

The Role of Museums in a Digital World – Attracting Youth and Overcoming COVID19 Obstacles

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ABSTRACT

In the world of digital technology, overwhelmed with information and content, digitalization is often perceived as a process of alienation. This article will challenge that perception and demonstrate that digital museums actually present a unique opportunity to develop interest in art and attracting people not only to art in general but to on-site cultural institutions as well. Digital museums can, among other roles, assume the role of interpreting cultural heritage, but are also the best way to attract a young audience to art. This article examines the opportunities provided by digital technology for museums in terms of communication and dissemination of knowledge. The particular emphasis will be on the use of digital collections as well as on connecting and interacting with the public, particularly with a young audience. If there was any doubt about the importance and influence of digital museums, the COVID-19 pandemic was a final proof that digital museums have a much greater value than is generally admitted, and that they have become an indispensable part of the overall museum experience in all museums that have been able to develop them as a part of overall museum strategy.

KEY WORDS

Digital museum, youth, revenue, museum management, museum visitors

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