

# Museums and the Web 2011

[www.archimuse.com/mw2011/](http://www.archimuse.com/mw2011/)

## Selected Papers

from an international conference

# *Archives & Museum Informatics*

## **Consulting, Publishing and Training for Cultural Heritage Professionals**

*Informatics: The interdisciplinary study of information content, representation, technology and applications, and the methods and strategies by which information is used in organizations, networks, cultures and societies.*

***Archives & Museum Informatics*** organizes conferences, workshops and seminars, publishes articles and monographs, and consults for cultural heritage organizations worldwide. For over 20 years, our consulting services have emphasized strategic action, inter-institutional collaboration, and open, standards-based solutions.

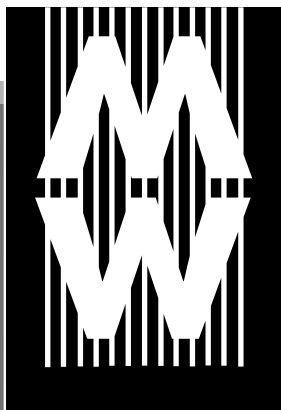
Our research projects develop new models and approaches to the creation and distribution of knowledge about culture and heritage. Our educational goal has been to provide professionals in archives, museums, and cultural and heritage informatics with timely and challenging opportunities for exchange and training, and to develop a written record of activity in the field.

To be kept informed of coming events, conferences and new publications contact us at:

***Archives & Museum Informatics***

158 Lee Avenue  
Toronto, Ontario  
M4E 2P3 Canada  
phone: +1 416 691 2516  
fax: +1 416 352 6025  
email: [info@archimuse.com](mailto:info@archimuse.com)  
<http://www.archimuse.com>

Ask to be put on our mailing list.



# Museums and the Web 2011

[www.archimuse.com/mw2011/](http://www.archimuse.com/mw2011/)

## Selected Papers

from an international conference

Produced by  
*Archives &  
Museum Informatics*  
158 Lee Ave  
Toronto, Ontario  
M4E 2P3 Canada  
[info@archimuse.com](mailto:info@archimuse.com)  
[www.archimuse.com](http://www.archimuse.com)

Edited by  
**Jennifer Trant and  
David Bearman**

Museums and the Web 2011:  
Selected Papers from an International Conference

edited by Jennifer Trant and David Bearman  
Toronto, Ontario, Canada: Archives & Museum Informatics

© 2011 Archives & Museum Informatics

ISBN: 978-1-885626-39-8

Printed in Canada

# Contents

## **Introduction**

---

David Bearman and Jennifer Trant, Archives & Museum Informatics, Canada .....	3
--	---

## **Content and its Delivery**

---

### ***Scholarly Information-seeking Behaviour in the British Museum Online Collection***

C. Ross and M. Terras, Department of Information Studies, University College London, United Kingdom.....	13
---	----

### ***Integration of Print and Digital Publishing Workflows at the Art Institute of Chicago***

Sam Quigley and Elizabeth Neely, The Art Institute of Chicago, USA .....	27
--	----

### ***Cultural Data Sculpting: Omni-spatial Visualization for Large Scale Heterogeneous Datasets***

Sarah Kenderdine, CityU Hong Kong and Special Projects, Museum Victoria, and Tim Hart, Museum Victoria, Australia .....	39
--	----

### ***On Air, Online and Onsite: The British Museum and BBC's "A History of the World"***

Matthew Cock, British Museum; Andrew Caspari, BBC; and Katherine Campbell, BBC, United Kingdom .....	59
---	----

### ***One-to-One: Supporting Artist-Visitor Dialogue***

Silvia Filippini-Fantoni, Cogapp; Kirstie Beaven, Tate; and Ben Rubinstein, Cogapp, United Kingdom .....	69
---	----

### ***Taking the Museum to the Streets***

Jette Sandahl and Jakob Ingemann Parby, Museum of Copenhagen, Denmark; Allan Smith, Gibson International, New Zealand; and Jakob Thorbek and Lotte Kryger Broe, Spild af Tid Aps, Denmark.....	81
--	----

## Table of Contents

### **Socially Mobile**

---

#### ***Social Media and Organizational Change***

Dana Allen-Greil, National Museum of American History, Smithsonian Institution; Susan Edwards and Jack Ludden, J. Paul Getty Trust; and Eric Johnson, Monticello, USA..... 101

#### ***The Mystery of the “1940s Time Traveller”: The Changing Face of Online Brand Monitoring***

David Harkness, Sheila Carey, and Julie Marion, Canadian Heritage Information Network (CHIN), Canada ..... 113

#### ***Bringing Citizen Scientists and Historians Together***

Fiona Romeo and Lucinda Blaser, National Maritime Museum, United Kingdom..... 125

#### ***Going Mobile? Insights into the Museum Community’s Perspectives on Mobile Interpretation***

Loïc Tallon, Pocket-Proof, United Kingdom; and Isabel Froes, Interaction Designer, IT University of Copenhagen, Denmark ..... 135

#### ***Picture War Monuments: Creating an Open Source Location-based Mobile***

Johan Oomen, Netherlands Institute for Sound and Vision; Maarten Brinkerink, Netherlands Institute for Sound and Vision; and David van Toor, Utrecht University, The Netherlands..... 147

#### ***Getting On (not Under) the Mobile 2.0 Bus: Emerging Issues in the Mobile Business Model***

Allegra Burnette, Museum of Modern Art; Rich Cherry, Balboa Park Online Collaborative; Nancy Proctor, Smithsonian Institution; and Peter Samis, San Francisco Museum of Modern Art, USA..... 159

### **Beyond Reality**

---

#### ***Mixing Realities to Connect People, Places, and Exhibits Using Mobile Augmented-Reality Applications***

Rob Rothfarb, Exploratorium, USA ..... 173

# Museums and the Web 2011

## ***Augmented Reality and the Museum Experience***

Margriet Schavemaker and Hein Wils, Stedelijk Museum;  
Paul Stork and Ebelien Pondaag, Fabrique, The Netherlands..... 185

## ***Physical Keys to Digital Memories: Reflecting on the Role of Tangible Artefacts in “Reminisce”***

Luigina Ciolfi and Marc McLoughlin, Interaction Design Centre,  
University of Limerick, Ireland ..... 197

## ***MP For A Week: An Immersive Game De-mystifying the UK Parliament***

Peter Stidwill, Joshua Rice and Emma-Jane Watchorn, Houses of Parliament,  
United Kingdom ..... 209

## ***Playing with Difficult Objects – Game Designs to Improve Museum Collections***

Mia Ridge, Science Museum, United Kingdom ..... 219

## ***From Knowledge to Narrative – to Systems? Games, Rules and Meaning-making***

David T. Schaller, Eduweb, USA ..... 231

## **About the Authors**

---

About the Authors ..... 243

## **Index**

---

Index to Authors, Institutions and Keywords ..... 251

## **Museums and the Web 2011: Proceedings (Online)**

The entire *Museums and the Web 2011: Proceedings*, including all papers presented at the conference (with colour illustrations), abstracts of the demonstrations, and the biographies of all program participants can be found online from <http://conference.archimuse.com/mw2011/speakers>

All papers in this volume also appear as part of the *Proceedings* (online), where they include colour illustrations and links to sites mentioned.

## Acknowledgements

Once more we are grateful to all those who took the time to write papers for the *Museums and the Web 2011* and delighted to be able to print some of those papers here. We know that museums rarely reward writing per se. It's important to remember that form of sharing is crucial to building the community. Please don't forget how much it is appreciated by those working in museums worldwide.

Every year, come January 31, we are amazed at the generosity (to say nothing of the timelines) of those who participate in this conference. Somewhere in the world the clock strikes midnight and nearly all the authors submit their papers, on time again. When we ask them to read proofs, check illustrations, and look-up stray references, they reply within hours if not minutes. It all makes the copy editing process easier – and the final product so much better. Thank you for your help again this year!

At the conference itself, many others assist; some chair sessions, conduct tours of their institution's new media projects, others help us plan receptions and contribute local knowledge upon which everyone relies. Thanks to them as well.

Many thanks to Sheila Trant who as always has read every word many times and suggested many improvements, and to David who doesn't notice when things are wrong and introduces his own "improvements", but is always game to help. Finally to Slate who keeps me sane, a scratch behind the ear.

My apologies in advance for any errors that have crept in or been missed. Each year we sprint towards the deadline, and miraculously seem to make it ... just!

/jt