

Portal as Practice:

Culture Portal & eCulture Practice

Culturemondo experience

Shih-Chieh “Ilya” Li

APAN, Asia Pacific Advance Network

Queenstown, New Zealand

2008.8.7



TOC

- Introduction
- Definition of a cultural portal
- Implement a cultural portal
- Conclusion



Introduction



Past eCulture Topics

- eCulture review: blogosphere & ecology
(APAN Taipei)
- Communication aspect in eCulture (PNC Seoul)
- Culturemondo introduction (APAN Singapore)
- Culturemondo progress: Croatian & Cuban
report (APAN Manila, Xian)
- Food culture wiki (APAN Xian)



Culturemondo Briefing

- What is Culturemondo Network?
 - International culture portal specialist community, established in 2005 by Canada & 4 other countries
- Who are the core member right now?
 - 10 countries composite ISC, Int'l Steering Committee (They are: Australia, Belgium, Canada, Croatia, Cuba, Jamaica, Mexico, UK, Sweden, and Taiwan)
 - 2 iNGOs joining the latest ISC for future planing (e.g. LabforCulture.org)



Culturemondo Briefing₂

- What are the core focus of Culturemondo?
 - Intersection between culture & technology
 - Internet and web technologies that influence the future direction of culture
 - Practical issues in creating cultural portal
 - World wide collaboration and sharing of ICT for culture & development



Definition of a Cultural Portal

in the era of new Internet development



Definition 1: Representation

- Website containing heterogeneous sources of data that systematically conveys cultural content & information
- Traditional perspective of cultural portal
- Examples
 - TELDAP Union catalogue; Flickr
 - POTS; Aboriginal Cultural Atlas; Registrano / Eventful
 - Culture.tw; teldap.tw



Types of Representation

- Comprehensive portal, national portal
- Thematic portal
- Cultural observatory



Definition 2: Interaction

- Website permits, designs & represents interaction among users & machine/system
- New service, or infrastructural component facilitate such interaction
- Network culture frontier in virtual communities (e.g. WoW, Secondlife & SmallWorlds)
- Identity infrastructure: OpenID service provider



Post-portal perspective

- Federated model of culture portal
- Diminishing border of inside / outside
- Paradigm shift phenomena in cultural sector
 - Yahoo!'s directory/taxonomy paradigm
 - Google/Blog/Wikipedia's knowledge paradigm
 - Facebook & MySpace's SNS turn



Cultural Portal's SNS Turn

- Users connected via knowledge network vs. social network
- Page Rank regime & blogosphere as the foundation of knowledge network
- Repository of FOAFs & DOAPs
- **SEO**(Search Engine Optimization) vs. **UO**(User Optimization)



SNS Turn in depth

- Start from peripheral components of **blogosphere** (e.g. blogroll, blog aggregation service, etc.)
- **Social network of digital objects** (photos, albums, books, musics, resume, etc.)
- The container / vehicle carrying out changes & cultural actions
- Twitter/jaiku phenomena: minimization triggers the scaling up of network effect
- Facebook, or the social network integration



What's Next?

- Digital preservation of born digital data
- Full-bandwidth digital archive
- Web 3.0 trendspotting
 - 3D Web
 - Geospatial information + LBS
 - Mixed reality, and/or the experience turn?
- Embodying culture in e-form



Implement a Cultural Portal



Tea Culture/Virtual Garden

- Collaboration project with Taiwanese creative cultural industry (e.g. 華陶窯, 茶博物館 etc.)
- Digital archives of tea flavors back to 1970 using optic tongue technology
- Tea taxonomy, tea production & tea recipes collection with timeline information
- Tea party/ceremony & material environment reconstruction in mixed reality
- The first initiative of multinational food cultural wiki



Extracting the Culture

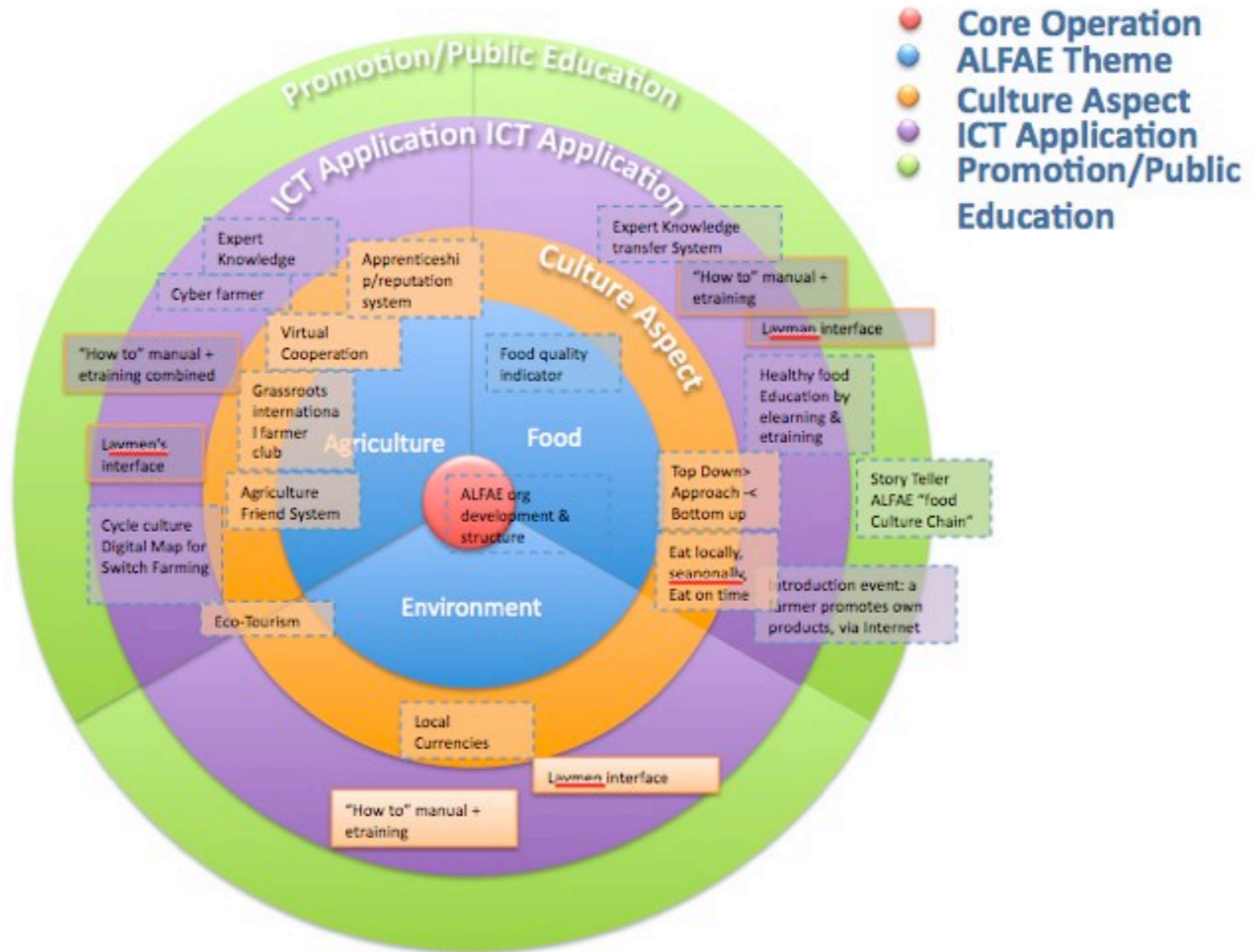
- Using ICT of social network & experience technologies to create digital representation
- Weaving the dialogues with conditions of environment & infrastructure
- Representing not only behaviors & actions, but also living styles



Conclusion



Growing eCulture



“From Farm To Fork”

- Agriculture-food
Inspiration from Japan
- Production
- Product
- Distribution
- Consumption
- Integrative view toward eCulture practices



Culturemondo Roundtable Meeting

- The 4th Culturemondo Int'l Cultural Portal Roundtable Meeting in Taipei, Taiwan
- Dec. 10-13, 2008 in Hwashan Culture Park
- Parallel event of TechnoCulture Expo 2008
- Especially inviting Asia-Pacific countries to join exploring new eCulture possibilities



Thanks for your attention!

The 4th Int'l Cultural Portal Roundtable Meeting

Dec. 10-13, 2008 in Taipei, Taiwan

Meet Asia-Pacific Cultures, Create New Portals!

