

Research Assignment at the Crossmedialab

Title

Cross-media Museum Monitor

Problem environment

Ever since the 1990s, the growing influence of information technology and digitisation has given museums a fresh impulse to deal with the problems surrounding collection management and the poor accessibility of art collections. Their diligence in the 1990s has mainly been translated into activities in cultural heritage preservation: digital conservation. However, the efforts undertaken by museums in the past fifteen years have not as yet brought us really any closer to the dream of a Virtual Art Collection in the Netherlands: the digitisation of art objects alone was still in its infancy in 2008. In the meantime, the last couple of years have shown that institutes have shifted their focus of attention from basic digitisation – scanning, conservation – to the use of electronic resources to increase public reach, such as enhanced electronic support for visitors to explore and browse through the collections.

There is no shortage of multimedia and cross-media presentations of museum collections at this point. The current supply of digital cultural heritage is characterised by a rich variation of initiatives and a colourful display of websites, mobile applications and multi-media interactive compilations. On the one hand, it confirms the urge among cultural heritage institutes to get to work with new media resources and the low-threshold possibilities that these new media resources presently offer. On the other hand, all of it comes across very strongly as trial and error, in which public sentiments appear to be more important than defining an elaborate strategy. Unfortunately, these applications consequently tend to have a short life span most of the time. They depend on a few isolated professionals; they have not been incorporated in the museum's work process and they do not fit in with the existing technical infrastructure that, with its limited means, is exposed to the daily turmoil of a large audience.

Research question

Which cross-media services have been developed by museums? How can these services be compared to each other? What is the mutual correlation between the different forms of media? And what sector-specific characteristics do these cross-media services have?

Relationship with the Cross-media Lab's research project

This research is part of the 'Museumkompas' project.

Business description:

The Crossmedialab (<http://www.crossmedialab.nl>) is a workplace within the Faculty of Communication & Journalism for applied research into cross-media content. The areas of research include media, cultural heritage, marketing and education, and focus on individual experience of cross-media, organisational value exchange processes and societal developments concerning media literacy. Research is conducted through a series of projects carried out by project teams, in which students, lecturers and external researchers and business partners participate.

Desired researcher profile:

You possess strong writing skills; you are pro-active and demonstrate a positive critical attitude. You have a broad interest in the research subject and you are ambitious. You enjoy working in a dynamic and challenging environment.

Contact information:

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Position: Professor

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Project assignment 30 ECTS (Graduation Project)

Examine and analyse the cross-media services at 16 museums and develop, on the basis of this research, (part of) a cross-media museum monitor that can also be used for other museums to clarify their 'cross-mediality'.

Project approach

1. Explore the theoretical framework of cultural heritage, digitisation and cross-media.
2. Select 16 museums.
3. Assess the different cross-media services that these museums offer.
4. Analyse the cross-medial services found with the aid of models and theories.
5. Develop – amongst other things – a monitor to clarify the museums' cross-mediality.
6. Perform a monitor test.

Project results

1. Graduation thesis
2. Cross-media Museum Monitor
3. Presentations at the Crossmedialab
4. Contribution to the 'LabRats' book series.

Standard documents (all can be found at <http://www.crossmedialab.nl/curious>)

- Doing your graduation project at the Crossmedialab
- Templates for a research proposal, a research plan and a research report
- Case analysis
- Literature references.

Examples (all can be found at <http://www.crossmedialab.nl/impact>)

- CELL Cahier Light – 'Iknowwhatthisis'
- CELL Cahier Light – 'Museumkompas'
- CELL Cahier – De Digitale Kunstkamer
- Report 'Case description Utrecht University Museum and Museon'.

Respond

Please consult the guidelines for graduation projects at the Crossmedialab to complete the required steps if you want to participate in this graduation project.

Project assignment 15 ECTS (Graduation Project)*

Examine and analyse the cross-media services at 8 museums and develop, on the basis of this research, (part of) a cross-media museum monitor that can also be used for other museums to clarify their 'cross-mediality'.

Project approach

1. Explore the theoretical framework of cultural heritage, digitisation and cross-media.
2. Select 8 museums.
3. Assess the different cross-media services that these museums offer.
4. Analyse the cross-medial services found with the aid of models and theories.
5. Develop – amongst other things – a monitor to clarify the museums' cross-mediality.
6. Perform a monitor test.

Project results

5. Graduation thesis
6. Cross-media Museum Monitor
7. Presentations at the Crossmedialab
8. Contribution to the 'LabRats' book series.

Standard documents (all can be found at <http://www.crossmedialab.nl/curious>)

- Doing your graduation project at the Crossmedialab
- Templates for a research proposal, a research plan and a research report
- Case analysis
- Literature references.

Examples (all can be found at <http://www.crossmedialab.nl/impact>)

- CELL Cahier Light – 'Iknowwhatthisis'
- CELL Cahier Light – 'Museumkompas'
- CELL Cahier – De Digitale Kunstkamer
- Report 'Case description Utrecht University Museum and Museon'.

Respond

Please consult the guidelines for graduation projects at the Crossmedialab to complete the required steps if you want to participate in this graduation project.

* Note: the difference with assignment 30 ECTS lies in the number of examples to be examined and the scope of the chosen theme.

Project assignment 5 ECTS (Practical Assignment)

Examine and analyse the provision of cross-media services at 4 museums.

Project approach

1. Select 4 museums.
2. Assess the different cross-media services that these museums offer.
3. Analyse the cross-media services found with the aid of models and theories in 'De Digitale Kunstkamer' (chapter 3).

Project results

1. Case descriptions.
2. Essay on cross-media & museums.
3. Knowledge network presentation.

Standard documents (all can be found at <http://www.crossmedialab.nl/curious>)

- Case analysis
- Literature references.

Examples (all can be found at <http://www.crossmedialab.nl/impact>)

- CELL Cahier Light – 'Iknowwhatthisis'
- CELL Cahier Light – 'Museumkompas'
- CELL Cahier – De Digitale Kunstkamer
- Report 'Case description Utrecht University Museum and Museon'.