DIGITAL TRANSFORMATION FOR USER ENGAGEMENT IN CULTURAL HERITAGE

EUROMED 2020 web conference

5 November 2020

PHOTO CONSORTIUM

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Introduction: scope of this workshop

Dr. Antonella Fresa, Promoter
Vice-president of Photoconsortium Association

Antonella is working on European projects since the nineties. Technical coordinator and communication manager of research and innovation initiatives in the domains of digital cultural heritage and digital preservation, creativity and co-creation, citizen science, smart cities and e-infrastructures.

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AGENDA

Scope of this workshop, introduction by Dr. Antonella Fresa, Promoter / Photoconsortium

Fifties in Europe Kaleidoscope: an innovative MOOC for education and user engagement with photographic heritage, presented by Prof. Fred Truyen, KU Leuven / Photoconsortium

WeAre#EuropeForCulture, co-creation events and citizen participation: stories from Nicosia, presented by Prof. Marinos Ioannides, Cyprus University of Technology

Europeana: a community empowering the cultural heritage sector in its digital transformation, presented by Ariadna Matas, Europeana Foundation

PAGODE – Europeana China: from metadata to storytelling and back, presented by Sofie Taes, KU Leuven / Photoconsortium

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Fifties in Europe Kaleidoscope: an innovative MOOC for education and user engagement with photographic heritage

Prof. Fred Truyen, KU Leuven
President of Photoconsortium Association

Fred is professor at the Faculty of Arts, KU Leuven where he is in charge of the mediaLab CS Digital. He publishes on Digitization, Photography and E-Learning. He is involved in many projects on Open Educational Resources and on Europeana.

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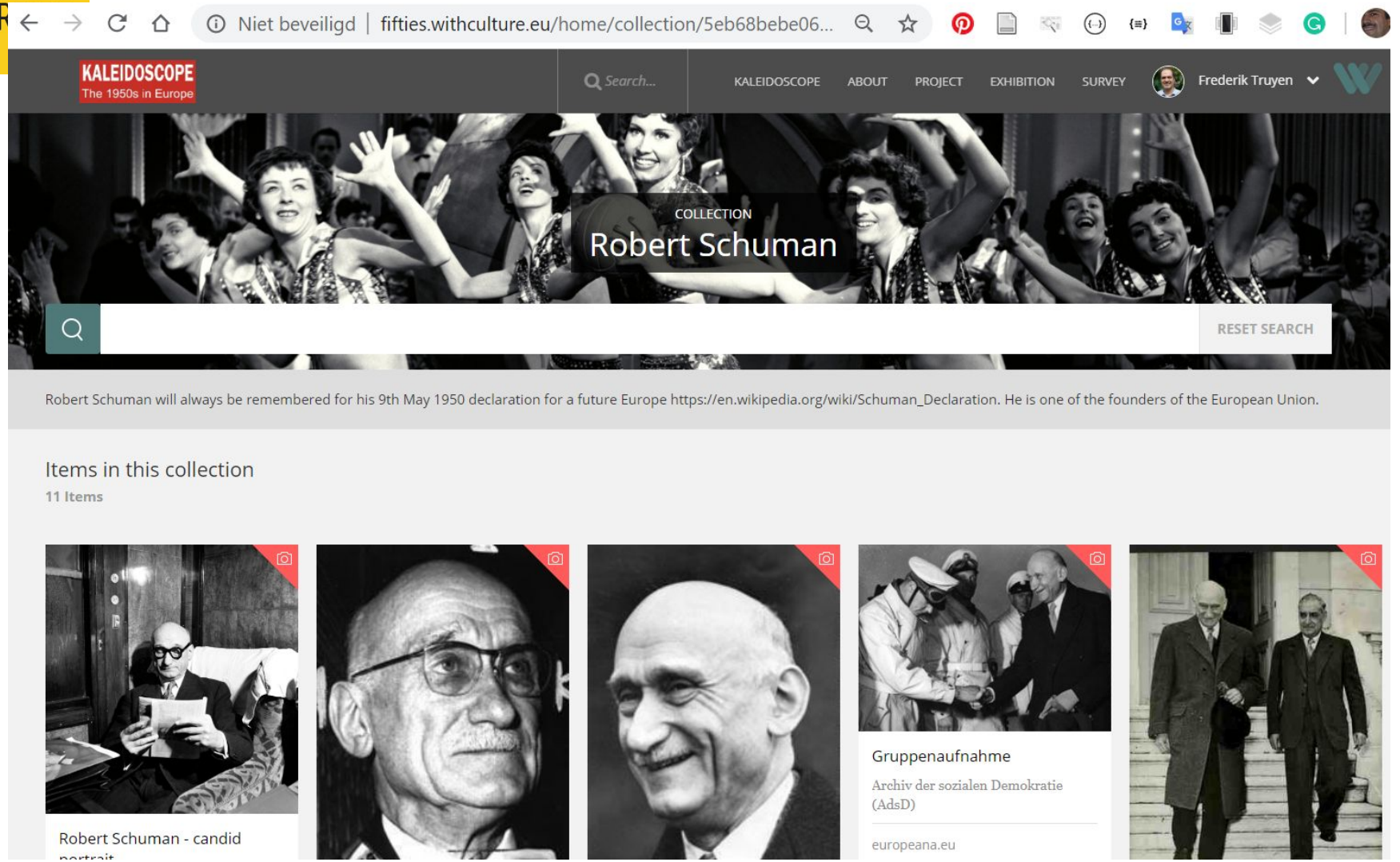
Fifties in Europe Kaleidoscope



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Motivation

- Current generations in Europe lost touch with the post-war generation whose aspirations led ultimately to the European Union as we know it

- We go back to the Fifties, exploring the fears, concerns, hopes and dreams of the citizens in Europe, East & West, North & South

- In attempting to present the *visual identity* of the Fifties in Europe, we showcase best practices in *user engagement* with *Europeana*

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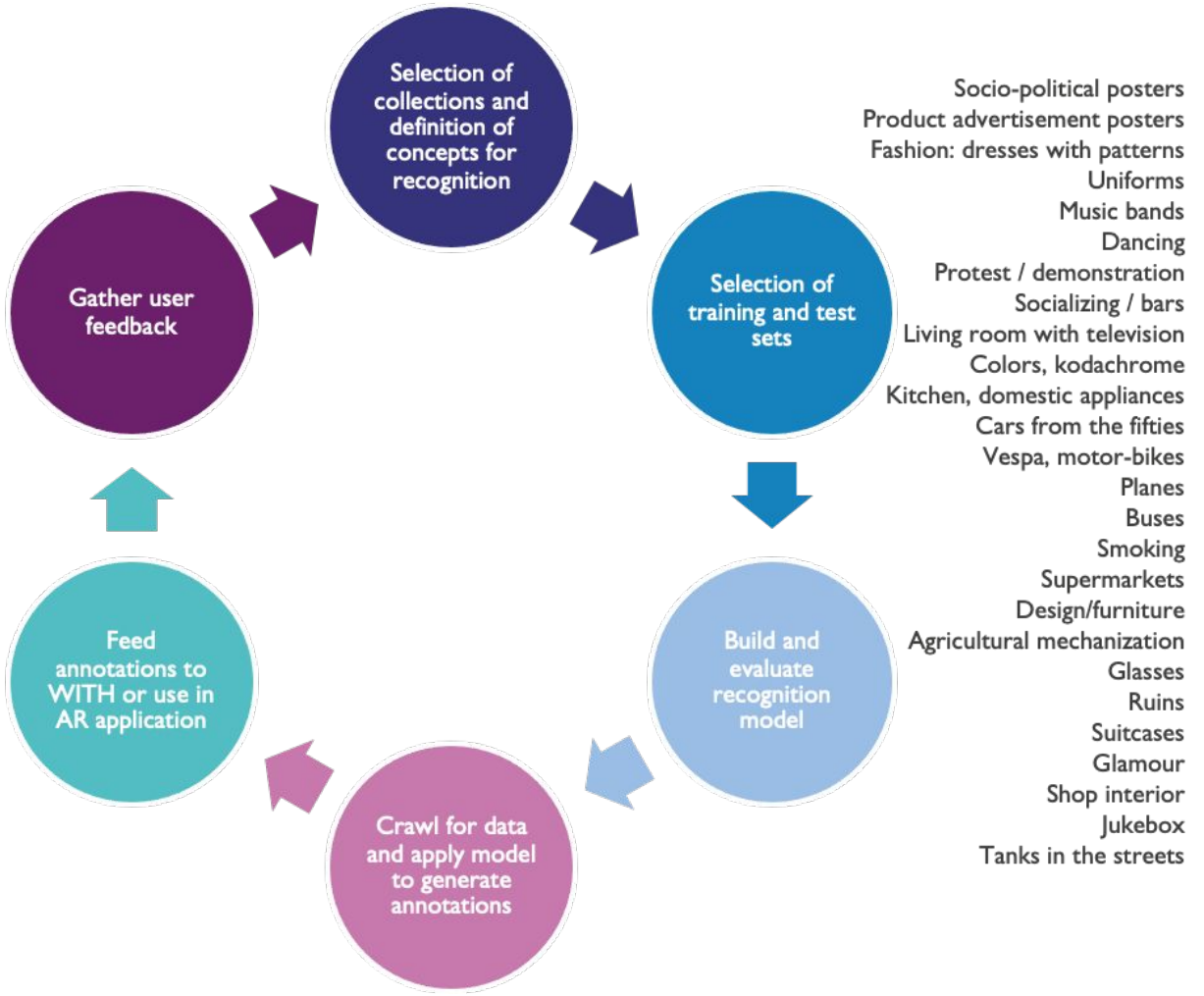
Travelling exhibition

Visual similarity search: from algorithm to App



Socio-political posters
Product advertisement posters
Fashion: dresses with patterns
Uniforms
Music bands
Dancing
Protest / demonstration
Socializing / bars
Living room with television
Colors, kodachrome
Kitchen, domestic appliances
Cars from the fifties
Vespa, motor-bikes
Planes
Buses
Smoking
Supermarkets
Design/furniture
Agricultural mechanization
Glasses
Ruins
Suitcases
Glamour
Shop interior
Jukebox
Tanks in the streets

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Visual Similarity Search

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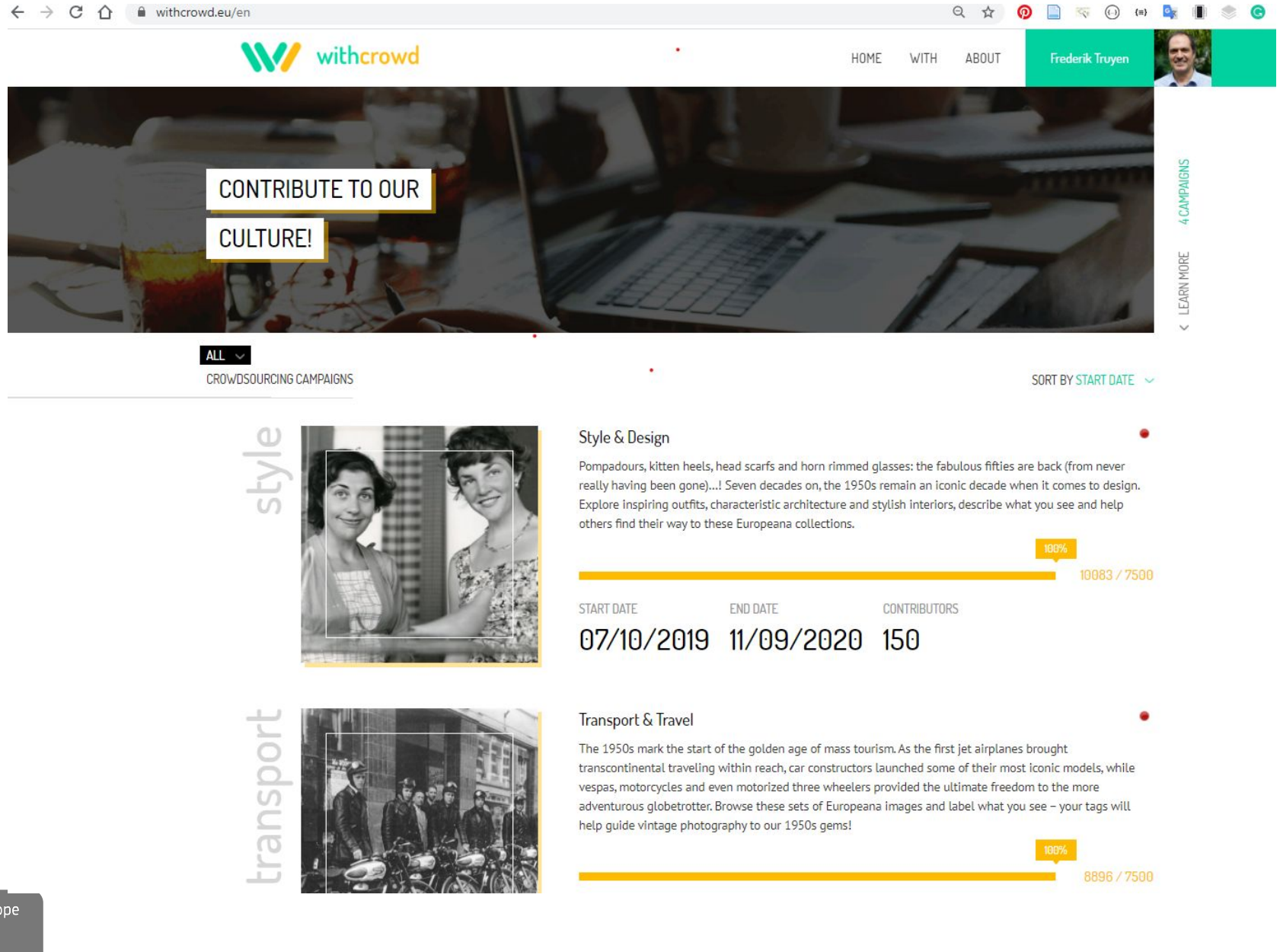
Kaleidoscope Crowdsourcing



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Kaleidoscope MOOC

Creating a Digital Cultural Heritage Community

- High international outreach and impact
- True, committed interaction
- Gives educational role to CHI's in University education *via* Europeana
- Showcases best practices to CHI educators
- Find it on KULeuvenX

https://www.edx.org/course/creating-a-digital-cultural-heritage-community

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Kaleidoscope MOOC

Contents

- User Engagement
- 1950s Photography
- Museums
- Dance and Site
- Im/material Cultural heritage
- Historical Dance

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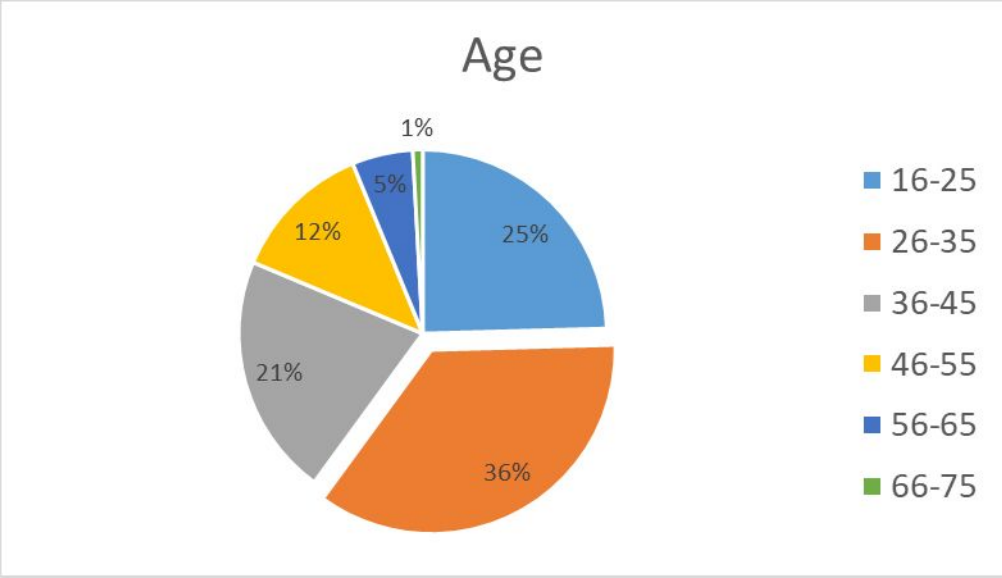
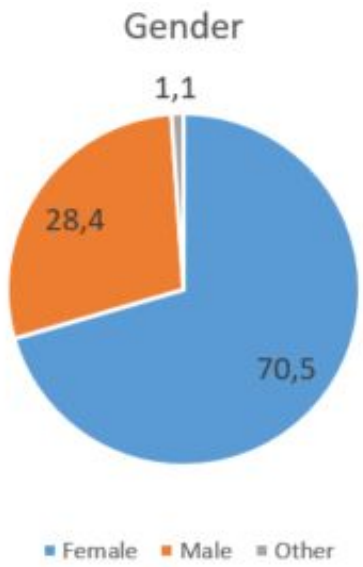
Some numbers

- Self-paced, started in March 2020
- 2035 enrollments, 130 certificate enrollment
- Average age: 32; 70% Women





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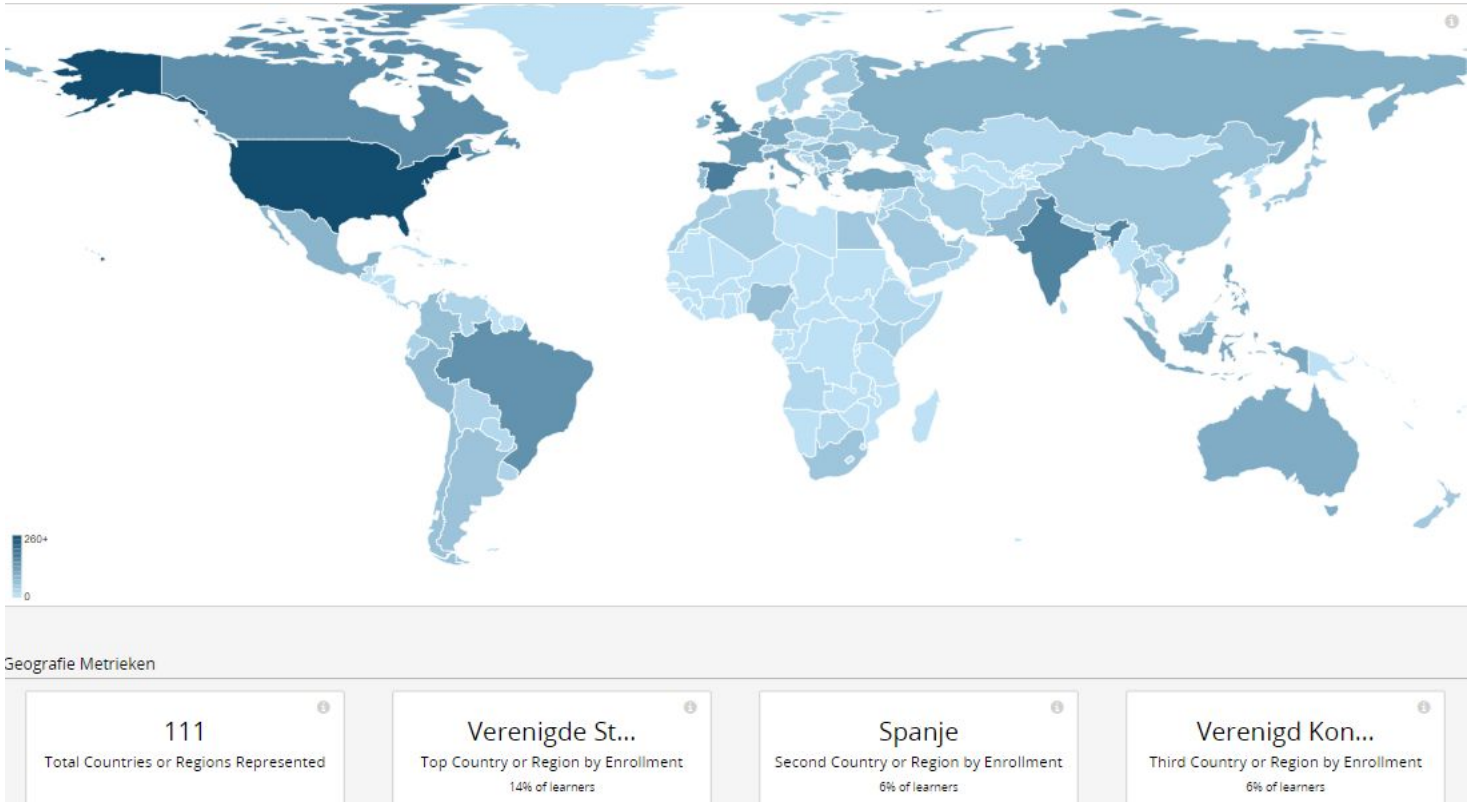
Geographical spread



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Highlights

Hi, I'm John Balean. Although I studied to be a photographer, I've spent most of my

life licensing other photographers' images at TopFoto, one of the world's

largest press photo archives. In this online course for the EU project Kaleidoscope, I'm

going to show you some of the processes that went in to build a 1950s photo

feature and challenge you to create your own, replicating the 1950s techniques in

a 21st century setting. So the 1950s was the end of the Golden Age of

photojournalism and it's not just because of the famous photographers that

were active in the decade, but also because of the magazines that offered

space to the photo feature, allowing these great photographers a platform to

exhibit their work. Most of you will be familiar

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Highlights

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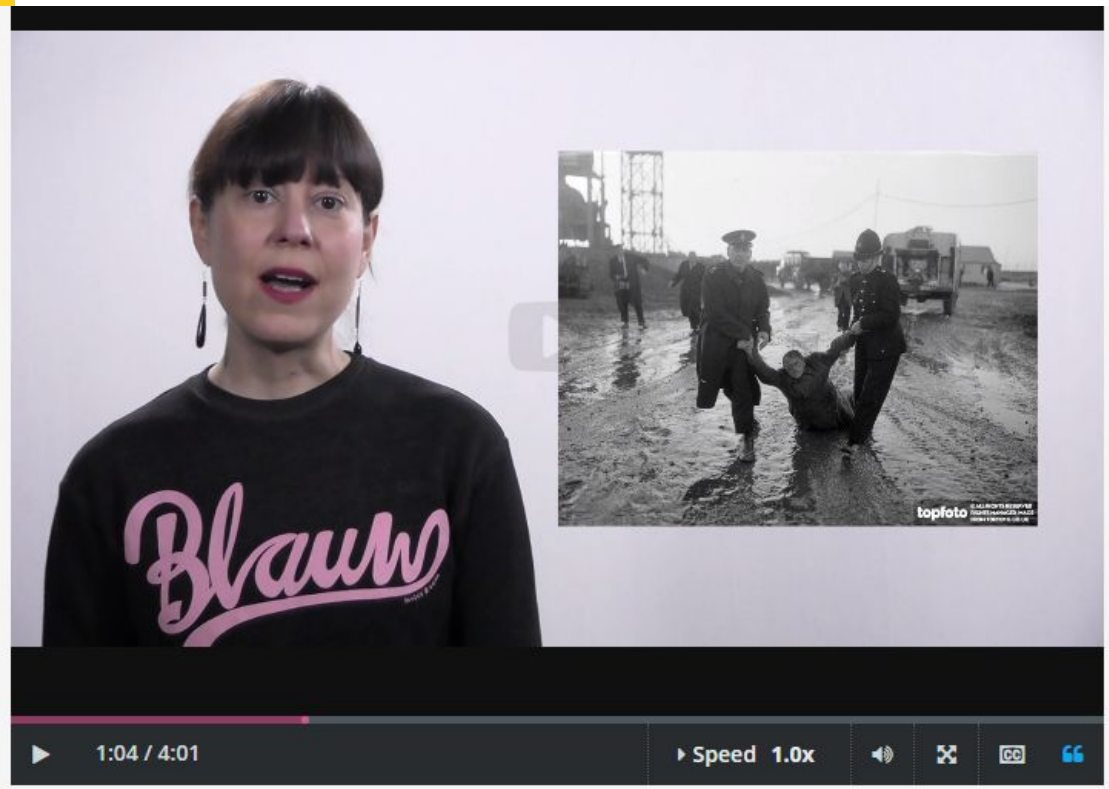
Highlights



This was a topic very much at the core of what was going on in the 1950s. It was the postwar period

after the the second world war and for the first people realized that the means to total annihilation

were at their fingertips. So we see that the antinuclear movement was getting organized.

They were putting on sittings, they were protesting in the streets.

In this first picture you see how a protester is forceably removed from a site

in Swaffham, in Norfolk England. It was a site that was secretly being developed

into a missile base that was going to be jointly operated by the UK and by the US,

with one of them in charge of the operation and facilities of site and

the other one had the power to actually press the button if, one day, it would come to

a missile launch. Ecology too, was very much part of the debate of the 1950s.

Especially since it was a period of the

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WeAre#EuropeForCulture, co-creation events and citizen participation: stories from Nicosia

Prof. Marinos Ioannides, Cyprus University of Technology

Marinos is the director of the Digital Heritage lab of the Cyprus University of Technology in Limassol, coordinating various important projects in the area of research on digital cultural heritage, virtual museums, 3D reconstructions. He is also the chair of EUROMED 2020.

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co-creation events and citizen participation

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2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture

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Europeana: a community empowering the cultural heritage sector in its digital transformation

Ariadna Matas, Europeana Foundation

Ariadna contributes to the management and development of Europeana's policies and frameworks with a strong focus on copyright, and supports the implementation of them throughout the Europeana Network. Ariadna studied law in Spain, in Germany and in France and has a Master's in Intellectual Property Law. Before joining Europeana, Ariadna worked for the International Federation of Library Associations and Institutions (IFLA) on copyright matters.

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Europeana: a community empowering the cultural heritage sector in its digital transformation

Julia Fallon / Ariadna Matas

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Danse de trois faunes et trois bacchantes, Hieronymus Hopfer, Bibliothèque municipale de Lyon , Public Domain

THE MISSION

Europeana empowers the cultural heritage sector in its digital transformation. We develop expertise, tools and policies to embrace digital change and encourage partnerships that foster innovation. We make it easier for people to use cultural heritage for education, research, creation and recreation. Our work contributes to an open, knowledgeable and creative society.

Bulong Miao, Wellcome Collection, United Kingdom, CC BY

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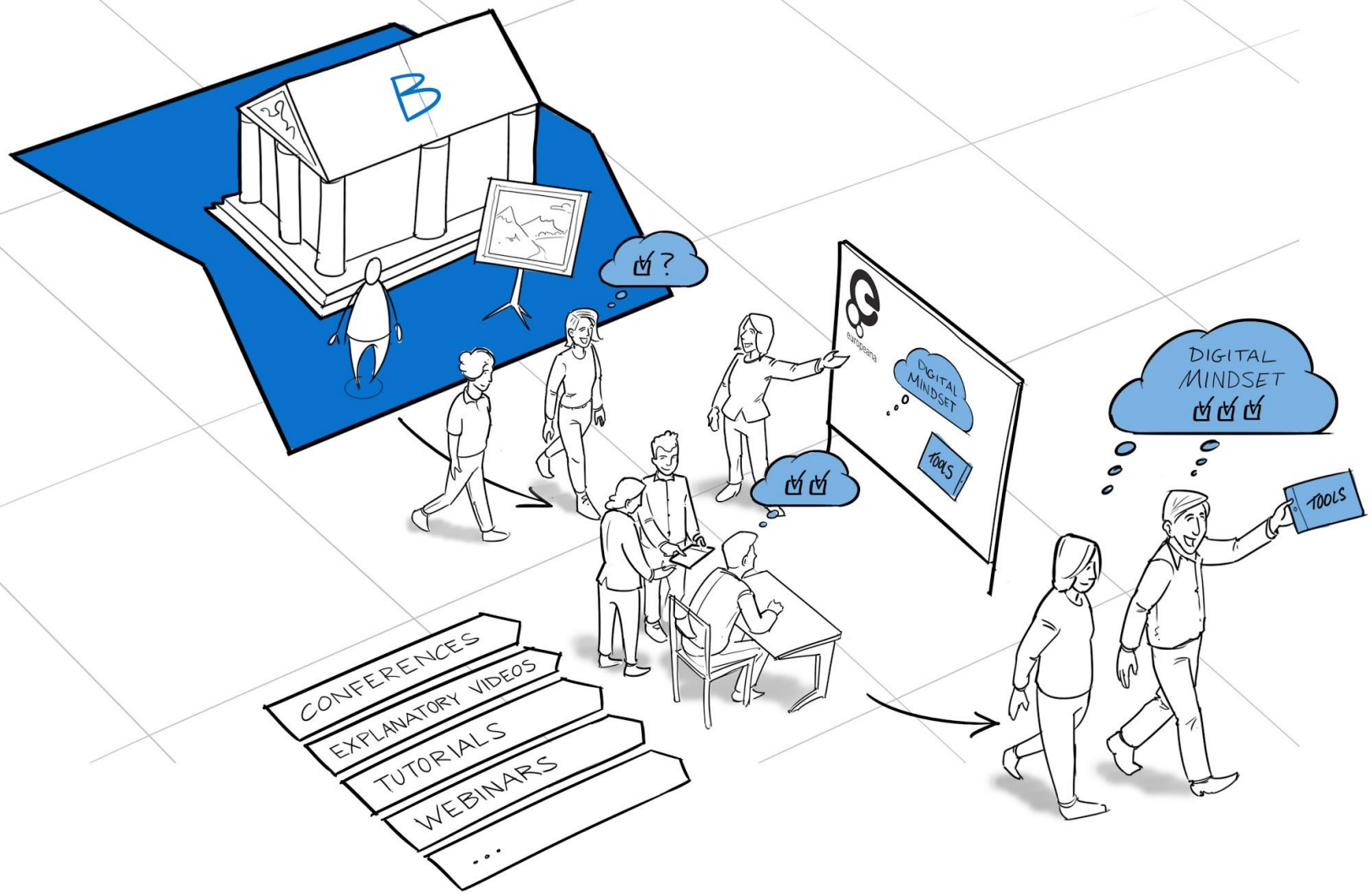
CAPACITY BUILDING



cocreated with SKETCHY BUSINESS

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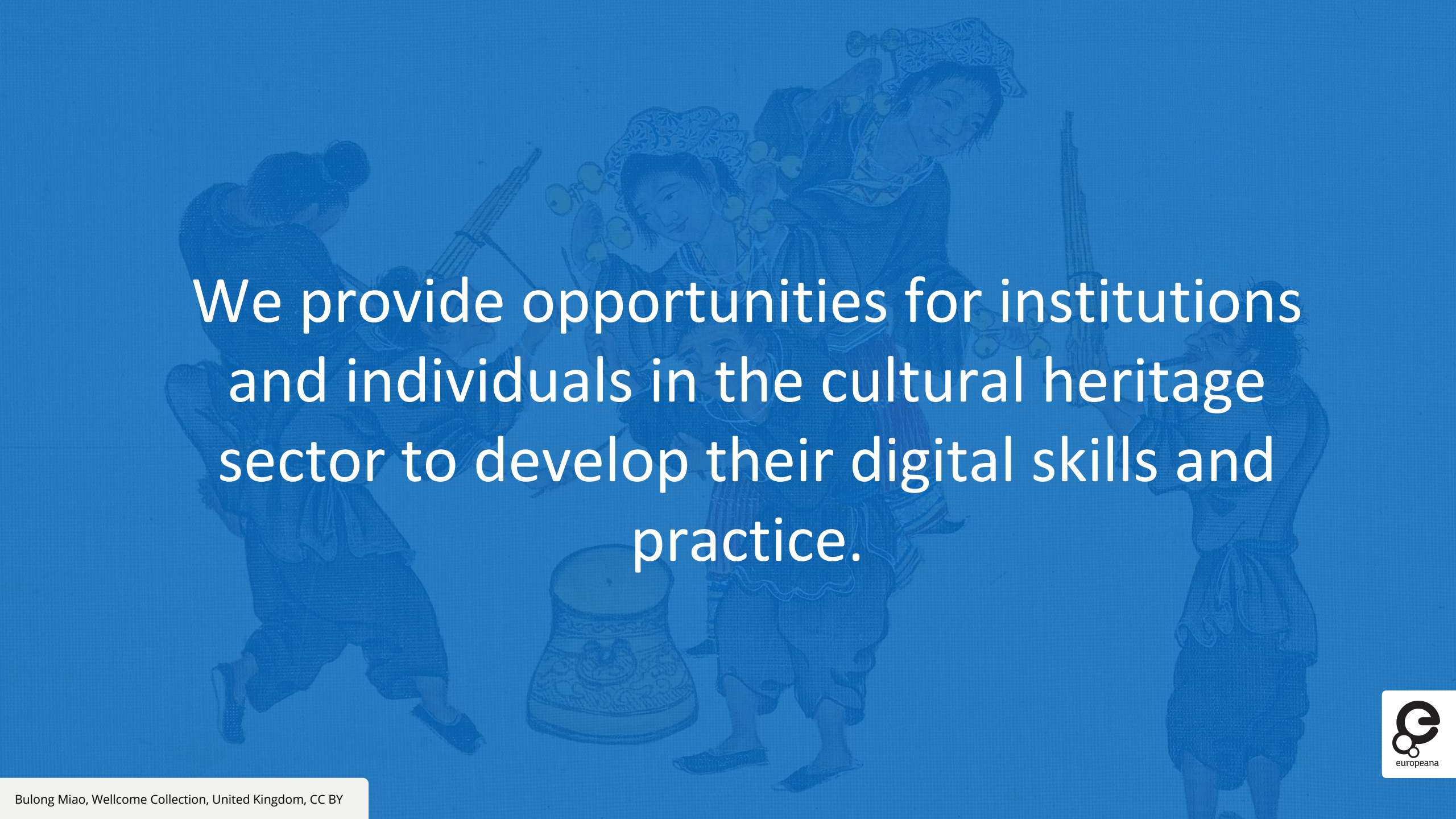
BUILDING CAPACITY

Cats in human dress playing a variety of games, including arm wrestling and tug of war, Kunimasa IV, 1870s, Wellcome Collection, United Kingdom, CC BY

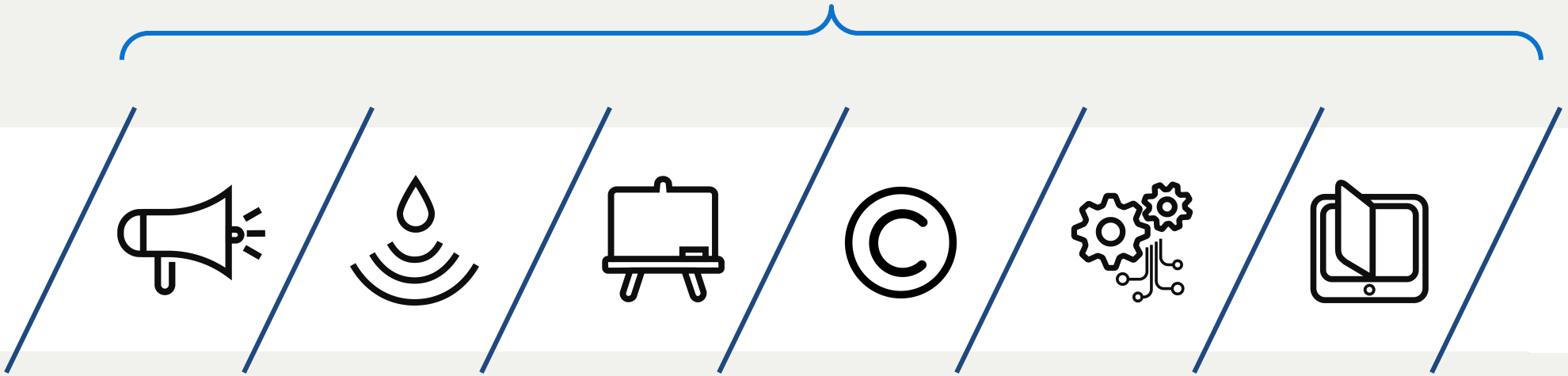


We provide opportunities for institutions and individuals in the cultural heritage sector to develop their digital skills and practice.

Bulong Miao, Wellcome Collection, United Kingdom, CC BY

SPECIALIST COMMUNITIES

europeana network association



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CONNECTIONS

44%

OF NETWORK MEMBERS
CONSIDER MEMBERSHIP AS GREATLY OR MODERATELY
IMPORTANT TO THEIR DAILY WORK

Bulong Miao, Wellcome Collection, United Kingdom, CC BY

'We wanted to put our collection online, but had no clue as to where and how. Europeana provided a lot of inspiration and knowledge'

Questionnaire respondent

Impact Assessment Report: Europeana Network Association

Bulong Miao, Wellcome Collection, United Kingdom, CC BY

‘It gives me more courage to do things, because I'm not alone'

Questionnaire respondent

Impact Assessment Report: Europeana 2019

Bulong Miao, Wellcome Collection, United Kingdom, CC BY

KNOWLEDGE SHARING

- Europeana Pro provides cultural heritage institutions and professionals with tools, resources, documentation and opportunities for developing digital skills.

Bulong Miao, Wellcome Collection, United Kingdom, CC BY

PARTNERSHIPS

Bulong Miao, Wellcome Collection, United Kingdom, CC BY

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PARTICIPATION

WEBINARS

We organise, take part in, and support a number of online events to share knowledge and build capacity in our sector. Explore and watch previous webinars the Europeana Initiative and its communities have run for, and with, cultural heritage professionals.

To see our upcoming webinars, take a look at our events page. For support in organising your own webinars, explore the Europeana guide to organising online events.

COPYRIGHT

Webinar

Copyright & Open Access for GLAMs in the age of COVID19

This webinar explores questions and issues around how to deal with copyright during a public health emergency.

Collections Legal standards Cultural Heritage Institutions copyright covid-19 glam open-access

Webinar

GLAM Collections on Social Media: Navigating Copyright Questions

This webinar discusses sharing GLAM collections on social media.

Legal standards Cultural Heritage

Institutions webinar webinars copyright social-media

Bulong Miao, Wellcome Collection, United Kingdom, CC BY

TOOLS

The Europeana Impact Playbook introduces a common language for the digital cultural heritage sector to talk about impact and shares a step by step approach to help them identify their impact.

Bulong Miao, Wellcome Collection, United Kingdom, CC BY

NEXT STEPS

LEARNING FROM A CRISIS

Cats in human dress playing a variety of games, including arm wrestling and tug of war, Kunimasa IV, 1870s, Wellcome Collection, United Kingdom, CC BY

60% of museums increased their online presence during the pandemic

13.4% of museums increased their spending on digital

(NEMO)

EUROPEANA'S COVID-19 COMMUNICATIONS

Europeana Foundation - working with you in the time of Coronavirus (COVID-19)

We're putting measures in place with immediate effect to minimise the COVID-19 risk for our staff, their families and communities while continuing our operations to the greatest extent possible. We'd like to share what that means in practice.

Coming together in isolation - mobilising digital transformation in the face of COVID-19

The cultural heritage sector faces an unprecedented challenge in the face of COVID-19. How can Europeana, as the initiative which supports the digital transformation of the sector, help?

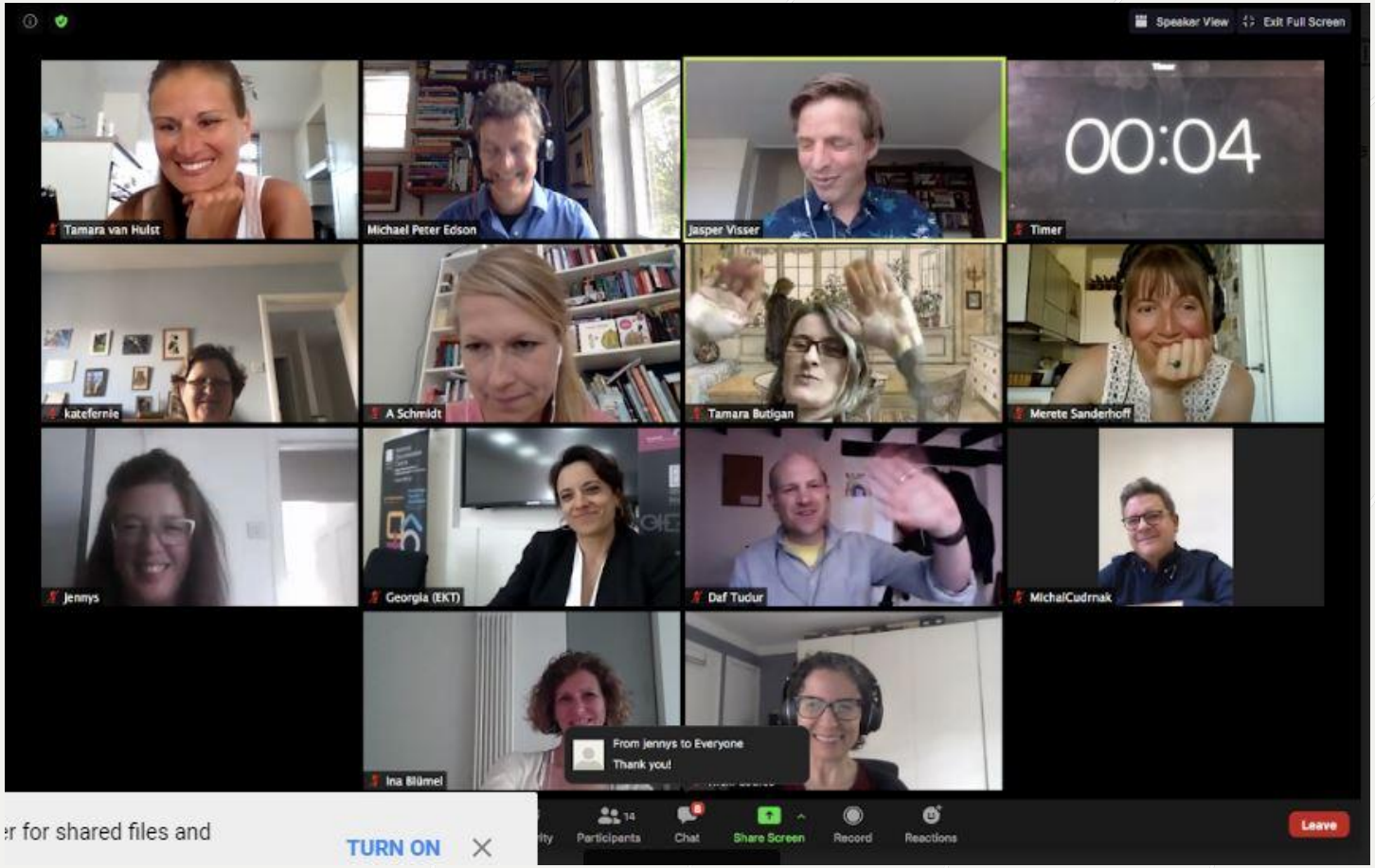
Ideas for digital engagement in the time of COVID-19

Explore resources, tools and ideas from Europeana and cultural heritage institutions around the world which offer creative ways to share cultural heritage online.

Supporting cultural heritage professionals in the time of

Working together, from home - some tips from the

Working from home: How OF/BY/FOR ALL is helping us



How do you see the future?

What do you know now that you wished you had known when the crisis began?

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DIGITAL DIVIDE

“There is growing acceptance of the potential for digital, but at the same time, there is a lack of common vocabulary with which to talk about it.”

‘SOFT SKILLS’

“There is a strong desire for change in the sector but a sense of inability to act on it.”

COLLABORATION

“think of the (digital) GLAM sector as, ‘one big company.’.”

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The Chinese Market, 1767 - 1769, Rijksmuseum, Netherlands, Public domain

PAGODE – Europeana China: from metadata to storytelling and back

Sofie Taes, KU Leuven / Photoconsortium

Sofie works as a Digital Curator for the Institute for Cultural Studies (CS Digital) at KU Leuven and Photoconsortium,,and has curated several virtual and physical exhibitions for Europeana-related projects (EuropeanaPhotography, Europeana Migration, Europeana Common Culture, Kaleidoscope).

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Crowdsourcing for PAGODE

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What we want to do with the PAGODE crowdsourcing campaign is to:

- give **new meaning and more visibility** to (legacy) digital cultural heritage collections
- turn the Europeana **community** into an **actor** in the digital transformation process
  - **gaining** an enhanced heritage experience
  - **empowering** collection owners with better data and intensified interaction

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The mystery of the pagoda

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- small details, big issues
- the challenges of manual curation and metadating
- the opportunities offered by AI and innovative technological tools

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The wisdom of the crowd

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Leveraging on

- expert as well as general knowledge
- the superiority of humans in perception and image reading
- the desire of the heritage community to be heard and consulted
- the power of numbers (quantity) when it comes to metadata
- good design and intuitive interaction
- gamification and competition elements

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CrowdHeritage beta

HOME PARTNERS ABOUT

sofie taes

29 110 1

POINTS 140 ITEMS 29 CAMPAIGN RANK 4

KARMA 93%

Contribute more and unlock new badges.
You can find the general statistics regarding the campaign below.

Keep annotating to win your badge!

If you'd have to describe these images to someone else, which keywords would you use? Keep this question at the back of your mind while viewing these images: it will help you add tags reflecting what you see or know about each picture, which in turn will help people to discover them in Europeana. You're also contributing by upvoting or downvoting tags added by others. Recognize places, historic periods, pictorial styles or photographic qualities (contrast, landscape, portrait, perspective...)? Then please go ahead and tag these as well. Thanks for adding to this campaign: we couldn't do this without you ♥

START DATE 06/10/2020 END DATE 25/12/2020

CONTRIBUTORS 19 PROGRESS 100% 8384/4000

undefined

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Go to https://crowdheritage.eu/en/china and register or login

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STAY TUNED!

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- Add your tags, upvote or downvote what's already there, and work your way up to the top of the rankings!
- Come back later to https://crowdheritage.eu/en/china and check how we're doing
- Join us in Spring 2021 for a second campaign ("Chinese artefacts")

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539 DEMOGRAPHIE.
Découverte de l'Asie et Amer.
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FIND US

- sofie.taes@kuleuven.be
- https://photoconsortium.net/pagode/

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Image courtesy KIK-IRPA

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Many thanks for your attention and participation in our workshop “DIGITAL TRANSFORMATION FOR USER ENGAGEMENT IN CULTURAL HERITAGE”!

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International Consortium for Photographic Heritage

Accredited Aggregator for Europeana in the domain of photography

not for profit association

more than 30 members from all over Europe

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