ICOM Define
Consultation 3

Please read the following message before answering the survey:

Welcome to the Consultation 3 Form of ICOM Define. We recommend that you use this PDF version to work with your committee and PLEASE REMEMBER THAT YOUR ANSWERS NEED TO BE FILLED OUT IN THE ONLINE FORM.

Consultation 3 is based on the results yielded by the data analysis of Consultation 2. All terms that appeared in more than 2% of responses were included. For more details, please review the data analysis report. All ICOM committees can participate in this step, even those that have not participated in the past consultations.

This consultation has been structured following the dimensions laid out by the analysts, as follows:

- Entity (*what a museum is*)
- Entity qualifier (*what qualifies a museum*)
- Object/Subject (*what are the museums' objects/subjects*)
- Action/Function (*what a museum does*)
- Experience (*what do people experience at a museum*)
- Social Values (*what values shape museums*)
- Target & Relationship (*who museums work for and the nature of their relationship*)

Each committee may choose a certain number of terms per dimension, yielding preferred key terms/concepts for the ICOM museum definition. There is also the possibility to signal if a term can't be used in a committee's specific context, as well as the option to add terms felt missing.

Please note that the terms in each list appear in the order of worldwide frequency mentioned in Consultation 2. It is not specific to regions, and we encourage that committees look at the report for a clearer understanding of the data received.

Some words can be used in different ways within a definition. As such, please note that some terms, or their variations are presented under different dimensions (ie. "sustainable" under Entity Qualifier; or "sustainability" under Social Values). This will enable us to better gauge the way in which a committee wishes to apply the term. Words that appear in more than one dimension are signaled with two asterisks (**)

 ICOM Define is not recommending a specific approach to committees on how to complete Consultation 3 with their members. We thank you in advance for the great effort required. Please do not hesitate to reach out to ICOM Define at any point during the entire process at the following email: training@icom.museum.

Structure of the form
We have structured the form for each of the seven dimensions in the following way:

DIMENSION:
1. SELECTION OF PREFERRED KEY WORDS/CONCEPTS: opportunity to select and rank a set number of terms within the dimension
2. LIMITATIONS AND APPLICABILITY: opportunity to specify if there are specific terms that can't be used in the context of your committee
3. ADDITIONS: one additional term can be suggested per dimension. Please note that these will only be taken into consideration if they appear in a considerable number of responses

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I- ENTITY: A museum is …
Please refer to pages 26-31

1. SELECTION OF PREFERRED KEY CONCEPTS: As you can see in the report from the data analysis results of Consultation 2, the top keywords or concepts referring to the definition of the entity of the museum are the following ones. Please select the **ONE** that your committee finds most appropriate to fill in the follow: *A MUSEUM IS …*
    a) Institution
    b) Space
    c) Place
    d) Organization
    e) Hub

2. LIMITATIONS AND APPLICABILITY: From the terms in the entity list, are there any that cannot be used in the context of your committee? If so, please specify legal, bureaucratic, or political impediments of its/their use in your context in the text box that becomes enabled when you check off the term:
    a) Institution
    b) Space
    c) Place
    d) Organization
    e) Hub

3. ADDITIONS: Based on your committee's surveys and activities with members, would you suggest including any particular term among those that define what a museum entity is? If so, please present **one term** and its short description (meaning or application of the term) in the field below.

II- ENTITY QUALIFIER: What qualifies a museum
Please refer to pages 26-31

1. SELECTION OF PREFERRED KEY CONCEPTS: Among the keywords and concepts presented by committees, some of them are used to qualify the museum entity. Among these words, please select up to **FIVE** words/concepts that according to your committee can best state **WHAT QUALIFIES A MUSEUM** (Please rank them from 1 to 5, being 1 the most important key concept):
   a) Non-profit
   b) Permanent
   c) Critical (also under Experience)
   d) Transparent
   e) Open to the public (also under Target as "Public / open to the public")
   f) Inclusive (also under Experience and Values as "Inclusivity")
   g) Accountable (also under Values as "Accountability")
   h) Sustainable (also under Values as "Sustainability")
   i) Accessible (also under Values as "Accessibility")
   j) Ethical
   k) Professional
   l) Socially responsible
   m) Diverse (also under Values as "Diversity")
   n) Active
   o) Dynamic
   p) Independent / Autonomous
   q) Adaptable/flexible
   r) Authentic (also under Values as "Authenticity")
   s) Expertise
   t) Safe
   u) Advocacy (also under Action as "Advocates")

2. LIMITATIONS AND APPLICABILITY: From the terms used to qualify the museum, are there any that cannot be used in the context of your committee? If so, please specify legal, bureaucratic, or political impediments of its/their use in your context in the text box that becomes enabled when you check off the term.
   a) Non-profit
   b) Permanent
   c) Critical (also under Experience)
   d) Transparent
   e) Open to the public (also under Target as "Public / open to the public")
   f) Inclusive (also under Experience and Values as "Inclusivity")
   g) Accountable (also under Values as "Accountability")
   h) Sustainable (also under Values as "Sustainability")

i) Accessible (also under Values as "Accessibility")
j) Ethical
k) Professional
l) Socially responsible
m) Diverse (also under Values as "Diversity")
n) Active
o) Dynamic
p) Independent / Autonomous
q) Adaptable/flexible
r) Authentic (also under Values as "Authenticity")
s) Expertise
t) Safe
u) Advocacy (also under Action as "Advocates")

3. ADDITIONS: Based on your committee's surveys and activities with members, would you suggest including any particular term among those that qualifies what a museum is? If so, please present up to **one term** and its short description (meaning or application of the term) in the field below.

III- OBJECT/SUBJECT: What are the museums' objects/subjects
Please refer to pages 32-35

1. SELECTION OF PREFERRED KEY CONCEPTS: Some keywords or concepts in the responses refer to the object/*subject* upon which museums act. In this sense, please select up to **FIVE** words/concepts that your committee finds most appropriate to *DESCRIBE THE MUSEUMS' OBJECT/SUBJECT*. (Please rank them from 1 to 5, being 1 the most important key concept):
    a) Heritage
    b) Tangible & Intangible
    c) Culture / cultural
    d) Memory
    e) Nature / natural
    f) Artefacts
    g) Environment
    h) Knowledge (also under Experience)
    i) Science
    j) Identity
    k) Digital
    l) Past / history / historical
    m) Present / contemporary
    n) Evidence / documents
    o) Information (also under Action as "Informs")

2. LIMITATIONS AND APPLICABILITY: From the terms used to define and/or qualify the museum objects, are there any that cannot be used in the context of your committee? If so, please specify legal, bureaucratic, or political impediments of its/their use in your context in the text box that becomes enabled when you check off the term.
   a) Heritage
   b) Tangible & Intangible
   c) Culture / cultural
   d) Memory
   e) Nature / natural
   f) Artefacts
   g) Environment
   h) Knowledge (also under Experience)
   i) Science
   j) Identity
   k) Digital
   l) Past / history / historical
   m) Present / contemporary
   n) Evidence / documents
   o) Information (also under Action as "Informs")

3. ADDITIONS: Based on your committee's surveys and activities with members, would you suggest including any particular term among those that define the object/subject of museums? If so, please present up to **one term** and its short description (meaning or application of the term) in the field below.

IV- ACTION / FUNCTION: What a museum does
Please refer to pages 36-41

1. SELECTION OF PREFERRED KEY CONCEPTS: Keywords referring to the definition of the museum's core actions or functions according to committees are the following ones. Please select up to **SIX** words that your committee finds most appropriate to define **WHAT A MUSEUM DOES** (Please rank them from 1 to 6, being 1 the most important key concept):
   a) Researches
   b) Conserves
   c) Preserves
   d) Collects
   e) Displays / Exhibits
   f) Communicates
   g) Educates (also under Experience as "Education")
   h) Interprets

i) Acquires

j) Safeguards

k) Documents

l) Custodies/Stewards

m) Disseminates

n) Promotes

o) Interacts (also under Experience as "Interaction")

p) Informs (also under Object as "Information")

q) Cares

r) Diffuses

s) Manages

t) Advocates (also under Entity Qualifier as "Advocacy")

2. LIMITATIONS AND APPLICABILITY: From the terms used to define museum actions or functions, are there any that cannot be used in the context of your committee? If so, please specify legal, bureaucratic, or political impediments of its/their use in your context in the text box that becomes enabled when you check off the term.

a) Researches

b) Conserves

c) Preserves

d) Collects

e) Displays / Exhibits

f) Communicates

g) Educates (also under Experience as "Education")

h) Interprets

i) Acquires

j) Safeguards

k) Documents

l) Custodies/Stewards

m) Disseminates

n) Promotes

o) Interacts (also under Experience as "Interaction")

p) Informs (also under Object as "Information")

q) Cares

r) Diffuses

s) Manages

t) Advocates (also under Entity Qualifier as "Advocacy")

3. ADDITIONS: Based on your committee's surveys and activities with members, would you suggest including any particular term among those that define museums actions or functions? If so, please present up to **one term** and its short description (meaning or application of the term) in the field below.

V- EXPERIENCE: What do people experience at the museum
Please refer to pages 42-46

1. SELECTION OF PREFERRED KEY CONCEPTS: Some of the keywords and concepts serve to define museum experiences. From the list below, please select up to **FIVE** words that your committee finds most appropriate to define ***WHAT DO PEOPLE EXPERIENCE AT THE MUSEUM*** (Please rank them from 1 to 5, being 1 the most important key concept):
   a) Education (also under Action as "Educates")
   b) Dialogue
   c) Knowledge (also under Object)
   d) Enjoyment / Entertainment
   e) Community/Social (also under Target as "Community / Society")
   f) Critical (also under Entity Qualifier)
   g) Wellbeing (also under Values)
   h) Participation (also under Target as "Participatory")
   i) Collaboration (also under Target as "Collaborative")
   a) Inclusivity (also under Entity Qualifier as "Inclusive", and Values)
   j) Experience / experiential
   k) Reflection
   l) Engagement
   m) Learning
   n) Transmission
   o) Empathy / understanding
   p) Inspiration
   q) Creativity
   r) Interaction (also under Action as "Interacts")
   s) Sharing / share
   t) Enrichment / enlightenment
   u) Exchange
   v) Emotion / emotional
   w) Discovery / curiosity
   x) Transformation

2. LIMITATIONS AND APPLICABILITY: From the terms used to define museum experiences, are there any that cannot be used in the context of your committee? If so, please specify legal, bureaucratic, or political impediments of its/their use in your context in the text box that becomes enabled when you check off the term.
   a) Education (also under Action as "Educates")
   b) Dialogue
   c) Knowledge (also under Object)
   d) Enjoyment / Entertainment

e) Community/Social (also under Target as "Community / Society")
f) Critical (also under Entity Qualifier)
g) Wellbeing (also under Values)
h) Participation (also under Target as "Participatory")
i) Collaboration (also under Target as "Collaborative")
j) Inclusivity (also under Entity Qualifier as "Inclusive", and Values)
k) Experience / experiential
l) Reflection
m) Engagement
n) Learning
o) Transmission
p) Empathy / understanding
q) Inspiration
r) Creativity
s) Interaction (also under Action as "Interacts")
t) Sharing / share
u) Enrichment / enlightenment
v) Exchange
w) Emotion / emotional
x) Discovery / curiosity
y) Transformation

3. ADDITIONS: Based on your committee's surveys and activities with members, would you suggest including any particular term among those that define or qualify museum experiences? If so, please present up to **one term** and its short description (meaning or application of the term) in the field below.

VI- SOCIAL VALUES: What values shape museums
Please refer to pages 47-51

1. SELECTION OF PREFERRED KEY CONCEPTS: Some keywords refer to the social values of museums. From the list below, please select up to **SIX** words that your committee finds most appropriate to define **WHAT ARE THE SOCIAL VALUES THAT SHAPE MUSEUMS** (Please rank them from 1 to 6, being 1 the most important key concept):
    a) Inclusivity (also under Entity Qualifier as "Inclusive", and Experience)
    b) Sustainability (also under Entity Qualifier as "Sustainable")
    c) Accessibility (also under Entity Qualifier as "Accessible")
    d) Service to society
    e) Accountability (also under Entity Qualifier as "Accountable")
    f) Diversity (also under Entity Qualifier as "Diverse")
    g) Future
    h) Equity/Equality/equal access
    i) Ethical (also under Entity Qualifier)

j) Development
k) Wellbeing (also under Experience)
l) Democracy
m) Value / values
n) Social justice
o) Human rights
p) Eco-conscious
q) Innovation
r) Authenticity (also under Entity Qualifier as "Authentic")
s) Social
t) Respect

2. LIMITATIONS AND APPLICABILITY: From the terms used to define museums' social values, are there any that cannot be used in the context of your committee? If so, please specify legal, bureaucratic, or political impediments of its/their use in your context in the text box that becomes enabled when you check off the term.
   a) Inclusivity (also under Entity Qualifier as "Inclusive", and Experience)
   b) Sustainability (also under Entity Qualifier as "Sustainable")
   c) Accessibility (also under Entity Qualifier as "Accessible")
   d) Service to society
   e) Accountability (also under Entity Qualifier as "Accountable")
   f) Diversity (also under Entity Qualifier as "Diverse")
   g) Future
   h) Equity/Equality/equal access
   i) Ethical (also under Entity Qualifier)
   j) Development
   k) Wellbeing (also under Experience)
   l) Democracy
   m) Value / values
   n) Social justice
   o) Human rights
   p) Eco-conscious
   q) Innovation (also under Entity Qualifier)
   r) Authenticity (also under Entity Qualifier as "Authentic")
   s) Social
   t) Respect

3. ADDITIONS: Based on your committee's surveys and activities with members, would you suggest including any particular term among those that define museums values? If so, please present up to **one term** and its short description (meaning or application of the term) in the field below.

VII- TARGETS: Who museums work for and the nature of their relationship
Please refer to pages 52-56

1. SELECTION OF PREFERRED KEY CONCEPTS: Some of the keywords in the responses refer to with or for whom the museum acts (targets) and their relationship. From the list below, please select up to **FOUR** words that your committee finds most appropriate to define ***WHO MUSEUMS WORK FOR AND THE NATURE OF THEIR RELATIONSHIP*** (Please rank them from 1 to 4, being 1 the most important key concept):
    a) Public / open to the public (also under Entity Qualifier as "Open to the public")
    b) Community / Society (also under Experience as "Community/Social")
    c) Participatory (also under Experience as "Participation")
    d) Collaborative (also under Experience as "Collaboration")
    e) Partnership / network
    f) Humanity
    g) Audience / visitors

2. LIMITATIONS AND APPLICABILITY: From the terms used to define museums' targets and relationships, are there any that cannot be used in the context of your committee? If so, please specify legal, bureaucratic, or political impediments of its/their use in your context in the text box that becomes enabled when you check off the term.
    a) Public / open to the public (also under Entity Qualifier as "Open to the public")
    b) Community / Society (also under Experience as "Community/Social")
    c) Participatory (also under Experience as "Participation")
    d) Collaborative (also under Experience as "Collaboration")
    e) Partnership / network
    f) Humanity
    g) Audience / visitors

3. ADDITIONS: Based on your committee's surveys and activities with members, would you suggest including any particular term among those that define museums targets or relationships? If so, please present up to **one term** and its short description (meaning or application of the term) in the field below.