

Museum digital storytelling for Millennials: a case study

My thesis explores how museums can attract Millennials by using digital storytelling. Museums are rapidly evolving, fostering innovation and creativity to promote their collections and actions in a meaningful way (Maitland and Meddick, 2000, pp. 36-37). Digital storytelling has prompted a range of new approaches and has become an all-around communication tool for businesses, organizations and individuals that want to connect in depth with their target audience (Malita and Martin, 2010, p. 3061). What kind of digital storytelling Millennials like and how can museums be more appealing and intelligible to Millennials with the use of digital stories?

In order to address this research problem, three different digital storytelling videos were created for selected museums of Greece (Acropolis Museum, Museum of Cycladic Art, Archaeological Museum of Thessaloniki, Museum of Byzantine Culture). Part of the scenario was based on the data gathered from an online quantitative research on Greek Millennials concerning the use of digital tools and platforms and the likes-dislikes in museums. These three digital storytelling videos were used in a qualitative research with focus groups of Greek Millennials, which gathered participants' experiences, perceptions, and behaviour.

The data that is being analyzed and is going to be presented pertains to the answers that have been given by Greek Millennials, during the qualitative research with focus groups concerning the attractiveness of three digital storytelling videos that were produced for Greek museums. In particular, the discussion of these focus groups revolved around: the impressions and feelings that were created by watching the digital stories, the possibility of association to the plot or characters, the clarity level of the message, the contingency they learn something new and the case of improvements that could be made in the digital stories. In addition, the participants debated about their interest in visiting the museum of each digital story and whether they would promote-share these digital stories on social media.

The results that can be drawn out from these focus groups are unique both in terms of scale and quality content. The honest and open discussion of the participants gave space to develop their ideas, highlighting the particularities and perceptions that each Millennial brings. The pivotal finding is that the participants (Greek Millennials), although they acknowledged that there was room for improvement, however, they underline their sheer importance of the creation and promotion of digital stories by museums in order to attract their counterparts. Moreover, participants attested that they felt more engaging and relevant with the plot and characters while at the same time they learned something new from the digital stories.

This kind of research is one of the first, if not the first, that have been conducted in Greece, incorporating Greek Millennials and the use of digital storytelling for Greek museums. The culture heritage of Greece is vast and of great significance, where museums play a key role of promoting the artifacts and sites of cultural importance. With the rise of social media that gave the ability to distribute content to a broad audience, integrating digital storytelling in museums' communication strategy can be seen as a prominent tool of reaching their target groups (Millennials, Gen Z, Gen Alpha) in a more distinct and meaningful way.

References

Maitland H. & Meddick J. (2000). *The marketing manual: for performing arts organizations*. Cambridge: Arts Marketing Association.

Malita, L., & Martin, C. (2010). 'Digital storytelling as web passport to success in the 21st century', *Procedia Social and Behavioral Sciences*, 2, pp. 3060–3064. DOI: [10.1016/j.sbspro.2010.03.465](https://doi.org/10.1016/j.sbspro.2010.03.465)