



Museums have evaluated the effectiveness of social media efforts such as Augmented Reality (AR) filters with Meta's SparkAR. The number of impressions, shares and views are used to determine effectiveness. However, this does not provide information on the user's arts experience.

Experience with the arts usually provides an intrinsic benefit that cannot be quantified with numbers. There is a need for a deeper understanding of the users' experience to ensure a proper evaluation process of the filter's effectiveness.

This research will design a new measurement framework for museums.

Research Questions

1. What are the qualitative dimensions for measuring the effectiveness of AR filters on social media?
2. Are SparkAR's numeric metrics still important for museums?



Museum Marketing: Measuring the Success of AR Filters for Social Media Marketing on Instagram



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Research Methodology

Online interviews, conducted from December 2022 - January 2023.

5 staffs from Creative Technology Studios and Marketing Agencies were interviewed in Singapore.

The conceptual framework was applied using a case study from the National Heritage Board (NHB).

The findings from the case study was shared with NHB, and used the feedback to enhance the framework.

Key Findings

1 Criteria for measurment

Through interviews, these qualitative dimensions were identified to help access the effectiveness of AR filters:

1. Message
2. Edutainment
3. Interactivity
4. Aesthetics



2 Importance of numbers

Marketing agencies and creative technologists have to submit performance reports to their clients, who were museums hence quantitative metrics are important.

According to NHB, this is the same for museums as they are using tax payers money and have to submit reports to the board, the public and the government.

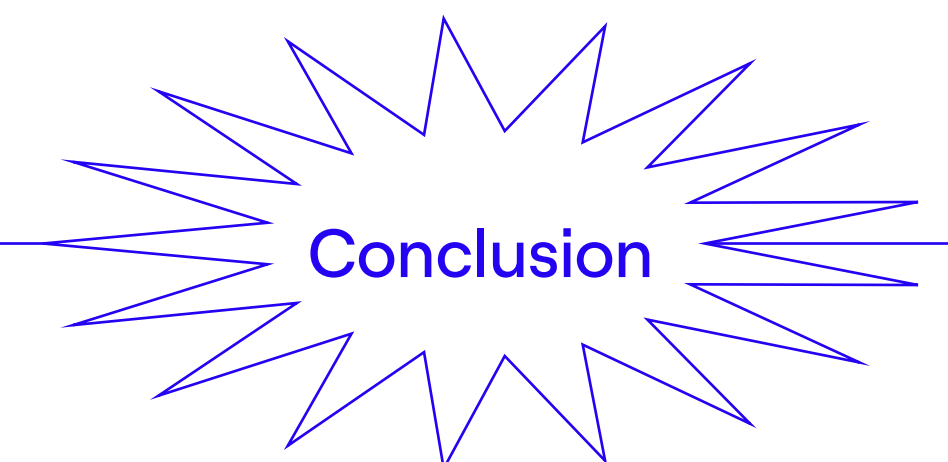
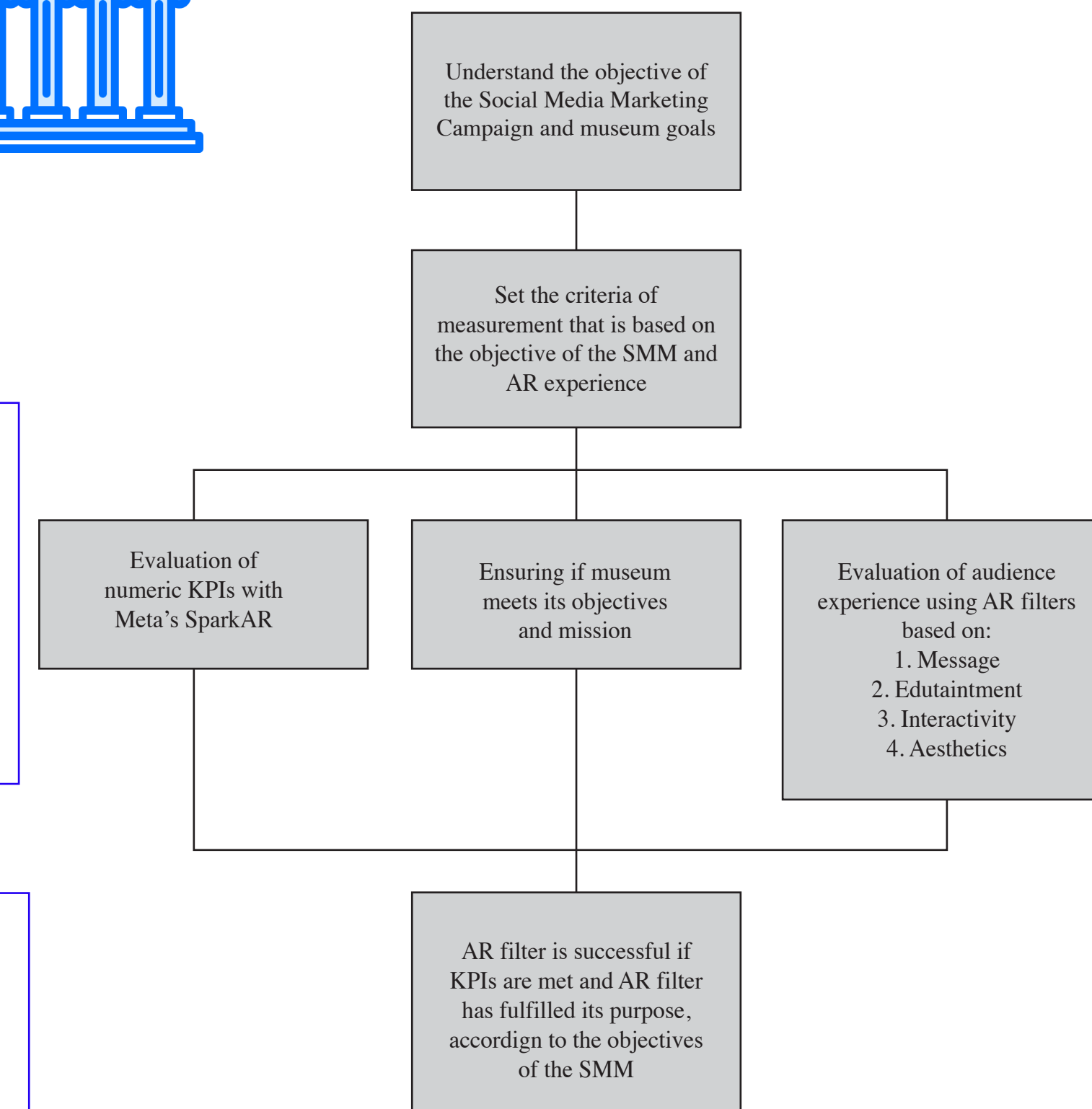
Limitations

There are various types of filters with different content and messages.

The viability of the framework may differ for different AR filters. Creative technologists argue that face filters have the least amount of engagement depth.

This framework cannot be used on a filter with no educational aspect.

Preliminary framework



The framework designed will include firstly, the mission of the museum, qualitative dimensions, and quantitative measurements from Meta's SparkAR performance metrics.

This research paper also aims to further the research on digital cultures and strengthen qualitative measurements for AR filters.