



Engaging with Social Media

Approved Ethics No. SUHREC Project 2008/091

Consent Information Statement

This research project is funded for three years from January 2008 to December 2010 by the Australian Research Council. It is being conducted through Swinburne University of Technology, Melbourne, Australia.

Project aims:

With leading museums from Australia and the USA, Engaging with Social Media in Museums will:

1. Investigate innovative connections to social media networks by museums, through digital content, multimedia design and communication strategies.
2. Advance creative engagement between museums and learners, information searchers and content creators.
3. Lead debate within museums through reference to design, audience evaluation and cultural communication.

What this project is about and why it is being undertaken

This project will prototype the use of social media in museums to produce a new source of high-quality cultural information, and link regional, rural and international users with city-based institutions. The museum sector is undergoing a period of substantial change in response to policy and technology initiatives, yet little formal collaboration exists between museums and researchers. This project brings some of the country's major museums together with the Smithsonian Institution, one of the world's foremost cultural institutions.

Project interests

This project is funded by the Australian Research Council. Additionally, there are four cash and in-kind industry partners: Australian Museum, Powerhouse Museum, Museum Victoria and Cooper Hewitt National Design Museum - A Smithsonian Institution.

What participation will involve – time, effort, resources, costs, compensatory payments, etc

The information gained from this research will examine the opportunities for social media implementation by cultural institutions. It will be useful to the broader community and will inform research papers, articles, other publications and forums.

The information gained from the project will inform a variety of publications including (but not restricted to) research papers, journal articles, theses and academic forums.

Participant rights and interests – Privacy & Confidentiality

The investigators conducting this research abide by the principles governing the ethical conduct of research. This form and the accompanying participant information package provide an outline of the research project and the benefits to yourself and the community.

- You may direct further enquiries about the project to the researchers (details above). You may direct enquiries or complaints regarding the ethical conduct of this investigation to the Swinburne Research Ethics Officer, telephone +61 3 9214 5218

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Research output

The cross-disciplinary nature of the research team invites publication in a range of peer-reviewed journals, including:

- *Curator: The Museum Journal*, widely regarded as the outstanding journal in the field.¹
- The *New Media and Society* journal includes contributions from communication, media and cultural studies, as well as from sociology, geography, anthropology and economics.²
- The *Journal of Educational Multimedia and Hypermedia*, a multi-disciplinary forum to present and discuss research, development and applications of new media in education.³

The research team intends to host panels and forums at these leading conferences:

American Association of Museums⁴ Museums Australia⁵
 Museums and the Web⁶ Museum Studies (UK)⁷
 Asia Pacific Network of Science and Technology Centres.⁸

This project will culminate in a jointly edited book by Russo, Meredyth, Kelly & Watkins entitled *Media in Museums*, target publication 2010, MIT Press, Media in Transition series.⁹

For further information about the project, please contact:

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Concerns/complaints about the project – who to contact:

This project has been approved by or on behalf of Swinburne's Human Research Ethics Committee (SUHREC) in line with the *National Statement on Ethical Conduct in Research Involving Humans*. If you have any concerns or complaints about the conduct of this project, you can contact:

Research Ethics Officer, Swinburne Research (H68),
 Swinburne University of Technology, P O Box 218, HAWTHORN VIC 3122.
 Tel (03) 9214 5218 or +61 3 9214 5218 or resethics@swin.edu.au

¹ <http://www.altamirapress.com/RLA/Journals/curator/>

² <http://www.newmediaandsociety.com/>

³ <http://www.aace.org/pubs/jemh/>

⁴ <http://www.aam-us.org/>

⁵ <http://www.museumsaustralia.org.au/>

⁶ <http://www.archimuse.com/conferences/mw.html>

⁷ <http://www.le.ac.uk/ms/profdev/conf.html>

⁸ <http://www.aspacnet.org/conf.html>

⁹ <http://mitpress.mit.edu/catalog/browse/browse.asp?btype=6&serid=132>