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## **Through Boredom to the Wheel of Boredom**

Educational role in the nowadays museum is very changeable, so it is important to discuss the main concern of museum education. The strategy of classic grounded theory was selected for this PhD dissertation research. Classic grounded theory provides the possibility to the researcher to “emerge” the theory, which reveals the main concern and explains how it is solved, by conceptualizing the authentic experiences of research participants. The data collection methods (interviews, observation, informal conversations, virtual comments, essays, drawings, documents), used in research, and application of classic grounded theory procedures helped to reveal the main concern in museum education. Data analysis has shown, that the main concern in modern museum education is boredom. The problem of boredom in museum education is resolved by submerging interactivity, revealing the processes of floating and immersing. Floating as the process of the superficial museum is disclosed by turning the wheel of boredom (when solving the boredom problem, it is sought to avoid boredom by activation, which leads to overdosing and results in a return to the initial condition of boredom). Then it seems that museum visitor floats on the surface of museum, which leads to partial and temporal solving of boredom problem and promotes museum visitors to avoid museum even more in the future. Immersing (revealed by hooking, (self-)involving and wakening of the doubt) is formed as the process of in-depth museum experience, offering an in-depth solution of the problem, caused by boredom.