

REACHING THE PUBLIC: VIRTUAL AND REAL VISITORS TO A MUSEUM EXHIBITION

Introduction

Focusing on institutional heritage and community participation, this project documents visits to exhibitions brought about using social media and other online resources. Social media can successfully promote physical and virtual exhibitions and can provide a means to measure online and 'real' visitors of museum collections. Herein revealing which mediums we should pay attention to as exporters of cultural knowledge.

Dress Codes: Revealing the Jewish Wardrobe

PHYSICAL EXHIBITION



Dress Codes: Revealing the Jewish Wardrobe exhibited Jewish garments from the 19th and 20th centuries, worn and collected globally. The exhibition was held by the Israel Museum, Jerusalem, from March 2014 through to March 2015. Over the course of six months, the exhibition received over 100,000 visitors.

VIRTUAL EXHIBITION

In parallel, the virtual exhibition on the Israel Museum website received 30,000 visitors during time that the physical exhibition was open. Virtual visitors arrived via direct links, search engines, social media, Wikipedia, the Europeana website and through private bloggers. A wiki-edit-a-thon was held to upload supporting information on artists, textiles and techniques presenting in the exhibition. This significantly increased the breadth of our digital presence.



Through the Veil Exposing the Unseen Fusion in Dress Little Women and Little Men Clothing that Remembers About Credits Share

Dress Codes Revealing the Jewish Wardrobe

מוזיאון ישראל, ירושלים
the israel museum, Jerusalem
متحف إسرائيل، اورشليم القدس

Contact Information

Dr. Allison Kupietzky, Collections Database Manager,
The Israel Museum, Jerusalem
allison@imj.org.il

Virtual Analytics

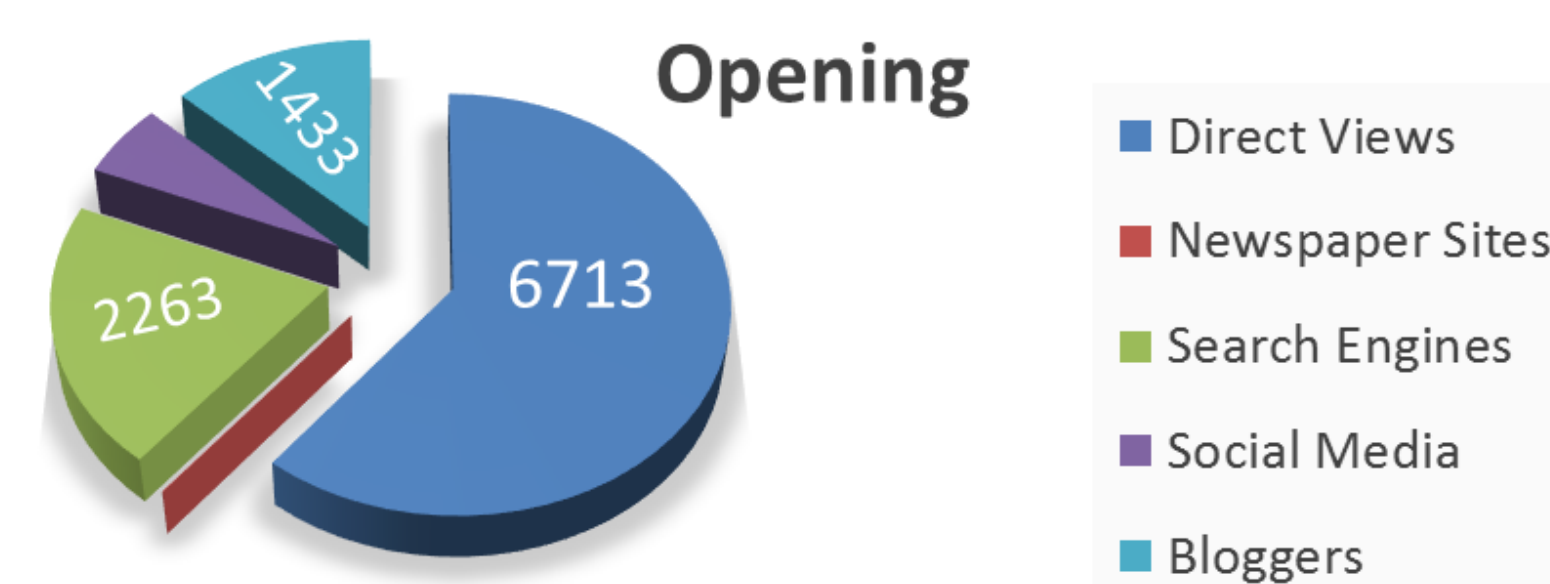
Curators, researchers, internet and copy-write staff, editors and art students wrote and promoted content on social media platforms and the Israel Museum website. Public entry into these sites was measured over a four year period, herein revealing the virtual lifespan of information and the nature of its movement.

First 6 Months



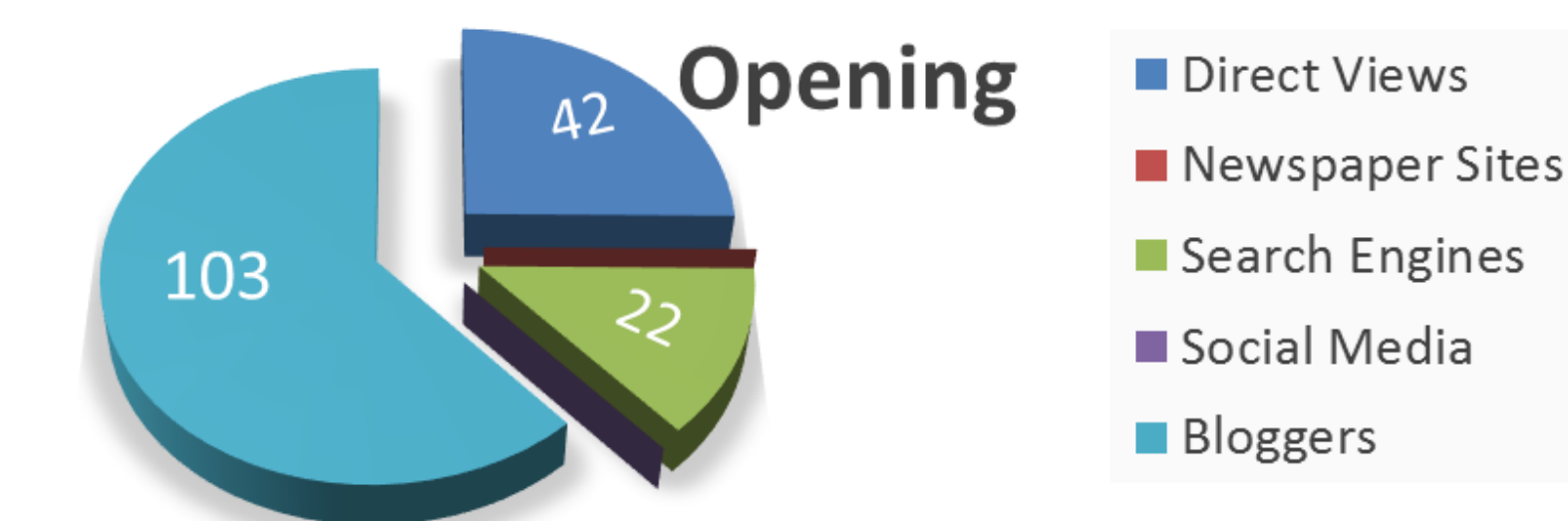
Analytics of public entry into the virtual exhibition reveals the propensity of information to be accessed via direct links.

24 Months from Exhibition



Newspaper sites, search engines, social media and bloggers received an average of 3,675 visits when sharing information on the exhibition.

36 Months from Exhibition



A shift in public access patterns occurs over time, as time-centric mediums such as newspapers and Facebook posts decrease, bloggers' interactions with our digital information increased from 10% to 40%.

Our virtual viewership dipped significantly in the 36 months after the opening due to a faulty link.

Conclusions

Sample Item from Sample Blogger Page

Notes

1. ...
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...
8. ...
9. ...
10. ...
11. ...
12. ...
13. ...
14. ...
15. ...
16. ...
17. ...
18. ...
19. ...
20. ...
21. ...
22. ...
23. ...
24. ...
25. ...
26. ...
27. ...
28. ...
29. ...
30. ...
31. ...
32. ...
33. ...
34. ...
35. ...
36. ...
37. ...
38. ...
39. ...
40. ...
41. ...
42. ...
43. ...
44. ...
45. ...
46. ...
47. ...
48. ...
49. ...

328,491 interactions

The influx of bloggers' interactions with our virtual exhibition caused a 'ripple effect'; where one bloggers' post yielded 2907 interactions and 113 'shares'. Herein, our digital circle of influence broadens with each post, share and like; particularly when re-blogged items receive similar reciprocal results to primary posts. This ripple effect could be estimated to have reached 328,491 at present.

Considering these outputs to our online activity, we anticipate our virtual visits to meet the 100,000 physical visits of the physical exhibition over the course of ten years.