

## CIDOC2012 Conference Themes

### **Encouraging interoperability of data resources (museums, libraries, archives)**

Information society presents enormous possibilities for cultural heritage. It is necessary that museum contents should be brought within common search possibilities to be accessible for all, regardless of time, place and abilities. Knowledge networks reach an unprecedented clientele and make it possible for museums to make their collections and knowledge reserves known to a broad range of clients, including new user groups.

With the emergence of interlinked data dissemination services, spearheaded by Europeana, the need for interoperability of data resources within and across sectors has become of vital importance. Several new applications, adaptations of previous standards, platforms and services tackle with these questions. There is growing awareness of the need to put users in focus, provide them with services where not the origin or the domain of the data is important but its availability, accessibility, semantic connections and context.

CIDOC2012 Helsinki encourages contributions that address all the facets of improving interoperability, including standards, thesauri, vocabularies and metadata, technical solutions and underlying theoretics. We especially encourage contributions that emphasize co-operation across sectors and focus on users.

### **Semantic Web, Ontologies and Linked Data**

Why and what for do museum workers and visitors need semantic data?

With the theme of “Semantic Web, Ontologies and Linked Data” CIDOC 2012 Helsinki wants to provide information about features of semantic web and its solutions in museum use, as well as of ontologies and linked data along with their advantages and disadvantages to be as a road-map for museums towards the still highly theoretical and inspirational Semantic Web of Culture. Ora Lassila, who together with Tim Berners-Lee has created the concept of the Semantic Web, has signaled his interest to serve as one of the keynote speakers.

CIDOC2012 Helsinki encourages contributions from semantic web services, ontologies, folksonomies, describing metadata of museum objects enriched with semantic features, active use of the information provided by social communities, geo-spatial tagging and other implementations of semantic web technologies to promote them as a part of everyday museum work in collection management and presentation.

### **Social media**

With the pervasive adoption of Web technologies as mechanisms for audience engagement, museums are encountering new issues and challenges. Museums are reaching out to new platforms, like Facebook, Twitter, MySpace and others that are today seen as central tools for communicating and engaging audiences, especially young people. Museums also experiment in new ways with user-contributed content

and content curation, taking the traditional management and dissemination of collection information to interactive domain, allowing the public to contribute in a sphere formerly reserved for in-house specialists.

As a recent study shows, museums believe that social media is important but they are not currently using it for high levels of dialogic engagement. For the moment, museums are mostly involved with one-way communication strategies to focus on event listing, reminders, reaching larger or newer audiences, and promotional messaging. However there does seem to be some evidence to suggest that museums are trying to increase their use of social media for more two-way and multi-way communication strategies.

With the theme "Social media" CIDOC2012 Helsinki encourages contributions that share museum's experiences in using social media, the good and the bad solutions, disseminate best practices and demonstrate novel and user-oriented ways of using social media in engaging audiences.

### **Multilingualism and regional cultures**

National museums and museum institutions have actively participated in the formation of national identities. In a globalized world national identities are confronted with cultural currents from all over the planet. In a multicultural world and cultural information society, it has become more and more important that different aspects of culture are documented, digitized and disseminated, in order to participate in safeguarding the survival of indigenous and minor languages and cultural traditions. One of the central challenges is that of multilingualism, of crossing language borders with the help of technical solutions.

The CIDOC 2012 conference encourages contributions that present solutions that support multilingual functions in services, thesauri work and semantic connections. We also seek good practices in documenting and presenting minor, regional or marginal cultures to wider audiences and sharing our global heritage with the help of digitization and on-line services.

### **Innovations in documentation**

At the core of digital cultural content lies documentation. The field of museum and cultural heritage documentation is undergoing a major shift when analogue collections are turned digital and digitised repositories and work flows are challenged by born digital objects and repositories without a traditional object behind the information. The tools and environment of documentation is constantly changing and new and innovative ways of getting things done are emerging. There are grand challenges in several areas, including describing the variety of objects in collections, managing the information, digital documentation, new media, sharing of content on-line, digital curation and long-term preservation. These challenges need to be tackled with new and innovative solutions, fostering co-operation between curators, researchers and technical experts.

CIDOC2012 Helsinki encourages contributions in this session from a broad range of subjects, inviting new and emerging research, innovations and preliminary results from participants interested in sharing their new and exciting results with colleagues.