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Research paper title: Conversations with Art: The use of chatbots in museums

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Abstract

Interactivity in museums and art exhibitions is a relevant topic since museums face issues related to representation, participation, and education to the most diverse publics. Visitors cannot be perceived anymore as passive recipients of knowledge, but as active actors engaged in the process of interpretation and signification. In this scenario, there is an invisible gap between visitors and collections in terms of engagement and information in museums, what opens opportunities in terms of technology adoption in an attempt to compensate understanding and exploration of collections. This research paper has the aim to discuss the relations of text-image and artworks in museums as well as the role of technologies in the relationship between visitors and collection, with special focus on chatbots. Based on a discussion involving concepts such as the *aura*, as defined by Walter Benjamin, *anchorage*, as defined by Roland Barthes, Umberto Eco's *double coding* and *levels of reading*, and museum ways communicate within exhibitions, a reflection is made about technology adoption in museums and the way technology should enhance the visitor experience. Examples of interactive technologies adopted in specific exhibitions or included in the entire museum experience are exemplified, and in combination with the discussion of text-image and technology, an exhibition at the National Gallery of Ireland was chosen as the case study to suggest an approach for chatbot adoption in museums. The relevance of this study relies on the fact that the discussion concerns technology adoption not only as means of entertainment and interactivity but mainly as a tool to highlight the collection and enhance interpretation.