

TOWARDS A USER BASED PERSPECTIVE TO THE TRANSFORMATION OF MUSEUMS

Oluwayinka Solanke¹, Samuel C. Avemaria Utulu^{2*}, and Emmanuel L. Adebayo³

¹Mrs., Redeemer's University, Nigeria, solankeoe@run.edu.ng

² Mr., Redeemer's University and University of Cape, Nigeria And South Africa,

utlsam001@myuct.ac.za,

Dr., University Librarian, Redeemer's University, Nigeria, librarian@run.edu.ng

*Corresponding author

Abstract

Museums in contemporary societies are expected to be flexible in order for them to be able to implement transformation programs. Such flexibility is required of contemporary organizations that hope to keep pace with the frequently changing needs of those they serve. It is assumed that the ability of museums to transform easily will allow them to remain relevant to the needs of their users and the society at large. The challenge is that there are very few research reported in the literature that provided insights into how museums can transformation sustainably. We have observed that the few insight available in the literature that deal with how museums can transform do not put into cognizance important factors that are embedded in the theoretical streams that emanate from expectation confirmation theory and social cognitive theory. The insights on the social cognitive processes played out among museum users when museum endeavor to transform are far from being adequate. Consequently, this conceptual paper is concerned with filling the gaps in current museum transformation literature in order to provide what we consider new approach to address the challenges of museum transformation. We combined theoretical streams in the expectation confirmation theory and social cognitive theory to explain how museums can transform in ways that will allow them to appropriately meet users' expectations. We developed a museum transformation model which explains how the museum community can approach museum transformation as a socio-cognitive process. We concluded that the need for museology scholars to adopt the new conceptual framework for interrogating museum transformation has become imperative.

Keywords: Museum transformation, museum users, museums, museum transformation model.