

Documenting “Meaning”:

A Participant Model For Tangible Heritage Documentation By Social Media

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Abstract— In this study it is proposed that collecting and sorting data produced by social media users will reveal the embedded footprints of social media on cultural heritage. This output should reveal the “meaning” or documenting the intangible attributes of the cultural heritage as a space. An application-service is proposed for connecting social platform posts with spatial attributes of heritage. The URL of the post will be sent to this application in order to be tagged and connected to relevant space. An information, idea or experience produced any time can be connected with the context of space. This connection will be saved in database convenient for filtering, reproducing and experiencing. Application also connects with this database, displays the relevant tags and rates the posts while visiting the heritage. This database produced by users; popular or unpopular spaces, experiences and ideas will be available for use of input for the decision making processes about the conservation and management of the cultural heritage.

Keywords—Cultural heritage; digital heritage; social media; space; participation

I. SOCIAL MEDIA SERVICE FOR CULTURAL HERITAGE

For a successful conservation strategy it's essential to create public interest and provide continuous involvement of interest groups. [1] It's necessary to interpret and present heritage and continuously update the interpretations accordingly [2]. Although there is a wide literature on definition and typology of values [3, 4, 6], Burra Charter [6] defines them as aesthetic, historic, scientific and social (including spiritual, political, national and other cultural). The methods on documentation and assessment of these values are scarce [6, 7]. In this paper, we present a model which enables the participation of social media users to contribute to cultural heritage with the help of application what we called Social Media Service (SMS) for cultural heritage.

Social media consists of diverse types of data posted personally or re-posted by users. All this data can be reached through URL's. Although URLs are not consistent and can disappear in time due to various reasons we have considered them solid in this proposal. These posts are individualized; they can be addressed to another user or to a social communication like a word representing an event (e.g. in twitter @for personal and # for social communications). This cumulative nature of communication becomes a swarm-like consciousness during major events.

Our proposed service enables users to label their posts with geo-tags and other predetermined tags. Through this simple action the post becomes related to a place and context which are determined by the tags and the content of their post. This action could be made by a third person (e.g. editor of the service). The URL of the post will be sent to this application in order to be tagged and connected to relevant space. An information, idea or experience introduced in any time can be combined with the context of the space. This combination will be saved as a database convenient for filtering, reproducing and experiencing. Application also connects to this database, displays the relevant tags and rates the posts during actual visits to the heritage.

These posts are then collected in a database suitable for reenacting in mixed reality browsers. In this browser displaying the post on site with viewer selected context, viewer can browse through characters, opinions, dates and events.

II. CONCLUSION

Although there are strong discouragements like populist nature of social media, problems regarding technology, misplaced or unfocused user guidance authors believe collecting and sorting the data produced by social media users will reveal the embedded footprints of social media on cultural heritage. Social media has a potential of revealing the values of cultural heritage.

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