

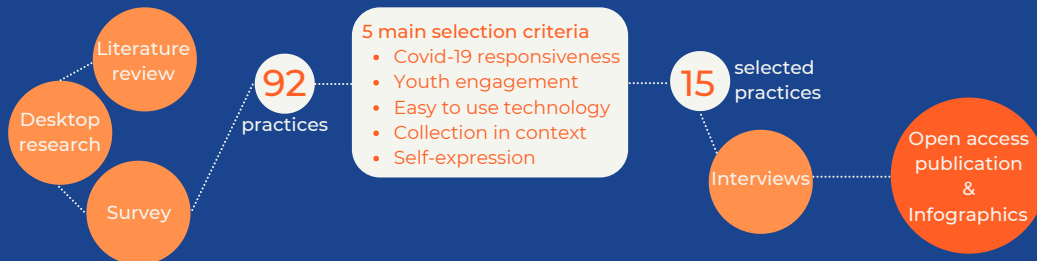
Engaging youth in GLAMs (Galleries, Libraries, Archives, Museums) during the pandemic

Katerina Zourou and Elisa Pellegrini, Web2Learn, Greece, with support of The GLAMers partners

Context

The GLAMers project is an effort to understand how the GLAM sector has used digital technologies to engage with and serve the needs of young people during the pandemic. We thus carried out surveys and interviews with GLAM professionals, background research on the use of digital media for youth engagement, and a selection of 15 original initiatives organised by European GLAMs. The project seeks to create dialogue within the cultural sector about the challenges and opportunities of using digital media to benefit young people in a time of crisis and change. The study was launched in March 2021 and the resulting publication was released in August 2021.

Analysis

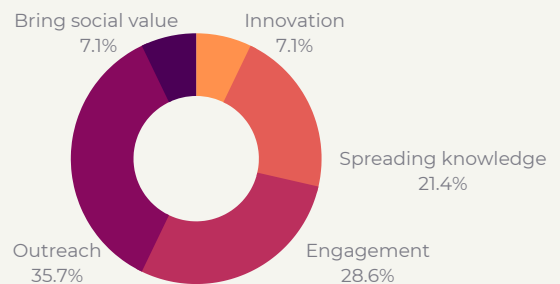


Findings

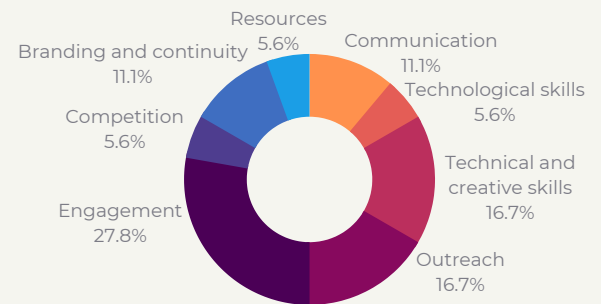
15 selected practices that emphasize:

-  **COVID-19 responsiveness**
Initiatives designed as a response to the pandemic
-  **Youth engagement**
Initiatives created for and with young people
-  **Easy to use technology**
Approachable technology that is mainstream among the youth
-  **Collection in context**
GLAM visitors are encouraged to connect the collection with the surrounding context, and eventually express their opinions on this relationship
-  **Self-expression**
The audience is explicitly called in the description of the initiative to give its personal contribution to the project


Opportunities for GLAMs




Challenges for GLAMs




Advice




"Create and keep a dialogic communicative flow with the young audience, gratify them and offer them a leading role." (Silvia Mascalchi, Uffizi Galleries, Italy)




"Find new and creative ways to communicate with the public and present the content in an interactive and fun way." (Marta Kuliš Aralica [left] and Vedrana Ceranja [right], Museum of Arts and Crafts, Croatia).




"Ask questions, take youth seriously and let them escape from the daily routine." (Tessa van Deijk, Singer Laren, Netherlands).



"Make the learning resources of the museum more accessible, straightforward and easy to use or print." (Jennie Ryan, Museum of Literature Ireland, Ireland).



"Youths need to express themselves. Get insight on what's inside their hearts and head and start from there to find connections with your collection." (Peter Aerts, Municipal Museum of Contemporary Art, Belgium)



"There is no need to be afraid of new approaches and ways. Just keep on trying and testing." (Maria Vähäsarja, Espoo Museum of Modern Art, Finland).

Read the full open access report at <https://glamers.eu/>



The GLAMers project

<https://glamers.eu/>

 #TheGLAMers

