International Standard

ISO 16687

Impact assessment for museums

Évaluation de l'impact des musées

First edition
2025-05

Reference number
ISO 16687:2025(en)

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Published in Switzerland

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Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

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This document was prepared by Technical Committee ISO/TC 46, *Information and documentation*, Subcommittee SC 8, *Quality - Statistics and performance evaluation*.

Any feedback or questions on this document should be directed to the user’s national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

This document provides guidance to the museum community on assessing the impact of museums for individuals and society. It specifies the aspects of museum and describes methods to be used of museum of all types. Some methods are already used in museums while others are derived from museum literature.

Annex A gives examples of impact surveys for different target groups of museums.

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Impact assessment for museums

1 Scope

This document defines methods for measuring and assessing the impact of museums on individuals and on society. The methods described can be used for identifying areas of influence of museums and their services, and for reporting such influence to stakeholders and the general public.

This document does not intend to exclude the use of further instruments for assessing the impact of museums. This document does not deal with quality indicators for museums (see ISO 21246).

Not all methods described can apply to all museums at any time. Limitations on the applicability of individual methods are specified in the descriptions of the methods in this document.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 21246, *Information and documentation — Key indicators for museums*

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
access
<physical> right, opportunity, means of finding, using or retrieving information, of using a service; or entering a building

[SOURCE: ISO 11620:2023, 3.2]

3.2
accessibility
ease of reaching and using a service or facility

Note 1 to entry: This includes digital services, such as online catalogues or digital collections.

[SOURCE: ISO 11620:2023, 3.3, modified — Note 1 to entry added]

3.3
altruistic value
value (3.50) that is placed on a good or service giving the opportunity to be taken advantage of by others than the valuating person

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