**I- ENTITY: A museum is …**

* 1. 1. SELECTION OF PREFERRED KEY CONCEPTS: Please select the **ONE** that you find most appropriate to fill in the follow: ***A MUSEUM IS … (***please mark your choice it in yellow).
  2. a) Institution
  3. b) Space
  4. c) Place
  5. d) Organization
  6. e) Hub
  7. 2. LIMITATIONS AND APPLICABILITY: From the terms in the entity list mentioned above, 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 at the end of the list.
  8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  9. 3. ADDITIONS: Would you suggest including any additional 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):
  10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**II- ENTITY QUALIFIER: What qualifies a museum**

1. SELECTION OF PREFERRED KEY CONCEPTS: Please select up to **FIVE** words/concepts that 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 mentioned above, 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 at the end of the list.

3. ADDITIONS: 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):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**III- OBJECT/SUBJECT: What are the museums’ objects/subjects**

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 you find most appropriate to ***DESCRIBE THE MUSEUMS’ OBJECT/SUBJECT***. (Please rank them from 1 to 5, being 1 the most important key concept):

1. a) Heritage \_\_\_
2. b) Tangible & Intangible \_\_\_
3. c) Culture / cultural \_\_\_
4. d) Memory \_\_\_
5. e) Nature / natural \_\_\_
6. f) Artefacts \_\_\_
7. g) Environment \_\_\_
8. h) Knowledge (also under Experience) \_\_\_
9. i) Science \_\_\_
10. j) Identity \_\_\_
11. k) Digital \_\_\_
12. l) Past / history / historical \_\_\_
13. m) Present / contemporary \_\_\_
14. n) Evidence / documents \_\_\_
15. o) Information (also under Action as “Informs”) \_\_\_

2. LIMITATIONS AND APPLICABILITY: From the terms used to define and/or qualify the museum objects mentioned above , 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 at the end of the list.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. ADDITIONS: 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):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**IV- ACTION / FUNCTION: What a museum does**

1. SELECTION OF PREFERRED KEY CONCEPTS: Please select up to **SIX** words that you find most appropriate to define ***WHAT A MUSEUM DOES*** (Please rank them from 1 to 6, being 1 the most important key concept):

1. a) Researches \_\_\_
2. b) Conserves \_\_\_
3. c) Preserves \_\_\_
4. d) Collects \_\_\_
5. e) Displays / Exhibits \_\_\_
6. f) Communicates \_\_\_
7. g) Educates (also under Experience as “Education”) \_\_\_
8. h) Interprets \_\_\_
9. i) Acquires \_\_\_
10. j) Safeguards \_\_\_
11. k) Documents \_\_\_
12. l) Custodies/Stewards \_\_\_
13. m) Disseminates \_\_\_
14. n) Promotes \_\_\_
15. o) Interacts (also under Experience as “Interaction”) \_\_\_
16. p) Informs (also under Object as “Information”) \_\_\_
17. q) Cares \_\_\_
18. r) Diffuses \_\_\_
19. s) Manages \_\_\_
20. t) Advocates (also under Entity Qualifier as “Advocacy”) \_\_\_

2. LIMITATIONS AND APPLICABILITY: From the terms used to define museum actions or functions mentioned above, 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 at the end of the list.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. ADDITIONS: 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):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**V- EXPERIENCE: What do people experience at the museum**

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 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 mentioned above, 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 at the end of the list.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. ADDITIONS: 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):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**VI- SOCIAL VALUES: What values shape museums**

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 you find 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) \_\_\_

1. j) Development \_\_\_
2. k) Wellbeing (also under Experience) \_\_\_
3. l) Democracy \_\_\_
4. m) Value / values \_\_\_
5. n) Social justice \_\_\_
6. o) Human rights \_\_\_
7. p) Eco-conscious \_\_\_
8. q) Innovation \_\_\_
9. r) Authenticity (also under Entity Qualifier as “Authentic”) \_\_\_
10. s) Social \_\_\_
11. t) Respect \_\_\_
    1. 2. LIMITATIONS AND APPLICABILITY: From the terms used to define museums’ social values mentioned above, 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 at the end of the list.
    2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. ADDITIONS: 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):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**VII- TARGETS: Who museums work for and the nature of their relationship**

* 1. 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 you find 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):
  2. a) Public / open to the public (also under Entity Qualifier as “Open to the public”) \_\_\_
  3. b) Community / Society (also under Experience as “Community/Social”) \_\_\_
  4. c) Participatory (also under Experience as “Participation”) \_\_\_
  5. d) Collaborative (also under Experience as “Collaboration”) \_\_\_
  6. e) Partnership / network \_\_\_
  7. f) Humanity \_\_\_
  8. g) Audience / visitors \_\_\_
  9. 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 at the end of the list.
  10. a) Public / open to the public (also under Entity Qualifier as “Open to the public”)
  11. b) Community / Society (also under Experience as “Community/Social”)
  12. c) Participatory (also under Experience as “Participation”)
  13. d) Collaborative (also under Experience as “Collaboration”)
  14. e) Partnership / network
  15. f) Humanity
  16. g) Audience / visitors
  17. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. ADDITIONS: 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):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_