

Members Survey analysis



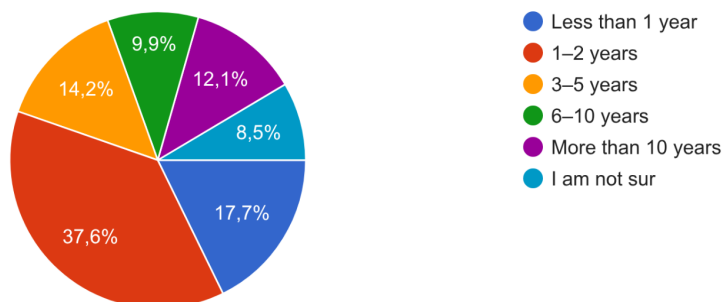
The aim of the survey

AVICOM conducted a survey among its members to better understand expectations regarding the committee's future role and priorities.

133 answer

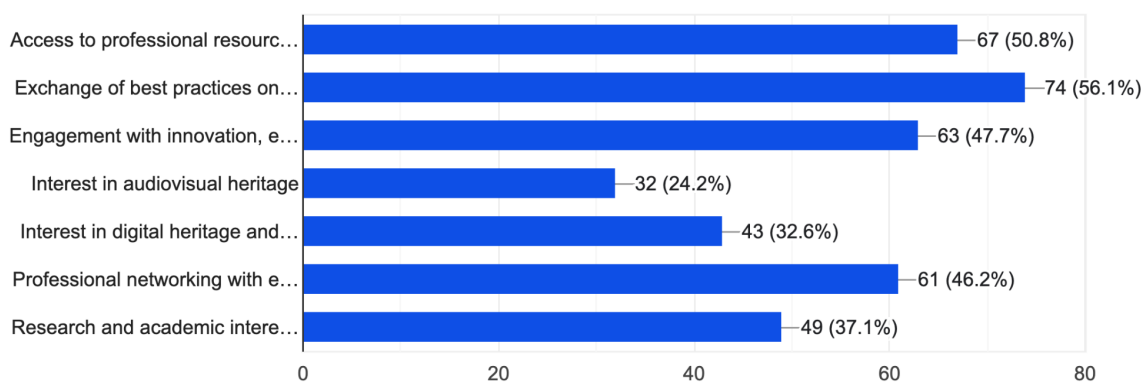
How long have you been an AVICOM member?

141 réponses



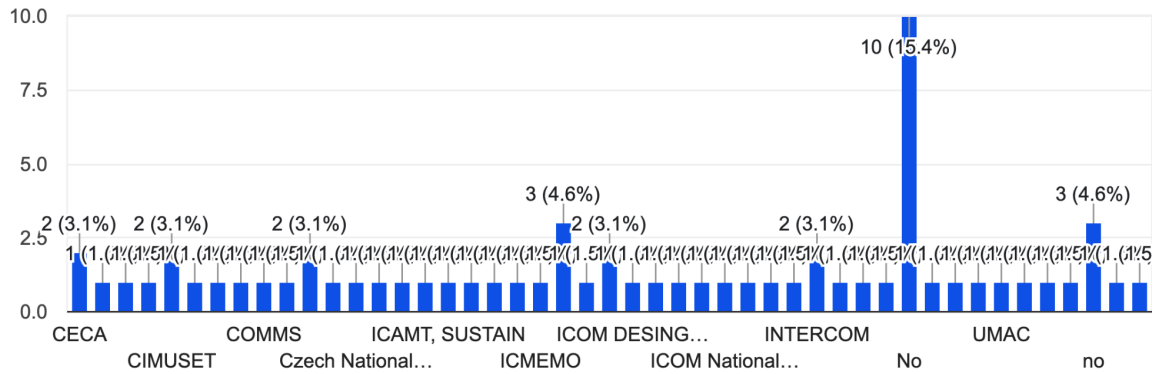
What brings you to AVICOM? (Select up to 3)

132 responses



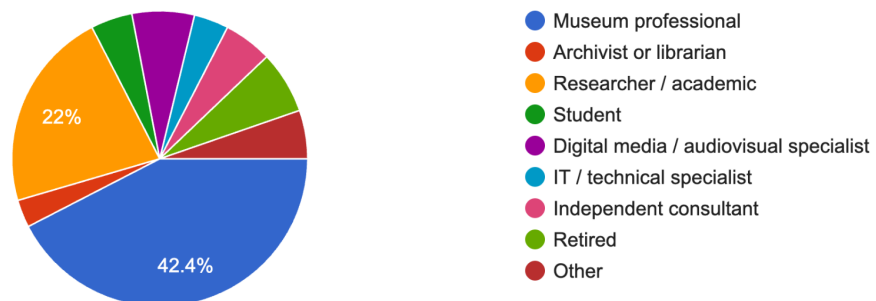
Besides AVICOM, are you a member of other ICOM committees? If yes, please specify which ones.

65 responses



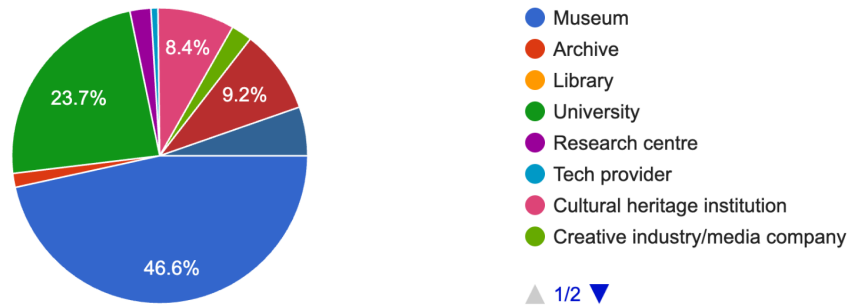
What is your current professional role?

132 responses

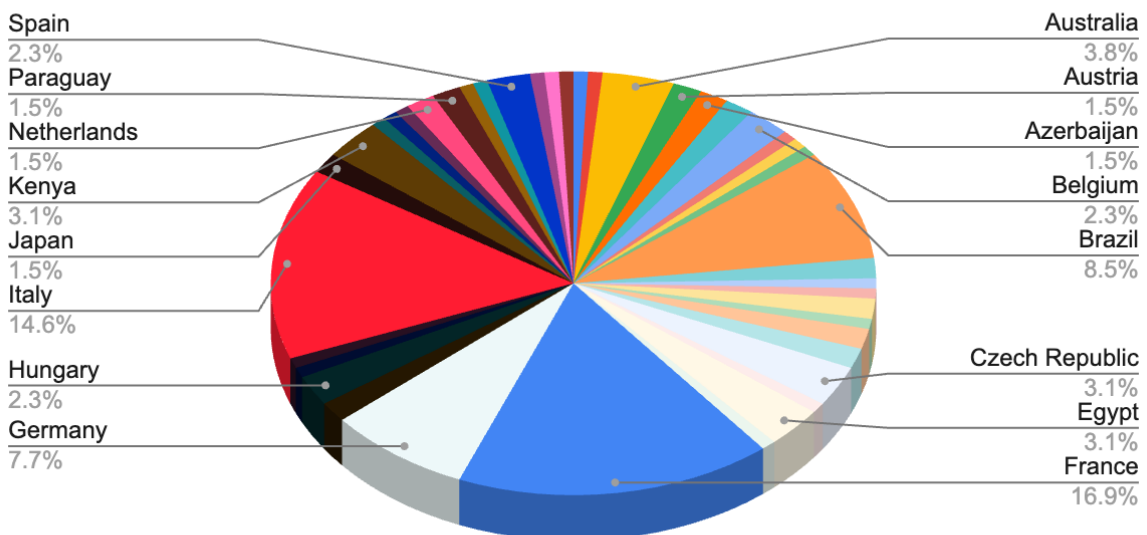


What type of institution do you work in?

131 responses

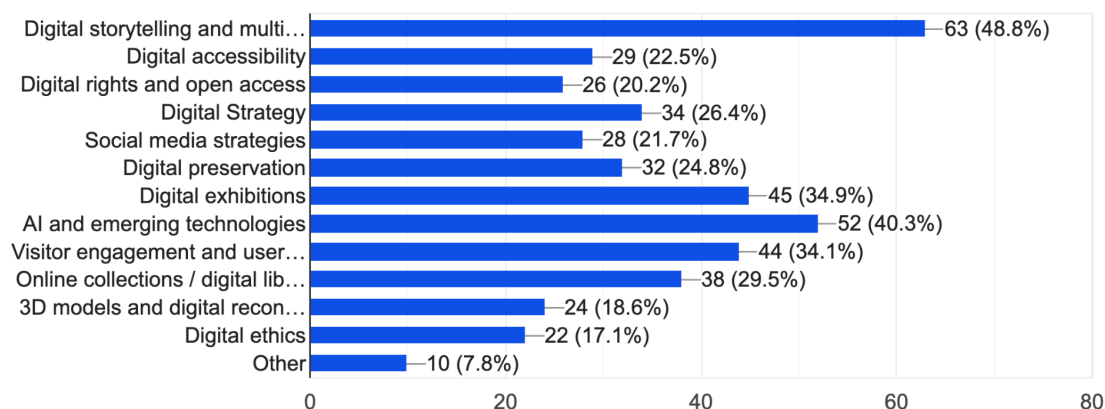


Countries



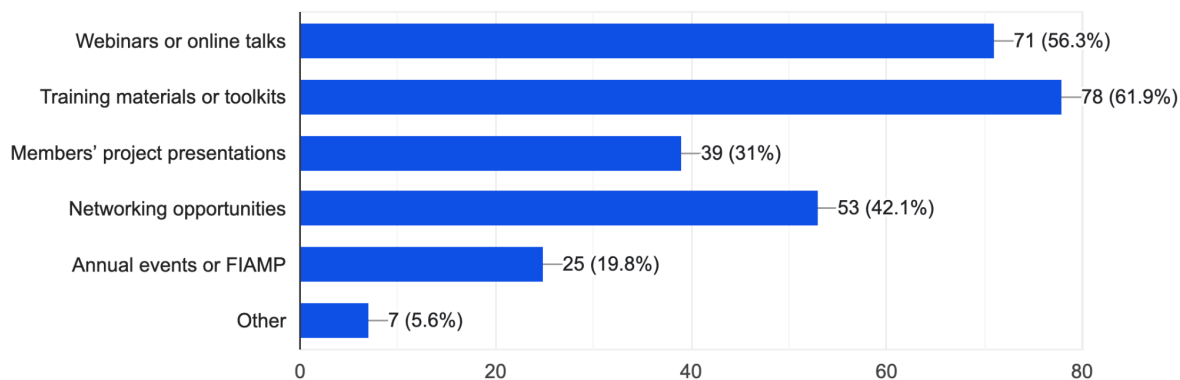
Which topics are you most interested in within AVICOM? (Select up to 3)

129 responses



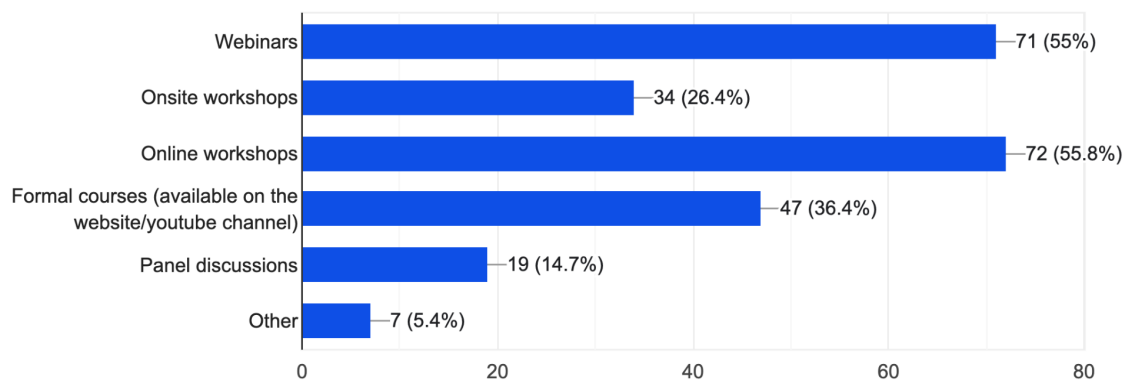
Which AVICOM activities do you find most valuable? (Select up to 2)

126 responses



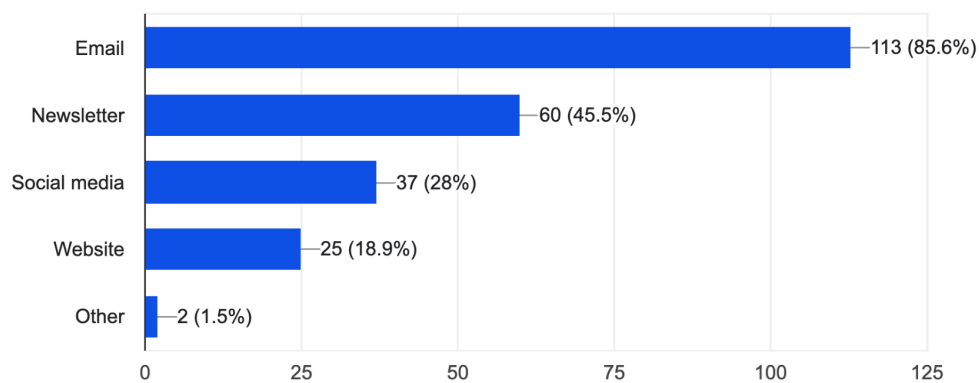
What format do you prefer for training activities?(Select up to 2)

129 responses



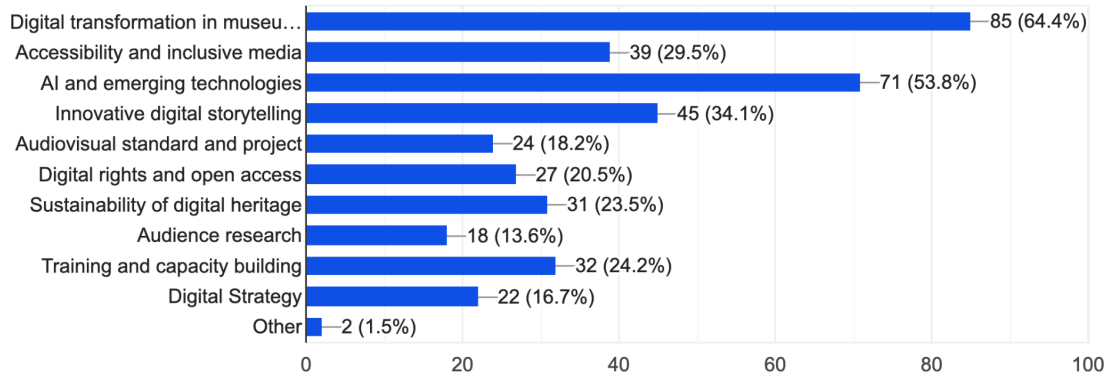
Which communication channels do you prefer for AVICOM updates? (Select up to 2)

132 responses



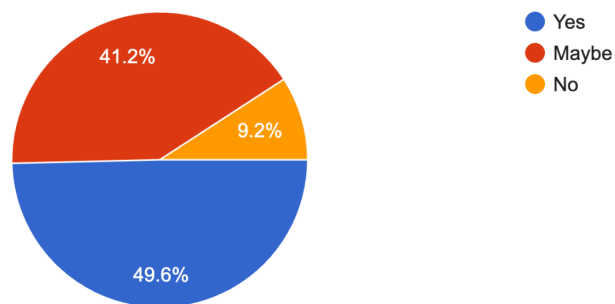
Which topics should be priorities for AVICOM in 2025–2028? (Select up to 3)

132 responses



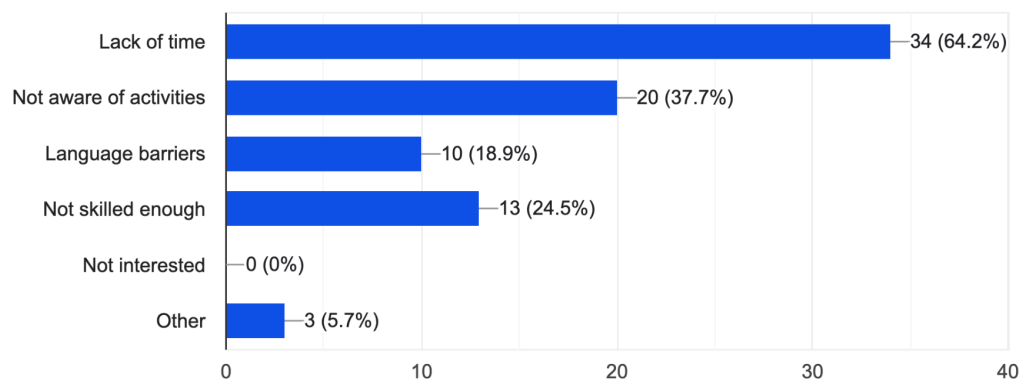
Would you be interested in contributing to AVICOM activities or working groups?

131 responses



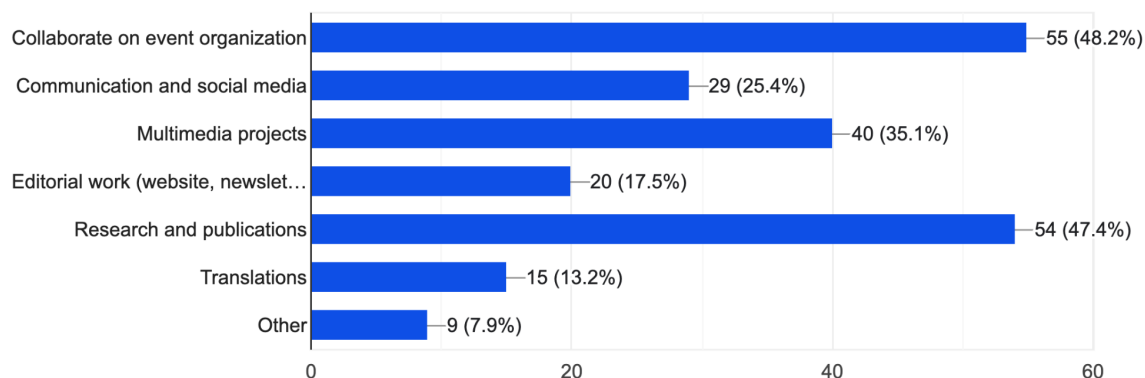
If not, what prevented you? (Select up to 2)

53 responses



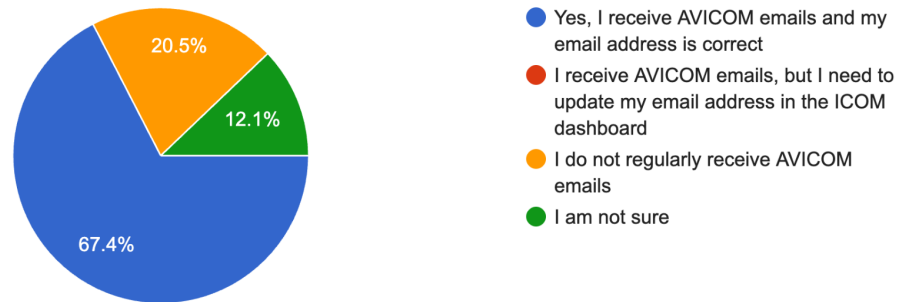
If yes: In which areas would you be willing to contribute? (Select up to 2)

114 responses



Do you regularly receive email communications from AVICOM, and have you checked that the email address listed in your ICOM dashboard is correct and up to date?

132 responses



AVICOM Members' Expectations for the Coming Years

1. Training and Capacity Building

The most prominent expectation concerns **professional training and skills development**. Members strongly request accessible and practice-oriented training opportunities focused on:

- digital and audiovisual technologies in museums
- Artificial Intelligence and its applications
- digitisation, digital conservation, media transfer, and format migration

Workshops, webinars, and on-site training are seen as essential tools to strengthen professional capacity across diverse institutional contexts.

2. Artificial Intelligence, Emerging Technologies and Ethics

Artificial Intelligence is widely recognised as a transformative factor for museums. Members expect AVICOM to:

- support informed and responsible uses of AI
- address ethical, governance, and rights-related issues
- encourage reflection on the environmental impact of digital technologies

AVICOM is thus perceived as a potential **reference point for responsible digital transformation** within the museum sector.

3. Networking and Exchange of Practices

Respondents highlight a strong need for **international networking and peer exchange**. Expectations include:

- sharing case studies, research, and applied projects
- learning from diverse institutional and regional experiences
- fostering both professional and informal opportunities for collaboration

These elements reinforce AVICOM's role as a **community of practice**.

4. Inclusiveness and Global Representation

Members call for a more inclusive and globally balanced committee, with particular emphasis on:

- stronger representation from Latin America, Africa, and the Global South
- reduced linguistic barriers
- support for small and medium-sized museums and institutions

5. Strategy, Governance and Communication

The survey highlights expectations for:

- a clear and shared strategic vision for AVICOM
- strengthened cooperation with other ICOM International Committees
- transparent and participatory governance
- improved communication through regular newsletters, email updates, and social media

Effective communication is identified as essential for member engagement and visibility.

Key Linguistic Insights

(Analysis of Open-Ended Responses)

The linguistic analysis of the open-ended responses highlights a high level of coherence and intentionality in the language used by AVICOM members.

Action-oriented vocabulary dominates the discourse. Frequently recurring verbs and verbal constructions (*to train, to share, to support, to strengthen, to connect, to lead*) indicate expectations of concrete, operational outcomes, rather than symbolic or declarative actions. AVICOM is linguistically framed as an active enabler and facilitator.

The most prominent lexical fields relate to:

- Training and capacity building (training, skills, workshops, webinars)
- Digital technologies and AI (AI, digital, technology, innovation)
- Networking and collaboration (networking, exchange, community, sharing)
- Ethics and responsibility (ethics, governance, sustainability, rights)
- Inclusion and global representation (Latin America, Africa, Global South, accessibility)

Modal expressions (*I expect, I would like, AVICOM should*) are widely used, reflecting clear and confident expectations, with limited hedging. This positions AVICOM as an organization perceived to have both agency and responsibility within the museum sector.

The alternation between first-person singular (“I”) and collective references (“we”, “members”, “community”) reveals a strong desire for belonging and participation, while multilingual responses (English, Spanish, French, Portuguese) underscore ongoing linguistic and geographic barriers, reinforcing calls for inclusiveness.

Overall, the language used constructs AVICOM as:

- a training and knowledge hub
- a community of practice
- a strategic actor within International Council of Museums
- a reference point for ethical and responsible digital transformation