



Museums and the Web 2007
 April 11-14, 2007
 San Francisco, California, USA
preliminary program
 see www.archimuse.com/mw2007/ for the latest details

Museums and the Web 2007

the international conference
for culture and heritage on-line

Join hundreds of your colleagues at the only annual conference devoted to exploring the on-line presentation of cultural and heritage content across institutions and around the world: the eleventh annual **Museums and the Web**, April 11-14, 2007 in San Francisco, California, USA.

The Program

MW2007 addresses the social, design, technological, economic, cultural and organizational issues of culture and heritage on-line. Taking an international perspective, senior speakers with extensive experience review and analyze the issues and impacts of networked cultural and natural heritage. Together, we are transforming communities and organizations.

MW2007 features many types of program sessions, museum project demonstrations, commercial exhibits, mini-workshops, a usability lab, a design 'Crit Room,' and the Best of the Web awards. Pre-Conference events include full- and half-day workshops and a day of tours. Social events throughout the meeting provide many opportunities for discovery and debate.

Exhibit Hall

The Museums and the Web exhibit hall is the largest annual presentation of Web and multimedia-related products and services for museums worldwide. To feature your company in the Exhibit Hall, contact mw2007@archimuse.com.

Proceedings

The MW program is peer-reviewed. All speakers submit written papers in advance. The best appear in print; all are available on the MW2007 Web site and on the *Proceedings* CD-ROM. Each conference delegate receives the *Selected Papers* and Proceedings at the meeting. Order your advance copy at <http://www.archimuse.com/pub.order.html>

Conference Co-Chairs

David Bearman and Jennifer Trant
Archives & Museum Informatics

With thanks to the international Program Committee who helped select the program participants.

produced by
Archives & Museum Informatics
www.archimuse.com

workshops – april 11, 2007

Full Day
9:00 am – 5:00 pm

Content Management: Strategies and systems

Darren Peacock (AU)

Effective content management is essential to developing, managing and sustaining quality Web sites. Participants will receive an in-depth introduction to the issues and technologies that underpin content management of museum Web sites.

Hands on Usability and User Testing

Paul Marty + Michael Twidale (USA)

Join us for a discussion-based, hands-on, and very interactive introduction to usability analysis. We emphasize high-speed user testing and directly address the challenges of performing user testing under tight constraints of budget and time.

Successful On-line Learning Interactives

Steven Allison-Bunnell + David Schaller (USA)

We will guide participants through the early phases of the development cycle using an Interactivity Design planning process for on-line activities. Our focus is on the creative process of crafting an engaging and effective on-line learning experience.

Half Day: Morning
9:00 am – 12:30 pm

Accessibility Guidelines: Why don't they always deliver accessible sites and what can you do about it?

Stephen Brown + Brian Kelly (UK)

This half day workshop will consider the extent to which successful accessibility development can be separated from general usability, and assess a range of tools available to Web designers and managers for evaluating accessibility and usability.

Beyond Blogging: Is it a community yet?

Brent Gustafson, Justin Heideman + Nate Schroeder (USA)

This workshop will lead participants through case studies in museum blogs, goal creation and metrics to analyze success, and then ask "what's next?" If not blogging, or not JUST blogging, what's our next best plan to build Web 2.0 communities?

Leveraging the Internet Video Boom in a Museum Context

Tim Schwartz (USA)

In this workshop, attendees will learn how to effectively harness video technology while designing for users in a museum context.

Museum Mashups

Jim Spadaccini (USA)

This half-day workshop will explore the technical and design aspects of mashups. We'll look at examples and discuss the technology behind them.

Planning Social Media for Museums

Sebastian Chan, Angelina Russo + Jerry Watkins (AU)

This half-day workshop will explore the use of social media (blogs, wikis, digital stories etc.) with a focus on the issues that will arise in planning for such applications.

Podcasting

Stephanie Pau, Tim Svenonius (USA)

The half-day workshop will encompass all aspects of the podcasting process: scripting, digital recording, downloading audio, audio editing, publishing, and loading onto the iPod (or other MP3 player) via iTunes.

Half Day: Afternoon
1:30 pm – 5:00 pm

Building and Managing Web Teams

Howard Rosenbaum (USA)

In this interactive workshop, participants will learn how to put together and manage Web teams and how to carry out a four stage analysis of a Web site, the end product of which will be a report and a site redesign prototype.

Creating Interactive Content and Community in Second Life

Paul Doherty, Rob Rothfarb + Aimee Weber (USA)

This workshop will introduce you to Second Life, a popular 3D world that offers a unique content and community development platform.

Hands On - Exploring RSS in a Cultural Context

Jonathan Pratty (UK)

This half day workshop explores the RSS phenomena as it impacts cultural providers on-line. Learn how RSS is found on-line, how it can be accessed publicly, and review case studies from recent projects, successful and unsuccessful.

Real Science 2.0: Interacting with scientific imagery and live data

Jim Spadaccini (USA)

This half-day workshop will explore the technical, educational, and design aspects of incorporating live data into your Web site, with a focus on real-time images and datasets.

Remixing Museum Education through On-line Participatory Learning

Matthew Fisher + Juan Leon (USA)

Our workshop provides museum educators with a hands-on introduction to the on-line "remix," a highly participatory educational experience supported by blogging, photo sharing, and podcasting.

Vodcasting: 5 easy steps to film an interview and get it on-line in a day!

Katie Dance (UK), Stephanie Pau, Peter Samis + Tim Svenonius (USA)

In this workshop, attendees will be taken through a simple 5 step cycle and learn how to create and launch an artist's video interview, in just a day.

Web 2.0: Technologies and design strategies for robust on-line applications

Rob Stein (USA)

This workshop will give attendees a detailed look at the underlying web technologies and design strategies that are fueling some of the most popular on-line applications today.

See detailed workshop descriptions on-line at
<http://www.archimuse.com/mw2007/>

All workshops require separate registration.

Space is limited. Register early to ensure your first choice.

conference sessions – april 12 + 14, 2007

Opening Plenary

Launching the conference with challenges and new ideas

Alternative Realities

Operation Sigismund, Dick van Dijk, NE
Supporting social interaction: a collaborative trading game on PDA, Kris Gabriëls, Kris Luyten, Elke Manshoven, Daniel Teunkens + Heleen Van Loon, NE
A Second Life for your Museums, Paul Marty, Michael Twidale + Richard Urban, USA

Art Education

Expanding Art Museums into Humanities Classrooms: Research on on-line curricula for cross-disciplinary study, Abigail Franzen-Sheehan + Betsy James DiSalvo, USA
Integrating Visual Thinking Strategies into Educational Web Resources, Wendy Ennes and Christie Thomas, USA
Video iPods and Art Education, Julie Springer + Paula White, USA

Bookmarking

Extending the Experience, Ken Dickson, CA
Bookmarking in Museums, Jonathan Bowen + Silvia Filippini-Fantoni, UK
Visitor-constructed personalized learning trails, Kevin Walker, UK

Cell Phones

When in Roam: Cell Phone Tours in Europe, Nancy Proctor, FR
Phones & Exhibitions 2.0, Kate Haley Goldman, USA
Phones From a Distance: Mobile phones as live broadcasting devices, Lois Lydens + Makoto Manabe, JP

Content Management

Dallas Museum of Art Presents The Arts Network, Homer Gutierrez + Jessica Heimberg, USA
From Casual History to Digital Preservation, Ari Davidow, USA
Putting Web-based Resources to Work in the New de Young Museum, Andrew Fox, USA

Contributed Content

Comparing Community Contribution: The case of the National Archives of England and Wales' Moving Here and Library and Archives Canada's Moving Here, Staying Here Web sites, Angèle Alain, CA + Michelle Foggett, UK
Designing a Web Site for Young People: the challenges of appealing to a diverse and fickle audience, Rose Cardiff, UK
Remixing Exhibits: Constructing participatory narratives with on-line tools to augment museum experiences, Matthew Fisher + Beth Twiss-Garrity, USA

Enhanced Gallery Spaces

Lignes de temps : Involving cinema exhibitions visitors in mobile and on-line film annotation, Vincent Puig, FR
How shall we label our exhibit today? Applying principles of on-line publishing and on-site display and interpretation, Ross Parry, UK

Science Mobilized: Automatically bringing up-to-the-minute Content into the museum ... and back out again, Anne Balsamo, Wayne LaBar, Dale MacDonald, Scott Minneman + Jon Winet, USA

Evaluation

Bringing User Testing into the Classroom, Nadia Arbach, Martin Bazley + Nicky Boyd, UK
Evaluating the Impact of Participation in an On-line Citizen Science Project, Rick Bonney + Stephanie Thompson, USA
From "Guerilla" Methods to Structured Evaluations: Examples of formative Web design from the Exploratorium, Melissa Alexander, Sherry Hsi, Joyce Ma, Kristin Sikes + Adrian Van Allen, USA
Let's Be Specific: Predicting return on investment in on-line learning activity design, Stephen Brown, UK
Petroleum Jelly Served Seven Ways: Visitor response to a multi-track interpretive approach to "Matthew Barney: DRAWING RESTRAINT", Peter Samis, USA

Open Architecture & Systems

Addressing the Limitations of Open Standards, Alastair Dunning, Marieke Guy + Brian Kelly, UK
Distributed Services for Museum Web Sites, David Ellis, UK
OpenCollection Web-Based Collection Cataloging and Access Software, Megan Forbes + Carl Goodman, USA

Re-Design

Transcending the Boundaries of the Museum! Managing organisational change in the museum and on the Web, Jenny Berthling + Anna Engquist, SE
Do you know who your users are? Research in redesigning sfmoma.org, Katrina Alcorn + Dana Mitroff, USA
Reflecting Organizational Change in On-line Presence, Emily Botis, USA

Small Museums

Facilitating Access: Empowering small museums, Joy Suliman, AU
A Family of Solutions for a Small Museum, Donatella Caporusso, Nicoletta Di Blas + Paola Franzosi, IT
Who are you calling cheap? Peter Gray, UK

Tagging & Terms

What Do the Barbarians at the Gates Want to Look At? : Web 2.0 and Collections, Sebastian Chan, AU
My Rijks: Finding My Art in the Rijksmuseum, Lora Aroyo, Rogier Brussee, Peter Gorgels, Lloyd Rutledge, Natalia Stash, + Yiwen Wang, NE
When is a terracotta hut urn like a sailor's deck-log?: Meaning instantiated across virtual boundaries, Richard Smiraglia, USA

Users

Audiences, Visitors and Users: Reconceptualising users of museum on-line content and services, Jonny Brownbill + Darren Peacock, AU
Why are they doing that!?: How users interact with Museum Web sites, Judy Haynes + Dan Zambonini, UK

The Use, Usefulness, and Value of Museums in the U.S., Sarah E. Aerni, Jose-Marie Griffiths + Donald King, USA

Web 2.0

How To Stop Thinking and Start Doing: addressing organisational barriers, Mike Ellis + Brian Kelly, UK
Blogging within a Traditional Museum Setting, Jeff Gates, USA
Building an On-line Community: Web 2.0 & Interpretive Materials at the Brooklyn Museum, Shelley Bernstein + Nicole Caruth, USA

Closing Plenary

Examining where we've been and imagining where we're going

feedback

about MW2006

opened my eyes ... lots of new ideas

smart, passionate people, grappling with issues that matter

published materials and schedules were excellent

stimulate[s] new ways of seeing in both the museum + virtual world

very well-run, inspiring, intense, really full

well-organized with excellent presenters and fascinating attendees

...this conference is inspiring!

conference hotel

MW2007 takes place at the

Westin St. Francis (Union Square)

335 Powell St.
San Francisco, CA
94102 USA
Tel: +1 415 397 7000
Fax: +1 415 774 0124

To get our special rate of US \$199.00 (single or double) make your reservation before March 18, 2007. Use the link from <http://www.archimuse.com/mw2007/local/> or phone and mention Museums and the Web.

conference producers

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special sessions – april 13

Crit Rooms

Experienced Web designers review museum Web sites in real-time. In this interaction – modeled on the art school critique – Web sites are volunteered in advance by MW2007 delegates. If you want your site reviewed in the Crit Room, email mw2007@archimuse.com

Usability Lab

See usability testing in action. Volunteer to participate as a test subject (and discover the problems users have on museum Web sites) or offer your site to be tested (and see where users have difficulty). Paul Marty and Michael Twidale will walk participants through the tests and reinforce that 'you can try this at home'.

Professional Forums

Join colleagues to discuss issues that face the profession in sessions devoted to a "hot topic". The convener will present the question – come and respond.

Research Forum

Building Community in Graduate/Doctoral Student Ranks. A facilitated interaction for graduate and doctoral students to briefly present and discuss their research projects among peers, get constructive feedback and learn about others' methods.

Demonstrations

Museum staff show work created in a non-profit environment, and explain the rationale behind it in an informal setting. See sites up-close and talk one-on-one with colleagues about their designs and the decisions that went into them. If you would like to demonstrate your site, submit your proposal by December 31, 2006 from <http://www.archimuse.com/mw2007/demos/>

events

pre-conference tours

San Francisco-area cultural institutions welcome MW2007 delegates for behind-the-scenes tours. See <http://www.archimuse.com/mw2007/events/> for tour descriptions. Separate, advance Registration required.

Birds-of-a-Feather Meetings

Meet your colleagues and share concerns. Join a table at lunch on April 12, or breakfast on April 13, devoted to a topic, an area of responsibility or mutual interest. Email mw2007@archimuse.com to suggest a table.

Receptions

Every night at MW2007 there's a social event, so you can get to know other delegates and build your personal network. See full details on the conference Web site at <http://www.archimuse.com/mw2007/events/>

Best of the Web Awards

Learn which sites an international panel thinks are the Best of the Web. Nominate your favourite site by December 31, 2006 at <http://www.archimuse.com/mw2007/best/>

Mini-Workshops

Topics that require more time than a paper, and especially those involving pedagogy, have been allocated a one hour slot as a mini-workshop. The themes loosely join presentations and help guide participants to appropriate sessions.

Design

DesignWorlds for Learning's Museum Learning Collaboratories, Ted Kahn, USA

Learning@Whitney: Developing a useful teaching tool, Chuck Barger, Dina Helal, Melanie Adsit + Jane Royal, USA

Strategies for the Interactive Narrative, Josh Goldblum, Adele O'Dowd + Traci Sym, USA

Technology

Instant Multimedia: A new challenge for cultural heritage, Davide Bolchini, CH and Nicoletta Di Blas + Paolo Paolini, IT

JPEG2000 Implementation at Library and Archives Canada, Pierre Desrochers + Brian Thurgood, CA

Put a Coke Machine on the Web: How inexpensive micro-processors, cell phones, and solid state servers can interact with the physical world, Michael Edson, USA

Starting a Digital Revolution, Dan Dark, Daniel Incandela + Meg Liffick, USA

Contributed Content

Radical Trust: The state of the museum blogosphere, Sebastian Chan, AU + Jim Spadaccini, USA

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My Evidence: Who's the authority here? David Beck, Valerie Knight-Williams, Lowell Robinson + Pearl Tesler, USA

Searching and Annotating Virtual Heritage Collections with Semantic-Web Techniques, Guus Schreiber, et al., NE

Users

We Are Your Audience, Rachel Horwitz + Cathy Intemann, USA

Museum Images On-line: Meeting the needs of teachers, David Green + Robert Lancefield, USA

Ntsayka Ikanum: A Native American approach to the on-line experience, Jeff Cram, Tony Johnson, George Ross + Lindy Trolan, USA

Funding

IMLS Funding for Technology, Dan Lukash, USA

See detailed descriptions on-line at <http://www.archimuse.com/mw2007/>



Registration

Museums and the Web 2007

Name: _____

Job Title: _____

Institution: _____

Address: _____

City: _____ State/Prov: _____

Postal Code: _____ Country: _____

Tel: _____ Fax: _____

Email: _____ URL: _____

I consent to have my contact details included in the Registrants List _____

Conference Fees Full Registration

(incl. all events: Four Receptions, BoF Lunch and Breakfast, and 1 copy of Selected Papers/Proceedings.)

Early \$575 _____
(by Dec 16)

Regular \$625 _____
(by Jan 31)

Student \$350 _____
(until Mar 30, valid full time ID)

Late \$675 _____
(by Apr 6)

On-Site \$725 _____
(after April 6)

Discounts _____
(must be confirmed by MW staff)

5+ Participants -\$50 _____

Paper On-time -\$100 _____

Return to MW2007, 158 Lee Ave., Toronto, Ontario M4E 2P3 Canada. Fx: +1 416-352-6025 Email: mw2007@archimuse.com