



Museum Educational Practices in China



Abstract

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- ❖ With China's elaborate and extended history, museums are very common and assumed to be of high cultural significance.
- ❖ With the introduction of mobile phones into modern-day society, many people do not see a need to visit museums when they can investigate the past all they want through the internet, especially in a nation as technologically integrated as China. This has caused a shift in the methods used and the museum culture holistically
- ❖ The main factor affecting museum foot traffic in China may have a correlation with the museum's educational practices, which this study investigates.
- ❖ Rather than directly analyzing foot traffic, this study evaluates the means by which museums in China make themselves more interactive, thereby increasing public appeal.
- ❖ Through the examination of the nation's most influential museums and displays, this research aims to identify the different educational programs and opportunities offered to the community within these exhibits, as well as the methods of advertisement and the attraction of the audience to the museums.

Methods

- ❖ A large portion of our research was found through research-based search engines such as jstor, a publishing website for research which has been peer-reviewed. This minimized the likelihood for false information or unreliable sources.
- ❖ Information regarding the different cultural aspects of Chinese museum culture were noted from different sources, allowing us to compare the different perspectives, as well as the different practices of each museum and the influence of the government.
- ❖ The information was evaluated and utilized to determine the common museum practices and the overarching museum culture within the nation.

Results

Cultural Significance: The museums mainly aim to convey the historical significance of their artifacts and to teach tourists about history through their exhibits. This is demonstrated by the Palace Museum being a UNESCO World Heritage Site, pointing to the cultural significance of the artifacts and the need to educate visitors about the artifacts inside.

Audio Guides: To assist tourists with navigating the Terracotta Army Museum, audio guides are available in a variety of languages. This type of guided tour is available in each museum, creating an improved experience for visitors while also aiding in conserving the artifacts from physical damage.

Tourist Engagement: Each museum experiences significant tourist engagement due to the millions of tourists that visit each year. Both museums contain interesting exhibits and interactive features to draw in visitors.

Both articles highlight the application of conservation and preservation strategies in both institutions.

Future Considerations: With the continued advance in technology, possible alternatives to in person exhibits have emerged. One being virtual and augmented reality, as it would offer similar experiences to customers while cutting maintenance costs for museums.



Palace museum:

A national museum in China located in the forbidden city. This museum was the imperial palace during both the Ming and Qing Dynasties



Terracotta Army Museum:

A National museum that depict the armies of the first emperor of China, Qin Shi Huang. This museum utilizes audio recordings mentioned in the results section to present information about the artifacts within the museum

References

Terra-Cotta Museum:

Fiskesjö, Magnus. "Terra-Cotta Conquest: The First Emperor's Clay Army's Blockbuster Tour of the World." *Verge: Studies in Global Asias*, vol. 1, no. 1, 2015, pp. 162–83. *JSTOR*, <https://doi.org/10.5749/vergstudglobasia.1.1.0162>. Accessed 3 Nov. 2023.

Palace Museum:

Naquin, Susan. "The Forbidden City Goes Abroad: Qing History and the Foreign Exhibitions of the Palace Museum, 1974-2004." *T'oung Pao*, vol. 90, no. 4/5, 2004, pp. 341–97. *JSTOR*, <http://www.jstor.org/stable/4528973>. Accessed 3 Nov. 2023.