Museums and digital accessibility: technologies, open data and inclusion

Anna Maria Marras

Museum have no borders, they have a network

Talking about accessibility, inclusion, usability:
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Convention on the Rights of Persons with Disabilities

The purpose of the Convention is to promote, protect and ensure the **full** and equal **enjoyment** of all human rights and fundamental freedoms by all persons with disabilities, and to promote respect for their inherent dignity.

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Accessibility

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What Does It Mean to Be an Accessible Museum?

At the Museum our goal is equality of participation for all visitors, including those with disabilities. An accessible museum is not just a museum that breaks down physical barriers, but a museum that makes its objects understandable, making the stories that an exhibition tells accessible to everyone.

Francesca Rosenberg director of Community, Access, and School Programs in MoMA's Department of Education

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Accessible museum

An accessible museum is not just a museum that breaks down physical barriers, but a museum that makes its collection **understandable** and accessible to everyone. Technologies are the tools that help the museum to be more accessible.

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Accessible museum

Physical

Cognitive

Sensory

Digital

Cultural

Economic

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Accessibility as museum strategy

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ICT accessibility

Perceive it

Understand it

Operate it

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Usability

Effectiveness

Efficiency

Satisfaction

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Ubiquitous computing and Human centered design

http://cyborganthropology.com/wiki/images/b/b2/Irc-hub-home-automation-ubiqitious-computing.jpg

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Assistive technologies

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Resolution on assistive technology

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Digital divide

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Schema on Museum Digital

ICT for Museum Accessibility

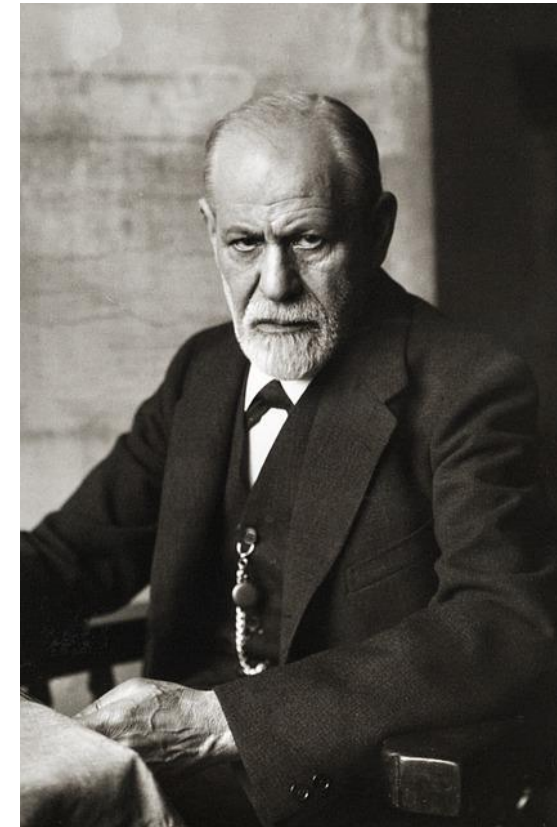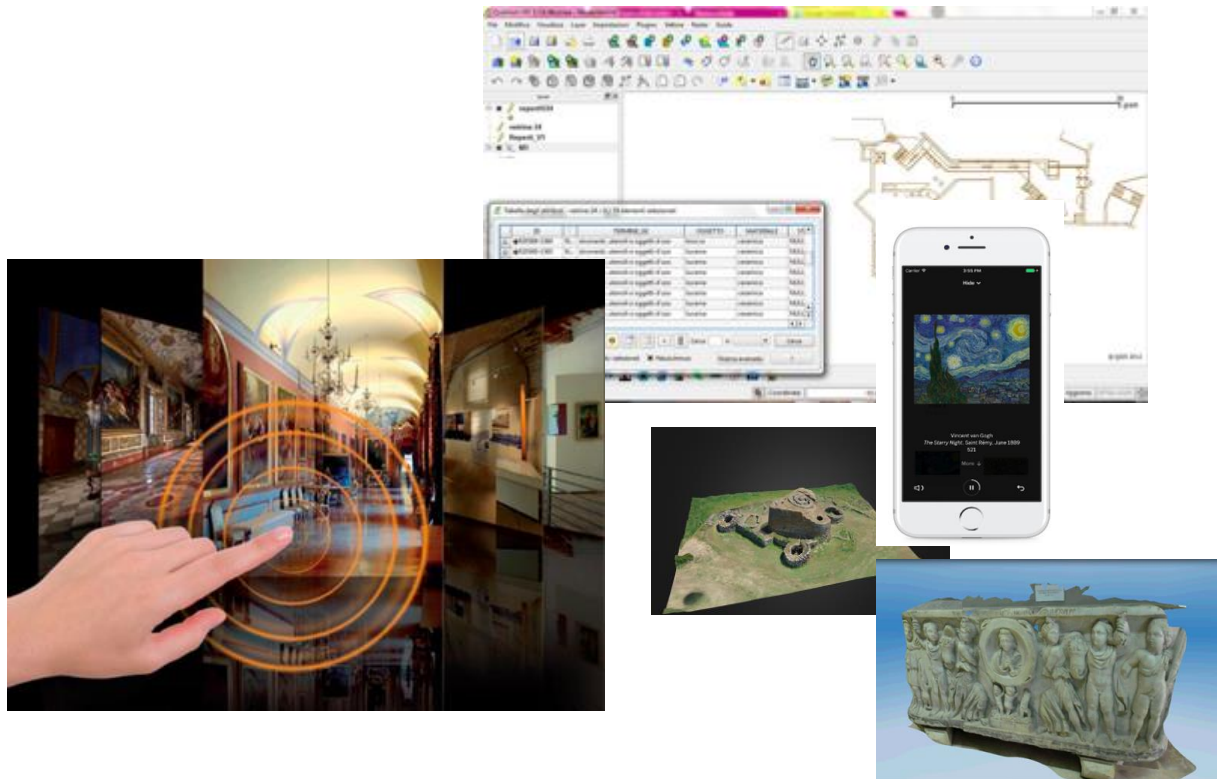| Target	
WI-FI	Visitors Internal
Staff	Skills Training
Spaces for ICT	
Consistency with the museum exhibition	
Consistency with the museum mission	
SW	Usability and user experie User manual User licence SW training staff SW assistance SW maintance Analytics

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Schema on Museum Digital

HD and other physical devices	HD maintenence
	HD positioning
	HD consume
	HD training staff
	HD reuse
	User manual
	Disposal
Contents (texts, imagines, videos)	Color
	Font
	Aligneament
	Readability
	Understandability
Stakeholders	Testing
	Monitoring and analytics
	Sastisfaction
User target	Scenario
	User requirements
Budget	Achievement
	Support
	Maintenance
	Life
	Insurance

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ICOM KYOTO 2019

ICOM
international
council
of museums
Italia

Bring Your Own Design

The proliferation of devices such as tablets and smartphones used by many people in their daily lives, pushes towards Bring Your Own Device (BYOD) with access tools increasingly available on various devices, because everyone can make adjustments to suit their own needs and users have increasing expectations that technology should work for them.

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Choosing accessible technologies: (psyco)anlysis issue

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AI and Museum

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Personal museum

Recognition of visitors is carried out by human sensors, but it is necessary to specify the individuals in order to personalize the information to meet the characteristics of the visitor. The Personal Museum is another example of supplementing the real with the virtual. In the real world, as illustrated by terms such as mass productions and economies of scale, in many cases it is inefficient to respond separately to individuals.

Ken Sakamura

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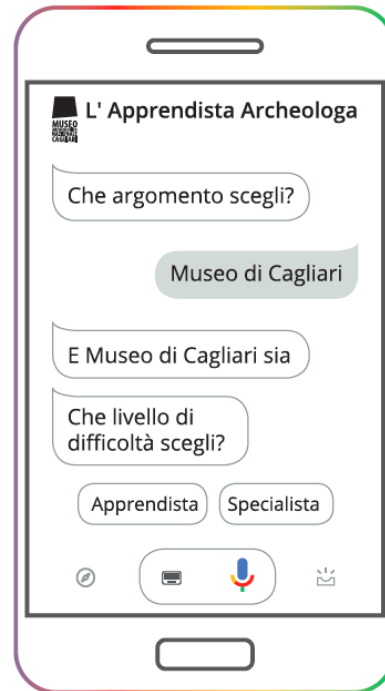**Museums and digital accessibility: technologies, open data and inclusion**
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Open Museum

A museum cannot be defined as fully accessible if it does not make its collections available in open data.

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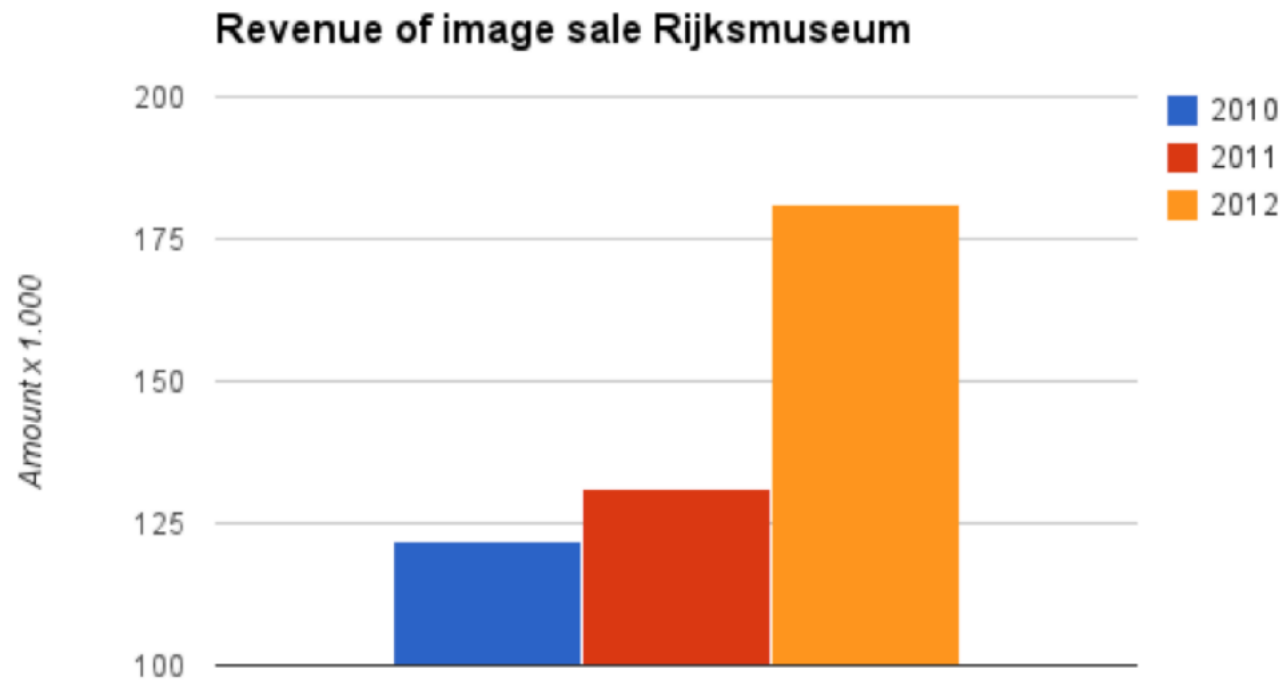
Holistic digital

Through the development of a holistic digital proposition there is an opportunity to use the digital to deliver Tate's mission to promote public understanding and enjoyment of British, modern and contemporary art. To achieve this, digital will need to become a dimension of everything that Tate does.

Tate Digital Strategy 2013–15
Digital as a Dimension of Everything
John Stack

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Public domain and business models

Revenue of image sale Rijksmuseum

Democratising the Rijksmuseum Why did the Rijksmuseum make available their highest quality material without restrictions, and what are the results?
Joris Pekel, Europeana Foundation

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The opening of data allows the public to experiment, use and re-use images to create their own experience and share it with others without geographical, temporal, economic, sensorial, physical, cognitive and economic barriers, also following the ICOM Code of Ethics: *Museums have a particular responsibility for making collections and all relevant information **available as freely as possible**, having regard to restraints arising for reasons of confidentiality and security.*

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World report on disability - World Health Organization

Reading the World report on disability, I find much of relevance to my own experience. I have benefitted from access to first class medical care.
I rely on a team of personal assistants who make it possible for me to live and work in comfort and dignity.
My house and my workplace have been made accessible for me. Computer experts have supported me with an assisted communication system and a speech synthesizer which allow me to compose lectures and papers, and to communicate with different audiences.
Stephen W Hawking

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Digital accessibility: to be or not to be.

https://www.flickr.com/photos/brightdrops/27106393433

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Grazie!

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