



Museums and the Art Galleries in the Digital Age

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With the advent of World Wide Web (WWW), museums provide access to information, documentary films, story-telling times etc. Audiences can access information via WWW which is hidden in the museums physical walls. Some museum websites provide entire collection to their audiences while other museum-related websites provide selected presentations. Web facilitates audiences to access what they want anywhere, anytime without any geographical barrier. Web acts as a bridge between audiences and the museum collections. Museums can be considered as heritage institutions. In this electronic era, museums are actively involving with their communities. It helps to build their own past while facilitating for the awareness of contemporary issues such as famine, racism, AIDS, and drug abuse.

Museum audiences can be scholars, teachers, students, museum staff, and museum visitors. To evaluate the services provided by the museum websites, a questionnaire can be distributed among the audiences via websites and through e-mails. Evaluations are helpful to provide efficient service to the audience. It attracts more audience to the sites. A survey also can be done within the museum website by taking visitor statistics.

Past times museums preserve their existing collection to satisfy its funding donor. But now the image has dramatically changed and it raised social awareness. In fact modern museums generate more active participation and conservation of cultural heritage. It develops quality of community lives. Due to this, there are considerable voluntary preservation trusts, heritage trusts, conservation trusts etc emerged in the world. Museum Community acts as the storage, creation centre for the objects and events of the museum. Museum ownership keeps always within the community except for objects. Objects have no physical or emotional home. Museums borrow the object from the people in the community and it returns as short-term exhibitions for their awareness. Museums are playing major role in the educational sector. Mainly museums encourage self improvement, self-respect, and self-actualization of its community. Museums are the places where people can preserve their cultural heritage and life blood of any community in this world.

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