



UNIVERSITY
OF BRESCIA

DEPARTMENT OF ECONOMICS AND MANAGEMENT

SEMINAR

“Understanding museum visitors' engagement using Instagram and AI”

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11.00 hrs CEST (UTC+2)

B4 Room, C.da S. Chiara building

for remotely attendance

<https://meet.google.com/psx-bioq-pio>

ABSTRACT

In the era of web 2.0, Instagram images can be an important component for understanding what is occurring within and around a museum when visitors move to take photographs and share these experiences on Instagram. Our research combines various quantitative methods, Artificial Intelligence (computer vision), and Natural Language Processing to examine visitors' Instagram posts and cast light on museum experiences. By looking at the pictures shared and at the pose of the people in it, we found that the social aspect of museums' visits is quite relevant for visitors who post on Instagram. In other words, this type of audience considers the visit to the museum as an experience to be lived with someone else, within the museum, outside of it, and on social media.

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