

WEBSITE EVALUATION OF THE NATIONAL MUSEUMS (EU28)

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ABSTRACT

This study addresses the issue of the competitive websites of the national museums in the EU28 era. Why is it important for the institutions to have competitive website? Because websites are the most important form of their online appearance, as a reflection of the style, the activity and the reputation of the particular institution. The aim of the paper to evaluate and find the differences of the websites of the national museums. As result the V4 countries has competitive websites as the EU15 or EU28 in communication, targeting "media" and "education" groups. But there are notable gaps targeting "business, partners" groups, using online ticket sellings, branding elements (e.g. mission statement, custom design error page) and using less social media in specific fields: video (e.g. Youtube), picture (e.g. Instagram) and microblog / blog (e.g. Twitter).

KEY WORDS

website evaluation. national museum. competitiveness. online marketing. CW-Index

JEL CLASSIFICATION

Z10, Z19, M31

INTRODUCTION

“Every business is an information business” P. Evans and T. Wurster leaders of the Boston Consulting Group, said (Evans 2000). According to György Bögel information has always been an important competitive factor in the modern business world (Bögel 2000). The websites carry information which means specific messages for the target groups. This study addresses the issue of the competitive websites of the national museums. Why is it important for the institutions to have competitive websites? Because websites are the most important form of their online appearance, as a reflection of the style, the activity and the reputation of the particular institution (Spencer 2000). Also "websites are becoming central to museum activity" (Loran 2015) and "SEO's potential is only as high as the quality of your business or website." (Ohye 2017). The relevance of the subject is legitimate because the one of the target

group of my research is the Y generation, who is a student at University use the Internet, they collect every information from the internet and they are future employees. (Reicher-Derecskei 2016)

In my study I am evaluating the website from not only one aspect. Considering the concept of the competitiveness my examinations have been completed by CW-Index model to evaluate the websites.

1 THEORETICAL BACKGROUND

1.1 Overview of Website Evaluation

Many models, templates, checklists or other schemas for evaluating websites were developed for measuring the effectiveness of websites. The models around 1997 used the criteria from print media, mostly rely to the authority and reliability of websites. (Leland 1998) (Beck 1997) (Kapoun 1998). Smith created 7 categories of criteria: scope, content, graphic and multimedia design, purpose and audience, reviews, workability and cost (Smith 1997). Gorski's 7 criteria categories are: relevance, appropriateness, credibility, bias, accuracy, accessibility, navigability and multiculturality (Gorski 1999). The study of Áts et al. was based on the criteria of design, content, interactivity, security and technical solutions to evaluate the websites of Hungarian secondary schools in 2000 (Áts 2000). Few years later Spencer and Ruwoldt focusing on certain relevant aspects of marketing evaluated 68 university websites. They also analysed the content and link structure of these websites. (Spencer 2000). Website Evaluation Questionnaire (WEQ) was developed by Elling, Lent and Menno. WEQ focused on usability and user-satisfaction with the following aspects: layout, content and navigation (Elling et al. 2007). In 2008 Edit Bányai and her research group developed a set of criteria for evaluating the websites of Hungarian Business Schools (Bányai 2008). Matt Soace et al. in 2010 analysed 10 universities focusing on landing page navigation links (Soave et al. 2010).

The conclusion of the short overview of the evaluation models or criteria lists is that all of them are focusing on one main aspects such as usability, technics, marketing or website development. There is no model that measures the competitiveness of the website especially for museums at the moment as it needs more aspects and complexity. Studying the relevant literature and taking the above mentioned facts and approaches into consideration more than 100 criteria have been defined for analysing the competitiveness of websites, developing the "Competitive Website Index" model (CW-Index) for website evaluation (Losonczy 2012)

1.2 CW-Index

The CW-Index framework is made up many criteria based on relevant literature. The criteria are arranged in groups, which enables the system to be extended and weighed subsequently, thus making it flexible. The model of evaluation criteria as a "gauge" measures the competitiveness of the site, the result of measuring will create the competitiveness index of the website.

The components of the model of evaluation criteria have been determined from the following aspects: business strategy, marketing, the functional utility of the website, applied web technology, quality. The first two aspects are economical approaches (strategy, marketing), the purpose of which is to determine the adequate scope of information and to forward them to the target groups. Therefore the competitiveness of the website has been examined firstly from the aspect of the strategy (Boda 2006): determining the vision, concrete orientation (whom? what? how?) and measurability. The other two aspects (functionality of the website, applied web technology) are technical approaches that indicate the operative method of realization.

The model of the evaluation criteria has a strong hierarchical structure. The five sub-groups - which are summarized by the two main groups - are sorted in further categories. (Figure 1)

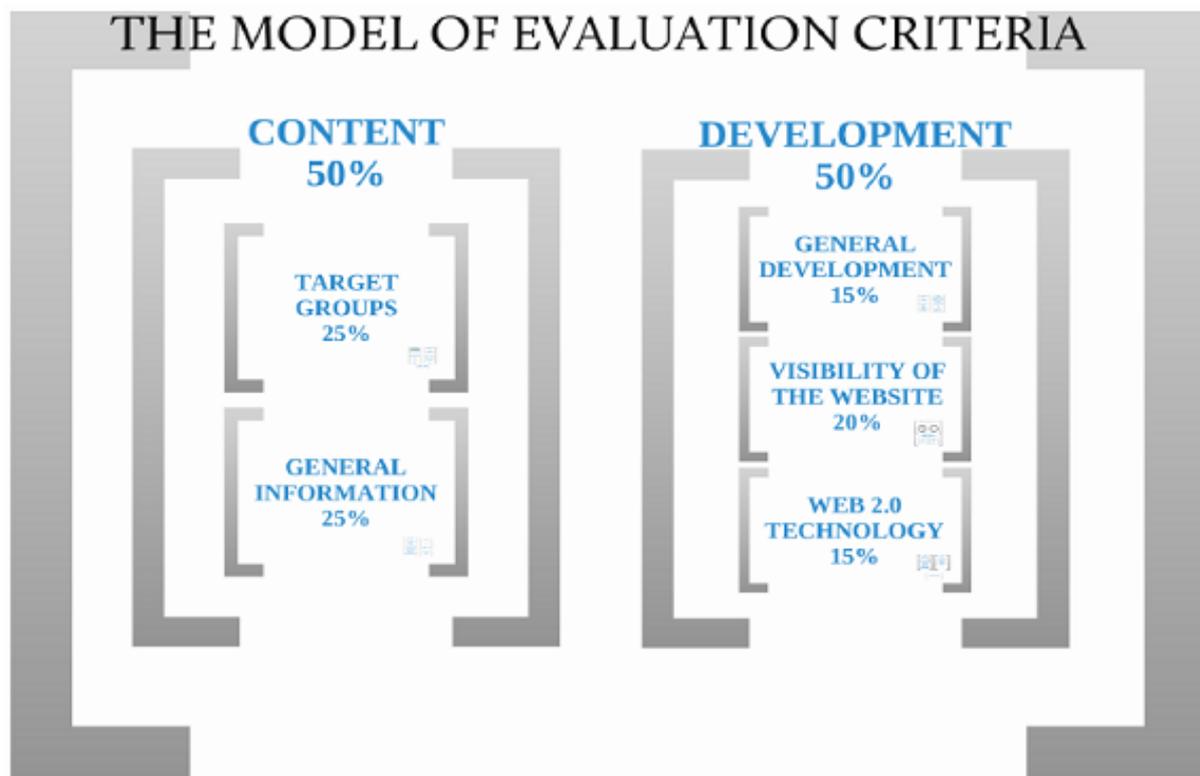


Figure 1 CW-Index Website Evaluation Model

Source: Losonczi 2012

The criteria have been classified into two main categories with the title CONTENT and DEVELOPMENT. The system also reflects very well the already well known questions of strategy: whom, what and how? To the question WHOM the answer can be found in the “Target Groups” category while the answer to the question WHAT appears in the category "General Informations". The question HOW is represented by the category “DEVELOPMENT”, which consist of three groups: functionality ("General Development"), visibility ("Visibility of the Website"), innovation ("Web 2.0 Technology").

2 OBJECTIVE AND METHODOLOGY

The research has been conducted among 28 websites (28 country) and specially focused on their first landing page. All of them were evaluated in the year 2017 and saved to database. The dataset itself is made up of more than 1600 records. Figure 2 presents the according museums and website addresses (URL).

The websites were evaluated using the CW-Index model's evaluation criteria. Except of a few of the criteria most of them work as binary variables : 1 point (true) for the existence, attainability, application of the criteria and reasonably; 0 point (false) when finding the contrary.

No	Name	URL	Country	Regio
1	Naturhistorisches Museum Wien	http://www.nhm-wien.ac.at/	Austria	EU28, EU15
2	Les Musées royaux des Beaux-Arts de Belgique (Royal Museums of Fine Arts of Belgium)	https://www.fine-arts-museum.be/fr	Belgium	EU28, EU15
3	Националният исторически музей (National History Museum)	www.historymuseum.org/	Bulgaria	EU28
4	Arheološki muzej u Zagrebu	http://amz.hr/	Croatia	EU28
5	Cyprus Museum	http://www.mcw.gov.cy/mcw/da/da.nsf/DMLIndex_gr/DMLIndex_gr?OpenDocument	Cyprus	EU28
6	National Museum - Národní muzeum	http://www.nm.cz/	Czech Repub	EU28, V4
7	National Museum of Denmark	http://natmus.dk/	Denmark	EU28, EU15
8	Estonian National Museum	http://www.erm.ee/	Estonia	EU28
9	National Museum of Finland	http://www.nba.fi/fi/kansallismuseo	Finland	EU28, EU15
10	Musée du Louvre	http://www.louvre.fr/	France	EU28, EU15
11	Deutsches Museum	http://www.deutsches-museum.de/	Germany	EU28, EU15
12	National Gallery	http://www.nationalgallery.gr/	Greece	EU28, EU15
13	Magyar Nemzeti Múzeum	http://mnm.hu/	Hungary	EU28, V4
14	National Museum of Ireland	http://www.museum.ie/	Ireland	EU28, EU15
15	National Roman Museum (Museo Nazionale Romano)	http://soprintendenzaspecialeroma.beniculturali.it	Italy	EU28, EU15
16	Latvian National Museum of Art	http://www.lnmm.lv/en	Latvia	EU28
17	National Museum of Lithuania	http://www.lnm.lt/	Lithuania	EU28
18	National Museum of History and Art, in Luxembourg City	http://www.mnha.lu/	Luxembourg	EU28, EU15
19	National Museum of Fine Arts	http://heritagemalta.org/museums-sites/national-museum-of-fine-arts/	Malta	EU28
20	Rijksmuseum Amsterdam	https://www.rijksmuseum.nl/	Netherlands	EU28, EU15
21	National Museum of Poland	http://mnk.pl/	Poland	EU28, V4
22	National Azulejo Museum	http://www.museudoazulejo.pt/	Portugal	EU28, EU15
23	National Museum of Art of Romania	http://www.mnar.arts.ro/	Romania	EU28
24	Slovak National Museum (Slovenské národné múzeum)	http://www.snm.sk/	Slovakia	EU28, V4
25	National Museum of Slovenia	http://www.nms.si/	Slovenia	EU28
26	Museo del Prado	https://www.museodelprado.es/	Spain	EU28, EU15
27	Nationalmuseum (National Museum of Fine Arts)	http://www.nationalmuseum.se/	Sweden	EU28, EU15
28	British Museum	https://www.britishmuseum.org/	UK	EU28, EU15

Figure 2 Excel dataset overview of the EU28 countries

Source: Created by the author

3 RESULTS AND DISCUSSION

The research has been conducted among 28 museum websites and specially focused on their first landing page. All of them were evaluated between 07.02.2017 – 28.02.2017. This paper will not present all the results of the website evaluation due to shortage of space, but it will focus on some part of the model to demonstrate it's utility. Figure 3 shows the results of the target groups for EU28, EU15 and for Visegrád Four countries and it's averages. I found differences in "Business, Partners", "Education", "Media" groups.

Target Groups	EU28	EU15	V4
Business, Partners	71%	86%	50%
Education	89%	86%	100%
Foreign Visitor	100%	100%	100%
Groups	43%	50%	50%
Media	71%	79%	100%
Prospective Staff	43%	50%	50%
Research	46%	57%	50%
Stuff	0%	0%	0%
Visitors	96%	93%	100%

Figure 3 Target Groups

Source: Authors research

Louvre is a good example, how they targeting other groups in the header section of their website: "Accessibility", "- 30 years", "Family", "Teachers", "Professionals & Associations". In my opinion it is a very good way to focus to the "special" visitors with special needs or interest, developing them unique products, programmes.

Figure 4 shows, that EU15 countries giving more opportunity for costumers bying tickets through online and providing more information of the ticket prices. All the groups are using well the "News and event" content sites as communication tool (Figure 5), but V4 countries communicates on other communication chanel as well, using newsletters, newsfeeds and foreign languages to mirror their websites content for international visitors.

Content	EU28	EU15	V4
General Info	96%	93%	100%
Prices	61%	57%	50%
Contact	86%	86%	75%
Online Tickets	25%	36%	0%
Events	89%	79%	100%
News	93%	93%	100%

Figure 4 Content

Source: Authors research

Communication	EU28	EU15	V4
Events	89%	79%	100%
News	93%	93%	100%
Newsfeed (RSS / Atom)	26%	29%	50%
Newsletter	50%	57%	75%
International Language Site Mirror	93%	93%	100%

Figure 5 Communication

Source: Authors research

Beside general information aspects, branding is also an important view of the websites (Figure 6). As we see in the results CSR still not common (exception: Louvre), declaring mission or vision is rarely used by the V4 countries.

Site Branding	EU28	EU15	V4
Costum 404 Error Page	57%	64%	50%
Favicon (favicon.ico)	79%	79%	100%
Mission	50%	54%	25%
History	82%	79%	100%
Logo	100%	100%	100%
Motto	11%	21%	0%
Corporate Social Responsibility (CSR)	4%	8%	0%

Figure 6 Site Branding

Source: Authors research

In navigation solutions their are no special differences (Figure 7), but in support aspects (Figure 8) V4 websites are mainly optimised to mobil devices as the other groups.

Navigation	EU28	EU15	V4
A-Z index	0%	0%	0%
Searchbox	96%	100%	100%
Tag Cloud	4%	0%	0%
Tag	0%	0%	0%
Quicklinks	7%	14%	0%
Breadcrumb	57%	57%	50%
Sitemap	50%	36%	50%

Figure 7 Navigation

Source: Authors research

Support	EU28	EU15	V4
FAQ	11%	14%	0%
Help	4%	0%	0%
Web accessibility support	18%	14%	50%
Mobil Version option	13%	15%	25%
Mobil optimization by meta "viewport"	43%	36%	50%

Figure 8 Support

Source: Authors research

SEO (Search Engine Optimization) techniques results are differ in the evaluated groups. The V4 countries are using less metatag "keywords" and "robots.txt", but they use more "description" metatags on their sites (Table 4). Metatags are hidden informations in the website source code, used by spider robots. For example Google is using spider robots to index and rank the evaluated website using the guidelines given in the "robots.txt" file. This means that websites can be ranked lower, therefore less visible in the Internet due to not proper usage of SEO techniques.

SEO	EU28	EU15	V4
Keywords	36%	29%	25%
robots	25%	29%	25%
Robots.txt	32%	29%	0%
Title	100%	100%	100%
Description	54%	36%	75%

Figure 9 SEO

Source: Authors research

Figure 10 presents the usage of the Social Media. As video, they are preferring Youtube, as picture Instagram, for social network they use far most Facebook and Twitter. Beside all of the mentioned media I found TripAdvisor too, probably targeting the tourists.

Social Media	EU28	EU15	V4
Audio	7%	14%	0%
Blog, Microblog	79%	86%	75%
Community	89%	86%	100%
Picture	39%	50%	25%
Video	56%	69%	0%

Figure 10 Social Media

Source: Authors research

CONCLUSION

The study addresses the issue of the national museums websites in the EU28 era. During the evaluation, I found differences between the EU28, EU15 and V4 groups. There are notable differences in target groups "Business, Partners", "Education", "Media". EU15 countries are prepared to selling tickets through online and also providing more information about ticket prices.

The V4 countries has competitive websites as the EU15 or EU28 in communication field, targeting "media" and "education" groups, but there are gaps targeting "business, partners" groups, using online ticket selling. Branding elements such as mission statement, custom design error page or Corporate Social Responsibility (CSR) can not found on the V4 websites. V4 using less social media in specific fields: video (e.g. Youtube), picture (e.g. Instagram) and microblog / blog (e.g. Twitter).

In navigation solutions there are no special differences, but in support aspects already: V4 countries websites are mainly optimised to mobil devices as the other groups. Search Engine Optimization techniques results are differ in the evaluated groups. The V4 countries are using less metatag "keywords" and "robots.txt", but they use more "description" metatags on their

sites. Not proper usage of SEO techniques the websites can be ranked lower, less visible in the Internet.

Final conclusion: V4 websites are less competitive compared to the EU15 in some aspects such as content structures, target group content and visibility, but overall results of the V4 countries are satisfying.

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