

## ICMAH Survey on Museum Definition

### Report

ICMAH run an online survey from 10th of February to March 15th, 2021. The survey sent to the list of all members taken from IRIS (approximately 1800 persons). The survey included the actual and the proposed definitions and 3 main questions have been asked.

- What is your point of view about the new proposed museum definition?
- What major differences do you see between the previously approved and now proposed museum definitions?
- What are the 5 keywords you think should be included in a museum definition?

We received 31 answers from 18 countries: Albania, Australia, Azerbaijan, Brazil, Cameroon, Colombia, Cyprus, Germany, Israel, Mexico, Netherlands, Pakistan, Slovakia, South Africa, Spain, Turkey, UK, USA. A total of 67 keywords and/or form of expression were noted.

7 answers intend to keep the actual definition (2007) as it is. 3 answers are favourable for the newly proposed definition. The 21 rests like better that the actual one should be updated but the new one is too long, complicated, not clear. The expression of “this is a mission statement not a definition” appears in 7 answers. “Inclusive, inclusiveness” appreciated by 7 answers. 7 more answers underline that the new proposal is quite correct but needs to be simplified, some changes and some additions (such as conservation, education...)

The 27 words and terms appeared more than 1 time. Here is the list:

Research	12
Collection	5
Collect	5
Collecting	1
Inclusive / inclusiveness	7
Diverse / diversity	4
Not for profit / non-profit	7
Exhibition	3
Exhibit	4
Exhibiting	8
Conservation	6
Conserve	2

Education	7
Educate	1
Preserve / preservation	6
Interpret / interpretation	6
Communication / communicate	5
Participation / participatory	4
Heritage	8
Dialogue / critical dialogue	4
Democratic / democratizing	4
Transparent	3
Access / accessibility	3
Permanent	3
History	2
Memory	2
Institution	2

Thank you very much to those who participated.

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*Chair of ICMAH*