

The Social Educational Development in Museums Promoted by Digital Technology

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Abstract. With the continuous development of science and technology, the digital technology promotes the social educational function of museum. This paper analyzes the problems of digital technology in the social educational function of museum, and puts forward three measures specifically, including as following: using digital technology to develop innovative explanations, using digital technology to enrich publicity activities, using digital technology to build digital museums. It is not only conducive to the continuous development of digital technology to give full play to its positive advantages of innovative technology, but also conducive to enriching the multi-function of social education in museum.

Keywords: digital technology, museum, social education.

1. Introduction

With the improvement of material living standards, people's demand for spiritual life is getting higher and higher, and their demand for culture is changing from simple to diversified. The digital technology represented by new media has the characteristics of digitization, hyperspace, diverse expression, timely updating and easy retrieval. Digital technology has brought great changes to people's habits, preferences, psychological expectations and other aspects of receiving information. This change brings great opportunities and challenges to the development of social education in museum. The social education function of museums is mainly realized through the publicity and explanation in the process of independent visits. From the perspective of social education, social education in museums can also be summarized as educational activities that are completed by museums in the field of social education, oriented to the whole society and complementary to school education and family education. [1] In the past, people used to get to know a museum by visiting it, but digital technology has broken the time-space barrier between the audience and the museum, so that the panorama of the museum can be shown to people from a mobile phone or a computer. [2] Traditional museums generally simply display exhibits, but digital technology uses advanced technology to give cultural relics vividness and interactivity, so that the audience can have a more intuitive and richer visual experience. Digital technology enhances the audience's sense of cultural experience, and at the same time makes history and culture get a wider range of dissemination.

2. The significance of digital technology in promoting the development of social education in museums

2.1 Theoretical significance

Firstly, it is needed to promote the inheritance and development of national culture and spirit. Nowadays, with the accelerating pace of social development and people's life, there is little time to strengthen the absorption of historical and cultural knowledge through traditional forms such as

museums, resulting in a serious lack of historical and cultural knowledge. On this basis, the social education function of museums is particularly important. The use of digital technology to strengthen the dissemination of collections and cultural relics can better promote the inheritance and development of traditional national culture.

Secondly, it is the inevitable choice to realize the China's strategy of strengthening the country through science and education under the background of digitalization. A museum is a concentrated embodiment of the historical memory of a country or a region, and a place for people to understand history and acquire knowledge and culture. Through the construction of digital museum, cultural relics and collections can be fully displayed on the Internet platform to realize real-time information release and resource sharing. Under the digital technology, museums have the characteristics of service, practicality, aesthetics, interaction and publicity, which is of great significance to the national strategy of strengthening science and education.

2.2 Practical significance

Firstly, it is helpful to enrich the theoretical foundation of museum social education under the background of digitalization. On the basis of analyzing and combing the concept, features and functions of social education in museums under the background of digital technology, comparing domestic and foreign researches, it can make up for the deficiency of relevant researches by learning and drawing on advanced theoretical achievements and technical methods. Then, the strategies and theoretical models of the development of social education in museums promoted by digital technology are studied to enrich the theoretical basis of social education in museums under the background of digital.

Secondly, it is helpful to improve the value of social education in museums in digital times. Through the realization of the digital interactive framework design of the museum's educational function, the museum itself and the cultural, economic and spiritual values can be presented to achieve a win-win situation for cultural disseminators, cultural receivers and stakeholders.

Finally, it is helpful to realize the value of the social educational function of Chinese museums. Digital museum can be really put into the application of social education by designing the functional elements of digital technology and developing the corresponding process & theoretical model of museum social education, it is beneficial to promote the value realization of the social educational function of the Chinese museum.

3. Problems of digital technology in social education of museums

With the rapid development of new media and digital technology, more and more museums use high-tech means to break the limitation of time and space of traditional museums and broaden the function of social education. However, there are still some deficiencies in the process of development, which are highlighted in the following aspects.

3.1 Relatively simple explanation method

Explanation is the basic content of social education in museums. Good explanation content can help visitors have a more intuitive understanding of the history and culture behind the exhibits. But because the people who visit museums have different cultural backgrounds, different people have different abilities to receive information. However, many visitors cannot really understand the cultural knowledge and historical value behind the cultural relics because of the simple explanation method of the docents, which makes the museum unable to give full play to its function of social education.

3.2 Relatively single activity planning

For a long time, the activities carried out by museums are simple and repetitive, such as research activities and knowledge lectures, which cannot meet the needs of the public, especially cannot

inspire the enthusiasm of young people. Due to insufficient investigation and research on the needs and groups of visitors, the activities carried out by the museum are not targeted and educational. [3] Under the background of the new era, the public who have the intention to visit museums are no longer satisfied with the simple way of visiting. Museums should actively build social education activities with high participation, novel forms and rich contents.

3.3 Displaying exhibits in a simple way

The exhibition of cultural relics is an important way for the museum to carry out cultural communication and social education. However, many museum collections are displayed in a single form, lacking innovation and change, and this way of exhibition is not attractive to visitors. Moreover, due to the limitation of time and space, the traditional exhibition method makes it impossible for visitors to deeply, intuitively and conveniently learn and understand the collections, which has a certain impact on the social education function of museums.

4. Measures to strengthen the social educational function of digital technology in museums

Every relic is a witness to history, every relic is a living history, and every relic has an extraordinary experience. Every cultural relic has gone through the baptism of the long river of history, it is covered with the traces of years, every mark on its body, every subtle characteristics, has a telling history, a touching experience. [4] With the development of digital technology, every museum needs to consider how to make cultural relics and culture "alive", bring more people into museums, and play the social educational function of cultural relics. Therefore, effective measures should be taken to solve the existing problems in the social education function of museums.

4.1 Using digital technology to develop innovative explanations

Interpretive work is the medium and bridge between the museum and its visitors. It is an important way to give full play to the social education function of museums to do a good job in museum explanation. [5] Compared with the single exhibition and explanation of traditional museums, museums need to keep up with the pace of The time and make good use of digital technology to promote the full play of social education functions. On the basis of traditional explanation, museums can add digital means such as guide explanation and mobile phone software intelligent tour. Through the use of advanced digital technology means can be more intuitive display of cultural relics, which can improve the attraction and desire of visitors. [6] Museums can also increase their work efficiency by adding artificial intelligence functions to their navigators to answer visitors' questions.

4.2 Using digital technology to enrich publicity activities

The important reason why some museums cannot give full play to their social education functions is that the relevant educational activities are not attractive. When planning activities, museums should enhance the interest and interaction of activities to stimulate the enthusiasm of the masses. Museums can launch targeted activities according to the manifestations of traditional festivals, so that the masses can further understand and understand the history and culture behind the festivals while feeling the atmosphere of traditional festivals. In the digital age, museums should make full use of the advantages of new media and strengthen cooperation and exchanges with various media. [7] Before carrying out relevant activities, museums can make use of online platforms to conduct extensive publicity, so that more people can understand and participate in educational activities.

4.3 Using digital technology to build digital museums

Digital museum displays historical relics in a three-dimensional and multi-angle way by using AR technology, VR technology and multimedia information technology. [8] Local museums may actively build digital museums and create digital and intelligent platforms through online channels such as Weibo, TikTok and Wechat official accounts, so as to bring "cold" cultural relics into the public's vision and realize information interaction between museums and the public. Based on the development of digital technology, museums can upload pictures or videos of cultural relics on various social platforms so that audiences can fully appreciate cultural relics at home, and feel the unique charm of cultural relics in museums without leaving their homes, so as to meet their public cultural needs. Museums can also use VR technology to transform the traditional 2D exhibition mode into 3D three-dimensional panoramic display, break the limitation of time and space so that the audience can have a deeper understanding of the connotation and value of cultural relics, and show the most authentic historical relics for visitors in an all-round way, so as to achieve the purpose of social education.

5. Conclusion

With the rapid development of digital technology, museums can keep pace with advanced technology and use digital technology to carry out cultural exhibitions. Digital technology can not only break the traditional way of exhibition, make the exhibition in the museum become diversified, and enhance the interaction between the collection and visitors, not only enrich the visual experience of visitors, but also boost the participation and interaction, so that the history and culture have been disseminated, and fulfill the social education function of the museum. At the same time, digital technology is also the trend of further development of museums in the future. Museums have to actively innovate according to their own advantages, enrich exhibitions through digital technology, make more and more people understand and participate in them, and give full play to the social education function of museums.

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