



Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

Table Number: 10

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Table Host: Lotte Baltussen & Henk Vanstappen

Title: How Open Culture Data is opening up cultural heritage in new ways to new audiences

Introduction

For decades, cultural heritage institutions have safeguarded their collections and have gathered information and (meta)data about them. Although primarily intended for internal use, the digital collections are being presented to their audiences on museum websites and collaborative platforms such as Europeana. Open Cultuur Data wants to go one step further by stimulating the use of heritage data in new constellations of technology, audiences and applications. Open Cultuur Data (Open Culture Data) is a network of cultural professionals, developers, designers, copyright specialists and open data experts, that opens cultural data and encourages the development of valuable cultural applications. This makes culture accessible in new ways to a broader public. Open Cultuur Data supports the cultural heritage sector in the release of culture data through the activities such as workshops, presentations and publications on open culture data. The aim of Open Cultuur Data is to anchor the cultural sector in the international open data movement.

Discussion

lots of interest at table 10, session by Henk Vanstappen and Lotte Belice Baltussen about open culture data

diverse group, archives, museums, libraries, government, creative industries, research institutions

some experience in opening up data in the audience, some very curious but not yet doing it themselves

Lotte explains why Sound of Vision opens up their data

Involved in a experiment with 8 datasets of open data, 13 apps made within a month, winner was using cultural data of sound of vision

Neelie Kroes wants institutions to open up their datasets, or you will fall behind

what is open data: metadata opened up without any restrictions, CC0 licenced. Following Europeana, who installed this policy

what is open content to sound and vision? needs to be in public domain, OR you have the rights yourself. Use a specific CC licence, there can be some restrictions: attributions needed, do not use it commercially

you don't want to throw it out there, keep in touch with your audience. what is happening with your open culture data?

Creative Commons scale: from no rights reserved to all rights reserved. very useful for open cultural data

Important: there is no way back.

Rijksmuseum is a frontrunner, first one to release a large number of data and content

Tate collections, another important example.

US counterpart of Europeana also adopted the same policy

shows large players adopt open culture data policy

why would you open up?

- reuse your own open data: make sure you want to use it yourself
- reuse open authorities: VIAF, DPpedia --> locate named entities, reuse other databases, other vocabularies to enrich your own open culture data. attach wikipedia articles to your data
- provide content for the semantic web: make it easy to find your data so your data can be linked to other datasets
- be surprised!

it's possible to use tools and technology developed for other purposes. automatically link your data to related other open data and content

S&V held their own app competition last year: reuse our data, make new applications. 27 new applications made, S&V surprised by diversity and quality of the apps. Didn't think of it themselves

what can open culture data do for you?

- support and advice, both technical and legal
- network: there is a large network around open culture data, open data providers and developers
- share lessons learned. Innovators like Rijksmuseum lead the way
- what can we do after hackaton's, there have been a lot? new idea: challenging developers, work together to create a new application

Tips for audience:

- convince your organisation, start at the top, but don't forget the bottom-up approach
- start small, with cvs
- approach people that want to reuse your data, like students that need content for a school assignment
- help us measure impact. has it increased your sale?

- spread the word!

Question to the audience : what's stopping you? what are your experiences?

Answers:

- Eye: we and in general we're missing a strong 'why', Fear: lots of effort, but data won't be reused. we need reasons to do this, not only economical, but ideas

- An example: create a dialogue, need a motivator, to showcase, organisations need to adopt the outcomes. platform for showcases, but with a sustainability component. it's not enough to showcase succeses, but need to show sustainable outcomes

- Naturalis is starting opening up content. why? to make it posible for the audience to use it, spread it, show what we have. 80 people working on digitization and opening up, using platforms for crowdsourcing: velehanden.nl.

- Experience form Hamburg: problem: institutions lack staff, they're shy to start with this development.

Lotte: there is at least one person needed, to coordinate between collections people and open data people like wikimedia. one person to take it as their job description

S&V have Open Images. Question from the audience: Why is this platform not more heavily usedd by other instituions to open up their content? The problem is video content. lots of rights issues.not much in the open domain

example regarding rights issues: sued aftter opening up collections: what institutions regarded as metadata, was by others considered content.

institutions focus on what they can't do, the focus should be on what IS possible. start with a small project, take it from there

Lotte explains how your content and data needs to be interesting, opening up a little bit leads often to dissappointment. you need to connect, connect to content. Henk says sometimes you are surprised by what people can do with a small but interesting dataset.