

**MUSEUM MOTIVATION FOR LEARNING : A COMPARATIVE STUDY OF  
PHANAKORN NATIONAL MUSEUM AND MUSEUMSIAM, BANGKOK**

**การสร้างแรงจูงใจให้คนเข้าชมพิพิธภัณฑ์เพื่อการเรียนรู้ : ศึกษาเปรียบเทียบ  
พิพิธภัณฑ์สถานแห่งชาติ พระนคร และมิวเซียมสยาม กรุงเทพมหานคร**

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**Abstract**

The Research Result of Thailand National Museum, Fine Arts Department since 2010 showed that the number of visitors of Phanakorn National Museum was decreased when compare with statistic in 2009. This Museum visitor number total 3,011,225 people who are Thai for 2,839,959 people and foreigners 171,266 people. Representing an average of the visitors are students, only 51,000 people per year, or about 4,280 people per month. This is a statistic that is relatively low compared to the ratio of the number of students in a total of 300,070 people which by the standards of the National Museum of international statistical that have been set Museum visitors should have a volume at least 12.5 percent of the total population. This was mainly due to the National Museum of motivating people to visit the museum. It is a study of the type of motivating people to visit the museum for learning.

**Keywords: Museum / Museum Administration / Motivation**

**Introduction**

Phanakorn National Museum has problem about Visitor experiencing lower than in the past, But opposite way Museum Siam where is located in the same area and meaty in the exhibit are similar to a number of visitors, more than one hundred thousand people after its founding in 2007, the average visitor to 659 people per day. it also has a fan page news in the museum's more than one hundred thousand people, which is the main cause of the problem of motivating people to visit the museum to learning because this museum still present the content by old technology in spite of historical content is difficult to

understand and almost people think this museum is suite for scholar or student who came to study compulsory rather than do students learn on their own. So, the research was to study the way to motivate people to visit museum for learning also to study problem and obstacle with how to solve that problem for bring information to create Museum Motivation Model.

### **Objective**

1. Study museum motivation for learning both with Phanakorn National Museum and Museum Siam.
2. Study Problem and Obstacle of museum motivation for learning both with Phanakorn National Museum and Museum Siam.
3. Create MUSUEM MOTIVATION MODEL for Phanakorn National Museum only.

### **Research Scope**

**Content Scope :** Study museum motivation there are 4 factors which are Content and Exhibition, Project and Activity, Promotion and Learning Environment.

**Area Scope :** Study both with Phanakorn National Museum and Museum Siam, Phanakorn District, Bangkok.

**Time Scope :** Spend the time to research for 1 year since 2015-2016

**Population Scope :** When was gotten research result from objective 1-2 until ultimately lead to design MUSEUM MOTIVATION MODEL to create incentives for people to visit the Phanakorn National Museum to learn successfully follow with objective 3 that should to proof by Triangulation will be examined by Phanakorn National Museum personal, Phanakorn National Museum Thai Visitors and Museum or Arts and Cultural Academician who choose with Purposive Sampling but different with gender, occupation, religion and education.

### **Literature Review**

Theory and Concept in this research which are

**Motivation Theory** can be classified broadly into two different perspectives Content and Process theories. Content Theories deal with what motivates people and it is concerned with individual needs and goals. According to this theory, individual strives to seek a higher need when lower needs are fulfilled.

Once a lower-level need is satisfied, it no longer serves as a source of motivation. Needs are motivators only when they are unsatisfied.

- In the first level, physiological needs exist which include the most basic needs for humans to survive, such as air, water and food.
- In the second level, safety needs exist which include personal security, health, well-being and safety against accidents remain.
- In the third level, belonging needs exist. This is where people need to feel a sense of belonging and acceptance. It is about relationships, families and friendship. Organizations fulfill this need for people.
- In the fourth level, self-esteem needs remain. This is where people look to be respected and to have self-respect. Achievement needs, respect of others are in this level.
- In the top-level, self-actualization needs exist. This level of need pertains to realizing the person's full potential.

### **Learning Theory**

Learning theories are conceptual frameworks describing how information is absorbed, processed, and retained during learning. Cognitive, emotional, and environmental influences, as well as prior experience, all play a part in how understanding, or a world view, is acquired or changed and knowledge and skills retained. Behaviorists look at learning as an aspect of conditioning and will advocate a system of rewards and targets in education. Educators who embrace cognitive theory believe that the definition of learning as a change in behavior is too narrow and prefer to study the learner rather than their environment and in particular the complexities of human memory. Those who advocate constructivism believe that a learner's ability to learn relies to a large extent on what he already knows and understands, and the acquisition of knowledge should be an individually tailored process of construction. Transformative learning theory focuses upon the often-necessary change that is required in a learner's preconceptions and world view. Outside the realm of educational psychology, techniques to directly observe the functioning of the brain during the learning process, such as event-related potential and functional magnetic resonance imaging, are used in educational neuroscience. As of 2012, such studies are beginning to support a theory of multiple intelligences, where learning is seen as the interaction between dozens of different functional areas in the brain each with their own individual strengths and weaknesses in any particular human learner

### **Museum Administration Concept**

Museum Administration is defined today as the action of ensuring the running of the museum's administrative business and more generally, all the activities which are not directly attached to the specific fields of museum work cover with preservation, research and communication. In this regard, museum Administration essentially encompasses tasks relating to financial cover with accounting, management control, finances and legal responsibilities, to security and upkeep, to staff management and to marketing as well as to strategic procedures and the general planning of museum activities. The specificity of museum Administration, which may be structured around the sometimes contradictory or hybrid logics of the market on the one hand, and the public authorities on the other hand, derives from the fact that it is structured around the logic of giving, through donations of objects and money or the actions of volunteers and associations of friends of the museum. Although donations and volunteer activities are properly and implicitly taken into account, this aspect has been less examined for its medium and long-term impact on museum administration.

### **Research Methodology**

Museum Motivation for learning : a comparative study of Phanakorn National Museum and Museum Siam, Bangkok is Qualitative Research that collective data from Documentary Analysis to search for theory and concept about Motivation, Learning, Museology also to Arts and Cultural cover with Books, Dissertation, Thesis and Research Paper. Moreover are In-Depth Interview, Field Observation both with Participant Observation and Non Participant Observation in there are factors of museum motivation for learning are Content and Exhibition, Project and Activity, Public Relation and Learning Environment in every week for 1 year since 2015 to 2016. So, Primary Data was collected with In-depth Interview and finally is create MUSUEM MOTIVATION MODEL for Phanakorn National Museum only. Then, Triangulation methodology to validate the mode; that can be applied in real museum administration or not to purchase the content consists of three groups are Phanakorn Museum personnel who work and have museum administration experiences, Reviews of Thai visitors who will show them opinion and Scholars who have knowledge of museum studies, which help guide the correct approach in the museum administration that Researcher chose from Purposive Sampling and Snow Ball Technique.

## Research Result

There are 4 factors of museum motivation for learning that begin with content and exhibition. There are three kinds of Museum Siam exhibition are permanent exhibition, temporary exhibition and Special Exhibition. Museum Siam Permanent Exhibition is call Thailand Essay where was established since 2007. This section exhibits reflecting the history of both Thailand and neighboring countries since prehistoric times to the present. Then is Museum Siam Permanent are held every 2-3 months by changing the subject or content to the attention of the visitors interest. However, the content is still relevant to the history, archeology and museum studies. Finally is Museum Siam special exhibition held in a different key every 2-3 months, subject to adjustments in accordance with the social situation at that time that there is some importance or interest. In the other hand, Phanakorn National Museum Permanent Exhibition there are 3 part of content which are Thai History in Siwamokapiman Department, Thailand Arts History and Archeology in Mahasurasinghanat and Phapat Pipitapan Hall and Fine arts also to Ethnology in Palace Group such as Wasantaphiman, Wayusathanamarej and Bhommejthada Department. Secondly is Phanakorn National Museum Permanent that circulating around 2-3 month which content will changed all the time but depend on public interest. However, the content is still relevant to the history, archeology and museum studies. Finally is Phanakorn National Museum special exhibition held in a different key every 2-3 months, subject to adjustments in accordance with the social situation at that time that there is some importance or interest. All of these 3 kind of content and exhibition was showed that Museum Siam has museum technology and learning technic to present such as modern instructional media, Learning through Games, to stimulating the visitor who always disgusted with historical content is quite difficult to become easier. On the other hand, Phanakorn National Museum is still broadcast content in the exhibit with the old. Read like the surfing but without thinking process. Therefore, Both museums are experiencing barriers that sometimes exhibit objects stolen. Although there are security systems including surveillance camera and security guard but still lost. After that they try to solve by raising the level of security was stricter. Moreover, Some people who living in country side far from the museum, which was unable to visit the exhibit possible. They tried to solve by created MUSE Mobile Project for sending Museum Bus that simulates a small exhibition to showcase and educate global to create opportunities to learn it thoroughly.

Next to factor is Project and Activities that Museum Siam try to created many learning project and activity for the visitor in every generation cover with children, student, working man and older.

Moreover this museum aware to create any project or activities for different gender, religion, race and education too. On the other hand Project and activities of Phanakorn national museum often create for adult and academician who interested in archeology and historical but young generation have a little bit to interest these project and activities. Surely, Phanakorn national museum face the problem about some young people do not attend event at the museum project was initiated. So try to resolve the problem by initiating activities for children and youth to be more attractive.

Thirdly Factor is Public Relation for promote museum news and movement to the public. For Museum Siam where advertised them work both with Mainly Media such as television radio and newspaper like a network that has relation with media organization always sending news reporter to report the Museum Siam activities and projects. Moreover, They has multimedia and social network that easy to communicated with people who is target group in the world of communication is unlimited such as Facebook, Twitter, Instagram, Website, YouTube, Line Application etc. which present by modern content and related with new generation life style and upper interesting by graphic, cartoon, animation ect. For attractive young, children or working man who passion in modern life style. In the other hand, Phanakorn National Museum has both with Mainly Media such as television radio and newspaper like a network and multimedia also to social network too. But they without some social media like Twitter, Line Application, Instagram ect. That easy to connected with people but the big problem is almost Public Relation Department Personal who are older cannot use all of these social network. So that, they still use original media to communicate with visitor and promote them movement that not successful like some media channel which more faster and thorough.

The last one factor is Learning Environment that benefit for visitor who going to museum for increase them knowledge and fulfil them brain. For Museum Siam where has mainly Learning Environment which are Library Center where has lot of museum data resources and any kind of books for people can search and study, Instructional Media Center where has education personal who will creating instructional media that benefit to learning for apply in learning activities and Objective Laboratory and Operation Room for preserve and repair some collection objective that damaged. In the opposite way, Phanakorn National Museum where has two mainly Learning Environment which are Library and Objective Laboratory and Operation Room. The big problem of this museum is almost people do not know about inside the museum has library where everyone can visit for search museum database because

without good public relation to communicate with people. Moreover, some kind of book inside the library is too old and do not include some modern book and relate with the people interest.

### Conclusion and Discussion

From above mentioned, Research was brought all of information about how to motivate people both with Museum Siam and Phanakorn National Museum. Also to aware for the problem and obstacle that both museum face and try to solve to consider for MUSUEM MOTIVATION MODEL just only Phanakorn National Museum where is still has decrease visitor problem in there are 4 factors which are content and exhibition. Firstly, Researcher was recommended to create the project “Replica Reproduction of museum object for senses learning” Because this museum advantage point is authentic objective but visitor can not touch or reach to the real sensation. So that, the way to solve this problem is prevent mock objects by duplication. For many people, touch is the primary way to acquire information or access a work of art. For others, tactile experiences help to complete their mental image of an object. In addition to touching original works of art, tactile experiences include: replicas, models, props, handling objects which convey one aspect of the work, and contemporary art made to be touched. Museums in many countries provide architectural and sculptural models that make masterpieces accessible to people who are blind or visually impaired. Exact plaster copies of original sculptures can be touched, and architectural structures reproduced as small-scale tactile models offer opportunities to explore the exterior and interior of a building. Moreover, Some people who live in country side where is far from the museum until can not to visit in real place. They try to solve by created MUSE Mobile Project for sending Museum Bus that carry mini exhibition to the other province in any region of Thailand for open opportunity to learning.

Next to MUSUEM MOTIVATION MODEL is Activities and Project that Researcher was recommended Phanakorn National Museum to extend time for night at the museum project for support some people who cannot visit the museum in the official time can participate all of activities and project that museum was created to increase the number of visitor and changed pattern to arranged night at the museum project in the past that integrate diversity activity until look like disrupted. So that, Museum personal team should create theme to make identity and authentic concept in each project that related with people interest in that time. Surely, it's will interactive and increase number of visitor more than an old operation way.

Thirdly MUSUEM MOTIVATION MODEL is Public Relation that Phanakorn National Museum should fulfill other social media that still without Instagram, Line Application, Twitter etc. and try to connecting all of social media can share information together with completely network to be able communicate news. This social media network will communicate and report museum movement to the people more rapidly and also saves on the budget through the channel. Of course, that will increase the amount of targeted traffic to visit the museum more. Moreover, Museums should introduce training programs to develop the ability to use social media for corporate communications and public relations personnel who have no expertise in social media as well. and lecturer should recommended how to present the content for motivate people to visit the museum such as how to take a photo and record movement video, Then, how to decorate picture with any program that make more interesting, also the way to make info graphic, cartoon, animation and other technique too.

Finally is Learning Environment that Phanakorn National Museum more should have plenty of books to both the old and new books that have content related to the history, archeology and museum studies. So that visitors can search the database for both the old and new together which depend on people interesting. May be will research from the people opinion by asking for what kind of data document did they would like to read and learning. Moreover, should have electronic book on website and internet that people who live in far area can search by comfortable. In addition, Museum should promote information and news to report about library movement for the people and follow and join all of activities or project that library create for develop learning process.

### **Recommendation**

Researcher can expand the content more than content and exhibition, Activities and project, Public Relation also to Learning Environment that can attractive people to visit museum for learning. Moreover can choose other kind of museum other than historical museum such as Scientific, Natural and Environment, Contemporary Museum etc.

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