



Fostering playful behaviour at museums using mobile apps

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Abstract | Museums are being affected by the proliferation of mobile technologies equipped with Internet access and location media. Although 80% of visitors own a smartphone only a small number of exhibitions are taking advantage of this situation by engaging visitors with apps designed and conceived for a digital and physical exhibition experience. So far most of mobile apps for museums exhibitions have been designed for giving to the visitor additional information of physical objects, increasing the amount of data and information that the visitor already has, but without taking benefit of all its possibilities. We have identified a few projects that break with this design tradition setting the focus at the interception of play and content, visitor roles and storytelling. A lack of academic literature to analyse and design this kind of experiences was also noticed. The design of apps for museums exhibitions offers a great opportunity to create new relations among museum discourse, visitors, space, and cultural content. Heritage institutions can offer new approaches to cultural experience by expanding the reception of cultural heritage with digital mobile technologies, creating new patterns of cross-media consumption. Although the strategy of using participatory engagement for learning has been a major topic for museums and cultural dissemination (Simon 2010), a recent research trend (Deterding 2011, Nicholson 2012) defines video game elements as a good strategy for learning in non-game context. The goal of our framework is to offer a first review of the gamification concepts applied to museums context and mobility, expanding and confront it with other theories. Our frame elements may be useful to analyse and design playful interactive experiences as strategy for offering engaging experiences in museums. Exhibition's apps based on storytelling, play, cooperation and creativity.

FOSTERING PLAYFUL BEHAVIOUR AT MUSEUMS USING MOBILE APPS

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GAMIFICATION ELEMENTS IN MUSEUM APPS

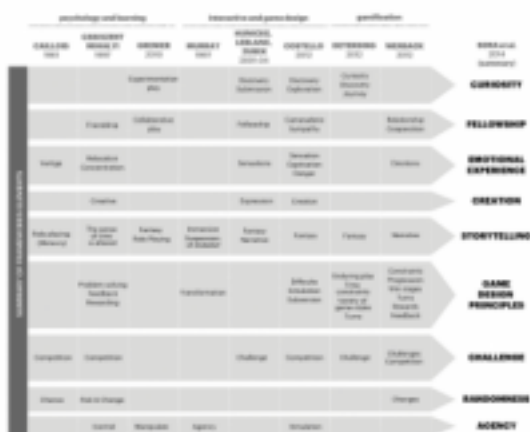


"GAMIFICATION IS FOCUSED ON ADDING GAME DESIGN ELEMENTS IN NON-GAME CONTEXT"
Deterding, 2011

"MEANINGFUL GAMIFICATION IN AN INFORMATION-BASED SPACE CAN PROVIDE STIMULUS FOR BOTH THE INTELLECTUAL SIDE AND THE EMOTIONAL SIDE OF A PARTICIPANT."
Nicholson, 2012

TOWARDS A NEW ANALYTICAL FRAMEWORK FOR ENGAGING MUSEUM EXPERIENCES USING APPS

A SUMMARY OF RELEVANT PLAYFUL FRAMEWORKS FROM DIFFERENT FIELDS
SEARCHING FOR COMMON APPROACHES AND SHARED INTERSUBJECTIVITY ELEMENTS



FUTURE WORK

1. ADD DIFFERENT PERSPECTIVES TO THE FRAMEWORK TAKING ADVANTAGE OF MOBILE CAPABILITIES FOR MUSEUMS' CONTEXT

2. TEST OUR ANALYTICAL FRAMEWORKS WITH SEVERAL APPS FOR MUSEUMS WITH QUANTITATIVE AND QUALITATIVE METHODOLOGIES

CURRENT FACTS

WHAT ARE MUSEUMS MAIN OBJECTIVES?

AMERICAN MUSEUM OF NATURAL HISTORY (2014)

TO MOST POPULAR INSTITUTIONAL OBJECTIVE FOR AMERICAN MUSEUMS (2014)



WHAT KIND OF TECHNOLOGY ARE MUSEUMS OFFERING?

AMERICAN ASSOCIATION OF MUSEUMS (2014)



HOW PEOPLE SPEND THEIR TIME WITH MOBILES?

WUOLAH - THE 2014/15 CONSUMER BEHAVIOUR YEAR

66% WITH APPS
14% ON WEB

68% LEISURE AND SOCIAL
(32% GAMING)

CONSUMER WORLD WIDE AVERAGE

49%

WORLDWIDE MOBILE THE SPENT

US: 3.0H/2MIN

UK: 4.1H/2MIN

NEW AUDIENCES

AMERICAN MUSEUM OF NATURAL HISTORY (2014)

SMARTPHONE OWNER GROWTH

2010 = 30%

2012 = 71%

WORLDWIDE AVERAGE OF 2010-2012

WORLDWIDE AVERAGE

40% OF TOTAL APPS DOWNLOADED

THE APPS AS PART OF THE CONSUMER BEHAVIOUR AND

ADAPTATION: INTERACTIVITY, HIGH INTERACTION AND MOBILITY

OF KNOWLEDGE INFORMATION: 100% (2014) 100% (2014) 100% (2014)

Source: Pew Research Center, Spanish Ministry of Economy and Competitiveness

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PDF [Fostering playful behaviour at museums using mobile apps](#) [3]

HTML [Fostering playful behaviour at museums using mobile apps](#) [4]

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Tags: apps

Tags: ludificació

Tags: transformació digital

Tags: museus

• [7]

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