

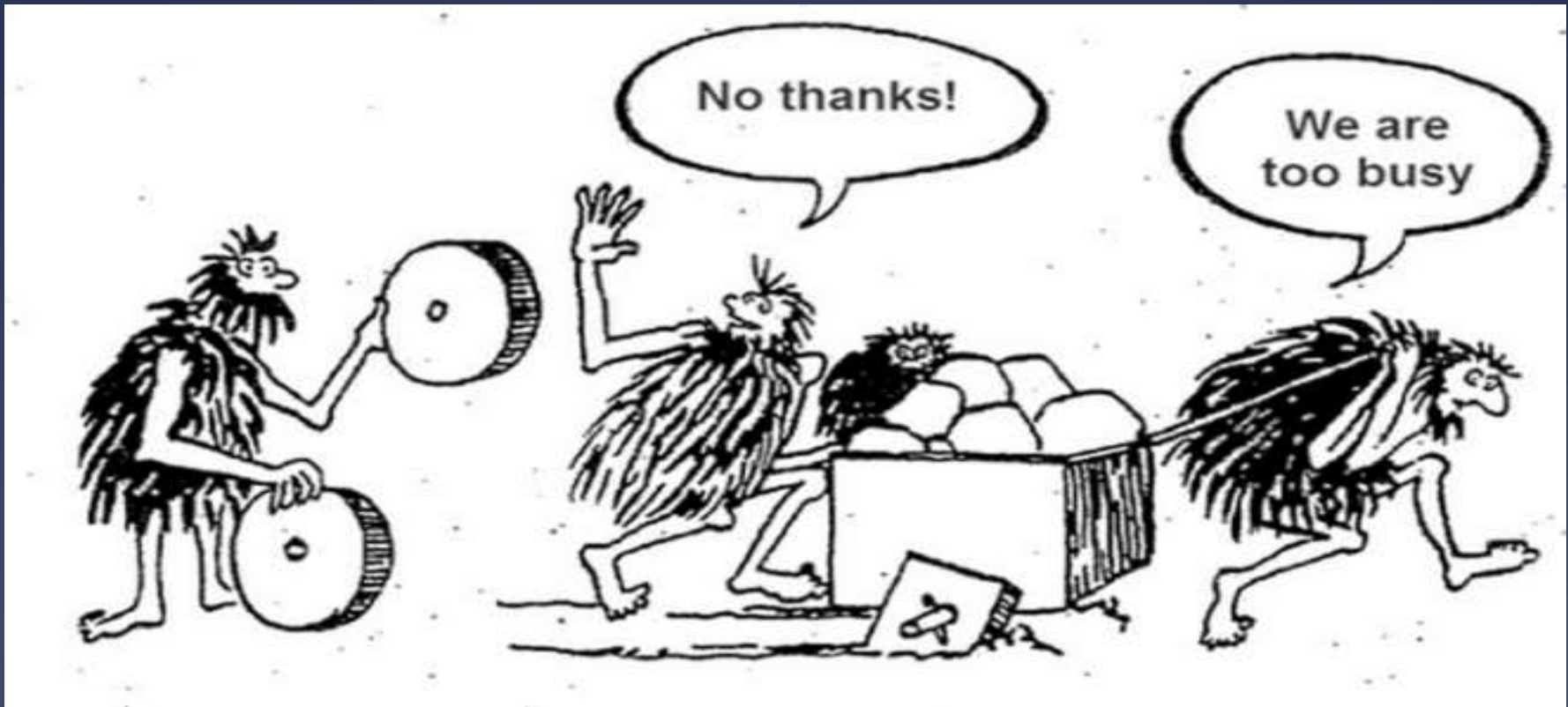
# Sustainability of Digital Heritage: exploitation of project results

Angeliki Antoniou  
University of Peloponnese  
[angelant@uop.gr](mailto:angelant@uop.gr)

World Usability Day 2019  
23 November 2019, Athens



- \* Starting from the CrossCult project...
- \* Fragmentation of the field
  - \* humanities vs. technology: publications, terminology
  - \* Research silos
- \* Re-inventing solutions, knowledge, technology....



# Our approach

- \* not a simple exchange...
- \* structured analysis of the opportunities/challenges
- \* workshops for hands-on solutions...
- \* extraversion
- \* results communicated to the European Commission
  
- \* Three already completed workshops
  - \* Athens – May 2018
  - \* Nicosia – November 2018
  - \* Larnaca – June 2019
  
- \* Next workshop: June 2020

# Athens workshop

- \* Athens, 14 May 2018
- \* Co-organization: EMOTIVE - CrossCult
- \* 16 projects, 3 research groups, 2 SMEs
- \* Discussions on three topics:
  - \* Technology
  - \* Humanities
  - \* Business, IPR, Dissemination
- \* NO presentations!, only 2 slides/project -> quick visualization



# Technology

- \* User profiling and personalization
- \* Digitization/annotation
- \* Authoring of cultural heritage experiences
- \* Implementing social interactions

# Humanities

- \* User experience and evaluation
- \* Content
- \* Virtual reconstructions

# Business, IPR, Dissemination

- \* IPR
- \* Exploitation
- \* Reusability
- \* **Synergies**



**Cyprus  
Workshop,  
November 2018**

# Lessons learnt

- \* Need for **continuous** cooperation
- \* Building **common dissemination** strategies → common LinkedIn account

Athens Workshop Report

<https://www.crosscult.eu/en/latest/workshop/>



# Nicosia workshop

- \* Nicosia, 3 November 2018
- \* 23 projects, 6 research groups
- \* Discussion:
  - \* IPR & Exploitation, impact, sustainability
  - \* Open challenges
- \* Presentations:  
<https://tiny.cc/xvjo0y>
- \* Published proceedings:  
<http://ceur-ws.org/Vol-2235/>



# IPR findings

- \* **Problems** (*Complexity, layer types, alphabetic vs. non-alphabetic tradition, physical vs. digital representation of object, ...*)
- \* A dedicated **working group** for suggestions
- \* Creation of a major **organization** for IPR in CH
- \* Common repository for **publications**
- \* Work on **standards**
- \* **Common repository for services**

# Sustainability findings

- \* IPR & Sustainability go together...  
alternative approaches for CH

- \* **Knowledge as a public good!**

Needs support from above!

# Open challenges findings

- \* Location-specific information (tracking, navigation)
- \* Personalisation and profiling
- \* Role of games in CH
- \* Digital representations (what, why, how)
- \* **Strict evaluation** processes!!!  
Not much room for creativity!  
Goals do not always need to be that well specified...

# Larnaca workshop

- \* June 10<sup>th</sup>, 2019
- \* 14 projects
- \* 4 research groups
- \* Report: <https://tinyurl.com/yxtlxr8x>
- \* Proceedings: <http://ceur-ws.org/Vol-2412/>

## New types of experiences

- \* Beyond user profiles -> focus on new types of experiences
- \* Need for responsive environments

## Project evaluation

- \* Quantifiable evidence vs. quality
- \* Involve social sciences not only humanities

## Multi-disciplinarity

- \* Residencies in venues
- \* Vocational training

## New audiences

- \* Culture everywhere, not venue specific (e.g. pop up museums)
- \* Go beyond written content...

## Exploitation

- \* Make venues, project partners!
- \* Content should fit the venue strategy
- \* Everyone can be a stakeholder

## Cultural informatics

- \* No digitization standards
- \* ...but NO digitization for the sake of it...
- \* Not just preservation...trigger new cultural production!



**CrossCult H2020** @CrossCult\_H2020 · Nov 3 760  
Thank you to all #H2020projects in #CulturalHeritage attending the @CrossCult\_H2020 workshop today @euromed2018 #H2020projects #CulturalHeritag

**Analytics** Home Tweets Audiences Events  
@vmbodance\_EU @SIFT\_Ita @inceptionEu @ii\_ct\_aegean pic.twitter.com/tMJWmCkEJN  
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Now the floor to intelligent institute of communication and computer science to introduce their research #euromed2018 #H2020 #h2020projects #CHcollaboration #ViMMuseums pic.twitter.com/ghm5oxGL34  
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Evaluation and use of different methods when trying to capture user experience is an open challenge for our #h2020projects #euromed2018 #ViMMuseum #digitalheritage #culturalheritage #CHcollaboration  
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@InceptionEu now on and a quick overview of the main aspects of the project #H2020 #h2020projects #euromed2018 #CHcollaboration #ViMMuseum pic.twitter.com/2CTnOExHsb  
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**CrossCult H2020** @CrossCult\_H2020 · Nov 3 415  
Thank you all Cultural Heritage projects for attending, for sharing, for interacting, for building synergies. Till the next time stay tuned! #h2020projects #H2020 #digitalheritage #CulturalHeritage #CHcollaboration pic.twitter.com/ceJHnjhebn  
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ies findings

3<sup>rd</sup> November from 10.00-16.00  
4000 impressions on twitter!



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CFP: [mdpi.com/si/35121](https://mdpi.com/si/35121)



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## Big Data Analytics for Cultural Heritage

### Guest Editors

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### Deadline

31 March 2020

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Invitation to submit



THANK  
YOU!

Any questions?

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