

AI in Museum Social Media Practice: Uses, Perceptions, and Future Directions

Survey instrument. Bakogianni, S. & Kist, C. (2026). Fielded April–June 2026 via Qualtrics. The survey opened with a participant information sheet and consent. Ethical approval: University of Strathclyde Ethics Committee. Cleaned analysis sample $n = 45$ ($\geq 50\%$ completion; one test entry removed). Question order follows the live survey; routing at Q8 sent AI adopters to Q9–Q10 and non-adopters/unsure respondents to Q11.

Section	Q	Question	Response format	Answer options	n
1. Professional background & demographics	Q1	What is your current role?	Open text		45
	Q2	What type of museum do you work in? (art, history, archaeology, science, design, etc.)	Open text		45
	Q3	Approximate size of your institution	Single choice	Small (fewer than 10 staff); Medium (10–50 staff); Large (more than 50 staff)	45
	Q4	Which social media platforms does your institution use most frequently? (select all that apply)	Multiple selection + other	Facebook; Instagram; X/Twitter; TikTok; YouTube; LinkedIn; Threads; Other (please specify)	45
	Q5	In which country do you currently reside?	Single choice	Country dropdown	45
	Q6	How old are you?	Single choice	18–24; 25–34; 35–44; 45–54; 55–64; 65+ years old	45
	Q7	Which gender do you most identify with?	Open text		45
2. Current use of AI	Q8	Does your institution currently use AI tools in its social media activities?	Single choice (routing)	Yes; No; Unsure	45
	Q9	(If Yes) Which of the following best describes how you use AI in your social media role? (select all that apply)	Multiple selection + other	Image generation/editing (e.g. DALL-E, Midjourney, Stable Diffusion); Video generation/editing (e.g. RunwayML, Synthesia); Creating captions or transcripts for images and videos (e.g. ChatGPT, Jasper); Creating text content for posts (e.g. ChatGPT, Jasper); Getting inspiration for content (e.g. ChatGPT, Gemini, Co-pilot); Analysing social media data (e.g. Meta tools, Hootsuite); Creating novel forms of user engagement (e.g. Messenger chatbots); Administrative tasks such as creating social media schedules or strategies (e.g. ChatGPT, Gemini, Co-pilot); Translating social media content (e.g. ChatGPT, Gemini, Co-pilot); Other uses (please describe)	24
	Q10	(If Yes) If applicable, please describe how AI has changed your social media work (please use an example).	Open text		21
	Q11	(If No/Unsure) Select the main concerns that hinder your institution from using AI tools for social media. Items: Lack of resources (budget/funding for subscriptions or training and innovation); Accuracy and reliability; Ethical concerns; Legal concerns; Resistance to change within the organisation; Lack of suitable training/support/guidance; Can't see how it will help us in reality; Sustainability concerns; Other reason/concern (please specify)	Matrix	Rated 1 (not a concern) to 4 (major concern), plus "Not applicable"	21 (per-item 17 to 21)
3. Perceptions and attitudes	Q12	Rate your agreement with the following statements about using AI for social media work. Statements: I feel confident evaluating the benefits and risks of AI tools for social media work; AI may reduce trust in museum social media communication; AI can enhance creativity in museum social media communication; AI increases the cognitive or emotional demands of social media work; AI increases the efficiency/speed of social media work; AI might replace human expertise in social media communication; AI can enhance the organisation's reputation; AI can help expand the organisation's reach through social media	Likert matrix	5-point: strongly disagree; somewhat disagree; neither agree nor disagree; somewhat agree; strongly agree	43
	Q13	Which of the following emotions do you associate with the use of AI in and for museum social media communications? (select all that apply)	Multiple selection + other	Curiosity; Excitement; Uncertainty; Caution; Frustration; Discomfort; Ambivalence; Other (please describe)	43
	Q14	In a few words, please expand on why AI makes you feel this way?	Open text		37
	Q15	How do you think audiences perceive AI-generated museum content?	Single choice	They are mostly positive; They are curious but cautious; They are skeptical; They do not notice or care; I am not sure	43
4. Authenticity, trust, and institutional role	Q15a	If you have any comments about your response above, please note them here.	Open text		26
	Q16	Do you think museums should disclose when content has been created or modified using generative AI?	Single choice	Always; Sometimes (depending on context); Rarely	43
	Q16a	If you have any comments about your response above, please note them here.	Open text		12
	Q17	Has your team discussed the ethical challenges of AI tools for use in social media communications?	Single choice	Yes regularly; Occasionally; Not yet, but planning to; Not at all	43
	Q17a	(If Yes) What key ethical issues or concerns were raised?	Open text		28
	Q18	Does your institution currently have a formal, written policy or set of guidelines for the use of AI tools in social media communications?	Single choice	Yes; No; In development; Unsure	42
	Q19	Which types of support would most help your institution to use AI in social media communications? (select all that apply)	Multiple selection + other	Staff training and workshops; Ethical guidelines or policies; Shared case studies from other museums; Collaboration with AI experts; Peer learning networks; Other (please specify)	42
5. Future directions & closing	Q20	Do you have any additional comments about this survey or the survey topic?	Open text		9
	Q21	Would you be willing to participate in a short (30–45 min) online interview to discuss your views and experiences in more depth?	Single choice	Yes; No	41
6. Follow-up interview	Q22	Please leave your email below to be contacted about an online interview.	Open text (email)		—

Counts are the number of respondents who answered each question. Denominators vary because of the routing at Q8 and drop-off across the later questions. For Q11, all 21 routed respondents answered the matrix; the per-item figures (17–21) are the number who gave a 1–4 rating, the remainder having selected "Not applicable."