



international council of museums
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International Museum Day 2018
Hyperconnected Museums: New Approaches, New Audiences
Short Bibliography, Select Readings
Compiled by the ICOM Information Centre

Journée internationale des musées 2018.
Musées hyperconnectés : Nouvelles approches, nouveaux publics
Bibliographie sélective
Établie par le Centre d'information de l'ICOM

Día Internacional de los Museos, 2018.
Museos hiperconectados: Enfoques nuevos, públicos nuevos
Bibliografía selectiva
Compilada por el Centro de información del ICOM

This bibliography is far from being comprehensive and is simply intended to provide a bibliographic orientation on the theme of the 2018 International Museum Day.

Cette bibliographie ne prétend pas à l'exhaustivité et entend simplement fournir une orientation bibliographique sur le thème de la Journée internationale des musées de 2018.

Esta bibliografía no pretende ser exhaustiva y sólo provee una orientación bibliográfica sobre el tema del Día Internacional de los Museos del año 2018.

Monographs / Monographies / Monografías

BAUJARD, Corinne. *Du musée conservateur au musée virtuel : patrimoine et institution / Préface de Philippe Houdy*. Paris: Editions Hermès Sciences Lavoisier, 2013. 278 p. ISBN 978-2-7462-4502-0.

BAUTISTA, Susana Smith. *Museums in the Digital Age: Changing Meanings of Place, Community and Culture*. Lanham, Maryland: AltaMira Press, 2014. xxvi, 272 p. ISBN 978-0-7591-2412-7.

The book showcases how the use of technology in museums should be understood as factors directly related to the museums' notion of community, local culture, and place, whether these places are in mid-America, urban metropolises, or ethnically diverse and underserved communities. The author proposes a social understanding of why museums should be adopting technology, and how it should be adapted based on their particular missions, communities, and places. This book is timely because we are in the midst of the digital age, which is rapidly changing due to rapidly changing developments in technology and society as well, with social adaptations of technology. The book presents case studies of the five most technologically advanced art museums in America: the Indianapolis Museum of Art, the Walker Art Center in Minneapolis, the San Francisco Museum of Modern Art, the Museum of Modern Art in New York City and the Brooklyn Museum. It presents case studies of the five most technologically advanced art museums in America: the

Indianapolis Museum of Art, the Walker Art Center in Minneapolis, the San Francisco Museum of Modern Art, the Museum of Modern Art in New York City and the Brooklyn Museum. [Publisher/Editeur]

Conversations with Visitors: Social Media and Museums: Selected Essays. Edinburgh, Boston: MuseumsEtc, 2012. 357 p. ISBN 978-1-907697-38-8.

Le livre rassemble les réflexions des spécialistes des médias sociaux et des musées, sur les échanges avec les visiteurs des musées. Ces essais fournissent un écho sur la pratique de communication des musées, sur les implications positives ou négatives sur le public et proposent des analyses des visiteurs et des non-visiteurs du musée grâce à l'utilisation des réseaux sociaux. [ST – BDD Capadoce]

DROTNER, Kirsten and SCHRØDER, Kim Christian (eds). *Museum Communication and Social Media: The Connected Museum.* London and New York: Routledge, 2013. 216 p. (Research in Museum Studies). ISBN 978-0-415-83318-9 (hbk); 978-0-203-50096-5 (eBook).

Visitor engagement and learning, outreach, and inclusion are concepts that have long dominated professional museum discourses. The recent rapid uptake of various forms of social media in many parts of the world, however, calls for a reformulation of familiar opportunities and obstacles in museum debates and practices. Young people, as both early adopters of digital forms of communication and latecomers to museums, increasingly figure as a key target group for many museums. This volume presents and discusses the most advanced research on the multiple ways in which social media operates to transform museum communications in countries as diverse as Australia, Denmark, Germany, Norway, the UK, and the United States. It examines the socio-cultural contexts, organizational and education consequences, and methodological implications of these transformations. [Publisher/Editeur]

DZIEKAN, Vince. *Virtuality and the Art of Exhibition: Curatorial Design for the Multimedial Museum.* Chicago, Ill. and Bristol, UK: Intellect Books, 2012. 207 p. ISBN 978-1-84150-476-6.

The use of digital media is greatly impacting curatorial design of exhibitions in museums and galleries. Digital technologies are playing an increasingly instrumental role in guiding the curatorial and institutional strategies of contemporary art museums today. Designed around contextual studies of virtuality and the art of exhibition, this interdisciplinary volume applies practice-based research to a broad range of topics, including digital mediation, spatial practice, the multimedia museum, and curatorial design. Rounding out the volume are case studies with accompanying illustrations. [Publisher/Editeur]

KATZ, James E.; LaBAR, Wayne and LYNCH, Ellen (eds). *Creativity and Technology: Social Media, Mobiles and Museums.* Edinburgh: MuseumsEtc, 2011. 467 p. ISBN 978-1-907697-11-1.

Parmi les questions d'actualité traitées dans cette publication on trouve : Comment les réseaux sociaux et les outils de mobilité peuvent aider les musées à se connecter avec leur public ; L'évaluation des outils et systèmes actuels ; Comment ces outils peuvent contribuer à enrichir et d'élargir l'expérience d'apprentissage ; Les principes qui guident les nouvelles applications de médias sociaux ; Comment intégrer les médias sociaux dans la pratique muséale contemporaine ; Que réserve l'avenir des médias et des réseaux sociaux via les mobiles dans le cadre d'un musée ? [Publisher/Editeur]

KIDD, Jenny. *Museums in the New Mediascape: Transmedia, Participation, Ethics.* Farnham, UK and Burlington, VT, USA: Ashgate Publishing, Ltd., 2014. ix, 176 p. ISBN 978-1-4094-4299-8 (hbk).

The museum today faces complex questions of definition, representation, ethics, aspiration and economic survival. Alongside this we see burgeoning use of an array of new media including increasingly dynamic web portals and content, digital archives, social networks, blogs and online games. At the heart of this are changes to the idea of 'visitor' and 'audience' and their participation and representation in the new cultural sphere. This insightful book unpacks a number of contradictions that help to frame and articulate digital media work in the museum and questions what constitutes authentic participation. Based on original empirical research and a range of case studies the author explores questions about the museum as media from a number of different disciplines and shows that across museums and the study of them, the cultural logic is changing.

HOSSAINI, Ali and BLANKENBERG, Ngaire (eds). *Manual of Digital Museum Planning* / edited by Ali Hossaini and Ngaire Blankenberg, with Gail Lord and Barry Lord. Lanham: Rowman and Littlefield, 2017. 394 p. ISBN 978-1-44227896-7.

This manual is a comprehensive guide to digital planning, development, and operations for museum professionals and students of museums studies and arts administration. In the tradition of Lord Cultural Resource's renowned manuals, this book gives practical advice on how digital can enhance and improve all aspects of the museum. With chapters written by experienced professionals working at leading institutions such as the British Museum, the Metropolitan Museum of Art, the Indianapolis Museum of Art, Bristol Culture, the Canadian Museum for Human Rights and others, the Manual of Digital Museum Planning is an easy-to-understand, step-by-step guide for anyone planning a new museum, a museum expansion or a new project in the Digital Age. Each chapter culminates in 'summary takeaways' for easy recall, and keywords are defined throughout. A glossary and reference list are also included as an accessible resource for readers. [Publisher/Editeur]

MARTY, Paul F. and BURTON JONES, Katherine (eds). *Museum Informatics: People, Information, and Technology in Museums*. New York and London: Routledge, 2012. 356 p. ISBN 978-0-8247-2581-5.

This book explores the sociotechnical issues that arise when people, information, and technology interact in museums. It is designed specifically to address the many challenges faced by museums, museum professionals, and museum visitors in the information society. It examines not only applications of new technologies in museums, but how advances in information science and technology have changed the very nature of museums, both what it is to work in one, and what it is to visit one. To explore these issues, the book offers a selection of contributed chapters, written by leading museum researchers and practitioners, each covering significant themes or concepts fundamental to the study of museum informatics and providing practical examples and detailed case studies useful for museum researchers and professionals. In this way, Museum Informatics offers a fresh perspective on the sociotechnical interactions that occur between people, information, and technology in museums, presented in a format accessible to multiple audiences, including researchers, students, museum professionals, and museum visitors.

PARRY, Ross (ed.). *Museums in a Digital Age*. London and New York: Routledge, 2010. 476 p. (Leicester Readers in Museum Studies). ISBN 978-0-415-40262-0 (pbk).

The influence of digital media on the cultural heritage sector has been pervasive and profound. Today museums are reliant on new technology to manage their collections. They collect digital as well as material things. New media is embedded within their exhibition spaces. And their activity online is as important as their physical presence on site. However, 'digital heritage' (as an area of practice and as a subject of study) does not exist in one single place. Its evidence base is complex, diverse and distributed, and its content is available through multiple channels, on varied media, in myriad locations, and different genres of writing.

It is this diaspora of material and practice that this Reader is intended to address. With over forty chapters (by some fifty authors and co-authors), from around the world, spanning over twenty years of museum practice and research, this volume acts as an aggregator drawing selectively from a notoriously distributed network of content. Divided into seven parts (on information, space, access, interpretation, objects, production and futures), the book presents a series of cross-sections through the body of digital heritage literature, each revealing how a different aspect of curatorship and museum provision has been informed, shaped or challenged by computing. This book is a provocative and inspiring guide for any student or practitioner of digital heritage. [Publisher/Editeur]

SÁNCHEZ LAWS, Ana Luisa. *Museum Websites and Social Media: Issues of Participation, Sustainability, Trust and Diversity*. New York and Oxford: Berghahn, 2015. 212 p. ISBN 978-1-78238-865-5.

Online activities present a unique challenge for museums as they harness the potential of digital technology for sustainable development, trust building, and representations of diversity. This volume offers a holistic picture of museum online activities that can serve as a starting point for cross-disciplinary discussion. It is a resource for museum staff, students, designers, and researchers working at the intersection of cultural institutions and digital technologies. The aim is to provide insight into the issues behind designing and

implementing web pages and social media to serve the broadest range of museum stakeholders.
[Publisher/Editeur]

WELGER-BARBOZA, Corinne. *Le patrimoine à l'ère du document numérique : du musée virtuel au musée médiathèque*. Paris: L'Harmattan, 2001. 314 p. (Patrimoines et sociétés ; 65). ISBN 2-7475-1725-X.

Quelle est la réalité du musée virtuel ? C'est la question paradoxale qui porte cet ouvrage. Prenant appui sur les politiques institutionnelles, l'auteur montre comment le musée virtuel résulte en fait d'une interprétation du support numérique qui en hypostasie la portée spectaculaire au lieu d'en favoriser l'appréhension documentaire. C'est bien du devenir de l'institution muséale dont il est question. Plutôt que de prédire la disparition de l'institution au profit de son avatar virtuel, on choisit d'ancrer ici l'interrogation dans l'histoire des relations qui unissent l'œuvre d'art au musée, depuis deux siècles.
[Publisher/Editeur]

VMS/AMS. [Online]. *Réseaux sociaux et musées : aides à la décision* / Axel Vogelsang, Bettina Minder and Seraina Moor (texte) ; Sandra Haldi, Anne-Laure Jean and Claudia Rettore Waser (red.). Zürich: Verband der Museen der Schweiz / Association des musées suisses, 2014. 6 p. (Normes et standards – Recommandations de l'AMS) (existe en français, allemand et italien). Available at:
https://www.museums.ch/fr/assets/files/dossiers_f/Standards/VMS_Standard_SocialMedia_F_web.pdf. [Accessed 27 February 2018]

Chapters of Books, Periodicals, Articles / Chapitres de livres, revues, articles de périodiques / Capítulos de libros, Revistas, Artículos

AERNI, Jan and SCHEGG, Roland. [Online]. *Museums' Use of Social Media: Results of an Online Survey Conducted in Switzerland and Abroad (December 2017)*. Sierre: Institute of Tourism, Haute École de gestion et tourisme Valais HES-SO, 2017. 35 p. (Powerpoint). Available at: https://www.tourobs.ch/media/280241/museums-use-of-social-media_results_03012018.pdf. [Accessed 28 February 2018].

ANDREACOLA, Florence. [Online]. 'Musée et numérique, enjeux et mutations', in *Revue française des sciences de l'information et de la communication*, No. 5, 2014. Available at: <http://journals.openedition.org/rfsic/1056>. [Accessed 27 February 2018]

BAUTISTA, Susana Smith. [Online]. 'The Social Function of Museums in the Digital Age'. in *The International Journal of the Arts in Society*, Champaign, Ill., Vol. 4, No. 2, 2009, p. 9-19. Available at: <http://www.susanasmithbautista.com/wp-content/uploads/2012/04/The-Social-Function-of-Museums-in-the-Digital-Age.pdf>. [Accessed 27 February 2018].

CHUNGA, Te-Lin; MARCHETTIA, Sara and FIOREA, Ann Marie. 'Use of Social Networking Services for Marketing Art Museums', in *Museum Management and Curatorship*, Vol. 29, No. 2, May 2014, p. 188-205.

Analyse de l'utilisation des réseaux sociaux dans le cadre des musées des Beaux-arts, une étude faite à partir de remontées de données sur 12 musées d'art du Midwest des Etats-Unis. [ST – BDD Capadoce]

COURTIN, Antoine; JUANALS, Brigitte; MINEL, Jean-Luc and SAINT-LÉGER, Mathilde (de). [Online]. 'The "MuseumWeek" Event : Analyzing Social Network Interactions in Cultural Fields'. 6 p. Available at: <https://halshs.archives-ouvertes.fr/halshs-01075444/document>. [Accessed 2 March 2018].

The goal of this paper is to analyze messages sent on the Twitter socialnetwork during the MuseumWeek event. This analysis relies on quantitative and qualitative studies, which were benchmarked with the "MuseumWeek" event. [The authors/Les auteurs].

FORTEZA OLIVER, Miquela. [Online]. 'El papel de los museos en las redes sociales', in *Biblios, Revista de bibliotecología y ciencias de la información*, No. 48, 2012. Available at: <https://biblios.pitt.edu/ojs/index.php/biblios/article/view/66>. [Accessed 27 February 2018]

El artículo analiza el rol desempeñado por los museos en el ámbito de las redes sociales, y en el contexto de una evolución necesaria de las instituciones culturales.

GARCÍA de PAREDES, Guiomar Romero (coord.) and MARTÍ OLTRA, Javier (ed.). [Online]. 'Museos y redes sociales', in *ICOM España Digital, Revista del Comité Español del ICOM*, Madrid, No. 5, 2012, 160 p. Available at: http://www.icom-ce.org/recursos/ICOM_CE_Digital/05/ICOMCEDigital05.pdf. [Accessed 27 February 2018].

Ce numéro a été coordonné par Guiomar Romero García de Paredes, experte "freelance" ayant plus de sept ans d'expérience dans le domaine de la gestion et de la diffusion des activités des musées. Il présente les expériences menées dans de nombreux musées, en Espagne ou dans d'autres pays, dans le domaine des réseaux sociaux, des technologies et applications disponibles. Il aborde aussi les aspects juridiques et recueille les opinions d'experts sur les actualités les plus récentes et les événements les plus marquants de 2011 dans ce domaine.

HOLEWA, Hamish. 'Museum Futures Point to Collaboration on Big Data, Artificial Intelligence and Digitisation', in *Museums Galleries Australia Magazine*, Vol. 26, No. 1, Spring-Summer 2017, p. 12-15.

HOLTKÖTTER, Verena and PRILLA, Michael. [Online]. "'Das stand doch auf Facebook": Museen in sozialen Netzwerken', in S. Diefenbach, N. Henze and M. Pielot (Hrsg.), *Mensch und Computer 2015 Tagungsband*. Stuttgart: Oldenbourg Wissenschaftsverlag, 2015, p. 53-62. Available at: <https://www.degruyter.com/downloadpdf/books/9783110443929/9783110443929-007/9783110443929-007.pdf>. [Accessed 28 February 2018].

JUANALS, Brigitte. [Online]. 'L'engagement des musées à l'ère numérique : stratégies de communication, médiation culturelle et enjeux d'intermédiation', in Brigitte Juanals et Jean-Luc Minel (dir.), *Enjeux numériques pour les médiations scientifiques et culturelles du passé: Notions et méthodes*. Nanterre: Presses universitaires de Paris Ouest Nanterre, 2017, p. 17-50. ISBN 978-2-84016-268-1.

Ce chapitre d'ouvrage est centré sur les reconfigurations des relations et des rapports de pouvoir dans les processus de communication et de diffusion culturelle et scientifique en faisant apparaître certains de leurs enjeux actuels. L'approche souligne les aspects sociaux et politiques liés aux pratiques éditoriales des musées dans les environnements numériques, notamment les conditions matérielles d'accès à des ressources culturelles et les rapports de légitimité entre différentes catégories d'acteurs. Les dynamiques d'articulation entre la médiation de la culture, d'une part, et les dispositifs numériques, d'autre part, sont analysés en traitant des aspects liés à l'auctorialité et l'intermédiation. [The author/L'auteur].

JUANALS, Brigitte and MINEL, Jean-Luc. [Online]. 'Information Flow on Digital Social Networks during a Cultural Event: Methodology and Analysis of the "European Night of Museums 2016" on Twitter', in Anatoliy Gruzd (ed.), *Proceedings of the 8th International Conference on Social Media and Society*, July 28-30, 2017, Toronto, Canada, ICPS-ACM, 2017, p. 1-12. Available at: <https://dl.acm.org/citation.cfm?id=3097286&picked=prox> or <https://halshs.archives-ouvertes.fr/halshs-01568177>. [Accessed 2 March 2018].

In this paper, we first present a representation of message flows and their contents on Twitter, then an instrumented methodology to describe and analyze these flows and their distribution among the various stakeholders. The aim is to explore the engagement and interactions between different types of stakeholders. We apply our methodology and tools to the 12th edition of the cultural event "European Night of Museums" (NDM16). [The authors/Les auteurs]

JIMÉNEZ ORELLANA, Luis Jesús. 'Museo y comunicación 2.0. Situación en España', in *Documentación de las Ciencias de la Información*, No. 39, 2016, p. 177-203. Available at:

<https://revistas.ucm.es/index.php/DCIN/article/viewFile/54416/49726>. [Accessed 27 February 2018].

This article analyzes how the propagation of the Spanish museums has evolved since the emergence of new communication and information technologies, using communicative links and placing the visitor at the centre of them. The diffusion function of different media is valued (Twitter, Facebook, Instagram, Flickr, Pinterest, Tumblr, websites, blogs, virtual tours, apps, tablets and smartphones games, QR codes, Vimeo, YouTube, Google, Foursquare and Periscope) and its concrete implementation by the Thyssen–Bornemisza Museum in Madrid, as an example, because it's the most advanced center with the use of social media. Here it's demonstrated that these networks are now essential in order to bring the contents of the museums closer to society, but it demands a new approach to horizontal communication and continuous upgrades / updates. [Author, publisher/Auteur, éditeur]

MIDDLETON, Craig and COCKRILL, Pauline. 'Digitally Engaged: Experimenting with Digital Technologies in Social History Exhibitions', in *Museums Galleries Australia Magazine*, Vol. 26, No. 1, Spring-Summer 2017, p. 24-27.

PANZERI, Matteo. 'Interfacce Internet dei musei d'arte in Italia: presupposti di una prospezione', in *DigItalia, Rivista del digitale nei beni culturali*, Roma, ICCU, Anno V, No. 1, 2010, 94 p. Available at: <http://digitalia.sbn.it/article/viewFile/257/175>. [Accessed 1 March 2018]

Complex social machines with a predominant symbolic function, museums now have to engage in Information & Communication Technologies. The most evident aspect of such an engagement takes the form of museum websites: the new interface between a museum and its public within the social framework of the cultural industry. An exploration of the Web - limited to historical and artistic Italian museums examined in connection to the international level, and guided by recent studies as much as by the fundamental notions of museum studies developed during the previous century - highlights a number of critical issues pertaining the role and even the identity of museums themselves. The present text first examines theoretical issues concerning the technical and digital reproduction of works of art, the meta-linguistic aspects of websites creation, the hypermedia aspects, and the specific local connotation of Italian Arts Museums. The article then presents a topic-oriented review, built around a number of elements which lie at the core of such sites composition: the home page, the online catalogue, the virtual visits and the edutainment features. In an effort to draw a conclusion, the text then moves to discussing the Web 2.0 scenario and the 'glocal' role that museums, as cultural mediation institutions, are called to play within the systemic perspective of digital territories. [The author/L'auteur].

RÍO CASTRO, José Nicolás del. [Online]. 'Museos y redes sociales, más allá de la promoción', in *REDMARKA, Revista digital de marketing aplicado*, Año IV, No. 7, 2011, p. 111-123. Available at: <https://dialnet.unirioja.es/descarga/articulo/4126657.pdf>. [Accessed 27 February 2018]

RUSSO, Angelina; WATKINS, Jerry J.; KELLY, Lynda and CHAN, Sebastian. [Online] 'Social Media and Cultural Interactive Experiences in Museums', in *Nordisk museology*, No. 1, 2007, p. 19-29. Available at: <http://www.nordiskmuseologi.org/English/ANGELINA%20RUSSO.pdf>. [Accessed 27 February 2018].

Social media such as blogs, wikis and digital stories facilitate knowledge exchange through social networking. Such media create a new forum within which dispersed audiences - including youth, regional and rural communities - can engage with museums to actively debate notions of identity, and voice these reflections online. Social media can impact on formal and informal learning within the museum and the effect that this may have on notions of cultural identity. Museum communication systems such as exhibitions, public programmes, outreach and education seek to provide complex cultural interactive experiences. Social media challenge existing communication models, and few museums have clear strategies for engaging communities in content creation. This paper will investigate some of the issues surrounding the use of social media in museum programs and will argue that there are strong epistemological reasons for using social media to add value to museum programmes. [TheAuthor/L'auteur].

SCHAFER, Valérie; THIERRY, Benjamin and COUILLARD, Noémie Couillard. [Online]. 'Les musées, acteurs sur le Web', in *La lettre de l'OCIM*, Dijon, No. 142, juillet-août 2012, p. 5-14. Available at: <http://journals.openedition.org/ocim/1077>. [Accessed 27 February 2018].

Comment l'institution muséale dans son ensemble et dans sa diversité a-t-elle négocié le virage numérique des années 1990-2000 et comment s'adapte-t-elle aujourd'hui aux nouveaux usages (réseaux sociaux, Web 2.0...) de ces outils numériques ? Les réponses apportées ici à ces interrogations montrent la diversité des situations et ne permettent pas de dégager un modèle bien défini par des musées qui, dans ce domaine, semblent encore assez marqués par l'expérimentation et le pragmatisme. [The authors/Les auteurs].

SCHMITT, Daniel et MEYER-CHEMENSKA, Muriel. [Online]. 'Vingt ans de numérique dans les musées : entre monstration et effacement', in *La lettre de l'OCIM*, Dijon, No. 162, nov.-déc. 2015, p. 53-57. Available at: <http://journals.openedition.org/ocim/1605>. [Accessed 27 February 2018].

À partir d'un rappel historique de l'usage du numérique dans les musées, les auteurs montrent comment les différents outils développés et leurs évolutions ont influé sur l'expérience de visite et comment une approche critique de la médiation numérique par les institutions muséales permet de penser la médiation globale de l'exposition. [The authors/Les auteurs].

URBAN, Katie. 'Les médias sociaux en ligne : Quel est votre public ?' In *Muse*, Ottawa, CMA/AMC, Vol. XXVIII, No. 4, 2010 p. 22-33.

Doctoral Theses, Master Dissertations / Thèses, mémoires universitaires / Tesis, disertaciones

AERNI, Jan. *Museums' use of social media: best practices and tactics with special focus on tourism*. Bachelor Thesis. Sierre: Haute École de gestion et tourisme Valais HES-SO, 2017. 126 p.

BENSASSI, Mériam. [Online]. *Le musée à l'ère de l'internet*. Mémoire de Master I. Paris : Université de Paris 1 Panthéon Sorbonne, UFR Histoire de l'art, 2007. Available at: <https://observatoire-critique.hypotheses.org/456>. [Accessed 27 February 2018].

BENSASSI, Mériam. [Online]. *Musée 2.0 : De l'entrée dans les réseaux à la remise en cause du public*. Mémoire de Master2, Histoire et politique des musées et du patrimoine. Paris: Université Paris 1 Panthéon Sorbonne, 2008. 165 p. Available at: <http://www.calameo.com/read/000053199d2e25931021e>. [Accessed 27 February 2018].

BESSET, Claire. [Online]. *L'usage des médias sociaux par les musées : potentiel et réalisations / étude sous la dir. de Yves Evrard*. Paris: HEC Paris, 2011. Mémoire d'étude, Ecole des hautes études commerciales (HEC) Paris, Majeure Médias, art et création. Available at: https://www.culture-et-management.com/uploads/org/693_memoire_musees_et_medias_sociaux_claire_besset_6d02aa26c78294b9ef19ca6962c6d84d.pdf. [Accessed 27 February 2018].

DELRIEU, Manon. [Online]. *Les musées sur les réseaux sociaux : Entre médiation et communication* / sous la dir. de Marie-Christine Bordeaux. Grenoble: Université Grenoble Alpes, 2016. 130 p. Mémoire de master 2 – Information et communication, Spécialité Recherches et Etudes en Information et Communication. Université Grenoble Alpes, UFR Langage, lettres et arts du spectacle, information et communication, Département, Sciences de l'Information et de la Communication.

Available at: <https://dumas.ccsd.cnrs.fr/dumas-01379208/document>. [Accessed 27 February 2018]

Internet: Newspaper Articles, Blog Articles, Digital Magazines, Conference Papers / Internet: Articles de presse, articles de revues, blogs, magazines numériques, communications de conférences / Internet: Artículos de la prensa periódica, blogs, periódicos, ponencias

Agencia SINC, la ciencia es noticia.

Los museos españoles carecen de una estrategia en redes sociales

<http://www.agenciasinc.es/Noticias/Los-museos-espanoles-carecen-de-una-estrategia-en-redes-sociales>

Los museos más visitados del mundo utilizan la web y las redes sociales para crear valor comercial

<http://www.agenciasinc.es/Noticias/Los-museos-mas-visitados-del-m-utilizan-la-web-y-las-redes-sociales-para-crear-valor-comercial>

Agenda. Communicating the Museum Conferences

<http://www.agendacom.com/conferences/>

Agenda digitale

FORNASARI, Fabio. *Musei, il digitale per attirare visitatori e coinvolgerli*. 4 Luglio 2017.

Available at: <https://www.agendadigitale.eu/cultura-digitale/il-digitale-in-aiuto-dei-musei-cosi-si-coinvolge-il-pubblico/>. [Accessed 1 March 2018].

FORNASARI, Fabio. *Una nuova identità digitale per salvare i musei dall'irrelevanza: ecco come*. 19 Set. 2017. Available at: <https://www.agendadigitale.eu/cultura-digitale/il-digitale-in-aiuto-dei-musei-cosi-si-coinvolge-il-pubblico/>. [Accessed 1 March 2018].

FORNASARI, Fabio and BOSCHI, Lucilla. *Musei, le figure che li stanno rendendo digitali*. 27 Gennaio 2017. Available at: <https://www.agendadigitale.eu/cultura-digitale/musei-le-figure-che-li-stanno-rendendo-digitali/>. [Accessed 1 March 2018].

Mostrare, scrivere, leggere il museo: nuove frontiere digitali. 31 Gennaio 2018. Available at: <https://www.agendadigitale.eu/cultura-digitale/il-digitale-al-museo-e-un-boomerang-si-ed-ecco-perche-e-un-bene/>. [Accessed 1 March 2018].

Artlab 17. Fondazione Fitzcarraldo.

MAZZANTI, Paolo. *Innovazione e Musei digitali del 21esimo secolo*. 25 June 2016.

Also published in: *Il Giornale delle Fondazioni*, Umberto Allemandi & C. Spa.

Available at: <http://artlab.fitzcarraldo.it/it/blog/innovazione-e-musei-digitali-del-21esimo-secolo>. [Accessed 1 March 2018]

Alianzo, blog de redes sociales

CABRERA, Walter. *¿Qué museos de arte españoles son los más populares en las redes sociales?* 31 de enero de 2017.

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