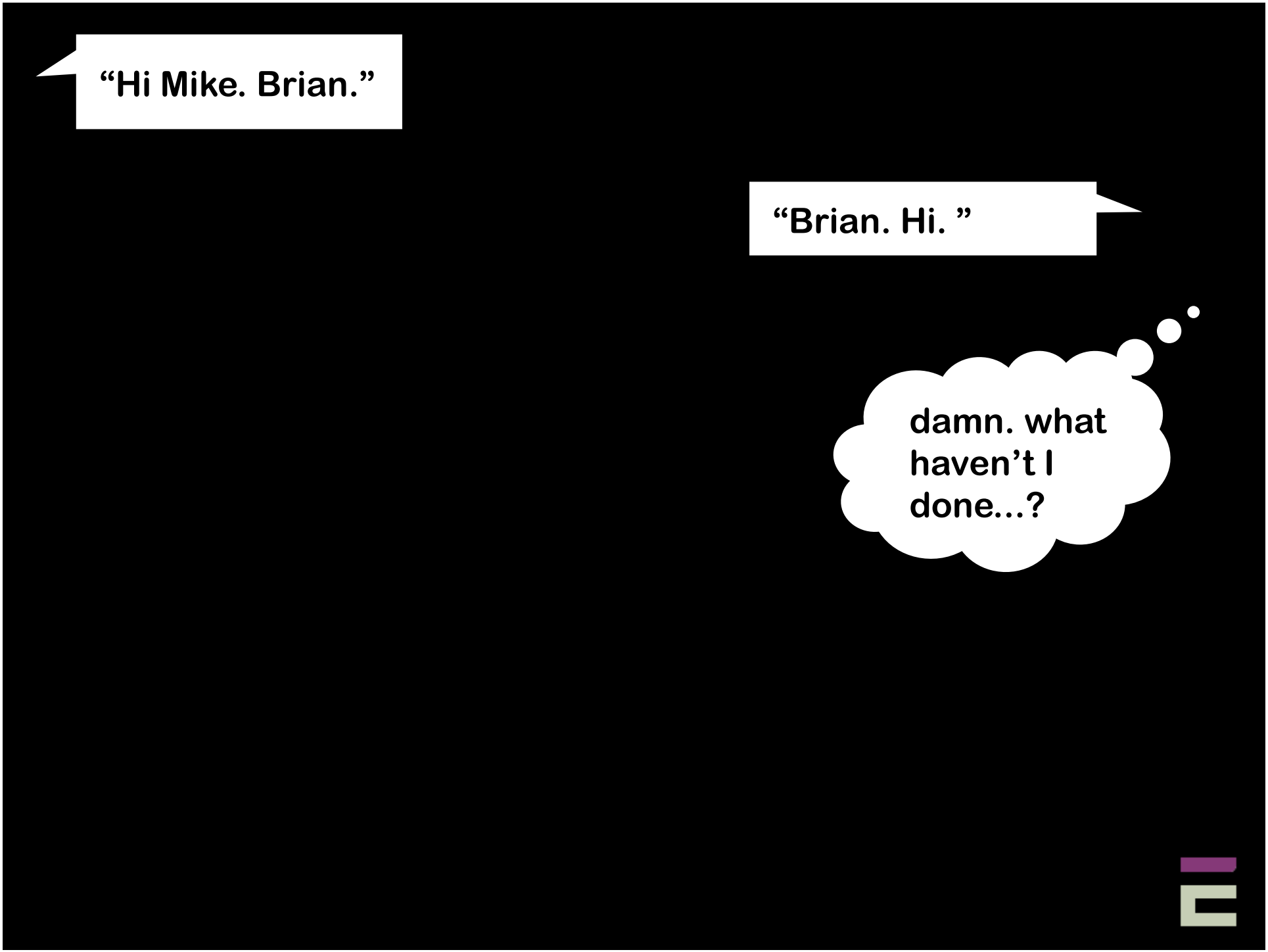
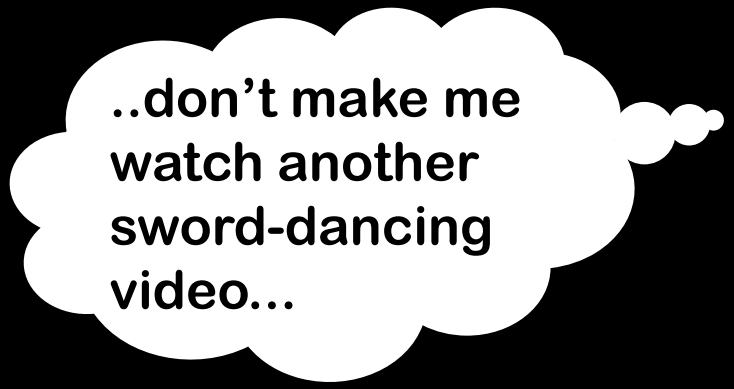

“Hi Mike. Brian.”
“Brian. Hi. ”
damn. what haven’t I done...?


..don’t make me watch another sword-dancing video...

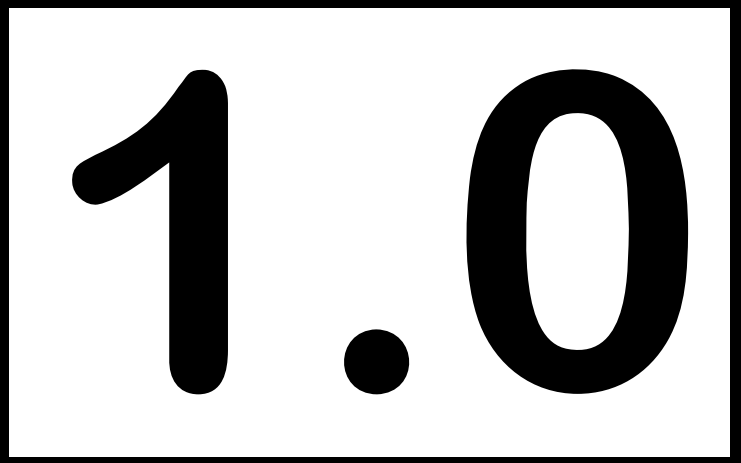
the 2008 web landscape in the museum (erm, and heritage) sector

Mike Ellis, Eduserv

(ex Head of Web, NMSI)

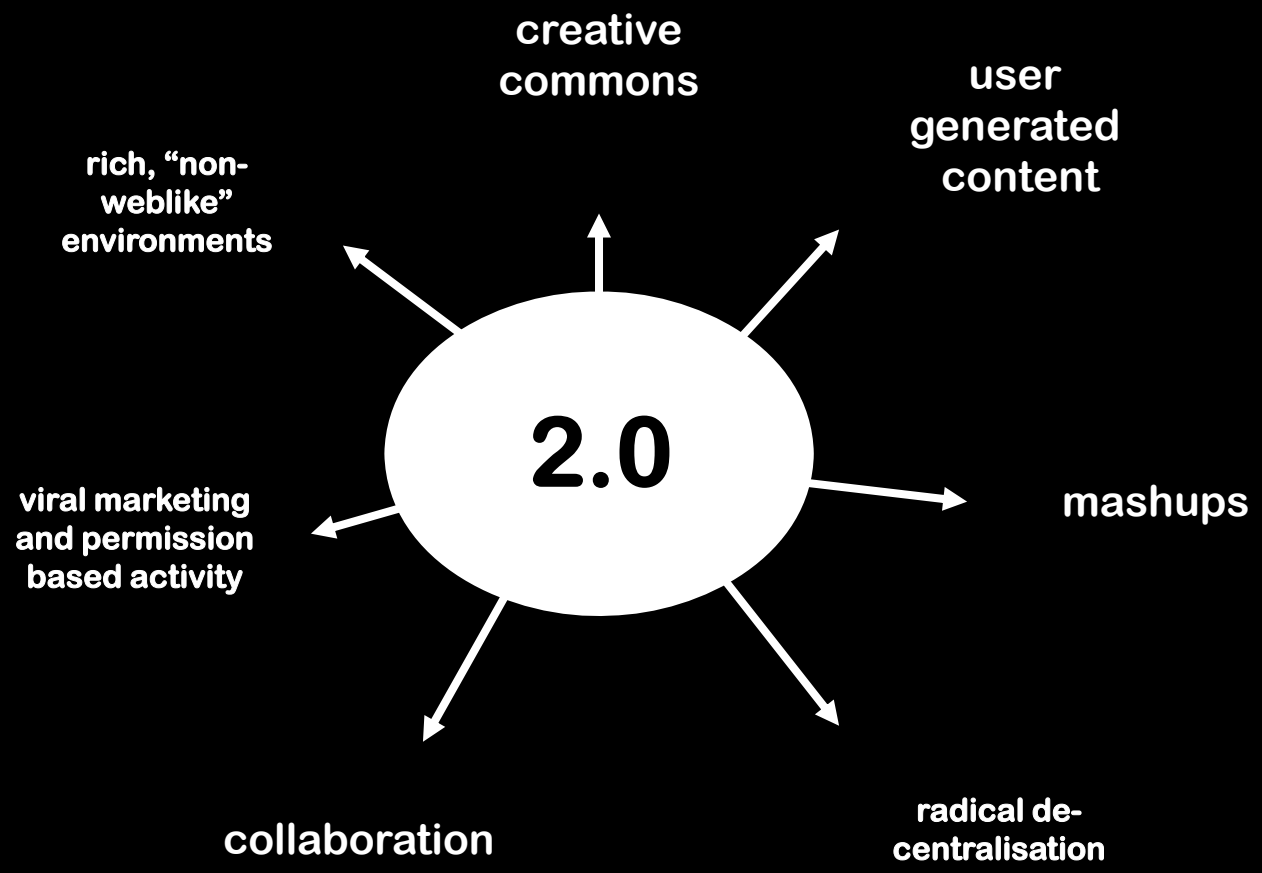
(sorry)

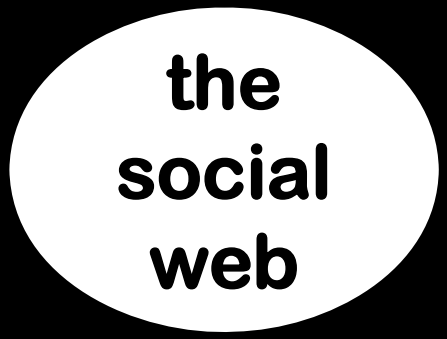
everything was fine, once



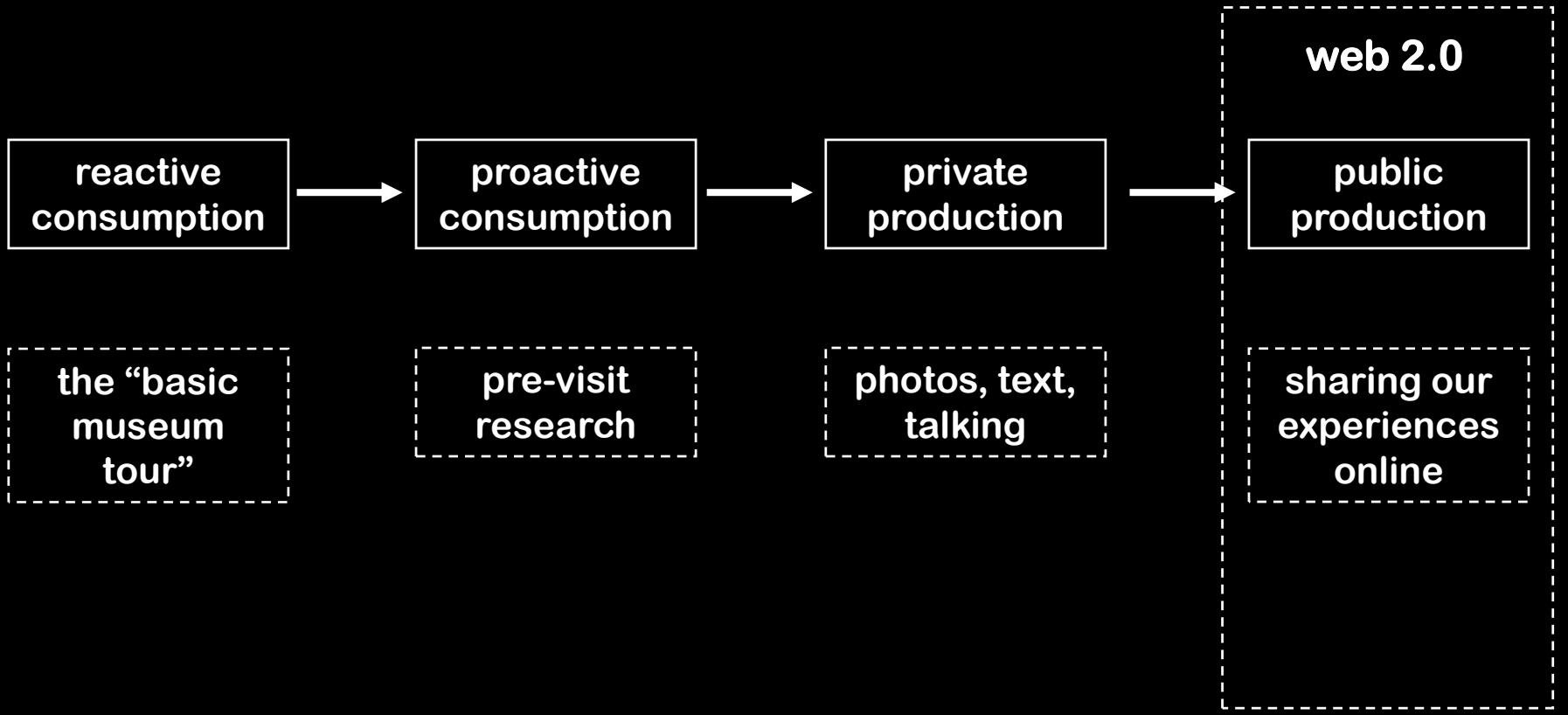
and then it all went to ****

2.0


creative commons
user generated content
rich, “non-weblike” environments
2.0
viral marketing and permission based activity
mashups
collaboration
radical de-centralisation


the
social
web

the changing museum experience online

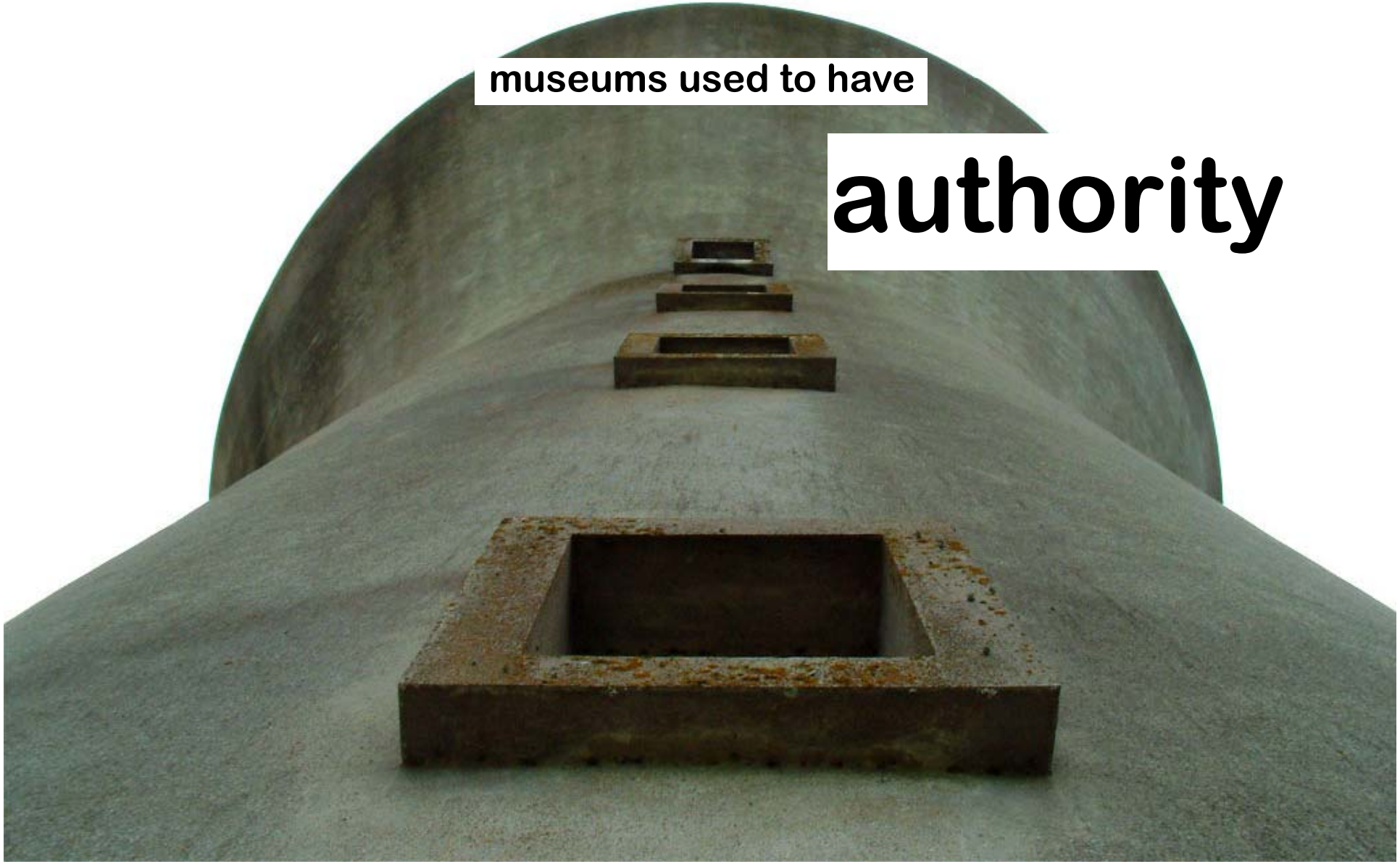


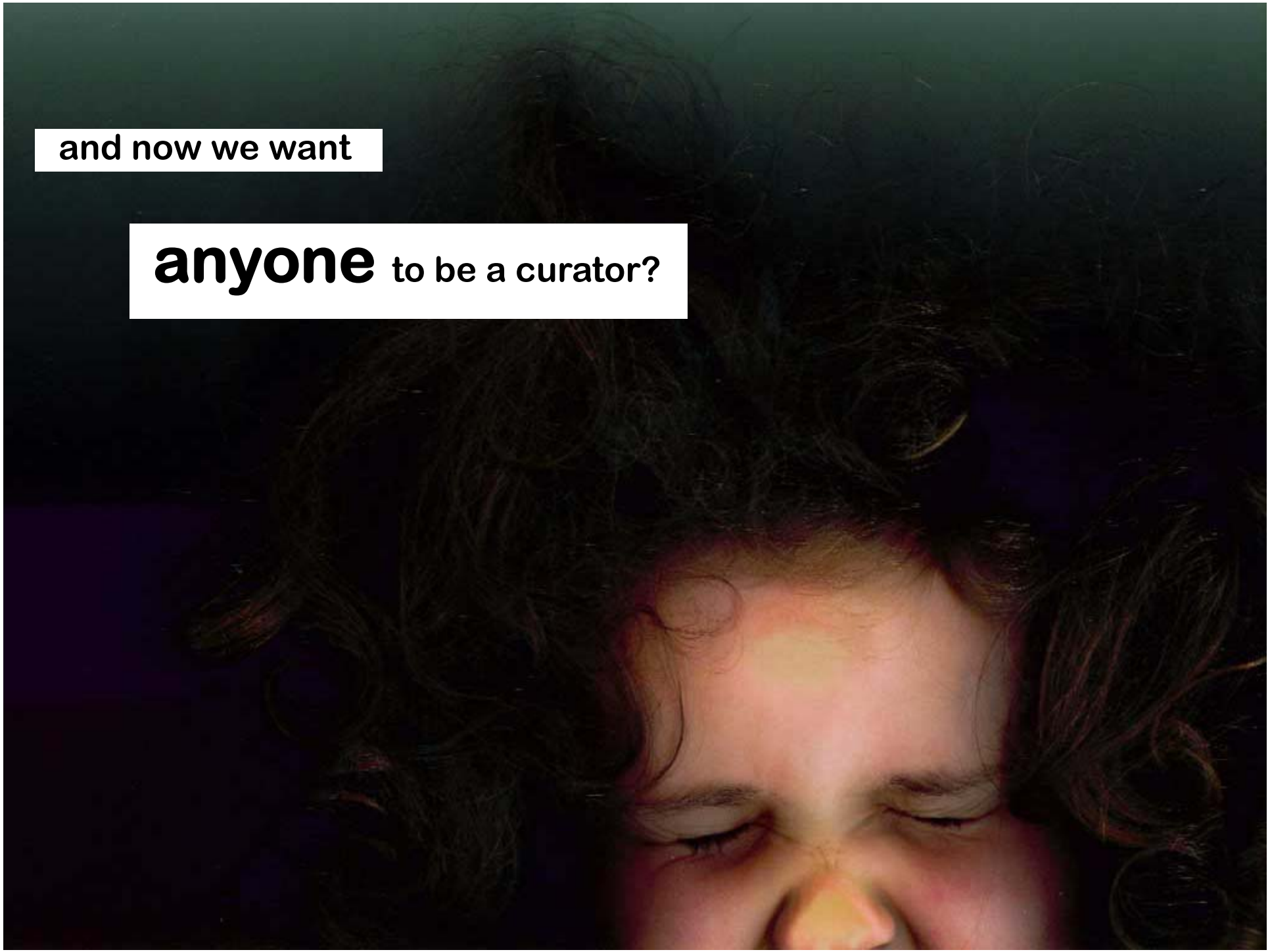
modified from "Hobby Princess" http://tinyurl.com/pmf38

which is fine, except..

museums used to be

unique


museums used to have
authority


and now we want
anyone to be a curator?

and what about..

tone of voice?

longevity?

brand?

scalability?

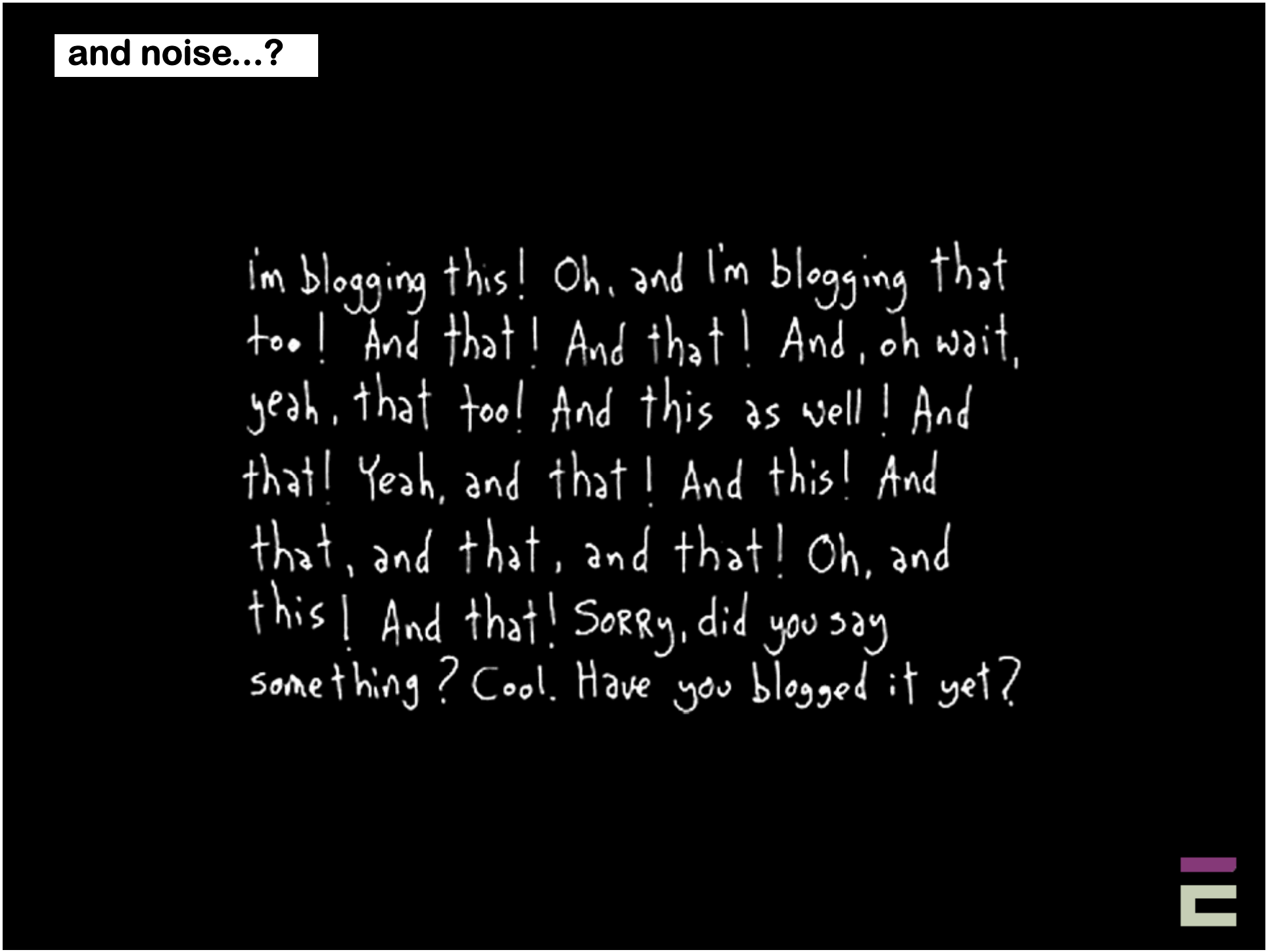
our IT dept?

reliability?

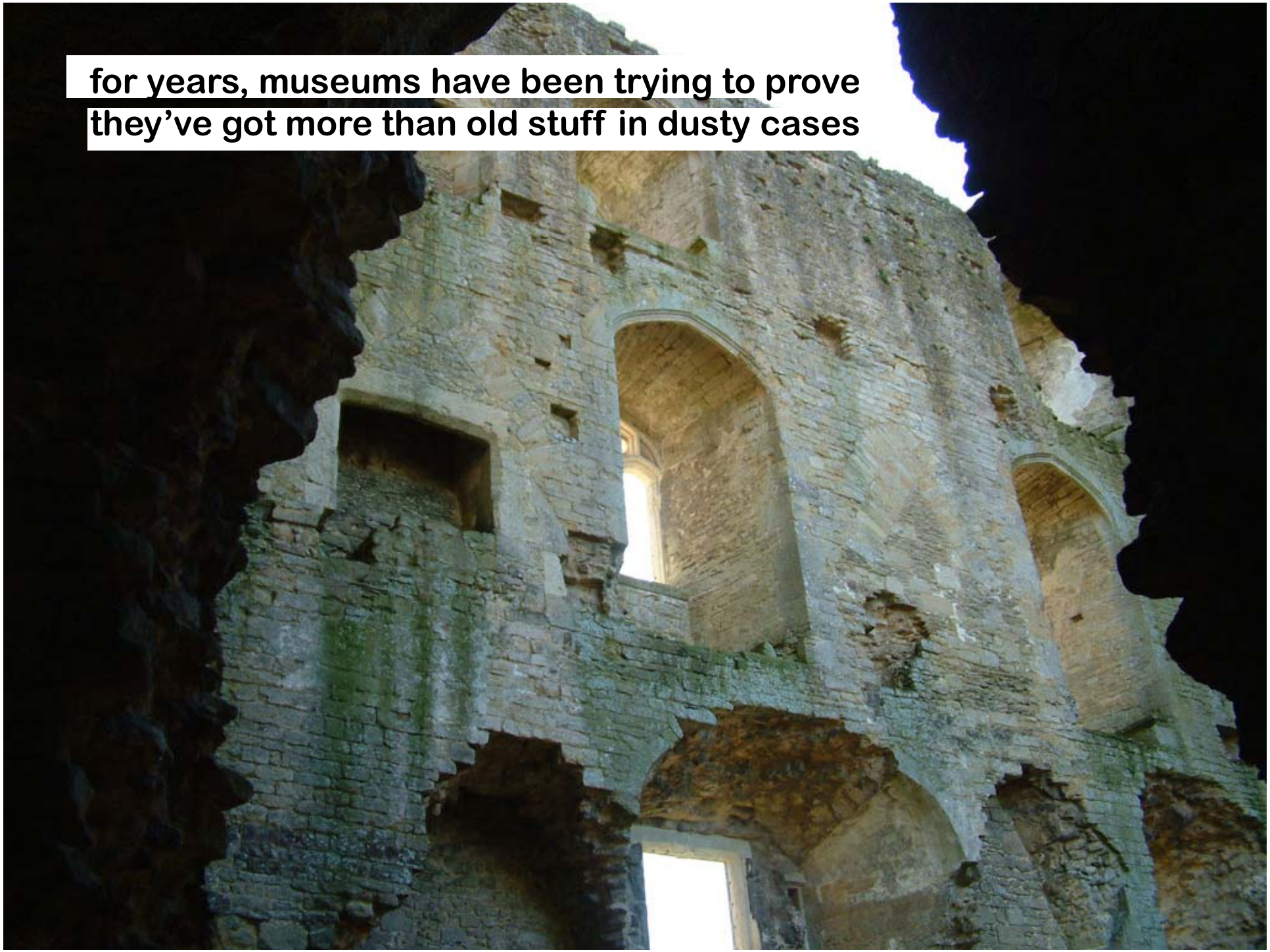
moderation?

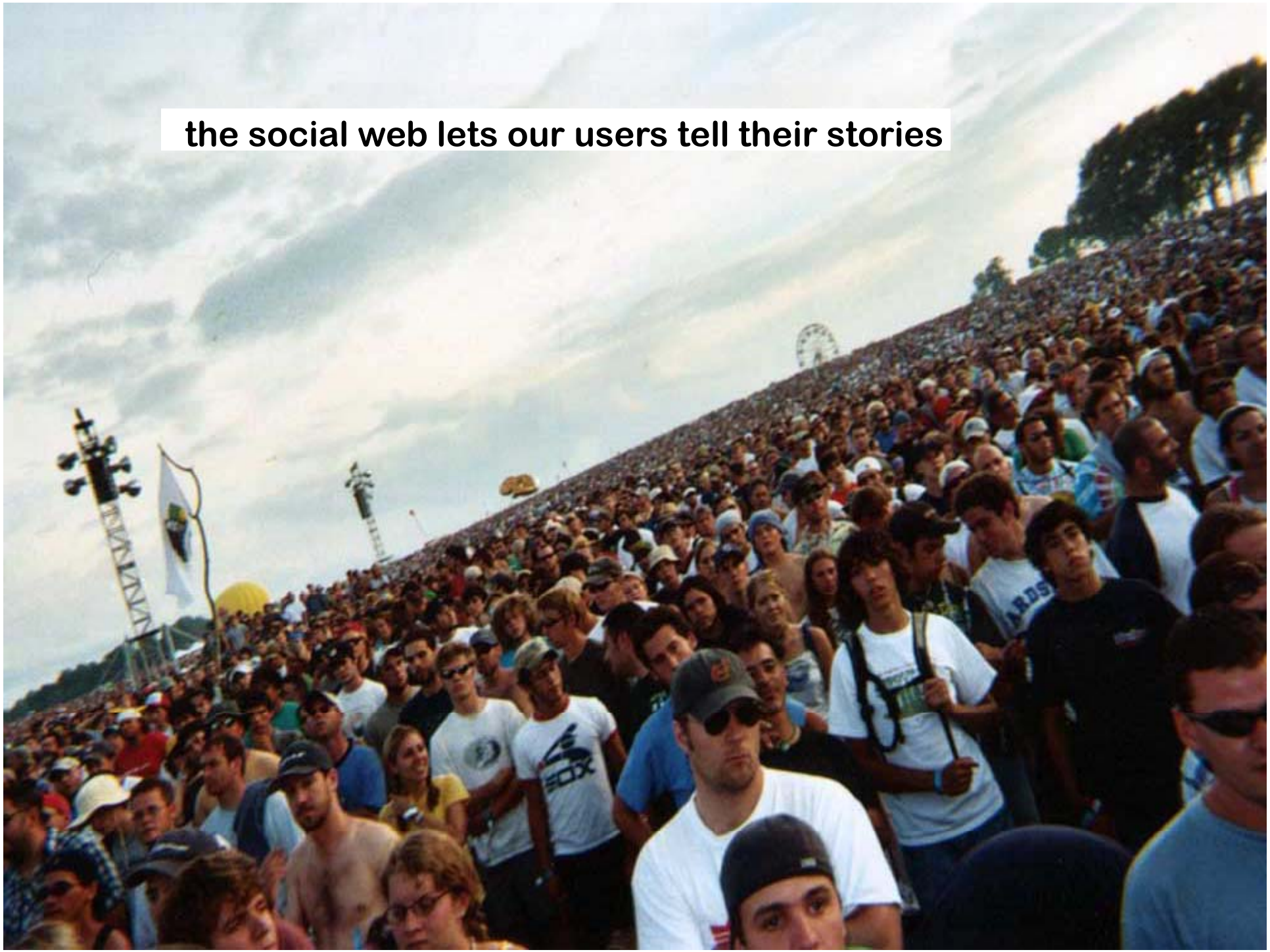
what about hype?
Believe the Hype!

and noise...?


I'm blogging this! Oh, and I'm blogging that too! And that! And that! And, oh wait, yeah, that too! And this as well! And that! Yeah, and that! And this! And that, and that, and that! Oh, and this! And that! Sorry, did you say something? Cool. Have you blogged it yet?

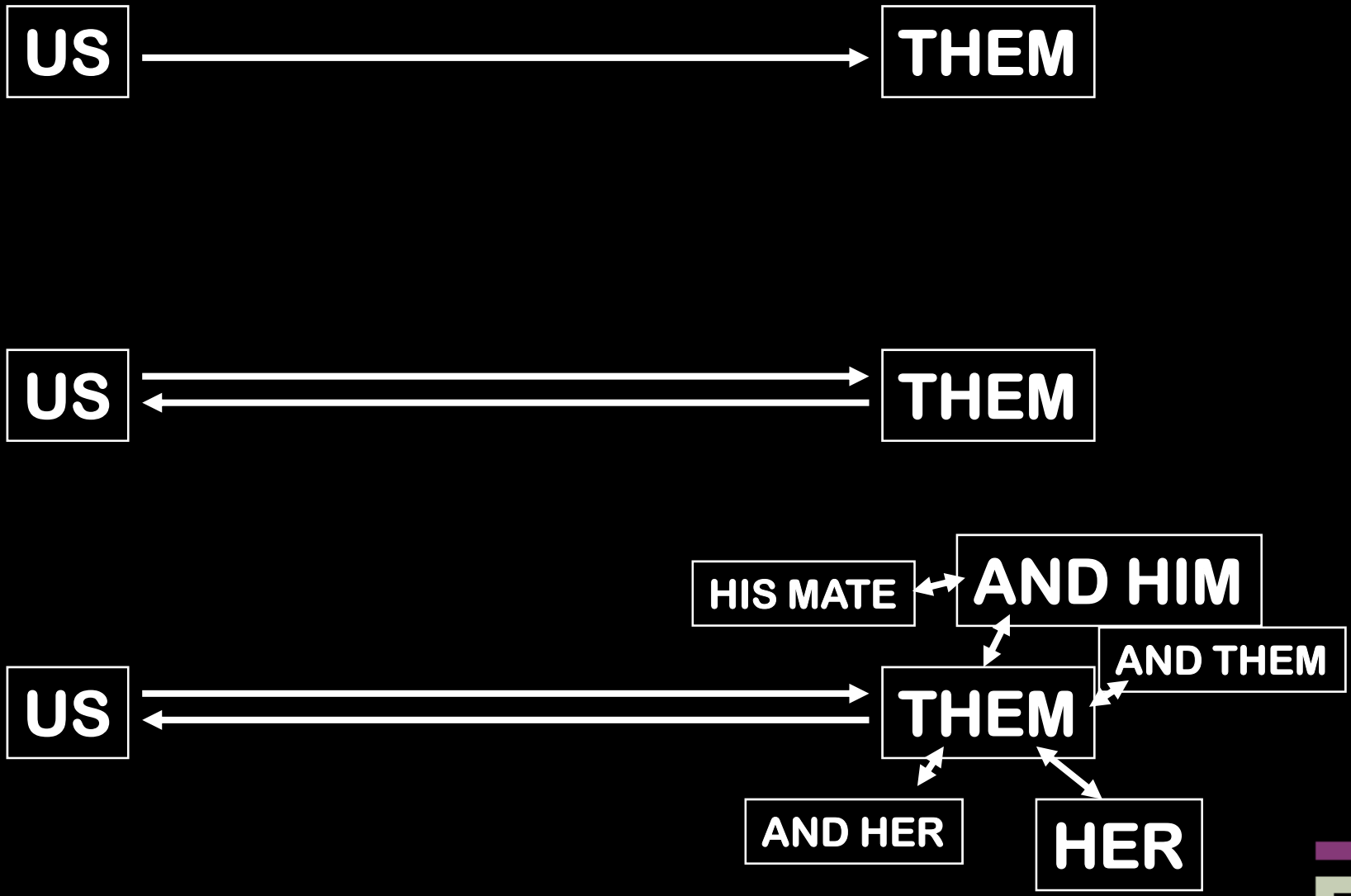
well...


for years, museums have been trying to prove
they've got more than old stuff in dusty cases


the social web lets our users tell their stories

the power of the web..

..is in sharing



Brooklyn Museum

Community: Blogs: Blogosphere

- Posse
- Comment
- **Blogs**
  - bloggers
  - feminist.bloggers
- Photos
- Video Project — Spring 2008
- Video Competition
- Videos
- Podcasts
- Network
- RSS Feeds

Tell us about your visit! If you've written about us on your blog, e-mail the link, and we'll be sure to post it here.

Visitor Posts

The Brooklyn Museum has been working hard over the past year to put their collection online and will launch it on their website early next week. Currently there are 5168 items already online and that number is increasing.
http://www.pyramidofman.com/blog/brooklyn-museum-puts-col...

A new exhibit at the **Brooklyn Museum**, "Utagawa: Masters of the Japanese Print, 1770-1900," looks at the Utagawa School, which dominated the Japanese print market in the nineteenth century. They portray landscapes, warriors, **...**
http://www.wnyc.org/shows/lopate/episodes/2008/05/30/segm...

It's also great to see Shelley Bernstein opening up a conversation around what it's meant to make the **Brooklyn Museum**'s Egyptian lantern slides available for high resolution download. That's a Commons first! **...**
http://blog.flickr.net/en/2008/05/28/magic-lantern/

The **Brooklyn Museum** joins the expanding collection of photos at the Flickr Commons. The Egyptian photos are fabulous! And they are just the beginning. According to the Flickr Blog, the both the Powerhouse Museum in Australia and the **...**
http://moultriecreek.us/family/?p=757

www.brooklynmuseum.org/community/blogosphere

flickr

Signed in as dmje | Help | Sign Out

Home | You | Organize | Contacts | Groups | Explore | Search Powerhouse Museum Colle | Search

Powerhouse Museum Collection's photostream

pro

Sets | Tags | Map | Archives | Favorites | Profile

Slideshow | Share This

Bird's eye view of Circular Quay

Format: Glass plate negative.

Rights Info: No known restrictions on publication.

Repository: Tyrrell Photographic Collection, Powerhouse Museum
www.powerhousemuseum.com/collection/database/collection=The_Tyrrell_Photographic

Part Of: Powerhouse Museum Collection

General information about the Powerhouse Museum Collection is available at
www.powerhousemuseum.com/collection/database

Persistent URL: http://www.powerhousemuseum.com/collection/database/?irn=28438

Tyrrell Collection
623 photos

The Rocks, Sydney
12 photos

Sydney Observatory
4 photos

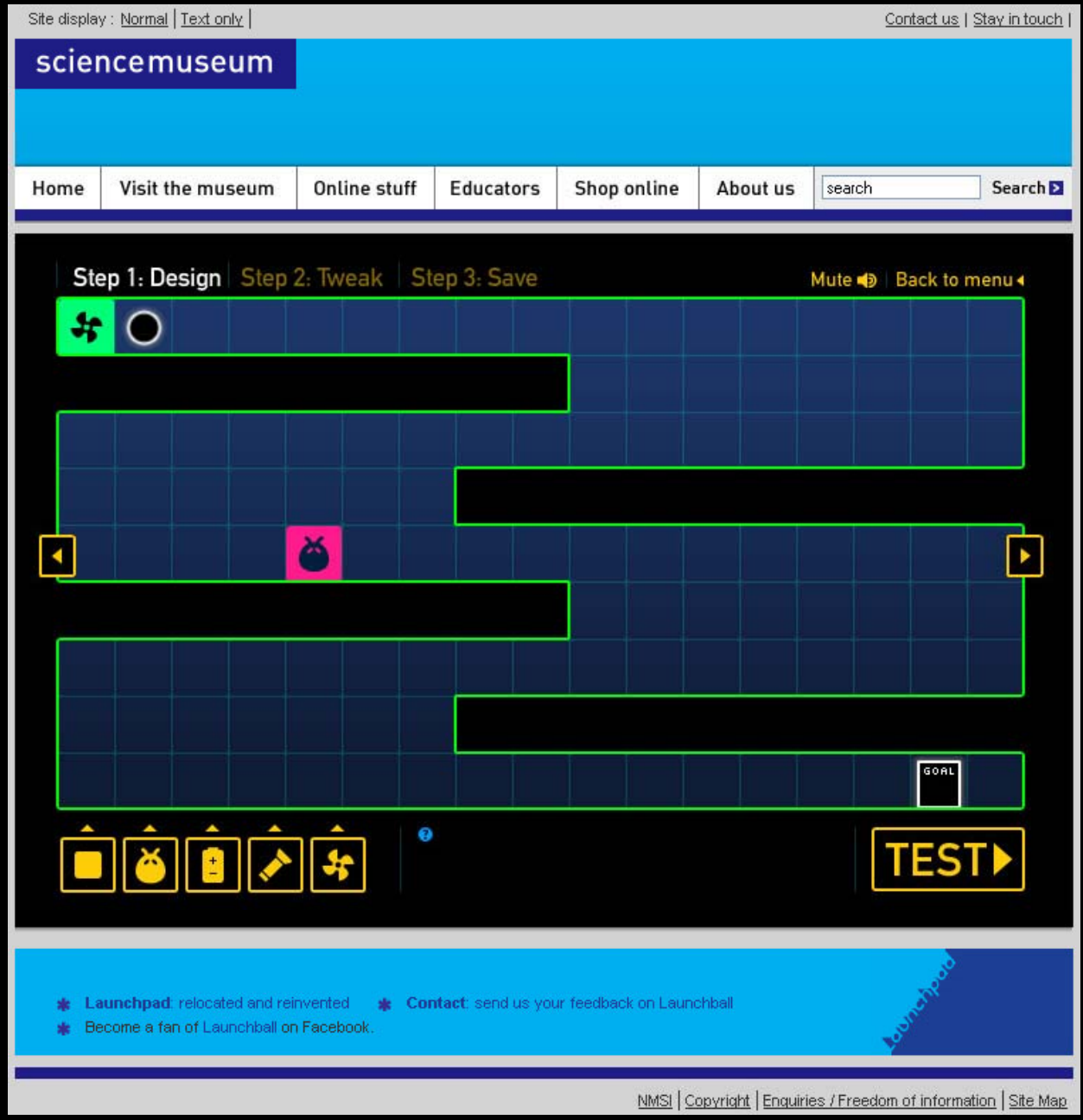
www.flickr.com/photos/powerhouse_museum

pixeljones says:

James Beauchamp "Champ" Clark (1850 - 1921)
Speaker of the House (1911 - 1919), Missouri Senator
This picture may be from the Democratic Convention of 1912, where Clark was initially considered a frontrunner for the Presidential nomination. By the end, though, the nomination went to Woodrow Wilson.

The Library of Congress has
updated 176 records in
the Prints & Photographs catalog,
"based on information provided by
the Flickr Commons project, 2008",
with more to come

http://www.slideshare.net/george08/uk-museums-and-the-web



www.sciencemuseum.org.uk/launchpad/launchball

OBJECT

99/59/1 Visual display unit, 'Panterm' and paper cutter with spare tapes software, metal/plastic /electrical components, Baber Enterprises, Australia, 1980

User tags

Add tags

No keywords set for this object

Related Subjects

+ Computing
+ Journalism
+ Communications technology
+ Printing technology
+ Newspapers

Auto-generated tags: [Beta]

City
+ Melbourne

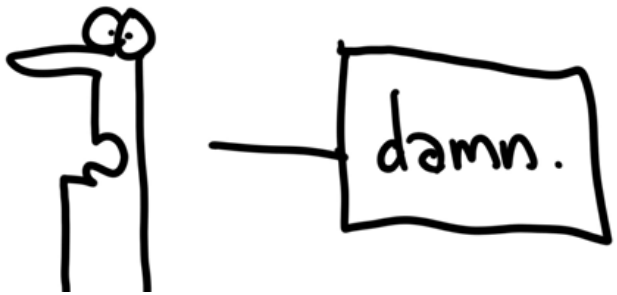
Country
+ Australia

Company
+ Baber Enterprises
+ Gollin Group

Industry term
+ metal/plastic/electrical components
+ spare tapes software

calais

technology changes, humans don't.

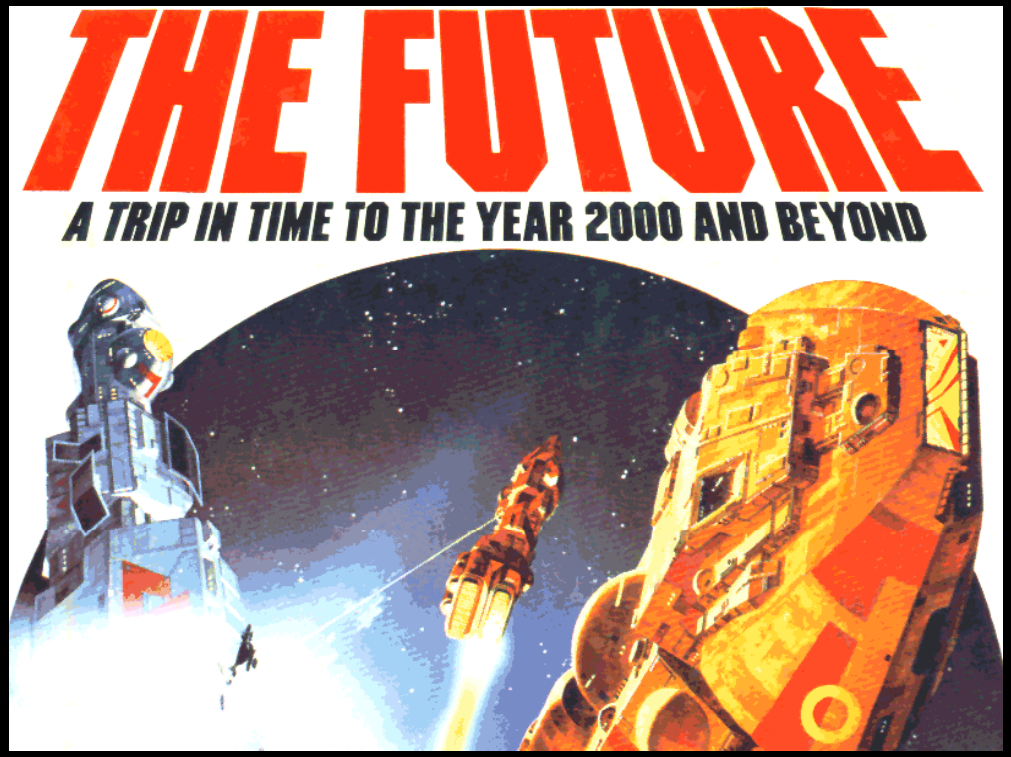


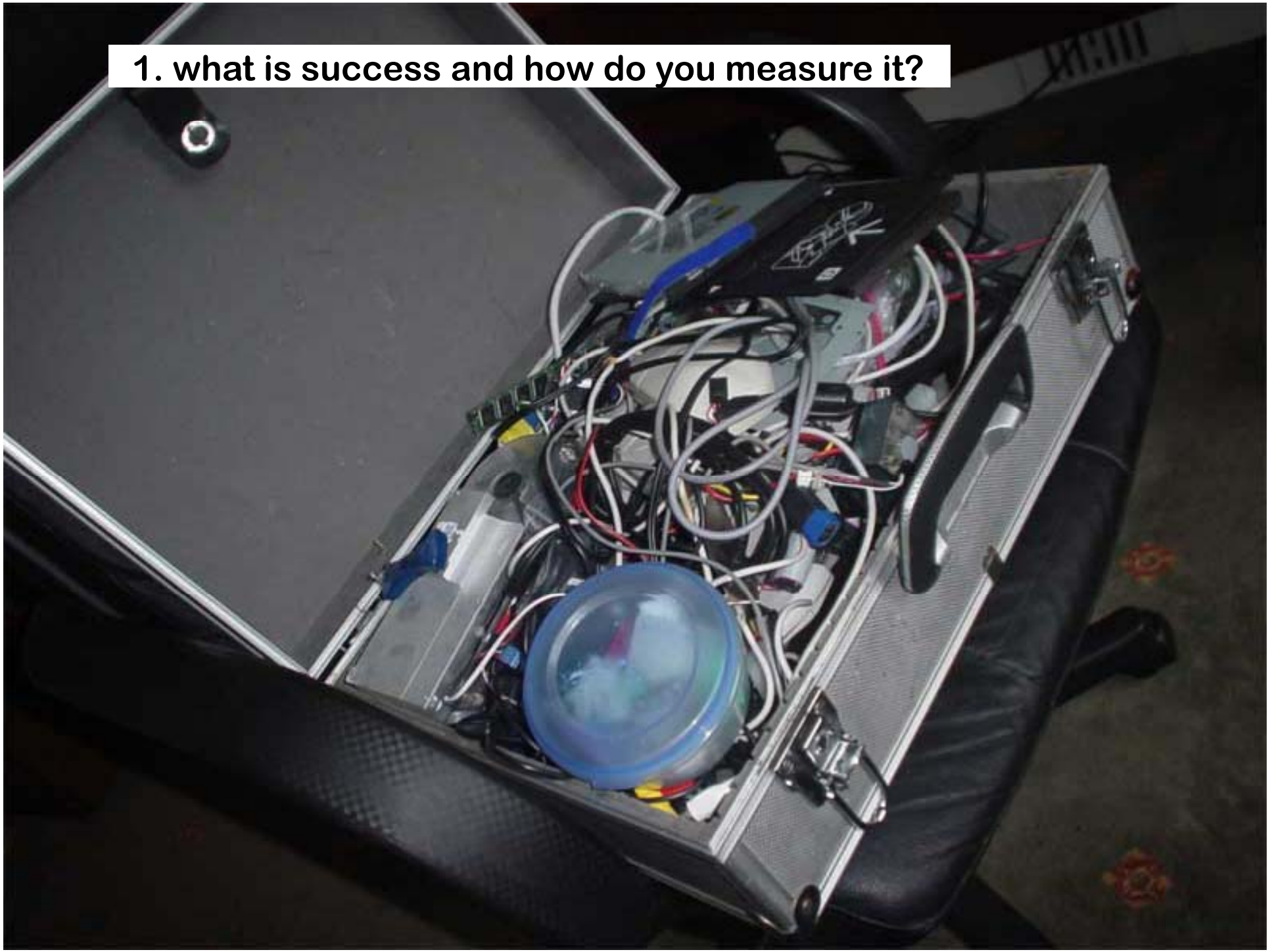
©hugh

the social web

is important to museums because it is deeper than just technology

what are the big questions?



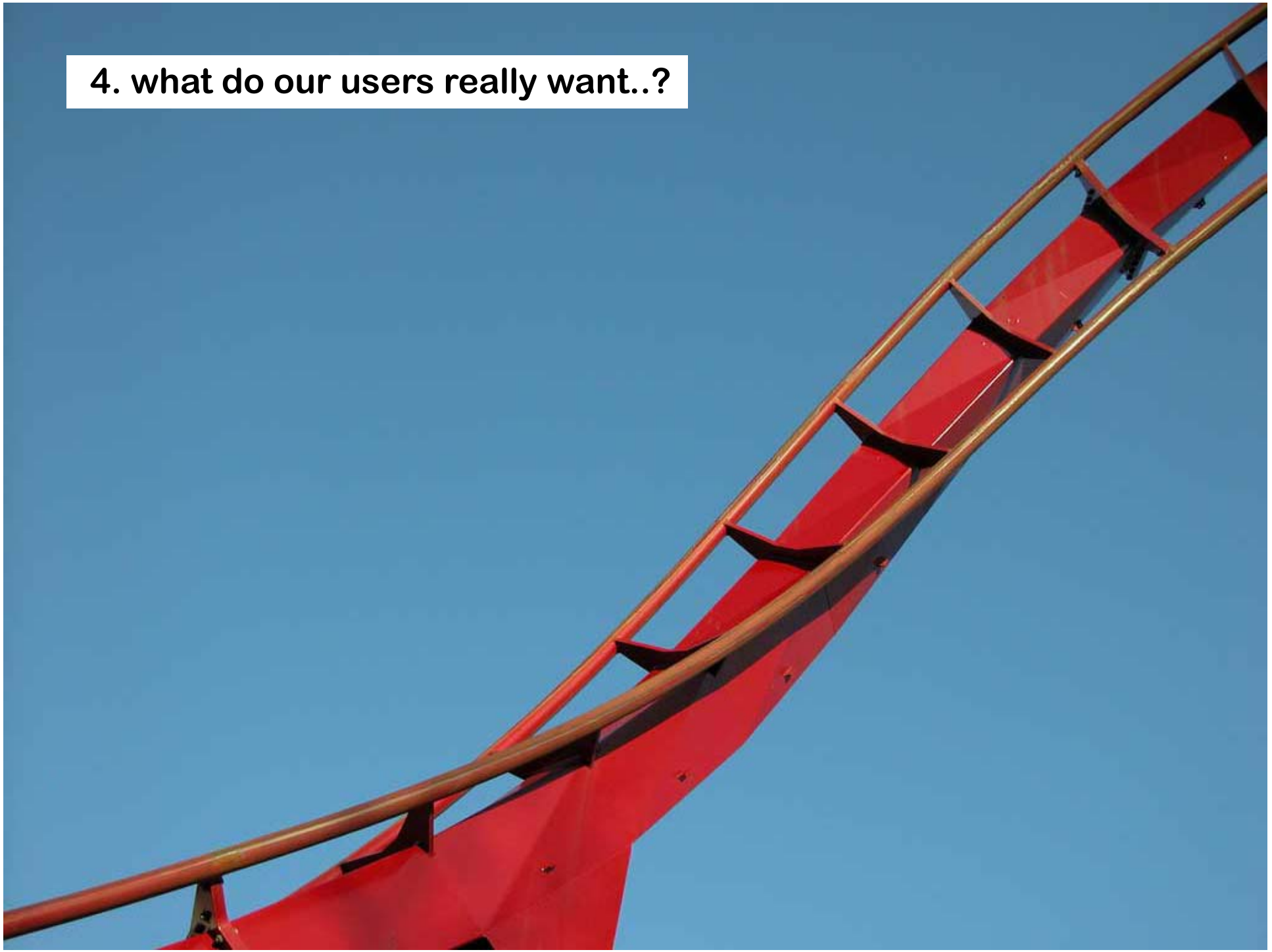

1. what is success and how do you measure it?

2. where is the value?

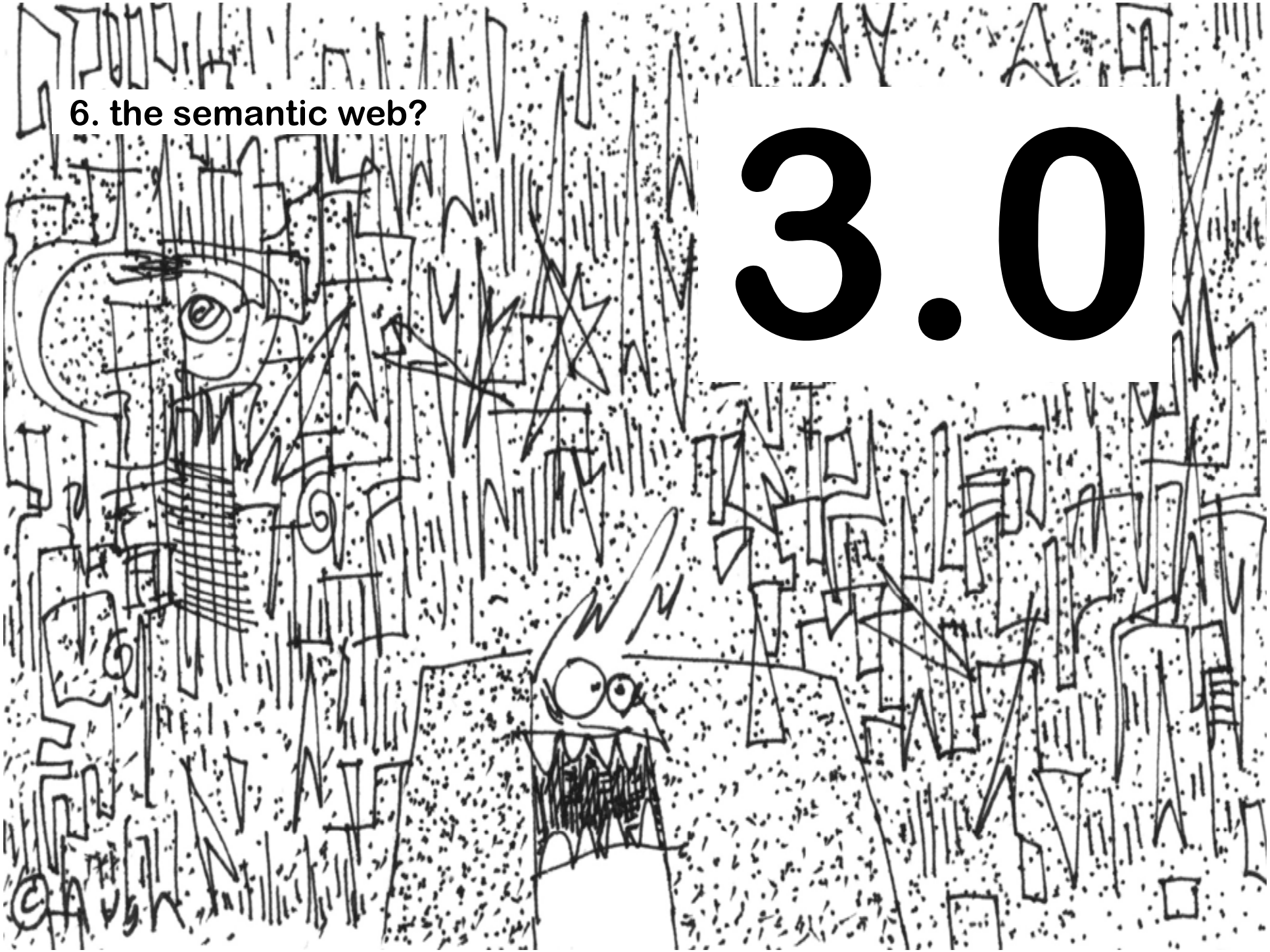
“Losers wish for scarcity.
Winners leverage scale”
Ian Rogers, ex VP Video and
Media Applications, Yahoo!
2
1
3

3. can we make money?

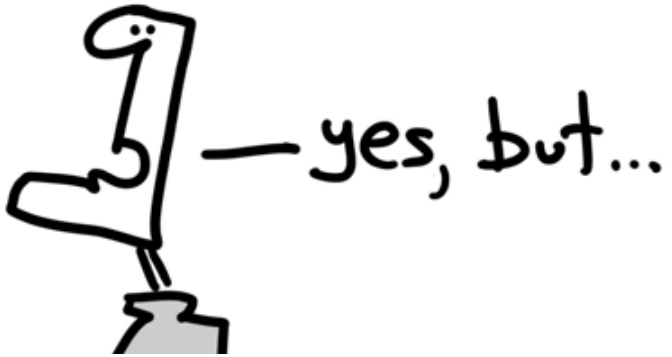
4. what do our users really want..?



5. what about copyright?


6. the semantic web?
3.0

GREAT IDEAS ALTER THE POWER BALANCE IN RELATIONSHIPS. THAT'S WHY GREAT IDEAS ARE INITIALLY RESISTED.



©hugh

thanks for listening

mike ellis,
solutions architect, Eduserv

mike.ellis@eduserv.org.uk

www.eduserv.org.uk
www.electronicmuseum.org.uk

and thanks to these people, too:

clouds: http://www.flickr.com/photos/14766341@N00/307311207/

fog: http://www.flickr.com/photos/emdot/73257387/

crowd: http://www.flickr.com/photos/dklein/22741578/

cheapstore: http://www.flickr.com/photos/zannalyons/146547092/

desolate: http://www.flickr.com/photos/jeremyengleman/158208286/

freedom: http://www.flickr.com/photos/josefgrunig/1732787905/

anger: http://www.flickr.com/photos/sindesign/221297512/

rollercoaster: http://www.flickr.com/photos/kapten/457425729/

scarce: http://flickr.com/photo_zoom.gne?id=758326804&size=l

scarce water: http://flickr.com/photo_zoom.gne?id=102109359&size=l

scale: http://flickr.com/photo_zoom.gne?id=1545209928&size=o

loser: http://flickr.com/photo_zoom.gne?id=1461810959&size=l

alone in london: http://www.gapingvoid.com/0711alone.jpg