

# The effect of digitalized museum information on learning

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## Abstract

*Five years ago, the Gemstones Museum began introducing Iranians to the art, science and industry of gemstones and minerals. One of the ways that the Gemstones Museum tries to communicate is through making its digital documentation accessible through Bluetooth technology. When visitors turn on their Bluetooth in the Museum entrance, they are asked to subscribe to the SMS newsletter. By subscribing, the member receives an SMS newsletter every two days. When a child or student subscribes, he or she receives a quiz question or a puzzle and can win points in a competition, leading to a prize. Inside the Museum, visitors are encouraged to enter into their phone the numbers next to exhibits. On doing this, they receive information about the exhibit, together with images and music. Most of the Museum's visitors (especially from the younger generation) enjoy this kind of learning, and in the course of less than one year more than 5,000 people have subscribed to our SMS newsletters.*

## Communication in the Gemstones Museum

The Gemstones Museum began five years ago to introduce Iranian visitors to the arts, sciences and the industry of gemstones and minerals. One of the ways that the Gemstones Museum tries to affect people is through its interpretation, and nowadays the means of communication is important to consider.

In the Gemstones Museum we tell stories using digital interpretation and Bluetooth technology. The next step will be to extend this to use on the metro and buses. At the entrance to the museum, visitors are asked to please turn on their Bluetooth. The Bluetooth center automatically sends an introductory message asking visitors to subscribe to our SMS newsletter and to tell us their age.

By subscribing the newsletter, every two days the member will receive information. We know from our research that visitors find this very exciting. It is very important for us to know the ages of our visitors; if a child or student subscribes he or she will receive a puzzle or question and will be able to score points in a competition and receive gift from the museum.

We are also changing our interpretation from text and images into video format, which can convey much more information, more effectively in a much shorter time. Increasingly we are using film, images and music and creating short clips that we can use with target groups in the museum.

With Bluetooth visitors also have the opportunity to enter the number displayed by each object onto their mobile, and to receive contextual information and images relating to that object.

## Conclusion

Iran is a young country and young visitors especially enjoy this kind of learning. In less than one year more than 5,000 people have subscribed to our SMS newsletters.

## Contact

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