

#Digitization. Theories, Concepts and Projects in Cultural Fields

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Hamburg, Institute for Folklore Studies / Cultural Anthropology

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Concept and Organisation: Prof. Dr. Gertraud Koch

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Digital Hamburg and beyond

Thursday, 12.06.2014 – 17.00-19.00

efoto-hamburg: Bringing Big Data back to the citizens of Hamburg - Mareike Höckendorff,
Hamburg

Big-data as a daily challenge – Dr. Julia Fleischhack, Zürich

**„Kann das weg oder ist das Kulturerbe?“. Potentiale und Herausforderungen der
Nutzereinbindung in einem Online-Portal zur Alltagskultur** (PortAll Rheinland) - Lina Franken

Apps für Museen (DigiKultur) - Dr. Susan Müller-Wusterwitz, Hamburg

Wikimedia Kulturpartnerschaften - Prof. Dr. Jürgen Friedrich, Bremen

efoto-hamburg: Bringing Big Data back to the citizens of Hamburg - Mareike Höckendorff, Hamburg

The efoto project is a cooperation between several cultural institutions in Hamburg and Hamburg University, brought into life by the Ministry for Cultural Affairs of the Free and Hanseatic City of Hamburg. The project deals with the urban space of the city of Hamburg represented by a huge supply of historic and contemporary photographs. efoto attempts to exemplify how the interactive use of digital media and services can enable the construction and discussion of individual and shared cultural experience, thus exploring and contributing to multiplicity at the same time.

The core implementation component of efoto is a digital database consisting of pictures of Hamburg, currently stored in numerous public and private archives, and metadata such as geoinformations. Image and text data, primary and metadata will be stored automatically and crosslinked so that they may be searched, combined and commented on according to user interests. This database will be enriched by several functionalities and services that enable users to participate in an open discourse on their urban living space. In order to achieve both—a high level professional database with a powerful intelligent search engine, and a multiinterest playground for leisurely use—three layers of data enrichment are anticipated. The first focuses on factual historical information, the second on personal experience based narratives and the third on the sociocultural practices of reflexion and interaction.

The second core component of efoto is a dedicated mobile application designed to support a wide range of use cases that contribute toward the main intention of the project i.e. getting people to engage with cultural heritage in various ways, be they 'virtual' or 'real', 'professional' or 'private'. These multiple ways in which app users can appropriate and enrich primary image data about Hamburg are conceptually rooted in the practices of social annotation, social storytelling and in the crowd sourcing of primary data. Through their combination in efoto the multiple cultural identities of the city of Hamburg will take shape as a lived, dynamic experience of culture rather than as a static piece of cultural knowledge.



DFG-Projekt „Digitales Portal Alltagskulturen im Rheinland Wandel im ländlichen Raum 1900-2000“

„Kann das weg oder ist das Kulturerbe?“. Potentiale und Herausforderungen der Nutzereinbindung in einem Online-Portal zur Alltagskultur - Lina Franken

„Is that for the bin or is it cultural heritage?“. Potentials and challenges of user involvement in an online portal on everyday life – Lina Franken

Das DFG-geförderte Projekt „Digitales Portal Alltagskulturen im Rheinland“ erschließt die Archivbestände von drei volkskundlichen Kultureinrichtungen des Landschaftsverbands Rheinlands anhand thematischer Schwerpunkte und nimmt dabei Wandlungsprozesse des Alltags im ländlichen Raum des 20. Jahrhunderts in den Blick. Heterogene Datenquellen von Museumsobjekten über Fotos und Film bis zu schriftlichen Befragungen werden über Erschließungskriterien in einem digitalen Format in Beziehung zueinander gesetzt.

Durch den regionalen Ansatz und die Spezifik der Datenbestände des Projektes spielen potentielle Nutzerinnen und Nutzer für die laufende Erschließungs- und Kategorisierungsarbeit eine zentrale Rolle: Subjektive Bedeutungszuschreibungen, Symbolsysteme und Erinnerungen sind relevante Elemente der Dokumentation sowohl bei den Objektbeständen als auch für das audiovisuelle Material. Die in einem Portal online präsentierten Digitalisate bieten Potentiale der Partizipation, der Wissensgenerierung und -fixierung. Gleichzeitig ergeben sich aus diesen Ansätzen wiederum spezifische Probleme und Fragen, die zu reflektieren sind: Wie können Nutzerinnen und Nutzer mit ihrem Wissen, ihren Erfahrungen und Erinnerungen praktisch eingebunden werden? Wie spricht man unterschiedliche Altersgruppen und soziale Schichten an, die sich mehr oder weniger technikaffin und mit unterschiedlicher Selbstverständlichkeit in digitalen Welten bewegen? An welcher Stelle greift eine wissenschaftliche Selektion und Interpretation, wo sollten Deutungszusammenhänge der Akteure unverändert dargestellt werden? Wie kann mit kritischen oder unsachlichen Kommentaren umgegangen werden?

Anhand von Beispielen aus der laufenden Projektarbeit sollen diese Fragen zur Diskussion gestellt werden.

The project “Digital Portal Everyday Life in the Rhineland”, funded by the German Research Foundation, is rendering the archives of three cultural institutions dealing with everyday life, focussing on the cultural changes in rural areas within the 20th century and the processes of change

therein. The heterogeneous archived material, ranging from museum objects to photographs, films and documents of pen-and-paper-interviews, are being related to one another via enriched meta data and descriptions in a digital form.

The regional focus of the project and the structure of the relevant data give a strong meaning for the indexing and interpretation to the potential users: Subjective ways of meaning, systems of symbols and memory are highly relevant for the documentation both for objects and for the audiovisual material captured. The digital copies presented online have the potential of participation and additional knowledge acquisition. At the same time, there are specific problems and questions arising with that: How can users with their knowledge, experience and memories be integrated in practice? How to approach different ranges of age and social background with consequently varied technical experiences and performance possibilities in the digital world? Where is scientific selection and interpretation necessary, where should the context classification of the users be shown without changes? How to deal with critical or uncalled-for comments?

Thanks to examples from the ongoing research project, it shall be possible to discuss these questions.

Big Data as a daily challenge - Julia Fleischhack, Zürich

In my presentation, I will give insights in my recently started ethnographic study on data centers that explores the daily work with large-scale data processing. It is a work that involves mainframe computers, complex applications, and large data sets. Drawing on ethnographic research among Swiss system engineers, technicians, and computer scientists who are involved in the daily operation of a Swiss data center, I investigate in my study how these women and men understand and respond to the complex technical structures in their daily work. What kind of practices, challenges, experiences, norms, and visions are connected to the handling of these gigantic computer powers? What does it mean to be in charge of data sets of large magnitudes? By focusing on this hi-tech environment, my project explores a part of our modern computing culture that is largely formed by expert knowledge and often operated in highly secluded facilities. I argue that an examination of this site offers the opportunity to trace significant cultural, legal, and political dimensions of our modern organization of data, and insights in a field of (data) expertise that is largely unknown to us.

Julia Fleischhack is a postdoctoral fellow in the Institut für Sozialanthropologie und Empirische Kulturwissenschaft at Zürich University. Her current research project 'Complex Data-Worlds' is an ethnographic study of data centers and carried out in Switzerland and Boston.

Apps für Museen (DigiKultur) - Dr. Susan Müller-Wusterwitz, Hamburg

Smartphones und Tabletcomputer als Medien der Information, Kommunikation und Navigation sind aus dem Alltagsleben nicht mehr wegzudenken. Mit kleinen Zusatzprogrammen, sogenannten Apps, werden private mobile Endgeräte zu elektronischen Guides, die Besucher durch Museen, Städte und Parks führen.

Apps werden als Instrumente für erfolgreiches Marketing angepriesen und sollen in Kürze Museen von der aufwändigen Anschaffung, Verwaltung und Pflege der Leihgeräte entlasten. Dabei geraten die didaktischen Möglichkeiten, die mit dem Einsatz mobiler multimedialer Medien in Museen und darüber hinaus verbunden sind, leicht aus dem Fokus.

In meinem Beitrag stelle ich Aspekte des Marketings und museumspädagogische Optionen von Apps anhand von Beispielen aus deutschen und dänischen Museen vor.

To be continued