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oSIST ISO/DIS 16687:2024

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Ocenjevanje vpliva muzejev

Impact assessment for museums

Evaluation de l'impact des musées

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en



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Impact assessment for museums

Evaluation de l'impact des musées

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Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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This document was prepared by Technical Committee ISO/TC 46, *Information and documentation*, Subcommittee SC 8, *Quality - Statistics and performance evaluation*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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ISO/DIS 16687:2024(en)**Introduction**

This document provides guidance to the museum community on assessing the impact of museums for individuals and society. It specifies the aspects of museum and describes methods to be used of museum of all types. Some methods are already used in museums while others are derived from museum literature (see bibliography).

[Annex A](#) of this International Standard gives examples of impact surveys for different target groups of museums.

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Impact assessment for museums

1 Scope

This document defines and describes methods for measuring and assessing the impact of museums on individuals and on society. The methods described can be used for identifying areas of influence of museums and their services, and for reporting such influence to stakeholders and the general public.

This document is not intended to exclude the use of further instruments for assessing the impact of museums. This document does not deal with quality indicators for museums (see ISO 21246).

Not all methods described in this International Standard may apply to all museums at any time. Limitations on the applicability of individual methods are specified in the descriptions of the methods in this document.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 16439, *Information and documentation — Methods and procedures for assessing the impact of libraries*

ISO 18461, *International museum statistics*

ISO 21246, *Information and documentation — Key indicators for museums*

3 Terms and definitions

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <https://www.electropedia.org/>

3.1 access

[physical] right, opportunity, means of finding, using or retrieving information, of using a service; or entering a building

[SOURCE: ISO 11620:2023 3.2]

3.2 accessibility

ease of reaching and using a service or facility

[SOURCE: ISO 11620:2023, 3.3]

3.3 altruistic value

value that is placed on a good or service giving the opportunity to be taken advantage of by others than the valuating person

ISO/DIS 16687:2024(en)**3.4****anecdotal evidence**

evidence based on anecdotes or stories, obtained informally from personal observations and experiences, not collected systematically nor empirically tested

[SOURCE: ISO 16439:2014 3.5]

3.5**attitude**

disposition to respond in a given way toward a class of objects or ideas

[SOURCE: ISO 5426:2008 1.32]

3.6**benefit**

helpful or good effect

[SOURCE: ISO 16439:2014; 3.7 modified, “or something intended to help” omitted]

3.7**bequest value**

value of preserving (the existence of) a good or service to take advantage of in the future

3.8**community value**

value that is placed on the existence of a resource that can be used by a whole community

3.9**contingent valuation**

method for assessing the economic value of non-profit institutions and projects of public utility depending on potential users' responses to survey questions, such as what they are willing to pay for a benefit (3.5) or feature (willingness-to-pay), or what they would accept as financial compensation if a certain benefit or feature was missing (willingness-to-accept)

Note 1 to entry: The method is used in environmental protection and health care, for example.

[SOURCE: ISO 16439:2014; 3.9]

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3.10**cost-benefit analysis**

process that assesses the relation between the cost of an undertaking and the monetary value of the resulting benefits

[SOURCE: ISO 16439:2014; 3.10]

3.11**cultural economics**

branch of economics that studies the relation of culture to economic outcomes and explores cultural phenomena as economic factors

[SOURCE: ISO 16439:2014; 3.12]

3.12**cultural heritage**

legacy of physical objects and intangible attributes of a group or a society that are inherited from past generations, maintained and protected in the present and preserved for future generations

[SOURCE: ISO 18461:2016(en), 2.1]

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3.13

digitization

process of converting analogue materials into digital form

[SOURCE: ISO 21246:2019, 3.13]

3.14

digitized object

digitally reproduced object

Note 1 to entry: A two-dimensional or three-dimensional object is counted as digitized if its metadata and at least one image of it are available in digital format.

Note 2 to entry: Documents such as autographs, books or audiovisual documents are counted as digitized if their metadata and their contents are available in digital format.

Note 3 to entry: Documents [\(3.15\)](#) are included.

[SOURCE: ISO 21246:2019, 3.14]

3.15

economic impact

effect of a policy, institution, programme, or event on the economy of a given area

Note 1 to entry: Economic impact is usually measured in terms of changes in economic growth (output or value added) and associated changes in jobs (employment) and income (wages).

[SOURCE: ISO 16439:2014; 3.16]

3.16

educational services

learning sessions and learning materials and programmes in all formats for children and adults for the purpose of enhancing skills and knowledge

Note 1 to entry: This includes the provision of services for schools and the cooperation with other partners in preparing and offering educational services.

[SOURCE: ISO 21246:2019, 3.17]

3.17

effectiveness

measure of the degree to which given objectives are achieved

Note 1 to entry: An activity is effective if it maximizes the results it was established to produce.

[SOURCE: ISO 11620:2023, 3.22]

3.18

efficiency

measure of the utilisation of resources to realize a given objective

Note 1 to entry: An activity is efficient if it minimizes the use of resources, or produces better performance with the same resources.

[SOURCE: ISO 11620:2023, 3.23]

3.19

evaluation

process of determining the effectiveness [\(3.18\)](#), efficiency [\(3.19\)](#), benefit and relevance of a service or facility

[SOURCE: ISO 11620:2023, 3.25 modified, “utility” replaced by “benefit”]

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3.20

event

pre-arranged singular activity having an intent within the mission (3.28) of the museum

Note 1 to entry: The activity would usually be of a cultural, educational, social, political or scholarly nature, and would take the form of lectures, film screening, theatre performances, round table discussions, vernissage, finissage, museum night, etc.

Note 2 to entry: Events can be organized inside or outside the museum premises.

Note 3 to entry: Events inside the museum premises organized by institutions outside the museum and without the museum's participation should be counted separately.

Note 4 to entry: Guided tours, programmes, exhibitions and virtual events are excluded.

[SOURCE: ISO 21246:2019, 3.21]

3.21

exhibition

curated display of museum objects or other items of cultural heritage on a clear concept and communicating a message

Note 1 to entry: Exhibitions can take place inside or outside the museum premises.

Note 2 to entry: Exhibitions can be temporary (3.49) or permanent (3.38).

Note 3 to entry: Virtual exhibitions are excluded.

Note 4 to entry: Exhibitions inside the museum premises organized by institutions outside the museum without the museum's participation should be counted separately.

[SOURCE: ISO 18461:2016, 2.4.6]

3.22

existence value

value of knowing that a good or service exists even though it is not intended to use it at this given moment in time

3.23

focus group interview

focus group discussion

group interview (3.25) in the form of a moderated discussion among a small number of selected individuals on topics introduced by the moderator

[SOURCE: ISO 16439:2014, 3.23]

3.24

goal

desired state of affairs to be achieved by the implementation of agreed policies

[SOURCE: ISO 21246:2019, 3.24]

3.25

group interview

interview (3.29) of an interviewer with a number of people who are assembled at some moment as a group, by posing a question and taking in the answer(s) of one or more members of this group

3.26

impact

change in an individual or group resulting from the contact with museum services

Note 1 to entry: The change can be tangible or intangible.

[SOURCE: ISO 16439:2023, 3.35 modified, "difference or" deleted, "library" replaced by "museum"]