Added value by the use of IS in the museum

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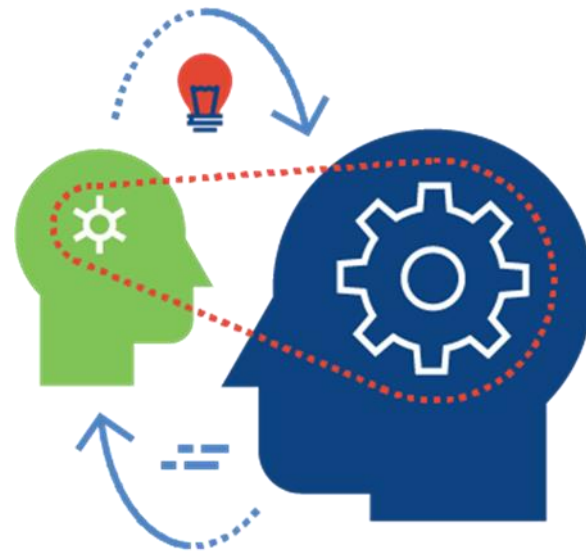
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MAPA DAS IDEIAS

In this presentation, we shall present how IS has assisted museum business strategies.

- At the end of this presentation, you will be able to:

    - identify and recognize long term visitor / customer needs;

    - illustrate the business benefits of new technologies and how this can add value and provide competitive advantage

- Key Words:

Added Value, Application, Business Strategy, Information Systems

- Section 1: Information systems in the museum

    - Online museum facilities

    - Systems Dynamics of museums

Information systems in the museum

As previously mentioned, Information and communications technology (ICT) tools have completely altered the way museum curators design many of their exhibits.

Online learning is now important for the museums. It enhances their exhibits to leverage the opportunities offered by ICT tools; thereby providing a wider thinking space for their online visitors.

The online museum environment is now providing more information to people, as well as further enriching their life-long learning experiences.

Historically, the use of ICT tools to enhance the museum learning experience started in the early 1990s.

Nowadays, Web-mediated ICT media tools which

offer new learning opportunities.

- The differences in people's learning styles, are well acknowledged.

- The way learners process their information depends upon their individual mental model.

- The way information is presented to the learner should not only deliver the information but should be designed in such a manner to help the learner to process the information in meaningful ways

- The exhibit presents a range of points of view that afford the museum visitors to delve into their own experiential learning

- Web-based ICT tools provide open ended options for the visitors to experience learning events through both their physical and online-visits

- ICT tools provide the means to produce multimedia that accentuate screen-based instruction to visitors

IS provides staff and visitors with appropriate hardware, software, and associated infrastructure in support of the museum's strategic objectives.

Principles underlying the delivery of IS Services:

- Develop and prioritise IT services to meet the Museum's strategic objectives

- Ensure appropriate availability, integrity, and security of information assets

- Provide informative IT services to everyone

- Employ innovative technology to provide a simple and consistent infrastructure

- Manage technology as a strategic investment

- Provide an environment for technology related staff

This presentation was about analysing the advantages of a tailored business strategy in the museum sector and the way it can form a better future for a Museum and its visitors

- Asmidah Alwi and Elspeth McKay, *Investigating an Online Museum's Information System: Instructional Design for Effective Human-Computer Interaction*, D. Ifenthaler et al. (eds.), Multiple Perspectives on Problem Solving and Learning in the Digital Age, C Springer Science+Business Media, LLC 2011

- Victoria and Albert Museum The world's leading museum of art and design, Information Systems Services Department, http://www.vam.ac.uk/content/articles/i/information-systems-services-department/

Presenter's bio page

Ms. Eleni Damianou is a business consultant and political scientist. She is working in the business and education sector having implemented numerous EU and international projects.

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Thank you for your attention!

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