



An Exploration of Design Museums' Niche Communication Strategies in the Perspective of the Long Tail Effect

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How to cite this paper: Dan Xu, Rahah bt. Hasan. (2024) An Exploration of Design Museums' Niche Communication Strategies in the Perspective of the Long Tail Effect. *Journal of Humanities, Arts and Social Science*, 8(1), 83-87.
DOI: 10.26855/jhass.2024.01.013

Received: December 28, 2023

Accepted: January 25, 2024

Published: February 21, 2024

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Abstract

The Long Tail Effect first arose in the commercial field, but it is also applicable to the communication practice of design museums. The professional characteristics of design museums, together with the development of display methods, make the long tail phenomenon in design museums more and more prominent, that is, the mainstream audience, potential audience, and niche groups coexist in communication, for the mainstream audience to emphasize the sense of service and professional adhesion; while the potential audience pays more attention to the brand and the open spirit of "creativity"; in order to learn to understand more knowledge. and the communication effect of the niche groups has more development potential. This paper analyzes the longtail phenomenon in the communication of design museums, derives the classification and characteristics of design museum audiences based on the longtail effect, and finally puts forward the segmented communication strategy of design museums with precision, branding, and differentiation.

Keywords

The Long Tail Effect, Crowdsourced Communication, Design Museums

1. Introduction

With the subdivision of professional categories of museums and the formation of the trend of globalization in the design industry, design museums have become a hotspot of attention in the cultural market in recent years. The new construction of design museums all over the world and the continued popularity of design weeks, design festivals, and other cultural activities attached to design museums show the public's urgent demand for and attention to design information.

1.1 Research contribution

This paper applies the long-tail phenomenon in the commercial field to the research of design museums, through the analysis of the long-tail characteristics between the audience's focus and the communication benefits, to understand the basic types and characteristics of the current audience of design museums, and then put forward the corresponding effect enhancement strategies.

1.2 Research problem

Question 1: The long tail phenomenon is very prominent in design museums nowadays, what kind of guiding significance does it have for the development of design museums?