

Stimulation of reflection and discussion in museum visits through the use of social media

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Abstract

In this paper, we examine how social media can be linked to cultural heritage and in particular how we can incorporate games, social networks, history reflection and culture. More specifically, we explore the following aspects: (a) how social media sites can be integrated into the museum user experience (b) how user interactions within the social media, both within the context of the museum experience and outside it, can be exploited to enhance the quality of recommendations made to the users, (c) how trending topics from social media can be used to link museum exhibits with today's topics of interest and (d) how multi-level related terms extraction from social media data can lead to proposals for reflections to users. The end goal is to provide increased stimuli for users to study exhibits deeper and reflect on them, as well as to trigger discussion between the users, thus maximizing the impact of a museum visit.

Keywords

Social networks User profiling Cognitive style Reflection

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Notes

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