

From data to new languages: towards a multilingual fruition of culture through the use of the social networks

Carola Carlino, Johanna Monti (Supervisor)
 University of Naples "L'Orientale", Naples, NA 81021, Italy
 Unior NLP Research Group
 {ccarlino, jmonti}@unior.it

RESEARCH ACTIVITY, METHODOLOGIES, CONTENT

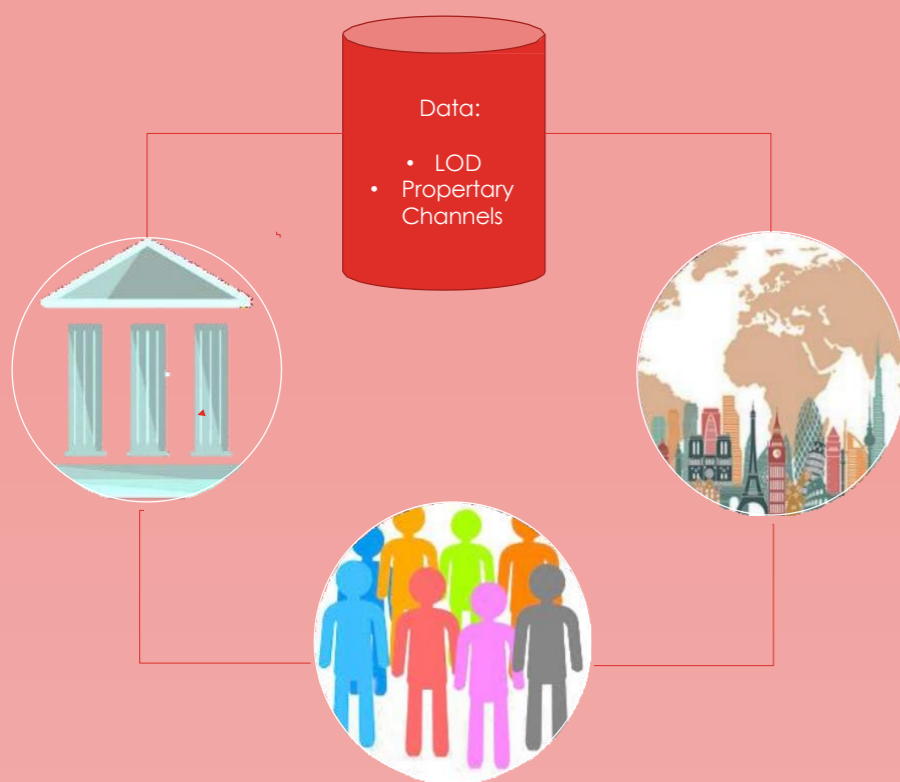
The proposal aims at encouraging the development of an innovative service with a high added value for cultural heritage, that is to say the access to multilingual information related to cultural heritage, thus expanding the potential audience.

The goal of the project is to correlate the three main strategic areas of a cultural institution:

- Cultural Heritage
- the audience
- the physical and digital network.

In the documentation of cultural heritage, the data and information available on cultural assets in public (LOD) or private form are almost heterogeneous and rich, multilingual and interconnected with information in other domains. Cultural institutions could be equipped with appropriate digital applications that allow a more effective communication among the institution, the visitors and the territory.

The research is highly interdisciplinary because it requires the interaction of fields of study such as Cross Language Information Retrieval, text linguistics, translation technologies, digital storytelling applied to social media



DURATION AND PARTNERSHIPS

This PhD project lasts three years and it foresees that the PhD student collaborates with three different Institutions:

- The University of Naples, "L'Orientale" (6 months per year)
- Smart Apps, an innovative SME in Cultural Heritage (3 months per year)
- Humboldt-Universität Berlin Institut für Bibliotheks- und Informationswissenschaft (3 months per year)

STATE OF THE ART

The process of digital innovation in Cultural Heritage is still slow, but it is improving the provision of information and services using proprietary channels (website) and social networks.

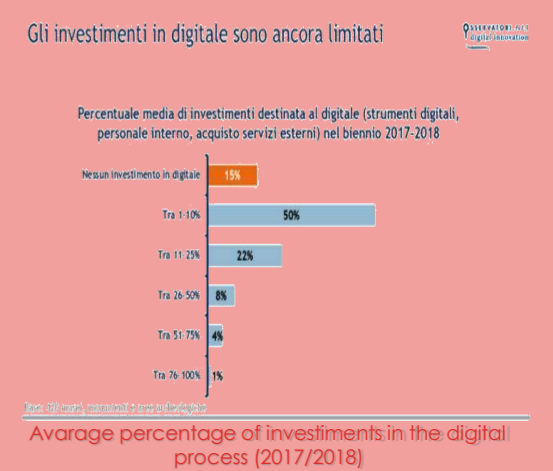
At the beginning of 2017 the *Observatory Digital Innovation in Cultural Heritage* found out that several museums started to digitize their own heritage funds and to improve the dialogue with the audience, but, at the same time, it pointed out that those activities had to be implemented and coordinated¹.

In 2018 the annual report by the Italian National Statistical Institute (ISTAT)² presented the following results about the connection between museums and social communication:

- 75% of museums is on Tripadvisor.
- 23% of museums is on the most used social channels, such as Instagram (with an increase of the 23%).
- 54% of museums chose to use Facebook and 18% used Twitter.

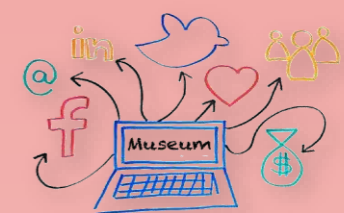
*Osservatori Digital Innovation*³ observed that in the last year museums implemented the use of social channels:

- Tripadvisor -> +1% (from 75% to 76%);
- Instagram -> +3% (from 23% to 26%);
- Facebook -> +13% (from 54% to 67%)



FINAL AIM

The goal of the project is to create a highly qualified professional figure, equipped with technological skills, able to develop innovative products that can favour and expand the use and accessibility of the cultural content. Starting from the so-called «cross» competences, such as problem solving, lateral thinking, the ability to learn, the candidate will have the opportunity to enter a market job populated by new emerging figures in the digital fruition of culture, such as the «Online Cultural Community Manager» and the «Digital Strategy Manager», considered as the most important strategical figures⁴.



References

¹Osservatorio Innovazione Digitale nei Beni e Attività Culturali del Politecnico di Milano, Beni e attività culturali: l'alba del risascimento digitale, Conference Paper, Convegno #OBAC17, Milano (2017)

²<https://www.istat.it/storage/rapporto-annuale/2018/Rapportoannuale2018.pdf>

³https://www.osservatori.net/it_it/osservatori/comunicati-stampa/innovazione-musei-cultura-digitale

⁴http://www.project-musa.eu/it/wp-content/uploads/sites/5/2018/03/Musei-del-futuro_Mu.SA-it.pdf

