



# Europeana DSI 2– Access to Digital Resources of European Heritage

## MILESTONE

MS2.1: Up to six user engagement projects

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## REVISION HISTORY AND STATEMENT OF ORIGINALITY

### Revision History

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1	17-7-2017	Maarten Brinkerink	NISV	First draft
2	24-7-2017	Douglas McCarthy	EF	Section 3.4
3	12-8-2017	Maggy Szykielewska	EF	Section 3.5
4	14-8-2017	Nienke van Schaverbeke	EF	Copy editing
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### Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## 1 Introduction

This Milestone reports on how *Task 2.4. Develop user engagement projects* increased audience participation in the thematic areas of photography, fashion and newspapers/1914-1918 through user engagement projects at three public events (in Section 2). It also reports on some related activities (in Section 3).

## 2 Three User Engagement Projects

This section introduces the public events that provided the platform for the user engagement projects organized within this Task. It described the nature of each specific project at the various events and the results obtained.

### 2.1 User Engagement at the Europeana Photography Launch



*[Europeana Photography Collection Exhibit at Museo della Grafica](#)  
by [Sebatiaan ter Burg](#)*

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On May 20<sup>th</sup> 2017 PHOTOCONSORTIUM and Europeana launched the Europeana Photography Collection at Pisa's Museo della Grafica.<sup>1</sup> To increase the potential of exposure, this was held on the European Night of Museums.



*[Europeana Photography Launch Presentation](#)*

*by [Sebatiaan ter Burg](#)*

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<sup>1</sup> <http://www.photoconsortium.net/highlights-from-europeana-photography-launch-event-in-pisa-museo-della-grafica-20th-may-2017/>

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The user engagement project that was added to the launch event and the European Night of the Museums by this Task consisted of a [Pop-up Museum](#) installation, featuring the Man Meets World interactive exhibition.

The exhibition Man Meets World was curated by KU Leuven and based on the [Pop-up Museum](#) tool, developed by Noterik in the framework of E-Space project, with which Photoconsortium actively collaborated in period 2014-2017. The deployment of this exhibition in Pisa was organised by the Netherlands Institute for Sound and Vision. Noterik was subcontracted for technical implementation and support on-site during the event.



*The setup for the Pop-up Museum installation at Museo della Grafica by Noterik*

Man Meets World consists of a slide show of selected photographs about travels and must-see places of the Belle Epoque, accompanied by audio fragments describing the narratives behind the images on screen, placing them in their historical context.



*[The installation in use](#)  
by [Sebatiaan ter Burg](#)  
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The MuPop multiscreen technology allows any smartphone or mobile device to interact with a screen and enjoy virtual exhibitions with captivating storytelling. It is a tool designed for museums and other cultural institutions who can easily create and showcase quick virtual exhibitions to advertise their collections, or to easily engage visitors with specific content.



*[The audience interacting with the installation](#)  
by [Sebatiaan ter Burg](#)  
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Digitized early photography is suitable material for user engagement via this user-friendly and brilliant tool, as it is demonstrated with the Man Meets World exhibition in Pisa. A huge flux of visitors had the chance to try the tool with the support of experts, and were also happy to provide feedback, that is indeed very helpful for the developers in order to collect users' impressions and evaluation of the tool. Interviews were also realized.



*[The audience discussing the installation with its creators](#)  
by [Sebatiaan ter Burg](#)  
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## 2.2 User Engagement at the Europeana Fashion Symposium

On May 22<sup>nd</sup> and 23<sup>rd</sup> 2017, in the heart of Venice, the Europeana Fashion International Association organised, in collaboration with IUAV University of Venice and The New School – Parsons Paris, its annual symposium, titled "Fashion Digital Memories" and focused on Fashion Heritage and New Technologies.<sup>2</sup>

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<sup>2</sup> <https://www.eventbrite.co.uk/e/europeana-fashion-symposium-on-fashion-digital-memories-registration-32346092032>



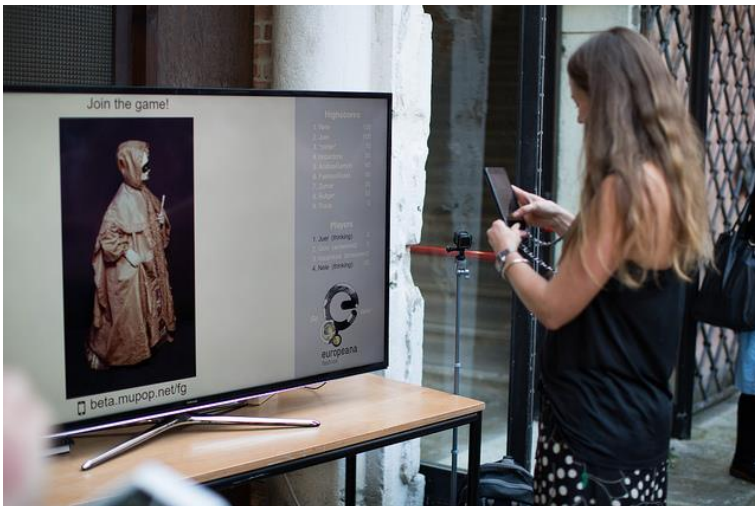


[Impression of the symposium audience](#)

by [Sebatiaan ter Burg](#)

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This task took the opportunity of the symposium to organise another user engagement project based on the Pop-up Museum technology. This time the focus on providing the attendees of the symposium with a educational game experience.



[The Europeana Fashion Quiz in Venice](#)

by [Sebatiaan ter Burg](#)

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The game consisted of a fashion quiz, based on the data from Europeana Fashion and the knowledge from the curators in the Europeana Fashion International Association. The concept was developed by Sound and Vision together with Noterik (technical implementation, through a subcontract) and the Europeana Fashion International Association (curation).





[Start screen of the European Fashion Quiz](#)  
by [Sebatiaan ter Burg](#)  
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The game invited attendees of the symposium and fashion design students at the university to take up their smart phones and test their knowledge of the history, tradition and practice of fashion design, based on the Europeana Fashion Collection.



[Fashion design students playing the European Fashion Quiz](#)  
by [Sebatiaan ter Burg](#)  
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## 2.3 User Engagement at the Europeana Transcribathon Campus

On the 22<sup>nd</sup> and 23<sup>rd</sup> of June the Europeana Transcribathon Campus 2017 brought people who are passionate about transcription, data enrichment and linking of various historical sources together at the State Library in Berlin.<sup>3</sup>

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<sup>3</sup> <http://pro.europeana.eu/event/europeana-transcribathon-campus-2017>



[Opening speech of the Europeana Transcribathon Campus](#)  
by [Sebatiaan ter Burg](#)  
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Central to the user engagement at the campus was the Transcribathon competition: Cross-generational and interdisciplinary teams competed with each other on the transcription and enrichment of documents from Europeana 1914-1918 such as letters, diaries, newspapers and photos. The teams had a limited timeframe to work and present their results.



[Transcribathon Competition in progress](#)  
by [Sebatiaan ter Burg](#)  
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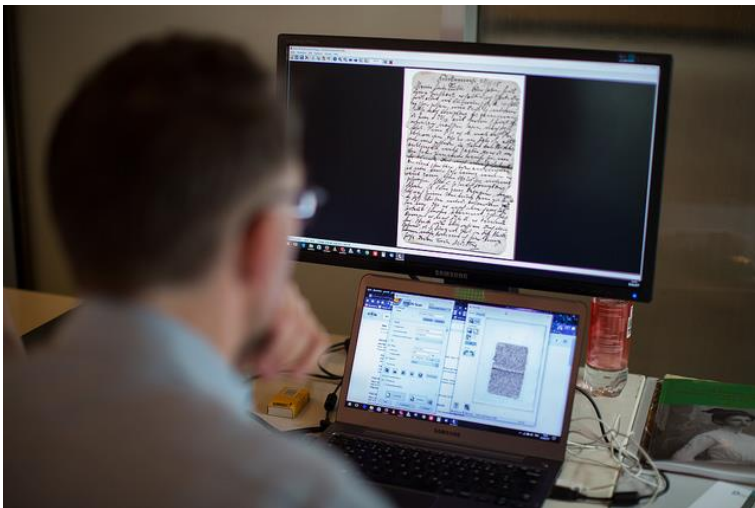
Fact & Files and Europeana Foundation took care of the majority of the organization and logistics of the event. The Transcribathon Tool – [www.transcribathon.com](http://www.transcribathon.com) – that supported the contributors in their activity was updated through a subcontract.

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[Transcribathon.com supports young and old in making historical manuscripts more accesible](#)  
by [Sebatiaan ter Burg](#)  
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During these two days, our participants managed to transcribe 407 documents, which amounts to almost 250.000 characters in only 28 hours. In addition, our teams made 614 enrichments to the documents and set 120 geo-tags during this short time.



[Multi-screen transcribing for ultimate efficiency](#)  
by [Sebatiaan ter Burg](#)  
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### 3. Other Relevant Activities

This section reports on other relevant activities performed by this Task, beyond the user engagement project described in Section 2.

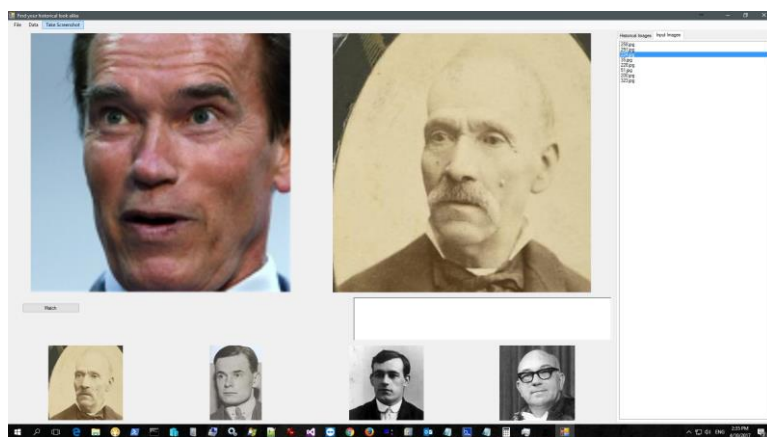
#### 3.1 Concept Development Together with the Thematic Collections

Kick-started at the plenary and later supported through ad-hoc teleconferences and a few physical meetings at the Europeana Foundation office in The Hague, Sound and Vision worked together with representatives of the various Thematic Collections on concept development for potential user engagement projects. This resulted in the activities described in Section 2. But unfortunately not all concepts could be executed within the timeframe of the project.

One concept in particular is noteworthy: Together with Europeana Photography the concept “Historical Doppelgänger (Find Your Perfect Match)” was developed. This concept took the hypothesis that Culture Lovers want to explore and share historical photography collections that relate to themselves and their daily lives, and envisioned a web application that works on various devices (pc, mobile, tablet).

When a person uses the app they can take their own picture (selfie), which will search the Europeana Photography portraits collections for matches based on facial feature recognition. Results - the ‘doppelgängers’ found in the collection - will be shown and can be further explored and/or shared through social media.

Sound and Vision researched the technical feasibility of the project and found suitable subcontractors for the realisation of this project. Due to the time and resource constraints of the projects, this concept never came to fruition.



*Test result for querying historical portraits on Europeana, based on facial features of a celebrity*

#### 3.2 Impact Assessment through Surveys

In support of *Task 2.5. Develop case studies and impact* Sound and Vision developed and executed surveys for all user engagement projects reported in Section 2. These surveys were modeled in Google Forms and investigated the impact of the user engagement project according to the (conceptual) Impact Framework<sup>4</sup>, as developed by the Europeana Impact Assessment

<sup>4</sup> <http://pro.europeana.eu/publication/europeana-strategy-2015-2020-impact>



Task Force<sup>5</sup>. This resulted in detailed insights from 55 participants to the user engagement projects organised within the context of DSI-2.

In aggregate the survey results provided some general insights:

1. Of the people that already knew the Europeana Collections (about 66 percent of the people interviewed), the majority scored an agreement with their value in terms of utility (53%), education (81%) and prestige (92%) with a 4 or 5 on a Likert scale.
2. Of the people that replied to the survey, the majority scored an agreement with the importance of cultural heritage in terms of community (75%) and legacy (95%) value with a 4 or 5 on a Likert scale.
3. Of the people that replied to the survey, the majority score an agreement (with a 4 or 5 on a Likert scale) with their personal enjoyment of the respective user engagement project (87%), but also its educational (67%), legacy (78%) and community (71%) value.

### 3.3 Audiovisual Documentation

To further support the impact assessment, Sebastiaan ter Burg was subcontracted to document all user engagement projects in photography and video.



*Sebastiaan ter Burg at work*

### 3.4 Art Up Your Tab

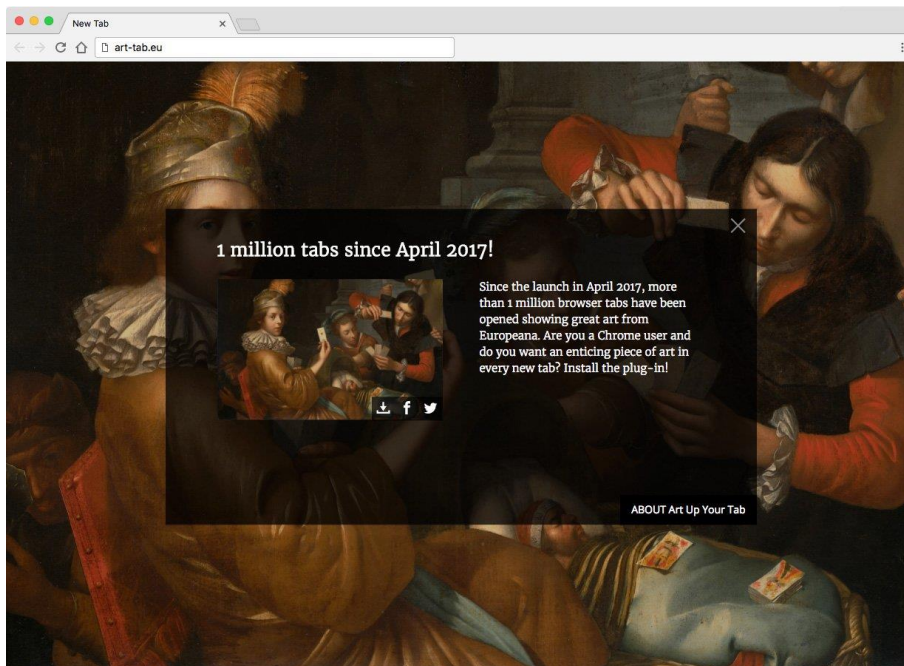
Art Up Your Tab is a browser extension developed jointly by Kennisland, Netwerk Digitaal Erfgoed, Parkers and Sara Kolster. The extension, currently available in Google Chrome and Mozilla Firefox (released at the end of July), shows users enticing and inspiring images from [Europeana](http://Europeana) with every new tab or browser window that they open.

Art Up Your Tab randomly displays full-screen artworks from a frequently refreshed pool of carefully selected images, curated over the course of a 12-week campaign by Europeana's Douglas McCarthy, Collections Manager (Art & Photography) and Kennisland.

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<sup>5</sup> <http://pro.europeana.eu/taskforce/impact-assessment-task-force>

Since launching in April 2017, over 1 million tabs have been opened in Art Up Your Tab and the Chrome extension has a stable base of more than 2000 users. The product has been supported by a marketing campaign using the hashtag [#ArtUpYourTab](#).



*Example of a new window showing a random Europeana artwork, including metadata*

### 3.5 Picture This! Competition

In January 2017 Europeana published an online exhibition [Picture this! Vintage postcards of Southeastern Europe](#), which was curated by 8 national libraries associated in the CSEEE (Collections of South and East Europe in Europeana) project. The exhibition, composed of handpicked postcards from Albania, Croatia, Bosnia and Herzegovina, FYR of Macedonia, Moldova, Montenegro, Serbia, and Slovenia, takes the visitor for a virtual trip through cultural and natural heritage of the region.

Between July 6 and August 31 Europeana is running a [photo competition](#) inspired by that exhibition. Users are invited to send their own photos of places illustrated in the exhibition. The photographs can be submitted easily via social media – Twitter, Instagram or Facebook – using the hashtag [#PicThisEurope](#). Additionally to main promotional activities in the social media, each of the curating national libraries is promoting the competition in its own language and within their venues. Up until August 11 there have been 311 entries submitted.

The competition allows for highlighting the possibilities of online exhibitions, especially a feature functionality, called 'slider', which was introduced in 2016 during the update of the exhibition platform. Slider allows for a visually pleasing comparison of two images creating a before-and-after effect. By using the slider, winning photographs will be featured in the online exhibition next to the vintage postcards.

The competition aims to connect users to European heritage by encouraging them to look at landmarks of the region and compare their current state with images of how they looked decades ago. By showing a linkage/ between 'now' and 'then' Europeana hopes to increase engagement with cultural heritage material.

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Example of promotion for the campaign through social media (Twitter)