

Google


world's largest museum?

Knowledge Management in Museums
in the Age of (open) Networks

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University of Jyväskylä
Digital Culture



JYVÄSKYLÄN YLIOPISTO
UNIVERSITY OF JYVÄSKYLÄ



**Official
digital heritage**

institutional
exclusive
item-centric
organised
disconnected
serious

Official digital heritage



institutional
exclusive
item-centric
organised
disconnected
serious

Everyday Internet

non-institutional
inclusive
human-centric
not organised
connected
playful

Everyday Internet

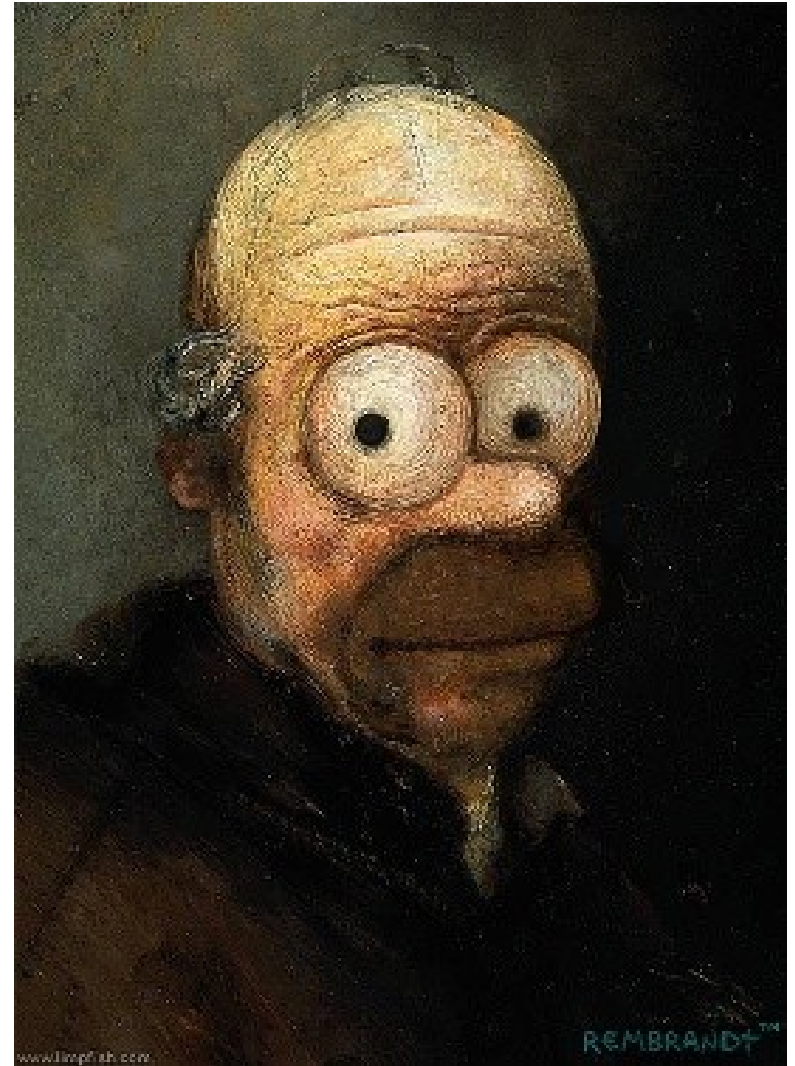
non-institutional
inclusive
human-centric
not organised
connected
playful



**Official
digital heritage**



Everyday Internet



Official
digital heritage



DATABASES
PORTALS

LIDO, CRM,
schema, XML,
Etc.

**COMFORT
ZONE**

Everyday Internet

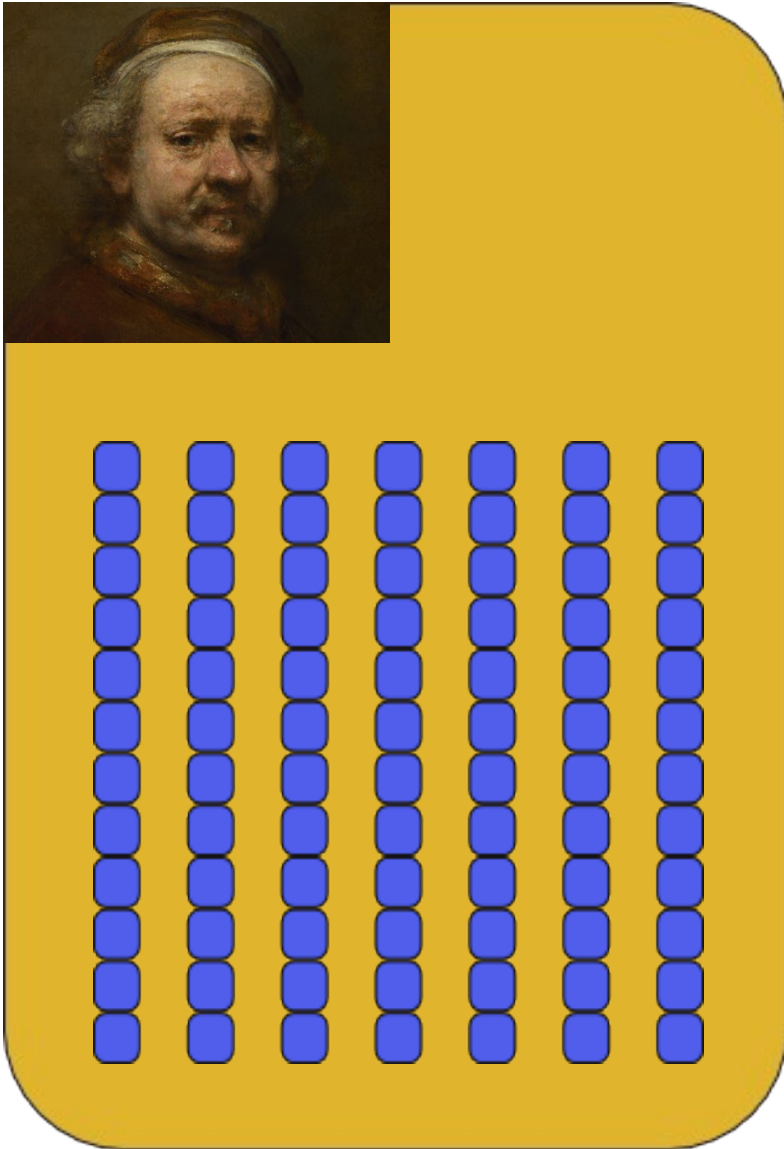


HTML

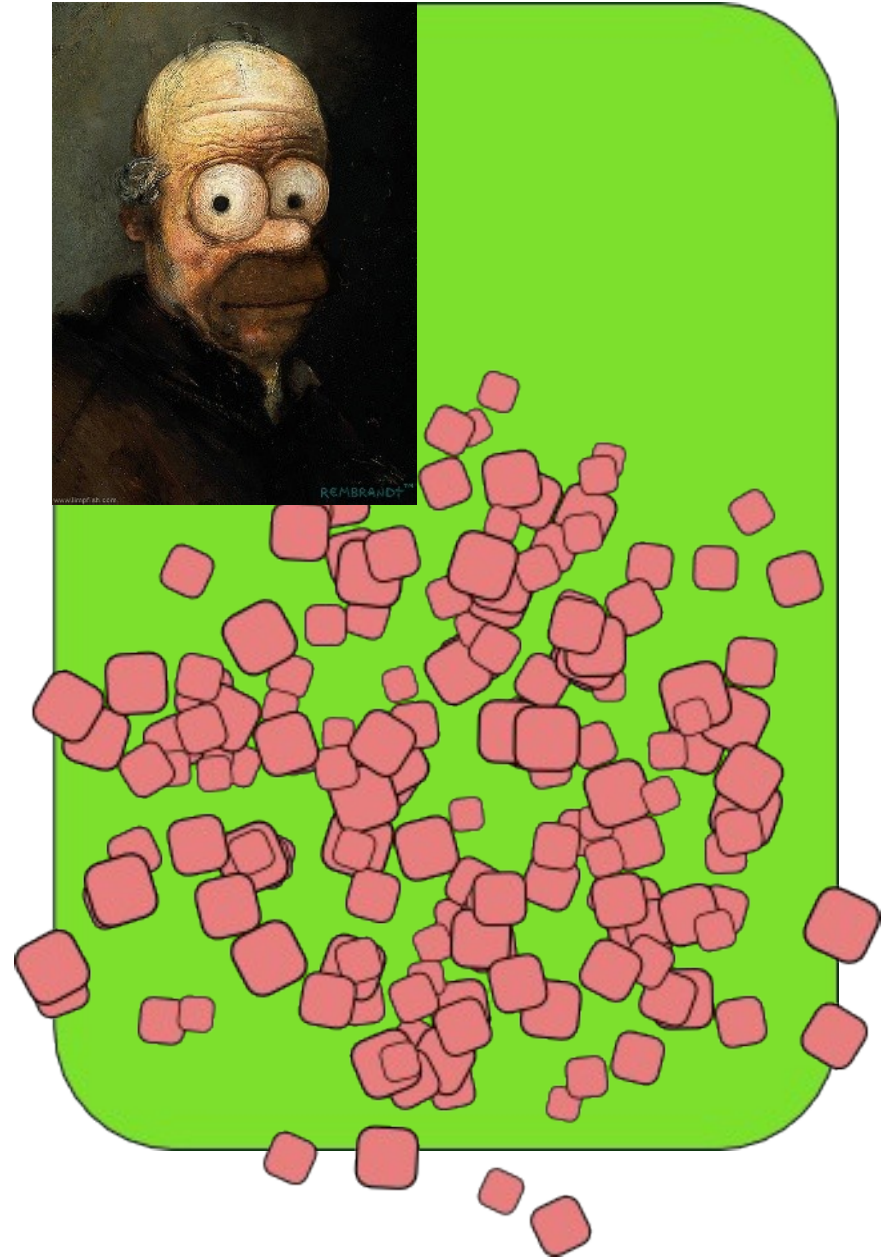
HOME PAGES
BLOGS
SOCIAL MEDIA

**ANARCHY
ZONE**

Official digital heritage



Everyday Internet



Official digital heritage



YOU can participate but in the framework of the organisation



Everyday Internet



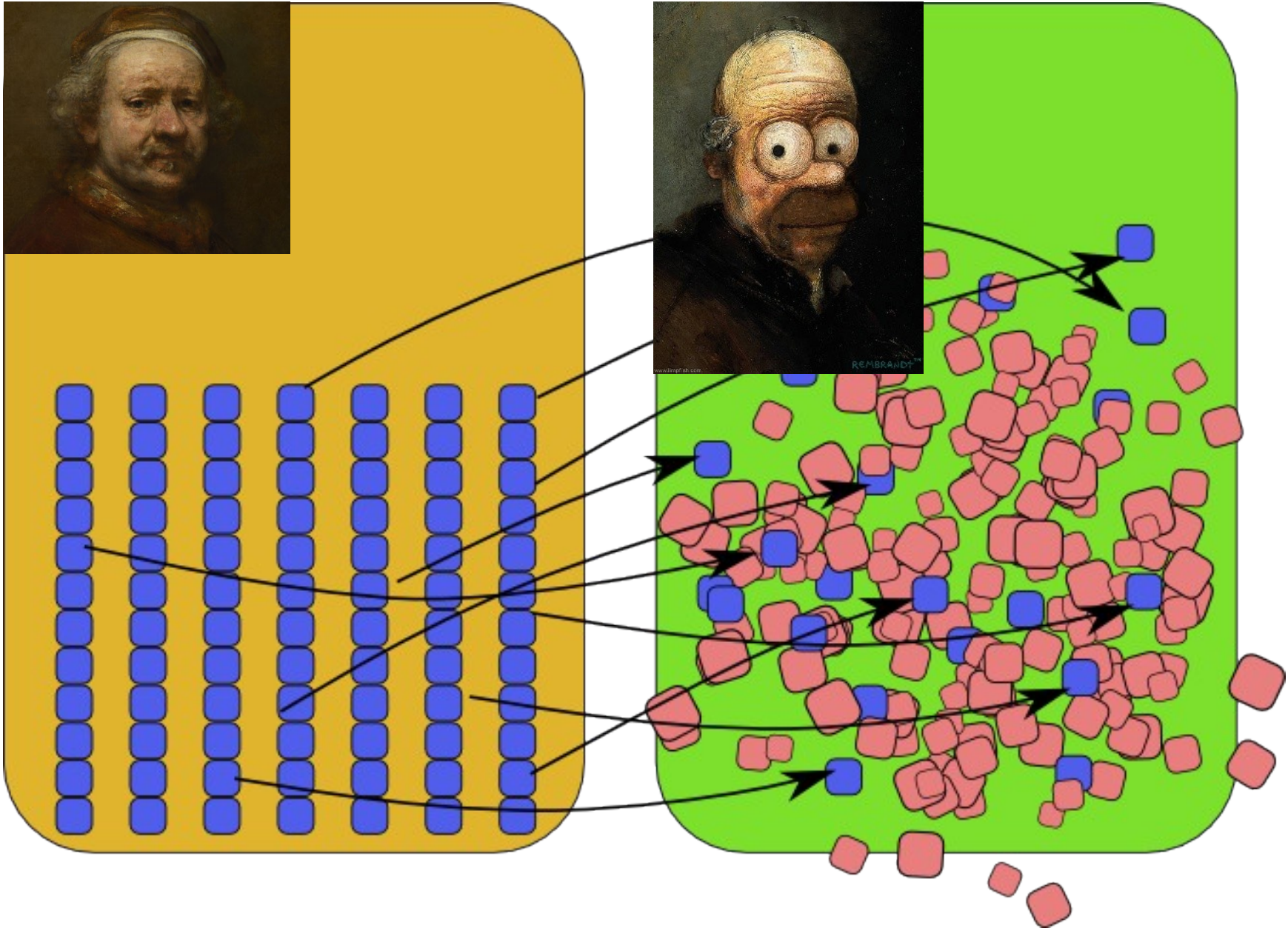
- crowdsourcing
- user-generated content
- social media



YOU can participate in your own terms

Official
digital heritage

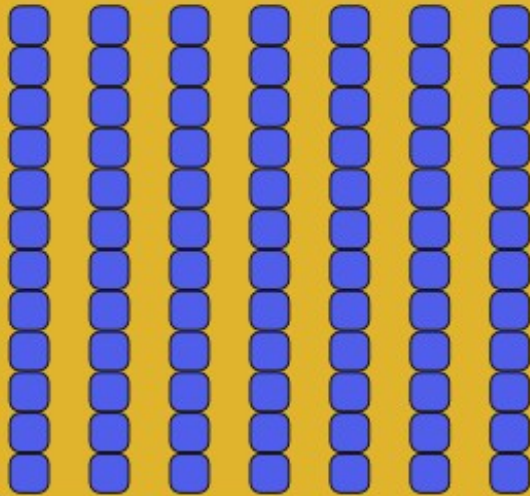
Everyday Internet



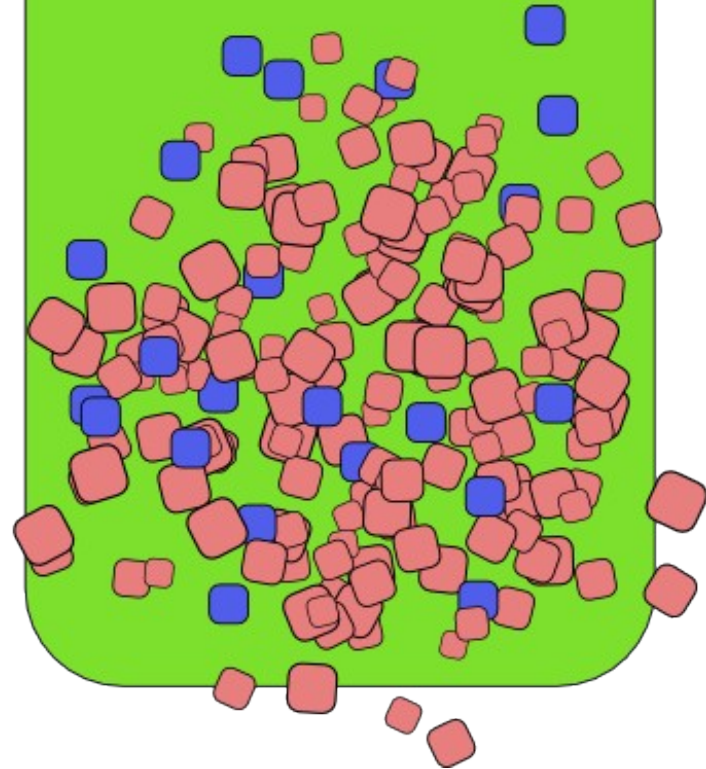
Google

Which one Google likes?

Digital heritage



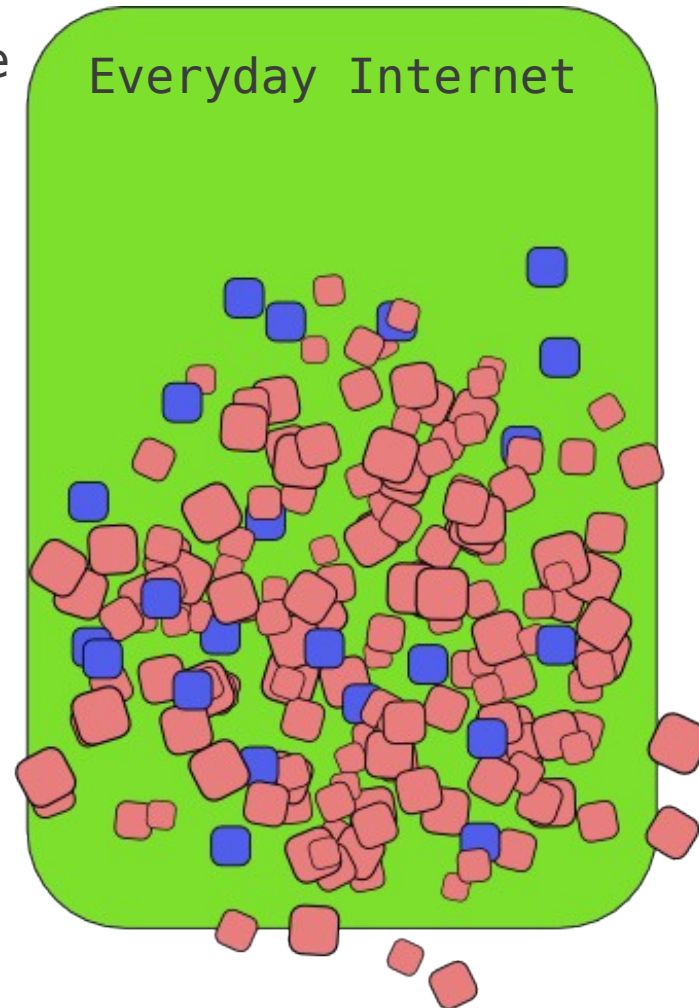
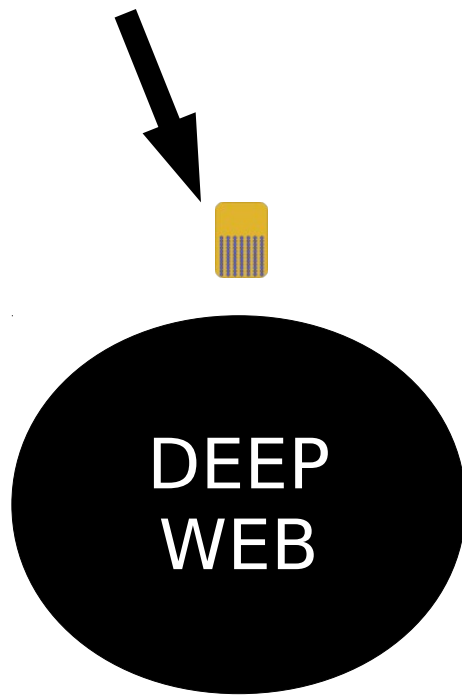
Everyday Internet



Google

Connectivity matters

Official digital heritage



Is this bad?

- Yes, because information is lost
- No, because people are contributing to digital heritage in their own terms (and are enjoying doing it)

Image-based search



Idea:

- image is used as a search criteria
- search engine is then looking for similar or identical images
- Existing technology:
 - Google
 - TinEye
 - plus others



image-based search

Google


JPG osoitteesta clubafaceri.ro x kuvaile kuvaa

Noin 29 tulosta (0,40 sekuntia)

SafeSearch pois käytöstä ▼


Tarkennettu haku

Kaikki
Kuvahaku
Videot
Ostokset
Lisää


 Kuvan koko:
300 × 300

Kuvaa ei löydy muun kokoisena.


Aiheeseen liittyviä kuvia sisältävät sivut

 [Evantaiul Memoriei](#) - [Käännä tämä sivu]
www.rontziki.ro/ - Välimuistissa
Privind în soare. Au trecut câteva săptămâni de când am citit cartea lui Julian Barnes și sper să-mi amintesc cât mai fidel ce-am gândit și simțit pe parcursul ...

130 × 200

 [Brooklyn Museum: Items Tagged "Sad"](#) - [Käännä tämä sivu]
www.brooklynmuseum.org/opencollection/tags/Sad - Välimuistissa
Objects. Portrait of Madame Léon Maitre (Portrait de Madame Léon Maitre) Figure of a Bound Foreign Prisoner William Cullen Bryant The Prophecy of the ...

150 × 150

 [Somerset Maugham - Citate Celebre, Maxime, Cugetari Somerset ...](#) - [Käännä tämä sivu]
www.intelepciune.ro/Somerset_Maugham_27_citate_celebre_... - Välimuistissa
Somerset Maugham - Citate Celebre, Maxime, Cugetari. Somerset Maugham a fost un dramaturg și romancier Englez.. A fost unul dintre cei mai reputati autor.

160 × 246

image-based search

[Download](#) [Add to set](#) [Favorite](#) [Posse icon](#) [Share](#) [Print](#)



For What Was I Created?

Artist: [William Holbrook Beard, American, 1824-1900](#)
Medium: Oil on canvas
Dates: 1886
Dimensions: 19 15/16 x 16 in. (50.7 x 40.7 cm)
Signature: Signed and dated lower left: "W. H. Beard./1886"
Collections: [American Art](#)
Museum Location: ✖ This item is not on view
Accession Number: 49.4
Credit Line: Gift of Florence Logan

[Search](#)
[advanced search](#)

[Tags](#) [Talk \(1\)](#)

Tags

[simian](#) [x]
[evolution](#) [x]
[American Painting](#) [x]
[oil on canvas](#) [x]
[fool](#) [x]
[muted](#) [x]
[cat](#) [x]
[buffoon](#) [x]
[abuse of animals](#) [x]
[anthropomorphic](#) [x]
[sad clown](#) [x]
[sad](#) [x]
[clouds](#) [x]
[still-life](#) [x]
[outdoors](#) [x]
[jester](#) [x]
[chimpanzee](#) [x]
[monkey](#) [x]
[painting](#) [x]

enter your own tags

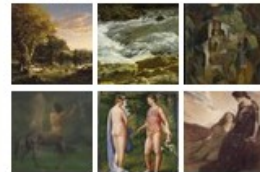
[Add Tags](#)

Tags by Posse

Tagged 'sad'



Tagged 'outdoors'



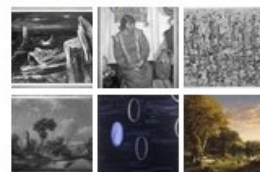
Tagged 'painting'



By [William Holbrook Beard](#)



Also oil on canvas



nilsvollmar

Just another WordPress.com site

Archives for posts with tag: Week_eight

Retro or future or both | 85500 Creative Technologies

June 7, 2011 // 0

What are both



the word retro- a construction of a future scenario in the past out of the perspective of now. The founder of this term is Lloyd Dunn he is a media artist (wiki reto 2011).
Retro-futurism based of a mix between design & art. The serial "Flash Gordon" is a good explanation of the idea of retro-futurism.

- Open Link in New Tab
- Open Link in New Window
- Bookmark This Link
- Save Link As...
- Send Link...
- Copy Link Location
- View Image
- Search Image on TinEye**
- Copy Image
- Copy Image Location
- Save Image As...
- Send Image...
- Set As Desktop Background...
- View Image Info
- Adblock Plus: Block image...

Sort Order

Best Match

Most Changed

Biggest Image

Share Results

On Twitter

On Facebook

Via Email

+ More



timeoutmeteenboek.blogspot.com

[bowden+spacelandr.jpg](#)

<http://timeoutmeteenboek.blogspot.com/2011/01/k...>

[Compare](#) | [Link](#)

JPEG Image
220x169, 9.5 KB



www.brooklynmuseum.org

[bowden_spacelandr_542.jpg](#)

<http://www.brooklynmuseum.org/exhibitions/luce/...>

[Compare](#) | [Link](#)

JPEG Image
542x416, 34.4 KB



senseup.wordpress.com

[200136_sl1highlight.jpg](#)

Brooklyn Museum

Collections: Decorative Arts: Spacelander Bicycle

[Collection Home](#) | [Arts of Africa](#) | [Arts of the Pacific Islands](#) | [American Art](#) | [Arts of the Americas](#) | [Arts of the Islamic World](#) | [Asian Art](#) | [Contemporary Art](#) | [Decorative Arts](#) | [Egyptian, Classical, Ancient Near Eastern Art](#) | [European Art](#) | [Libraries and Archives](#) | [Photography](#) | [Elizabeth A. Sackler Center for Feminist Art](#)

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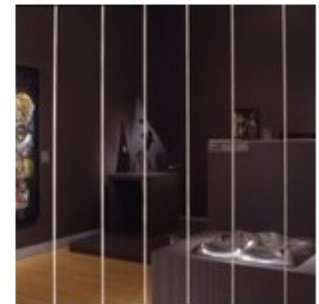
Spacelander Bicycle

The Spacelander is a marvel of postwar biomorphic design. Its curving lines and shapes like voids represent the mutation of the natural

Tags **Talk (3)**

- Tags**
- [Super Space Bike \[x\]](#)
- [Futuristic \[x\]](#)
- [Awesome \[x\]](#)
- [Pee Wee \[x\]](#)
- [over engineered \[x\]](#)
- [ridiculous \[x\]](#)
- [american dream \[x\]](#)
- [cycling \[x\]](#)
- [rubber \[x\]](#)
- [glass \[x\]](#)
- [metal \[x\]](#)

Next In Your Search For spacelander




2 / 3: Vital Forms: American Art and Design in the Atomic Age, 1940-1960
October 12, 2001 through January 6, 2002

[<](#) [>](#) [all](#)

What did Brooklyn Museum do?

They licensed their images under
Creative Commons

Role of images

- ▣ People **love** images, they want visual heritage 
- ▣ By letting people to use images, a new context is created
- ▣ Image-based search makes it possible to re-connect metadata and image anywhere in the net by the user or heritage organisation



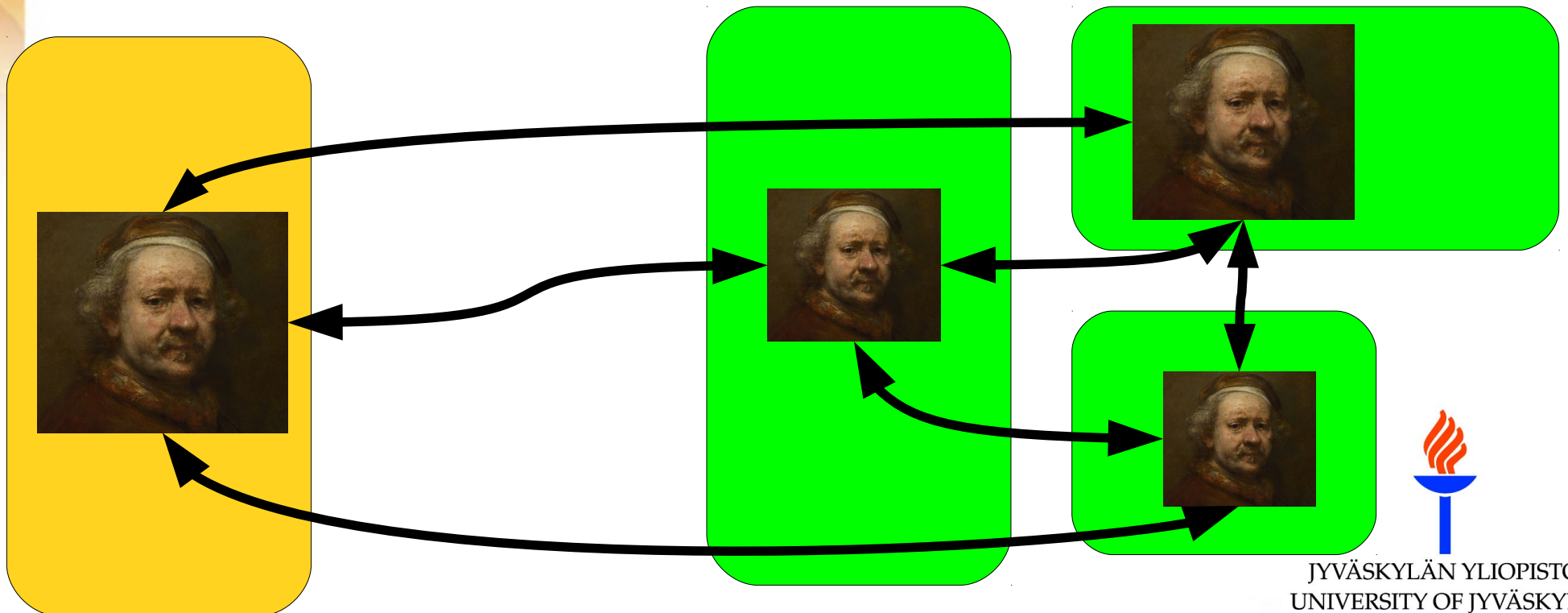
Role of images

- Image may be the only reference
- Images can **surpass the language barrier**
 - image can be found despite the language used
- Images are **unique identifiers!**
 - If two images are identical, then they are same image



Images as connection makers

- 2-way links are possible in WWW!
- No any technical requirements, just make sure that images can be indexed!



Share&Collect

- **Share** your images as freely as possible
 - Make sure that they can be found by search engines
- **Educate** people to use them in their own purposes
- **Provide** permanent URLs
- **Collect** if you want to



Thermocline Issues



The Web is
a bigger megaphone

The Web is a
fundamentally new
way of getting
things done

Smithsonian Commons

Smithsonian Commons invites people to participate in
their own terms.

It speaks directly to **people.**

It is a **non-technical** approach.



Smithsonian Commons

Smithsonian Institution
The Smithsonian Commons

HISTORY & CULTURE NATURE & SCIENCE

Enter Keyword

SURPRISE ME | THINGS FROM VIRGINIA | ADVANCED SE

HOME > NATURE & SCIENCE > ASTRONOMY

USAGE RIGHTS

I can modify, adapt, or build upon this object.

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The Crab Nebula

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INFORMATION METADATA | BLOGS & OPINIONS | DEEPER RESEARCH | PARTICIPATE!

★★★★★ (757 Ratings) RATE IT!

SUBJECT TAGS Astrophysics, Space, Telescope, Chandra, Crab nebula

TAGS Colorful, Explosion, Knitting, k-12

The Crab Nebula is an iconic object in space that has been studied intensely by both telescopes on the ground those in space. This image of the Crab combines data from three of NASA's Great Observatories. X-rays from Chandra (blue) have been combined with optical images from Hubble (red and yellow) as well as infrared data from Spitzer (purple). Together, these three telescopes provide a striking view of this famous cosmic source.

Read more at the [Smithsonian Astrophysical Observatory website](#)



Joy's Law

*No matter who you are,
most of the smartest people work for someone else*





Thank you!
ari.hayrinen@jyu.fi



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UNIVERSITY OF JYVÄSKYLÄ