

The Museum 2010 Session Programme

Monday, 17 May 2010

Museum management, policy and marketing (ROOM A)		
TIME	Speakers	Topic
	Chair : Prof. Su-Liang Tzeng	
11:10-11:30	Chiang, Yu-Chan	The Current Situation and Issues Facing the Local Cultural Facility -- from the Viewpoint of Cultural Citizenship
11:30-11:35	Q&A	
11:35-11:55	Tzeng, Shin-Chieh	Museum Governance: How to Increase Public Participation and Take Social Responsibilities
11:55-12:00	Q&A	
12:00-12:20	Liu, Cheng-Hui	Rethinking ecomuseums: past, present and future
12:20-12:25	Q&A	

Collections, interpretation and design (ROOM B)		
TIME	Speakers	Topic
	Chair: Dr. Chia-Li Chen	
11:10-11:30	Ken, Feng-Ying	Whose Story? An Investigation on Exhibition Interpretation
11:30-11:35	Q&A	
11:35-11:55	Cheng, Pang-Yen	The Museum, a Temple or the Forum? : A Preliminary Exploration of "Voyage 15840 – Migrant Worker Photography Exhibition" at Ludi community college, Taiwan
11:55-12:00	Q&A	
12:00-12:20	Cheng, Ching-Ju	City and People's Memories : A Study on the Application of Memory Boxes in Museums
12:20-12:25	Q&A	

The Museum 2010 Session Programme

Monday, 17 May 2010

博物館政策與管理（場 地：A）		
時間	發表人	論文題目
	主持人: 曾肅良教授	
11:10-11:30	蔣玉嬋	地方文化館的現狀與課題—自文化公民權的觀點分析
11:30-11:35	Q&A	
11:35-11:55	曾信傑	博物館治理—民眾參與暨社會責任
11:55-12:00	Q&A	
12:00-12:20	劉正輝	生態博物館再思考：過去、現在與未來
12:20-12:25	Q&A	

蒐藏、詮釋和設計（場 地：B）		
時間	發表人	論文題目
	主持人: 陳佳利教授	
11:10-11:30	耿鳳英	誰的故事？—論博物館展示詮釋
11:30-11:35	Q&A	
11:35-11:55	鄭邦彥	博物館是「殿堂」？還是「論壇」？由台灣蘆荻社大《凝視驛鄉—移工攝影展》談起……
11:55-12:00	Q&A	
12:00-12:20	城菁汝	常民記憶與城市: 博物館運用記憶百寶箱之初探
12:20-12:25	Q&A	

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Collections, interpretation and design ; Museum cluster (ROOM A)		
TIME	Speakers	Topic
	Chair: Dr. Shin-Chieh Tzeng	
15:30-15:50	Lin, Chung-Hung	The Study of Museum Cultural Creativity Product Design and Innovation
15:50-15:55	Q&A	
15:55-16:15	Yang, Jiann-Min Kuo, Chen-Wo Yu, Wen-Jen Yang, Yu-Hsiang	A Bibliometric Study of Museum Study Literature on the SSCI Database
16:15-16:20	Q&A	
16:20-16:40	Lin, Ke-Hsiang	National Museum of Prehistory in Tainan -Exhibition Design Planning Book
16:40-16:45	Q&A	
16:45-17:05	Chen, Wan-Ju Lo, Yen-Hung	The Study of the Effect of Integrated Marketing Communication on Consumer's Behavior in Museum's Special Exhibition--Involvement as moderate Variable
17:05-17:10	Q&A	
17:10-17:30	Chou, Chia-Min	The changeable meanings of city of "National Taiwan Museum System"
17:30-17:35	Q&A	

Engaging visitors: museum communication and education (ROOM B)		
TIME	Speakers	Topic
	Chair: Dr. Feng-Ying Ken	
15:30-15:50	Lee, Ching-Fang	Engaging art for successful aging: A preliminary study of the motivations, barriers and experiences of senior volunteers in art museums
15:50-15:55	Q&A	
15:55-16:15	Li, Chao-Shiang	Exploring the Museum Visitor Studies of Taiwan
16:15-16:20	Q&A	
16:20-16:40	Hung, Shu-Chun Lee, Ching-Fang	Encountering the art museum: A pedagogical study of mentally-challenged elementary school students' learning in an art museum
16:40-16:45	Q&A	
16:45-17:05	Chiang, Ju-Yin	A Study on the Construction and Gender Images of Exhibition of the Gueishan Military Dependents Village Museum
17:05-17:10	Q&A	

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蒐藏、詮釋和設計：博物館系統與博物館群建置（場 地：A）		
時間	發表人	論文題目
	主持人：曾信傑教授	
15:30-15:50	林崇宏	博物館文化創意商品設計與創新之研究
15:50-15:55	Q&A	
15:55-16:15	楊建民、郭鎮武、 游文人、楊喻翔	SSCI 中有關博物館學主題的文獻計量研究
16:15-16:20	Q&A	
16:20-16:40	林克享	國立臺灣史前文化博物館南科分館展示設計企畫書
16:40-16:45	Q&A	
16:45-17:05	陳琬茹、羅雁紅	探討整合行銷效果對博物館超級特展的購買行為之影響－以涉入度為中介變項
17:05-17:10	Q&A	
17:10-17:30	周佳旻	「首都文化園區－臺灣博物館系統」建構的城市空間變遷
17:30-17:35	Q&A	

博物館觀眾：博物館的溝通和教育（場 地：B）		
時間	發表人	論文題目
	主持人：耿鳳英教授	
15:30-15:50	李靜芳	從藝術養生到成功老化：初探美術館老年志工的服務動機、障礙與經驗
15:50-15:55	Q&A	
15:55-16:15	李兆翔	探索臺灣博物館觀眾研究
16:15-16:20	Q&A	
16:20-16:40	洪淑君、李靜芳	遇見美術館：國小啟智班學童美術館學習方案之教學研究
16:40-16:45	Q&A	
16:45-17:05	江濡因	龜山眷村故事館之建構與展示性別意象之研究
17:05-17:10	Q&A	

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The digital museum (ROOM C)		
TIME	Speakers	Topic
	Chair : Ms. Chih-Ning Hsin	
11:10-11:30	LIU, I-Ling HSIEH, Chun-Ko LIN, Quo-Ping CHU, Josephine H. L.	To Inspire Creativity: Developing Innovative Multimedia in the National Palace Museum
11:30-11:35	Q&A	
11:35-11:55	MESKO, Iris	Digitalized knowledge
11:55-12:00	Q&A	
12:00-12:20	TAM, Cheung On Ng, Mau Wai	Development of Multimedia and Interactive Guide Used in Museums: Learning Art through Constructive Appreciation and Criticism
12:20-12:25	Q&A	

The digital museum (ROOM D)		
TIME	Speakers	Topic
	Chair : Dr. Quo-Ping Lin	
11:10-11:50	Prof. Eiji Mizushima	Keynote speech: From Cultural Property to Digital Cultural Heritage - Japanese perspective with conservation organization
11:50-11:55	Q&A	
11:55-12:15	CHIU, Chunni OMATSU, Mika TAKAKURA, Daisuke	Production of cultural heritage map that uses QR code (A Japanese case study)
12:15-12:20	Q&A	

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Engaging visitors: museum communication and education (ROOM C)		
TIME	Speakers	Topic
	Chair : Prof. Eiji Mizushima	
15:30-15:50	HACHLER, Beat	Approaching a Social scenography in museums of the 21 st century
15:50-15:55	Q&A	
15:55-16:15	MASON, Rhiannon WHITEHEAD, Chris GRAHAM, Helen	ONE VOICE TO MANY VOICES: CO-PRODUCTION AND ART GALLERY DISPLAYS
16:15-16:20	Q&A	
16:20-16:40	HUANG, Han-yin	Re-examining the Heritage-Community Dynamics in Taiwan: tales of local cultural workshops
16:40-16:45	Q&A	
16:45-17:05	HSIN, Chih-Ning	"Who are we?" The construction of museum identity – A case study on the faces of the National Museum of History
17:05-17:10	Q&A	

Social responsibility of museums; Collections, interpretation and design (ROOM D)		
TIME	Speakers	Topic
	Chair : Dr. Henry Kim	
15:30-15:50	EDWARDS, Hazel	What does the credit crunch mean for community engagement in museums? Re-visioning Newcastle's Discovery Museum in a recession
15:50-15:55	Q&A	
15:55-17:25	KIM, Henry S. MEYVAERT, Frederic	Crossing Cultures: Redefining and Redisplaying the Ashmolean Museum (90-minute colloquium session)
17:25-17:30	Q&A	

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Tuesday, 18 May 2010

Engaging visitors: museum communication and education (ROOM A)		
TIME	Speakers	Topic
	Chair: Dr. Chung-Hung Lin	
10:50-11:10	Wang, Chi-Hsiang	The Value and Evaluation of Museums: Perspective and Practice on Visitors' Learning Outcomes
11:10-11:15	Q&A	
11:15-11:35	Deng, Shin-Jye Lin, Jung-Hsien	Technology always comes from Human!? The Multimedia Exhibition of Chinese Painting and Visitors' attitude
11:35-11:40	Q&A	
11:40-12:00	Lin, Ming-Liang Su, Ming-Jun	Object-Centered Learning: Models for Curriculum Development and Teaching in Science Museum
12:00-12:05	Q&A	
12:05-12:25	Jian, Zi-Chen	Staying Close or Keeping Distance? Museum Visitors' Companionship and Social Motivation
12:25-12:30	Q&A	

Museum management, policy and marketing (ROOM B)		
TIME	Speakers	Topic
	Chair: Dr. Hui-Jong Hsieh	
10:50-11:10	Hwang, Shyh-Huei Liu, Chiu-Hsueh Kao, Yi-Fang Yu, Tai-Kuei Chen, Kuo-Ning	Research on the gaps between the public and cultural institute administrators of Local Community Museums-- An Example of community empowerment and local characteristics
11:10-11:15	Q&A	
11:15-11:35	Ger, Tzu-Hsiang	The study promote the environmental action in museum from the inter-organizational learning
11:35-11:40	Q&A	
11:40-12:00	Lin, Wen-Ling	Importance-Performance Analysis of Tourism Orientation Museum Service
12:00-12:05	Q&A	
12:05-12:25	Chung, Lo-Yun	Contemporary Art as a Museum Revitalization Strategy: A Case Study of Artist-In-Residence Program of the Isabella Stewart Gardner Museum
12:25-12:30	Q&A	

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Tuesday, 18 May 2010

博物館觀眾：博物館的溝通和教育（場地：A）		
時間	發表人	論文題目
	主持人: 林崇宏教授	
10:50-11:10	王啓祥	博物館的價值與評量－觀眾學習成果的觀點與實踐
11:10-11:15	Q&A	
11:15-11:35	鄧欣潔、林容嫻	科技始終來自於人性！？談書畫多媒體展示與觀眾參觀態度
11:35-11:40	Q&A	
11:40-12:00	林明良、蘇明俊	物件中心學習：科學博物館課程開發與教學模式之研究
12:00-12:05	Q&A	
12:05-12:25	簡孜宸	如膠似漆還是保持距離？博物館觀眾的陪伴行為與社交動機
12:25-12:30	Q&A	

博物館政策與管理（場地：B）		
時間	發表人	論文題目
	主持人:謝慧中教授	
10:50-11:10	黃世輝、劉秋雪、 高宜滂、余泰魁、 陳國寧	地方文化館館員與入館觀眾評量落差研究－社區營造構面之比較
11:10-11:15	Q&A	
11:15-11:35	葛子祥	從跨組織之間的學習探討博物館環保行動的推展
11:35-11:40	Q&A	
11:40-12:00	林玟伶	觀光型博物館之重要表現程度分析研究
12:00-12:05	Q&A	
12:05-12:25	鍾珞筠	以當代藝術活化博物館的策略研究：以美國嘉德納博物館藝術家駐館計畫為例
12:25-12:30	Q&A	

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Engaging visitors: museum communication and education (ROOM A)		
TIME	Speakers	Topic
	Chair: Dr. Chi-Hsiang Wang	
15:30-15:50	Peng, Wen	Education Principles of Site Museum: A case study on the Emperor Qin Shihuang's Terracotta Army Museum
15:50-15:55	Q&A	
15:55-16:15	Hsieh, Hui-Jong	Museum and Lifelong Learning of the Aged People
16:15-16:20	Q&A	
16:20-16:40	Chen, Yung-Hui Chiang, Hai Liu, Ming-Chin Chou, Shu-Fen	Management Strategies of Museum Education Under BOT
16:40-16:45	Q&A	
16:45-17:05	Yeh, Ya-Chi 、 Chang, Ching-Hsin 、 Li , Yi-Pei 、 Liu, Chin-Wei 、 Li, Yi-Lin 、 Lu, Wen-Yueh	A preliminary Study On The Docent Guided Children In Science Museum
17:05-17:10	Q&A	
17:10-17:30	Tai, Chun-Yi	Who Is Telling The Story? Diversity of The Exhibition of Trauma
17:30-17:35	Q&A	

Social responsibility of museums (ROOM B)		
TIME	Speakers	Topic
	Chair: Dr. Wan-Chen Chang	
15:30-15:50	Lan, Wu-Fang	Museum,Has Multiple Roles Leading the Social Progress to Play
15:50-15:55	Q&A	
15:55-16:15	Chang, David	Preserve the Past and Encourage the Future: the Mission and the Value of "Industrial History of Taiwan Gallery"
16:15-16:20	Q&A	
16:20-16:40	Hsi, Roger H. D.	The Function and Social Responsibility of War Museum
16:40-16:45	Q&A	
16:45-17:05	Lin, Sung-En	Museum and its Social Role to Reflect New Immigrant Cultures:Working with Foreign Spouse Community, a Case Study
17:05-17:10	Q&A	
17:10-17:30	Chen, Sheng-Ming Liou, Chien-Hung	The Social Responsibility of Local Museum- The Case Study of Taipei County Hakka Museum
17:30-17:35	Q&A	

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博物館觀眾：博物館的溝通和教育（場 地：A）		
時間	發表人	論文題目
	主持人：王啓祥教授	
15:30-15:50	彭文	遺址博物館的教育政策——以秦始皇兵馬俑博物館為例
15:50-15:55	Q&A	
15:55-16:15	謝慧中	博物館與高齡終身教育
16:15-16:20	Q&A	
16:20-16:40	陳勇輝、姜海、 劉銘欽、周淑芬	BOT 架構下的博物館教育經營管理策略
16:40-16:45	Q&A	
16:45-17:05	葉亞琪、張滯心、李宜霈、 劉津瑋、李翊琳、盧雯月	博物館導覽員導覽幼兒之初探
17:05-17:10	Q&A	
17:10-17:30	戴君宜	是誰在說故事---傷慟事件展示的差異性
17:30-17:35	Q&A	

博物館的社會責任（場 地：B）		
時間	發表人	論文題目
	主持人：張婉真教授	
15:30-15:50	藍武芳	博物館，引領社會進步多元角色的詮釋者
15:50-15:55	Q&A	
15:55-16:15	張崇山	典藏過去、策勵未來—台灣工業史蹟館之使命與價值
16:15-16:20	Q&A	
16:20-16:40	習賢德	戰爭博物館的功能與社會責任
16:40-16:45	Q&A	
16:45-17:05	林頌恩	博物館體現新移民文化的社會角色之嘗試 —以史前館與東南亞外籍配偶社群合作為例
17:05-17:10	Q&A	
17:10-17:30	陳聖旻、劉建宏	地方型博物館的社會責任-以台北縣客家文化園區為例
17:30-17:35	Q&A	

The Museum 2010 Session Programme

Social responsibility of museums (ROOM C)		
TIME	Speakers	Topic
	Chair : Ms. Hazel Edwards	
10:50-11:10	HSIEH, Pei-Hsuan CHANG, Hsin-Chen	A comparison of student visitors' comprehension of Biology: Two Approaches to Content Exposure from Guided Tours
11:10-11:15	Q&A	
11:15-11:35	CHAO, Hsin-Yi	All for All; Art from All: The Responsibility in Future Museums for visitors and Artists with Visual Impairments
11:35-11:40	Q&A	
11:40-12:00	LEE, Jaekyung	Educational Provisions for the Children under 5s at the Geffrye Museum
12:00-12:05	Q&A	
12:05-12:25	ZAPRI, Dimitra	Sustaining museums in the local community: Ecological perspectives of museum education
12:25-12:30	Q&A	

Social responsibility of museums (ROOM D)		
TIME	Speakers	Topic
	Chair: Prof. Eiji Mizushima	
10:50-11:10	BULL, John	Museums bridging the employability gap
11:10-11:15	Q&A	
11:15-11:35	CRUMP, Caroline M.	Creating Awareness of Critical Environmental Issues by Engaging the South African Public with Interactive Educational Exhibitions
11:35-11:40	Q&A	
11:40-12:00	ONISHI, Mai	Learning in Japanese Museums: Case study at two local history museums
12:00-12:05	Q&A	
12:05-12:25	DeFREESE, Michelle	Museums and the Economic Crisis
12:25-12:30	Q&A	

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Social responsibility of museums (ROOM C)		
TIME	Speakers	Topic
	Chair : Ms. Suzanne MacLeod	
15:30-15:50	TZANG, K. Linda	The Elusive Ideal: multiculturalism in museums
15:50-15:55	Q&A	
15:55-16:15	MASHIMO, Yayoi	Museum Approaches to Accessibility and Inclusion: Enhancing Learning in Museums for People with Disabilities
16:15-16:20	Q&A	
16:20-16:40	ARAINIKASIH, Ajeng Ayu	The Immigration Museum of Indonesia
16:40-16:45	Q&A	
16:45-17:05	YANG, Chih-Chieh	Copyright and Licensing Issues of National Palace Museum
17:05-17:10	Q&A	
17:10-17:30	RAWAT, Bharat Raj	Social Responsibility of the Museums in the context of Nepal
17:30-17:35	Q&A	

Collections, interpretation and design (ROOM D)		
TIME	Speakers	Topic
	Chair : Dr. Robert West	
15:30-15:50	GROSSER, Sabine	KEEPING UP WITH THE TIME The Role of Museums in the Distribution of Contemporary Art Looking at an Asian Country
15:50-15:55	Q&A	
15:55-16:15	VARUTTI, Marzia	'Indigenizing' the nation? The politics of representation of Taiwan indigenous groups in the museums of Taipei
16:15-16:20	Q&A	
16:20-16:40	SEE, Carmelea Ang	Transformation, Integration and Identity formation: Bahay Tsinoy – Museum of the Chinese in Philippine Life
16:40-16:45	Q&A	
16:45-17:05	VISWANI, Melissa MOGAN, Kumar	DIVERSIFYING FASHION EXHIBITS TO INCLUDE SOUTH ASIAN CULTURE IN THE MAINSTREAM A case study of the Victoria and Albert Museum and Snibston Discovery Museum
17:05-17:10	Q&A	
17:10-17:30	CAMPBELL, Mei	Collectors, individual collections, museum collections and cultural heritage – a case study on how to interpret museum collections as collective cultural heritage!
17:30-17:35	Q&A	

The Museum 2010 Session Programme

Wednesday, 19 May 2010

The digital museum (ROOM A)		
TIME	Speakers	Topic
	Chair: Dr. Kuo-Wei Chen	
10:50-11:10	Huang, Jui-Mao	Heritage Preservation-Oriented Construction of Digital Museums - Tamsui Historic Sites Digital Collection Project as an Example
11:10-11:15	Q&A	
11:15-11:35	Liao, Tun-Ju	Analysis of Framework and Planning of Contents of Digital Museums from the Perspective of Knowledge Management -An Example of Digital Museum of Century-old Legend: Vigorous and Energetic
11:35-11:40	Q&A	
11:40-12:00	Wu, Shao-Chun	Feasibility and Authenticity of Museum 2.0: Study on Application and Problem of Web 2.0 from View of Museums
12:00-12:05	Q&A	
12:05-12:25	Huang, Kai-Hsiang	Application of Media Wiki System for Knowledge Aggregation in a Historical Study
12:25-12:30	Q&A	

Museum management, policy and marketing (ROOM B)		
TIME	Speakers	Topic
	Chair: Dr. Ying-Ying Lai	
10:50-11:10	Chang, Pao-Chai	New Vision of Museums — An Operation of the Tamsui Historic Sites as the Catalyst for Community Development
11:10-11:15	Q&A	
11:15-11:35	Lin, Chung-Ju	Understanding non museum visitors- Necessaries to connect the museum and the daily life
11:35-11:40	Q&A	
11:40-12:00	Wen, Sophia S. T.	The Primary Analysis of Decision-Making Process of the Cultural Organizations
12:00-12:05	Q&A	
12:05-12:25	Kuo, Jui-Kun	Transformation of Modernity, Cultural Policy and Museum in Post-war Taiwan
12:25-12:30	Q&A	

Wednesday, 19 May 2010

數位博物館（場 地：A）		
時間	發表人	論文題目
	主持人: 陳國偉教授	
10:50-11:10	黃瑞茂	古蹟保存取向的數位博物館建構--淡水古蹟博物館數位典藏計畫為例
11:10-11:15	Q&A	
11:15-11:35	廖敦如	從「知識管理」的角度分析數位博物館內涵之建構與規劃—以「百年傳說:虎威凜凜」數位博物館為例
11:35-11:40	Q&A	
11:40-12:00	吳紹群	Museum 2.0 概念的可能性與真實性：由博物館觀點探討 Web 2.0 科技的應用及其問題
12:00-12:05	Q&A	
12:05-12:25	黃凱祥	應用 Media Wiki 於國立臺灣歷史博物館知識建構之初探
12:25-12:30	Q&A	

博物館政策與管理（場 地：B）		
時間	發表人	論文題目
	主持人: 賴瑛瑛教授	
10:50-11:10	張寶釧	博物館的新視野—以淡水古蹟博物館經營做為地方發展觸媒之探究
11:10-11:15	Q&A	
11:15-11:35	林仲如	了解博物館非主要觀眾族群-博物館與其日常生活結合之必要性
11:35-11:40	Q&A	
11:40-12:00	溫淑姿	文化機構決策分析初探
12:00-12:05	Q&A	
12:05-12:25	郭瑞坤	戰後台灣現代性、文化政策與博物館的變遷
12:25-12:30	Q&A	

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Museum management, policy and marketing (ROOM C)		
TIME	Speakers	Topic
	Chair : Dr. Sabine Grosser	
10:50-11:10	Dr. WEST, Robert M.	The Evolving Science museum
11:10-11:15	Q&A	
11:15-11:35	CHEN, Jeng-Horng HUANG, Patricia H.	Museum Exhibition as a Way of Policy Discussion: NCKU's Exhibition of Purdue-Formosa Project as an Example
11:35-11:40	Q&A	
11:40-12:00	CHU, Chi-Jung	The relationship between the state and museums: looking at the developmental state of Taiwan
12:00-12:05	Q&A	
12:05-12:25	CHIANG, Min-Chin	The Lost and Found of Community at a Local Museum
12:25-12:30	Q&A	

Museum management, policy and marketing (ROOM D)		
TIME	Speakers	Topic
	Chair : Mr. John Bull	
10:50-11:10	TSAI, Pei-Tsuen CHENG, Tsai-Feng CHANG, Hsiu-Chuan	Applying the Balanced Scorecard to Evaluate the Performance of Public Museums-An Empirical Study in Taiwan
11:10-11:15	Q&A	
11:15-11:35	YEH, Shang-Ching	Exploring museum internal service chain: An empirical test
11:35-11:40	Q&A	
11:40-12:00	HSIEH, Chi-Ming VANDER STOEP, Gail A. PARK, Sung Hee	An Examination of the Determinants of Visitors' Intentions to Revisit Museums
12:00-12:05	Q&A	
12:05-12:25	CHEN, Yun-Ju	Structure and practice: regulation and roles of art museum education in China and Taiwan
12:25-12:30	Q&A	