Encouraging diverse voices as part of cultural heritage data collection

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Outline

Cultural heritage data in library

- Cultural heritage data types
- Stories in GLAMs

Digital storytelling

- background, definition
- How DS is used in cultural heritage institutions?

Wukang Road project at Shanghai Library

- Research subject, research methods
- How DS is applied in the project to preserve diverse voices?
- What we achieved and conclusions

Cultural heritage data in library

"Culture is a set of distinctive spiritual, material, intellectual, and emotional features of a society or a social group" *(UNESCO)*

- Books and manuscripts
- Photographs
- Audiovisual materials
- Stone scripts & other forms of human knowledge

Stories in GLAMs

GLAM institutions:

- repositories for the human record and creativity
- collections of various forms of human narrative
- need appropriate ways to fully present, reconstruct, and disseminate those 'stories'
- Cultural heritage stories are important elements of cultural heritage[1]

Digital Turn

Methodological and epistemological shift in in GLAMs (Barber, 2016; Daković, 2021)
'Storytelling' to 'Digital storytelling'

[1] https://www.ohchr.org/en/special-procedures/sr-cultural-rights/history-and-memorialisation-narratives-about-past-examined-through-lens-cultural-rights
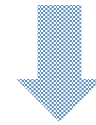
From storytelling to digital storytelling

Storytelling: the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener's imagination.[1]

Digital storytelling: a movement or method for creating, expressing, interpreting, and sharing stories and personal experiences using digital tools, has been viewed as a "democratization of culture." (Clarke & Adam, 2011)

It draws attention from the mainstream to the marginalized, the minority, the overlooked and forgotten.

Single-modal
One-way output

Multi-modal
Initiative, interactive, democratize

[1] https://storynet.org/what-is-storytelling/

The theory of digital storytelling

Backdrop:

-The "digital turn" (Noiret, 2018)

-Web 2.0 (UGC)

-Evolution of media

Representative studied fields:

-Media studies: audio-visual story creation using digital media (Lambert, 2018)

-Public history: as a way of collecting historical materials from ordinary people (Burgess & Klaebe, 2009)

-Pedagogy: an effective means of enhancing the interaction between students and teachers, and helping students understand important concepts and knowledge (Robin, 2008)

DS in cultural heritage institutions

Engagement & community-building in cultural heritage sectors
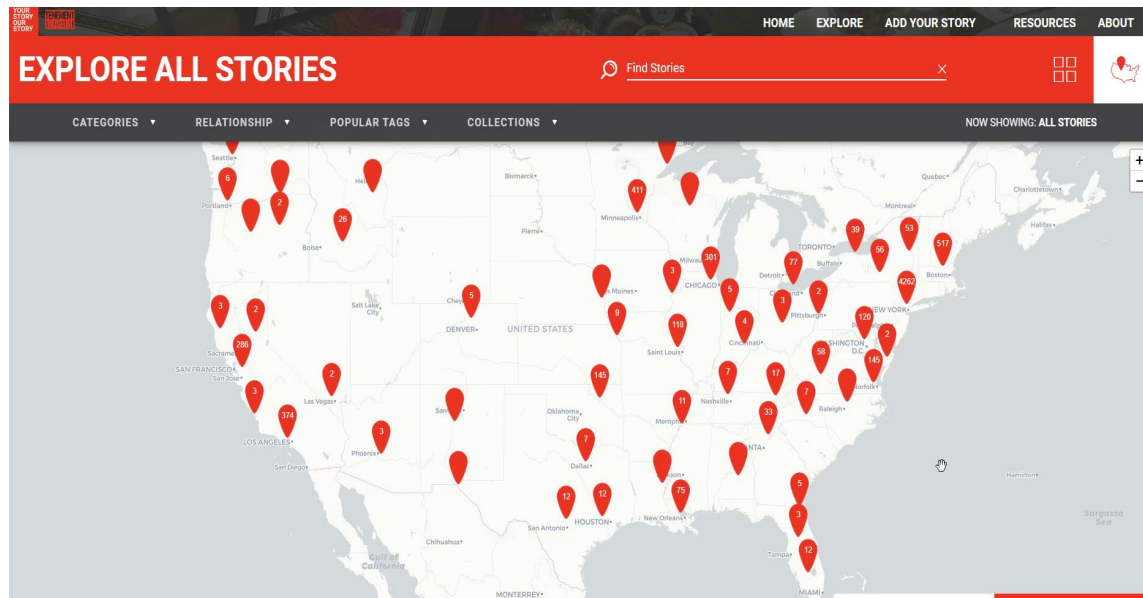
Storytelling with virtual reality (VR), augmented reality (AR), or other interactive media

"Your story, our story"

"The Musuem of the World"
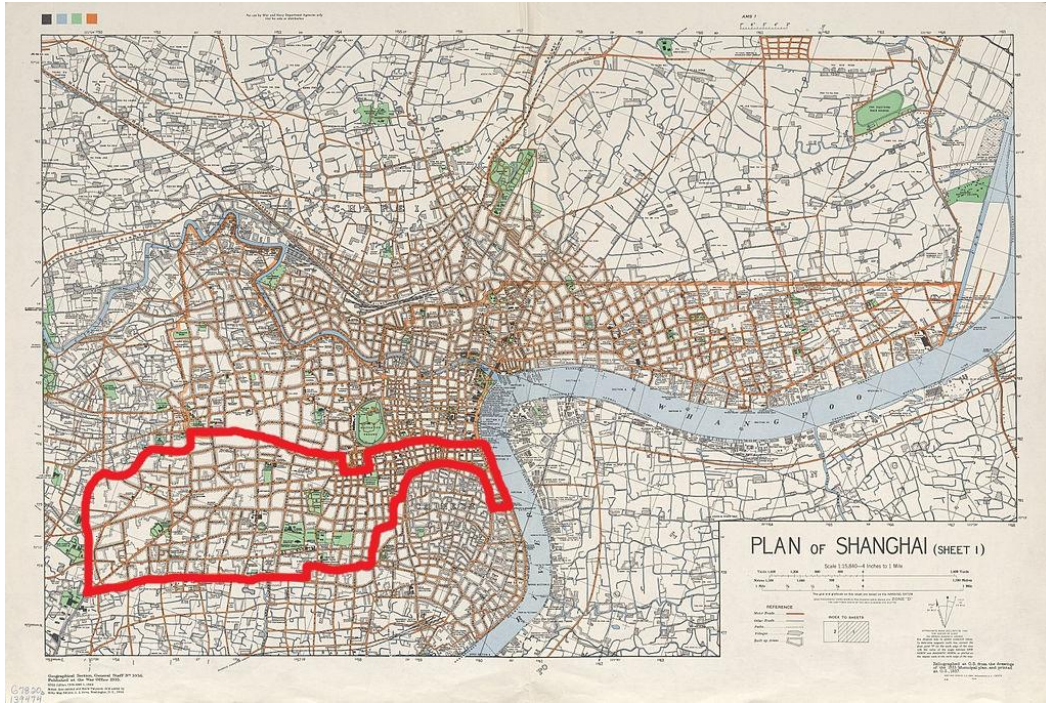
A Journey from Wukang Road

Fig1 . A map of Shanghai showing the former French Concession

Fig2. Wukang Road
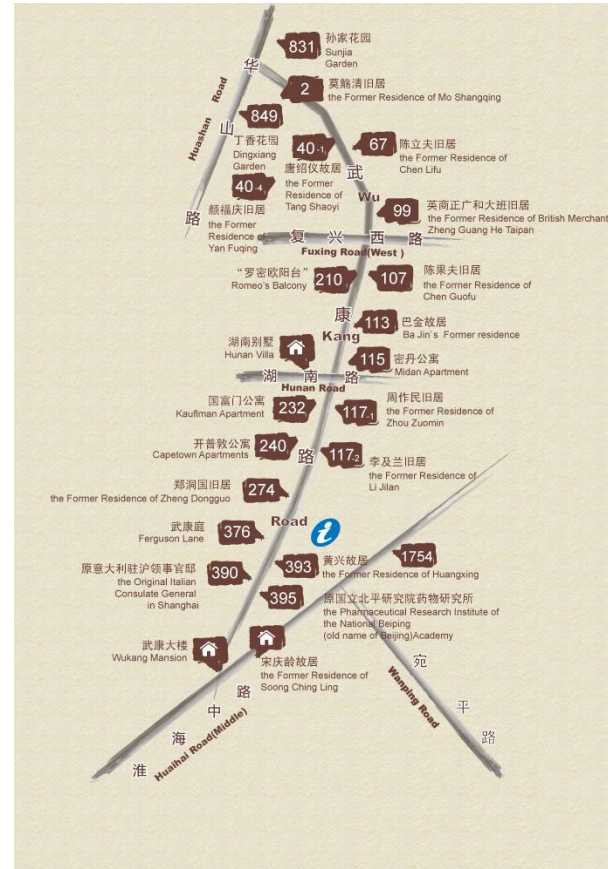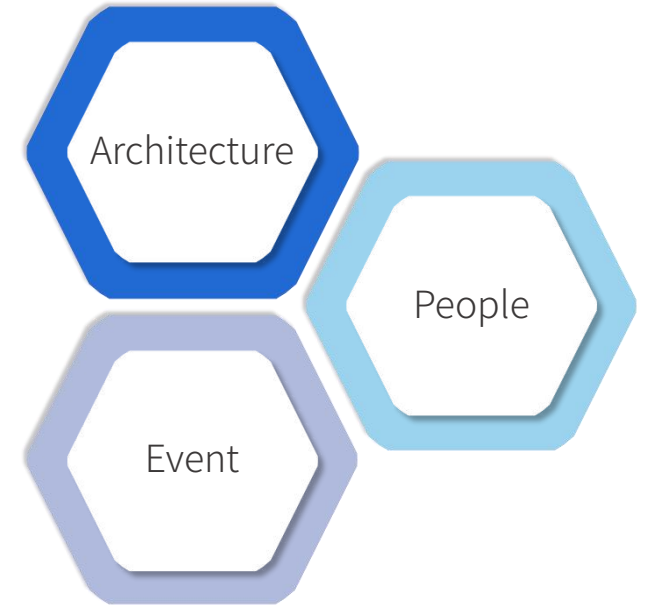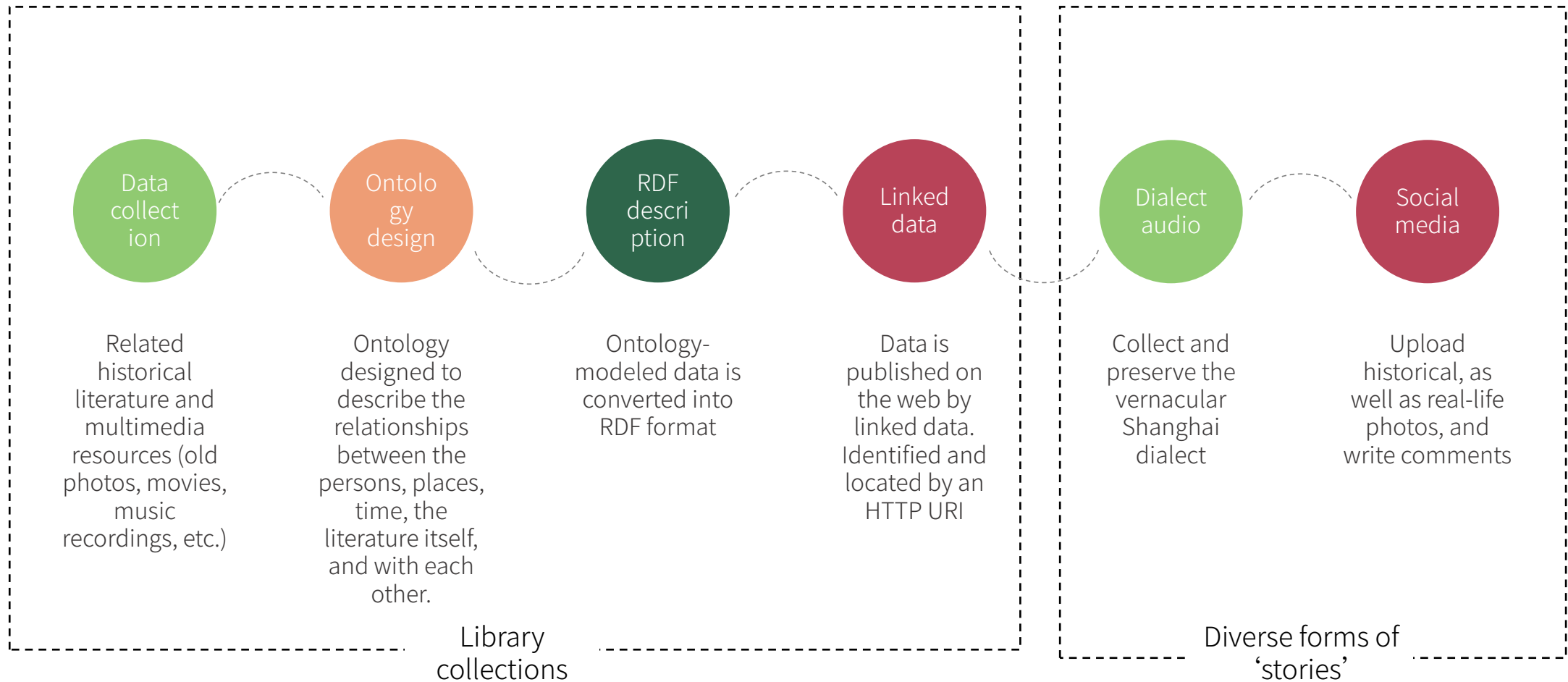
Research process and research methods

Library collections

- **Data collection** — Related historical literature and multimedia resources (old photos, movies, music recordings, etc.)
- **Ontology design** — Ontology designed to describe the relationships between the persons, places, time, the literature itself, and with each other.
- **RDF description** — Ontology-modeled data is converted into RDF format
- **Linked data** — Data is published on the web by linked data. Identified and located by an HTTP URI

Diverse forms of 'stories'

- **Dialect audio** — Collect and preserve the vernacular Shanghai dialect
- **Social media** — Upload historical, as well as real-life photos, and write comments

Project website

Buildings

武康路113号
巴金故居

武康路391弄1-5号
周璇旧居

武康路393号
黄兴故居

武康路40弄1号
唐绍仪旧居
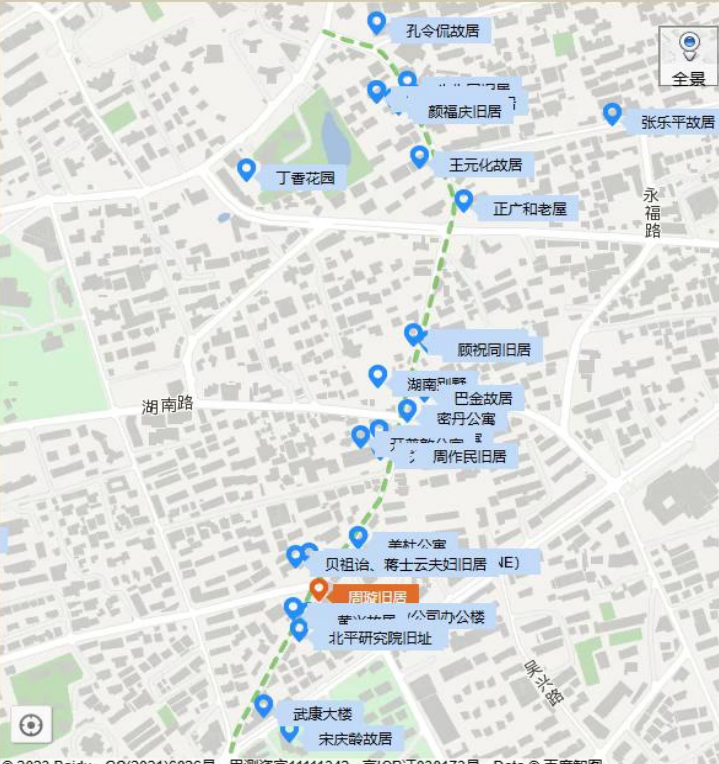
Introduction
简介

Person
人物

Event
事件

Related resources
资料

1916年建造，为砖木结构的假层四西班牙式小楼。1943年初夏，中国最早的歌影两栖明星、流行乐坛的先驱者——"金嗓子"周璇和养母一起搬进武康路391弄1号，居住在三楼的一套房子里。此前，由于时局关系，周璇已歇影一年多。与此同时，周璇加入张善琨主持的中华电影联合股份有限公司，复出拍片。主演了《渔家女》、《鸾凤和鸣》、《红楼梦》、《凤凰于飞》四部影片，并为百代唱片公司录制了这些影片的全部插曲。1946年春，周璇应香港大中华影业公司之邀赴香港拍片，离开了居住三年多的武康路寓所。

语音简介 ⌄

普通话

▶ 00:00 ──────────────── 01:11 🔊

沪语

▶ 00:00 ──────────────── 01:07 🔊

Audio introduction in mandarin & Shanghainese

Map presenting spatial ifnormation

Project website

To close

What we achieved:

- acknowledge and reflect on the biases within our library records
- Add additional dimensions to rectify cultural heritage data and include diverse voices
- Brings together many aspects of memory construction as part of a comprehensive programme of heritage management
- Helps the reconstruction of the city history
- Public library as an advertisement platform and attract citizens

To conclude:

- DS as an apporach to form 'Counter power' that challenges the established historiography (Castells, 2011)
- DS as a tool to influence the ways in which narratives are crafted

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