Keynote address, Dr Ross Parry, Associate Professor (Museum Studies) and Deputy Pro-Vice-Chancellor (Digital), University of Leicester

Being Digitally Purposeful

Have the systemic changes of digital transformation within the museum been largely operational? As the museum increasingly reflects upon what it is to be 'socially purposeful', might it also be time as a sign of increasing digital maturity - to ask what it means to be 'digitally purposeful'?