An investigation of Google comments on experience museums in Türkiye[1]

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ABSTRACT

Experience museums, which have recently started to serve, offer different experiences to visitors by bringing technology and history together. Bringing a new perspective to museum activities, experience museums offer visitors an interactive and participatory experience. This study aims to analyze Google comments on experience museums in Turkey. For this purpose, the qualitative research technique was used. The study included 406 comments about Hagia Sophia History and Experience Museum, 217 comments regarding Ephesus Experience Museum, and 219 comments about IMM Kültür AŞ Digital Museum on Google until April 27, 2024. The data were analyzed using the qualitative analysis program MAXQDA. In light of the findings, codes were created positive and negative themes. It was determined that visitors were generally satisfied with the experience museums, and the most common complaint was about museum entrance fees.

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INTRODUCTION

The International Council of Museums (ICOM) defines museums as "permanent non-profit institutions that research, preserve, interpret and exhibit tangible and intangible heritage. Museums provide experiences for education, information, and entertainment and contribute to the development of societies" (ICOM, 2024). The Ministry of Culture and Tourism, on the other hand, defines museums as "educational, scientific and artistic institutions that identify, examine, protect, promote, exhibit and raise public awareness about historical artifacts" (Ministry of Culture and Tourism, 2024a). Museums contain elements of culture, art, and science and, at the same time, guide society. The main purpose of museums is to contribute to the development of society while transferring cultural assets to future generations (Sürme & Atılgan, 2020, p. 1796). Museums located in important places such as libraries and universities contribute to the formation of national cultural awareness and social identity (Köroğlu et al., 2020, p. 7).

Museums can be classified according to their characteristics, themes, and affiliated institutions. According to the affiliated institution, museums are grouped as museums affiliated to the ministry, museums affiliated to national parks, museums affiliated to the national palaces department, museums within universities, museums affiliated to the general staff and force command, museums affiliated to local governments, museums affiliated to various public institutions, museums of commercial organizations, foundation museums, and private museums (Madran, 1996). The general classification of museums worldwide includes art museums, history museums, anthropological museums, nature and history museums, science and industry museums, and museums related to various fields of specialization. In Turkey, museums are grouped as history and art museums, archaeology and ethnography museums, archaeology museums, ethnography museums, monument museums, museum houses, revolutionary museums, military museums, private museums, and open-air museums (Ministry of Culture and Tourism ebook, 2024). However, this classification is becoming increasingly diversified with the impact of today's technological developments. New alternatives, such as virtual reality and experience museums, have been added to the list.

Museums are one of the important elements of the tourism sector that increases the number of tourists by creating a tourist attraction and contributing economically to the region. For this reason, museums, considered part of the destination, are considered one of the integral parts of the tourism sector (Kervankıran, 2014, p. 348). Effective use of museums in tourism is one of the main goals. According to the 2023 Turkey Tourism Strategy, 'Establishing city museums at international standards' is clearly stated as a target for tourism development. It is also emphasized that museums should be used to diversify tourism activities. In order to increase tourism diversity, it is suggested to 'open museum houses where the ethnographic and ecological characteristics of the region are exhibited' and 'open research stations and diaboli museums that will enable the research of the characteristics of the region and provide a scientific demonstration of this' (Turkey Tourism Strategy, 2023).

One of the most important features of museums that create attraction is that they offer experience to tourists. According to Prentice (1996), museums are experience-oriented places that offer the opportunity to observe and contact cultural heritage elements. With the development of technology, museums are not only limited to providing experience but also provide a participatory and interactive experience opportunity (Sylaiou et al., 2010). In particular, Virtual Reality (VR) and Augmented Reality (AR) applications in museums have made visitors a part of the experience. After AR, VR, and virtual museum applications have been used in museums in recent years, experience museum initiatives have started today. Experience museums allow visitors to experience stories visually and audibly as if they were real using 'Immersive' technologies.

Determining visitors' thoughts after the experience is essential in determining the steps to be taken in the future. Visitor experiences also provide destinations with the opportunity to improve themselves and are effective in the formation of visitor loyalty. In this context, this study aims to analyze Google comments on experience museums serving in Turkey. For this purpose, the qualitative research technique was utilized in the study. Within this scope, 406 comments about Hagia Sophia History and Experience Museum, 217 comments related to Ephesus

Experience Museum, and 219 comments regarding IMM Kültür AŞ Digital Museum on Google until April 27, 2024, were included in the analysis. Thus, this study aims to contribute to the literature since there is no study on the visitors who visit the experience museums serving in Turkey in the relevant literature.

LITERATURE REVIEW

Technology and Museum

Rapidly developing technology causes changes in businesses in different fields. Especially with the widespread use of the internet, radical innovations have been experienced in social and business life. That is to say, technology has been included in business life in many areas, from the private sector to public institutions and organizations (Ersöz & Özmen, 2020). The first time museums were introduced to technology was when they were used in clerical work to make inventories of artifacts. Technology was limited to inventorying and used to track, secure, and preserve the artifacts. Technological developments, which facilitated the work of museum staff until this date, have affected visitor experiences as of the 1990s (Kahraman, 2021, p. 149). Thanks to digitalization, interaction has emerged, bringing the concept of experience to the forefront. Therefore, museology has turned into an experience-oriented space with the effect of technology over time (Ergin, 2022; Kervankıran, 2014). The increasing involvement of technology in museum activities has led researchers to conduct studies on these two topics. Kılıcı & Köroğlu (2023) conducted a bibliometric analysis of articles published in the field of museology and found that 17 articles were on science and technology.

With the integration of technology into museums, museum visits have become a multi-sensory experience. Audio and touch features replace written texts, while interactive exhibitions collect, analyze, and respond to data. In this way, visitors have a more vivid and dynamic experience (Barry et al., 2012, p. 42). For example, a study shows that the technological applications used in the Hatay Archaeology Museum positively affect visitors' experiences. Visitors state that thanks to this experience, they better understand the living conditions in ancient times, imagine themselves living in those times, and get away from everyday life (Varnacı Uzun, 2023). Toksöz (2018) states that the technologies in museums effectively recognize different traditions and cultures, as well as reveal visitors' sense of belonging and awareness of their own culture. Therefore, it can be said that the correct use of technology in museums indirectly contributes to the sustainability of cultural values.

The concept of immersive, which offers the visitor the opportunity to be a part of the experience, is explained in the simplest definition as the combination of virtual and real (Agrawal et al., 2019). Immersive technology, which covers AR, VR, and MR technologies used in museums, has added a new dimension to the museum experience. This technology has created deeper connections between visitors and museum content, and visitors' active participation has been ensured. Experience museums, which focus on the visitor experience, allow visitors to explore cultural heritage elements in more immersive and different ways (Li et al., 2023). Experience museums operate in many parts of the world for visitors who want to experience different experiences. Van Gogh the Immersive Experience in London, Frameless Immersive Art Experience in Amsterdam, and Fabrique des Lumières experience museums can be given as examples (Kahraman & Candan, 2024).

Experience Museums in Türkiye

Visitors have many different motivations for experiencing museums. Museums, generally visited to escape from routine, have fun, enjoy, and learn (Chan, 2009), attract millions of visitors annually. In 2023, the most visited museums and archaeological sites affiliated with the Ministry of Culture and Tourism were Konya Mevlâna Museum with 15.8 million visitors, Denizli Hierapolis Archaeological Site with 11.2 million visitors, and Izmir Ephesus Archaeological Site with 9 million visitors. In total, 30 million 488 thousand 975 people visited museums and archaeological sites (Ministry of Culture and Tourism, 2024b). In recent years, in addition to physical visits, visitors

can also experience virtual museums through remote access, thanks to technology. Thus, it can be said that the number of visitors is much higher.

Experience Museums, a new initiative in Turkey, aims to offer visitors an interactive and participatory experience. Experience museums offer visitors a rich and immersive experience using immersive technologies while utilizing audio and visual opportunities (DEM Museum, 2024a). As of 2024, there are three active experience museums in Turkey. Ephesus Experience Museum and Hagia Sophia History and Experience Museum by DEM Museology are the first examples of these initiatives. At the same time, according to the information on the DEM Museology website, the infrastructure works of Hierapolis and Cappadocia experience museums are continuing. IMM Kültür AŞ Digital Experience Museum, which opened in Istanbul, has brought a different perspective to experience museums with its technological innovations.

Ephesus Experience Museum was opened in 2023. Consisting of three different halls, the museum offers audio guidance in 16 languages, and the experience lasts approximately 25 minutes. Ephesus Experience Museum allows visitors to experience the ancient city, which has a history of 8 thousand years, using technological facilities (DEM Museum, 2024b). The Ephesus Experience Museum received the "best museum" award at the Mondo-Dr Awards, one of the most distinguished awards in the world, held in Las Vegas on June 12, 2024 (Ministry of Culture and Tourism, 2024c).

Hagia Sophia History and Experience Museum started its service in 2023. The museum consists of two separate sections that complement each other and offers audio guidance in 23 languages. The digital experience lasts approximately 25 minutes. On the first floor of the Hagia Sophia History and Experience Museum, there are artifacts exhibited for the first time. On the upper floors, traces of the Ottoman and Roman empires are presented with technology. In this respect, the museum is a special place where both technological experiences and historical finds are presented together. (DEM Museum, 2024a).

IMM Kültür AŞ Digital Experience Museum was opened in 2024. IMM Kültür AŞ Digital Experience Museum is a different museum that was founded by Istanbul Metropolitan Municipality Kültür AŞ and offers digital experiences to visitors. The museum has a digital room, virtual reality room, immersive experience room, digital corridor, and augmented reality room for visitors. At the same time, one of the most striking areas in the museum is the area where Nikola Tesla and his inventions are exhibited (Digital Experience Museum, 2024).

Studies on Experience Museums

África et al. (2023) analyzed the comments of the visitors who participated in the 'Van Gogh: The Immersive Experience' event. The researchers analyzed the comments about the post-experience of the visitors with emotional analysis. According to the analysis results, the highest emotion scores were for expectation, joy, and trust. The most prominent negative comments about the exhibition were the high entrance fee and the lack of information about Van Gogh's life and art.

Errichiello et al. (2019) aim to investigate the role of smart technologies in facilitating visitors' experiences in destinations and cultural attractions. The research was conducted at the San Teodoro Palace, where VR technology provided visitors different experiences. According to the research results, visitors stated that they experienced destinations from different perspectives and had better access to information than traditional tours thanks to technological opportunities.

Kahraman and Candan (2024) examined the Ephesus Experience Museum in Turkey by comparing it with experience museums in the West. In the findings of the study, it was determined as an important deficiency that the Celsus library, one of the important structures of the ancient city of Ephesus, was not included in the narrative. Compared with the technologies of other experience museums worldwide, the absence of technologies such as AV, VR, and MR in the Ephesus Experience Museum was stated as an important deficiency.

Soylu (2024) examined visitors' Google and TripAdvisor comments on the Ephesus Experience Museum within the scope of museum experience and behavioral intentions. According to the analyses, hedonism, participation, novelty, knowledge, meaningfulness, and social interaction themes emerged under the unforgettable museum experience. In addition, it was

observed that most of the visitors intend to revisit the museum and recommend it to their friends. The most common words used by visitors to describe the museum were 'visual feast,' 'time travel,' 'time machine,' and 'unforgettable journey.'

Yang and Zhang (2022) aim to determine the impact of smart tourism technologies (such as AR, VR, and AI) on museum services and visitor intentions. The data used in the study were collected online from 365 people in four different museums. Research findings show that smart tourism technologies positively affect unforgettable tourism experiences, revisits, and intention to make recommendations.

According to research, technology is used increasingly in museums every day. Metaverse technology has recently started to be used in museums in addition to immersive AR, VR, MR, AI, hologram, simulation, and 360-degree video mapping. Today, metaverse museums are actively serving Turkey and the world (Doğruer, 2023). The rapid progress of technology in museology has led some researchers to believe that AR and VR technologies will dominate museums in 2095 (Mavrin et al., 2023, p. 288).

METHOD

Consumers today frequently use the internet to share their positive and negative experiences directly with businesses. In this way, they easily express their opinions after the experience through the official accounts of the business or social media platforms. The comments are very effective in the preferences of potential consumers. For this reason, businesses should follow the comments and respond if necessary. In addition, the comments allow businesses to see the existing problems and deficiencies. Researchers examine visitor comments to measure satisfaction (Göktaş & Dinçer, 2017; Korkmaz, 2020; Yeşilyurt & Arıca, 2018) and complaints (Köroğlu et al., 2017) after the museum experience. In the research findings, it is seen that the connotation of the ancient city, the quality of artifacts and sculptures, relevant personnel, ease of access, interior design, explanatory signs, surrounding spaces, suitability for disabled people, cleaning and maintenance, contemporary museology, cleanliness of the space, free entrance, authentic atmosphere, adequacy of shopping places, museum architecture, collections and artifacts exhibited in the museum, use of technology, presentation style, and information content positively affect the experience (Çuhadar, 2024; Sop et al., 2020; Korkmaz, 2020). It was observed that the small size of the area, insufficiency of information materials, lighting problems, the lack of a sales store, the crowd, and the atmosphere of the atmosphere being like a workshop negatively affected the experience (Çuhadar, 2024; Sop et al., 2020).

Within the scope of this study, 406 comments about Hagia Sophia History and Experience Museum, 217 comments about Ephesus Experience Museum, and 219 comments related to IMM Kültür AŞ Digital Experience Museum until April 27, 2024, on Google were examined. Only Google comments were included in the study because the number of visitor comments on Google is higher than on other platforms. The comments obtained were analyzed using the content analysis technique, one of the qualitative research analysis techniques. In addition, MAXQDA, a qualitative analysis software was used for the analysis.

Content analysis is defined as bringing similar data together to form codes and themes and interpreting and processing these concepts (Yıldırım & Şimşek, 2006). For this purpose, the researchers classified the comments under specific codes and themes. The researchers carried out the coding and theme creation process separately, and then common codes and themes were determined. In addition, direct quotations were included to better understand the codes obtained from the analysis program.

Data on comments about experience museums were obtained via Google. Some criteria were determined while analyzing the comments. Comments that were only rated were not included in the analysis. In addition, only Turkish comments were used to ensure the integrity of meaning. Since the comments of those whose location could not be determined under Google comment ethics were automatically deleted by the system, it is assumed that everyone who commented has experienced the museum experience. Ephesus Experience Museum and Hagia Sophia History and Experience Museum were opened in 2023, and IMM Kültür AŞ Digital Experience Museum was opened in 2024. The comments included in the analysis cover the

comments from the museum's opening date until 27.04.2024. After the analysis, 1,046 codes were obtained from 842 comments. Similar codes for each museum were brought together and stated under positive and negative themes. While determining the themes and codes, the relevant literature was utilized (Göktaş & Dinçer, 2017; Sarı Gök & Şalvarcı, 2021; Sop et al., 2020).

FINDINGS

Table 1 shows the number of comments and scores related to the three experience museums.

Table 1.
Number of Visitor Comments on Museums

Museums	Number of Comments	Score (5)
Ephesus Experience Museum	217	4,6
IMM Kültür AŞ Digital Experience Museum	219	3,9
Hagia Sophia History and Experience Museum	406	4,6

Table 1 shows that the museum with the highest number of comments is the Hagia Sophia History and Experience Museum, followed by IMM Kültür AŞ. Digital Experience Museum, and Ephesus Experience Museum. On the other hand, IMM Kültür AŞ. Digital Experience Museum received the most negative comments. It is seen that the number of negative comments about the museums is generally low and that they receive an average of 4 stars from visitors.

Findings of the Content Analysis

Experience in tourism is a subjective and mental state consumers feel (Otto & Ritchie, 1996). As a result of the experience, positive or negative emotions are formed. For this reason, visitor comments on experience museums were coded under positive and negative themes, and their frequencies and percentages were calculated.

Table 2.
Codes and Themes Regarding Ephesus Experience Museum Comments

Themes	Codes	Frequencies	%
POSITIVE	Price	10	4,40
	Staff	54	23,80
	Content	25	11,00
	Experience	105	46,25
	Atmosphere	6	2,65
	Technological Infrastructure	27	11,90
TOTAL		227	100
NEGATIVE	Price	23	54,77
	Content	13	30,95
	Experience	3	7,15
	Atmosphere	3	7,15
TOTAL		42	100

Table 2 shows the codes, frequencies, and percentages of the comments about the Ephesus Experience Museum. Accordingly, it is seen that the most frequently repeated code in the positive comments about the Ephesus Experience Museum is "experience" (n= 105, %.46,25). Visitors expressed their comments as "a different experience," "an experience far above expectations," and so on. This was followed by "staff" (n=54, 23.80%), "technological infrastructure" (n=27, 11.90%), and "content" (n=25, 11.00%). The most frequently repeated code in negative comments was "price" (n=23, 54.77%). Although some visitors consider the museum entrance fee normal considering their living standards, some visitors complain about the entrance fee. Some visitors

also complained about the limited content of the museum (n=13, 30.95%). Visitors stated that they expected a more extended experience and that topics other than Artemis were not addressed much. No negative comments were made about the staff and technological infrastructure.

Some of the positive comments by visitors to the Ephesus Experience Museum are as follows;

"There is heavy criticism that the price is too high. What is cheap in this country :-) when it comes to the service and the quality, I can't be too strict. I think it's a great experience. You can't put a price tag on some moments."

"First of all, I would like to thank the kindness of the staff and the fact that they were helpful enough to share their own umbrellas during the rain."

"...it was an experience far beyond my expectations."

"The museum is brilliantly designed with three separate rooms, each taking you to a different era in the past. It is like stepping into a time machine! The attention to detail in each room is remarkable and brings historical periods to life. This is an immersive experience that not only educates but also entertains."

"You learn and live the history of Ephesus through spectacular visual, audio, and sometimes fog-accompanied reenactments."

Some of the negative comments of visitors to the Ephesus Experience Museum are as follows;

"The only thing I will criticize is that they should lower the entrance fee. A family of 4 cannot afford 425 TL. We, husband and wife, paid 850 TL."

"...It's nice but don't have high expectations."

"There is a very superficial narration, when we entered, we thought that it would take us through the streets of Ephesus, we thought that we would be able to see the theater, the library of Celcius as it was in those times. But the only time the street is shown is when Cleopatra and Alexander the Great greet the people."

"Especially the second part is very effective in terms of visualization and animation. However, the information is not enough for a city like Ephesus."

Table 3.
Codes and Themes Regarding Hagia Sophia History and Experience Museum Comments

Themes	Codes	Frequency	%
POSITIVE	Price	19	3,73
	Staff	75	14,73
	Content	57	11,20
	Experience	178	35,00
	Atmosphere	76	15,00
	Physical Properties	8	1,60
	Technological Infrastructure	96	18,90
TOTAL		509	100
NEGATIVE	Price	37	57,00
	Staff	1	1,54
	Content	13	20,00
	Experience	7	10,77
	Physical Properties	2	3,77
	Technological Infrastructure	5	7,70
TOTAL		65	100

Table 3 shows the codes, frequencies, and percentages of the comments about the Hagia Sophia History and Experience Museum. Accordingly, it is seen that the most frequently repeated codes in the positive comments about Hagia Sophia History and Experience Museum are "experience" (n=178, 35.00%), "technological infrastructure" (n=96, 18.90%), "atmosphere"

(n=76, 15.00%) and "staff" (n=75, 14.73%). On the other hand, in the negative comments, the codes "content" (n=13, 20.00%) and "experience" (n=7, 10.77%) are repeated the most. It is seen that no negative comments were made about the atmosphere.

Some of the positive comments by visitors to the Hagia Sophia History and Experience Museum are as follows;

"The entrance fee is 250 TL. Considering other museums, it seemed expensive, but it is worth every penny."

"The welcome and guide service at the entrance is very nice. You feel special."

"As an art historian, it was an excellent experience for me to access the academic information I listened to in my classes supported by visuals in the museum."

"I also admired the artifacts exhibited in the museum. Many were exhibited for the first time and were pieces not even found in Hagia Sophia."

"I recommend it if you want to have an amazing experience and if you want to experience time travel."

"I have visited so many museums. This was the only place I visited with great excitement every moment."

"An amazing museum supported by artificial intelligence and 3D modeling technologies. You can listen to the history of Hagia Sophia in 10 languages with translation headsets. The Turkish voice-over by Selçuk Yöntem adds an incredible mystical atmosphere."

Some of the negative comments by visitors to the Hagia Sophia History and Experience Museum are as follows;

"Don't you think 250 lira is too much for Turkish citizens? Why is the museum card not valid? Why is there no student-teacher discount?"

"The video in the museum switched from English to Turkish and the attendant did nothing."

"...but short in terms of duration and detail."

"First of all, it was a new museum, but the background noise was so loud that I couldn't hear the audio guide very well."

"Apart from the digital presentations, the exhibits were below our expectations.

Table 4 presents the codes, frequencies, and percentages of the comments about IMM Kültür AŞ. Digital Experience Museum. Accordingly, it is seen that the most frequently repeated codes in the positive comments about IMM Kültür AŞ. Digital Experience Museum are "experience" (n=53, 50.00%), "atmosphere" (n=14, 13.20%), "content" (n=11, 10.38%), "physical infrastructure" (n=11, 10.38%), and "technological infrastructure" (n=11, 10.38%). On the other hand, the codes for negative comments were "atmosphere" (n=42, 43.30%), "experience" (n=17, 17.52%), and "content" (n=13, 13.40%).

Some of the positive comments of visitors to the IMM Kültür AŞ. Digital Experience Museum is as follows;

"The interest and kindness of our friends inside was amazing."

"I liked the content in general, by the way, Tesla's content was very instructive for young people, and the interactive structure of the content was also very nice."

"VR and immersive room were my favorites."

"The light shows are very nice. You can have a nice experience with VR glasses in the virtual reality room."

"...it was an impressive experience."

Some of the negative comments by visitors for IMM Kültür AŞ. Digital Experience Museum is as follows;

"There are sections inside that you can see in 5-10 minutes."

"I came with high expectations after seeing it on social media, but it was a disappointment."

"There should be a separate day for children under the age of 15 or a separate day for adults only. It was like a playground. One gets overwhelmed by the noise and hustle and bustle"

"Great labor, but you don't understand anything when you visit the playground."

"At this level of virtual reality, the image shown was extremely bad. Even the worst VR game for 15 TL on Steam is much better than this."

"Most of the time is spent waiting in queue. It is small and crowded inside. It is noisy and gives me a headache."

Table 4.
Codes and Themes Regarding the IMM Kültür AŞ. Digital Experience Museum Comments

Themes	Codes	Frequency	%
POSITIVE	Price	4	3,77
	Staff	2	1,89
	Content	11	10,38
	Experience	53	50,00
	Atmosphere	14	13,20
	Physical Properties	11	10,38
	Technological Infrastructure	11	10,38
TOTAL		106	100
NEGATIVE	Price	6	6,19
	Staff	4	4,12
	Content	13	13,40
	Experience	17	17,52
	Atmosphere	42	43,30
	Physical Properties	5	5,15
	Technological Infrastructure	10	10,30
TOTAL		97	100

CONCLUSION AND RECOMMENDATIONS

This study is aimed to analyze the comments on experience museums in Turkey through content analysis. For this purpose, a total of 842 comments on Google that met specific criteria were included in the study, and content analysis was conducted. While creating themes and codes, studies in the relevant literature were utilized. According to the data, 14 codes were created under the main themes of "positive" and "negative." When the comments regarding all three museums were analyzed, it was determined that the number of positive comments was higher than the number of negative comments. When the positive comments in the museums are analyzed, it is seen that experience has the most effect on satisfaction. It has been proven in previous studies that experience affects satisfaction (Hosany & Witham, 2010; Maklan & Klaus, 2015), loyalty (Chang & Lin, 2015; Maklan & Klaus, 2015), and recommendation intention (Hosany & Wihham, 2010; Maklan & Klaus, 2015). Positive perception of the experience positively affects satisfaction, and people who are satisfied intend to recommend it to others (Özer et al., 2013; Radder & Han, 2015). On the contrary, it is known that people who leave with a negative experience transfer this experience to their environment (Litvin et al., 2008).

When the positive comments on the Ephesus Experience Museum are analyzed, experience, staff, and museum content come to the fore. Visitors state that while experiencing museums, they get away from daily life, have the feeling of living in ancient times, and experience the magic and effect of the moment, which is consistent with studies conducted in other museums (Arıca & Yeşilyurt, 2018; Varnacı Uzun, 2023). There are also various positive opinions about the staff of the Ephesus Experience Museum. Attitude, service, and staff training are important factors affecting satisfaction (Emekli, 2003; Göktaş & Dinçer, 2017). For this reason, it is important to employ educated and emotional laborers who can speak different languages, especially in tourist destinations. When negative comments about the Ephesus Experience Museum are analyzed, complaints such as the high price, invalid museum card usage, and lack of discounts are emphasized.

When the positive comments on Hagia Sophia History and Experience Museum are analyzed, experience, technological infrastructure, and atmosphere come to the fore the most. On the other hand, when the negative comments are analyzed, it is seen that the most common complaint is about the museum fee. In most studies examining the comments of museum visitors,

museum prices were found to be expensive by visitors (Göktaş & Dinçer, 2017; Köroğlu et al., 2017). Accordingly, it may be helpful to provide discounted or free admission by organizing public days on certain days and dates to encourage visitors. At the same time, students or visitors with special needs can also visit the museums at a discounted price.

When the positive comments about IMM Kültür AŞ Digital Experience Museum are analyzed, experience and atmosphere are focused on the most. However, when negative comments were analyzed, the atmosphere was found to be the most recurring code. Visitors explained this by saying that although they liked the atmosphere and environment of the museum, they were disturbed by the behavior of other visitors. In particular, there are complaints about the noise made by child visitors. One user expressed his thoughts: *"There is a nice visual show, but there should definitely be a separate day for children under the age of 15 or 'a separate day for adults only' like a playground, noise, noise, running around, people get overwhelmed."* This suggestion can be taken into consideration by museum managers to solve the problem. Visitors also complain that the museum environment is crowded and stuffy. Museum management can limit the number of visitors in the museum to eliminate this situation. Thus, the crowded and stuffy environment will be relieved. As a result, it is seen that visitors are generally satisfied with the experience museums, which can be considered a new initiative. The use of the obtained findings in the new experience museums to be opened or experience museums currently in service will contribute to visitor satisfaction. In future studies, other experience museums to be opened can also be included in the sample. At the same time, the findings obtained by conducting face-to-face interviews with visitors who visit the museums may help reach a deeper understanding of the issue. As in every study, there are some limitations in this study. The data used in the study covers a specific date range. However, Google comments are updated every day. For this reason, this study should be conducted again at different date intervals, and the development should be monitored. In addition, only Turkish comments were taken into consideration in the study. Future studies can expand the data by including comments in different languages in the analysis.

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