

## End-User implications on the Exploitation of Digital Archives related to Cultural Heritage

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## Summary

The diffusion of digital archives is creating big opportunities but also new challenges and threats. Information overload, cultural elements seen as "sequence of bits", the database paradigm as a metaphor to visualize digital contents are some examples of bad exploitation of digital archives. New competences and a new design paradigm are required. Experience design is a new way to group different competences - technology, economy, aesthetic, human interface, communication, ... - in order to design experiences and "tell stories". In the experience design the digital content is no more bound to the screen of a PC but it can (or in fact should) interact with physical space where the end-user is.

## ICT is creating big opportunities ...

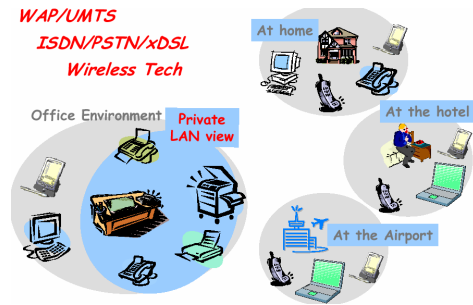
*I don't want to repeat something which is now part of the  
Common Knowledge.*

## ICT anyhow, anytime, anywhere

WAP/UMTS

ISDN/PSTN/xDSL

Wireless Tech



## ... but it also force us to face **Major Challenges** and contrast some Common but incorrect Knowledge

## Everything about digital is magic



... but it also force us to face **Major Challenges** and contrast some **Common but incorrect Knowledge**

- ✓ Everything about digital is magical.
- ✓ **Underestimation of the digital "decay" (CPU, devices, software, ...).**

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**Information Overload**



The *librairie particulière* of Charles the Fifth, king of France, had in 1368 917 volumes (*all the global knowledge of the late Middle Age*).

In 1997 Chirac opened the new National Library, with 400 km of shelves containing 10 million volumes, 350.000 magazines, 76.000 microfilms, ....

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... but it also force us to face **Major Challenges** and contrast some **Common but incorrect Knowledge**

- ✓ Everything about digital is magical.
- ✓ Underestimation of the digital "decay" (CPU, devices, software, ...).
- ✓ Information overload.
- ✓ **Cultural homogeneity (google, wikipedia, ...) and dependence on few (american) players.**
- ✓ **Accessibility is not usability (it's not enough to "have it on the Net"): increasing search and performance issues.**
- ✓ **The technical (cold) approach to cultural representation (e.g. Web portal designed by webmasters)**

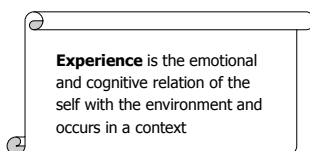
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**What we can do about it**

1. Build new shared infrastructures to improve speed and quality and reduce overall costs.
2. Create a strong european commitment to control and spread some critical technologies (e.g. Digital Right Management Platform, Search engines).
3. Adopt a new design paradigm to build content-rich digital applications, telling stories and creating emotions.

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**What is an Experience ?**



The experience design creates – through physical objects, spaces and digital technologies – contexts which create experiences and enter in relations with the selves.

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**Digital Technologies and Experience**

**Digital technologies** are an extraordinary tool both to intensify already existing experiences and to build new (sometimes impossible) experiences.

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