

## Abstract

Museums play an important role in the Austrian tourism scene and produce revenues that make a sizeable contribution to the national budget. Despite the numbers, museums of art are still far from where they could be with regards to providing truly meaningful experiences to visitors. The notion that museums exist simply to present artworks is outdated and fails to address the networked information paradigm that has become normalised through widespread internet access. Museums need to transition from serving the function of displaying artworks to that of interpreting them. One way museum professionals can begin to address this problem is by taking advantage of digital technologies to build new interpretation practices and boost audience engagement. In the past years, art institutions have begun rapid implementation of digital strategies to up their game and stay competitive among an increasing number of museums, other leisure alternatives, and home-based entertainment options. Nevertheless, this is still a relatively new endeavour and further research is required in order to provide guidance towards the technologies that will effectively contribute to visitor satisfaction and to avoid allocating funds on technology for technology's sake. The question to be answered in this paper is: *How can art museums optimize their digital strategy for different visitor types?* The purpose of the study is to identify prevalent beliefs, affect, and usage intentions towards current and future technologies. The research method follows a two-phased multi-mode approach. The first phase consists of a sentimental analysis of online reviews and a non-participant ethnographic study both on the Kunsthistorisches Museum in Vienna; the second phase is a cross-sectional self-report study disseminated through Facebook. Key contributions of the thesis include [1] a motivation-based segmentation of museum visitors, [2] a detailed description of beliefs, feelings, and usage intentions of different visitor types towards technology in art museums, and [3] a targeted digital strategy to optimize the museum journey for each visitor type.