USER-CENTERED DIGITAL MUSEOLOGY: TOWARDS PROFILE ADAPTED VIRTUAL EXPOSITIONS

Amman INDICATE Workshop on Virtual exhibitions

Ioannis Kanellos
TELECOM Bretagne
France
Visitor-centered digital museology

• Building virtual museums
Visitor-centered digital museology

• Building thematic virtual museums
  – or “virtual exhibitions”
Visitor-centered digital museology

- Building thematic virtual museums
- Enhancing observation conditions
Visitor-centered digital museology

• Building **thematic** virtual museums
• Enhancing observation conditions
• Adapting contents to different profiles of visitors
  – Different educational levels
  – Different visiting intentions
  – Different exigencies in knowledge

*Generally:*

– Different **reading strategies**
Visitor-centered digital museology

• Building thematic virtual museums
• Enhancing observation conditions
• Adapting contents to different profiles of visitors
  – Different educational levels
  – Different visiting intentions
  – Different reading strategies
• Supporting « intelligent » assistance
  – and social contribution
In other...

• Building **thematic** virtual museums
• Building **thematic** virtual museums

• Where...
Visitor-centered digital museology in other words...

• Building **thematic** virtual museums

• Where...

• Patrimonial logics join learning missions
Ilya’s unexpected visit

Ilya Repin (1884)
« They did not expect him »
(or « An unexpected visitor »)

Yarbus, 1967
(a) Guess persons’ age
(b) No question (no task)
(c) Judge persons’ socioeconomic status
(d) ...
Core needs in KR

• If ontologies are the bread of...
• The blood has to be...
  – Distinguish between different knowledge qualities
    • (aspects, points of view, analysis domains, categories...)
  – Distinguish between different knowledge deepness levels
    • (corresponding to different visitor profiles)

• Paradigmatic & Syntactic organisation
Setting up flexible ontologies...

Aspects and levels in ontology building
... designing the visit scenarios...

1. Reading types and visiting profiles

2. Level 3: Knowledge Paths (leading strategies and sources)
   - Descriptive
   - Aesthetic
   - Documentary
   - Technical
   - Interpretive

Level 2: Alternative Local Dialogues (re-contextualized)

Level 1: Data Resources (maximize, etc.)
... implementing a thematic VM.
On a theme: the Annunciation
The 3 defined profiles (corresponding to 3 reading strategies)
Discovery

Typical image (reference)

Detailed visualisation of a selected image

Visit reorientations
Study
Διερεύνηση κειμήλιου

Μακάριοι ἱερομάχοι ἐκ Γαλατίας. Ὁ Ἐυαγγελισμὸς ἐν τῷ οίκῳ Ιακώβου. Νεκτάριος Εὐαγγελισμοῦ τῆς Θεοτόκου, Ἐρασίτα Χαλκοδήτου, Ελλάδα, 1934. Φορτήγα πλάκα, 10 χιλιόμ. Σκληρά.

Scholarship (2)

Examined artifact

Selected point of view (here: physical and chemical investigation)

Analysis sub-categories of the chosen point of view (here: pigment detection)

Explication of the technique (here: the μRaman technique)
Scholarship (3)
Demonstration hints

www.annunciation.gr
Or quick video clips

Discovery

Study

Scholarship