COOLTURA: scalable services for cultural engagement through the cloud

Session on Wednesday 3/12 2014
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Presentation of Cooltura - paper at
https://www.w3.org/2013/share-psi/wiki/images/2/23/COOLTURA.pdf

Project website: http://www.tagcloudproject.eu

Problems trying to be solved with Cooltura:

- Engagement with cultural heritage among citizens is low.
- Still low number of museums that engage people with culture through ICT.
- Quality of content

Tagcloud: use of tech to adapt cultural content to personalise interaction with culture. Working together with Europeana.

Governments invest a lot in cultural content to attract tourists. But how is it used?

Mobile app under development (NFC, QR and beacons to connect the correct content). Tested with users. Main output will be a platform of cloud services. Cultura will be open through API:s to other developers although some of the data is not open data. Pilots in UK (Birmingham), DE, NO (City of Trondheim), IT and ES.

Use cases:
- Experience inside an institution (e.g. museum).
- Suggesting cultural experiences while you are on the move
- Enjoy an adaptive experience as a group (e.g. as a family, experts or a school).
- Enjoy an experience at home.
- Engaging people to go to cultural events
- Support professionals/specialists (e.g. historians) with a tool for engagement

Discussion

(The aim of the COOLTURA workshop session is to facilitate discussion and interaction to share experience and knowledge for increasing the usability of eGov standardized cultural content (especially digital cultural content from public sector or domain) for non-commercial and commercial purposes.)

What X is the thing that should be done to publish PSI (from cultural heritage institutions).

Provide relevant use cases to "sell" idea of open data internally in institutions (to get them to publish data). Increase knowledge what you can do with this data and potential benefits.

Why does X facilitaty publication of PSI?
Providing use cases enables employees in cultural institutions to explain to their colleagues and understand potential benefits. This will lower the barrier to release data. Use cases that also show potential returns (increased visitors etc) creates important feedback.

How can one achieve X and how do we measure/test it?
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Lesson learned
There is a lack of knowledge what you can do with this data. Institutions can now get something in return for the content they produce. More visitors etc. Also need content for specialists. Initially hard to explain the value of releasing data for people internally in institutions. Successful examples from the same domain may be necessary to "sell" opening up data to cultural heritage institutions.

- Main problem: Hard to get to the data needed for the project. Project needs much more content but it is not available from the institutions.
- New PSI directive now includes cultural heritage domain. May increase the amount of data made available by cultural heritage institutions.

How do you perform data integration?
Standardization in the harvesting process makes it possible to integrate the data. Project uses the german OGD metadata specification.

Why isn't linked data used?
Given that a lot of cultural heritage institutions use it? RDF (maybe) used in the platform. We are improving metadata information.

What is the your definitiion of egov standard?
Project does not actually use a standard - in germany there is a metadata schema agreed upon by providers. OGD schema (github). Basically an extension of CKAN metadata.

How are multilingual aspects implemented?
Trying to use machine translation to create multiple language versions (both data and user interfaces). Maybe a use case for Babelnet or other lingusitic resources? The idea is to have at least 4-5 languages of content and interfaces in the beginning.

How will it be possible to get more applications using the data?
Hackathons/contests?
We will go to look for them (outreach).

Related or similar approaches?

No one in the session knew any similar approaches. Mostly plain display of data in other initiatives (not personalized).

Can people trust data after manipulation by harvesting processes etc?
At the end of the manipulation flow there will be degradation of the data. Do we need to express provenance of manipulation? Without it hard for 3rd parties to use it for business. Decay of data actuality is a problem. Responsibility of data that is wrong? Complicated to correct data?

Users wanted information provided by experts from institutions. Not other user generated content.