



University  
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European Museum Academy

# The Challenge of Live Access and Distance Experiences in Museums

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The Challenge of Live Access

From March to September 2020 we explored how museums used digital opportunities to engage visitors during the Covid pandemic period when 90% of museums' doors worldwide were closed.

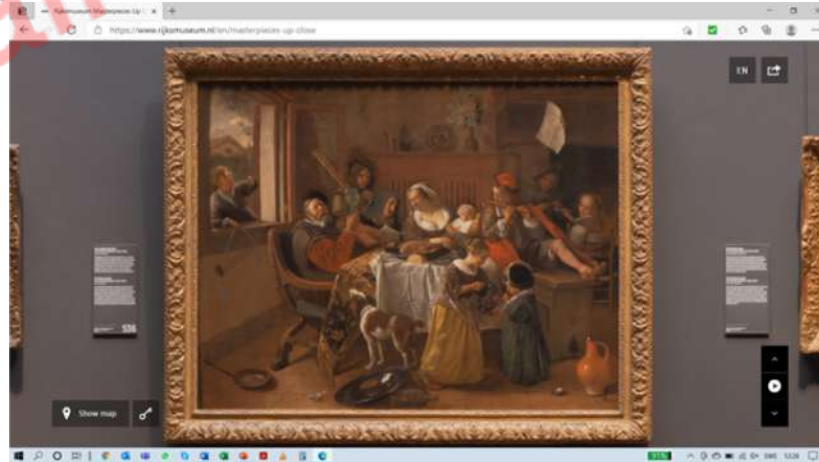
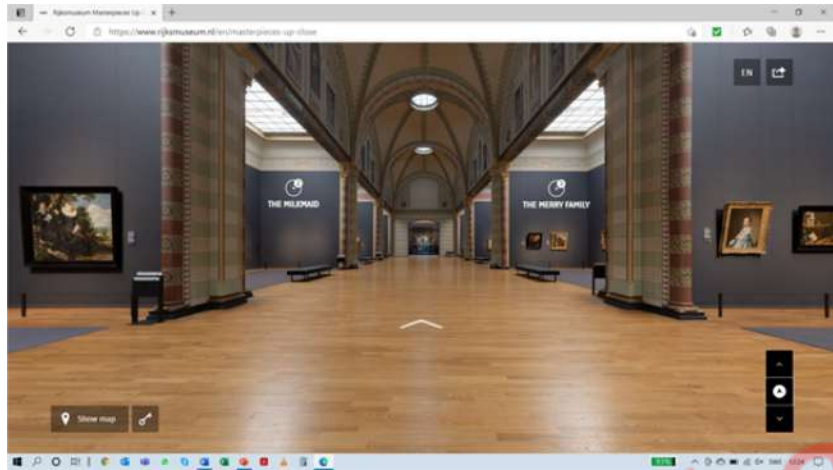
We found three main tendencies:

1. The collection driven encyclopedic approach
2. The collection driven didactic, story-telling approach
3. The interactive synchronous driven experience approach

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# The collection driven encyclopaedic approach

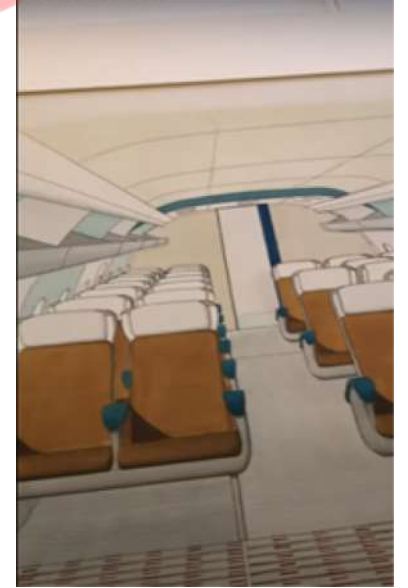
Example: Rijksmuseum, The Netherlands



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# The collection driven didactic, story-telling approach

Example: Danish Museum of Design, Denmark



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# The interactive synchronous driven experience approach

Example: Randers Rain Forrest, Denmark



# Considerations for the Future of Digital Museum Engagement

- **Investment in digital capacity of staff** - upskill museum staff and/or work with industry experts
- **Investment in digital infrastructure** – embed technological equipment in the physical environment to enable capture and flexible use/interaction
- **Design platforms and resources that are accessible** - content should be transferable form of software to another
- **Pedagogical suitability and sensitivity** – planning methods that fulfil objectives and facilitate inclusivity for different visitors
- **Facilitating Choice** – meeting the digital needs of different types of museum visitor

- **Creating Realistic Timelines and Identifying Prioritising** - playing to the museum's strengths then building on experience and success
- **Generating and Sustaining Income** – creating and categorising free and costed content
- **Permanent collections and/or Temporary Exhibitions** - collaborative approaches for temporary exhibitions
- **Marketing and Communication** - building a reputation for quality online resources and engagement
- **Evaluating Success** – embedding evaluative processes in digital resources and content

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**Thank you!**

**Maggie & Henrik**

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