## Presentation given at 'Bits 2 Blogs 2013' 19/03/13



## Digital Curation for Virtual Audiences: The Challenge of Engagement

Sarah Cole @time\_image www.timeimage.org.uk

#### What is Time/Image?

- TIME/IMAGE is a heritage asset consultancy, based in London.
- We work to enable access, encourage exploration, and provoke engagement with heritage collections.
- Primarily work with media archives.
- The British Council Film Collection.



'People's desire to view [online] arts and cultural content across all genres is much greater that actual levels of consumption, suggesting untapped demand.'

"...the general sense was that the sector had a long way to go to tap into people's desire for sociability, atmosphere, and immersion by creating 'sociable' online experiences that encourage user interaction."

- Digital Audiences: Engagement with Arts and Culture Online (November 2010)

#### Why do Organisations use Social Media?

- To measure your output or research your target audience, users, or visitors.
- You think you should.
- To keep up with the sector or other organisations.
- To provide another means of contact for your audience.
- You want to interact with your audience. You want to engage with them.
- Marketing; selling tickets, mechanise, and increasing awareness.



Is social media really engagement?

## Engage.

- Participate or become involved in.
- Establish a meaningful contact or connection with.

### The Fight for Attention







barbican





The National Archives



















#### The Fight for Attention



The Dark Lord @Lord\_Voldemort7

20 Feb

There is no such thing as "soul mates," unless you turn someone into a horcrux.

Expand ← Reply 13 Retweet ★ Favorite ••• More



Chuck Norris @chuck\_facts

12 Mar

Chuck Norris can eat soup with a fork.

Expand Reply 13 Retweet \* Favorite ... More



Elizabeth Windsor @Queen\_UK

15 Mar

How much does one have to donate to Comic Relief to never hear One Direction ever again? #RND

Expand



Grumpy Cat @GrumpyAssCat

16 Mar

I really need to learn the difference between being hungry and being bored.

Expand



Death Star PR @DeathStarPR

3 Mar

Sometimes instead of blowing up a planet we play Ke\$ha songs at them until they lose the will to live and spontaneously combust.

Expand



Big Ben @big\_ben\_clock

1h

BONG BONG BONG BONG BONG BONG

Expand ← Reply 13 Retweet ★ Favorite · · · · More



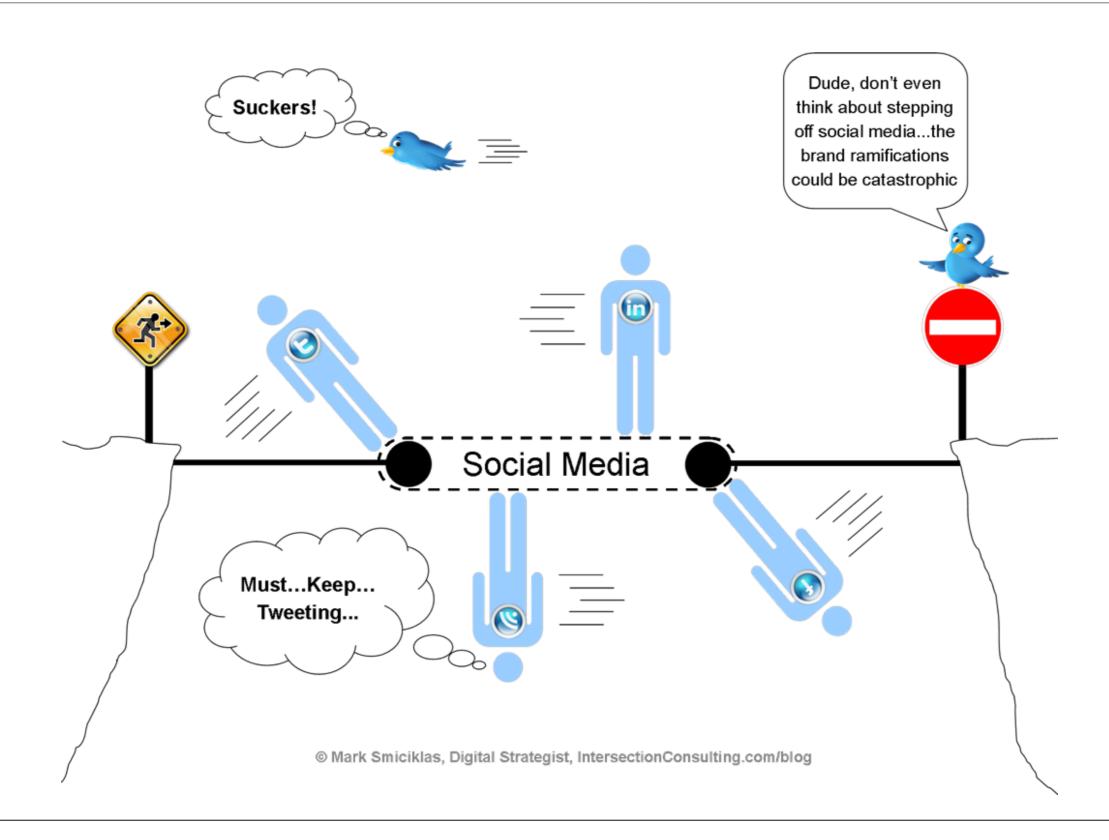
Horse ebooks @Horse\_ebooks

24h

into rotary Motion. eating Motion. Motion. Motion. Motion.

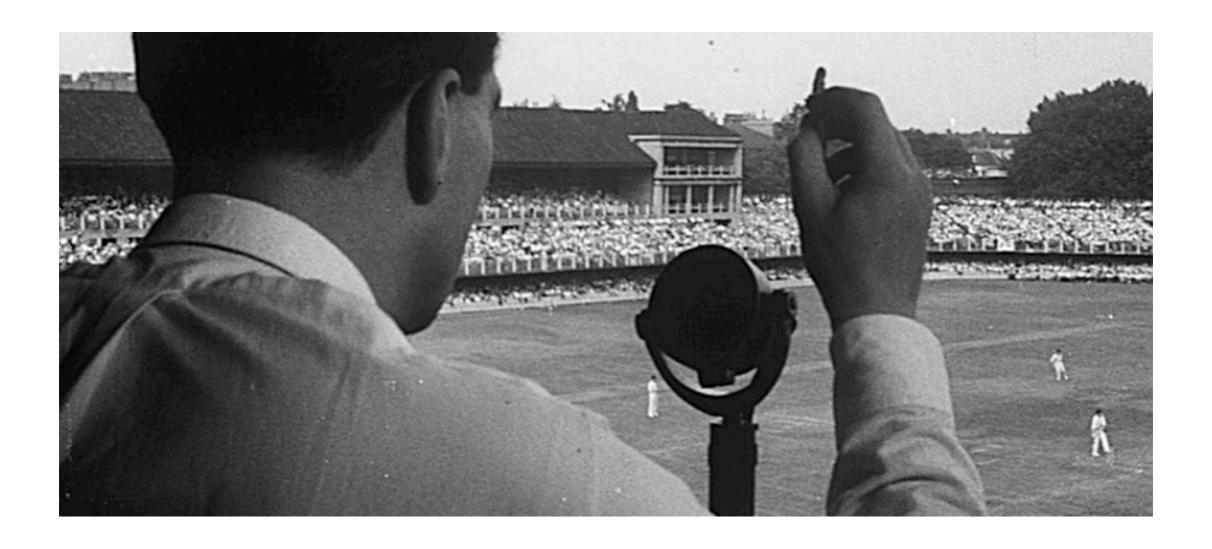
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#### The Social Media Treadmill



## Something to Talk About

- You're talking, but is anyone responding?
- Why should they talk to you?
- What should you be talking about?



## Curation for Online Audiences

'Respondents report regularly using online content to increase their knowledge of their subjects of interest, hence heightening their enjoyment and deepening their engagement.'

i.e.

'Finding out about the historical or cultural context in which the artwork was created / investigating the story or reading the music / reading critiques, reviews, and interpretations to understand informed opinion of the artwork.'

- Digital Audiences: Engagement with Arts and Culture Online (November 2010)

### Something to Talk About

- If you have a collection, you must have an online representation of it.
- There should ideally be a visual element to this a traditional catalogue is not enough to grab the interest of a non-researcher.
- Such representations are an opportunity to showcase your physical collections and share information individuals may not discover otherwise.
- If your collection is largely on paper, highlight the stories those papers contain.



## Narrative and Context

#### Tate

#### Discover art from the Tate collection and beyond

We hold the national collection of British art from 1500 to the present day and international modern and contemporary art. Our collection includes nearly 70,000 artworks by over 3,000 artists and grows every year.

You can also access nearly 2,500 artworks by Joseph Mallord William Turner from other collections. Together with Tate's own holdings, these form the most comprehensive online catalogue of Turner's work.

# Find art and artists Artist, title, subject, medium etc Browse artworks Artist > Category > Style or '-ism' > Subject > Gallery > Context >

#### **Explore art**



Context

#### Highlights of the Tate collection

A selection assembled by Tate curators to give you a flavour of the collection



Style or '-ism'

#### Netherlands-trained artists working in Britain

Skilled migrants have long been vital to Britain's labour market. Dutch and Flemish painters were as sought-after 400 years ago as Polish plumbers are today



Context

#### Turner in Switzerland

Joseph Mallord William Turner travelled widely in Britain and Europe but few places caught his imagination like the alpine scenery of Switzerland



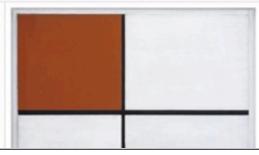
Subject

#### Gothic architecture

From the ruined abbeys of northern England to the theatrical splendour of Venice, gothic architecture has been a recurrent draw for British artists

#### What's on display

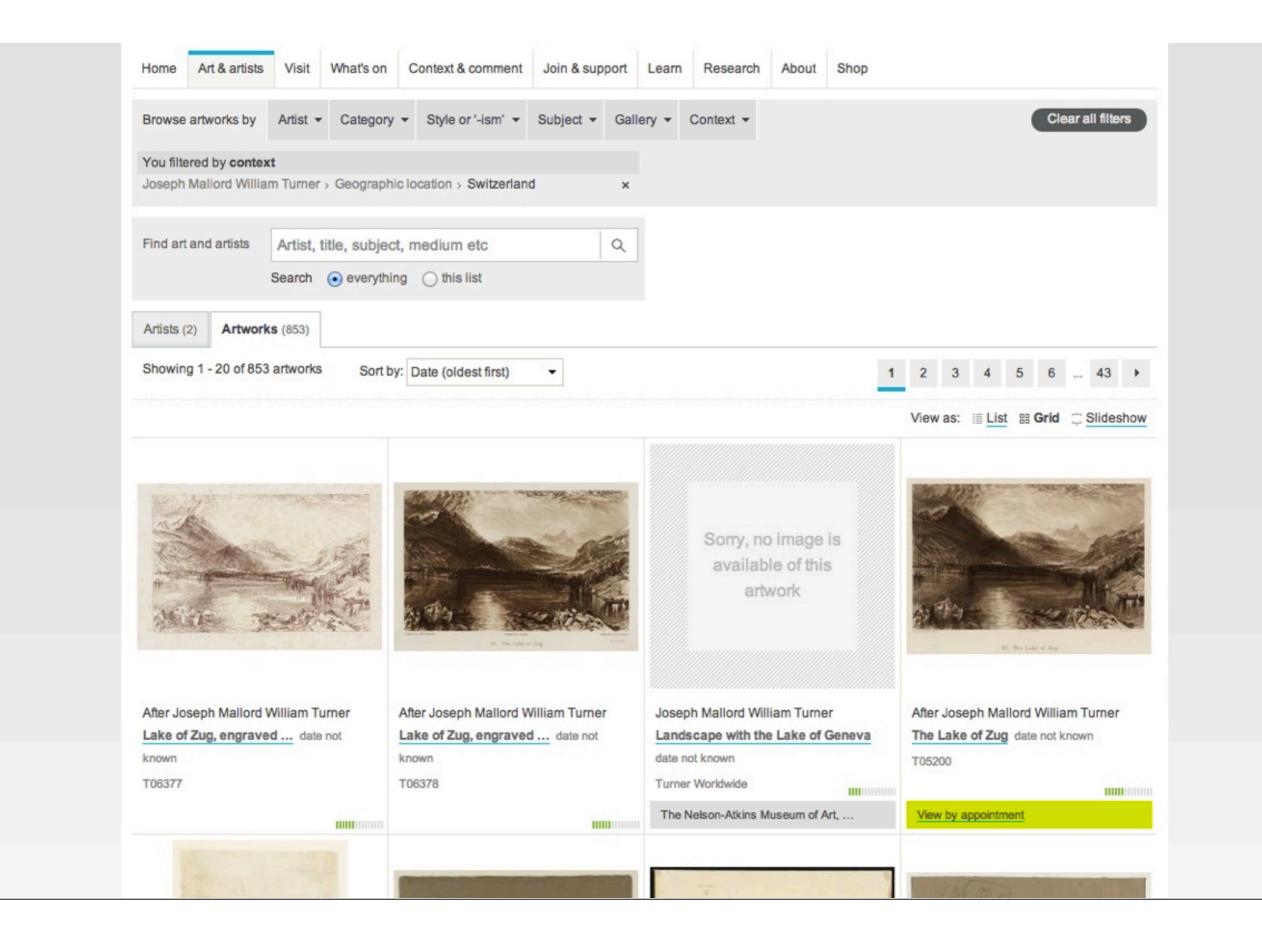




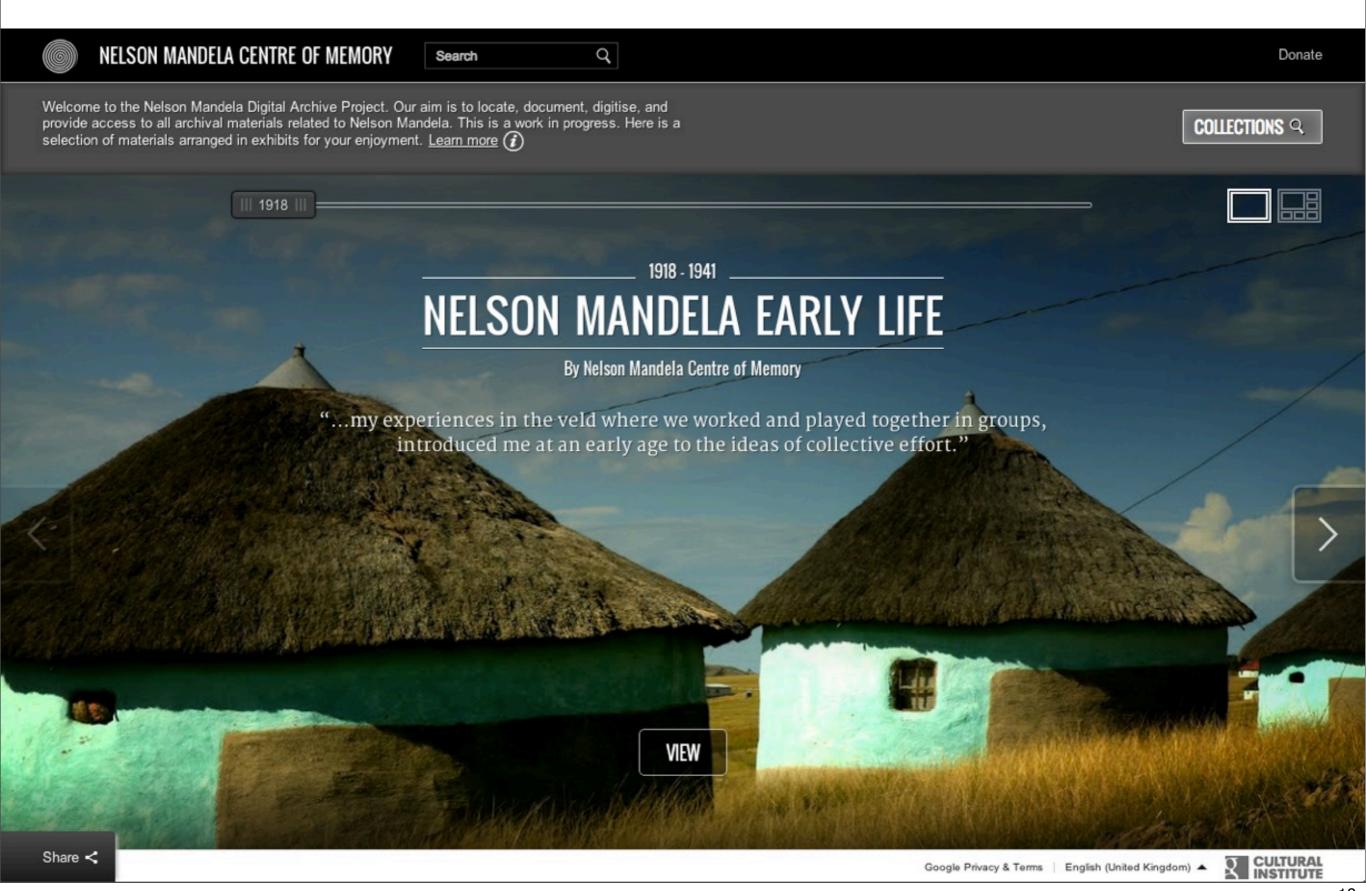




#### Tate



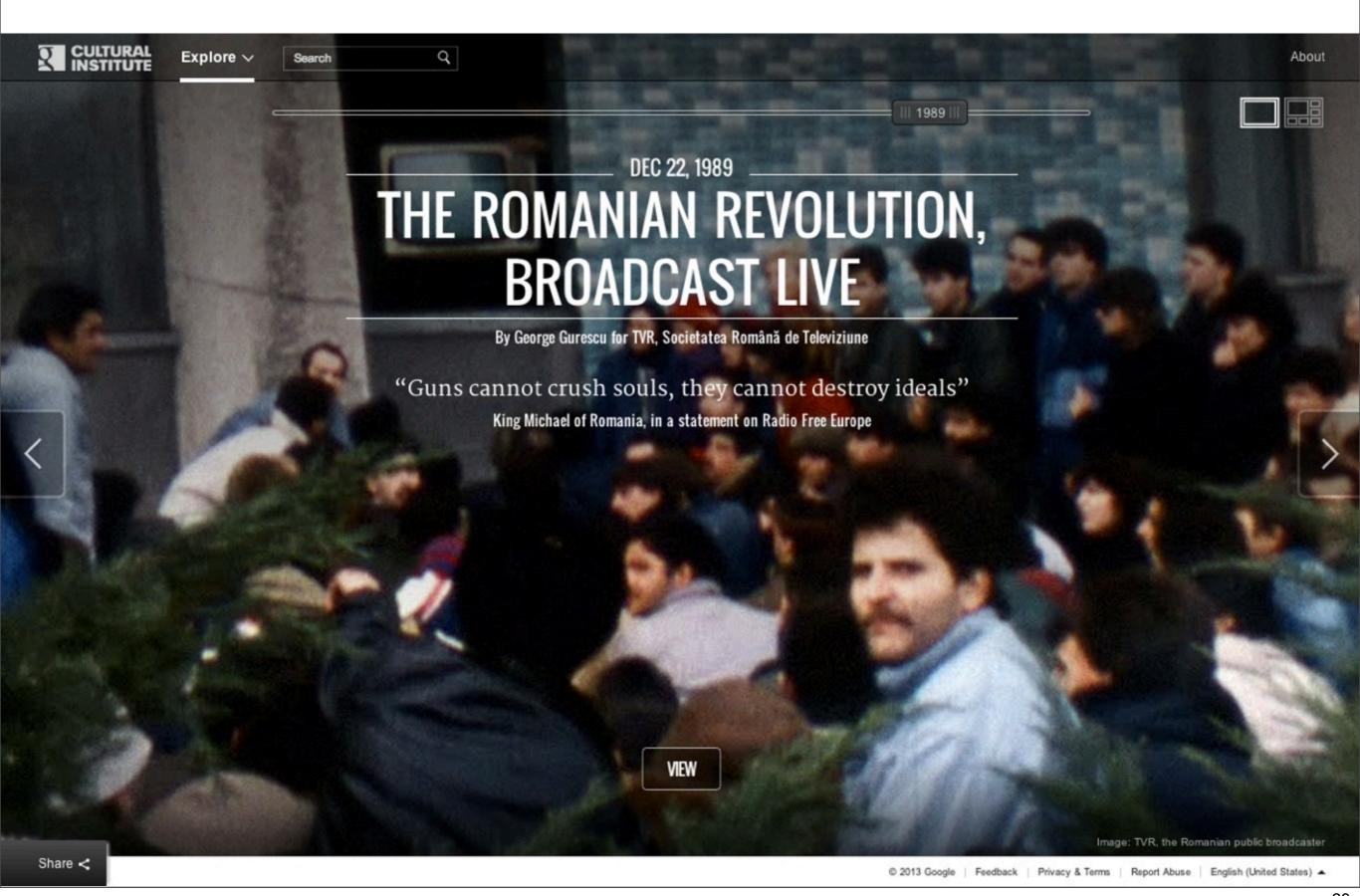
#### Nelson Mandela Centre of Memory



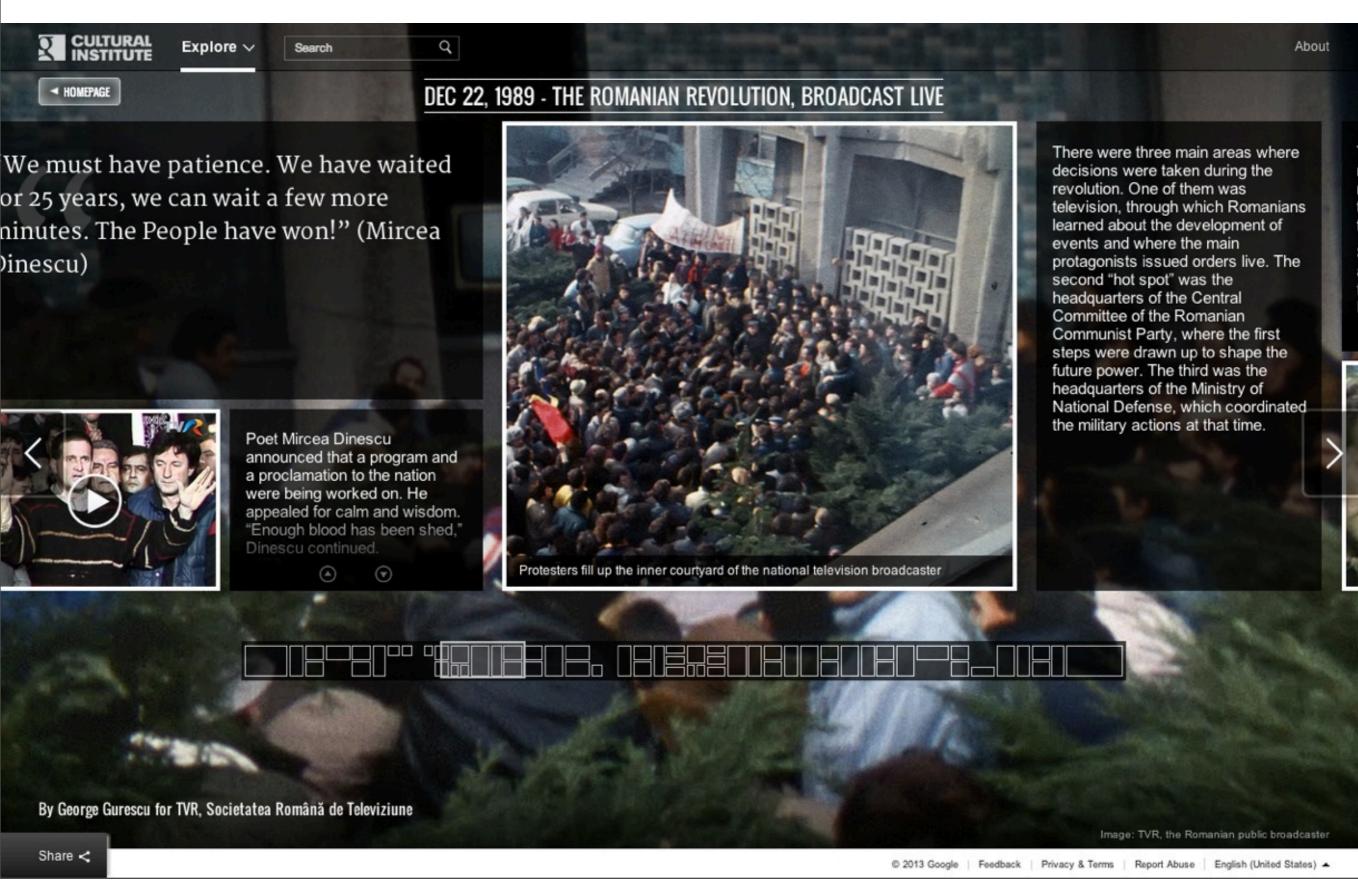
### Nelson Mandela Centre of Memory



### Google Cultural Institute



### Google Cultural Institute



## Time/Image: Here We Go Again



#### Narrative and Context

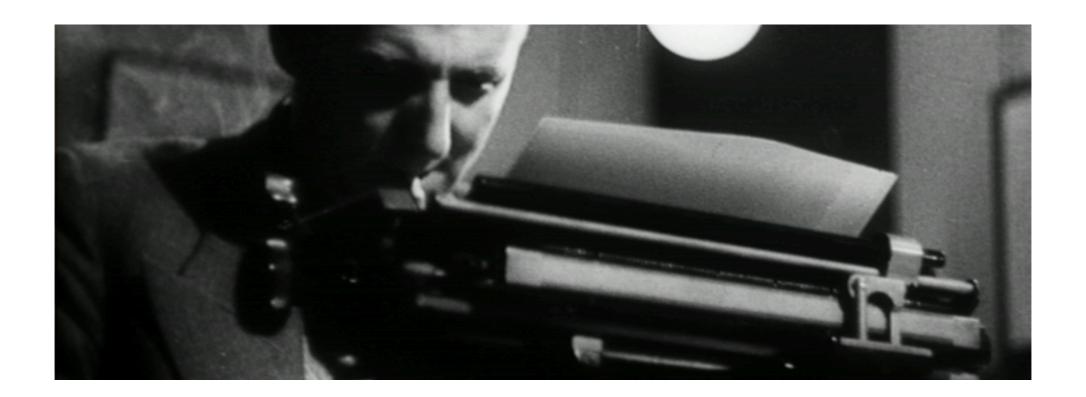
- Narrative and context are key to making your collection accessible to the public.
- Provide entry points.
- Help build familiarity and comfort with collections.
- Use narrative and context to highlight uniqueness of collections, be it regional, topical, etc.
- Collaborate with other organisations if possible; reveal connections between collections and show context in a wider setting.



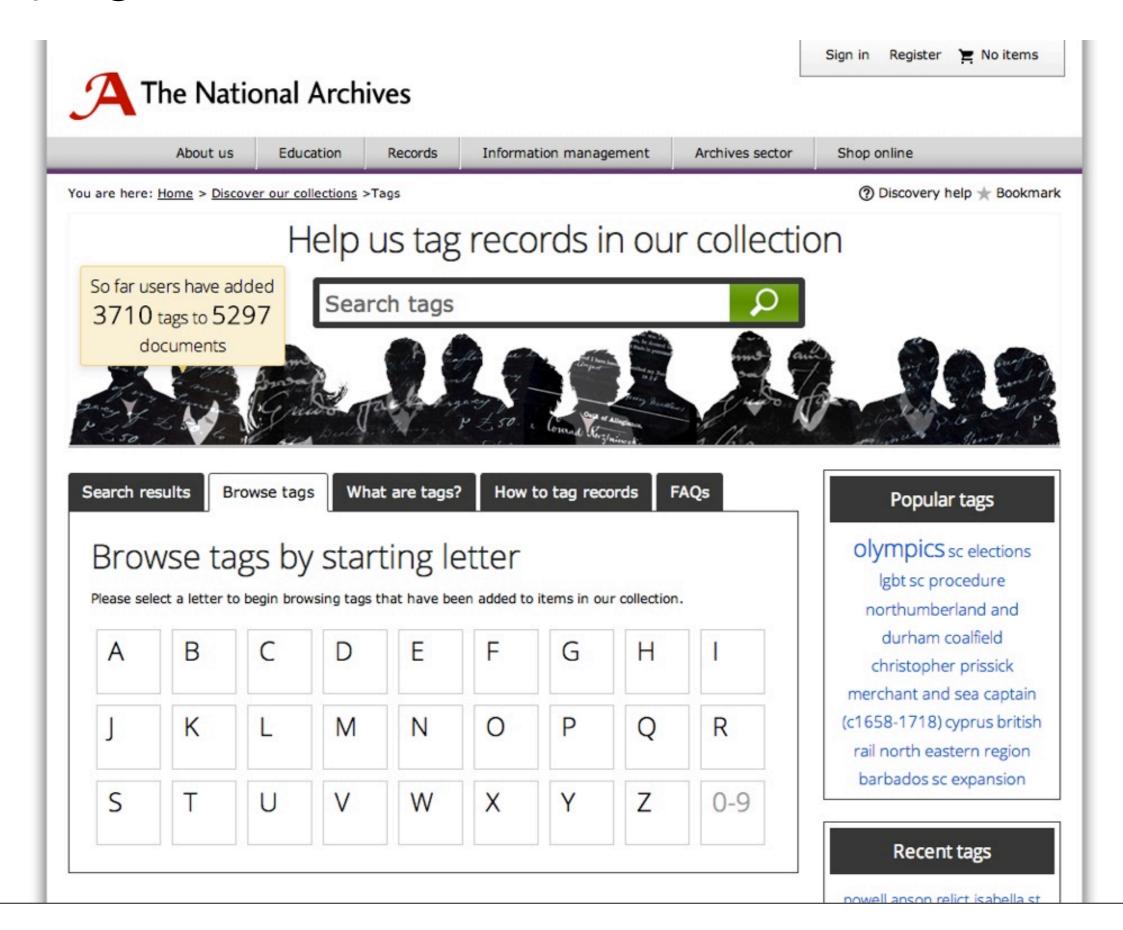
## Curation by Online Audiences

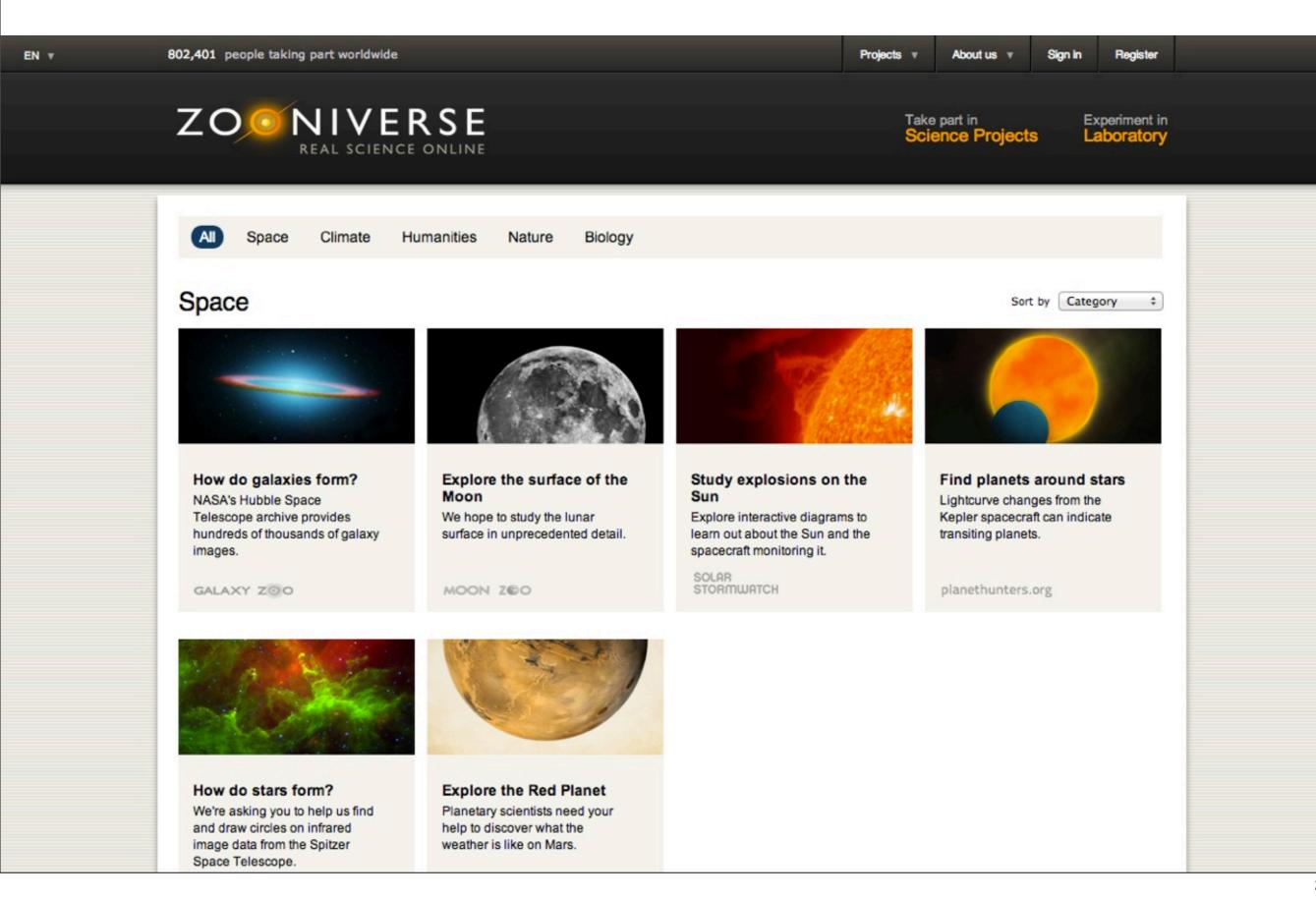
## Something to Talk About

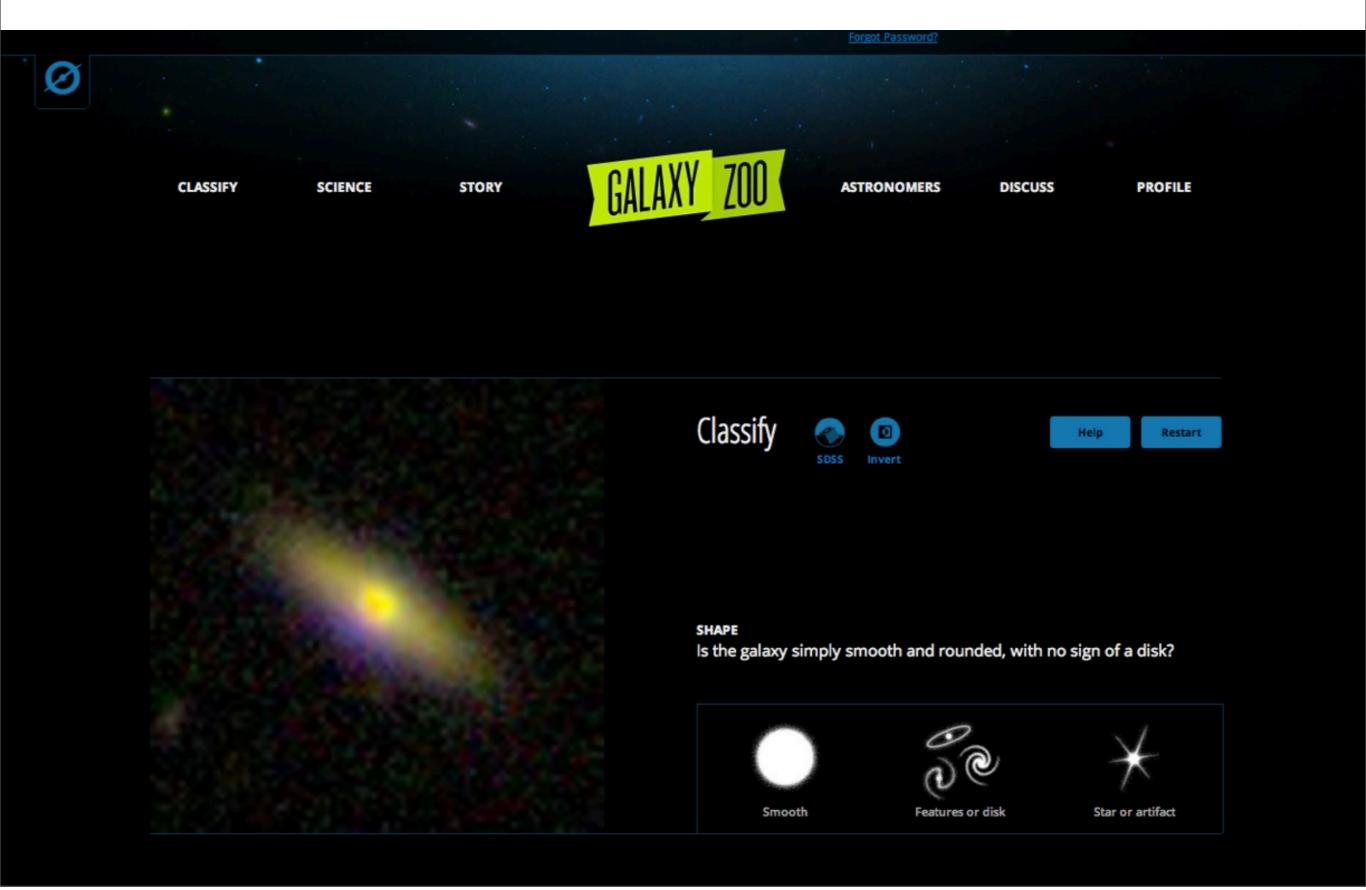
- People want to talk about your collections.
- Give the public a platform to speak about them away from transient social media.
- Allow these conversations to enrich your collections.
- Allow the public to make a contribution to your collection, to engage with it.
- Draw on people's desires to get involved, help others, and be creative.

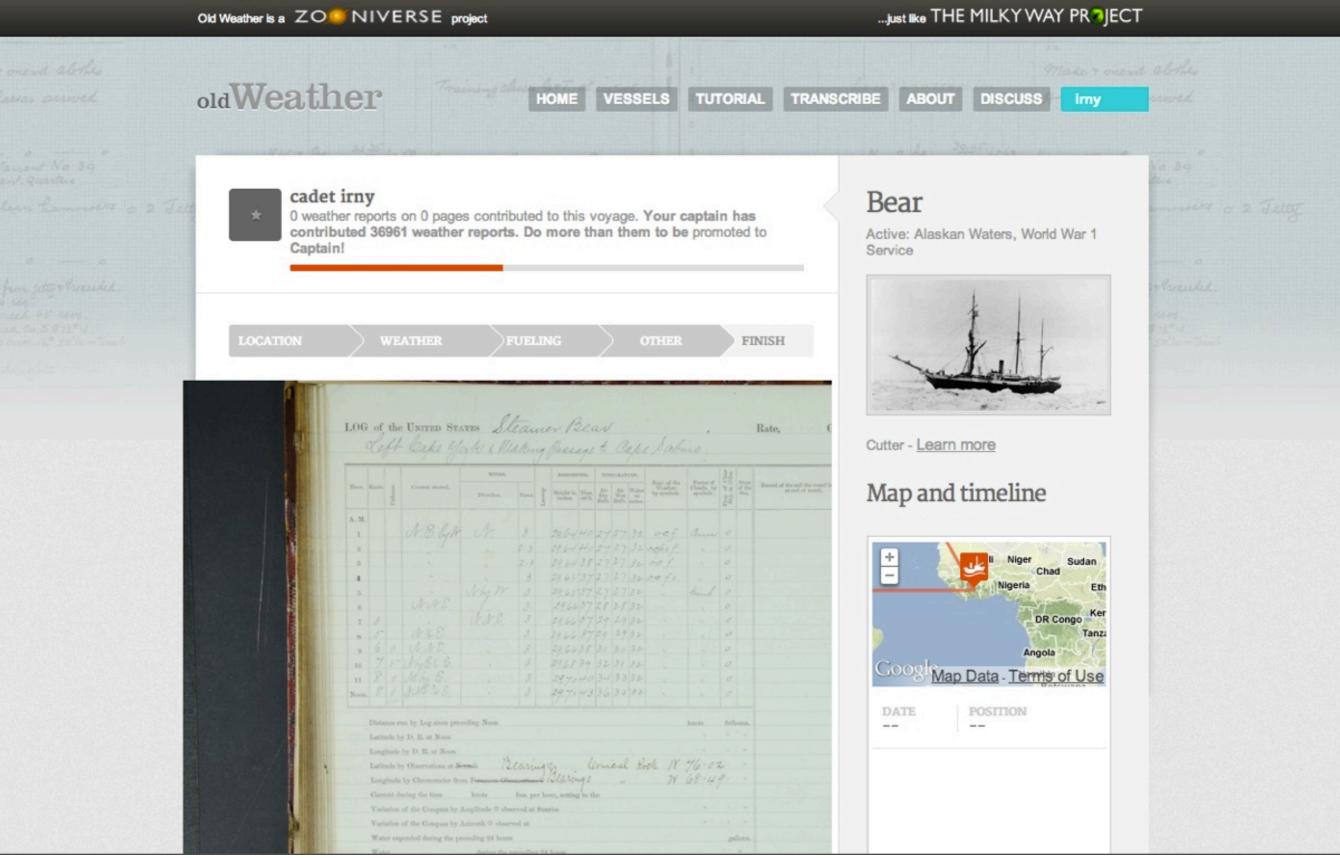


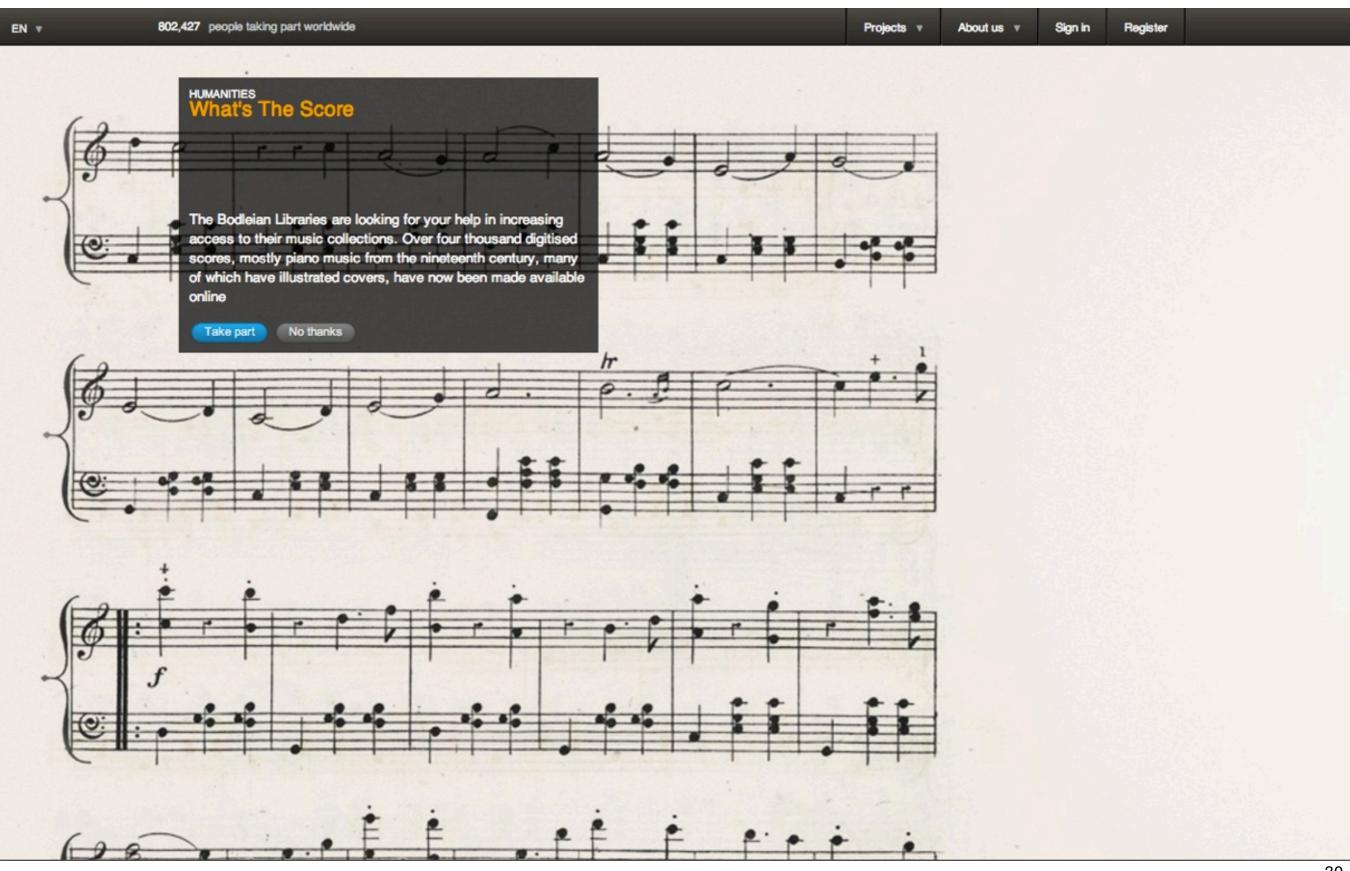
### Helping Other Users: The National Archives

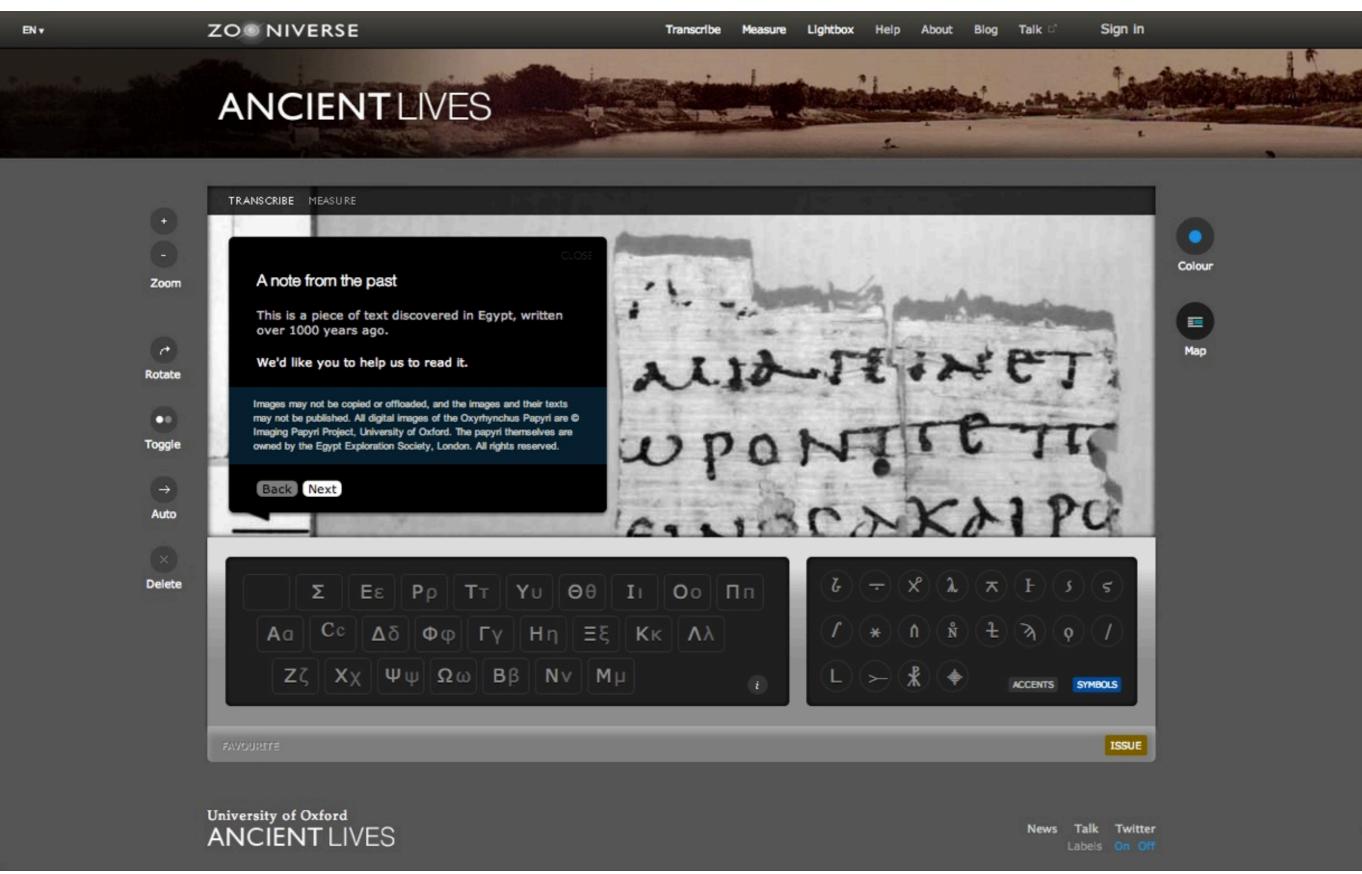




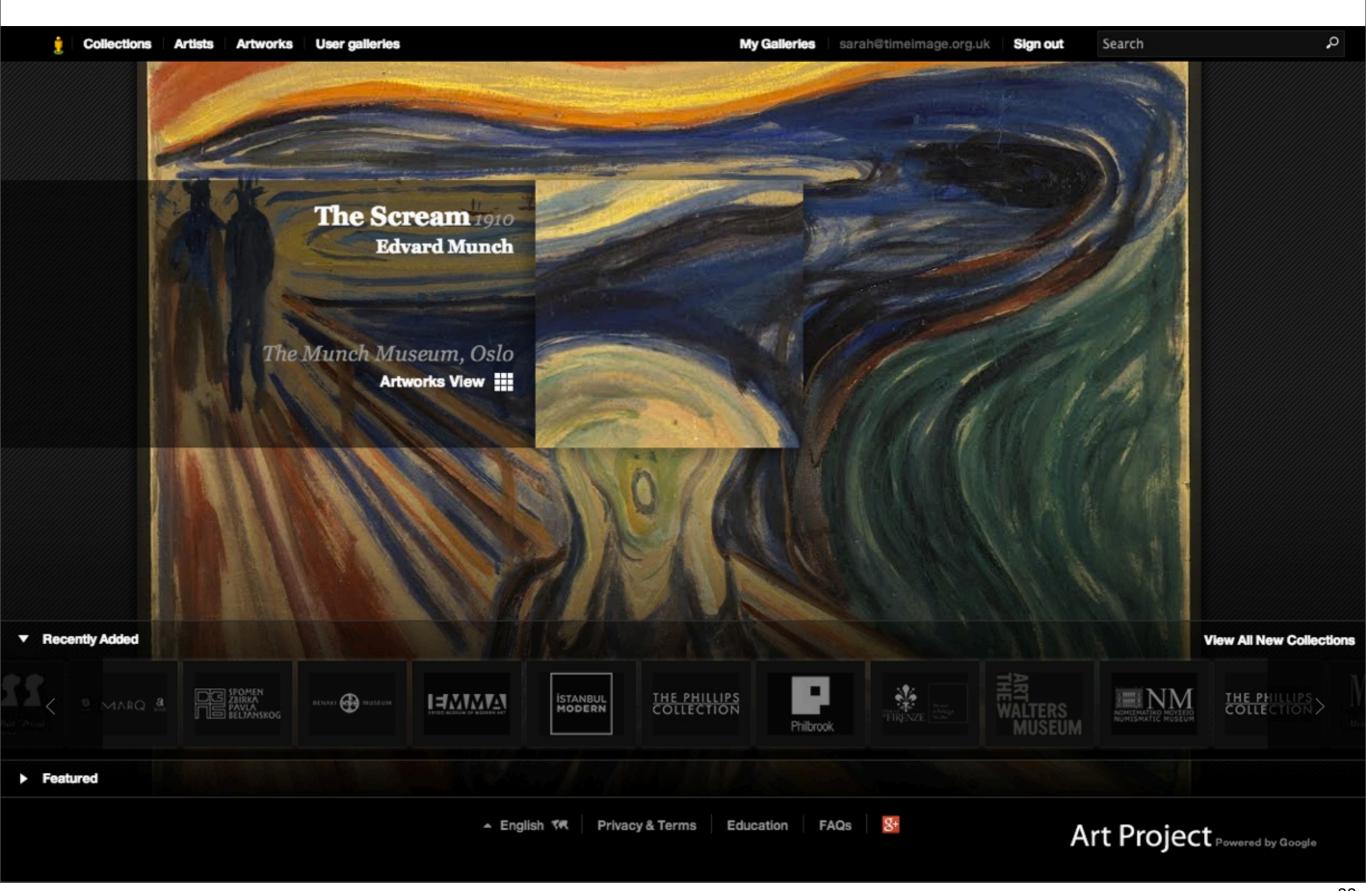




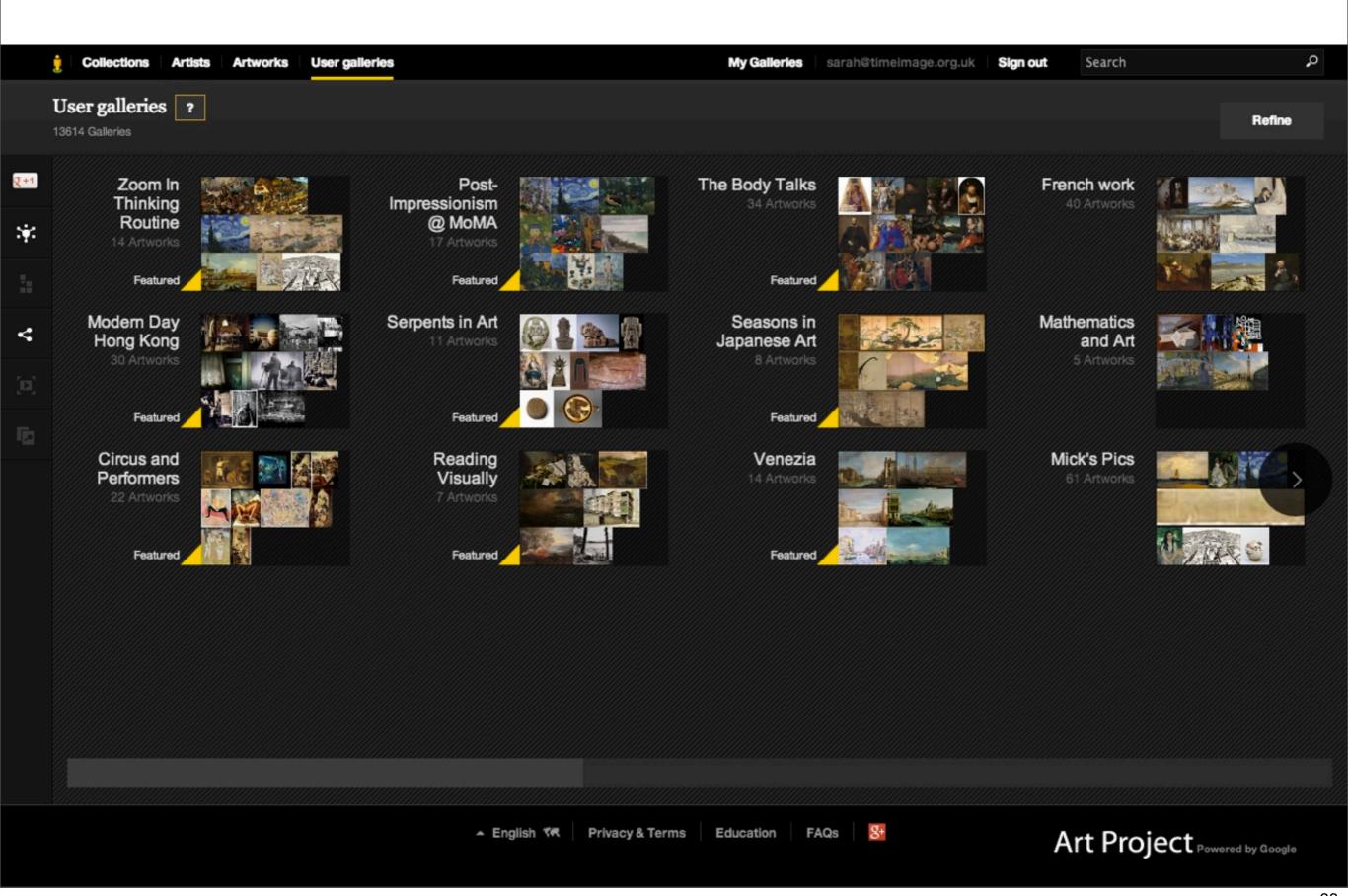




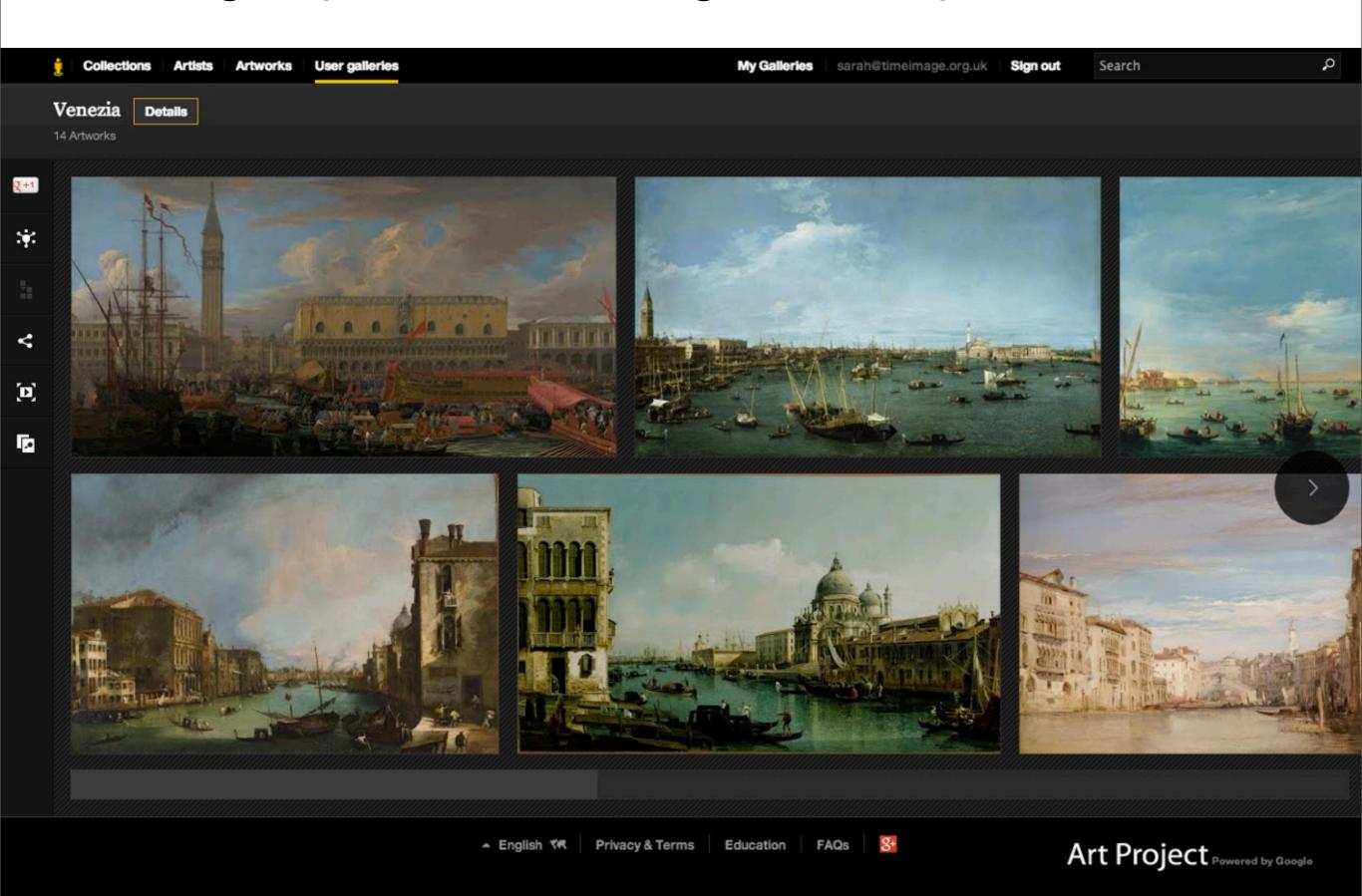
### Sharing Experiences: Google Art Project



## Sharing Experiences: Google Art Project



## Sharing Experiences: Google Art Project



### Sharing Experiences: Pocket Gallery App



#### View In iTunes

#### Free

Category: Entertainment Released: 25 September 2012

Version: 1.0
Size: 17.1 MB
Language: English
Developer: Tate Gallery
© Tate, Museums Sheffield,
Tyne & Wear Archives &
Museums, and Norfolk
Museums & Archaeology

Services Rated 4+

Requirements: Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th generation) and iPad. Requires iOS 5.0 or later.

#### **Customer Ratings**

Current Version: ★★★★ 5 Ratings

More iPhone Apps by Tate Gallery

#### Description

Use the Pocket Art Gallery app to hang famous artworks wherever you are in the world. This free augmented reality app uses new cutting edge technology to enable you to take publicly owned paintings and hang them in your own living room or place them outside in the street. A J.M.W. Turner landscape could complement your local park or a dramatic Pre-Raphaelite painting could brighten up your work place. You can search one hundred paintings from art galleries across the country, including Tate Britain, Tyne & Wear Archives & Museums, Norfolk Museums & Archaeology Services, and Museums Sheffield. Each painting includes information to help you learn more about the artist, place, or artwork origin.

By choosing your own art collection and then looking through your iPhone camera you will be able to see your paintings hung in the real world. You can also take photos of your art collection and share them with friends on facebook, twitter or the Pocket Art Gallery map.

Which paintings will you choose? And where will you hang them?

This app is optimised for iphone only but will work on an ipad.

Tate Gallery Web Site ► Pocket Gallery Support ►

#### iPhone Screenshots





#### Being Creative: Hidden Newcastle



## Being Creative: Hidden Newcastle

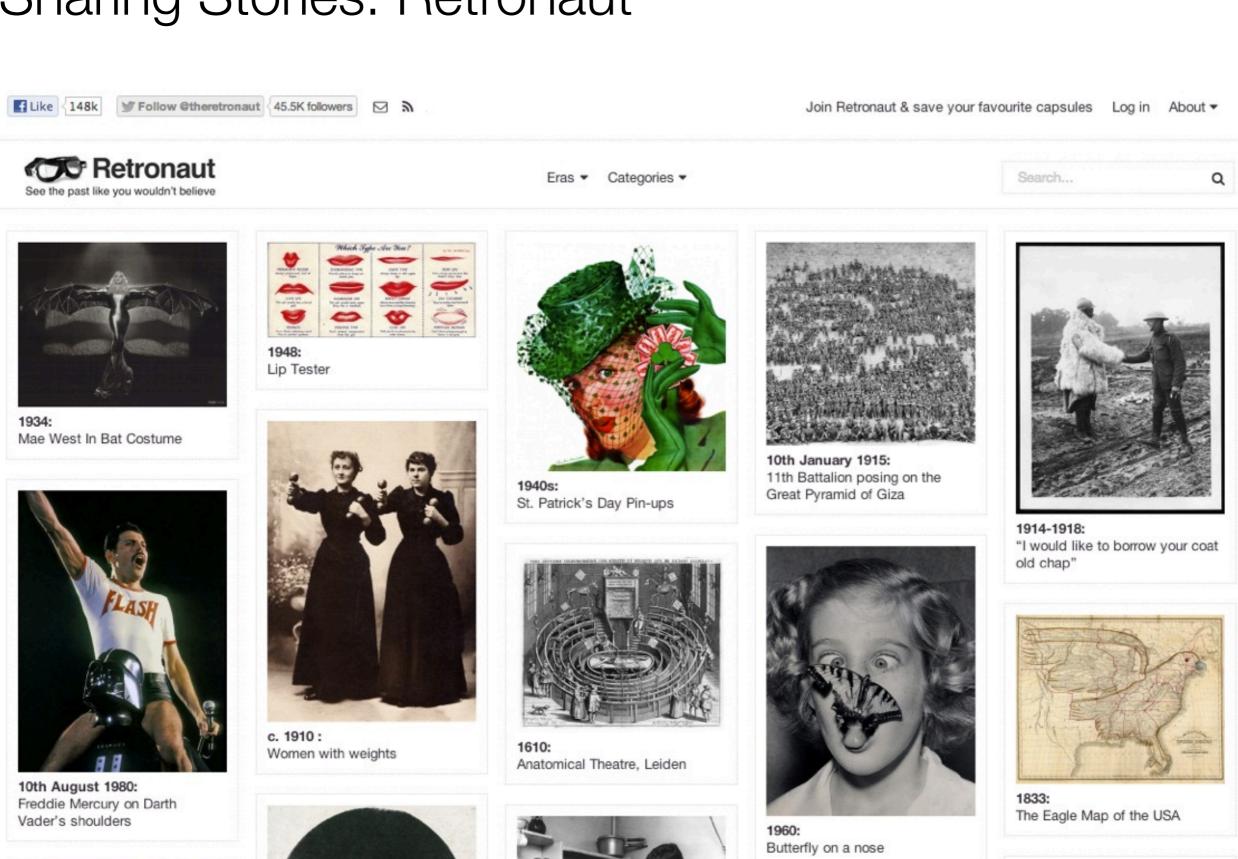


### Being Creative: The Nine Muses

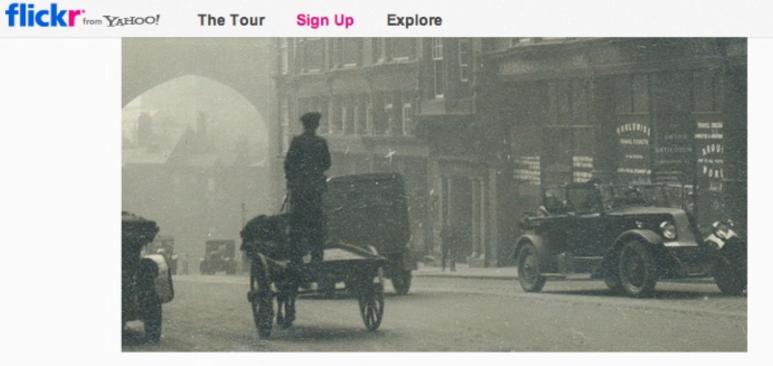
'Structured as an allegorical fable set between 1949 and 1970, THE NINE MUSES is comprised of nine overlapping musical chapters that mix archival material with original scenes. Together, they form a stylized, idiosyncratic retelling of the history of mass migration to post-war Britain through the suggestive lens of the Homeric epic.'



# Sharing Stories: Retronaut



Give him your lips.



### Dean Street, Newcastle upon Tyne

We're inviting you to creatively caption this photograph for our Hidden Newcastle app. To submit your writing, go to www.hiddennewcastle.org.

(Copyright) We're happy for you to share this digital image within the spirit of The Commons. Please cite Tyne & Wear Archives & Museums' when reusing. Certain restrictions on high quality reproductions and commercial use of the original physical version apply though; if you're unsure please email archives@twmuseums.org.uk

#### Comments and faves



virgisk, aquietlife~M, Mike | MP-P, eyemage, and 19 other people added this photo to their favorites.



aa\_just\_thowt\_pro (4 months ago)

Not a caption but a memory -

As children in the early 50s, whenever we asked for expensive presents for Xmas or Birthdays, our Father would always say, "Oh aye, when the ship comes up Dean Street" It was years before we realised why those presents were never forthcoming!



Bruce Allinson pro (4 months ago)

I remember "when you see a boat sail up Dean Street" being a common saying and having spent many years working on Dean Street I have witnessed on two separate occasions a boat going up Dean Street needless to say they were not being sailed more carried on the back of large flatbed trucks

Find photos, people, or groups

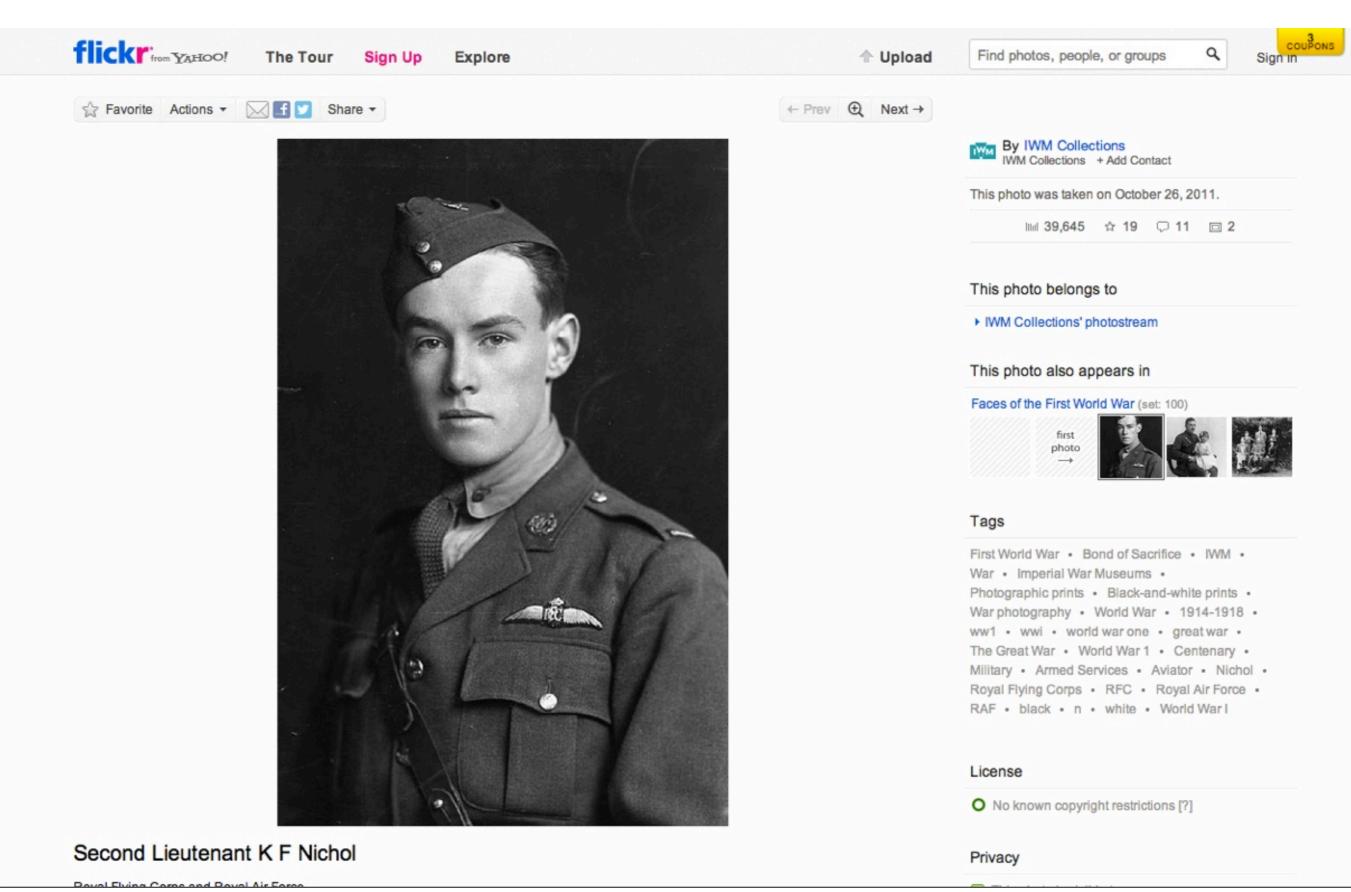
O No known copyright restrictions [?]

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41



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#### Comments and faves



Katie Spitfire, cbishop237, tallpp, malcolm 1920, and Sandy Tia added this photo to their favorites.



emma4dave pro (16 months ago)

all are heroes and should never be forgotten our nation and our people owe a great deal to those who gave their lives so we could live in peace



andy86i (16 months ago)

www.flickr.com/photos/29002582@N03/5058050042 /in/photostr...

here is my grandad who fought in the battle of the somme, can this be added to this set?



angel6881 (16 months ago)

www.flickr.com/photos/69690351@N04/

here is my Great Grandfather William Patrick Ryan, who served in the merchant navy in WW1 was sunk twice and survived. He also served in WW2, again in the Merchant navy but was sadly killed the first week of the war, as his ship the SS ORSA was hit by a torpedo coming out of port.

With him in the photo is his brother Michael Leslie Ryan, who served in the 16th BN Highland light infantry. He was sadly killed in action on the first day of the Somme. Hope you can add there photo to your collection.



crocsbird added this photo to their favorites. (16 months ago)



Tweetie Pie1 pro (16 months ago)

Total respect for these soldiers, real men, from a time when England was so great. God Bless them all, they died remembering a wonderful place, not the shambolic land we now live in.



crocsbird pro (16 months ago)

total, total respect x



gill\_faulds pro (16 months ago)

I have numerous photos of my grandpa & his brother who served in France during WW1. My Grandpa thankfully made it back0minus his leg & most of his skull but his little brother was killed in 1916 leaving three little girls & an unborn son.



IWM Collections pro (16 months ago)



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### Your Faces of the First World War

Group Pool Discussion 254 Members Map Join This Group

« Hide



Sort: Date added

Following the success of our Faces of the First World War project here on Flickr, many of you have asked if you can add your own photos, and now you can, right

1,530 photos | 254 members | 15 Nov 11

Join This Group

#### Discussions

Please add your own Faces of the First World War here

7 replies 3 months ago

Conscripted into oblivion: A tale of Gross subjection

4 replies 5 months ago

#### **Top Tags**

portrait \* war \* world \* first \* lewis \* scotland \* islands \* rollofhonour \* ww1 \* firstworldwar

View top 100 tags

#### Top Contributors

adb402004 (572) • drakegoodman (238) • Dutchie1953 (78) • bananabread61 (43) • Royal Air Force Museum Collection (43)











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View: Justified → Light box





























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By drakegoodman
No real name given + Add Contact

This photo was taken in August 1918.



drakegoodman's photostream

#### This photo also appears in

Your Faces of the First World War (group: 1,419)











- Grüße aus dem Schützengraben (set)
- "Old Pictures & Post... (group)
- ▶ B&W Found Photos (group)
- Hats, Helmets & Headwear (group)
- ▶ Historic and Old Photos (group)
- Old Photographs (group)

...and 9 more groups

#### Tags

mimicry · Tarnfarbe · ww1 · Germansoldiers · trench · battlefield · corporal · feldmutze · germansoldier · germanarmy · firstworldwar · feldpost • greatwar • krätzchen • infantrymen • infantry · moustache · nco · soldier · rppc · worldwar1 • rifle • postcard • portrait • soldiers · worldwarone · weltkrieg trenchwarfare · ironcross · infantryman · bavarian • officer • sergeant • westernfront •



### A rare and unique photograph showing five camouflaged assaulters from an unidentified Bayarian formation

Letter on reverse (below) translated by xiphophilos: dated 1.8.1918, the author sends his regards home to his family, advising them he is still alive.

A rare and unique photograph showing five camouflaged assaulters from an unidentified Bavarian formation. The bespectacled fellow toting the P08 Luger is an officer, probably a Leutnant.

Author and military historian Thomas Wictor gives us an informed assessment of these fellows:





Assault squad divided into two echelons: one with darkened faces and foliage on the caps, and one in regular uniform. Almost certainly the five with darkened faces would creep as close as possible to the enemy position to gather intelligence—usually identifying the unit opposite—while the remainder were a protection squad.

It's likely that the men with darkened faces understood English or French, and their orders were to get close enough to hear the enemy speaking.

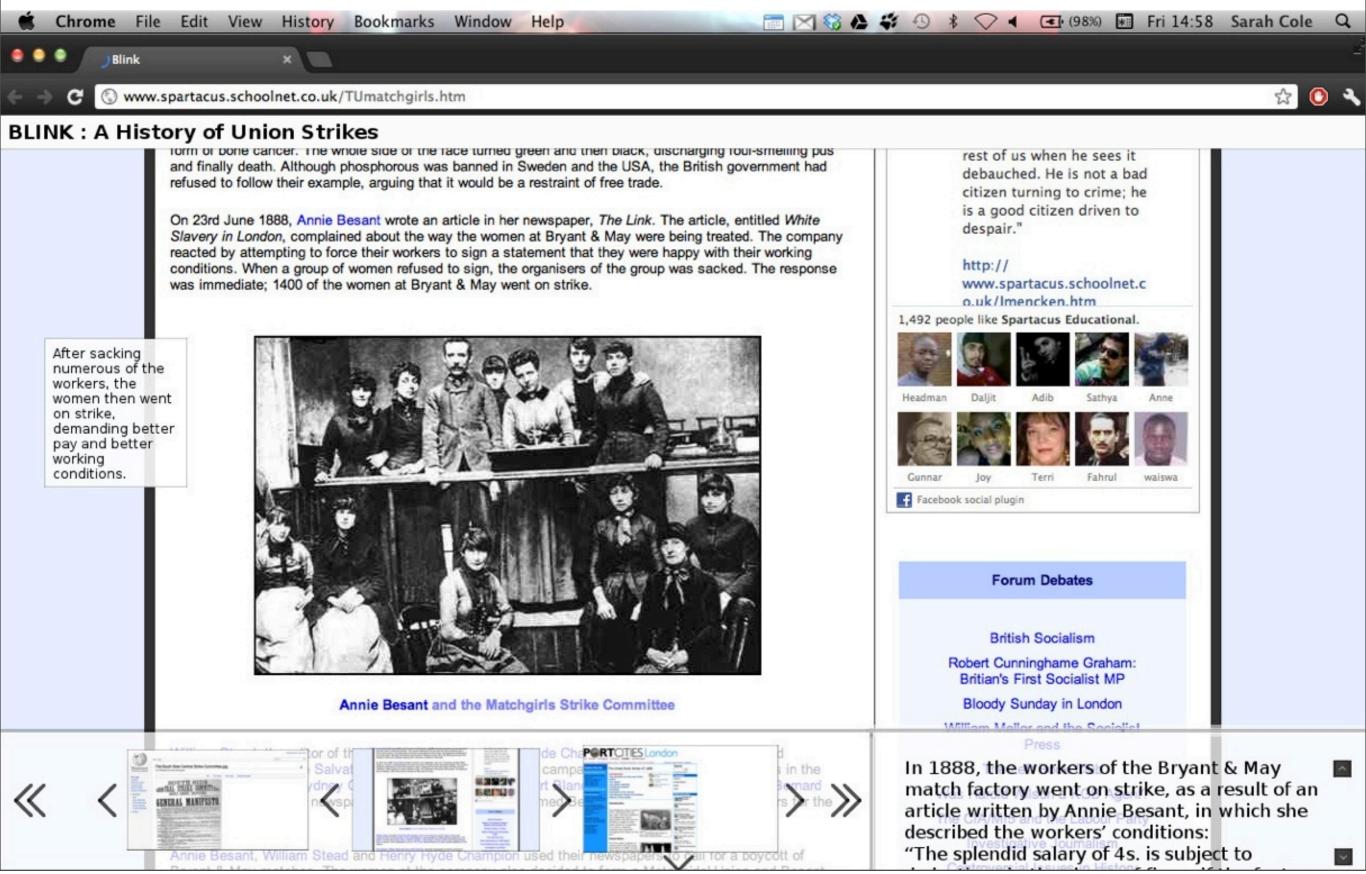


Remarkable. I'll modify the narrative accordingly, giving full credit of course. Thanks



Find photos, people, or groups

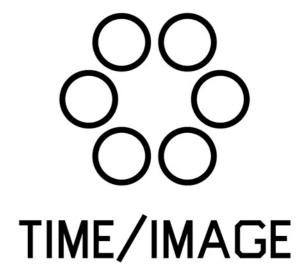
### Multi-Faceted User Curation: 'Blink'



### Engage

- Provide access points through narrative and context.
- Engagement requires all parties to have a platform to speak to each other and share their interpretations and narratives.
- Give the public the freedom and opportunity to use your materials, not just look at them.
- Appreciate that public interpretation can be as valuable as your 'official' one. Share historical authority.
- Celebrate public contributions, and the individuality of the people that make them. Your audience is as unique as your collection.





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