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Διπλωματική εργασία

Εμπειρίες επισκεπτών σε ευρωπαϊκά μουσεία επιστημών:
μελέτη των διαδικτυακών κριτικών τους

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Περίληψη

Τα μουσεία διατηρούν τη μνήμη της ανθρωπότητας και προσφέρουν εμπειρίες μοναδικές συμβάλλοντας στην ευημερία του κόσμου. Μελετώντας τις κριτικές των επισκεπτών, τα μουσεία μπορούν να προσφέρουν καλύτερες εμπειρίες στους επισκέπτες, να προσελκύσουν περισσότερους επισκέπτες, να ενισχύσουν την οικονομία, τον πολιτισμό, την επιστήμη και το κύρος της χώρας. Οι διαδικτυακές κριτικές προσφέρουν πληροφορίες για την επίσκεψη των ανθρώπων στα μουσεία, έχουν χαμηλό κόστος γραφής, λήψης και ανάλυσης των πληροφοριών. Η ανάλυση διαδικτυακών κριτικών προς μουσεία θετικών επιστημών είναι αναγκαία για την βελτίωση των επιστημονικών γνώσεων του κοινού και την κατανόηση της ιστορικής σχέσης μεταξύ επιστήμης και μη επιστήμης. Προηγούμενες μελέτες έχουν εξετάσει μεγάλο αριθμό διαδικτυακών κριτικών προς μουσεία, όχι όμως συνολικά προς μεγάλο αριθμό μουσείων θετικών επιστημών. Στόχος αυτής της διπλωματικής εργασίας είναι να εξετάσει τις διαδικτυακές κριτικές προς μουσεία θετικών επιστημών. Συγκεντρώσαμε και αναλύσαμε, με ποσοτικές μεθόδους, συνολικά 9000 διαδικτυακές κριτικές επισκεπτών για 30 μουσεία θετικών επιστημών (300 κριτικές από κάθε μουσείο) με τον μεγαλύτερο αριθμό κριτικών στον ιστότοπο του TripAdvisor από 16 διαφορετικές χώρες της Ευρώπης. Από το σύνολο των 9000 κριτικών, αναλύσαμε επίσης ποιοτικά 100 από τις πιο αρνητικές κριτικές. Τα κύρια αποτελέσματα ήταν ότι οι περισσότερες κριτικές είχαν υψηλή βαθμολογία, οι περισσότερες απαντήσεις των εκπροσώπων των μουσείων προς τις κριτικές ήταν θετικές, οι περισσότεροι χρήστες επέλεξαν ότι δεν είχαν χρόνο αναμονής και ότι επισκέφτηκαν το μουσείο κάποια μέρα καθημερινή και 58 συνδυασμοί μεταβλητών (π.χ. του κυρίαρχου συναισθήματος του κειμένου της κριτικής του χρήστη και της απάντησης του εκπροσώπου του μουσείου) σχετίζονταν μεταξύ τους (τιμή $P < 0,05$). Το 21-30% των πιο αρνητικών κριτικών ανέφεραν ότι τα εκθέματα ήταν βαρετά, οι υπάλληλοι των μουσείων ήταν ασεβείς ή αδιάφοροι, το μουσείο ήταν ακριβό για αυτό που πρόσφερε και το προγραμματισμένο έκθεμα δυσλειτουργούσε ή δεν ήταν εκεί. Στο μέλλον, τα αποτελέσματα αυτής της μελέτης μπορούν να εξεταστούν εάν ισχύουν χρησιμοποιώντας κριτικές που καλύπτουν μεγαλύτερο χρονικό διάστημα, μεγαλύτερο αριθμό μουσείων θετικών επιστημών από όλο τον κόσμο, δεδομένα από πολλές διαδικτυακές πλατφόρμες και λήψη ακόμα πιο ειλικρινών κριτικών. Με αυτές τις γνώσεις θα είναι δυνατόν να ληφθούν συμπεράσματα που θα βελτιώσουν ακόμα περισσότερο τις εμπειρίες των επισκεπτών σε μουσεία θετικών επιστημών.

Thesis title

Visitors' experiences of European science museums: a study of their online critiques

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Abstract

Museums maintain the memory of humanity and provide unique experiences contributing to humanity's well-being. By studying visitors' reviews, museums can provide better experiences for their visitors, attract more visitors, and contribute to the country's economy, culture, science, and prestige. Online reviews contain information about visitors' experiences, they are cheap to write, obtain, and analyze. The analysis of visitors' online reviews towards science museums is fundamental for improving the visitors' understanding of science and the historical association between science and non-science. Previous studies have examined a large number of online reviews towards museums, but not towards a large number of science museums. The aim of this Master's thesis is to examine visitors' online reviews towards science museums. We collected and analyzed, using quantitative methods, a total of 9000 online reviews from visitors of 30 science museums (300 reviews per museum) with the highest number of reviews in TripAdvisor from 16 different countries of Europe. From these 9000 reviews, we also qualitatively analyzed 100 of the most negative reviews. The main results of this study were that most reviews gave a high rating, most answers of the museum correspondents towards the reviews were positive, most visitors selected that they did not have to wait to enter the museum and that they visited the museum on a weekday, and 58 combinations of variables (e.g., the main sentiment of the reviewer's text and the museum correspondent's answer) were correlated with each other ($P\text{-value} < 0.05$). Between 21-30% of the 100 most negative reviews mentioned that the exhibits were boring, museum employees were disrespectful or indifferent, the museum was expensive based on what it provided, and the scheduled exhibit was malfunctioning or not there. In the future, researchers can test whether these results persist using reviews from a broader visiting period, a larger number of science museums worldwide, using data from many online platforms, and obtaining even more honest reviews from visitors. With this additional knowledge, it will be possible to reach conclusions that further improve the experiences of visitors in science museums.

Keywords

science museums, natural history museums, technology museums, museum experience, museum visitor evaluation, study of visitors' online comments

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