

Bruno Ingemann's forelæsning på konferencen om 'Museernes kommunikation i den digitale kultur' - blev afsluttet med hvad han kaldte for formidlerens 10 dilemmaer. Det er her (og kan findes i den udvidede form i hans og Lisa Gjeddes fælles bog: *Researching Experiences. Exploring Processual and Experimental Methods in Cultural Analysis*. Man kan finde introduktion, videoeksempler etc. på nedenstående link.

### 10 dilemma

(1) Dilemma: Do you want to communicate a message OR do you want the user to ask questions and seek information?

(6) Dilemma: Does the person in situation only need to recognize the outer world OR does she need to get an extended experience of the outer world?

(2) Dilemma: Do you want to communicate to a person in situation where the person is alone OR do you want to create situations where you involve interaction with other people?

(7) Dilemma: Does the person in situation reject reminiscences OR does she expect her memory to be challenged?

(3) Dilemma: Do you just want the person in situation to use her body at a minimum OR do you want to create a situation where physical expression is an important part of the communication?

(8) Dilemma: Do you only want to give the person in situation factual information OR do you want to help her create narratives?

(4) Dilemma: Do you know if your person in situation is biased OR do you know if you are communicating with an openminded person in situation?

(9) Dilemma: Do you want the person in situation to create identification with you OR do you want to create an understanding of the 'other'?

(5) Dilemma: Do you want to let your communication to be an ongoing flow OR do you want to have interruptions to create attention?

(10) Dilemma: Do you want to give the person in situation something pragmatically useful OR do you want to open up for reflection and meditation?

Gjedde, Lisa & Ingemann, Bruno (2008): *Researching Experiences - exploring processual and experimental methods in cultural analysis*, Newcastle: Cambridge Scholars Publishing, p. 184-191.

<http://akira.ruc.dk/~bruno/Processual/ResearchingExperiences.html>