

# AI in Museums

Survey Results

June 2026



**Ontario  
Museum  
Association**

# Executive Summary



**75** responses from galleries, museums, historic sites, archives, heritage, arts and government, organizations



Majority from small- and medium-sized organizations

## Key findings



0% reported having no concerns about AI

43% don't use AI for work

1 in 2 reported low comfort level of using AI tools

# Who participated?

Museums **72%** (54)

Archives 16.00% (12)

Government Organization 14.67% (11)

Historic Site 13.33% (10)

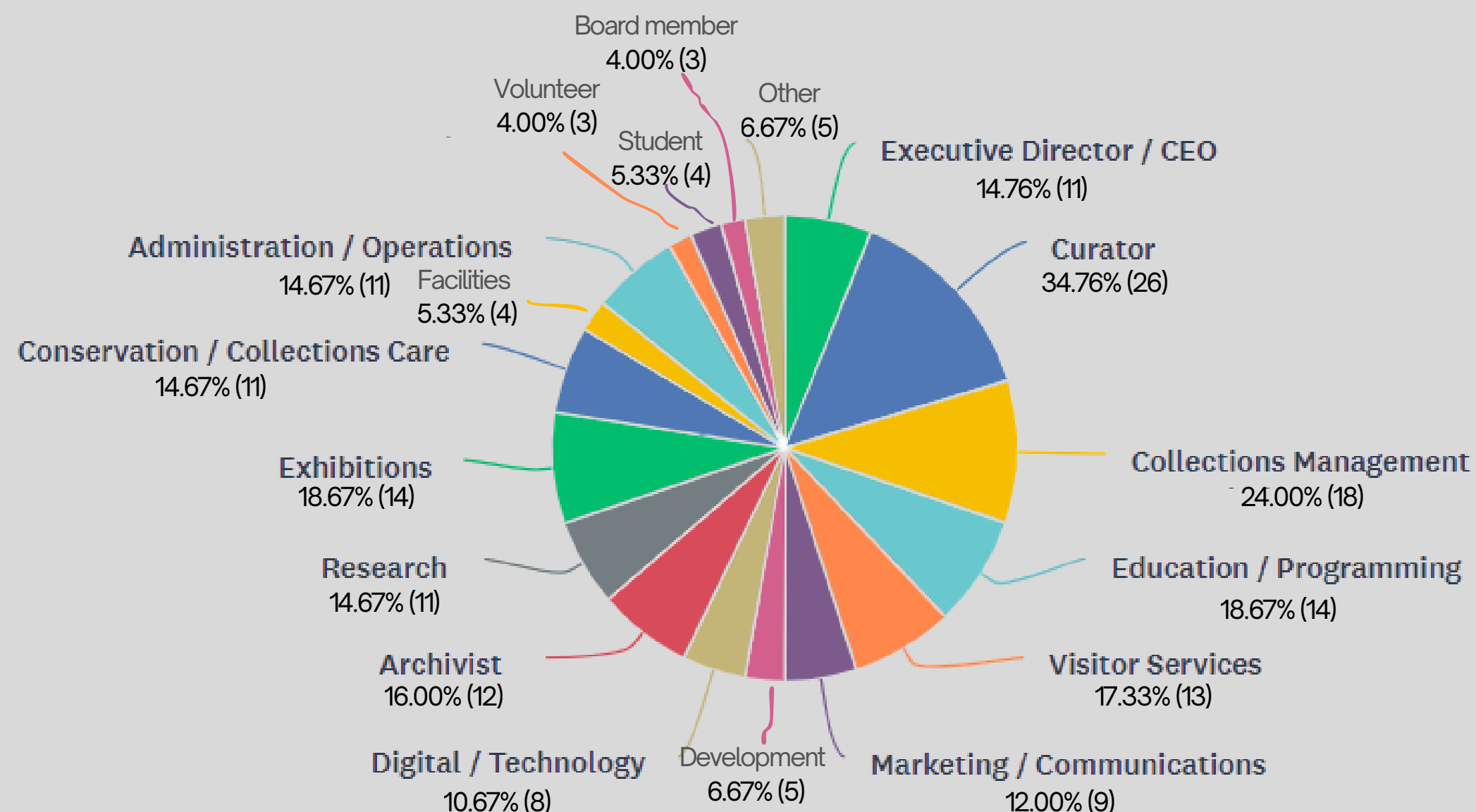
Art Gallery 13.33% (10)

Heritage Organization 9.33% (7)

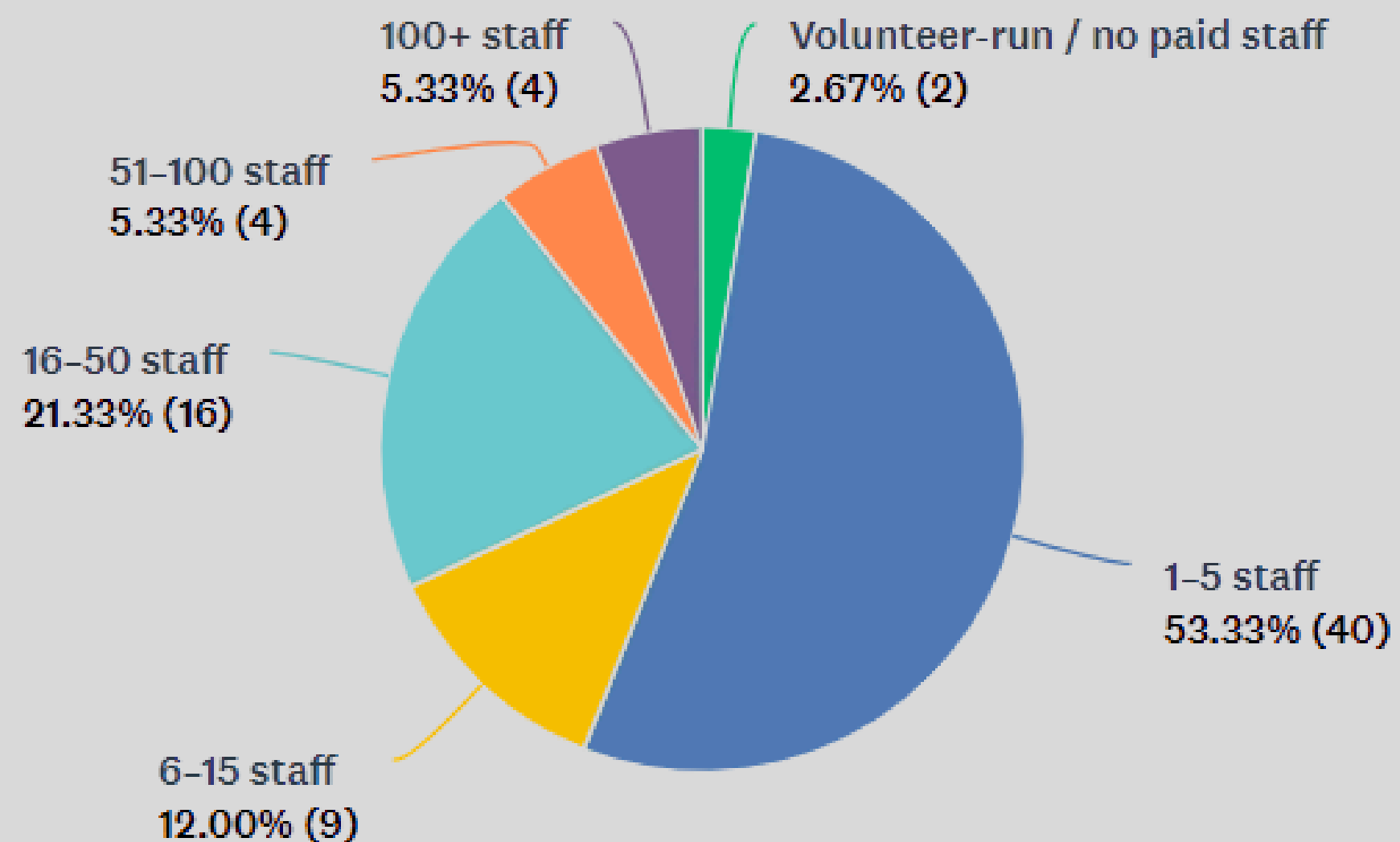
Other 6.67% (5)

Arts & Culture Organization 5.33% (4)

Indigenous Cultural Centre 0%



# Organization type & location



**48.00%** Urban

**17.33%** Suburban

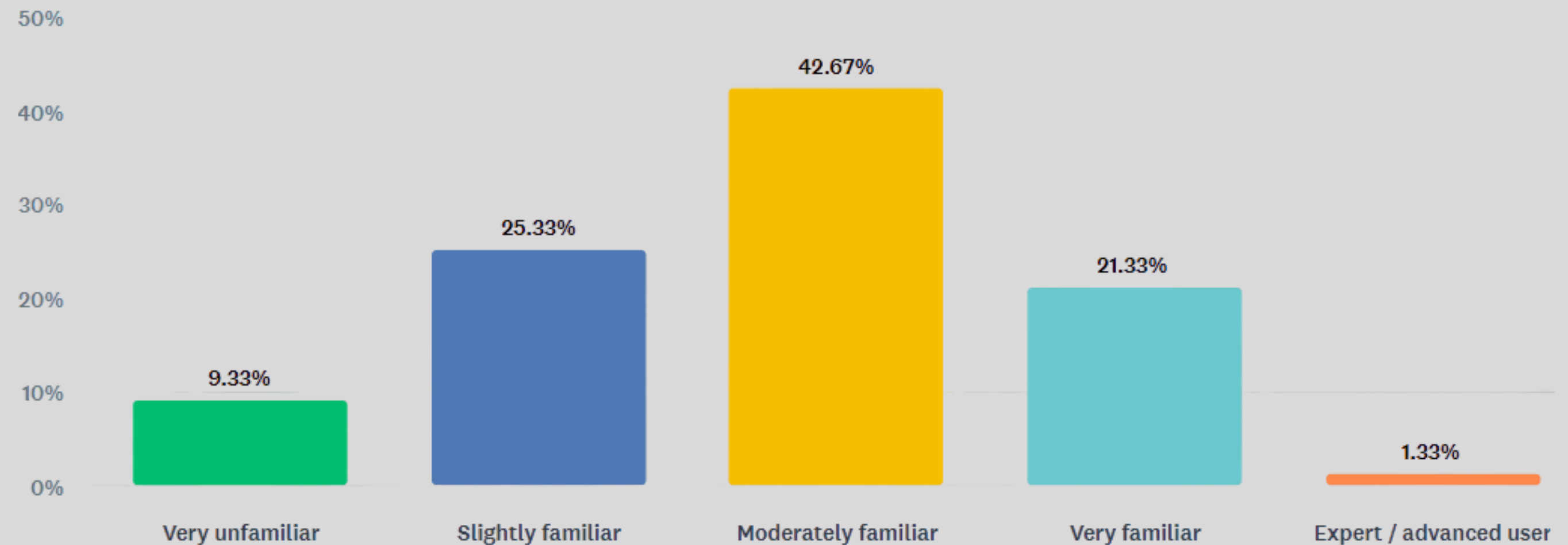
**30.67%** Rural

**4.00%** Multiple locations

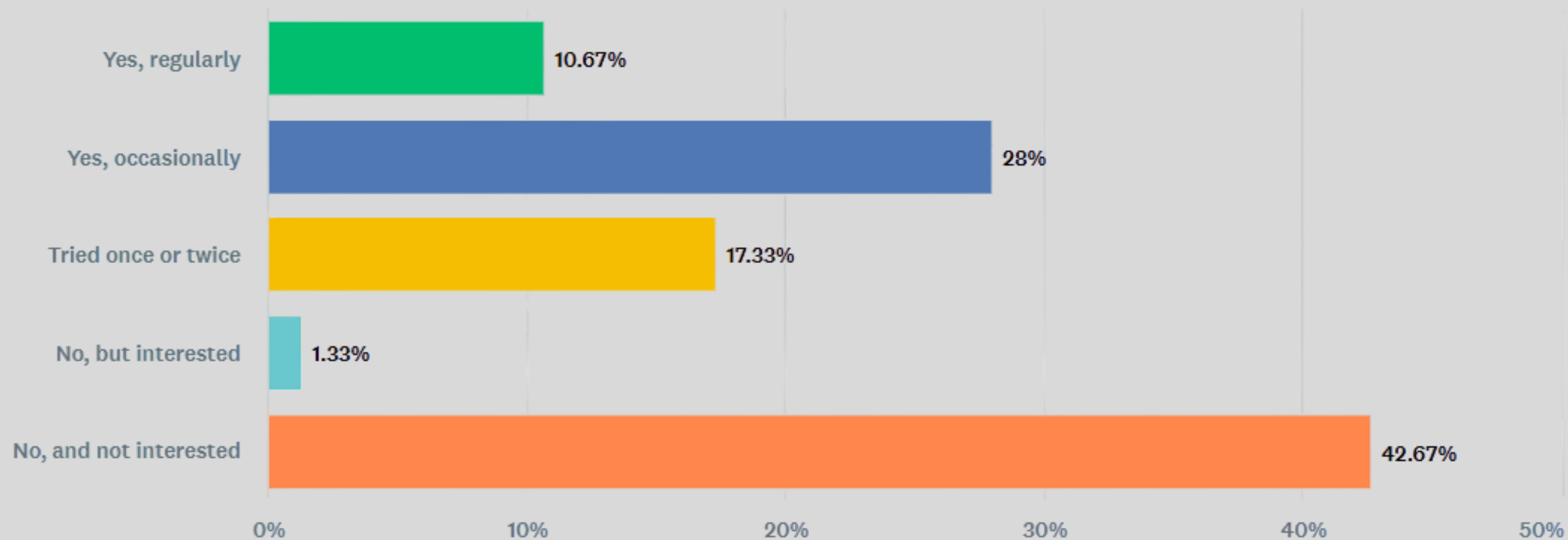
# Familiarity with AI tools

**42.67%**

said that they are  
**Moderately familiar with AI tools**



# Use AI tools for work-related tasks



**42.67%**

said that they are

**Not using and  
not interested**

# AI Use Areas

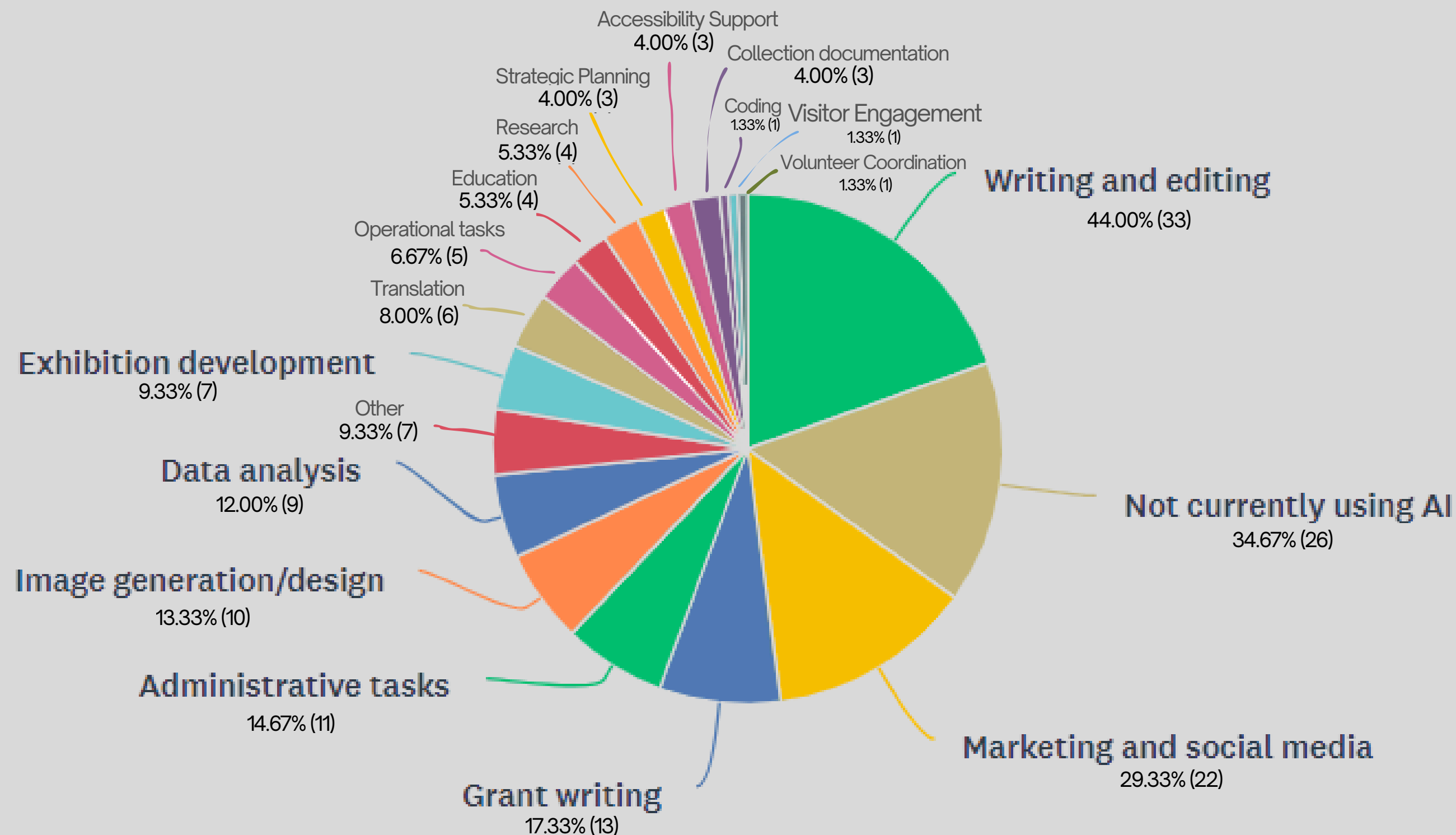
## Most mentioned AI platforms:

Copilot

ChatGPT

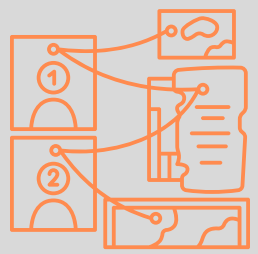
Canva

Gemini



# Top 6 Reported AI Benefits

Supporting small teams with limited capacity



**36.00%**  
**(27)**

Supporting marketing and communications



**26.67%**  
**(20)**

Increased efficiency



**21.33%**  
**(16)**

Saving staff time



**36.00%**  
**(27)**

Data organization and analysis



**24.00%**  
**(18)**

Assisting with grant writing/funding applications



**20.00%**  
**(15)**

# 26.67% (20 respondents) selected "Other".

## Here's what they said:

*"No benefits at all"*

*"allowing people to understand documents and artefacts in multiple other languages and appropriately describe them"*

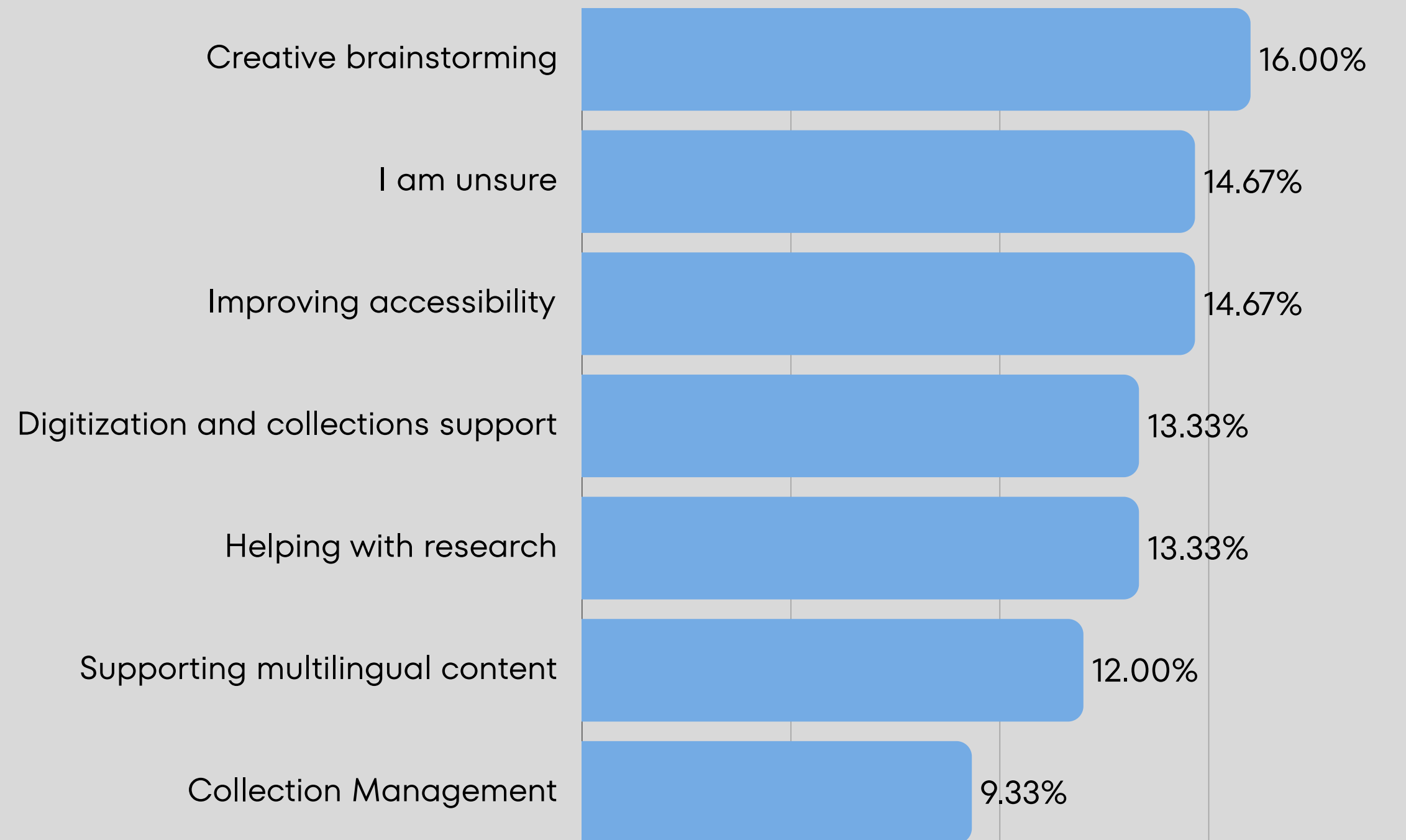
*"I see no benefits that AI could bring to museums"*

*"I don't trust AI and prefer it NOT be used in Museum settings."*

*"none"*

*"None at its current level of technology. Generative AI does not have the accuracy required for any kind of research and the information it provides is not trustworthy. Any result it produces would have to be double checked via research, and that research should be done at the same level as it would have taken to provide whatever output the AI gave. Therefore it is more efficient, effective, and reliable to do it oneself."*

# Other reported benefits:



# Top 6 Reported AI Concerns

Accuracy and misinformation



**92.00%**  
**(69)**

Quality control



**81.33%**  
**(61)**

Risk of over-reliance



**77.33%**  
**(58)**

Copyright and ownership issues



**84.00%**  
**(63)**

Ethical concerns



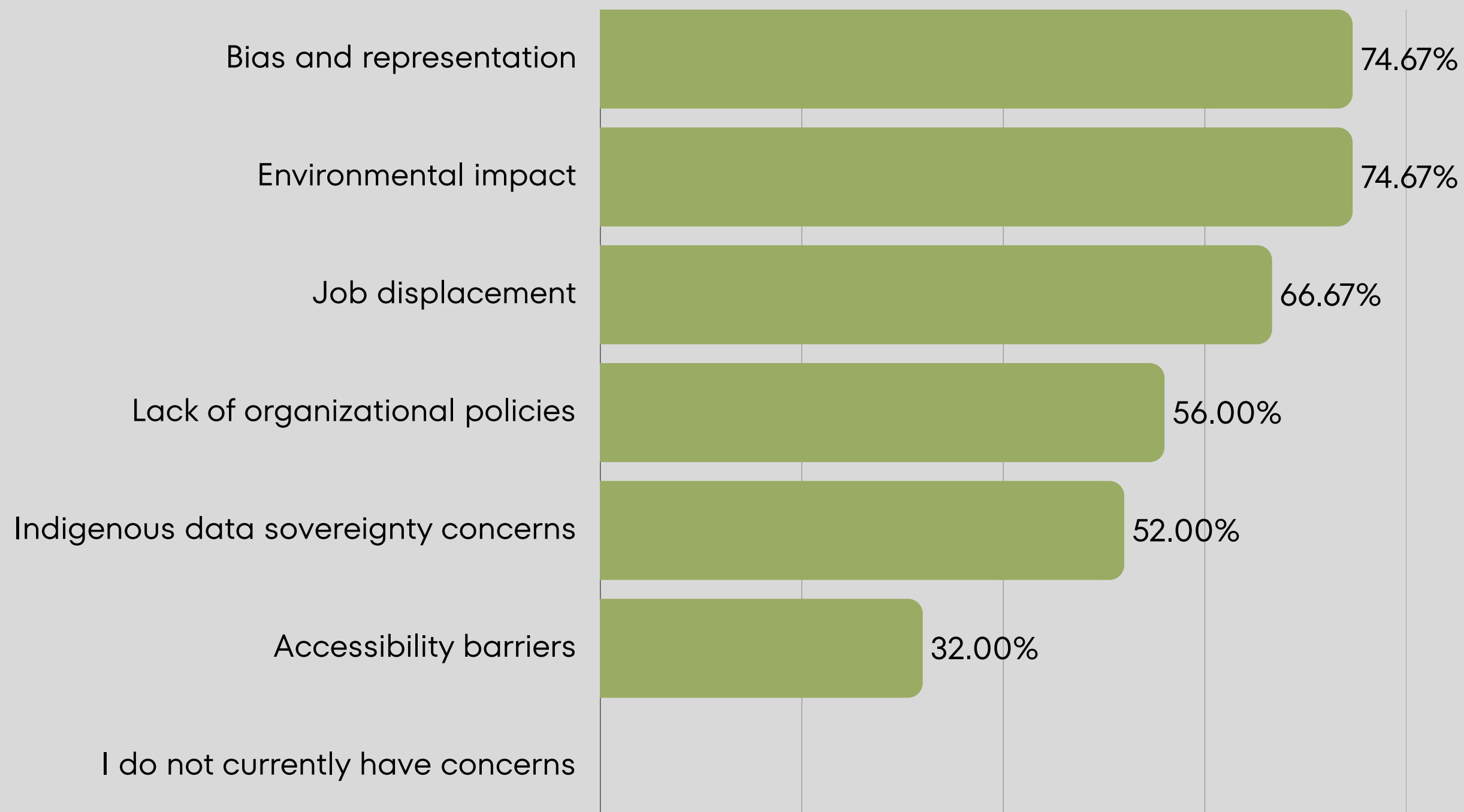
**81.33%**  
**(61)**

Privacy concerns



**76.00%**  
**(57)**

# Other reported concerns:



# Concerns:

Qualitative responses grouped into two themes: **Possibilities** and **Concerns**

*“Museums and galleries are about creating connections - with each other, with the past, with the natural world, and with ourselves. They nourish our curiosity. They inspire wonder and creativity. These are the things that make us human. As a field that is supposed to value both the humanities and human beings, we should not endeavor to remove the human element from the production of this work. Human beings have an incredible range of abilities, and we should focus on nurturing and channeling the unique skills and aptitudes of the people we hire, instead of turning to AI. Generative AI, specifically, robs museum visitors and workers of the depth and authenticity of these connections and experiences. It produces a dull simulacrum of human intellect and emotion, and in the process, it robs us of our own creativity, critical thinking, and learning opportunities. Rather than trying to “keep up” with other industries by adopting generative AI in our work, museums and galleries should endeavor to be leaders in reacting ethically and responsibly to the use of - and resistance to - generative AI.”*

*“Generative AI should not be used in museums, especially within programming and research. It is unreliable, unethical, and incredibly terrible for the environment. If OMA begins to offer GenAI training, it will lose my membership.”*

*“We are a knowledge-based field, and should remain so. We are also a sector that's rapidly losing funding and jobs, and don't need companies stealing more from us.”*

*“There has been a lot of talk about the ethical concerns about AI - particularly around the environmental impact, privacy issues, bias in how models are trained and copyright issues.”*

# Concerns:

Qualitative responses grouped into two themes: **Possibilities** and **Concerns**

*"Many concerns - copyright issues, environmental, loss of already scarce jobs"*

*"Gives an inaccurate view of historic photographs and displaces genuine sources in search results."*

*"It is a tool taht is not necessary in our field - we are all trained professionals and shoudl rely on our resaerch and writing skills to do our jobs. AI is not trustworthy enough yet."*

*"Taking away the role and work of artists"*

*"At its foundation, the GLAM sector is about human stories and creation, and connecting people to them. Artificial "intelligence" should never have any part in that. How can we, as institutes of human stories, ever hope to uphold the trust of the public if we resort to non-human, environment-destroying, plagiarization machines?"*

*"The use of AI has horrific impacts on the environment and marginalized communities"*

*"De-legitimizing of our roles. If AI can do it then why do we have trained and qualified staff?"*

*"It is environmentally unconscionable to use"*

# Possibilities:

Qualitative responses grouped into two themes: **Possibilities** and **Concerns**

*"Lots of other uses we currently aren't even aware of"*

*"accessibility"*

*Thank you*

*for taking the time to participate in this **AI in Museums** survey.  
We appreciate everyone who contributed and shared their thoughts.*