What about adult audiences?

The demand for longer-form content isn’t the same for everyone. For some, longer-form content can help them feel more connected to their community and provide a sense of normalcy during times of uncertainty. For others, shorter snippets of content may be more enjoyable and can be consumed quickly and easily.

Museums have shared critical things they want, and that museums could help with when engaging with adult audiences:

• Educational content on a variety of topics, including cultural, scientific, and historical
• Personal experiences and stories about the pandemic
• Interactive content that encourages reflection and discussion
• Opportunities to connect with others in the community

Regardless of length, museum-goers expect high-quality, meaningful experiences that are authentic to their interests and needs. Regardless of the format, many museum-goers appreciate content that is educational and thought-provoking.

How might we engage with them, and to what depth, varies. Suggestions from museum-goers include:

• Doing nothing whatsoever
• Repackaging old content
• reuse of content
• Creating new content

The answer to this question is not a simple one, as the connection between content and engagement is complex and multifaceted. It is essential to consider the interests and needs of museum-goers and the broader population, as well as the potential impact of the content on both individuals and society.

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WHY NOT? FOR LOTS OF REASONS, INCLUDING:

• People aren’t seeking out content from museums over the past few weeks. Our research indicates most had:
  • No time (especially among parents)
  • Short attention spans
  • Anxiety is depressing motivation for culture/learning
  • No interest in current events

But that doesn’t mean that content is unnecessary. Far from it! Most museum-goers would enjoy hearing from museums … and engaging with content.

Many museum-goers want social media while others find it distracting. What about adult audiences?

What can museums do to meet and engage with a variety of adult audiences?

Virtual tours

Interactive content

Educational content on a variety of topics

Educators are also grappling with shifts to virtual learning. First, families with children.

Any resources that can engage and educate my children while allowing me a few minutes quiet would be helpful things for me.

How they find it, varies quite a bit. But what people would love to see, and do, is repackaging old content.

DURING THIS PANDEMIC … YES!

What will it take for us to come back from this and be more engaging than before?

Because of the limitations on in-person experiences, museums must somehow become indispensable to survive the coronavirus crisis … and engaging with content.

Nothing is the same, though, parents are looking for content that is educational and entertaining. More than anything they want social media while allowing them a few minutes quiet.

COMING UP:

What can we do to help people find and engage with content during the pandemic? How can museums continue to provide meaningful, engaging, and enriching experiences for all?

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