



Museums and the Web 2005
Archives & Museum Informatics
158 Lee Avenue
Toronto, Ontario
M4E 2P3 Canada
Ph. +1 416-691-2516
Fx. +1 416-352-6025
Email: mw2005@archimuse.com
<http://www.archimuse.com/mw2005/>

US Postage
PAID



Museums and the Web 2005

April 13-16, 2005 Vancouver, British Columbia, Canada

Preliminary Program

see <http://www.archimuse.com/mw2005/> for the latest details

Museums and the Web 2005

the international conference
for culture and heritage on-line

Join hundreds of your colleagues at the ninth annual **Museums and the Web**: the only annual conference exploring the on-line presentation of cultural and heritage, across institutions and around the world.

The Program

MW2005 addresses the social, design, technological, economic, organizational and cultural issues of culture and heritage on-line. Taking an international perspective, senior speakers with extensive experience in Web development review and analyze the issues and impacts of networked cultural and natural heritage, and look ahead to the transformation of communities and organizations.

Exhibit Hall

The Museums and the Web exhibit hall is the largest exhibition of interactive multimedia and on-line services and products for museums worldwide. MW2005 exhibitors offer the latest commercial innovations in the field. Space is still available in the Exhibit Hall. Contact mw2005@archimuse.com.

Proceedings

All MW2005 proposals are peer reviewed. All speakers prepare written papers in advance. The best papers appear in print in *Museums and the Web 2005: Selected Papers*. All papers submitted are available on the MW2005 Web site and the *Proceedings* CD-ROM. Each full registrant at the meeting receives a copy of the *Selected Papers* and the CD-ROM. 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 this year's program participants!

organized by

Archives & Museum Informatics
www.archimuse.com

in association with



Canadian Patrimoine
Heritage canadien

workshops

Full Day 9:00 am – 5:00 pm

Hands-on Usability and User Testing

Paul Marty and Michael Twidale (USA)

This full-day workshop will provide a discussion-based, hands-on, and very interactive introduction to usability analysis. We will emphasize high-speed user testing and will directly address the challenges of performing user testing under tight constraints of budget and time. Participants will learn to use rapid and inexpensive methods to test the effectiveness and usability of their Web sites and to discover the potential difficulties encountered by their on-line visitors.

The Working Workshop

Willy Lee (USA)

The Working Workshop will try to create a small open source project at the end of the conference that will be of use to the larger museum community. Participants should have experience in creating database-driven dynamic sites and an understanding of PHP and MySQL. Participants should apply before **February 15** in order to help choose the project, define the architecture and develop requirements. Workshop time will be spent writing and refining the application. Restricted to experienced programmers, committed to Open Source.

XML – Creating a data repository with presentation formats

Richard Morgan (USA)

Start with a document that you will convert to XML. In this workshop you will learn to express rules for the use of your XML with DTDs (document type definitions) and Schemas. By the end of the day, you will have used XSLT (extensible stylesheet language transformations) with XSL (extensible stylesheet language), XSL:FO (extensible stylesheet language: formatting objects) and XPATH to present the data in formats for the Web, print documents and other presentation options such as SMIL (synchronized multimedia language) for multimedia presentations. Finally you will learn how to create graphics with SVG (scalable vector graphics). A practical, hands-on experience with no technical prerequisites.

Content Management Essentials

John O'Brien and Darren Peacock (AU)

Effective content management is essential to developing, managing and sustaining quality Web sites. This workshop gives participants an in depth introduction to the issues and technologies that underpin content management. We will explore how to plan and implement effective solutions for both large and small institutions.

– wednesday april 13, 2005

Successful On-line Learning Interactives

Steven Allison-Bunnell and David Schaller (USA)

Developing engaging and effective on-line learning interactives requires an understanding of many things. Subject knowledge and technical expertise are often emphasized, but just as critical are understanding the target audience and theories of learning as applied to the Web. Explore ways to define your audience(s) and apply several learning theories to educational Web development. Designed for educators.

Half Day: Morning: 9:00 am – 12:30 pm

Standards: the benefits of Web standards for you and visitors to your site

Ted Drake and Brian Rountree (USA)

This workshop will introduce standards-based Web design. Students will take an existing site and create a standards-based version of it. They will learn the steps required, how to use tags properly, and how the style sheet presents the pages to the public. They will evaluate how the final product improves public accessibility and system performance and reduce maintenance requirements. For all levels of programming knowledge.

Constructing Learning Objects

Nik Bambrick, Roger Howley and Michael Payne (AU)

One of the most significant benefits of the Web, particularly for museums and cultural institutions, is that it allows us to reach a range of target audiences with information that has previously only been accessible to visitors. This workshop will demonstrate best-practice techniques for developing learning objects and selecting the physical objects on which to base them.

Introducing advanced learning paradigms for 3D environments

Nicoletta Di Blas, Paolo Paolini and Caterina Poggi (IT)

This workshop examines the design and use of cooperative 3D worlds in cultural heritage applications. The progression from goals to requirements and design will be illustrated. At the end of the workshop, participants will be able to sketch the goals and requirements for the design of advanced cultural heritage applications using 3D elements in e-learning applications. For designers using or considering using 3D.

Half Day: Afternoon: 1:30 pm – 5:00 pm

Making Museum Web Sites Accessible

Jonathan Bowen (UK)

Gain an insight into how to meet the challenge of making your Web site accessible to a wide range of visitors, and in particular those with disabilities. Become aware of the issues involved and learn about freely available on-line resources and tools to make your sites more accessible. This workshop examines the current state of the art, surveys some current museum Web sites for accessibility, including the use of screen-readers with these sites, and gives suggestions for possible improvements.

Easy to Use, Inexpensive On-line Presentation Tools for Museum Educators (and others on a budget)

Matthew Fisher, Dan Kuetemeyer and Juan Leon (USA)

In recent years an affordable set of tools has become available to museum educators and others who wish to rapidly produce on-line presentations. This how-to workshop will introduce participants to a range of tools available to them (such as Microsoft Producer and Articulate Presenter) that are both powerful and inexpensive – or free.

Evaluation of Educational Benefits in Advanced Learning Environments

Nicoletta Di Blas, Paolo Paolini and Caterina Poggi (IT)

How can we best apply evaluation criteria to 3D applications for cultural heritage? We find many Cultural Heritage applications have fallen victim to a fallacy that 3D graphics must reproduce reality as accurately as possible. In fact, we have found that high quality in “aesthetic” rendering does not equate to applications that teach well. This workshop will investigate projects developed in the instructors’ laboratory, whose efficacy has already been demonstrated in a number of successful implementations and evaluated experimentally, in order to identify approaches to 3D applications that are educationally sound.

See detailed workshop descriptions on-line at

<http://www.archimuse.com/mw2005/>

***All workshops require separate registration. Space is limited.
Register early to ensure your first choice.***

conference sessions – april

Opening Plenary

Sustainable Digital Heritage Development, Namir Anani, CHIN, CA

3D

Immersive 3D and Cultural Heritage: Suggestion or Realism?
Nicoletta Di Blas, Evelyne Gobbo, Paolo Paolini, IT

Place-Based Storytelling Tools: A New Look at Monticello, Brad Johnson, Chad Wollerton, US

Recontextualizing the Collection: Virtual Reconstruction, Replacement, and Repatriation, John Tolva, US

Accessibility

Sign Language and Subtitled Guides for Deaf and Hard-of-hearing Visitors, Nancy Proctor, UK

Let's go mobile! Design and modeling issues in multichannel "accessible" applications... Sebastiano Colazzo, Franca Garzotto, Paolo Paolini, IT
The Accessibility of Museum Web Sites, Neil King, Helen Petrie, Marcus Weisen, UK

Broadband and Beyond

And the bandwidth plays on: New museum opportunities from high bandwidth connectivity, Leonard Steinbach, US

Cross Media: When the Web Doesn't Go Alone, Stefania Boiano, Giuliano Gaia, Francesca Pasquali, IT
Curating for Broadband, Tilly Blyth, UK

Education

Collection Object to Learning Object: A case study in museum e-learning, Michael Payne, Darren Peacock, AU

Empowering learners with Primary Sources, Petar Bojkov, Cynthia R. Copeland, David Ellis, Gavin Lee Foster, Ray Shah, US

Learning Styles and On-line Interactives, Steven Allison-Bunnell, Minda Borun, David Schaller, US

The Localised Learner: Acknowledging Distance and Situatedness in On-line Museum Learning, Nadia Arbach, Ross Parry, UK

Evaluation

DigiCulture, a study in user behaviours, James Turner, CA

Hands-on versus on-line: Evaluating the MarsQuest On-line project, James Harold, Randi Korn, Christopher Randall, US

We're Building It, Will They Use It? the MOAC II User Evaluation, Robin Chandler, Anne Gilliland-Swetland, Layna White, US

Wither the Web: Professionalism and Practices for the Changing Museum, Kate Haley Goldman, Michael Haley Goldman, US

Finding Stuff

New Ways to Search, Navigate and Use Multimedia Museum Collections, Matthew Addis, UK, Fabrizio Giorgini, IT, Paul Lewis, Kirk Martinez, James Stevenson, UK

Search Engines and On-line Museum Access on the Web, Jonathan Bowen, UK, Silvia Filipini Fantoni, FR, Teresa Numerico, UK

From Adams to Atomz: Surfacing Deep Content at SFMOMA, Tana Johnson, Dana Mitroff, Peter Samis, US

Handhelds

1-800-FOR-TOUR: Delivering Automated Audio Information through Patron's Cell Phones, Matthew Nickerson, US

Culture around the Corner, Martijn Arts, NL

MoMo: A Hybrid Museum Infrastructure, Javier Jaén, ES

Museum as Ecology: A case study analysis of an ambient intelligent museum guide, Ron Wakkary, CA

Introducing Pachyderm

Taking Teaching by the Tusks: Introducing Pachyderm 2.0, Larry Johnson, Peter Samis, US

Architecting the Elephant: Software Architecture and User Interface Design for Pachyderm 2.0, Joshua Archer, Tom Hapgood, Michelle LaMar, US, D'Arcy Norman, CA

Shaping Pachyderm 2.0 with User Requirements, Deborah Howes, Wendy Shapiro, Rachel Smith, Holly Witchey, US

Interface Design

Because Every Character has a Story: Learning from Virtual People, Matthew Fisher, Juan Leon, US

Deriving Meaning from Specimens: making zoological data available on the Web, Alan Brooks, CA, Basil Dewhurst, Elycia Wallis, AU

Media Stories: an integrative storytelling in physical and virtual spaces, Otmar Moritsch, AT

Learning On-line + On-site

Adding Value to On-line Collections for Different Audiences, Stephen Brown, Howard Freeman, David Gerrard, Kelley Wilder, UK

Telling an Old Story in a New Way - Raid on Deerfield: The Many Stories of 1704, Juliet Jacobson, Lynne Spichiger, US

Using Mobile Devices to Help Teachers and Students, Ana Carolina Bertoletti, Patrick Calvetti, Maurício Girardi, Adriano Gonella, Melina Hermann, Márcio Pinho, Milene Silveira, BR

Using Museum Web Sites to Change Visitors' Real-World Behavior, Brad Larson, Paula Sincero, US

New Media / Art

Euphoria and Dystopia: A retrospective look at the Banff Centre's New Media Institute's contribution to theory and practice of new media, Sarah Cook, UK, Sara Diamond, Susan Kennard, CA

New Media Art: Naming, historicizing, archiving, Sarah Cook, Beryl Graham, UK, Caitlin Jones, US

Pre-Post Visits

Actual/Virtual Visits: what are the links? Wendy A. Thomas, CA
Cultural Visit Memory, Roland Topalian, FR

The Extended Museum Visit - Documenting and Exhibiting Post-visit Learning Experiences, Emmanuel Frécon, Gustav Taxen, SE

Publication Models

Internet Marketing: Bulk E-mail at the MFA, Boston, Phil Getchell, US

Museum Newsfeeds For All? The 24 Hour Museum Multi-subject, Multi-region Newsfeed Project, Jonathan Pratty, UK

Science Bulletins: Cross-media Publishing of Current Science Stories, Steve Gano, Ro Kinzler, Vivian Trakinski, US

User Content: Projects

Democratize and Distribute: achieving many-to-many content, Rachel Coldicutt, Katie Stretten, UK

14 - 16, 2005

Digitization of Community Indigenous Knowledge in Developing Countries: A Strategy for Uganda, Elisam Magara, UG
Extending the Knowledge Base, Jane Sledge, US, Michael Vulpe, CA
Identity and Representation: social justice and community building through the Museums of the Person, Thom Gillespie, Philip B. Stafford, US, Pedro Henriques, PT, Jean-François LeClerc, CA, Karen Worcman, BR
Project "Naming": Always on Our Minds, Beth Greenhorn, CA

User Content: Tools

Attraction by Interaction: Wiki Webs ... To Increase The Attractiveness Of Museums Web Sites, Michael Herczeg, Peter Hoffmann, DE
Interpretation and Personalisation: enriching individual experience by annotating on-line materials, Behzad Kateli, Liddy Nevile, AU
The Science Museum Lab: How the Dana Centre lets us play, Mike Ellis, Dan Evans, Dave Patton, UK

Special Sessions

Crit Rooms

april 15

Experienced Web designers review real museum Web sites in real-time. In this interaction – modeled on the art school critique – Web sites are volunteered in advance by MW2005 attendees. If you want your site reviewed in the Crit Room, email mw2005@archimuse.com

Usability Lab

april 15

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. Paul Marty and Michael Twidale, the Lab Administrators, will walk participants through the tests and reinforce how you can 'try this at home'.

Professional Forums

april 15

Voice your thoughts about issues of concern. Conveners present their case; join them to develop the ideas, and make suggestions.

- *Cataloguing by Crowd: A proposal for the development of a community cataloguing tool to capture subject information for images*, Susan Chun, Michael Jenkins, US
- *Gender Issues and Museum Web sites*, Roxane Bernier, CA, Sue Black, Nadia Blinova, Ana Borda, Jonathan Bowen, UK, Eleanor Thoe Lisney, FR
- *International Year of the Web Life Story*, Thom Gillespie, US, Pedro Henriques, PT, Jean-François LeClerc, CA, Philip B. Stafford, US, Karen Worcman, BR
- *Research work in progress*, Darren Peacock, AU

Demonstrations

april 16

Museum staff show sites created in a non-profit environment, and explain their workings. Informal demos are your chance to see many sites close-up and talk on-on-one with colleagues about their decisions and designs. Submit your proposal to demo by **December 31, 2004** at <http://www.archimuse.com/mw2005/demos/>

Mini-Workshops

april 15

There are many topics that need more time than a paper, but not an entire half-day: a mini-workshop. These small sessions run in themed tracks, so you can have a chance to get your teeth into problems of interest, and talk to people with experience.

Education

Make your site communicate in two directions, Gail Durbin, UK
Achievement of Student Cognitive Growth, Patricia Barbanell, John Falco, Dianna Newman, US
Taking the Distance Out of Distance Learning, Denice Leach, Kris Morrissey, Nick Visscher, US
A Learning Objects Repository Management System, Ana Carolina Bertolotti, Raquel Mello de Miranda, Antônio Carlos Rocha Costa, BR
Creating a Hands-on Academic Classroom with On-line Teaching Companions, Andy Mink, Amanda Robertson, Ashley Weinard, US

Technology

MuViPlan – Interactive authoring environments ... Axel Feix, Stefan Göbel, DE
Real Science: Making Connections to Research and Scientific Data, Jim Spadaccini, US
Beyond Hits: Gauging Visitor Behavior, Leilah Lyons, Zbigniew Pasek, US
Catching the Flash: Tracking Users through the Black Box of Flash Web Sites, Guiliano Gaia, IT, Johanna Rogers, Tim Svenonius, US

Learning from Web Log Analysis and traffic data, Johanna Rogers, US
Visualizing Visitors' Choices, Paco Link, US
Paper-Based User Trials, Stephen Brown, David Gerrard, UK
Digital Imaging for Direct Capture of Artwork, Franziska Frey and Mitchell Rosen, US

Users

Attentive Interfaces, Slavko Milekic, US
Multichannel Design Techniques, Davide Bolchini, IT, Paolo Paolini, IT, Marco Speroni, CH
User-Generated Content, Jonathan Pratty, UK

Applications

Community Curation of Small-Scale Animation and Video, Roger Topp, US
The Rise and Fall of the MFA, Boston's On-line Gift Shop, Phil Getchell, US
Filmed Interviews as a Retrospectroscope, James Devine, Ian Franklin, SC
Issues Relevant to Small Museums, Brigid Nuta, US
Web Site Management for Solo Techies, Jen Spadafora, US

events

pre-conference tours

april 12

Vancouver-area cultural institutions will provide MW2005 attendees with behind-the-scenes tours of their institutions. See the Web site at <http://www.archimuse.com/mw2005/> for tour descriptions.

receptions

april 13-15

Every night at MW2005 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 <http://www.archimuse.com/mw2005/events/>

birds-of-a-feather breakfast

april 15

Meet new colleagues and talk about shared concerns over breakfast at tables devoted to discussion on a theme. Email mw2005@archimuse.com to suggest a subject.

feedback

about MW2004

a superlative conference with exceptional attention to detail...

One of the best conferences I've ever attended!

Most inspiring, most effective, most creative, most possible...

probably my all-time favorite conference

such a diverse but focused, interested & interesting group

my first Museums and the Web conference and I thoroughly enjoyed myself. I look forward to many more.

Bravo!

conference hotel

MW2005 takes place at the

Hyatt Regency Vancouver

655 Burrard Street
Vancouver, British Columbia
V6C 2R7 Canada

Tel: +1 604 683 1234

Fax: +1 604 689 3707

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=17232

To get our special rate of CDN \$182 (single or double) make your reservation by **March 23rd, 2005**. Hotel charges are subject to 7% GST, refundable to non-Canadian participants.

conference organizers

Archives & Museum Informatics

158 Lee Avenue
Toronto, Ontario
M4E 2P3 Canada
Ph. +1 416-691-2516
Fx. +1 416-352-6025

Email: mw2005@archimuse.com

<http://www.archimuse.com/mw2005/>

Registration

Museums and the Web 2005



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: Welcome Reception, Exhibitors Reception, Conf. Reception, and 1 copy of Proceedings.)

Early \$420 _____

(by Dec 31)

Regular \$480 _____

(by Feb. 15)

Late \$540 _____

(by April 4)

Discounts

(must be confirmed by MW staff)

5+ Participants -\$50 _____

Paper Submitted -\$100 _____

Proceedings

MW2005

1 copy incl. with Full Registration

extra _____ @ \$45 _____

MW97 - MW2004

MW04 _____ @ \$25 _____

MW03 _____ @ \$25 _____

MW02 _____ @ \$25 _____

MW01 _____ @ \$25 _____

MW00 _____ @ \$25 _____

MW99 _____ @ \$25 _____

MW98 _____ @ \$25 _____

MW97 _____ @ \$25 _____

Event Tickets

(one of each incl. with Full Registration)

Welcome Reception

_____ extra @ \$40 _____

Exhibitors' Reception

_____ extra @ \$50 _____

Conference Reception

_____ extra @ \$60 _____

Special Registration

(NO Event Tickets or Proceedings)

On-Site \$565 _____

(after April 4)

One Day \$240 _____

(circle April 14 15 16)

Student \$250 _____

(until April 4, with valid student ID)

Extra: Tours April 12

(full day incl. lunch and bus)

April 12 _____ x \$75 _____

Extra: Workshops April 13

(incl. lunch)

Full Day 1 x \$225 _____

Specify Title _____

Half Day _____ x \$125 _____

Title Morning _____

Title Afternoon _____

Discount for two - \$25 _____

Balance Due

_____ (US\$)

Terms and Conditions

Registration rates and Discounts are calculated based on date payment received. Program Participant's Discount requires on-time submission of paper. No Discounts on Special Registrations. Payment must be received prior to attendance. No space will be guaranteed without payment. Registration refundable until Feb. 15, 2005, less \$75 handling fee. Registration may be transferred at any time, with advance notice.

Payment

Check or Money Order (in US\$)

Payable to Archives & Museum Informatics. Canadian Institutions may request an invoice in Canadian Dollars. Contact mw2005@archimuse.com

Purchase Order (enclose copy)

Number: _____ Institution: _____

Bank Transfer Contact mw2005@archimuse.com

Credit Card VISA Mastercard American Express

Number: _____ / _____ / _____ / _____ Exp. Date ____ / ____

Name on Card: _____

Signature: _____

Billing Address: _____

Register on-line at <http://www.archimuse.com/mw2005/>

Return to MW2005, 158 Lee Ave., Toronto, Ontario M4E 2P3 Canada. Fx. +1 416-352-6025 Email: mw2005@archimuse.com