



The AHA-MK Guide to DIGITAL ENGAGEMENT

Collated from the AHA-MK Forum Meeting
5th September 2012 to consider

Using the Internet to deliver Interactive Projects

and

Case Studies In
DIGITAL ENGAGEMENT

Presentations and advice from digital specialists in media and education

‘Library Residences With Audio Walks...’

‘Podcamps...’

‘A Portable Playground Treasure Trail...’

‘The Virtual Classroom...’

‘Light Up The World!...’

What is **DIGITAL ENGAGEMENT**?

- Utilising digital technology to attract and involve users and audiences
- Using digital tools to engage people in the process of creating a project, or to engage with the final artwork

How does **DIGITAL ENGAGEMENT** happen?

- Through the Internet
- Via mobile phones
- With 'apps' and downloads

What does **DIGITAL ENGAGEMENT** do?

- It gets people to interact with, and participate in, your projects
- It encourages collaboration between punters and professionals
- It exploits the internet for arts and heritage collections throughout the world
- It creates new partnerships that are otherwise inaccessible or difficult
- It engages people in learning

How does **DIGITAL ENGAGEMENT** work? *Some of the Case Studies...*

- **Case Study 1: The Library Residence**

A Project Worker engages in participative interviews for people's stories, or for the story of the building - communicated in tweets and possibly developing into a book or microfilm. The Library becomes a hub not just for books but for the collaborative digitised story of the people who visit and use it.

- **Case Study 2: The Podcamp**

A trail is created with sculptures or historical artefacts where mobile phones both pick up texts and information as you go round and allow the user to contribute responses – from personal reflections to poetry. The Case Study was of young carers on residential weekends in a woodland, nurturing it, leaving their mark on it.

- **Case Study 3: The Portable Playground Treasure Trail**

A bouncy castle becomes a sound installation directed by children's movement and a treasure trail has autonomous cubes to guide their way - the digitised way to signpost children into discovery...

- **Case Study 4: The Virtual Classroom**

Using Skype or Adobe Connect to link up live with classrooms, artists can show children round their studios and how they work; and heritage collections can be viewed and discussed without expensive travel arrangements. Pupils and students across the world can talk to each other and to professionals in arts and heritage.

- **Case Study 5: Light Up the World!**

This was the creation of an animated film for the Paralympics involving 500 young people on line with live assemblies and workshops with Paralympians – in Europe, Africa, Asia, America... Art, film and storyboards were shared via Dropbox.

Some problems with digital engagement...

- Skype cannot replace face-to-face encounters and can feel threatening for some people.
- Technological frustrations will occur
- Training and staff support are essential

And the benefits...

- You have contact with the wider world with access to international collections
- There is a strong educational appeal for schools via outreach
- The cost can be minimal
- There is an engagement in learning for all concerned
- You can share later on the website, after the live input
- You reach a wider audience – sharing with them inspiring visitors or artefacts
- It can be an effective marketing tool
- It enhances the modern notion of 'curating' – that of facilitating rather than care-taking
- It enhances and enlivens your website
- It involves your users in guiding the direction of your group/organisation
- It is self-sustaining.
- It is the future...

The Presenters for *DIGITAL ENGAGEMENT*:

Jennie Stoddart joined Bedford Creative Arts in January 2012 as a Curator / Producer. She was previously Head of Creative Programmes at *Folly*, a leading digital arts agency in the Northwest, where she initiated projects such as the *Radar* programme of experimental artists' residencies in public libraries; led numerous inclusive projects and innovative new media and digital commissions; and supported the development of internationally relevant resources such as the *Digital Artists Handbook*. Jennie is a specialist in digital, new media and participatory practices, and is passionate about socially engaged and collaborative approaches in the production and experience of new projects.

<http://about.me/jenniestoddart> JennieS@bedfordcreativearts.org.uk

Vicky Hope-Walker is a freelance Creative Producer whose work is focused on arts and heritage education projects from conception to evaluation. Vicky has worked for a wide variety of organisations ranging from national museums both in the UK and overseas; theatre and opera companies; local authorities and independent arts-based companies; London 2012 and WheelPower sports. She has a background in combined art, physical theatre and museum display, with a particular passion for digital media and education. She says, 'I see technology as an extended self and want to see it used in new and inspiring ways that bring people together from across the globe.'

vicky.hopewalker@btinternet.com Tel: 07776471066

Useful Links

- How to set up Twitter: http://www.youtube.com/watch?feature=player_detailpage&v=-4tCn2KTLro
- How to use Skype: <https://support.skype.com/en-gb/faq/FA11098/getting-started-with-skype-windows>
- How to use Dropbox: <http://www.youtube.com/watch?v=44FKANN1DKY&feature=related>
- How to make a Podcast: <http://www.how-to-podcast-tutorial.com/00-podcast-tutorial-four-ps.htm>
- How to make a QR Code (Quick Response Barcode) as used for Summer of Culture – if you have a QR reader on your phone, you can scan and see. This is an easy way to increase traffic to your website when promoting events: <http://blog.hubspot.com/blog/tabid/6307/bid/29449/How-to-Create-a-QRCode-in-4-Quick-Steps.aspx>



An Internet Glossary compiled by The History Press

App - Popularised in the general lexicon by the iPhone, an app is simply an application that performs a specific function on your computer or handheld device.

Blog - A blog is an online journal that's updated on a regular basis with entries that appear in reverse chronological order. Blogs can be about any subject. They typically contain comments by other readers, links to other sites and permalinks.

Campaign - An online campaign is a set of coordinated marketing messages, delivered at intervals, with a specific goal, such as raising funds for a cause or candidate or increasing sales of a product.

Crowdsourcing - Crowdsourcing refers to harnessing the skills and enthusiasm of those outside an organisation who are prepared to volunteer their time contributing content or skills and solving problems.

Digg - Digg is a popular social news site that lets people discover and share content from anywhere on the Web. Users submit links and stories and the community votes them up or down and comments on them. Users can "digg" stories they like.

ebooks - An ebook (or e-book) is an electronic version of a traditional printed book that can be downloaded from the Internet and read on your computer or handheld device. (For more information on The History Press' ebook activity and how it affects you, please consult your editor)

Embedding - The act of adding code to a website so that a video or photo can be displayed while it's being hosted at another site. Many users now watch embedded YouTube videos or see Flickr photos on blogs rather than on the original site. Twitter partners with many other websites to display embedded media within their Tweets.

Facebook - Even if you've never used it, you will have heard of it. Possibly the biggest success story of the online world, Facebook is the most popular social networking site on the planet, with more than 845 million members. Members' home page streams can now be seen in a wide range of applications and devices.

Feed - A Web feed or RSS feed is a format that provides users with frequently updated content. Content distributors syndicate a Web feed, enabling users to subscribe to a site's latest content. By using a news reader to subscribe to a feed, you can read the latest posts or watch the newest videos on your computer or portable device on your own schedule.

Flickr - Founded by two entrepreneurs and purchased by Yahoo! in 2005, Flickr is the world's premier photo sharing and hosting site. Its members have uploaded more than 3 billion photos.

Hashtag - A hashtag (or hash tag) is a community-driven convention for adding additional context and metadata to your tweets. Similar to tags on Flickr, you add them in-line to your Twitter posts by prefixing a word with a hash symbol (or number sign). Twitter users often use a hashtag like #FF (which stands for 'Follow Friday', a call-to-arms to highlight interesting people on Twitter) to aggregate, organise and discover relevant posts.

Hosting - A blog, video or podcast needs a hosting service before it can appear online. Companies sometimes host their blogs on their own servers, but a better choice for video or audio is to use a host such as YouTube, Viddler or Magnify.net for video and a host such as Libsyn for podcasts

Microblogging - Microblogging is the act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters, and applications like Plurk and Jaiku take a similar approach with sharing bite-size media. Probably a more apt term for this activity is "microsharing."

Podcast - A podcast is a digital file (usually audio but sometimes video) made available for download to a portable device or personal computer for later playback. A podcast also refers to the show that comprises several episodes. A podcast uses a feed that lets you subscribe to it so that when a new audio clip is published online, it arrives on your digital doorstep right away.

Smart Phone - A smart phone (or "smartphone") is a handheld device capable of advanced tasks beyond those of a standard mobile phone. Capabilities might include email, chat, taking photos or video or hundreds of other tasks.

Social Media - Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki or video hosting site. More broadly, social media refers to any online technology that lets people publish, converse and share content online.

Social Networking - Social networking is the act of socialising in an online community. A typical social network such as Facebook, LinkedIn, MySpace or Bebo

allows you to create a profile, add friends, communicate with other members and add your own media.

Tags - Tags are keywords added to a blog post, photo or video to help users find related topics or media, either through browsing on the site or as a term to make your entry more relevant to search engines.

Tweet - A post on Twitter, a real-time social messaging system. While all agree on usage of tweet as a noun, people disagree on whether you “tweet” or “twitter” as a verb. RT stands for retweet: Users add RT in a tweet if they are reposting something from another person’s tweet.

Twitter - Twitter is a popular social network, unveiled to the public in July 2006, that lets members post updates of no more than 140 characters. People have begun using Twitter in interesting ways to point to news stories, to raise funds for charity, and other unexpected uses.

Web 2.0 - Web 2.0 refers to the second generation of the Web, which enables people with no specialised technical knowledge to create their own websites to self-publish, create and upload audio and video files, share photos and information and complete a variety of other tasks. In this new world, the Internet becomes a platform for self-expression, education and advocacy that “regular people” can use on their own without having to go to an expert to do it for them in contrast to the less interactive publishing sites of Web 1.0. Some of the best-known Web 2.0 websites include Wikipedia, Facebook, Digg, Pinterest and YouTube.

Wordpress - WordPress is a popular open source blog publishing application, available in both a premium and free capacity.

YouTube - YouTube is the world’s most popular video hosting site, making up 10 percent of all bits that travel across the entire Internet.

(Compiled with the help of The History Press <http://www.thehistorypress.co.uk> and <http://www.socialbrite.org/sharing-center/glossary/>)