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LIS 258
Museum-Partner Observation Two

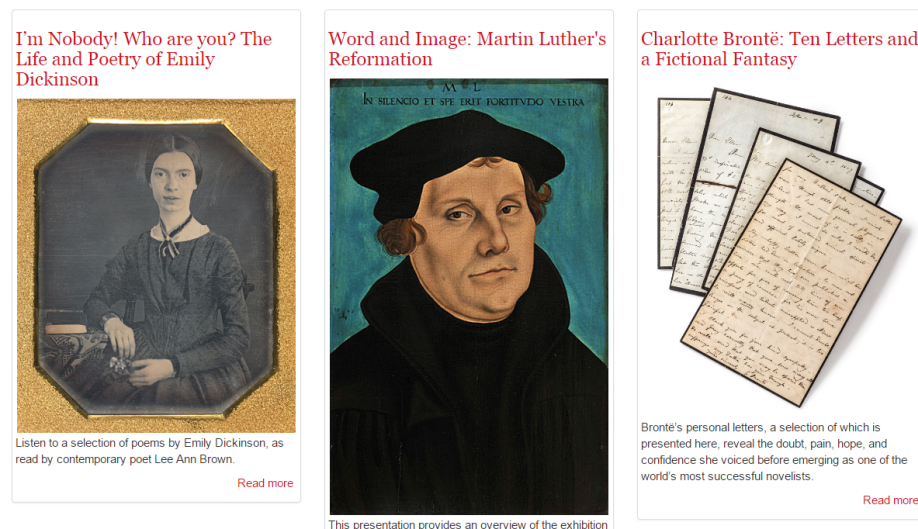
I think the “I beacon” idea is brilliant. Not only does it give museum visitors the information they require, but it further proves the importance of information professionals. Kiosks present no personalization, and visitors regard them as machines. With the “I beacon” technology, patrons are able to do more than look at a screen and search for what they want to learn about. Browne (2014) states, “We want to use iBeacon technology in the [ASK app](#) to give location information about the visitor as they ask a question. If we know what gallery the visitor is in—and even better, where in that gallery they are—we’ll be able to better answer their question”. It would be almost equivalent to the visitor going on a tour, without the large group or feeling that they have to be interested because of the physical presence of the tour guide. This grants the patron the freedom of learning according to their preference and needs. Additionally, the “I beacon” technology used via the ASK app, provides a physical manifestation of meeting the information need for the patron, which is a goal of information professionals and organizations.

Contrary to the “I beacon” idea in the Brooklyn Museum, The Morgan Library & Museum does not have any digital material within its campus. The only digital material available is on their website, www.themorgan.org. The Morgan does not necessarily have a *blend* of digital and physical at the moment. Instead, they have digitized a lot of their physical world for their website, catering more to the ‘visitors’ accessibility to the organization and its information at any location.

For the patrons who are distanced or do not have the time to come into the museum, The Morgan offers Online Exhibits. With this option, the patron is not only able to see the exhibit and read about it, they can also listen to it. The exhibitions available online are digitizations of the physical exhibitions in the museum, in order chronologically. Also, when the exhibition itself is over, the

digitization grants the patron an extended time to enjoy and learn from the exhibit from the comfort of their home.

Online Exhibitions



The screenshot displays three exhibition cards on a white background. The first card, titled "I'm Nobody! Who are you? The Life and Poetry of Emily Dickinson", features a portrait of Dickinson and a "Read more" link. The second card, "Word and Image: Martin Luther's Reformation", shows a portrait of Luther with a Latin quote and a "Read more" link. The third card, "Charlotte Brontë: Ten Letters and a Fictional Fantasy", displays several handwritten letters and a "Read more" link.

I'm Nobody! Who are you? The Life and Poetry of Emily Dickinson
Listen to a selection of poems by Emily Dickinson, as read by contemporary poet Lee Ann Brown.
[Read more](#)

Word and Image: Martin Luther's Reformation
This presentation provides an overview of the exhibition.
[Read more](#)

Charlotte Brontë: Ten Letters and a Fictional Fantasy
Brontë's personal letters, a selection of which is presented here, reveal the doubt, pain, hope, and confidence she voiced before emerging as one of the world's most successful novelists.
[Read more](#)

Screenshot of The Morgan's Online Exhibitions page.

The Morgan Library & Museum also has a Reading Room where patrons can come in and conduct research using their rare materials. There are some specifications the researcher has to undergo before gaining access to the room i.e. making an appointment and filling out an online application. Although the Reading Room is on the physical campus of The Morgan, the researcher must consult their online catalog, [CORSAIR](#), to find which collection items they would like to see. The website of The Morgan also provides an online researchers guide to further assist the patron find what they may be looking for and give them a more detailed answer regarding the extent of their materials.

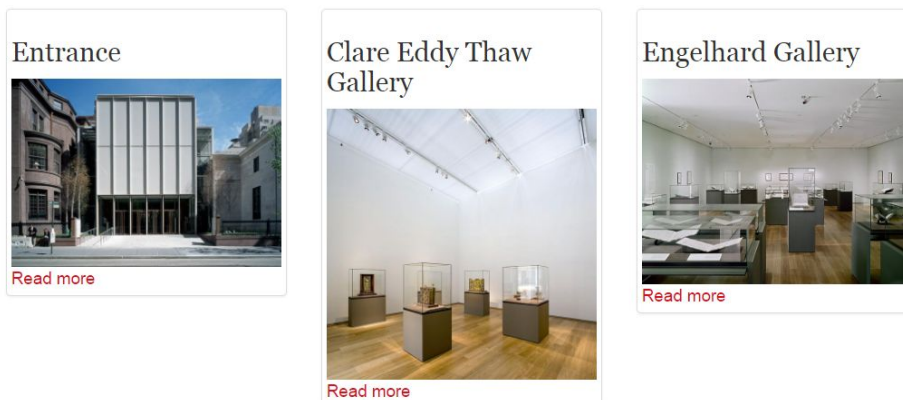
Research Services



Screenshot of The Morgan's [Research Services](#) page displaying their Reading Room.

Along with the The Morgan Shop that is available online, there is also an option to see all the rooms and galleries of the museum via [The Morgan Campus](#) tab. Every part of the organization is visually represented and the patron can read about each part of the physical campus. There are also floor plans available if the patron is extensive in planning a visit or has an inquiry of the layout of the building.

The Morgan Campus



Screenshot of The Morgan Campus tab on the website of The Morgan.

Ultimately, in an attempt to blend their physical and digital worlds together, The Morgan Library & Museum focuses more on convenience for the patron. Although there are physical limitations with museum visits (i.e. scheduling, entrance fees, distance etc) the way The Morgan has produced their website combats barriers and allows their information and visual aesthetics to be enjoyed by all.

As a dedicated museum goer, I go online to the website of the museum of my choosing before physically going to the museum. This being for reasons including entrance fees, hours of operations and events or exhibitions going on that day or week. I try not to limit myself in what I want to see or learn, I search for exhibitions with an open mind and if something sounds interesting, I read more about it. If what I read or see continues to hold my attention, I am eager to go to that museum. Currently, at my favorite museum-The Museum of Natural History- there is a mummy exhibition going on. Although I personally do not have an interest in mummies, the exhibition sounds interesting enough to actually go to the museum. The website of The Museum of Natural History also gives you a video teaser of the interactive activities the exhibition has, which I think is great to give the patron an inkling to what goes on in the exhibit, but not everything.

References

Browne, J. (2014, October 14). Positioning Visitors with iBeacons. Retrieved April 05, 2017, from <https://www.brooklynmuseum.org/community/blogosphere/2014/10/14/positioning-visitors-with-ibeacons/>.