

Discovery, re-use, engagement – major online trends in Finnish museums

MAI-tagung 2016
30. Mai 2016, Hamburg

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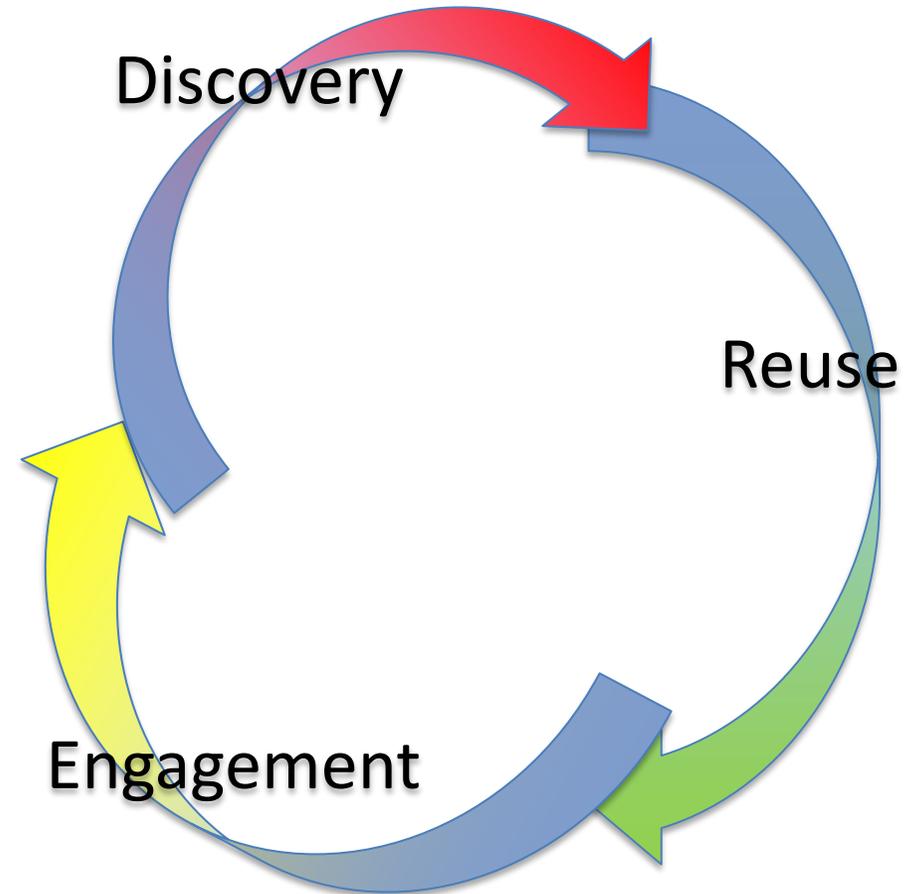


Trends covered in this presentation

Discovery: cooperation between museums, libraries and archives

Re-use: publishing collections as re-usable open data

Engagement: engaging visitors through social media.



Finnish museums

150 museums run on a full-time basis with at least one professional employee.

5,6 million visits in 2015

Plus hundreds of local and specialised museums.

Museum Card was launched 2015: Access to 200 museums, 60 000 sold cards & 334 000 visits in one year.

Discovery

The National Digital Library (2008-) aims to ensure that electronic materials of Finnish culture and science are managed with a high standard, easily accessed and securely preserved well into the future.

Finna portal (www.finna.fi) gives access to the collections and services of Finnish museums, libraries and archives.



All fields

[Advanced Search](#) Retain current filters

Search: hampuri

Search alternatives: [hampuri](#) » [hamburg](#) +

Showing 1 - 20 / 378

Show as

Information and pics

Sort

Relevance

Results per page

20

Narrow Search

 Available online
(Images, texts etc.)

Sector

Museum	353
▶ Library	22
Archive	3

Organisation

Ateneum Art Museum	95
Forestry Museum of Lapland	2
▶ Helka Libraries	8
Helsinki City Museum	34
Helsinki University Museum	10
Hyvinkää City Museum	1
▶ Lappeenranta museums	1
Lusto - The Finnish Forest Mus...	32
▶ Mikkeil City Museums	1
▶ Military Museum	3



Hampuri

Image

"...Hampuri. Muistomitali 1708 -- pysty, mustavalkoinen..."



opetustaulu; Aihe: Hampuri, satama, kaupunkikuva

Physical object

1892

Subjects: "; "...Hampuri..."



m/s Polaris, kotipaikka Hampuri

Image

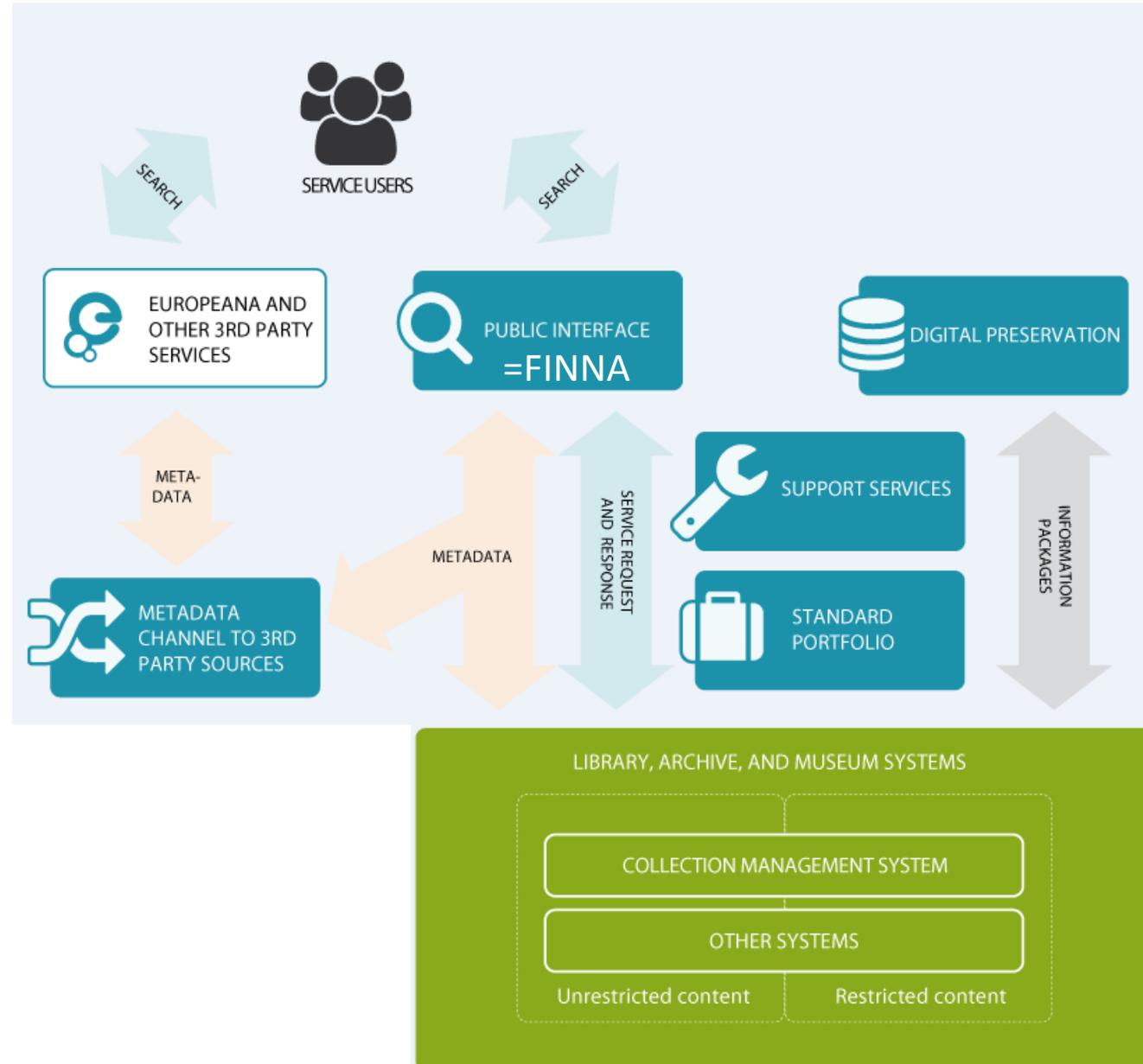


Ompelukone; Käsikäyttöinen ompelukone

Physical object

Guhl & Harbeck Nähmaschinenfabrik, Hampuri.

National Digital Library



Talking about discovery...

Metadata of Finna is available via API and licensed under CC-0

Some of the content is also licensed under open licenses – allowing this kind of things:

KOKO Ontology

Content language English Search

Alphabetical Hierarchy

- hangot (fi)
- heinäkoukut (fi)
- heinänkorjuuvälineet (fi)
- heittovivut (fi)
- hevoshoitovälineet (fi)
- hevoskierröt (fi)
- hiertimet (fi)
- hihnat (fi)
- hiomakankaat (fi)
- hohtimet (fi)
- hosat (fi)
- huhmaret (fi)
- härkimet (fi)
- höyläpenkit (fi)
- idätysvälineet (fi)
- jakoavaimet (fi)
- jauhinkivet (fi)
- jääpiikit (fi)
- kaavaimet (fi)
- kaiverruskoneet (fi)
- kaukalot (fi)
- kierteitysvälineet (fi)
- kolat (fi)
- kolopuut (fi)
- kolvit (fi)
- kuppauskirveet (fi)
- kuppaussarvet (fi)
- kuutiokivet (fi)
- kytkyet (fi)
- käsikivet (fi)
- lapiot (fi)**
- hiekkalapiot (fi)
- hiililapiot (fi)
- lumilapiot (fi)
- ojalapiot (fi)
- tuhkalapiot (fi)
- tulilapiot (fi)
- lastat (fi)
- lavit (fi)
- leikkausvälineet (fi)
- leikkurit (työvälineet) (fi)
- lekat (fi)
- lieat (fi)
- lukutikut (fi)
- lypsykauhat (fi)
- maanmuokkausvälineet (fi)

The concept is not available in this language.

... > physical objects > inanimate objects > implements > tools > lapiot (fi)

PREFERRED TERM	lapiot
TYPE	MAO Concept
BROADER CONCEPT	tools
NARROWER CONCEPTS	hiekkalapiot hiililapiot lumilapiot ojalapiot tuhkalapiot tulilapiot
RELATED CONCEPTS	forestry equipment
CREATOR	Museoalan asiasanasto
IN OTHER LANGUAGES	lapiot Finnish
URI	http://www.yso.fi/onto/koko/p38998
Download this concept:	RDF/XML TURTLE JSON-LD

EXACT MATCH **lapiot (fi)** MAO/TAO - Ontologi för museibranschen och Konstindustriella ontologin

Images indexed with the term in Finna 799

Image



Netjä Helsingin yliopiston metsäaseman opiskelijaa metsässä ...
Lusto - Suomen Metsämuseo



Sotilas seisoo lapiot otallaan työpalvelusteirillä Grömmittisissä
Lusto - Suomen Metsämuseo



Mies seisoo lapiot kädessään potanteella, jonka alla on 120 c ...
Lusto - Suomen Metsämuseo



Puun kaato alkamassa Lusto - Suomen Metsämuseo



Hyttiälän kesäharjoitteluun kuului myös ojaurakka Lusto - Suomen Metsämuseo

See all the results in Finna

Reuse



CC-BY AvoingLAM

Challenges related to open content

	No	Undecided	Yes
Time effort and expense related to the digitization of holdings	2 %	0 %	98 %
Time effort and expense related to proper documentation of the content	2 %	2 %	96 %
Technical challenges	17 %	14 %	69 %
Time effort and expense related to rights clearance	17 %	21 %	62 %
Unknown copyright holders	26 %	24 %	50 %
Third party copyright holders unwilling to release content under a "free" license	35 %	17 %	48 %
Challenges related to staff skills	25 %	29 %	46 %
Difficulties to track the use of the content	34 %	34 %	32 %

Benefits and opportunities of open content

	No	Undecided	Yes
to improve the visibility or perceived relevance of the institution	2 %	8 %	90 %
to improve the discoverability of the institutions holdings	2 %	10 %	88 %
to attract new users	10 %	4 %	86 %
for the institution to better fulfill its core mission	6 %	12 %	82 %
To make content more easily available to existing users	6 %	14 %	80 %
to improve interactions with users	6 %	14 %	80 %
to facilitate networking among heritage institutions	2 %	21 %	77 %
to enhance transparency and accountability	6 %	20 %	74 %
to reduce legal complexity	19 %	30 %	51 %

Strong community supporting reuse



Women's Day Editathon
"One Hundred Women to Wikipedia"

Hack4fi - Hack your heritage hackathons



Engagement: social media



kansallismuseo

Seuraa

121 tykkäystä

18 vk

kansallismuseo King Gustav III posing!
Have a nice #museumselfieday



Lisää kommentti...



Dimensions of Social Media

Outreach / widening the audience

Connecting people with
museum and raising interest

Being easily approachable

Bringing heritage and art
where people are

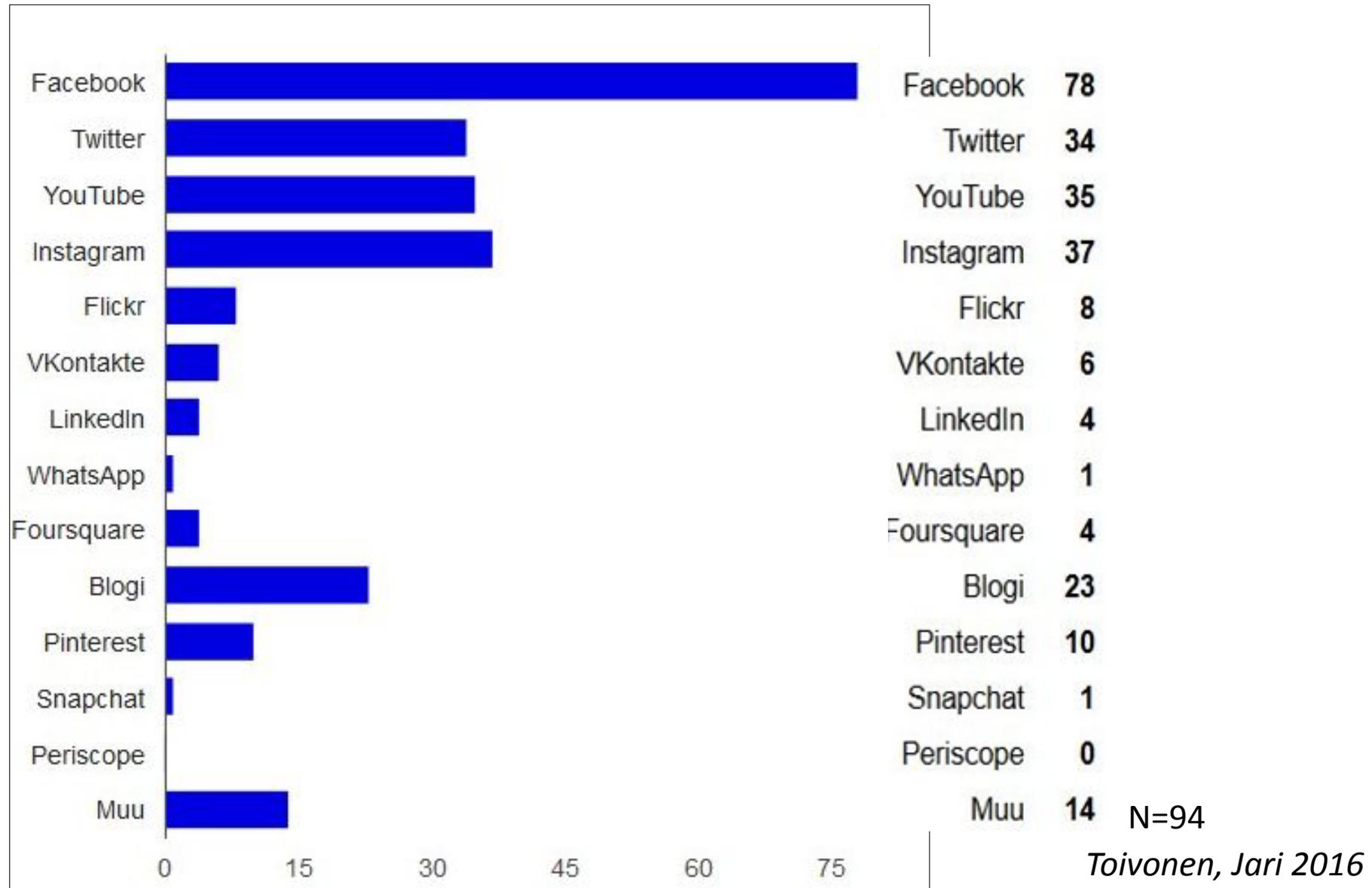
Engagement / deepening the relationship

Aiming at interaction,
encouraging to participation

Turning people into enthusiasts

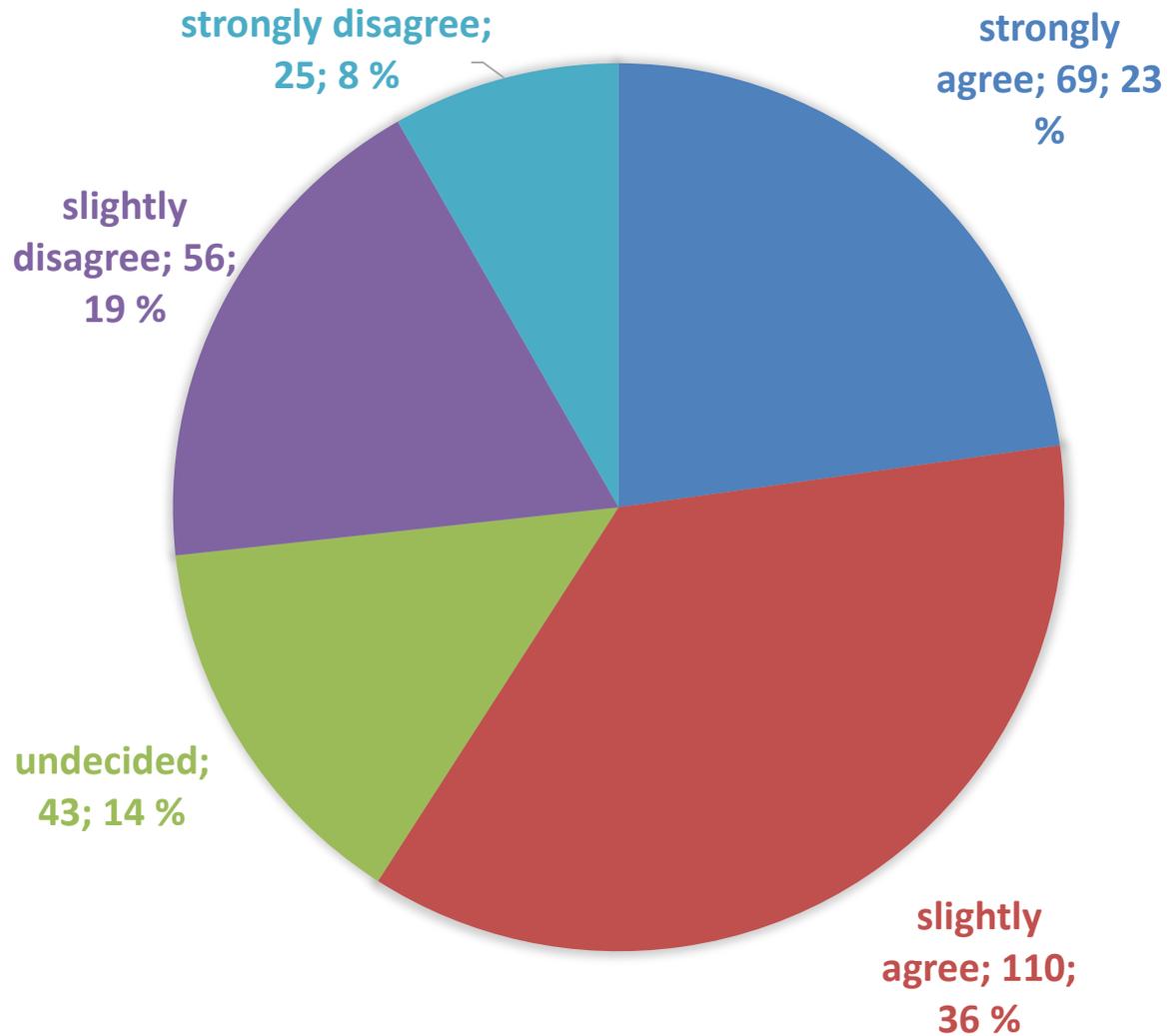
e.g. crowdsourcing

Social Media Tools in Finnish Museums



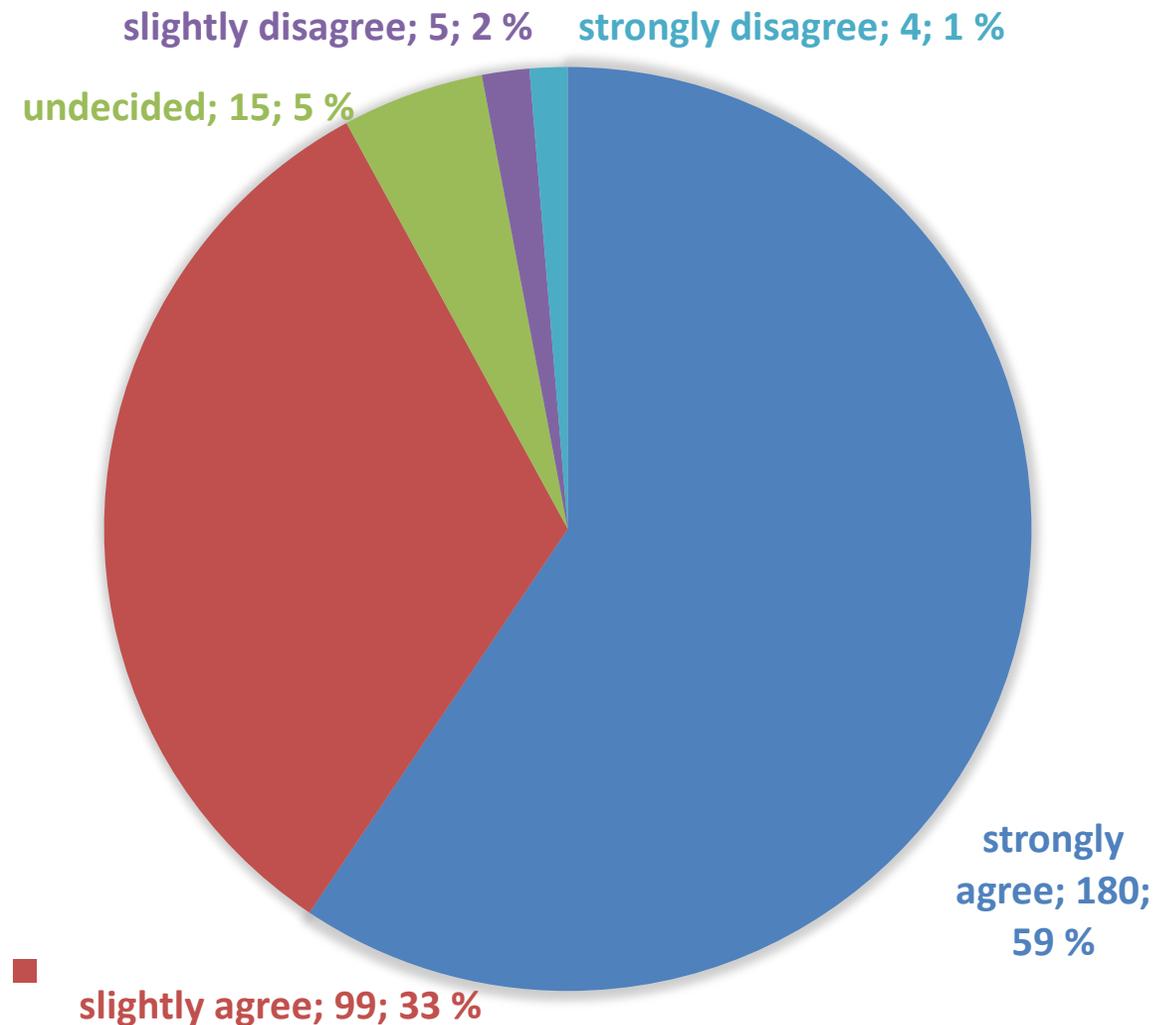
Results from online customer survey 1/2

“When I’m following a museum on social media, I consider myself as a visitor like visiting a physical exhibition”



Results from online customer survey 2/2

"Museum's content on social media increases my interest in visiting that museum"



How to build strong online presence by combining these practices?

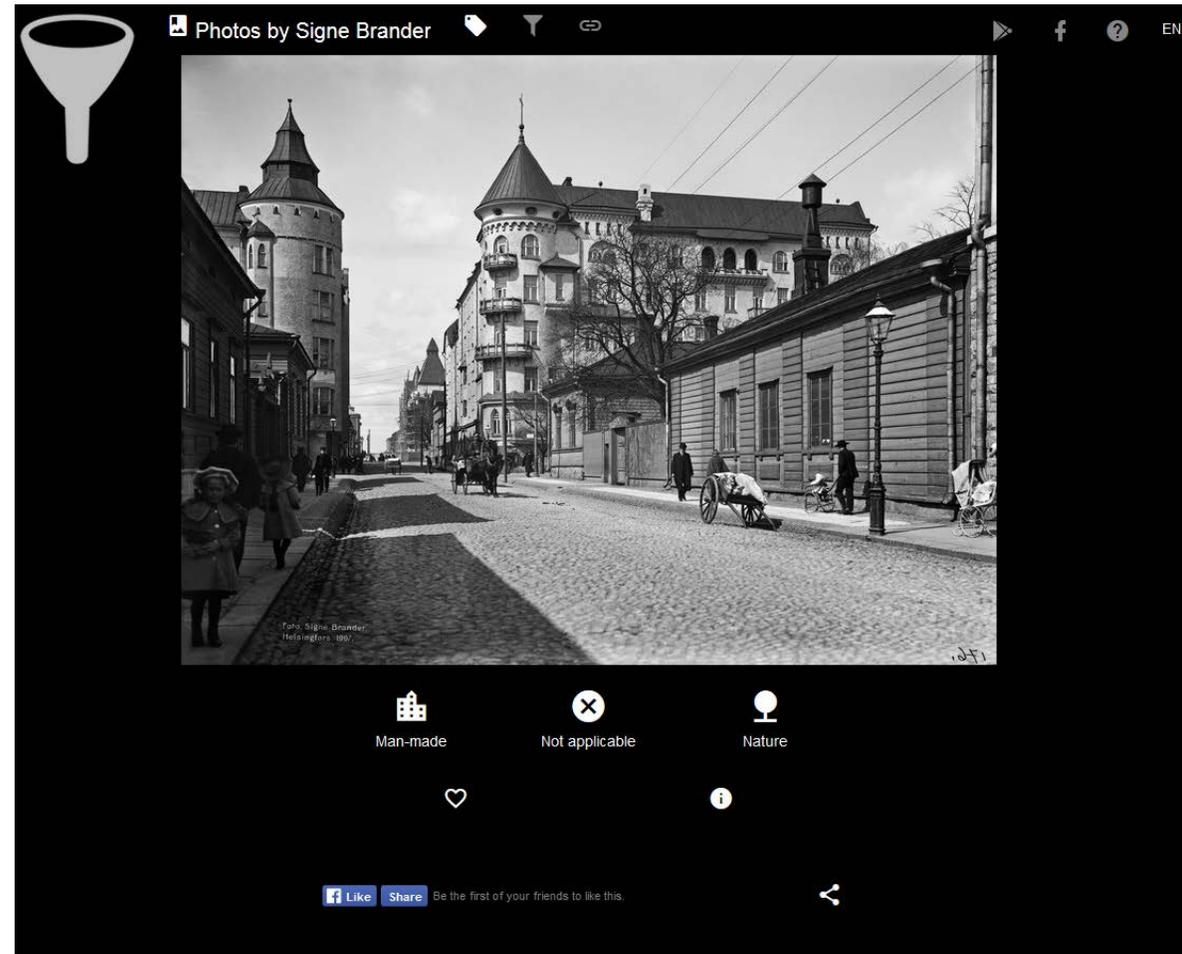
Well here's an example from Helsinki City Museum:

The screenshot shows the Helsinki City Museum website interface. At the top, there is a navigation bar with links for 'Search functions', 'Help', 'Feedback', 'Suomi', 'Svenska', and 'Login'. Below this is a large banner image of the city of Helsinki with the museum's logo and name. A search bar is present with the text '(no search term)'. Below the search bar, there are filters for 'Showing 101 - 150 / 48,848', 'Show as Image gallery', 'Sort Relevance', and 'Results per page 50'. The main content area displays a grid of search results, including images of various objects and documents. On the right side, there is a 'Narrow Search' sidebar with a table of filters:

Format	Count
Image	42,729
Physical object	4,887
Place	1,356
Work of art	192
Other	4

Below the table, there are dropdown menus for 'Author', 'Year', 'Topic', 'Era', 'Region', and 'New in Finna'.

Finna as the primary channel for publishing the museum's collections...



...all content licensed under CC-BY allowing re-use,
in apps such as Sift.pics...



Helsinki City Museum @Kaupunginmuseo · Apr 8
Hyvää romanien kansallispäivää! Kuva vuodelta 1972: Helsingin kaupunginmuseo / Kari Hakli #internationalromaniday



← ↻ 11 ❤️ 17 ⋮



Helsinki City Museum Retweeted

Rakennusvirasto @Rakennusvirasto · Apr 28
Kuva-arvoitus vuodelta 1987: Joului vai vappu? (kuva: Erik Rönnberg / Helsingin kaupunginmuseo)



← ↻ 7 ❤️ 20 ⋮

...and widely used by museum itself and its community in commenting topical issues.

Project “Finland eats and drinks” collected photos related to the everyday food culture of everyday people through their webpage.

Showing 21 - 40 / 177

Show as Image gallery Sort Relevance Results per page 20

Narrow Search

Available online (Images, texts etc.) 177

Sector ▾

Organisation ▾

Format ▾

Image 177
Image 177

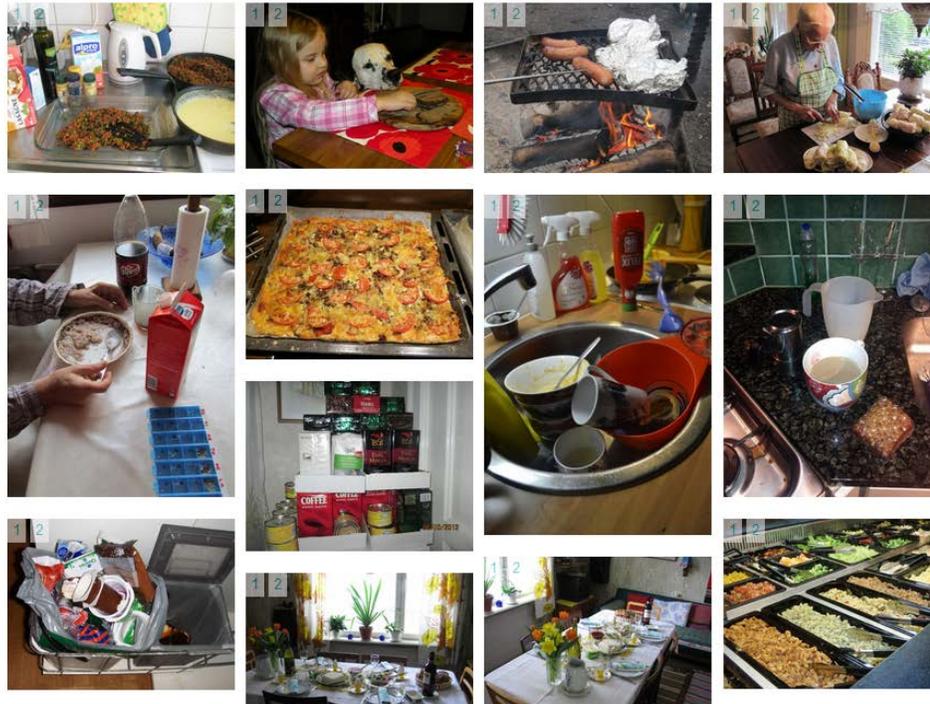
Author ▾

Topic ▾

Permitted Uses ▾

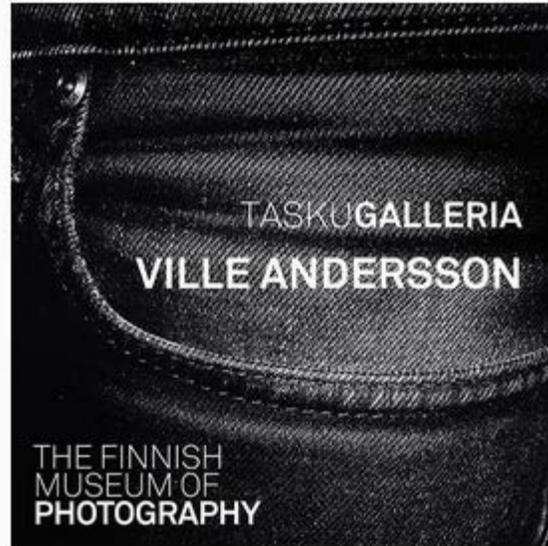
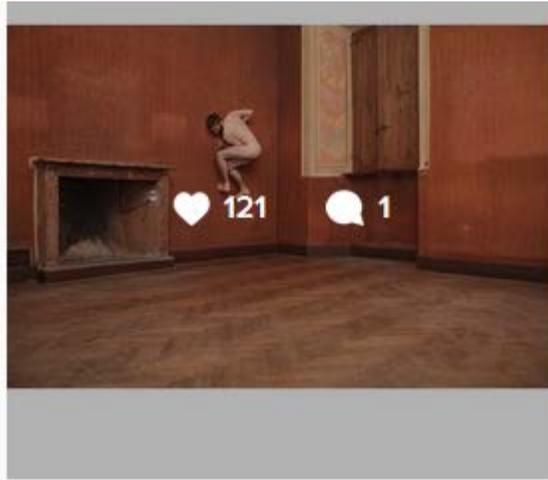
Era ▾

Year of manufacture ▾



Some of that material became part of the image collections of the National Board of Antiquities

The closest gallery may be in your pocket



“Pocket gallery” by Finnish Museum of Photography: Invited artists took over museums Instagram account and posted their artworks into the gallery.

To conclude...

We need sustainable infrastructures: repositories, guidelines, standards, preservation solutions.

The best strategy to really make use of heritage's potential is to license the content as openly as possible.

Social media allows us to move from one-way communication to interaction – let's use this opportunity!

References

- Finnish Museum statistics 2015: <https://www.museotilasto.fi/>
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- OpenGLAM Benchmark Survey 2015: https://outreach.wikimedia.org/wiki/GLAM/OpenGLAM_Benchmark_Survey
- Sainio, Riikka 2015: Museot ja avoin data - näkökulmia kulttuuriperintöaineiston avaamiseen: <https://www.theseus.fi/handle/10024/102037> (FI)
- Toivonen, Jari 2016: Sosiaalinen media suomalaisessa museokentässä (FI)
- Visser, Jasper 2012: Engagement and Outreach <http://themuseumofthefuture.com/2012/04/09/engagement-and-outreach/>

Danke schön!

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This presentation is available at

<http://www.slideshare.net/TapaniSainio>



museums
and the
internet

Dieser Vortrag wurde gehalten anlässlich der MAI-Tagung 2016 am 30./31. Mai 2016 im Internationalen Maritimen Museum Hamburg.

Die MAI-Tagung 2016 ist eine Kooperationsveranstaltung des LVR-Fachbereichs Regionale Kulturarbeit, dem Internationalen Maritimen Museum Hamburg und des LVR-Archivberatungs- und Fortbildungszentrums.

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