2011 Horizon.Museum Round One Tallies

RQ 1 — Technologies

topic	total	voters	1 yr	2-3 yrs	4-5 yrs
Mobiles	72	28	**24**	4	--
Augmented Reality	62	35	16	**17**	2
Tablet Computing	53	29	**22**	6	1
Open Content	50	26	7	**11**	8
Gamed-Based Learning	48	30	13	**12**	5
Electronic Publishing	46	24	10	**13**	1
Gesture-Based Computing	47	31	8	11	**12**
Cloud Computing	39	22	11	9	2
Crowd Sourcing	38	25	**17**	5	3
Smart Objects	36	24	4	8	**12**
Social Media	36	21	**19**	2	--
More, and More Ubiquitous, Broadband	32	18	3	10	5
Semantic Web	31	20	2	7	11
Collective Intelligence	30	19	2	5	**12**
Geolocation	30	24	15	8	1
Location-Based Services	29	23	12	7	4
Collaborative Environments	28	21	5	8	8
Digital Preservation	28	16	1	3	**12**
Alternative Licensing	26	15	6	5	4
Personal Learning Environments	23	19	4	6	9
Social Networking	23	16	14	1	1
Mobile Wallets (mCommerce)	21	16	3	8	5
Visual Data Analysis	21	16	--	6	10
3D Printing	21	16	--	5	11
Learning Analytics	20	15	2	5	8
Digital Identity	20	16	1	4	11
Digital fundraising	19	14	4	8	2
Near Field Communication	19	14	--	5	9
Tactile Graphic Display Technology	19	14	2	3	9
New Scholarship	18	13	4	7	2
3D Video	18	14	1	5	8
Transmedia	16	12	3	3	6
Social Operating Systems	16	11	--	7	4
Voice Recognition	15	13	--	5	8
Statistical Machine Translation	15	8	--	4	4
Telepresence	14	9	--	1	8
New Web Analytics	14	11	3	4	4
Thin Film Displays	13	11	2	3	6
Digital Photography/Imaging	13	9	4	2	3
Cellular Broadband	10	8	3	2	3
Virtual Worlds	10	4	--	--	4
Tagging	9	7	5	2	--
Wireless Power	8	8	1	3	4

Time-to-Adoption Horizon: One Year or Less

- Crowd Sourcing
- Mobiles
- Social Media
- Tablets

Time-to-Adoption Horizon: Two to Three Years

- Augmented Reality
- Electronic Publishing
- Game-Based Learning
- Open Content

Time-to-Adoption Horizon: Four to Five Years

- Smart Objects /Sensors / Robotics
- Collective Intelligence
- Digital Preservation
- Gesture-Based Computing

RQ 3 — Trends

topic	total	voters
The abundance of resources and relationships induced by open resources and social networks is increasingly challenging us to revisit our roles as interpreters and educators.	33	26
Collection-related rich media are becoming increasingly valuable assets in digital interpretation.	29	21
Digitization and cataloguing projects continue to require a significant share of museum resources.	26	17
Increasingly, we expect to be connected wherever we go.	24	17
Increasingly, visitors and staff expect a seamless experience across devices	24	14
More and more, people expect to be able to work, learn, study, and connect with their social networks wherever and whenever they want to.	23	16
Cross-institution collaboration is growing as an important way to share resources.	21	17
There is a growing chorus of voices advocating a more active role for visitors in shaping what museums do	20	15
As devices become much smaller and lighter, are wearable or implanted, and require low energy levels to operate, human beings are becoming mobile computing platforms	19	11
Expectations for civic and social engagement are profoundly changing museums' scope, reach, and relationships	19	12
A better integration of online and offline resources and media is increasingly a result of reformulated workflows.	18	13
There is an emerging trend to discretely package (curate) content — "There's an app for that "	17	14
Respect for out-of-school learning environments is growing, and more attention is being devoted to finding ways to credential the learning that occurs out of school	16	13
Museums are morphing into publishing/media companies	13	11
Adoption of web/cloud-based applications is becoming widespread.	12	10
The rise of personal learning networks, platforms, and environments is fueling an Increase in self-directed learning	11	8

Momentum is building for linked data, the semantic web and open data	11	8
Museum content is increasingly expected to include objects outside the walls of the museum	8	8
Multilingual content delivery and acceptance is becoming increasingly widespread	7	5
More and more digital/electronic works are being added to collections	7	6
There is an ever greater focus on adopting sustainable technologies and practices.	7	6
Museums are increasingly being expected to also be research centers	5	3
Museums worldwide are starting to develop e-volunteer programs	4	4
There is an increasing drive to hyper-segment audiences	4	4

RQ 4 — Challenges

topic	total	voters
Content production has failed to keep up with technology. Audiences expect to consume information whenever and wherever they want	44	25
Funding for technology projects, even those for interpretation and exhibition, continues to fall outside core operational budgets	34	22
Museums need to create digital strategies for long-term institutional sustainability	32	21
Greater understanding of the relationships and synergies between onsite technology, offsite technology use, and online access to museum resources is needed	32	23
Boards of Trustees and executive management need to recognize the importance of technology in generating financial or mission return on investment	31	18
Improving our ability to measure impact using new digital technologies is a critical need	30	21
In many cases, museums may not have the necessary technical infrastructure in place to realize their vision for digital learning	27	18
Embracing change as a constant remains a challenge	25	16
We should be doing more evaluation, and better, both qualitative and quantitative	24	18
The move away from a print and gallery focused culture to more and more online, social, rich-media infused offerings presents challenges across the range of museum activity.	24	17
Museum educators do not have the training, resources or support to address the technological opportunities and challenges they face	21	15
There is a need for internally integrated systems in the museum for accessing and using rich media files dispersed throughout the center and curated by diverse departments	16	12
We need to find ways to integrate visitor knowledge into exhibits and objects	16	13
Staying current in technology is a continuing challenge for most museum professionals	15	10
The public perception of the value of copyright is diminishing	14	11
3D Printing	1	1