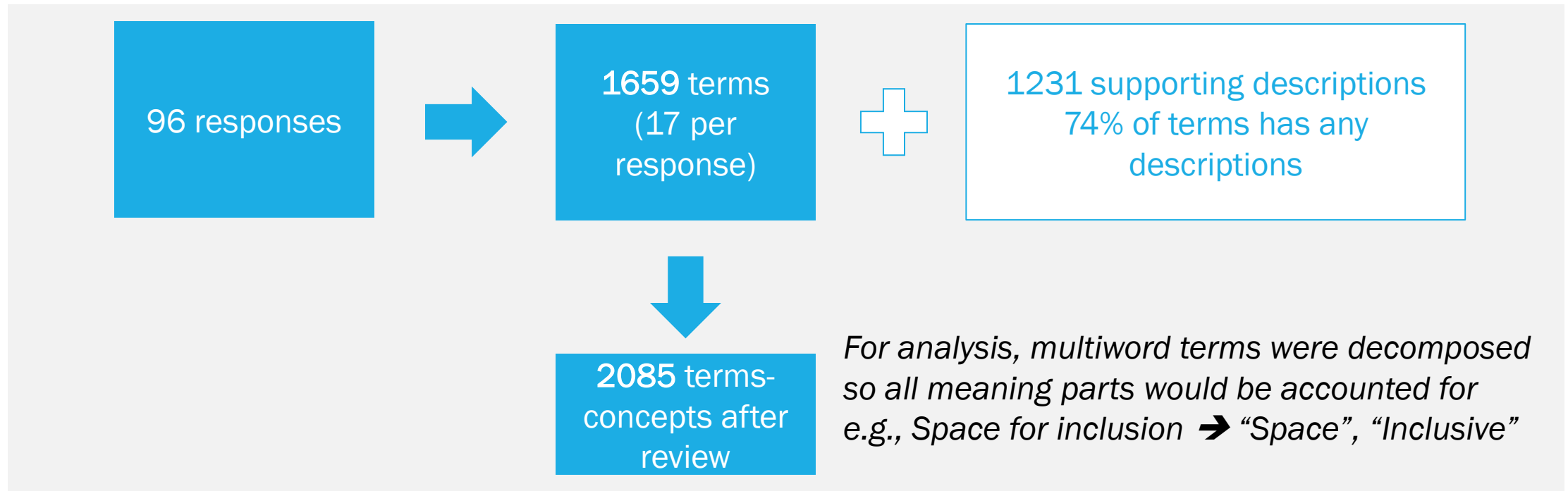
Goals

Quantify and understand the feedback of the ICOM Committees, in order to inform ICOM Define Committee on the requested Definition components and their underlying meanings

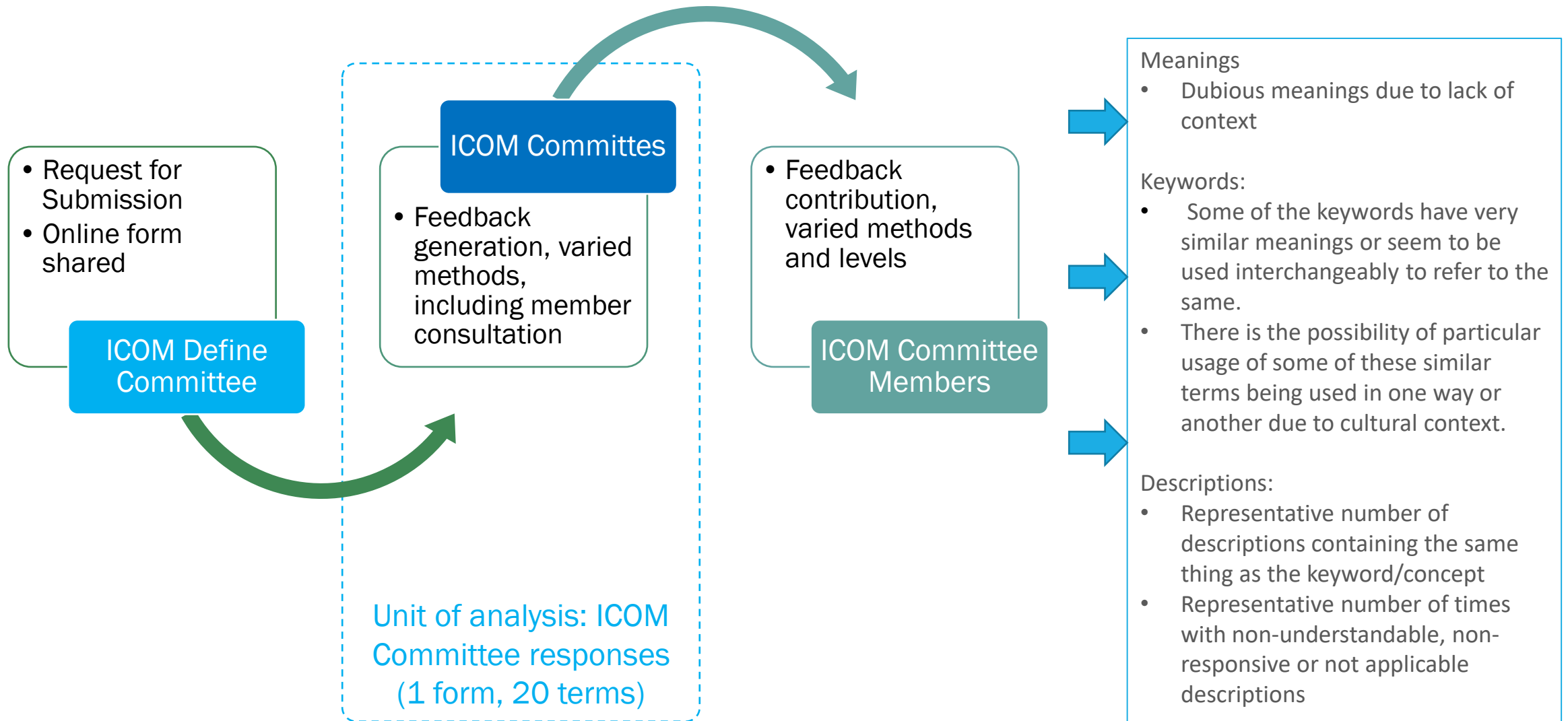
# Research Goals & Methodology Overview

Sample

- ✓ 97 number of responses received, 96 effective (1 empty feedback)
- ✓ 1659 terms (17 terms per response on average),
- ✓ 1231 supporting descriptions (74% of terms with description)
  
- ✓ Languages: 68 in English, 15 French, 14 Spanish



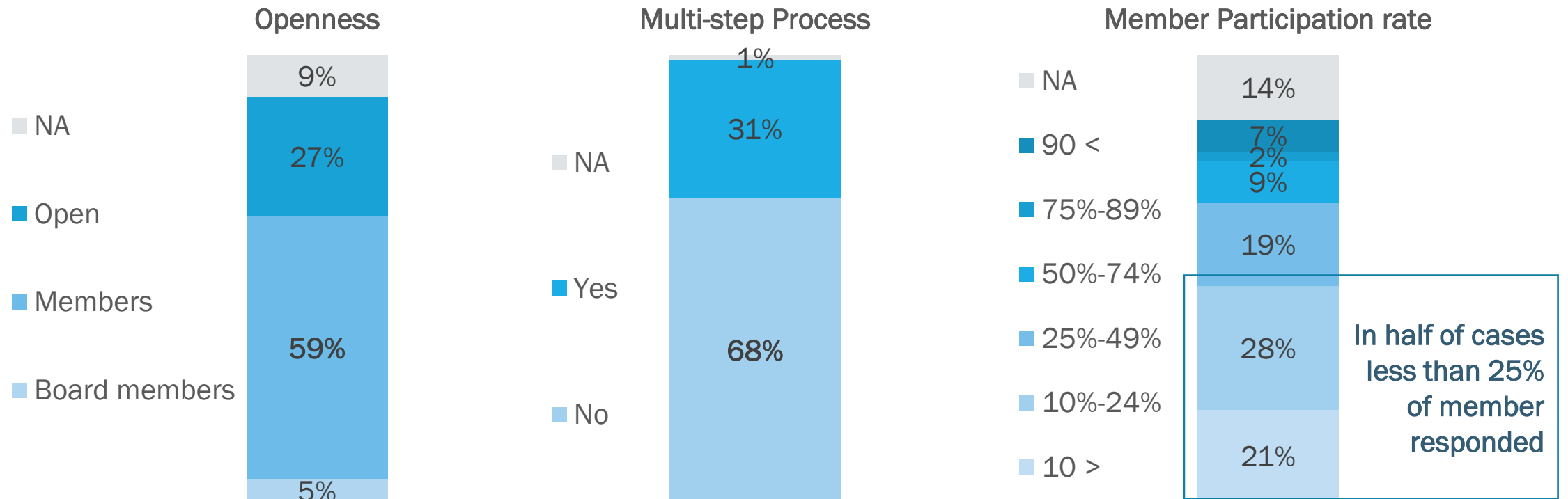
# Step 3 – Consultation 2: Data Gathering Processes





# Step 3 – Consultation 2: Data Gathering by Committees

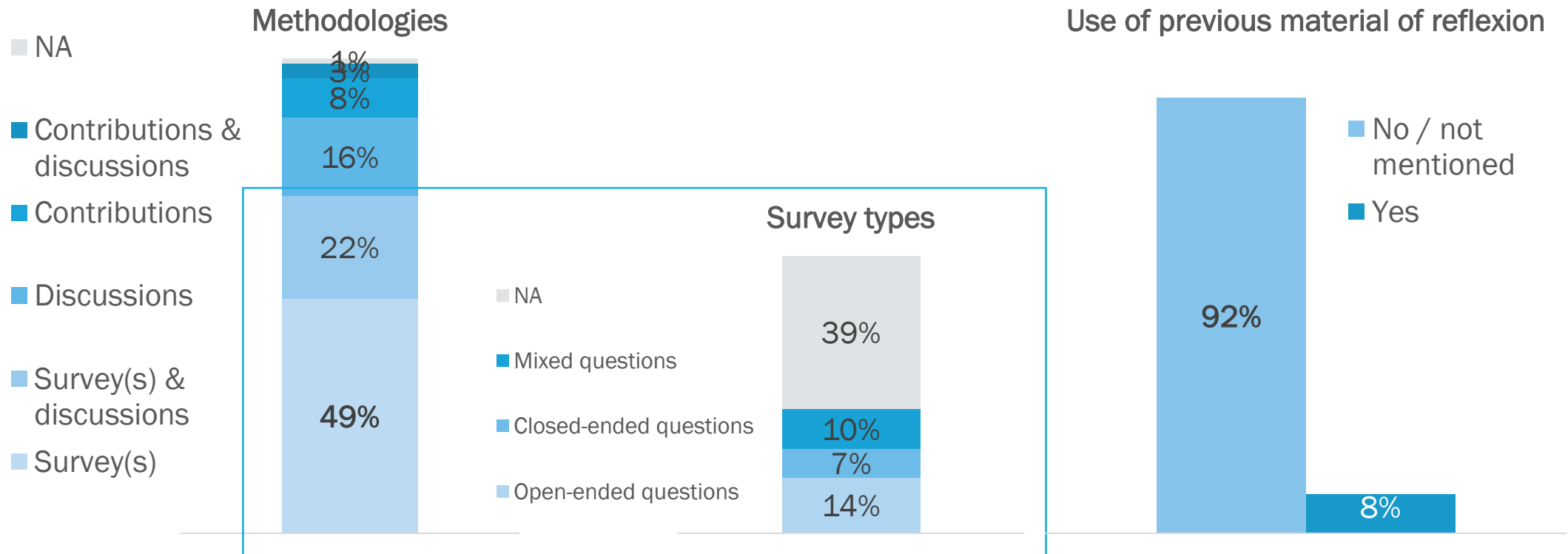
## Process & Participation



Base: all committees (97)

# Step 3 – Consultation 2: Data Gathering by Committees

## Methodologies



Base: all committees (97) , for survey types all committees that used surveys (69)

# Step 4 - Analytical Approach

✓ Each committee described its own process in a nutshell, which we classified as follows according to its structuring:

- Surveys, in which respondents must answer structured questions (online forms, questionnaires, etc.).
- Contributions, which are less structured and more spontaneous proposals, collected on social networks, by emails or other communication channels.
- Discussions, which allow respondents to exchange views on the definition of the museum or to discuss the results of (webinar, open forum, workshop session, seminar, zoom meetings, etc.)

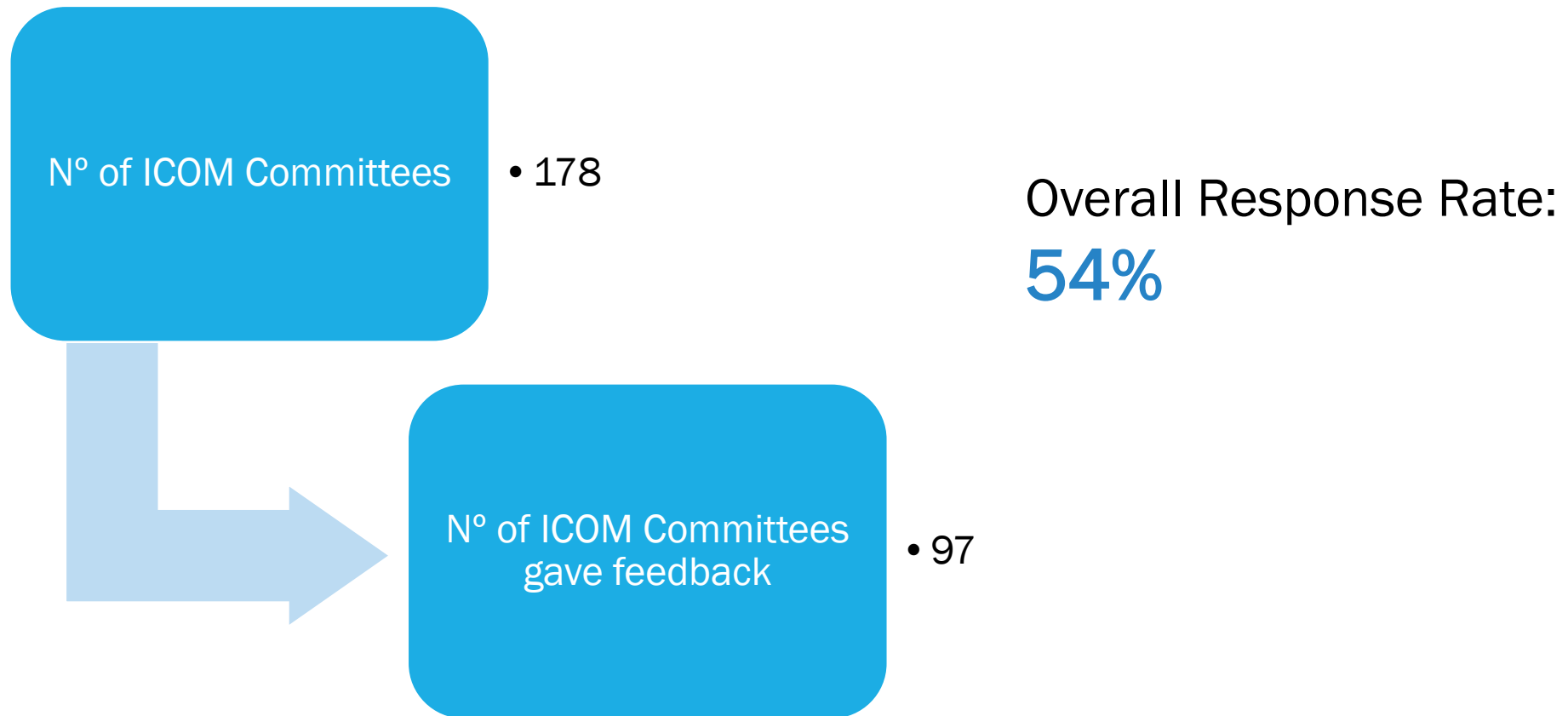
In several cases, committees may have used one or more of these methods.

## Step 4 - Analytical Approach

- ✓ Surveys were the most commonly used methodology, either exclusively (representing 49.48% of consultations) or combined with discussions (21.65%). Discussions were used by only 16.45% of the committees but could also be used in conjunction with contributions and by 8%.
- ✓ As for the surveys themselves (69 surveys out of 97 responses), 14 committees reported using open-ended questions, 7 used closed-ended questions, while 10 committees reported mixing both open-ended and closed-ended questions. However, these responses must be qualified by the fact that we do not have data on more than half of the surveys.
- ✓ Although the methodologies may have been combined in different ways, it should also be taken into account that the committees may have proceeded at different stages, whether the methods were the same (e.g., two surveys) or mixed (survey and discussion). While 69.07% of the committees reported having a single process in place, 29.90% have developed a multi-stage process.
- ✓ Finally, this consultation is a continuation of the previous work carried out by the committees (and transmitted especially to ICOM Define during Consultation 1). However, only 8% of the committees have mentioned that this previous work has been taken into account in the methodology established for this consultation only.
- ✓ Therefore, the methodologies used to carry out this consultation are particularly complex and show a real diversity in terms of process, inclusiveness and participation.

# Sample Composition

## Step 3 – Consultation 2: Response

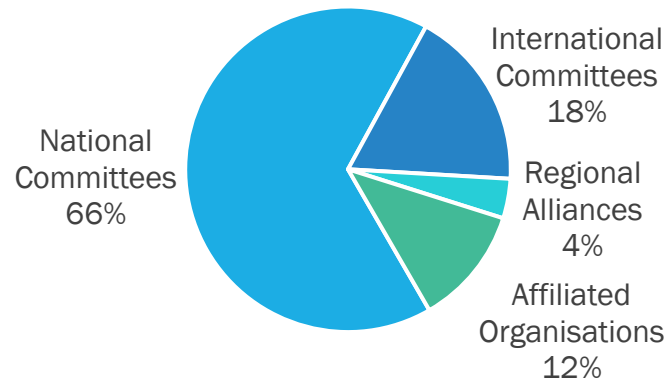


→ With 95% confidence interval and under assumption of maximum uncertainty ( $p=q=0,5$ ) in results, the margin of error of the global results if collected in randomized methodology would reach **6,94 percentage points**.

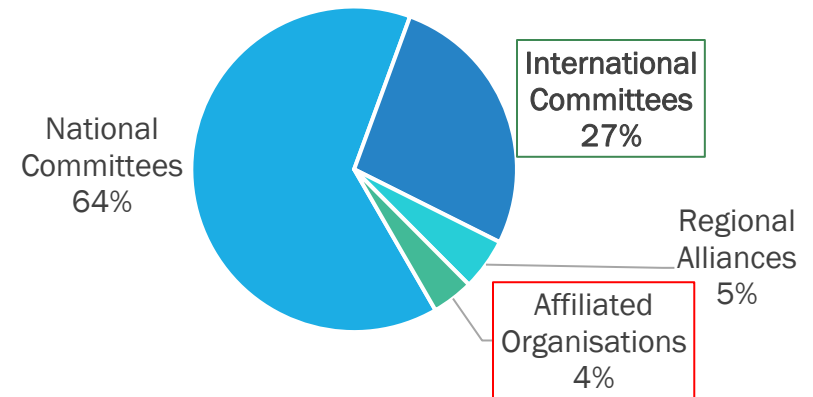
# Step 3 – Consultation 2: Response

National Committees	International Committees	Regional Alliances	Affiliated Organisations
118 NCs	32 ICs	7 RAs	21 AOs
62 NC responses	26 IC responses	5 RA responses	4 AO responses
53% response rate	81% response rate	71% response rate	19% response rate

ICOM Committee Composition



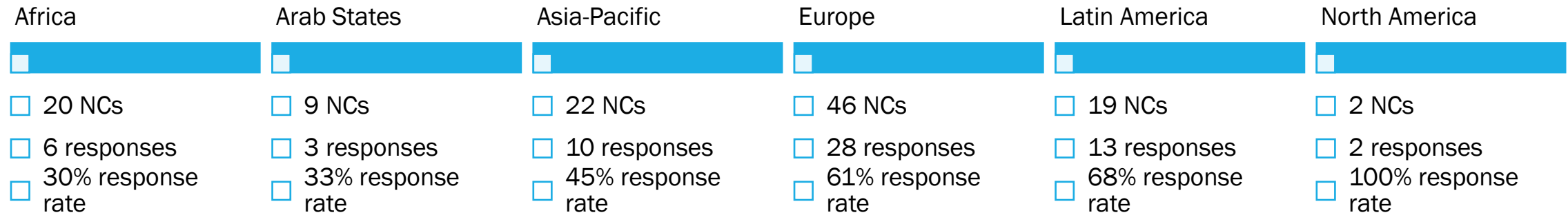
ICOM Committee Response Pool



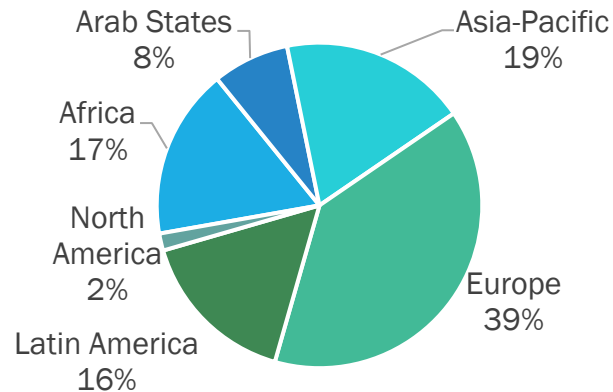
**Commentary**

All types of committees are represented, however Affiliated Organisations are represented sparsely (19% responded)

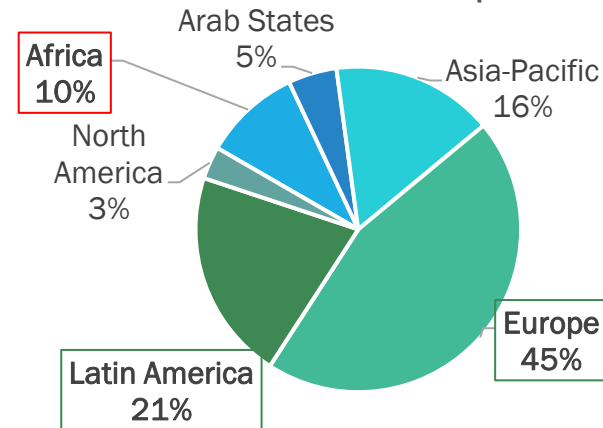
# Step 3 – Consultation 2: Data Gathering Results



ICOM Committee Composition



ICOM Committee Response Pool



## Commentary

All regions are represented, with lowest representation (30%) by Committees from Africa and highest the Americas.



# Step 3 – Consultation 2: Committees by Region

## Africa

- Cote d'Ivoire
- Kenya
- Namibia
- Nigeria
- Tanzania
- Tunisia

## Arab States

- Jordan
- Lebanon
- Turkey
- + *ICOM ARAB*

## Asia-Pacific

- Australia
- Cambodia
- China
- Japan
- Korea
- Malaysia
- Mongolia
- New Zealand
- Philippines
- Singapore
- + *ICOM ASPAC*

## Europe

- Austria
- Belgium
- Croatia
- Czech Republic
- Denmark
- España
- Estonia
- Finland
- France
- Germany
- Greece
- Ireland
- Israel
- Italy
- Latvia
- Luxembourg
- Monaco
- Netherlands
- Norway
- Poland
- Portugal
- Russia
- Serbia
- Slovakia
- Slovenia
- Sweden
- Switzerland
- UK
- + *ICOM Europe*
- + *ICOM SEE*

## Latin America

- Argentina
- Brasil
- Chile
- Colombia
- Costa Rica
- Cuba
- Ecuador
- Guatemala
- Haiti
- Mexico
- Perú
- Uruguay
- Venezuela
- + *ICOM LAC*

## North America

- Canada
- USA

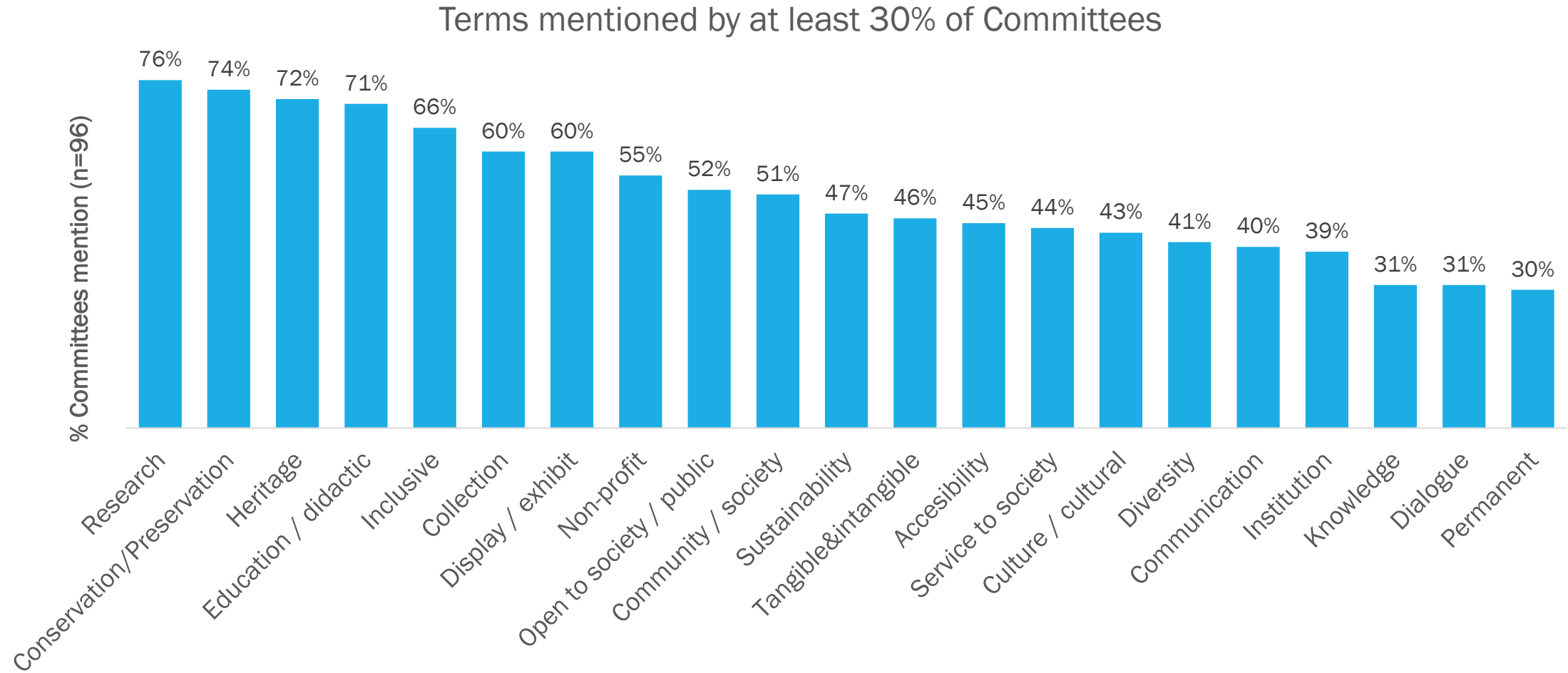
# Step 3 – Consultation 2: ICOM Committees Participation (Name as received, Alphabetical Order)

Alianza Regional del ICOM para América Latina y el Caribe - LAC	ICOFOM	ICOM Norway
Asociación Museos Marítimos del Mediterráneo	ICOM Mongolia	ICOM Perú
ASPAC	ICOM Aotearoa New Zealand	ICOM Poland
CAMOC	ICOM Arab	ICOM Russia
CECA	ICOM Argentina	ICOM Serbia
CIMCIM	ICOM Australia	ICOM Singapore
CIMUSET	ICOM Austria	ICOM Slovakia
CIPEG	ICOM Brasil	ICOM SLOVENIA
COMCOL	ICOM CAMBODGE	ICOM Suisse
Comité Chileno de Museos, ICOM-Chile	ICOM China	ICOM Sweden
Comité Cubano de ICOM	Icom Colombia	ICOM TURKEY
Comité Nacional AMG-ICOM Guatemala	ICOM Costa Rica	ICOM UK
COMITÉ NACIONAL ESPAÑOL - ICOM ESPAÑA	ICOM COSTUME	ICOM URUGUAY
Comité Nacional Mexicano de ICOM	ICOM CROATIA	ICOMAM
Comité National Belgique	ICOM Czech Republic	ICOM-Canada
COMITE NATIONAL DE MONACO	ICOM Ecuador	ICOM-CC (Committee for Conservation)
Comité National Hellénique	ICOM Estoia	ICOM-US
Comité National ICOM Cote d'Ivoire	ICOM EUROPE	ICOM-Venezuela
Comité National ICOM Liban	ICOM France	INTERCOM (International Committee for Museum Management)
Comité nationale des musées en Tunisie	ICOM Germany - National Committee	International Coalition of Sites of Conscience
DEMHIST	ICOM HAITI	International Committee for Regional Museums (ICR)
Disaster Resilient Museums Committee	ICOM Ireland	International Committee on Ethical Dilemmas (IC Ethics)
Federation of International Human Rights Museums (AO)	ICOM ITALY	Israel
Finland	ICOM Jordan	Japan
GLASS	ICOM Kenya	Malaysia National Committee
IC ICTOP	ICOM Korea	NC ICOM Denmark
ICAMT	ICOM Latvia	NG- Nigeria NC
ICDAD	ICOM Luxembourg	Philippines National Committee
ICEE	ICOM MPR	Portugal
ICFA	ICOM Namibia	RA ICOM SEE
ICMAH	ICOM NATHIST	Tanzania NC
ICMEMO	ICOM NL (Netherlands)	The Association of European Open Air Museums (AEOM)
		UMAC

# Results

# Overall Results: Top Terms mentioned

Total terms identified:  
**127**



# Overall Results: Other Terms mentioned

Total terms identified:  
**127**

Enjoyment / entertainment	29%	Place	14%
Interpretation	27%	Nature/natural	14%
Memory	27%	Entity/action sustainability	13%
Participation	27%	Collaboration	13%
Future	26%	Value/values	13%
Equality / equity / equal access	24%	Accountability	11%
Development	23%	Ethical / code of ethics	11%
Space	22%	Engagement	11%
Acquisition	18%	Learning	11%
Critical	17%	Transfer / transmit	11%
Wellbeing	17%	Partnerships / network	10%
Humanity	17%	Social justice	10%
Safeguard	16%	Identity	9%
Transparency	16%	Empathy, understanding	9%
Museum	16%	Artefacts	9%
Experience / experiential	16%	Human Rights & Dignity	9%
Thinking/reflection	16%	Professional	8%
Documentation	15%	Social responsibility	8%
Democracy	15%	Environment	8%
		Science	8%
		Social	8%

% Committees mention (n=96)

# Overall Results: Other Terms mentioned - 2

Total terms identified:  
**127**

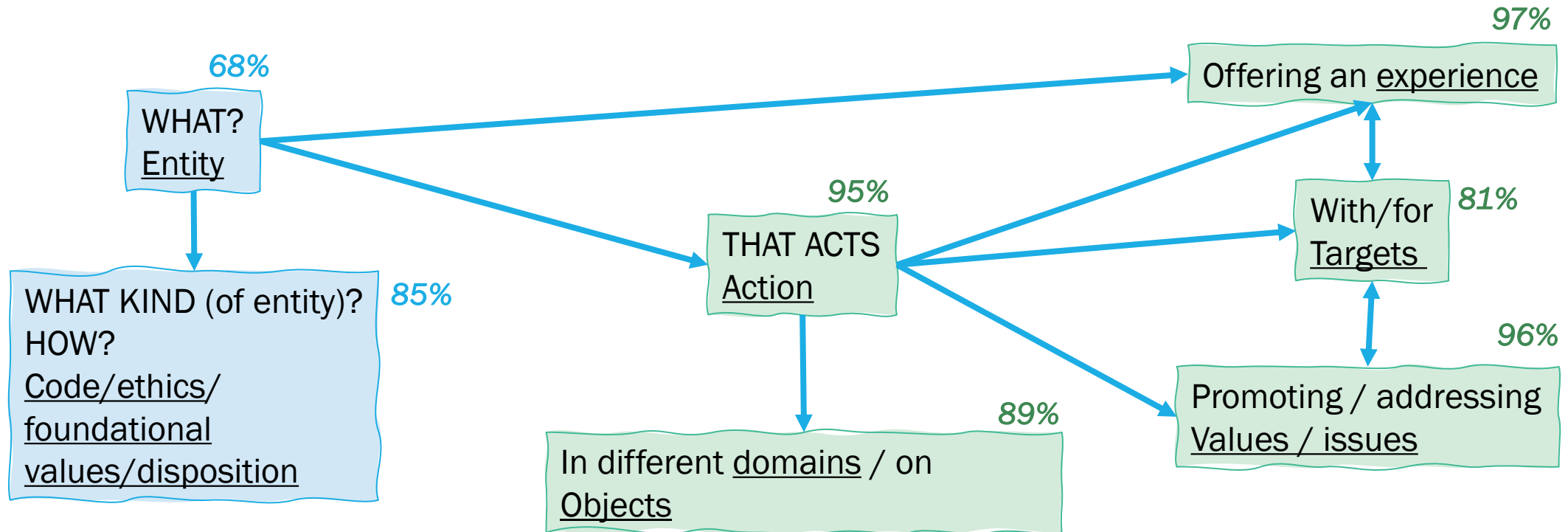
Active	7%
Inspiration	7%
Digital	7%
Past / history / historical	7%
Present / contemporary	7%
Audience	7%
Respect	7%
Custodian / Steward	6%
Disseminate	6%
Interaction / interactive	6%
Promote	6%
Dynamism	6%
Multifocus/layer/discipline	6%
Creativity	6%
Sharing/share	6%
Information	5%
Adaptable / flexible	5%
Independent / Autonomous	5%
Trust	5%
Enrichment , enlightenment	5%
Exchange	5%
Evidence/Documents	5%
Care	4%
Diffusion	4%
Management	4%
Authenticity	4%
Emotion/emotional	4%
Intercultural / multicultural	4%
Expertise	3%
Safe	3%

Hub	3%
Organization	3%
Discovery / curiosity	3%
Transformative	3%
Citizenship	3%
Decolonization	3%
Human	3%
Tolerance	3%
Advocacy	2%
Animation	2%
Curation	2%
Publication	2%
Evolving	2%
Innovation	2%
Objectivity	2%
House	2%
Platform	2%
Encounter	2%
Economic	2%
Virtual	2%
Creation/artists	2%
Antiracist	2%
Minorities	2%
Social issues	2%
Experiment	1%
Agency	1%
Sacred	1%
Agora	1%
Area	1%
Establishment	1%
Forest	1%
Forum	1%
Instrument	1%
Wood	1%
Ecology	1%
good	1%

% Committees mention (n=96)

# Dimensions analyzed Museum is...

% - Share of committees contributing at least one term in the dimension



# Dimensions analyzed

## Museum is...

*The dimensions are a framework that helps us to divide the terms in a "syntactic" way, in the effort to match the areas expressed with the potential parts of a definition (with a sentence) based on the context of existing data.*

*By no means would this be the only way to organize the information, however, it is the organization that emerged after a process of reflection that in its aspiration to generate dimensions of analysis of the maximum possible consistency. To this end, the way in which feedback was solicited (requesting key words or concepts, ideas, terms, phrases, etc.) and their descriptions were taken into account on the one hand in order to decide what a new museum definition should contain, and the typology of data emanating from the responses on the other, among other factors.*

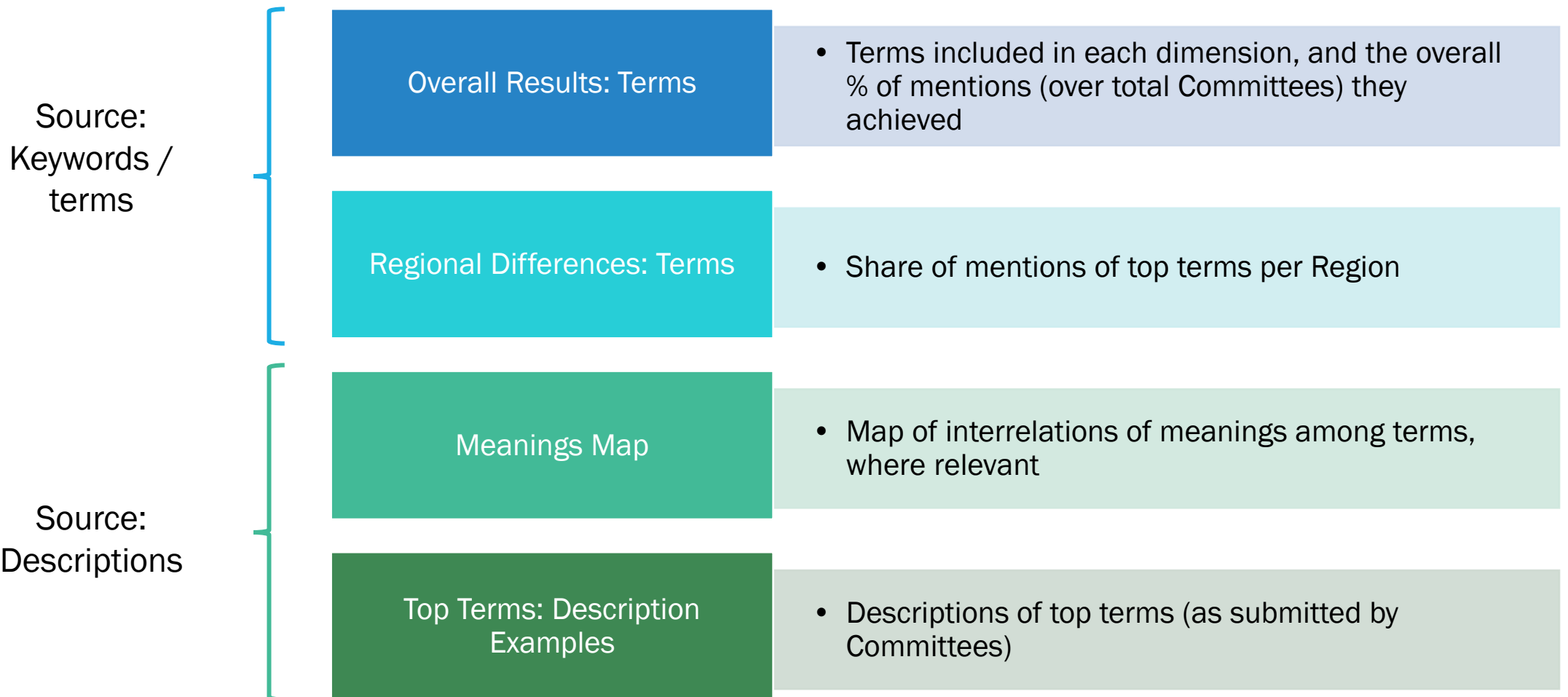
*The resulting dimensions were established as follows:*

- *Entity*
- *Action*
- *Objective*
- *Values*
- *Experiences*
- *Target*



# Results Analysis: Structure of the Report

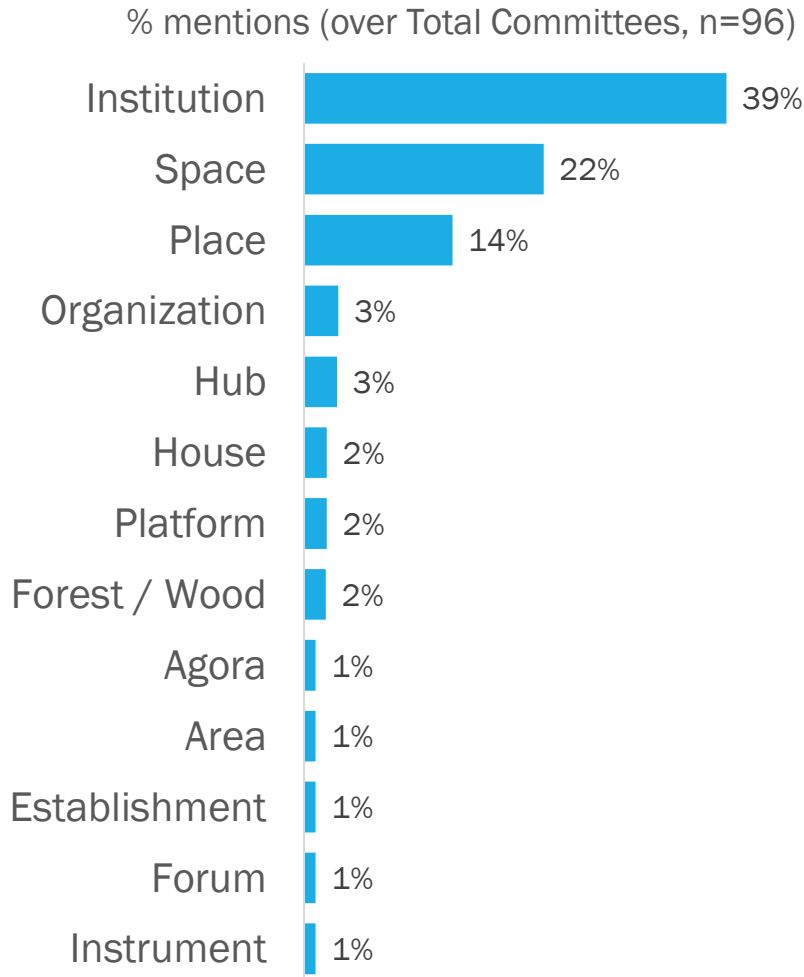
Report is organized in section according to dimensions, where for each dimension following analysis is conducted:



# Results: Entity Dimensions

# Overall Results: Entity

Overall mentioned by:  
66% of committees



## Commentary

*Roughly two thirds of committees include an entity dimension.*

*Institution is the most common term, but expressions like Space and Place are often included as well*

Multiple term analysis (possible more than 1 term / committee)

Note: 16% of responses also include the word "Museum" per se, generally used as a support word

# Top Entity Terms by Region

Term	Total	North America (2)	Latin America & Caribbean (14)	Africa (6)	Europe (30)	Arab States (4)	Asia & Pacific (11)
Institution	39%	50%	57%	17%	47%	-	18%
Space	22%	-	50%	50%	10%	25%	36%
Place	14%	50%	-	33%	17%	25%	9%
Hub	3%	-	-	-	-	-	27%
Organization	3%	-	-	17%	3%	-	9%
Area	1%	-	-	-	-	25%	-

% Significantly higher vs average\*

Top % (without statistical significance)

**Commentary**

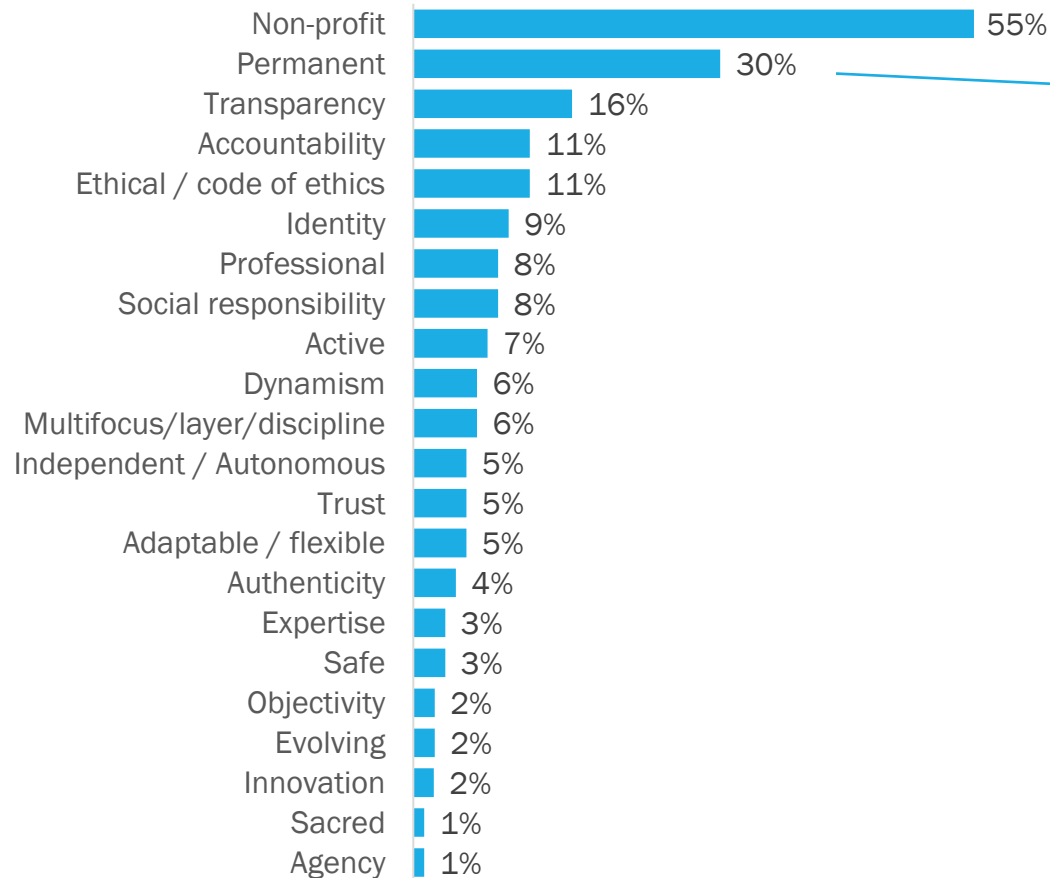
**Institution**: mentioned in the Americas & Europe  
**Space**: mentioned in Latin America & Caribbean, Africa and Asia & Pacific, somewhat in Arab States

Showing top terms from overall dimension list (previous page) & other terms with regional variation. \*Statistical significance tested to p=0,05 confidence interval using Chi-square testing.

# Quantitative Results: Entity Qualifiers

Overall mentioned by:  
85% of committees

% mentions (over Total Committees, n=96)



+ around 13% Sustainable/sustainability referring to a sustainable museums – in the sense of permanence, assurance of resources and/or operating without impacting environment

**Commentary**

- *Non-profit is clearly top term mentioned that can related as entity qualifier*
- *Permanent quality comes in second, and some Committees also used the term Sustainable in a related sense*
- *On a second level, Transparency, Accountability and Ethics are cited*

Multiple term analysis (possible more than 1 term / committee)

# Top Entity Qualifier Terms by Region

Term	Total	North America (2)	Latin America & Caribbean (14)	Africa (6)	Europe (30)	Arab States (4)	Asia & Pacific (11)
Non-profit	55%	50%	36%	17%	80%	75%	55%
Permanent	30%	50%	7%	17%	40%	50%	18%
Transparency	16%	-	14%	33%	7%	-	18%
Accountability	12%	50%	14%	-	7%	-	18%
Ethical / code of ethics	12%	-	14%	33%	13%	25%	9%
Identity	9%	-	14%	-	10%	25%	-
Active	7%	-	7%	-	7%	25%	-
Dynamism	6%	50%	7%	-	7%	-	9%
Multifocus/layer/ discipline	6%	-	-	-	7%	25%	-
Trust	5%	50%	-	-	-	-	-
Innovation	2%	-	7%	-	-	25%	-

% Significantly higher vs average\*

Top % (without statistical significance)

## Commentary

**Non-profit**: strongest mention in Europe and Arab states

Showing top terms from overall dimension list (previous page) & other terms with regional variation. \*Statistical significance tested to p=0,05 confidence interval using Chi-square testing.

# ENTITY

*"Public or private organization that performs cultural, scientific, political, economic, social work."*

## INSTITUTION

The term "Institution" tends to be linked to "Organization" (public or private) and frequently of a "Non-profit" nature and sometimes "Permanent" to which some specific attributions are described; however, the descriptions do not make this term much more complex.

The quantitative results of the use of terms related to Entity, answered by 66% of the committees, show a high concentration of representation in the main concepts "Institution" with 39%, "Space" with 22%, "Museum" with 16% and "Place" 14%, unlike the rest (with less than 3%).

## SPACE/PLACE, SPACE, PLACE

One of the issues that have been of interest when approaching the analysis of differentiation are the terms "Space" and "Place" which, although they sometimes appear semantically very similar, it is possible to interpret a broader meaning in the first one, which includes the meaning of "social/public space" or "digital space" and a meaning more linked to the physical/architectural plane in the second one.

If we analyze the most repeated concept "Space", it is a term that is often (69%) composed in relation to additional qualifiers, including open/welcoming and public, inclusive and accessible.

It is worth noting the high mention of "Space" in the Latin American region (together with "Institution") with 50% and Asia and Africa with 40% and 50% (where the term "Institution" is not so frequently used). On the other hand, in the Europe/North America region, the use of the term represents less than 10%. This is one of the cases where the translation nuances between the terms used in the original language and the meaning of the translation must be taken into account.

## MUSEUM

The term "Museum" is - albeit at a distance from the previous ones - representatively used (16%), accompanied by qualifying terms. representatively used (16%), accompanied by qualifying terms, including "Space" on "Institution".

It could, however, be considered that this representativeness could be may have been influenced by the logic of the survey itself, i.e., it is conceivable that it may have been used as a response mechanism to the way in which the survey is formulated. to the way in which the question "What is a museum? What is a museum? A museum is..."

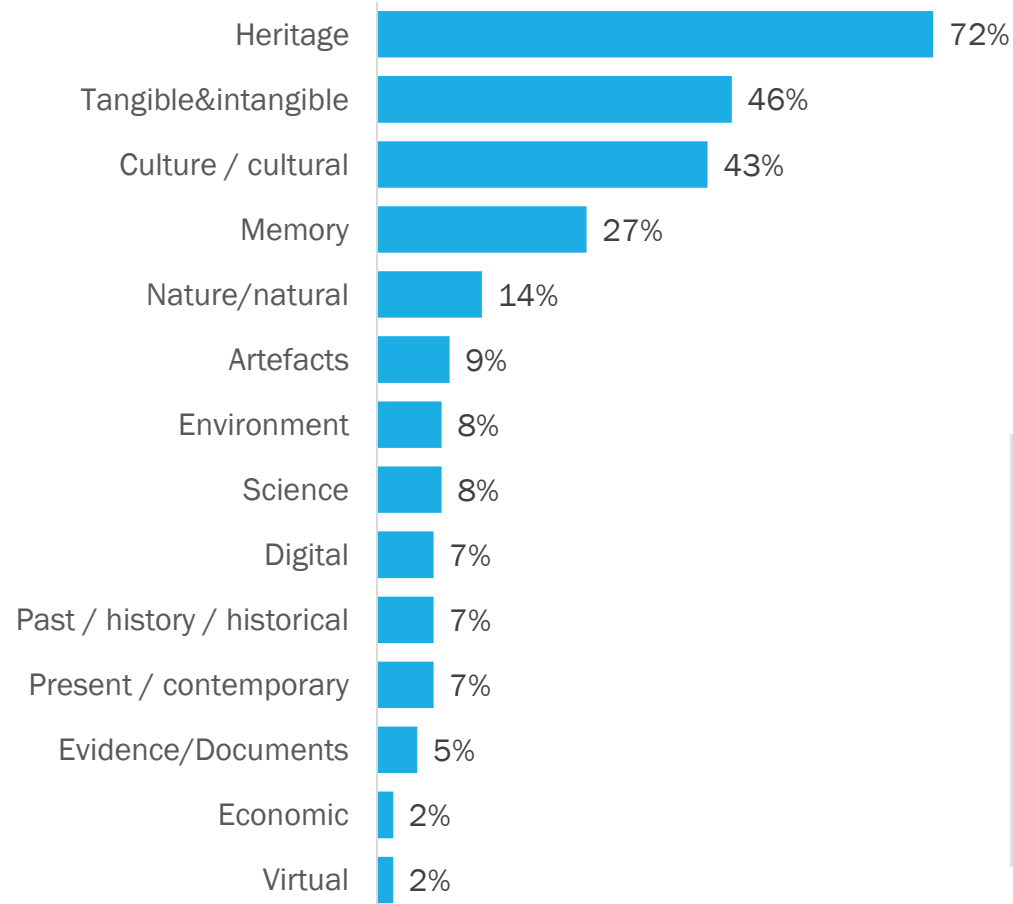
# Results: Object Dimension



# Quantitative Results: Objects

Overall mentioned by:  
89% of committees

% mentions (over Total Committees, n=96)



## Commentary

1. **Heritage** is clearly top term mentioned that can related as object of the museum. **Memory** has much lower incidence of mentions
2. **Tangible & intangible** quality comes in second,
3. **Cultural** (heritage, memory, place), and **culture** are third most mentioned concept

Multiple term analysis (possible more than 1 term / committee)

# Top Object Terms by Region

Term	Total	North America (2)	Latin America & Caribbean (14)	Africa (6)	Europe (30)	Arab States (4)	Asia & Pacific (11)
Heritage	72%	50%	93%	33%	90%	75%	46%
Tangible& intangible	46%	50%	36%	17%	63%	100%	18%
Culture / cultural	43%	50%	50%	33%	43%	75%	73%
Memory	27%	-	71%	-	17%	25%	9%
Nature/natural	14%	50%	7%	-	23%	-	9%
Artefacts	9%	-	-	-	13%	-	-
Environment	8%	50%	7%	-	10%	-	9%
Science	8%	50%	-	-	17%	-	9%
Digital	7%	-	14%	17%	-	-	9%

% Significantly higher vs average\*

Top % (without statistical significance)

## Commentary

**Heritage:** especially mentioned in LAC and Europe

**Memory:** outstanding mention in LAC

**Tangible&Intangible:** strongest mention in Arab states

**Culture / cultural:** strongest mention in Arab states, Asia & Pacific

Showing top terms from overall dimension list (previous page) & other terms with regional variation. \*Statistical significance tested to p=0,05 confidence interval using Chi-square testing.

# OBJECT

*"Tangible and intangible (Cultural) Heritage"*

## HERITAGE

The term "Heritage" is clearly the most mentioned term in this category, with 72% of the 89% of the committees that used terms framed in this dimension and appears strongly linked to the next most mentioned terms, especially "Tangible/Intangible" and to a lesser extent "Memory".

In Latin America it is mentioned in 93% of the cases (note the high incidence of the semantic proximity term "Memory" with 71%), in Europe 90%, 75% in Arab countries (with a high presence of Tangible and intangible" of 100%, North America 50% followed by Asia-Pacific and Africa.

## TANGIBLE/INTANGIBLE

It is common that, in this framework, concepts and terms have some degree of semantic linkage that generates meaning relationships that compose groups. This is probably one of the cases where the relationship between terms in the responses is most intense.

"Tangible/Intangible" (also "Material/Immaterial") in some regions, represents with 46% the second place among the most mentioned terms in this category. In regions such as the Arab States it accounts for 100% of mentions, in Europe 62%, 50% in the North American region and to a lesser extent in all other regions.

A few examples of responses, in their intense linkage mainly with "Heritage", provide an added semantic richness. While the use of simple formulas similar to "Tangible and Intangible heritage" is quite common in the descriptions others, however, broaden the pantone of meaning with answers such as "Refers to all natural or man-made goods and values, whether material or immaterial" or "Highlighting the importance of an inclusive approach to what the collection should contain; both the tangible as the intangible" adding richness and concreteness to the semantic formulation.

## CULTURE

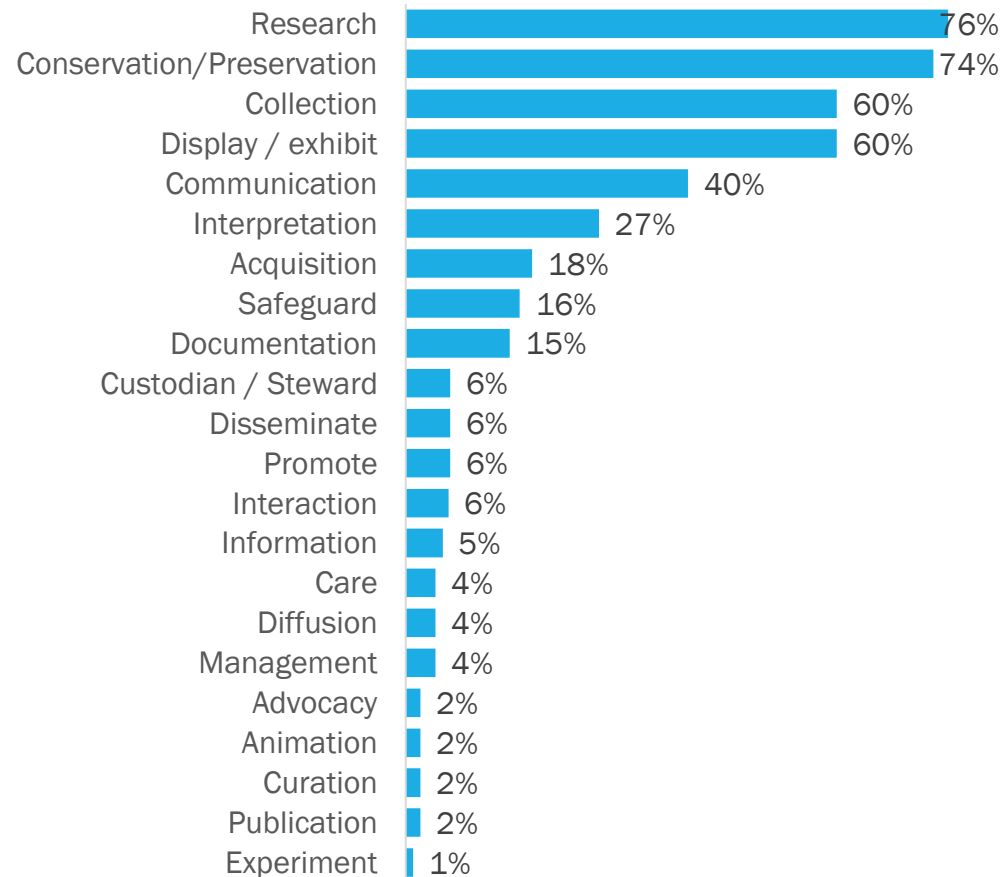
Although quantitatively the term "Culture" is highly mentioned (43%) in the general dimension, including 75% of mentions in Arab countries, 70% in Asia-Pacific, 50% in the American regions or 45% in Europe, qualitatively it functions with high frequency as a complement to another term, which it accompanies to indicate the area or environment in which it is set, not being described afterwards.

# Results: Action Dimension

# Quantitative Results: Action

Overall mentioned by:  
95% of committees

% mentions (over Total Committees, n=96)



## Commentary

1. *Research and Conservation/Preservation are the most mentioned action terms, as well as Collection and Display / exhibit*
2. *Other highly mentioned terms were Communication, Interpretation, Acquisition, Safeguarding and Documentation*

Multiple term analysis (possible more than 1 term / committee)

# Top Action Terms by Region

Term	Total	North America (2)	Latin America & Caribbean (14)	Africa (6)	Europe (30)	Arab States (4)	Asia & Pacific (11)
Research	76%	100%	79%	83%	80%	75%	73%
Conservation/ Preservation	74%	100%	71%	17%	90%	100%	55%
Collection	60%	50%	50%	50%	60%	75%	73%
Display / exhibit	60%	100%	57%	17%	70%	50%	73%
Communication	40%	50%	50%	-	43%	25%	55%
Interpretation	27%	50%	29%	17%	37%	25%	-
Acquisition	18%	50%	21%	-	27%	-	18%
Safeguard	16%	-	29%	17%	10%	-	27%
Documentation	15%	-	14%	17%	17%	25%	18%
Custodian / Steward	6%	50%	-	17%	3%	-	9%
Disseminate	6%	-	14%	17%	3%	25%	9%
Interaction / interactive	6%	-	21%	-	3%	25%	-
Promote	6%	50%	14%	17%	3%	-	9%

% Significantly higher vs average\*

Top % (without statistical significance)

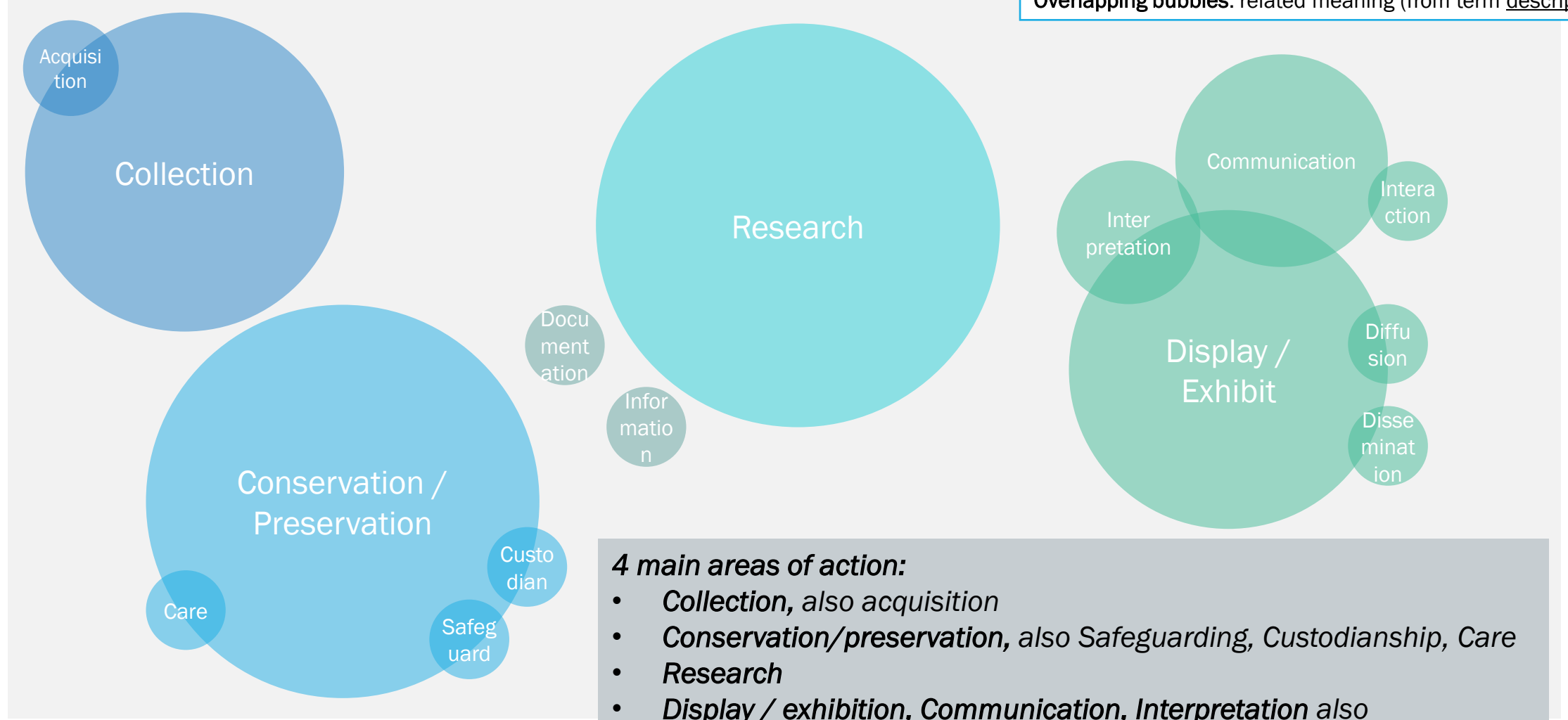
## Commentary

**Conservation/preservation**: more mentioned in North America, Europe and Arab states

Showing top terms from overall dimension list (previous page) & other terms with regional variation. \*Statistical significance tested to p=0,05 confidence interval using Chi-square testing.

# Actions: Meaning Map

Size of bubble is relative to term % mentions  
Overlapping bubbles: related meaning (from term descriptions)



- 4 main areas of action:**
- *Collection, also acquisition*
  - *Conservation/preservation, also Safeguarding, Custodianship, Care*
  - *Research*
  - *Display / exhibition, Communication, Interpretation also dissemination and diffusion*

# ACTION

*“The academic study and presentation of research, including analysis, synthesis and presentation of new knowledge--the desired end product of research ”*

## RESEARCH

The term "Research", with 76%, is the most mentioned term in the dimension "Action", which is mentioned among 95% of the committees. Scientific Research", "Scholar" and "Study" are also semantically linked to "Documentation" and "Information".

The analysis shows a tendency to rescue the previous definition, although descriptions such as "to go back to the primary communities/sources to seek true narratives about objects housed in museums" also appear, suggesting semantic alternatives.

The quantitative results of the use of the term represent 100% in the North American region, 83% in Africa, 80% in Europe, 79% in Latin America and the Caribbean and 79% in Latin America and the Caribbean.

## CONSERVATION/PRESERVATION

With 74% of mentions and high representation in all regions, except in Africa (where Safeguarding and Custodianship are mentioned together with 17% each) this pair of terms is presented either together or separately.

The analysis of the content of the descriptions shows that there is no solid differentiation between them, appearing in answers referring jointly to both terms as "Addresses both the action and the intention to protect cultural property (heritage), whether material/tangible or immaterial/intangible" just as others refer to one "From the entry of an object into the museum: acquisition, cataloguing, research, storage, conservation and/or restoration" or another: "key task of museums, preserving objects and heritage for the future", making it difficult to discern the difference in the present analysis.

In the North American and Arab States regions, it represents 100% of the terms mentioned in the dimension, followed by Europe with 90%, LatAm & Caribbean 71%, 55% Asia-Pacific and at a great distance Africa 17%.



# ACTION

## COLLECTION

The term "Collection" was mentioned, with strong linkage to "Acquisition", in 60% of the responses linked to "Action". The Arab states and Asia-Oceania stand out with 75% and 73% respectively, followed by Europe with 60% and the rest of the regions with 50%.

The descriptions show a more generalized meaning "museums core; the action or process of collecting someone or something (heritage)" which is expanded in the description of the content or space of the collection, together with more specific questions "Proposed Museum definition should stress on significance of museum collections and propose best acquisition methods" which supports a particular axis within the action.

## DISPLAY/EXHIBIT

"Display/Exhibit" is again a pair of terms that apparently lack sufficient solidity in their meaning to be able to clearly differentiate them.

Thus, some generic descriptions linked to "Exhibit" describe it as "A fundamental function of the museum that the current definition indicates", while another indicates that "Exhibition is a public display of objects, concepts, knowledge, skills in or associated with a museum" In the descriptions, the analysis team does not see sufficient grounds for a clear differentiation.

However, in the descriptions of some responses, such as the one we have rescued, there are some alternative questions for the complexification of the terms "Museum exhibit their collections physically and virtually, making them accessible to the public. Exhibitions are professionally curated".

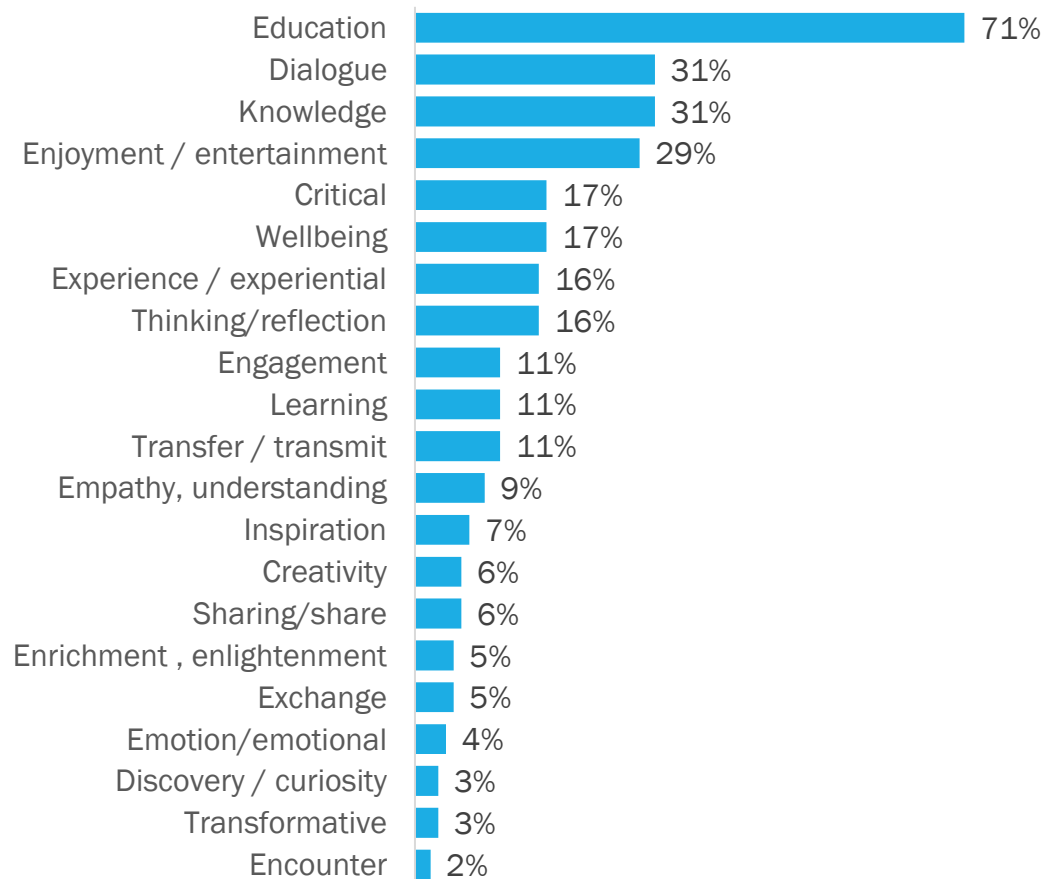
This term, like the previous one, represents 60% of the answers related to "Action", being mentioned in 100% in the North American region.

# Results: Experience Dimension

# Quantitative Results: Experience

Overall mentioned by:  
97% of committees

% mentions (over Total Committees, n=96)



## Commentary

1. **Education** is the most mentioned experiential term, followed by **Knowledge**, **Dialogue** and **Enjoyment / entertainment**
2. Main categories:
  - **Education** (also knowledge, learning, discovery, transmission...),
  - **Dialogue, thinking & understanding** (often critical)
  - **Enjoyment, entertainment**

Multiple term analysis (possible more than 1 term / committee)

# Top Experience Terms by Region

Term	Total	North America (2)	Latin America & Caribbean (14)	Africa (6)	Europe (30)	Arab States (4)	Asia & Pacific (11)
Education	71%	100%	100%	67%	67%	50%	55%
Dialogue	31%	-	36%	17%	33%	25%	27%
Knowledge	31%	-	21%	-	33%	75%	46%
Enjoyment / entertainment	29%	50%	21%	50%	30%	25%	9%
Critical	17%	-	29%	-	20%	-	9%
Wellbeing	17%	-	21%	-	13%	25%	46%
Experience / experiential	16%	50%	29%	-	13%	25%	9%
Thinking/reflection	16%	-	29%	-	27%	-	-
Engagement	12%	50%	-	-	20%	25%	9%
Learning	12%	-	7%	-	17%	25%	27%
Transfer / transmit	12%	-	-	-	17%	50%	18%
Empathy, understanding	9%	-	-	17%	13%	25%	9%
Inspiration	7%	-	7%	-	13%	-	-
Creativity	6%	-	7%	17%	3%	-	18%
Sharing/share	6%	-	7%	-	10%	25%	9%
Enrichment , enlightenment	5%	50%	-	-	7%	-	9%
					3%	-	18%

## Commentary

**Education: Strongest association in the Americas**

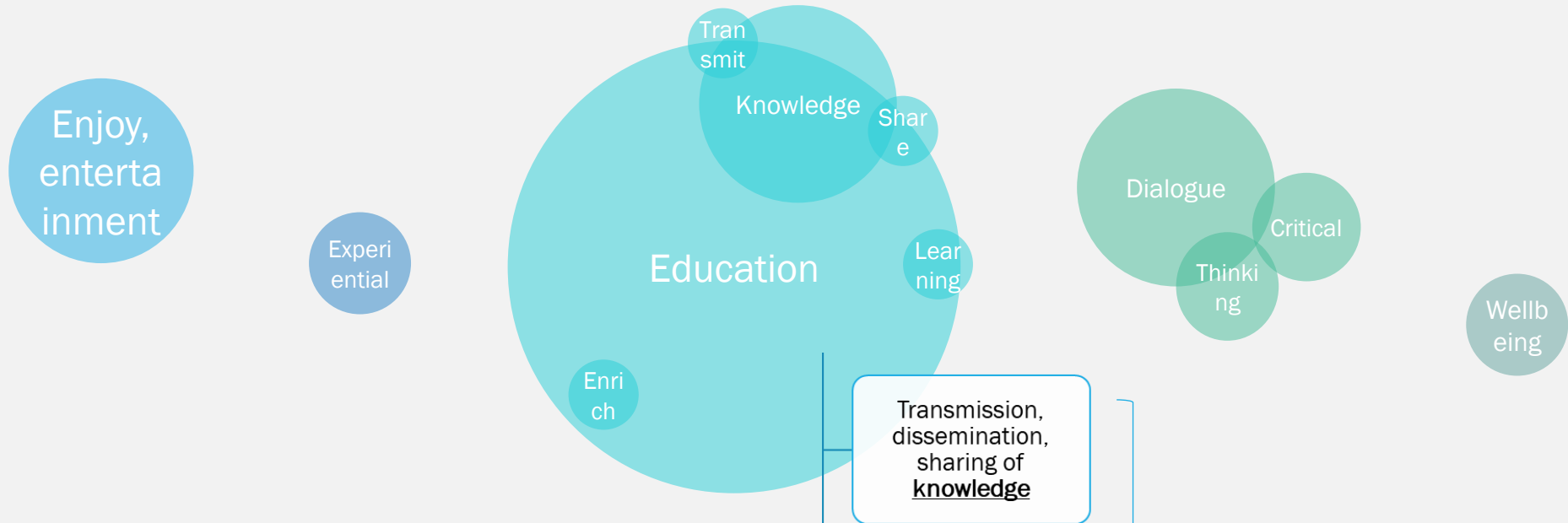
% Significantly higher vs average\*

Top % (without statistical significance)

Showing top terms from overall dimension list (previous page) & other terms with regional variation. \*Statistical significance tested to p=0,05 confidence interval using Chi-square testing.

# Qualitative Results: Experience Meaning Map

Size of bubble is relative to term % mentions  
 Overlapping bubbles: related meaning (from term descriptions)



Transmission, dissemination, sharing of **knowledge**

**Learning** - informal, lifelong...

Vehicle to gain **critical thinking**, stimulate reflection

*Within education, various meanings / nuances are mentioned in description*

*On experiential level, **education** and associated meanings are predominant, followed by the domains of **enjoyment** and of **dialogue & thinking/reflection***

# EXPERIENCE

“A universal and basic function keyword that reflects the current definition.”

## EDUCATION

"Education" (linked to "Didactic") is the most cited experiential term (71%) in the dimension "Experience" which has an overall mention of 97%.

Linked also to "Learning", "Teaching", "Scholar", "Study", it is frequently mentioned in the general sense of "A universal and basic function keyword that reflects the current definition. Education is emphasized in the Recommendation of UNESCO 2015" providing also answers in a different sense "Facilitate, promote, stimulate knowledge, skills, behaviours, involving people in the processes of co-construction of meanings and interpretations".

In close semiotic relationship with the terms "Knowledge" as dissemination and transmission and as a vehicle to achieve "Critical Thinking" and stimulate "Reflection".

In the regions of North America and LatAm & Caribbean, it is mentioned in 100% of the cases, 67% in Europe and Africa, 55% in Asia-Pacific and 50% in Arab countries.

## DIALOGUE

The term "Dialogue" was mentioned, with strong links to "Critical" and "Thinking", in 31% of the responses linked to "Experience". They stand out with 36% in LatAm and 33% in Europe.

## KNOWLEDGE

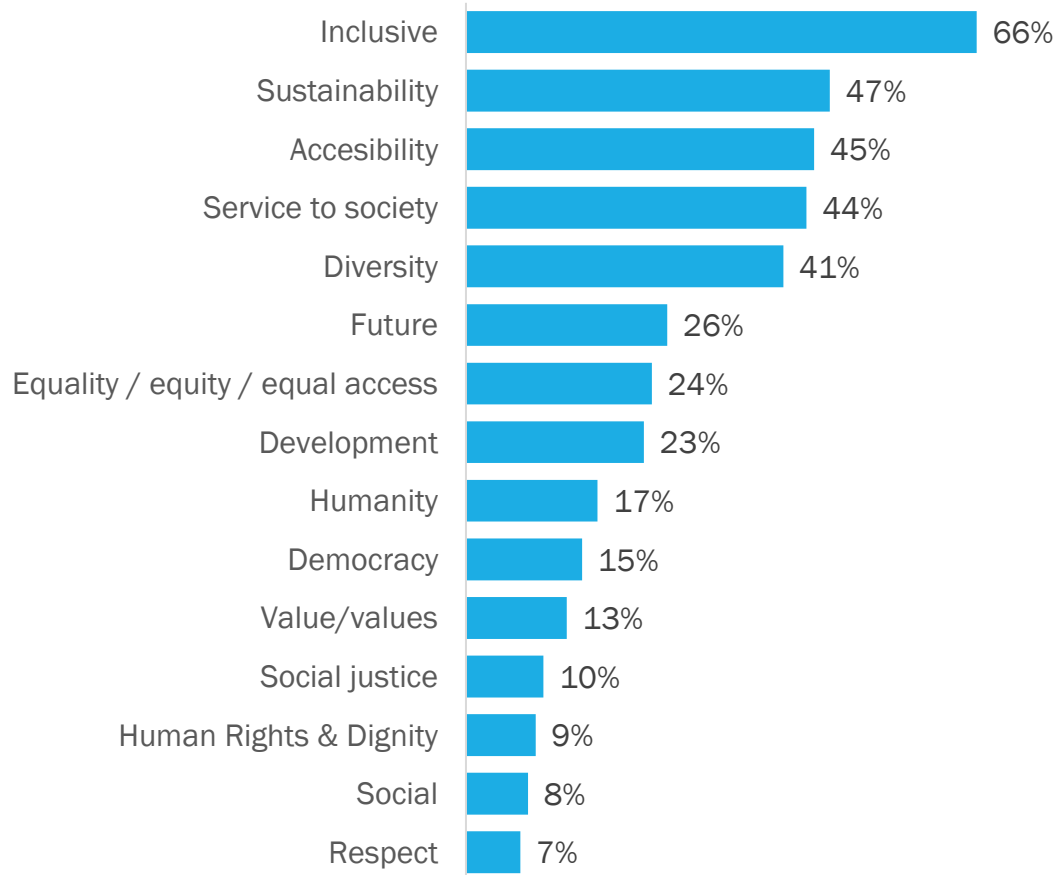
"Knowledge" shares 31% with "Dialogue", with a special representation of mentions in Arab countries with 75%, followed by 46% from Asia-Pacific, 33% Europe and 21% Latin America & Caribbean.

# Results: Social Values Dimension

# Quantitative Results: Social Values

Overall mentioned by:  
96% of committees

% mentions (over Total Committees, n=96)



	Africa (6)	Asia & Pacific (10)	Latin America & Caribbean (14)	Europe, North America, Arab states (35)
<b>Inclusive</b>	33%	70%	86%	50%

Significantly higher % vs other regions

High % but not statistically (low base)

## Commentary

**4 main dimensions are detected in the values area:**

1. **Diversity / inclusiveness**
2. **Accessibility**
3. **Sustainability**
4. **Service to society**

Multiple term analysis (possible more than 1 term / committee)



# Top Values Terms by Region

Term	Total	North America (2)	Latin America & Caribbean (14)	Africa (6)	Europe (30)	Arab States (4)	Asia & Pacific (11)
Inclusive	66%	50%	86%	33%	57%	50%	64%
Sustainability	47%	-	57%	50%	57%	50%	46%
Accessability	45%	50%	29%	33%	47%	50%	55%
Service to society	44%	-	57%	-	50%	50%	46%
Diversity	41%	-	57%	33%	37%	25%	36%
Future	26%	-	14%	-	30%	50%	9%
Equality / equity / equal access	24%	50%	14%	33%	13%	-	27%
Development	23%	-	36%	33%	30%	25%	9%
Humanity	17%	-	21%	-	20%	25%	18%
Democracy	15%	-	36%	33%	10%	-	-
Value/values	13%	-	21%	-	10%	25%	18%
Social justice	10%	50%	7%	-	7%	-	9%
Human Rights & Dignity	9%	-	14%	17%	3%	-	9%
Social	8%	-	21%	-	7%	-	9%
Respect	7%	50%	7%	-	-	-	18%
Intercultural / multicultural	4%	50%	-	-	7%	-	-

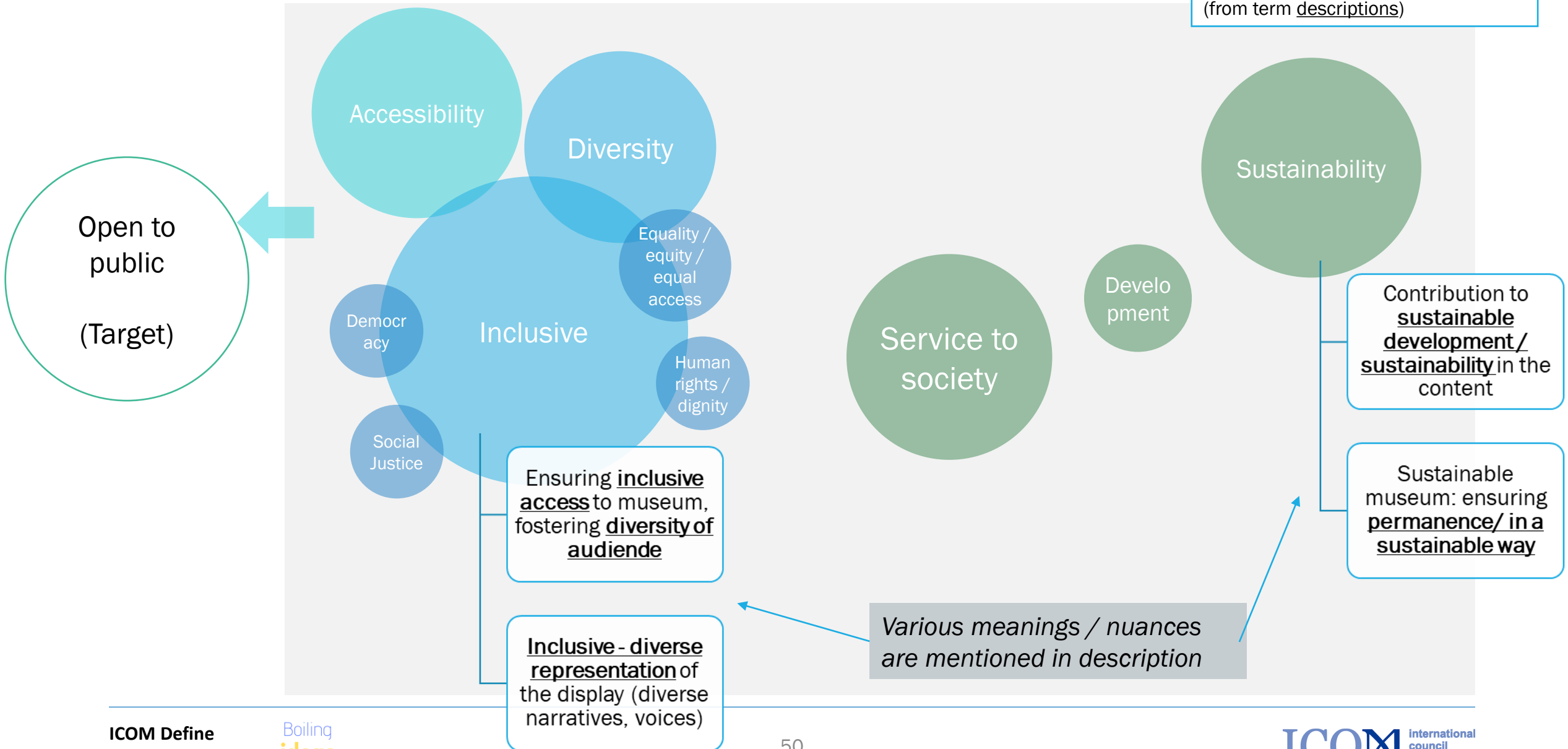
## Commentary

*No significant differences by region*

Showing top terms from overall dimension list (previous page) & other terms with regional variation. \*Statistical significance tested to p=0,05 confidence interval using Chi-square testing.

# Qualitative Results: Values Meaning Map

Size of bubble is relative to term % mentions  
 Overlapping bubbles: related meaning (from term descriptions)



Open to public  
(Target)

Accessibility

Diversity

Equality /  
equity /  
equal  
access

Democr  
acy

Inclusive

Human  
rights /  
dignity

Social  
Justice

Service to  
society

Develo  
pment

Sustainability

Ensuring **inclusive access** to museum, fostering **diversity of audiende**

**Inclusive - diverse representation** of the display (diverse narratives, voices)

*Various meanings / nuances are mentioned in description*

Contribution to **sustainable development/ sustainability** in the content

Sustainable museum: ensuring **permanence/ in a sustainable way**

*“The act of including an element within a group or set. The museum is a place of encounter and socialization. There are no social or cultural differences”*

## INCLUSIVE

The term "Inclusive", with 66%, is the most mentioned term in the dimension "Social/Cultural Values", which is mentioned among 96% of the committees.

With semantic affinity to terms such as "Diversity" "Equality" or "Accessibility" and linked to "Open to Public" of the "Target" dimension -among others- in the descriptions, the meaning of the concept is also added with different degrees of agency, from "Museums welcome all visitors irrespective of age, ability, ethnicity, gender, race, religion and socioeconomic status and actively promote social cohesion." to "Fight exclusion by means and actions, guaranteeing equal conditions of access and participation for all" in which different positions can be interpreted, enriching the nuances of the definition.

The quantitative results of the use of the term represent 86% in Latin America, 70% in the Asia-Pacific region, 50% in North America and Arab States and 33% in Africa, |

# VALUES

## SUSTAINABILITY

With 47% of mentions in the dimension, of which 57% were mentioned in Latin America & Caribbean and Europe, 50% in Africa and Arab countries and 46% in the Asia-Pacific region, this term is nourished by others such as "sustainable", "development" in the sense of "permanence" in "sustainable way".

The landscape of nuances among some descriptions shows some aspects to consider: if in some descriptions it is pointed out that "Museums should consider the sustainability of its existence and operations because it serves not just the past and present but also the future." others add "it includes the long term survival plans of a museum in terms of economic, environmental, social, physical, collection and working" being described also the consideration of "taking action to address the environmental, social and economic impacts of operation".

## ACCESIBILITY

Observing the descriptions linked to the reference to "Accessibility", which represents 45% of the mentions in "Values", there are certain meanings that offer some coordinates of the complex meaning of the term.

Linked to "Inclusive" and to the "target" dimension through the concept "Open to the Public" the responses refer to some nuanced alternatives, from "Museums should be accessible to all members of the public, including the ones who are not present on site" some descriptions go a bit more concrete by pointing out the "importance of physical, intellectual, sensory and digital access to all with including financial accessibility" to, also based on some descriptions "create new innovative ways to bring people into the museum. Designing space to empower visitors to engage in more active, participatory and meaning-making."

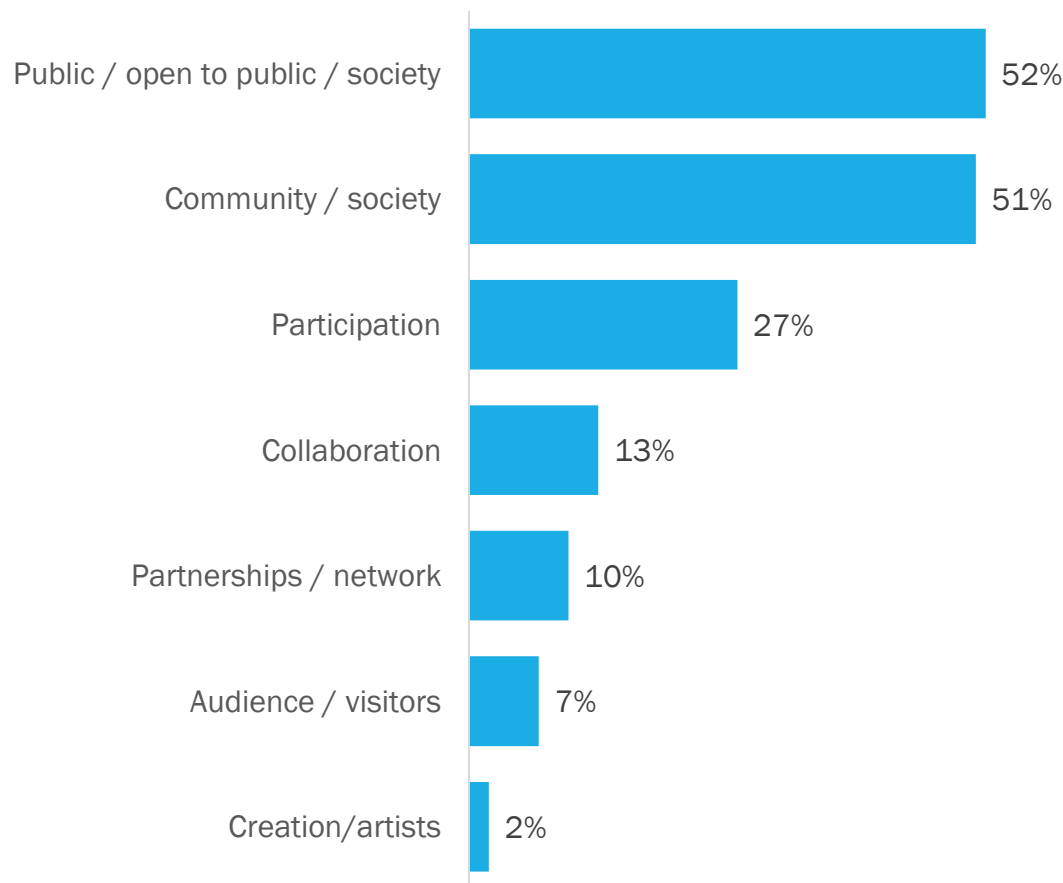
The term was mentioned 55% in the Asia-Pacific region, 50% in the Arab States and North America and 47% in Europe, 33% in Africa and 29% in Latin America & Caribbean.

# Results: Target Dimension

# Quantitative Results: Target & Relationship

Overall mentioned by:  
81% of committees

Terms relating to Target: % mentions



	Africa (6)	Arab States (4)	Latin America (14)	North America (2)	Asia & Pacific (10)	Europe (29)
Public / open to public	17%	25%	50%	50%	60%	76%
Community / society	67%	25%	64%	50%	60%	48%
Participation	0%	0%	50%	0%	10%	21%
Collaboration	0%	0%	14%	50%	20%	7%

## Commentary

*Terms related to museum target are mostly collective and / or generic: referring to **Public and Community***

*Public is most often expressed as “**open to public**”, either in the term itself or in description*

***Participation, collaboration and partnership** are included here as they are mostly explained in community/public connection*

Multiple term analysis (possible more than 1 term / committee)

# Top Values Terms by Region

Term	Total	North America (2)	Latin America & Caribbean (14)	Africa (6)	Europe (30)	Arab States (4)	Asia & Pacific (11)
Open to society / public	52%	50%	50%	17%	77%	25%	64%
Community / society	51%	50%	64%	67%	47%	25%	64%
Participation	27%	-	50%	-	23%	-	9%
Collaboration	13%	50%	14%	-	7%	-	18%
Partnerships / network	10%	-	-	-	13%	-	18%

% Significantly higher vs average\*

Top % (without statistical significance)

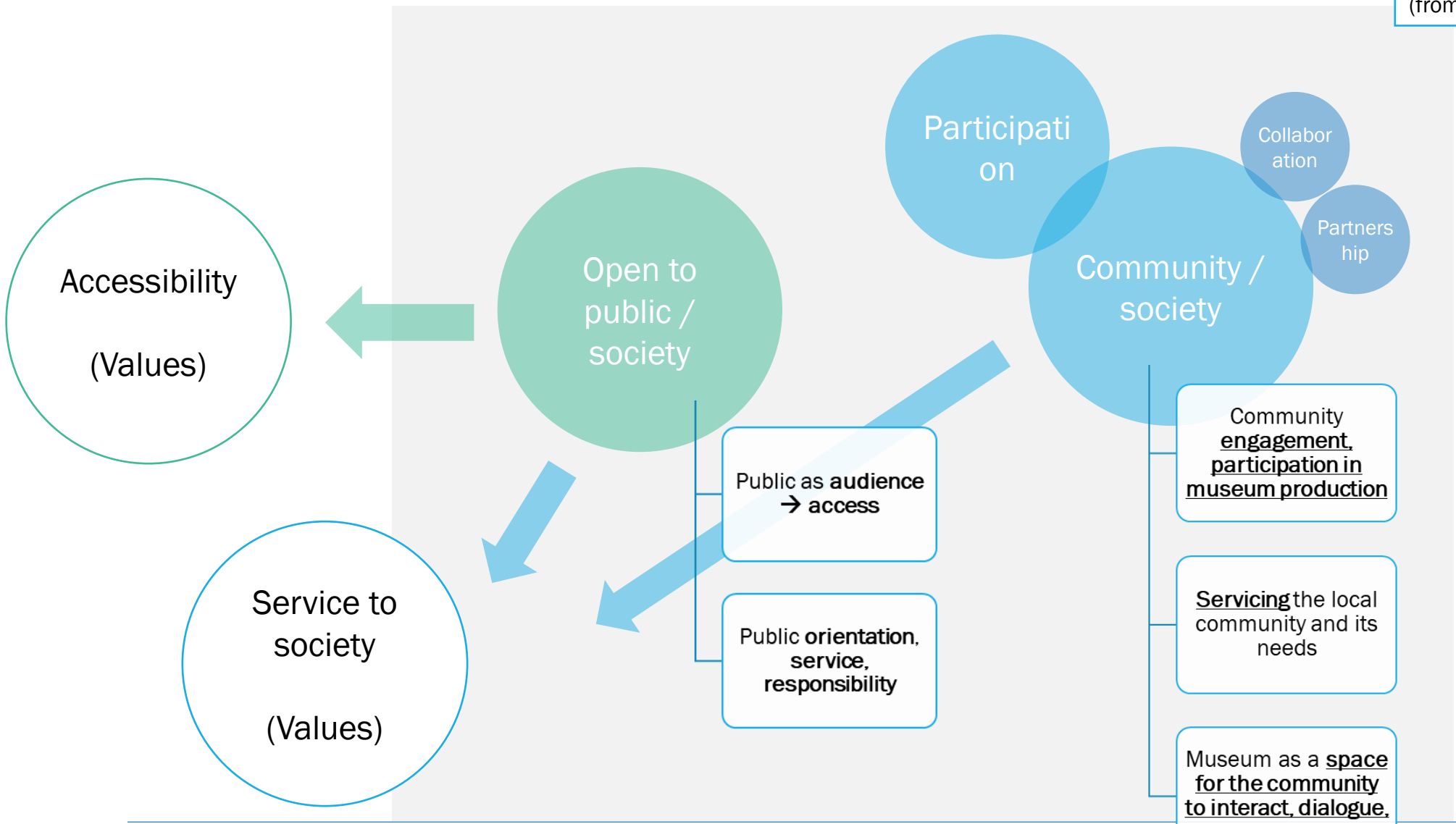
## Commentary

**Open to society / public: strongest mention in Europe**

Showing top terms from overall dimension list (previous page) & other terms with regional variation. \*Statistical significance tested to p=0,05 confidence interval using Chi-square testing.

# Qualitative Results: Target Meaning Map

Size of bubble is relative to term % mentions  
 Overlapping bubbles: related meaning (from term descriptions)



# TARGET

*“Space/Institution which is devoted to public, public oriented”*

## **PUBLIC/OPEN TO PUBLIC/SOCIETY**

The quantitative results of the use of terms linked to Target, used by 81% of the committees, show this group of 'collective' terms with a 52% mention. Among this percentage, Europe with 76%, the Asia-Pacific region with 60% and the American regions with 50% are far from the 25% mentioned by the Arab countries and 17% by the African region.

Within the descriptions, some variations of meaning are observed, from "One of the most central elements of museum work for the public. Being open to the public=being accessible to people from different situations" to "Museum are public spaces, accessible to different audiences and sectors of society. The word 'public' refers to the museum users and the whole population." bringing a certain richness to the concept of "public", among others|

## **COMMUNITY/SOCIETY**

With a mention rate of 51%, the African region accounted for 67%, Latin America 64%, Asia-Pacific 60%, North America 50%, followed by Europe 48% and the Arab States 25%.

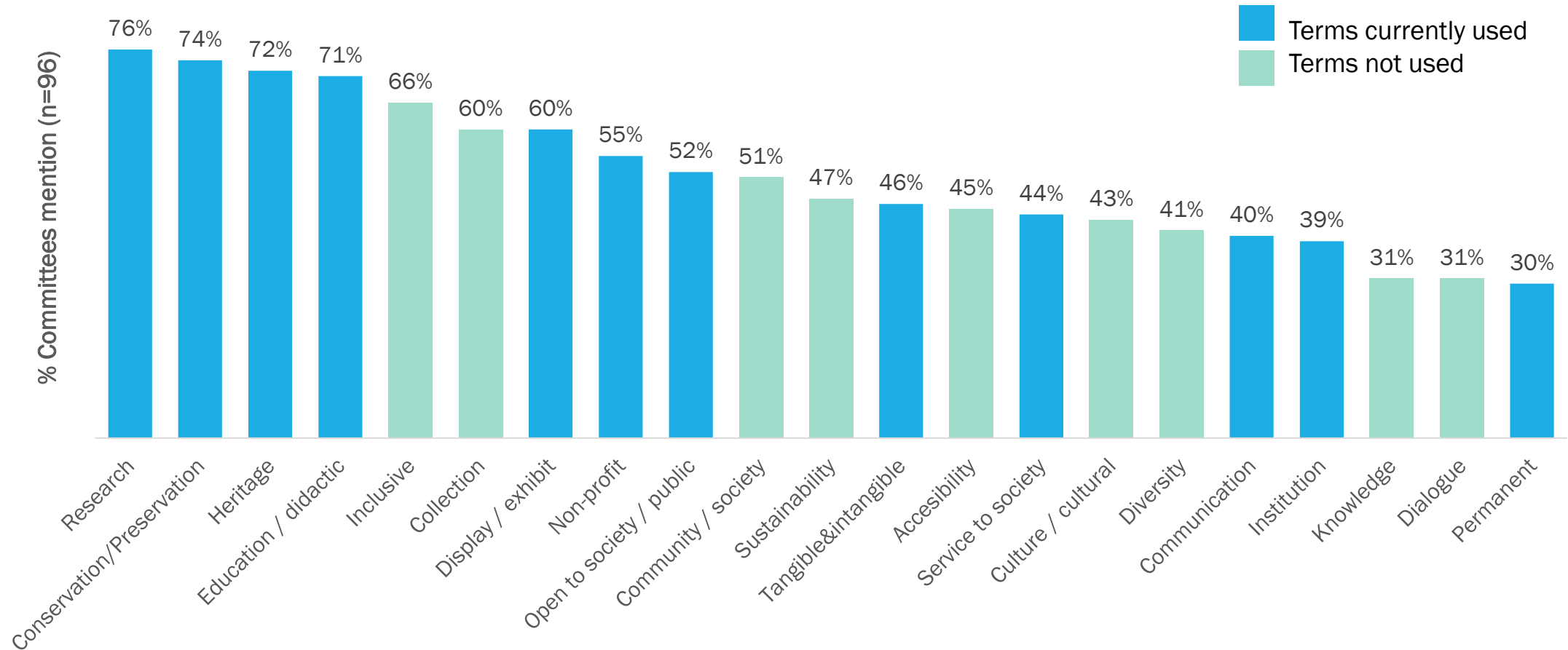
This term, also of a collective nature, is also nourished by its cognates "Community Based, Community Oriented", presents an arena of meanings which, although somewhat generic in their descriptions, do provide a certain complexity in their meaning, if we start from an example that could illustrate a generally indicated proposal "a group of people who share a common space and participate in the experience promoted by the museum that is linked to its social context", the description immersed in the answer "the people served and joined together through the museum" to expand with another meaning that appears "in the sense of inclusion, meeting point and point of reference for local communities, societies" that provide some questions about the type of relationship with the social environment.



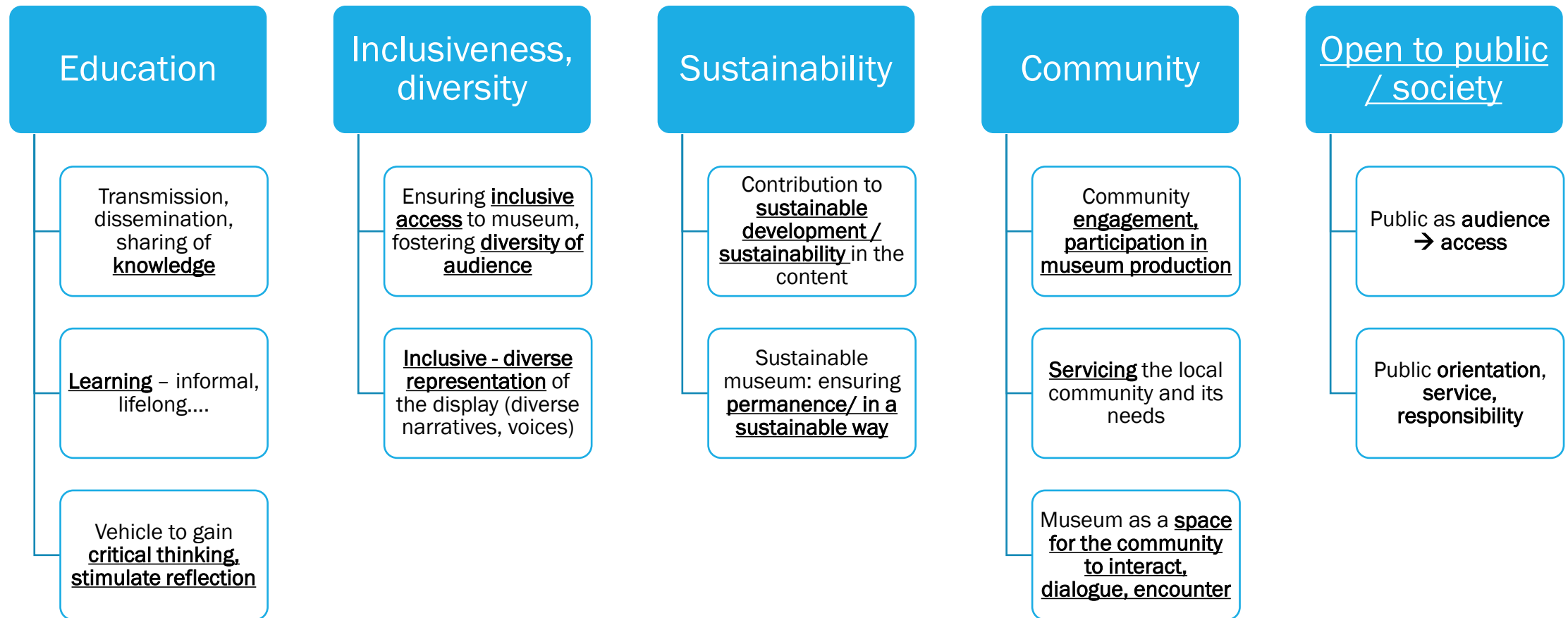
# Conclusions & Recommendations for Step 5

# Conclusions: Top terms are a mix of the current, foundational terms and terms that propose new challenges

Terms mentioned by at least 30% of Committees



# Conclusions: Some of the current and new terms are not interpreted in the same way across responses



# Recommendations for the next steps: Consultation 3

## SURVEY CONTENT RECOMMENDATION:

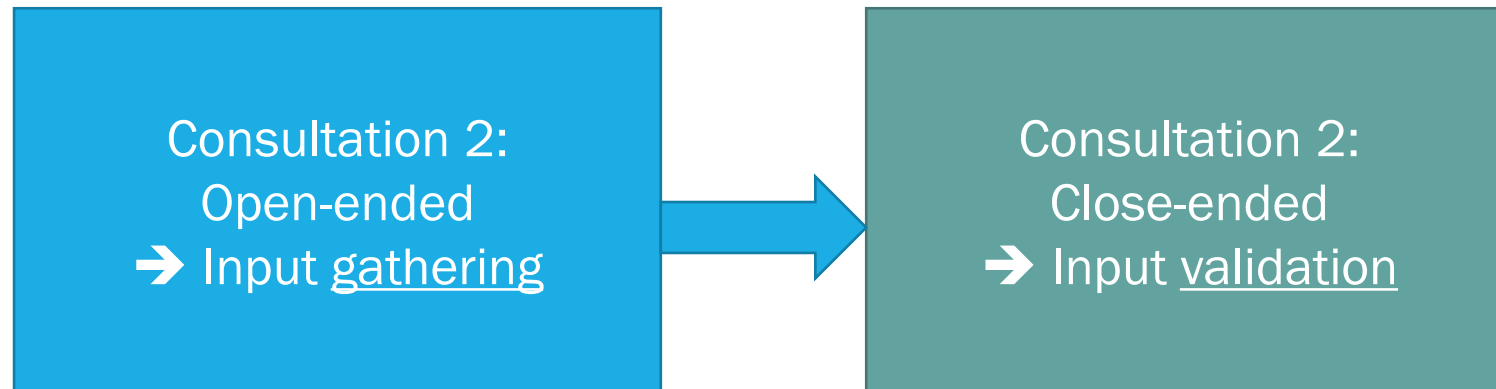
Construct final terms, using the results of this research:

1. **SCOPE:** Offering all terms with a certain representation, not just top 20. We recommend going as broad as possible in terms included,
  1. Concepts that were not so much used as terms spontaneously, then were often used in descriptions → even mid-represented terms could have high potential if offered to evaluate.
  2. Often terms with 10% mentions are richly related to bigger terms – could be unthought of alternatives
2. **CLARITY:** Construct more unequivocal final terms: review terms with various meanings and ensure these are treated adequately (offering all alternatives of the term)

# Recommendations for the next steps: Consultation 3

**METHODOLOGY:** Validate these terms in a structured survey:

- Terms that members want included
- Offer space to make final comments (additional keywords, remarks)
- Offer space to comment if any proposed terms would be completely unacceptable and why (e.g., legal constraints), and if alternatives would exist



# Thank you

Report on the ICOM Member Feedback for a new museum definition  
Independent analysis & report elaborated for the ICOM Define  
Committee

Erika Krajcovicova  
Raúl F. San Miguel  
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ICOM international  
council  
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