# Twenty years of digital

1996:

- Curatorship as museum practice
- 'Content is king'
- Phonebook
- Fax
- Encyclopaedia
- MySpace
- Audio tours
- © Museum
- Museum as *social* experience
- Single platform
- Analogue

2016:

- Curatorship as everyday practice
- 'Context is king'
- Facebook
- Snapchat
- Wikipedia
- Shared space
- Mobile apps
- *"Click here to share"*
- Museum as *connected* experience
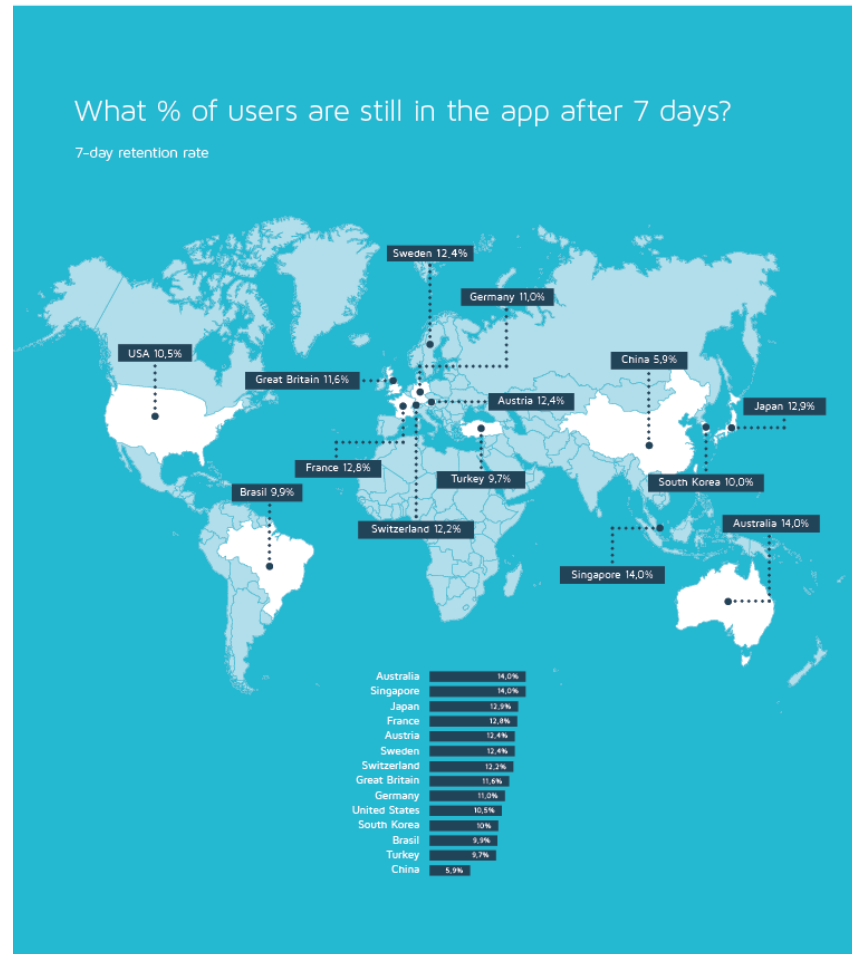- Multiple platforms
- Digital
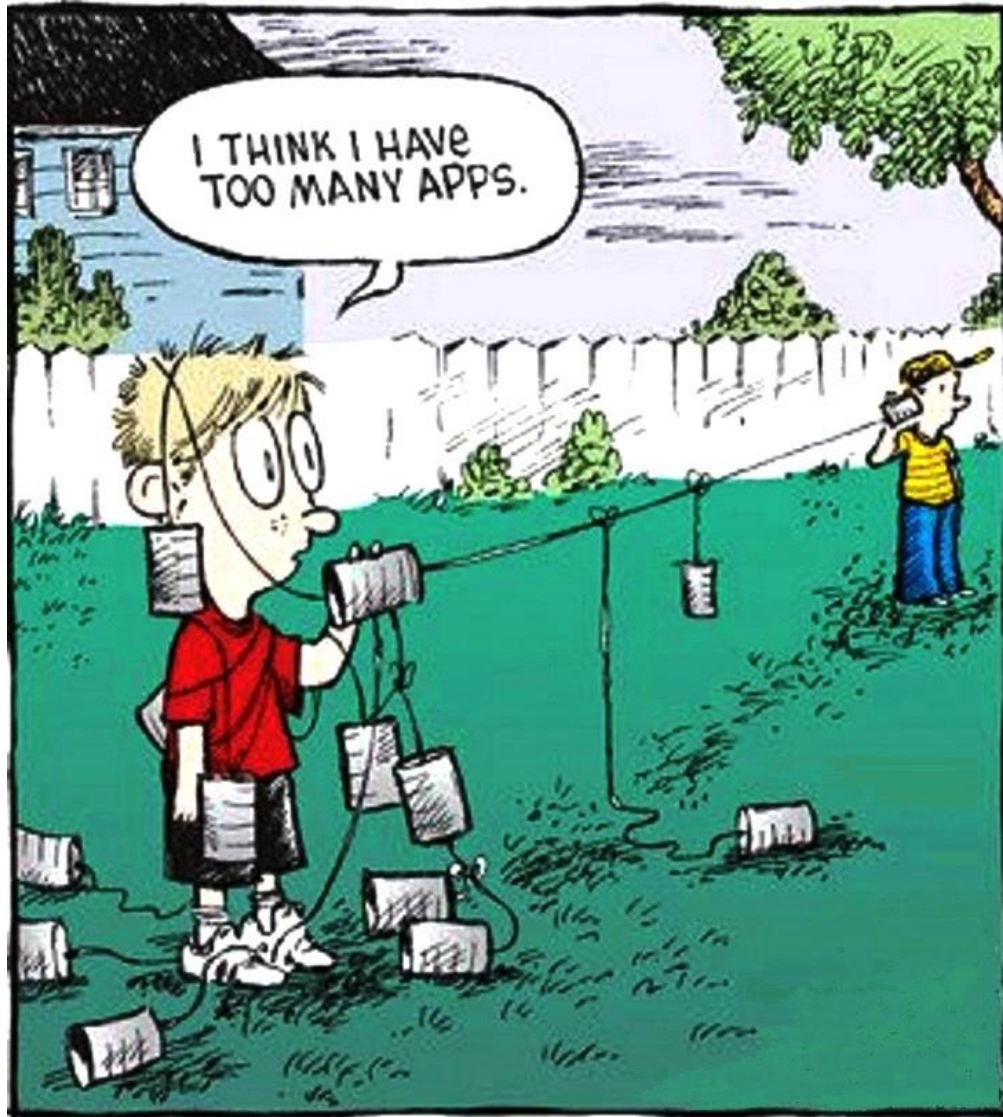
Hands up…

- How many apps do YOU have on your device?
- How many do you actively use each day?
- Favourite app
- ONE app you'd keep

Why re-visit apps?

- 49% U.S. smartphone users do NOT download apps: http://www.techtimes.com/articles/178109/20160917/half-of-us-smartphone-users-dont-download-new-apps-comscore-report.htm
- 51% downloaded new apps in a month, average of 3.5 apps
- TUNE study: 75% U.S. smartphone users downloaded one app/month: https://www.tune.com/blog/no-the-average-american-does-not-download-0-apps-each-month/
- Australians only use most apps for two weeks: http://www.gizmodo.com.au/2016/05/australians-only-use-most-apps-for-two-weeks-tops/

Australians Only Use Most Apps For Two Weeks, Tops

Gizmodo, 2016

What percentage of users
keep using the app after seven days?

% retention

Australia	
Singapore	
Turkey	
China	
Brazil	
US	
Japan	
Korea	
EU	

days after install

The multiplatform visitor

Google apps, Padlet, Twitter, YouTube, Adobe Voice app, Pic Collage app, Today's meet, IXL, Studyladder, Weebly, ABC Splash, Edublog, Scootle, Moodle, Edmodo, Clickview, Vimeo, TED, Board of Studies, Bored of Studies, Topmarks, BTN, National Geographic, Wikipedia, BBC Bitesize, Top Documentary, AWM / MAAS / SLNSW websites, Pinterest, Google, School A-Z, Trove, …

What information did Jurassic Lounge attendees want in an app?

- Dinosaur identification
- Information about museum exhibits
- Interactive map
- Test: What dinosaur are you?
- Program for the night
- Photo gallery where you can upload your pictures

They wanted **museum content** first,
event information second…
http://australianmuseum.net.au/blogpost/at-the-museum/app-ideas
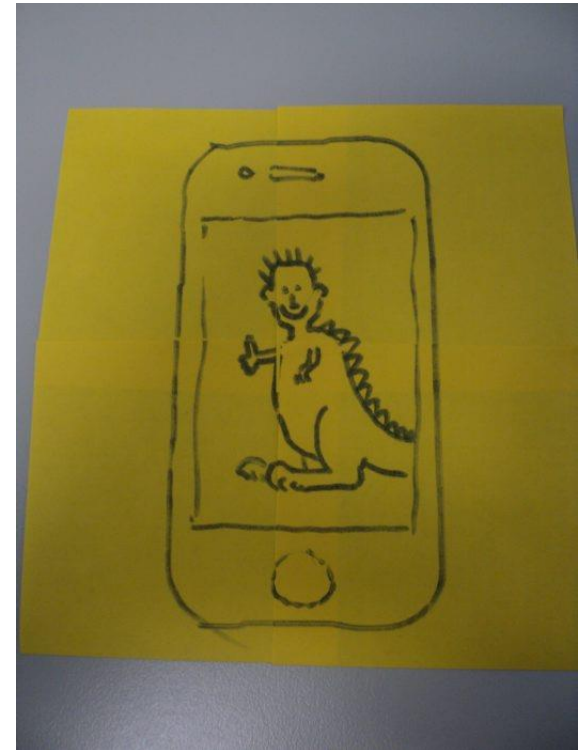
Young people & apps, Kelly, 2011 (n=200)

How many apps had they downloaded?

- 35% 10-25 apps
- 29% less than 10 apps
- 20% 26-50 apps
- 12% more than 50 apps

What kind of apps?

- 79% Facebook
- 73% games
- 60% weather
- 58% music
- 57% location-based service (restaurant guides, Foursquare etc)
- 57% navigation (GPS, maps)
- 46% entertainment
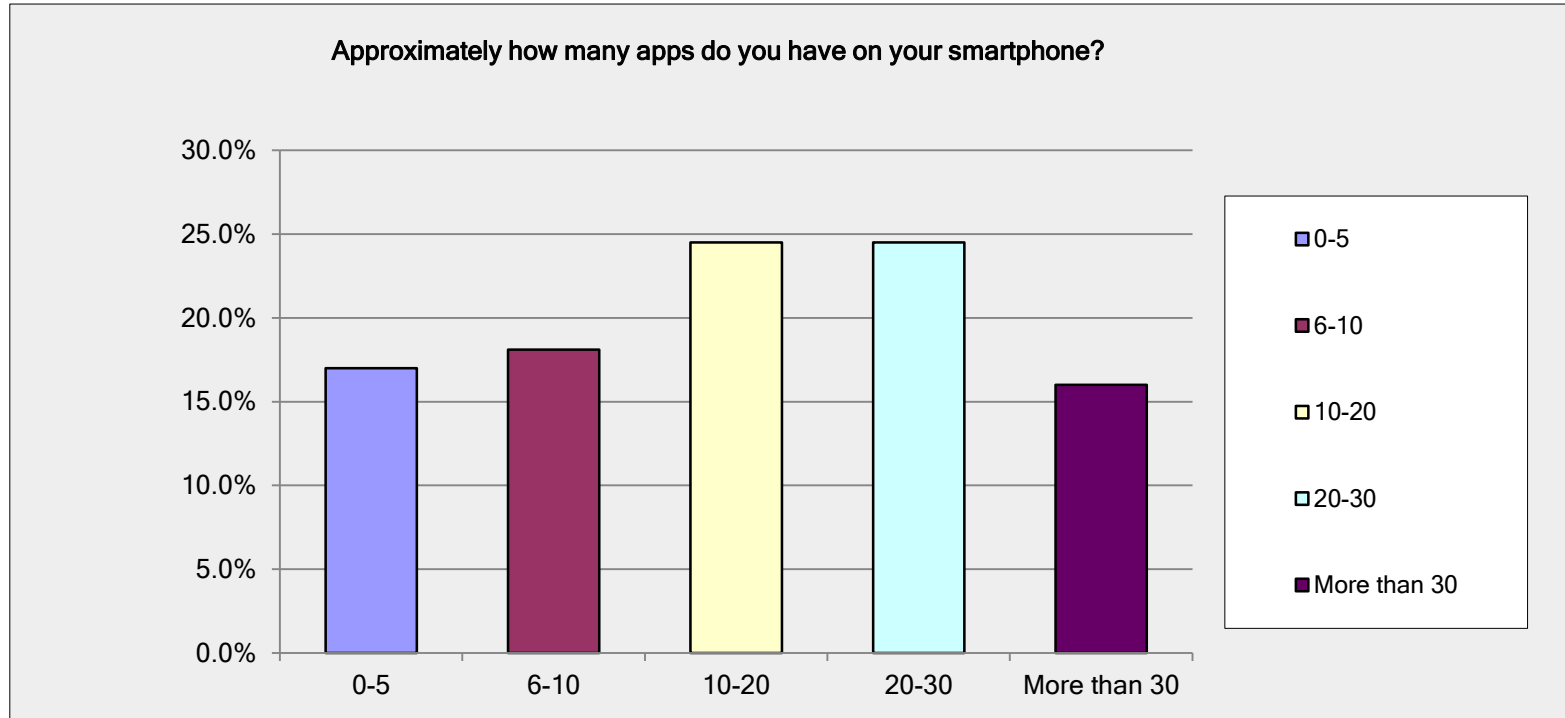- 46% news

Young people & apps, Kelly, 2011 (n=200)

Rated very Important: Factors in downloading apps:

- 53% free and practical/useful
- 51% good value for money and easy to use
- 44% containing up-to-date information
- 38% reliability of information
- 37% fun
- 34% recommended by friends
- 10% "buzz" / "hype"
- 8% "cool" factor

More here:

http://australianmuseum.net.au/blogpost/museullaneous/smartphones-and-apps-research-findings

Visitors and Tech, Cant, 2014 (n=100)

Approximately how many apps do you have on your smartphone?

Legend:
- 0-5
- 6-10
- 10-20
- 20-30
- More than 30

What one app to keep? - practical and productivity:
- *Dropbox*
- *Tripview*
- *Mobile Banking*

- 49% Minecraft

- Most important factors looked for:
  - Fun
  - Price
  - Ability to share or play with friends
  - Aesthetics
  - Gamification
  - Continued play through feedback and customisation

On apps teachers can't live w/out, Kelly 2015

Work:
- *"Twitter – my greatest source for learning and connecting with teachers all over the world"*
- *"School site / software* [for] *work use"*
- *"My DEC portal app because I check it daily"*

Practical – makes life easier:
- *"Bus and transport app"*
- *"Google maps"*
- *"Viber – most used form of communication via text and calls"*
- *"Internet banking"*
- *"Run double – linked to my fitness training program"*
- *"XE or iPass Safe"*

Leisure:
- *"NASA"*
- *"Spotify – so I can listen to music"*
- *"ABC news"*
- *"Facebook – I refer to it at least 10 times a day"*
- *"Soduku"*
- *iTunes radio – always access current news / music etc. anywhere in the world"*

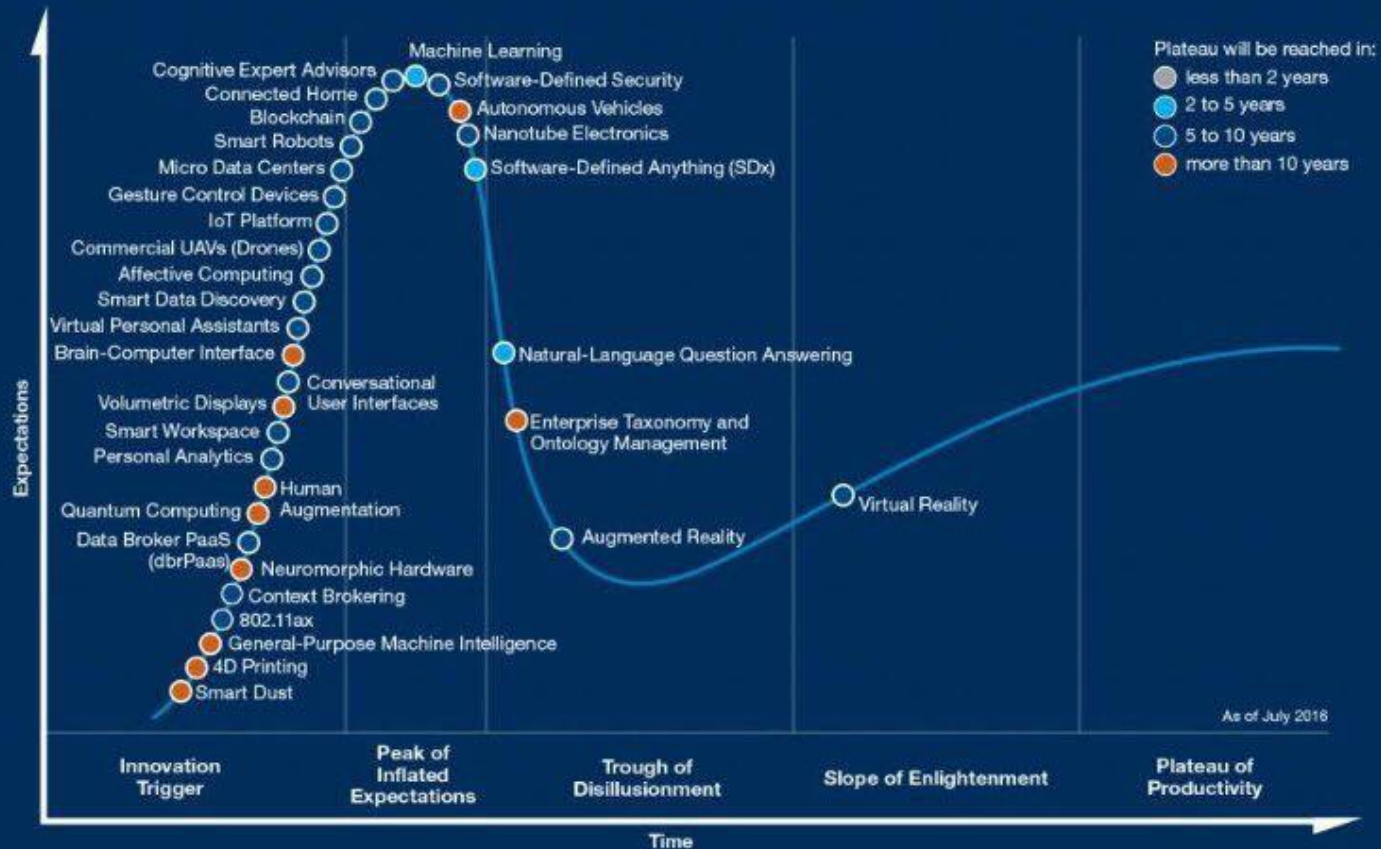"… the average app for a cultural organisation was under 1000 downloads and opened less than once"

https://medium.com/frankly-green-webb/what-we-know-about-mobile-experiences-in-museums-after-6-years-of-research-42117def2c49#.g4p9wxer2

Smart dust...

the divided visitor

- Forget the digital divide
    - … there's the digitally divided!
- "[I] *wouldn't want to encourage bringing a device* [as] *on a day out we're away from screens"*
- *"The more you put on* [mobiles] *the better"*

- *"… what if I drop or damage* [the museum's device]? *What if I forget to give it back? What if it's Android and I'm an Apple user? …"*
- *"If he's happy* [my son] *then I can get on with it"*
- *"I don't want to waste five minutes downloading something that I don't know we'd like, especially when I'm with the kids"*
- *"What if my tablet falls in the water?*
- *"Is there Wi-Fi?"*

- Visitors, apps, post visit experiences and a re-think of digital engagement Parts 1 & 2: https://musdigi.wordpress.com/2015/10/08/visitors-apps-post-visit-experiences-and-a-re-think-of-digital-engagement-part-1/
- (post) digital visitors: https://musdigi.wordpress.com/2016/04/08/post-digital-visitors/