

## User Engagement and Digital Cultural Heritage: Reflecting on the Kaleidoscope Project



The project [50s in Europe Kaleidoscope](#) was concluded in February 2020. The project explored user engagement with digital cultural heritage by focusing on archival photographs related to the project theme '1950s in Europe'.

### **Digital Tools**

Kaleidoscope gathered user-experience feedback on two tools: the [WithCrowd](#) annotation tool and the Visual Similarity Search. The Visual Similarity Search draws on deep learning techniques enabling the linking of resources/images based on visual similarity. Both tools propose innovations in digital exhibition methods by using participatory approaches.

### **Content Collection and Curation**

Digital storytelling was used as a strategy to engage stakeholders via a project exhibition entitled '[Blue Skies, Red Panic](#)'. The exhibition was realized in various forms: as a travelling exhibition touring cities in Europe including: Pisa, Girona, Antwerp, and Berlin; and as a virtual exhibition showcased on [Europeana.eu](#). The process of sourcing and sharing heritage photographs aimed to enhance the digital collections, increase user interaction, and explore innovations in curatorial practice.

### **Focus Groups and Workshops**

During the Kaleidoscope project a number of events were organised by the consortium. Focus groups and workshops reached target audiences of cultural heritage professionals, academic researchers, students, artists and local citizens. The [memories workshop](#) in Girona entitled 'Family Photo Talks' used oral history as a co-creative methodology. The [Crowdsourcing workshop](#) in Athens invited participants to contribute to the Kaleidoscope annotation campaigns focused on the themes of 1950s Style and Design and 1950s Transport and Travel. While the [Rephotography workshop](#) in Coventry focused on repeat photography as a way of engaging users with 'then' (1950s) and 'now'.

### **Massive Open Online Course (MOOC)**

The projects educational focus has created an international outreach, which extends beyond the lifecycle of the project. Kaleidoscope collaborated with the [Culture Moves team](#) to develop the MOOC 'Creating a Digital Cultural Heritage Community'. Modules include a core module introducing user engagement theory, and modules focused on photography and museums. The MOOC currently (May 2020) has 2,035 registered users and is still open for [enrolments](#).

For more information look at:

[Impact and Future Exploitation Report](#)

[Photoconsortium webpage](#)