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Minerva Conference  
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# What does *Open* mean?

Digital content or data is **open** that is **free** to **use**, **re-use** and **re-distribute** without **technical** or **legal** restriction

(see <http://opendefinition.org>)

# Open Licenses



Attribution 2.0 Generic (CC BY 2.0)

This is a human-readable summary of the [Legal Code \(the full license\)](#).

[Disclaimer](#)

## You are free:

- to **Share** — to copy, distribute and transmit the work
- to **Remix** — to adapt the work
- to make commercial use of the work



## Under the following conditions:



**Attribution** — You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).



# 5 Stars of Open Data

★ make your stuff available on the Web (whatever format) under an open license<sup>1</sup>

★★ make it available as structured data (e.g., Excel instead of image scan of a table)<sup>2</sup>

★★★ use non-proprietary formats (e.g., CSV instead of Excel)<sup>3</sup>

★★★★ use URIs to identify things, so that people can point at your stuff<sup>4</sup>

★★★★★ link your data to other data to provide context<sup>5</sup>

# What is GLAM?



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**Galleries, Libraries, Archives and Museums** ✓

# What we do



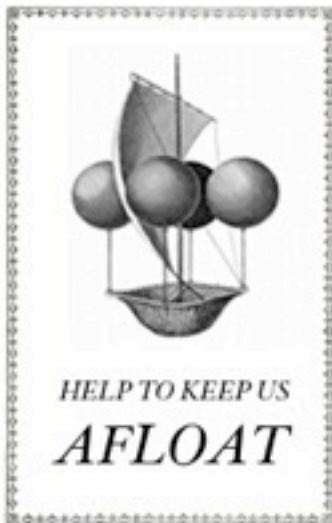
- We are an initiative of the Open Knowledge Foundation
- Supported by a network of organisations working to open up content and data held by GLAMs which includes the likes of Europeana, the Digital Public Library of America, Creative Commons and Wikimedia
- A provider of expertise to GLAMs on open issues
- A provider of open source tools for working with the cultural heritage content and data



# The PUBLIC DOMAIN REVIEW

ARTICLES COLLECTIONS CONTRIBUTORS SUBMISSIONS SUPPORT ABOUT

Explore out-of-copyright works from digital collections across the web through our online journal. Want an unusual collection from your institution to be featured? Get in touch!



A project of:



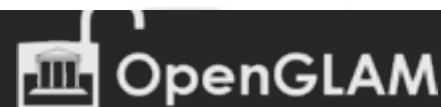
## ATHANASIUS, UNDERGROUND



With his enormous range of scholarly pursuits the 17th century polymath Athanasius Kircher has been hailed as the last Renaissance man and "the master of hundred arts". John Glassie looks at one of Kircher's great masterworks *Mundus Subterraneus* and how it was inspired by a subterranean adventure Kircher himself made into the bowl of...



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**OpenGLAM is an initiative run by the Open Knowledge Foundation that promotes free and open access to digital cultural heritage held by Galleries, Libraries, Archives and Museums.**

### Follow OpenGLAM



### Join our Network

Mail batched in a daily digest?  No  Yes

 New Post: Great Animation on Open Data Licensing. <http://t.co/ITNSVPPc> #OpenGLAM via @jiscdigital

**OpenGLAM is supported by a global network of people and organisations who are working to open up content and data held by GLAM institutions.**



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# Different layers of data

- Metadata - e.g. author, provenance, date
- Digitised Objects - e.g. book scans, digital photos
- User generated content

# *The Digital Dream*

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# *The Digital Dream*

- A world in which our shared cultural heritage, the map of humanity, is **open to all regardless of their background**

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- A world in which people are no longer passive consumers of cultural content created by an elite, but **contribute, participate, create and share**

# Why Open?

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1. Helping GLAMs fulfill their public mission
2. Larger audience
3. Allow your audiences to participate
4. Connect and contextualise collections
5. Keep memory institutions relevant in a Digital Age

# Public Mission

"Enable access to everyone who wants to do research"

- *British Library*, [Our Mission and 2020 Vision](#)

"Our core values are: accessibility, sustainability, innovation and cooperation."

- *National Library of the Netherlands*, [Our Mission and Vision](#)

"To provide diverse audiences with the best quality experience and optimum access to our collections, physically and digitally."

- *the Victoria & Albert Museum*, [Mission and Objectives](#)

"The Federal Archives have the legal responsibility of permanently preserving the federal archival documents and making them available for use."

- *German Federal Archives* - [Responsibilities](#)

The National Gallery of Denmark is Denmark's premier museum of art. Through Accessibility, education, and exhibition

- *Danish National Gallery* - [Mission](#)



# Public Mission

The National Library of Israel was established by law to "collect, preserve, cultivate and **endow** the treasures of knowledge, heritage and culture in general, with an emphasis on the Land of Israel, the State of Israel and the Jewish people in particular."

“We are delighted by the growing number of friends of the Israel Museum who have become 'virtual' visitors to our website. However, when our 'virtual' friends become real visitors to us in Jerusalem, we know that our website has served its true purpose.”

# Global Audience

- *Le Louvre* about 8.8 million visits a year<sup>1</sup>
- The potential audience when your collections are on the web:
  - 2.27 billion - 34.3% of the world's population
- Growing body of evidence that the more open your collections are the more hits they attract
- Find audience for unusual collections

1. <http://www.telegraph.co.uk/travel/travelnews/8993072/The-Louvre-attracts-record-visitor-numbers.html>
2. <http://en.wikipedia.org/wiki/Wikipedia:GLAM/BM#Quantitative>

# The Open Images Project

Study by the Open Images projects in the Netherlands - 2.5 million views a month<sup>1</sup>



1500 items on Wikimedia commons about Dutch history.  
Being used in 500 articles in the Netherlands  
More than 700 times in 63 different languages  
Average article views per month: more than 2,5 million

1. <http://www.slideshare.net/DM2E/open-cultuur-data-14469640>.

# Wikimedia Commons

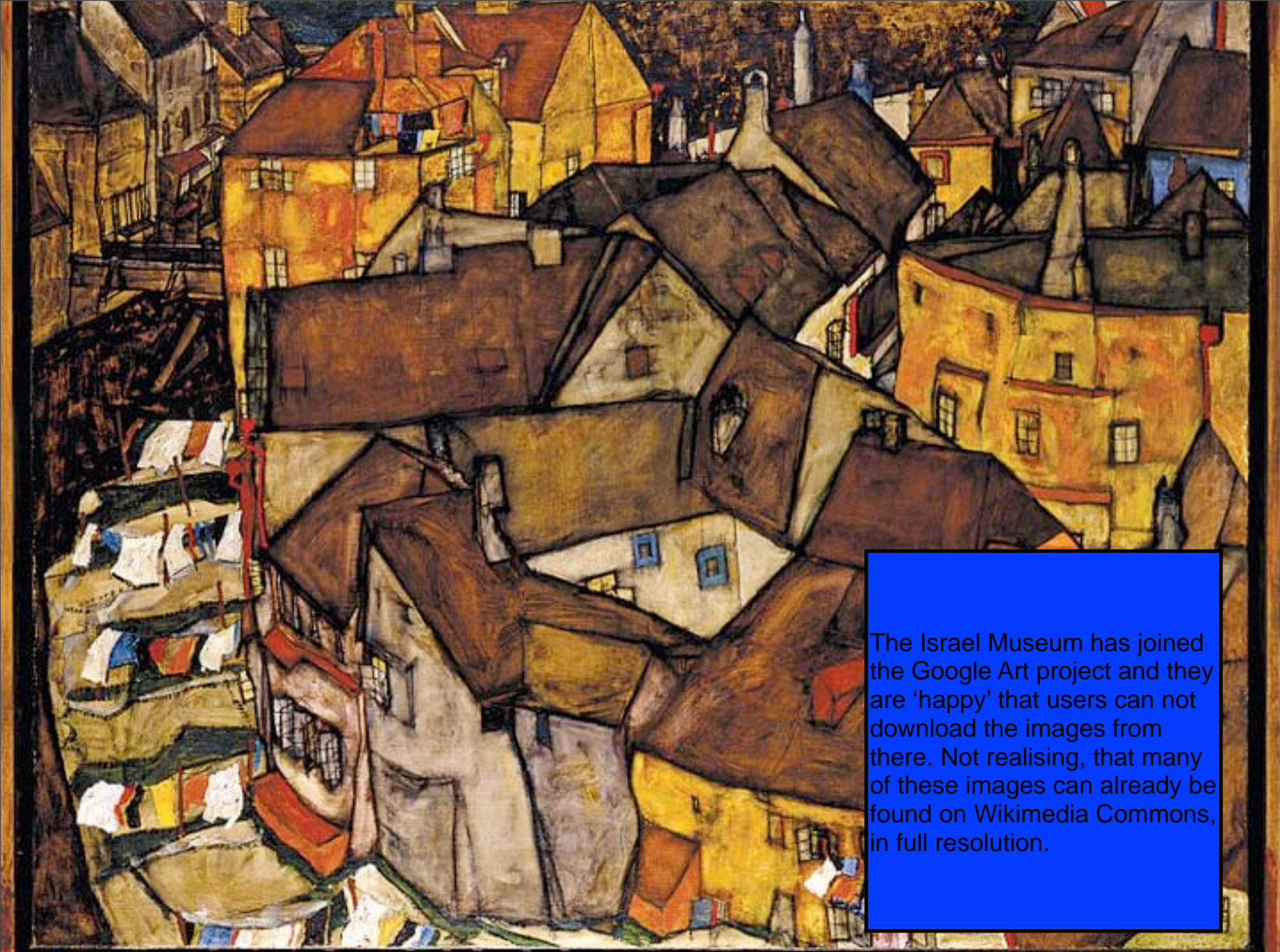
- A database of 14,810,554 freely usable media files to which anyone can contribute.
- Images being reused on Wikipedia
- Wikipedia is the 6th largest website in the world<sup>1</sup> with the English Wikipedia receiving 551 million views a day<sup>2</sup>

1. [http://www.alexa.com/siteinfo/http://en.wikipedia.org/wiki/Main\\_Page#](http://www.alexa.com/siteinfo/http://en.wikipedia.org/wiki/Main_Page#)

2. <http://stats.wikimedia.org/EN/TablesPageViewsMonthly.htm>



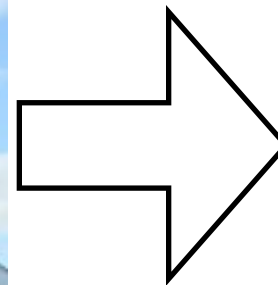




The Israel Museum has joined the Google Art project and they are 'happy' that users can not download the images from there. Not realising, that many of these images can already be found on Wikimedia Commons, in full resolution.



# Connect and contextualise



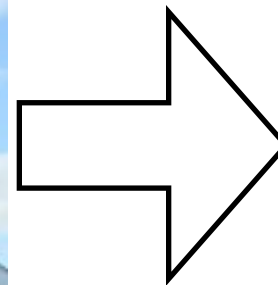
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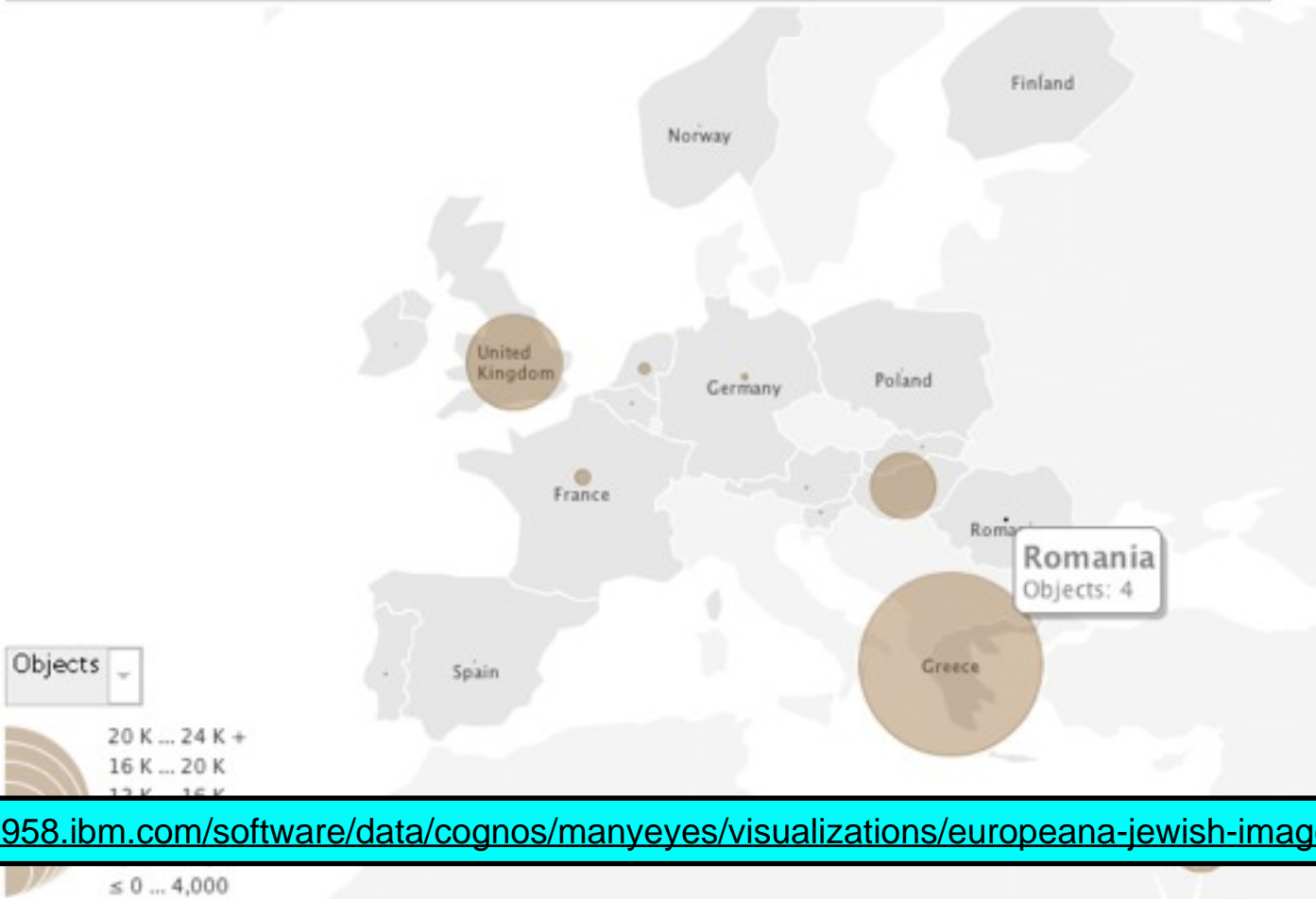
# Connect and contextualise

- Connect collection with a vast and expanding network of cultural collections



# Connect and contextualise

Zoom | # of Maps 1  Align Map Scales | Colors or Bubbles?

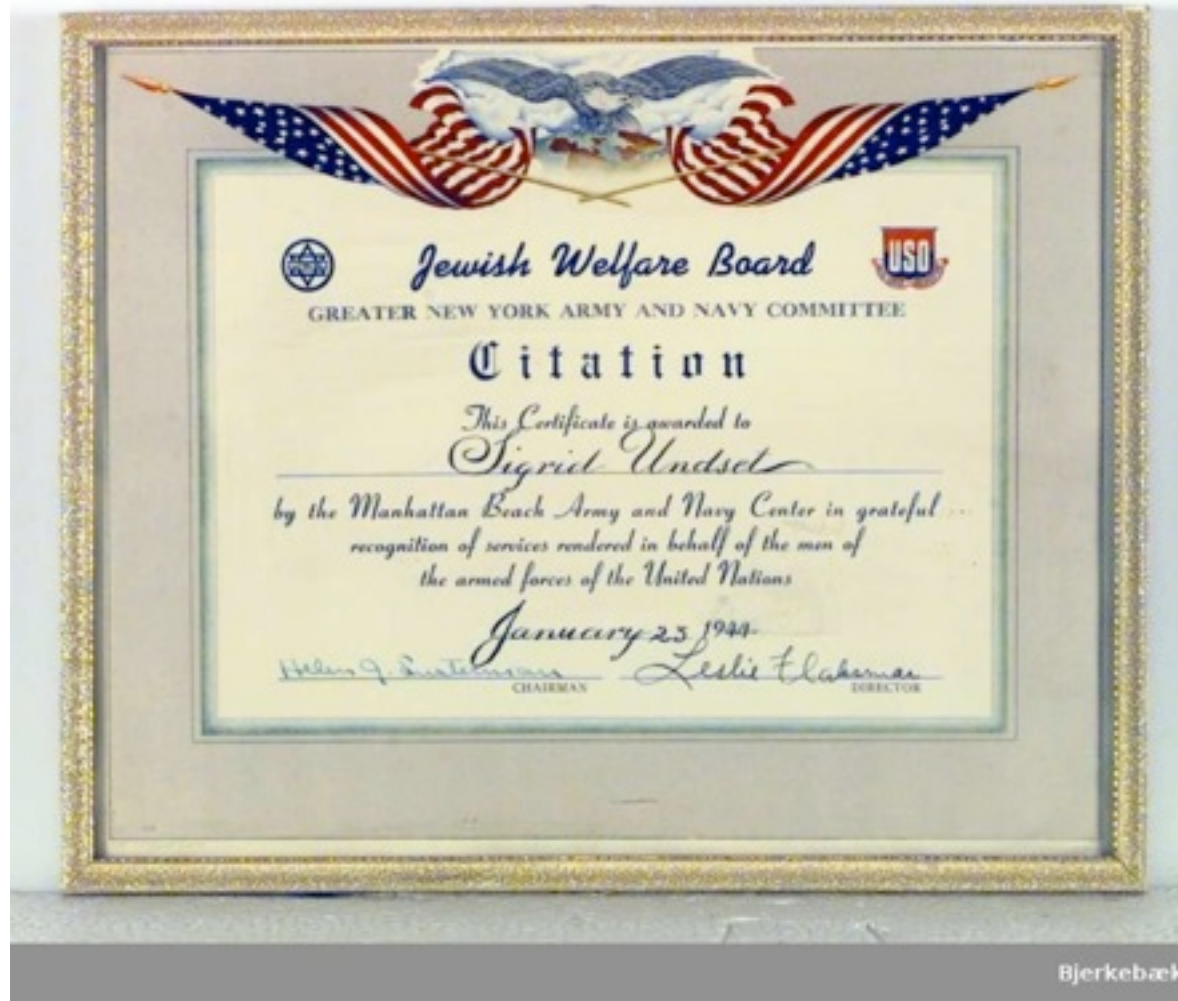


<http://www-958.ibm.com/software/data/cognos/manyeyes/visualizations/europeana-jewish-images-per-countr>

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# Connect and contextualise



Bjerkebæk

# Connect and contextualise



View item at  
[Bjerkbak](#)

**Identifier:**  
<http://www.digitalmuseum.no/artfact/id?owner=MH-B&id=UB-00481>

**Format:** Bredde Ramme: 26.5 cm ;  
Glass ; Høyde Ramme: 21.5 cm ;  
Papir ; Ramme Tre

**Source:** [Bjerkbak](#) | +

**Provenance:** Signid Undset ble hedret med 'The Jewish Welfare Board, Greater New York Army and Navy Committee Citation' for tjenestefullt virke for the United Nations' væpnede styrker. Tildelingen fant sted 23. januar 1944. Diplomet er rammet inn hos Alfred Høyer AS, Storgt. 49, Lillehammer. Firmaet hadde denne adressen fra slutten av 1950-tallet. Bildet er altså rammet inn etter S.U.s

## Diplom

**Coverage:** [Diplomet er datert](#) | +

**Date:** [start=1944-01-01;end=1944-01-01](#);

**Time period:** [start=1944-01-01;end=1944-01-01](#);

**Type:** [PhysicalObject](#) | +

**Subject:** [Bilder](#) | + [Utmerkelse](#) | + [Minnetekniske hjelpemidler \(OU 211\)](#) | + [Status, rolle og prestaje \(OU 554\)](#) | +

**Description:** [Diplom i glass og ramme.](#)

**Innskrift:** Innskrift - J.W.B. USO/UNITED SERVICE ORGANIZATIONS Jewish Welfare Board/GREATER NEW YORK ARMY AND NAVY COMMITTEE/Citation/This certificate is awarded to/Sigrid Undset/by the Manhattan Beach Army and Navy  
[See more](#) >

**Data provider:** [Bjerkbak](#) | +

**Provider:** [Norsk Kulturråd](#) | + [Norway](#) | +

## Explore further!

Similar content



[Translate details](#) =

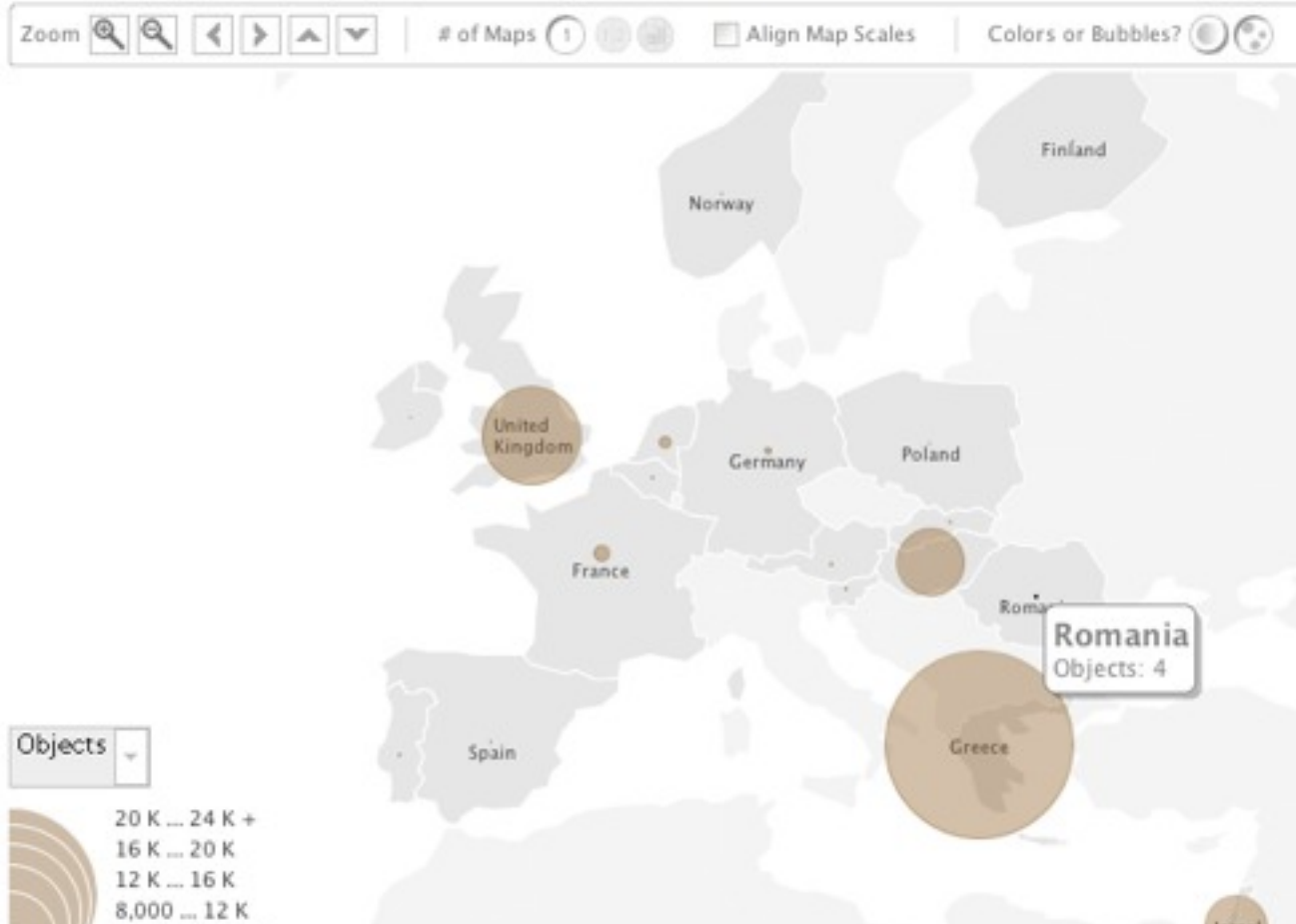
Select language

Powered by Microsoft® Translator

[Cite on Wikipedia](#)

[Auto-generated tags](#) >

# Connect and contextualise



<http://www-958.ibm.com/software/data/cognos/manyeyes/visualizations/europeana-jewish-images-per-countr>

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# Connect and contextualise

## International Survey of Jewish Monuments

### Jewish Museums and Historical Resources

[Home](#)

The following list of Jewish museums is organized by country. Please click on the country you are interested in to view a list of that country's Jewish museums or scroll down to view the entire list.

<a href="#">Argentina</a>	<a href="#">Australia</a>	<a href="#">Austria</a>	<a href="#">Belarus</a>	<a href="#">Belgium</a>
<a href="#">Bosnia-Herzegovina</a>	<a href="#">Brazil</a>	<a href="#">Bulgaria</a>	<a href="#">Canada</a>	<a href="#">Chile</a>
<a href="#">Czech Republic</a>	<a href="#">Denmark</a>	<a href="#">England</a>	<a href="#">France</a>	<a href="#">Greece</a>
<a href="#">Germany</a>	<a href="#">Hungary</a>	<a href="#">India</a>	<a href="#">Ireland</a>	<a href="#">Israel</a>
<a href="#">Italy</a>	<a href="#">Latvia</a>	<a href="#">Lithuania</a>	<a href="#">Mexico</a>	<a href="#">Netherlands</a>
<a href="#">Norway</a>	<a href="#">Paraguay</a>	<a href="#">Poland</a>	<a href="#">Portugal</a>	<a href="#">Russia</a>
<a href="#">Serbia</a>	<a href="#">Slovakia</a>	<a href="#">South Africa</a>	<a href="#">Spain</a>	<a href="#">Sweden</a>
<a href="#">Switzerland</a>	<a href="#">Turkey</a>	<a href="#">Ukraine</a>	<a href="#">USA</a>	

See also [www.acjm.org](http://www.acjm.org) for the Association of European Jewish Museums.

# Participation

- Visitors and users can actively contribute to aspects of your collections:
  - Curation
  - Enrichment and improvement
  - Provide content for new collections

# HistoryPin

- Allows users to submit their photographs, videos and audio clips that can be placed on a map and timeline
- Collaborating with over 200 cultural institutions worldwide
- Let's communities tell their stories about their history



# Danish Mobile Platform

- Stand in front of an artwork in a museum
- Pull out your smartphone or tablet
- Scan a QR code or the artwork
- Scroll through a stream of brief comments and questions, open links to related images, texts, videos etc. (anyone can do this)
- Post a comment, question, add a link, photo, video etc. (you need to be a Twitter user to do this)
- Maybe you get a response – if you direct a question or comment to a museum tweep, you certainly will!

Statens Museum for Kunst  
National Gallery of Denmark

Merete Sanderhoff at the OKFestival 2012 in Helsinki

# The 21st Century GLAM

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*It remains:*

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- The key preserver of our shared cultural heritage

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*It remains:*

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- You curate, contextualise and tells stories about your collections

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- Connections to other collections that contextualise stories about its objects

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*It stands to gain:*

- An audience far beyond the wildest dreams of its first founders
- Connections to other collections that contextualise stories about its objects
- A closer to connection to its audience (and the improvements to its digital collections that come with that)

# Challenges

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- Technical challenges: standards, tools