
PROJEKTPRESENTATION • NORDISK MUSEOLOGI 2017 • 2, S. 148–155

Our Museum

Studying museum communication for citizen engagement

KIRSTEN DROTNER

Abstract: *Our Museum was initiated in 2016. It is a five-year Danish national research and development programme comprising seven university departments at five universities and eight museum partners. The project aims to facilitate new forms of citizen engagement and inclusion by developing and studying how museums communicate with audiences in innovative ways. In this text the background, aims, hypothesis and organization are presented.*

Keywords: Museum communication, citizen engagement, collaborative research between university and museums.

Museums have always interacted with the world around them. Yet, it seems as if the scale and scope of interaction has increased in the past two decades. The almost universal presence of museums online is an indication of this development: an expansion of user-focused museum communication that is often policy-led and the visibility of museums in environments

Museums' own research priorities are still chiefly related to the substance of collections – be they art history or astronomy, archaeology, biology or history. An interest in audiences is chiefly expressed in surveys on visitor throughput, marketing efficacy or simple analytics of the number of online clicks. A similar situation is seen in museology departments and programs