**Tables**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | *No.* | *Average Year* | *Average No. Exposed Pieces* | *Average No. of Employees* | *Average No. of Volunteers* |
| *Total* | 88 | 1980 | 689 | 4.2 | 6.9 |

Tab.1. Descriptive statistics of museums’ generic information (Source: own elaboration on dataset)

|  |  |  |  |
| --- | --- | --- | --- |
| *Museum typology* | *Main type* | *Secondary type* | *Not applicable* |
| *Archaeology* | 10% | 8% | 82% |
| *Ethnography and anthropology* | 10% | 8% | 82% |
| *From Middle Ages to XIX century* | 15% | 12% | 68% |
| *From XIX century to date* | 5% | 13% | 82% |
| *History* | 7% | 5% | 88% |
| *Industrial heritage* | 3% | 7% | 90% |
| *Natural science* | 7% | 5% | 88% |
| *Religion* | 9% | 13% | 78% |
| *Specific theme* | 15% | 5% | 70% |
| *Technology* | 15% | 5% | 75% |
| *Other* | 4% | 6% | 91% |

Tab.2. Descriptive statistics of museums’ typologies (Source: own elaboration on dataset)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Website* | *Mobile*  *website* | *Multi-language website* | *Virtual catalogue* | *Tablet* | *Online*  *ticketing* | *Free print ticketing* | *Online*  *virtual tour* |
| *Archaeology* | 35.2% | 33.2% | 21.6% | 18.1% | 25.1% | 22.8% | 12.8% | 7.5% |
| *Ethnography and anthropology* | 26.3% | 21.9% | 13.1% | 42.7% | 24.0% | 21.7% | 3.0% | 6.5% |
| *From Middle Ages to XIX century* | 15.0% | 20.0% | 12.5% | 11.0% | 12.5% | 15.0% | 25.0% | 15.0% |
| *From XIX century to date* | 35.9% | 20.0% | 18.6% | 27.3% | 29.4% | 23.5% | 18.1% | 27.5% |
| *History* | 34.1% | 30.0% | 22.4% | 19.1% | 30.2% | 24.5% | 11.9% | 22.5% |
| *Industrial heritage* | 7.1% | 9.5% | 19.3% | 28.5% | 21.9% | 11.7% | 21.3% | 33.5% |
| *Natural science* | 85.2% | 17.1% | 67.6% | 11.5% | 11.6% | 75.4% | 13.4% | 11.3% |
| *Religion* | 25.1% | 14.7% | 17.5% | 7.2% | 11.4% | 8.3% | 8.6% | 3.2% |
| *Specific theme* | 23.4% | 21.4% | 24.0% | 14.0% | 30.1% | 9.3% | 9.6% | 5.3% |
| *Technology* | 76.3% | 21.9% | 76.1% | 22.7% | 14.0% | 73.7% | 22.0% | 12.5% |
| *Other* | 8.6% | 3.1% | 9.5% | 11.4% | 20.1% | 14.6% | 25.4% | 14.8% |
|  | *Proximity systems* | *Virtual reconstruction* | *Social media* | *Online presence* | *E-commerce* | *Forum* | *Newsletter* | *Targetted newsletter* |
| *Archaeology* | 20.2% | 21.2% | 16.6% | 23.1% | 3.1% | 12.8% | 12.8% | 11.5% |
| *Ethnography and anthropology* | 16.3% | 1.9% | 26.1% | 32.7% | 13.0% | 24.7% | 22.0% | 26.5% |
| *From Middle Ages to XIX century* | 25.0% | 20.0% | 22.5% | 5.0% | 12.5% | 15.0% | 25.0% | 22.0% |
| *From XIX century to date* | 21.9% | 18.0% | 18.6% | 7.3% | 29.4% | 21.5% | 18.1% | 17.5% |
| *History* | 4.1% | 22.0% | 21.4% | 12.7% | 16.6% | 26.5% | 13.9% | 15.5% |
| *Industrial heritage* | 12.1% | 7.5% | 19.3% | 28.5% | 22.9% | 21.7% | 11.3% | 13.5% |
| *Natural science* | 1.2% | 27.1% | 88.6% | 22.5% | 60.6% | 73.4% | 73.4% | 80.3% |
| *Religion* | 14.1% | 12.7% | 38.6% | 16.2% | 13.4% | 20.3% | 28.6% | 16.2% |
| *Specific theme* | 8.4% | 2.4% | 24.0% | 18.0% | 31.1% | 20.3% | 9.6% | 11.3% |
| *Technology* | 26.3% | 21.9% | 76.1% | 21.7% | 73.0% | 69.7% | 82.0% | 76.5% |
| *Other* | 7.6% | 15.1% | 19.5% | 21.4% | 17.0% | 24.6% | 7.4% | 21.8% |
|  | *Digital positioning* | *Post-visit monitoring* | *Virtual*  *reality* | *Augmented reality* | *Gamification* | *Mobile apps* | *Other*  *services* |  |
| *Archaeology* | 21.2% | 4.7% | 13.6% | 8.1% | 5.1% | 33.2% | 21.2% |
| *Ethnography and anthropology* | 16.3% | 24.9% | 26.1% | 3.7% | 4.0% | 21.9% | 1.9% |
| *From Middle Ages to XIX century* | 18.0% | 20.0% | 22.5% | 5.0% | 5.5% | 20.0% | 20.0% |
| *From XIX century to date* | 25.9% | 10.0% | 18.6% | 7.3% | 5.4% | 20.0% | 18.0% |
| *History* | 25.1% | 16.0% | 5.4% | 2.7% | 6.6% | 30.0% | 22.0% |
| *Industrial heritage* | 7.1% | 37.5% | 9.3% | 8.5% | 3.9% | 9.5% | 7.5% |
| *Natural science* | 31.2% | 17.1% | 8.6% | 6.5% | 8.6% | 17.1% | 27.1% |
| *Religion* | 22.1% | 2.7% | 17.5% | 6.2% | 3.4% | 14.7% | 12.7% |
| *Specific theme* | 12.4% | 22.4% | 14.0% | 4.0% | 6.5% | 21.4% | 2.4% |
| *Technology* | 26.3% | 21.9% | 16.1% | 1.7% | 8.0% | 21.9% | 21.9% |
| *Other* | 18.6% | 15.1% | 29.5% | 9.4% | 6.3% | 3.1% | 15.1% |

Tab.3. Descriptive statistics of technology adoption in SMs according to their typologies (Source: own elaboration on dataset)

|  |  |  |
| --- | --- | --- |
| *Museums' typology* | *Technology score mean* | *Std. Dev.* |
| *Archeology* | 1.1 | 0.93 |
| *Ethnography and anthropology* | 1.1 | 1.12 |
| *From Middle Ages to XIX century* | 2.1 | 0.35 |
| *From XIX century to date* | 2.2 | 0.22 |
| *History* | 3.5 | 0.88 |
| *Industrial heritage* | 1.3 | 1.34 |
| *Natural science* | 5.5 | 0.76 |
| *Religion* | 1.1 | 0.78 |
| *Specific theme* | 3.4 | 0.65 |
| *Technology* | 5.7 | 0.99 |
| *Other* | 1.2 | 0.42 |

Tab.4. Technology score statistics (Source: own elaboration on dataset)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | *Sum of squares* | *df* | *Mean Square* | *F* | *Sig* |
| *Between groups* | 81.788 | 10 | 8.179 | 1.091 | .001 |
| *Within groups* | 547.201 | 73 | 7.496 |  |  |
| *Total* | 628.988 | 83 |  |  |  |

Tab.5. ANOVA (Source: own elaboration on dataset)