3. Jun S.-P., Yoo H. S., Choi S. Ten years of research change using Google Trends: From the perspective of big data utilizations and applications. *Technological Forecasting and Social Change*. 2018. Vol. 130. P. 69–87. URL: https://doi.org/10.1016/j.techfore.2017.11.009 (date of access: 09.04.2024).

Honcharova N.
PhD, Senior researcher Fellow, Department of STEM-education,
State Scientific Institution "Institute of educational content modernization",
Kyiv, Ukraine

DIGITAL TECHNOLOGIES IN MUSEUMS (US EXPERIENCE)

It is impossible to imagine the modern world without technology. Technology everywhere and change our real life.

Modern devices are designed to facilitate the everyday life of mankind, save time, and perform elementary functions for this. Also, the use of modern technologies, such as technologies of augmented and virtual reality, artificial intelligence help to better understand the nature of things, visualize phenomena that cannot be felt, immerse the researcher in a certain universe, break the boundaries between reality and an artificially created environment.

Self-improvement is inherent in man, and museums, art, and culture play a rather important role in this. The ethos of self-improvement finds its origins in philosophical masterpieces, perfectionist religious doctrines, and the nature of capitalism. However, in contemporary times, the concept of self-improvement is profoundly influenced by emerging technologies. Traditional humanistic values have yielded ground to the omnipresence of artificial intelligence, social media platforms, and big data analytics [1].

On the one hand these modern tools not only provide information but also meticulously measure, compare, and potentially alter our very essence.

On the other hand, digital teaching and learning is beneficial for education, science, culture and the arts. Their use is available to create immersive learning environments through virtual worlds, simulations, collections, exhibits and archives.

We will consider the foreign experience of using technology in art and culture, in particular, the experience of using some applications in US museums.

For example Bloomberg Connects app helps to support arts and culture around the world. His founder Mike Bloomberg, Bloomberg Philanthropies has committed to helping arts and culture organizations innovate and enrich their

communities. They believe technology opens doors, and this the app as a part of their mission to make art and culture accessible to all – in-person, at-home, anywhere [2].

A free digital guide to museums, galleries, gardens and more, Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices, anytime, anywhere. The app offers the ability to learn about current exhibitions at a portfolio of participating cultural partners through dynamic content exclusive to each organization.

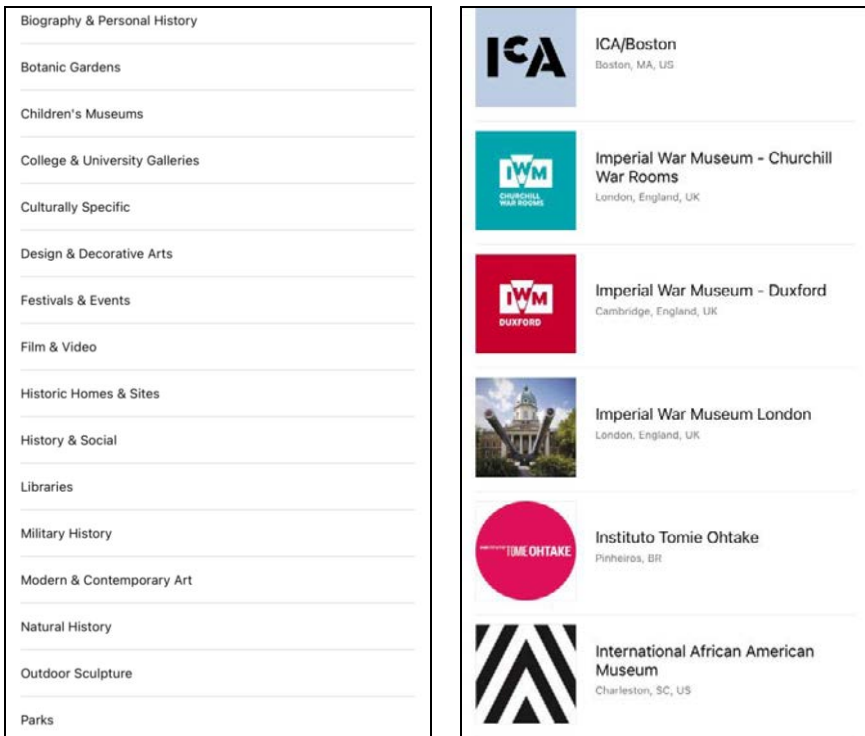The figure 1 shows us the list of categories for researching the operation of this application.

| Biography & Personal History |
| Botanic Gardens |
| Children's Museums |
| College & University Galleries |
| Culturally Specific |
| Design & Decorative Arts |
| Festivals & Events |
| Film & Video |
| Historic Homes & Sites |
| History & Social |
| Libraries |
| Military History |
| Modern & Contemporary Art |
| Natural History |
| Outdoor Sculpture |
| Parks |

ICA/Boston
Boston, MA, US

Imperial War Museum – Churchill War Rooms
London, England, UK

Imperial War Museum – Duxford
Cambridge, England, UK

Imperial War Museum London
London, England, UK

Instituto Tomie Ohtake
Pinheiros, BR

International African American Museum
Charleston, SC, US

Fig.1. Screenshots of navigation the Bloomberg Connects app

The app is easy to use for visitors and museums. By providing a pre-built, easy-to use app interface that can be customized to their content and mission. At the same time, the app brings thousands of works of art, hundreds of videos, and countless stories of creativity and community.

Every month, even more join the already existing 400 museums, galleries, gardens, and cultural spaces.

This app will help you to enjoy visiting for example such famous places in New York like American Museum of Natural History, The Metropolitan Museum of Art, The Museum of Modern Art, Museum of the City of New York, Intrepid Museum, The Museum at FIT, The New York Public Library, Central Park, New York Botanical Garden, Brooklyn Botanic Garden, Hudson River Park, Governors Island etc (Figure 1).
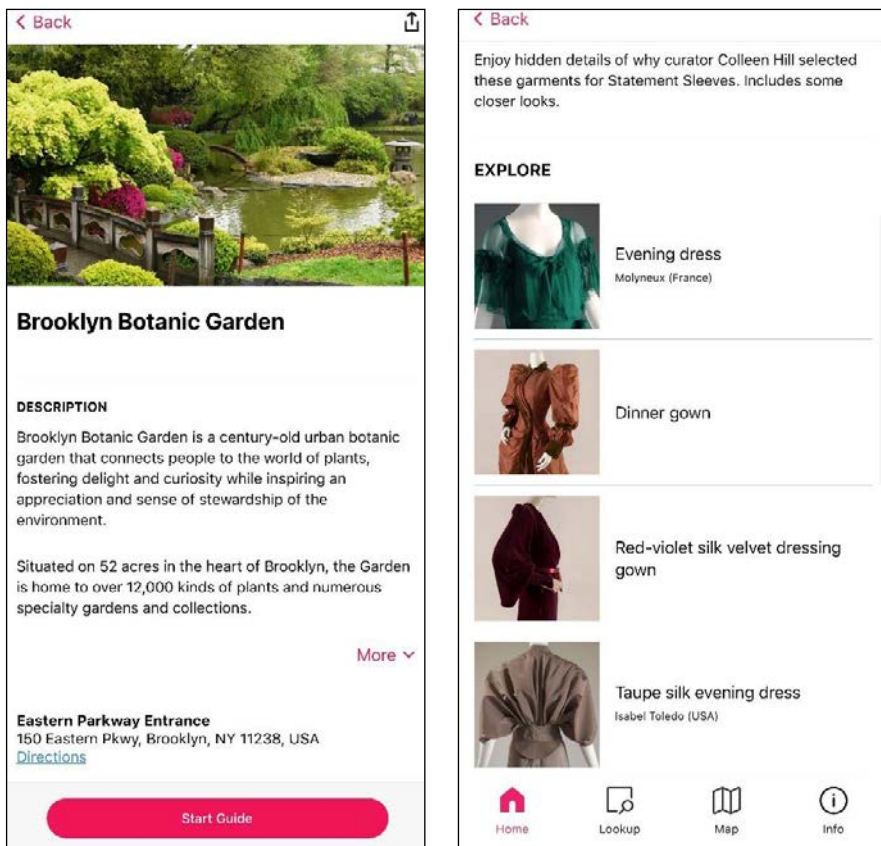

Fig.2. Screenshots of working with the Bloomberg Connects app

In conclusion, we note that the use of digital technologies in education, art, science should be balanced, considered, reasonable, dosed, have an educational purpose and facilitate work.

REFERENCES

1. Coeckelbergh, M. Self-Improvement: Technologies of the Soul in the Age of Artificial Intelligence / New York: Columbia University Press. 2022. 152 p.
2. Bloomberg Connects. URL: https://www.bloombergconnects.org