**A note on data, data collection, and processing**

This dataset underpins the thesis ‘*Crafting Museum for Social Inclusion Work’* (2022) which was part of the European Union ECR Training Network – POEM on participatory memory practices in digital ecologies funded by the Horizon 2020 Marie Skłodowska-Curie grant, agreement No. 764859. The Dataset was used to understand the main research question of the thesis:

1) How can social media support the museum’s socially inclusive role to potentially challenge social exclusion and associated inequalities?

**This was underpinned by two additional questions:**

2) How do structures (institutional and social platforms) shape how staff carry out social inclusion work through social media?

3) Which work processes enable staff to pursue social inclusion through social media?

The dataset contains a series of interviews [Folder 3], notes from participant observations – including meeting notes [Folder 4], and personal reflections of the researcher and institutional documents [Folder 5] that were collected by Cassandra Kist during a year-long research placement at Glasgow Museum’s Open Museum (2019-2020). It further contains analysis of social media content from the Facebook and Instagram pages of the Open Museum, Gallery of Modern Art, Kelvingrove Art Gallery and Museum, and the Riverside Museum [Folder 1]. The dataset also contains data collected from three mini-international case studies that were used to expand upon the research findings from the main case study: this includes interviews with staff [Folder 2], Instagram posts and institutional documents [Folder 1]. During the research period, interviews were recorded using an audio recorder or zoom, transferred to MAXDA analysis software, transcribed, and thematically coded along with participant-observation and reflection notes, and meeting minutes. The names and identifying information of participants were taken out and anonymised as much as possible throughout the collected data. While many participants chose to be identified, to respect the choice of some participants to be as anonymous as possible within the frame of the main case study – the data is not made publicly available to prevent triangulation. A similar approach was followed with the social media content and posts within which the usernames of commentors were deleted and replaced with a number. These were thematically coded in word and similarly, transferred to MAXQDA analysis software.

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