

HIS 631: Digital History

Curry 331
Tuesday 6:30-9:20

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Hours: W, 9-12
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About this course

The digital age presents historians and public historians with a range of problems and opportunities as constructivist museums transform into participatory community centers. Digital natives, steeped in sensibilities of immediacy, visual enticement, lowered barriers to entry, and an abundance of publicly available information, will be the audience museums must reach. Digital technologies infuse a vast array of historical practices, including virtual exhibits, online collections, audio/visual components in museum spaces, approaches to learning, and traditional historical research and writing. *In this class, students will become familiar with the ways that historians, museums, and other institutions can utilize digital and social technologies to create interpretations and collaborations that meet the needs of the audiences of the future.*

We will accomplish this learning goal by reading, discussing, exploration, and application. Our class will collaborate with staff at Alamance Battleground State Historic Site to develop a digital interpretive plan. The plan will make recommendations based on our understanding of current opportunities with digital technologies and social media, combined with new interpretive goals that Alamance Battleground is currently developing. The class will work in teams to actually build some, or all, of the applications that we recommend.

This class will not be just application, but an opportunity to understand broadly the deep implications of digital technologies and social media on learning in museums, and the many ways museums are integrating tools into interpretive programming. In addition to the plan development and implementation, you will explore and report on current debates, issues, tools, applications, and trends in digital and social technologies in public history.

Reading

All reading will be available on Canvas on as Internet links.

A NOTE on the schedule and reading: We will read, together, all the assigned material for the first four or five weeks. Readings for subsequent weeks will be assigned to individual teams and be aligned with recommendations we make (e.g.: the team that designs the digital media strategy will read that material and teach it to the class on their assigned evening.) Since our digital interpretive plan will be an iterative process, we will not know until several weeks in how this will shake out on the schedule. Therefore, readings in topic areas are listed separately and will be amended and assigned a date as the semester unfolds.

Your team will be responsible for leading class discussion on your specific topic.

Assessment

Team work and implementation (including leading class discussions): (40%)

In-class participation: (30%)

Active and unprompted engagement in classroom discussion is expected.

Report on tool: (15%)

This will be a substantive written and verbal discussion about a particular digital or social tool. You will describe it, analyze its strengths, weaknesses, and potential for application. You will assess examples of it in use. Written submissions and classroom presentations are expected and will be scheduled in the first few weeks of class.

Report on project: (15%)

This will be a substantive written and verbal review of a digital project or social media initiative. Written submissions and classroom presentations are expected and will be scheduled in the first few weeks of class.

SCHEDULE

(Subject to Change)

January 12: Opportunities and challenges in the digital environment

Kristi Ala-Mutka, *Learning in Informal Online Networks and Communities* (.pdf)

Kate Halley Goldman, "Social Media Review," *Exhibitionist* (Fall 2013)

Stacey Mann, Jennifer Moses, and Matthew Fisher, "Catching Our Breath: Assessing Digital Technologies for Meaningful Visitor Engagement," *Exhibitionist* (Fall 2013)

Dana Allen-Griel, "Exhibition Studies: Learning and Sharing Expertise with Social Media," *Exhibitionist* (Fall 2013)

Dana Allen-Griel and Ellen Snyder-Grenier, "Glossary of New Media Terms," *Exhibitionist* (Fall 2013)

Emily Black Fry and Jennifer Holland, "Remix: Design, Media, and Shaping Experiences," *Exhibitionist* (Fall 2013)

Susana Smith Bautista, "The New Museology," and "Framing a Changing Museology in the Digital Age," in *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture* (Lanham, Md.: Altamira Press, 2013)

Manuel Castells, "Museums in the Information Era: cultural connectors of time and space," Parry, *Museums in a Digital Age*

Simon J. Knell, "The Shape of Things to Come: museums in the technological landscape," Parry, *Museums in a Digital Age*

Ellen Gamerman, "A Look at the Museum of the Future," *Wall Street Journal*, October 16, 2015

Alamance Battleground State Historic Site, website

https://en.wikipedia.org/wiki/War_of_the_Regulation

January 19: Interpretive planning and visit Alamance Battleground

Peter Samis, "New Technologies as Part of a Comprehensive Interpretive Plan," in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Jane Alexander and Elizabeth Bolander, "A Digital Road Map: Developing and Evaluating Museum-wide Digital Strategy," in Decker, *Technology and Digital Initiatives*

Sree Sreenivasan, “How the Met Museum Approaches Innovation: With Lessons for All Museums, Big and Small,” in Decker, *Technology and Digital Initiatives*

Angela T. Spinazze, “Technology’s No Tea Party for Small Museums,” in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Building Histories of the National Mall: A Guide to Creating A Digital Public History Project mallhistory.org/Guide/ (including “rationale,” “interpretive approach,” “design,” “development,” “outreach,” and “social media strategy.”)

January 26: Workshop and Evaluation

Daniel Cunliffe, et. al., “Usability Evaluation for Museum Websites,” in Parry, *Museums in a Digital Age*

Sherry Hsi, “Evaluating Museum Technology: Experiences from the Exploratorium,” in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Leonard Steinbach, “Analyzing Return on Investment: Process of Champions,” in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Elena Villaespesa, “Digital Audience Research: Understanding Visitors,” www.museum-id.com

February 2: Workshop

February 8: Workshop

February 15: Workshop, Draft Recommendations

February 22: Workshop

February 29: Workshop

March 8: [SPRING BREAK]

March 15: Workshop

March 22: Workshop

March 29: Workshop

April 5: Workshop

April 12: Workshop

April 19: Workshop

Online exhibits and remote visits

Antonio M. Battro, “From Malraux’s Imaginary Museum to the Virtual Museum,” in Ross Parry, ed., *Museums in a Digital Age*

Andrea Bandelli, “Virtual Spaces and Museums,” in Ross Parry, ed., *Museums in a Digital Age*

Roland Jackson, “The Virtual Visit: Toward a New Concept for the Electronic Science Center,” in Ross Parry, ed., *Museums in a Digital Age*

Areeti Galani and Matthew Chalmers, “Empowering the Remote Visitor: supporting social museum experiences among local and remote visitors,” in Ross Parry, ed., *Museums in a Digital Age*

Gareth Brereton, et. al., “The Ur of the Chaldees Project: A Virtual Vision of Woolley’s Excavations at Ur,” Decker, *Technology and Digital Initiatives*

Sabra Thorner and John Dallwitz, “Storytelling Photographs, Animating Anangu,” in Decker, *Technology and Digital Initiatives*

Patrick Frederickson and Erik Greenberg, “Pulling Back the Curtain: Turning Internal Content into External Exhibitions on the Web,” *Exhibitionist* (Fall 2013)

Ashley Shaw and Don Krug, “Heritage Meets Social Media: Designing a Virtual Museum Space for Young People,” *Journal of Museum Education*, Vol. 38, No. 2 (July 2013), 239-252.

Outreach and education

Matthew MacArthur, “Can Museums Allow Online Users to Become Participants?” in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Deborah Seid Howes, “Why the Internet Matters: A Museum Educator’s Presepctive,” in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Jonathan Finkelstein, “Real-time Learning, Outreach and Collaboration,” in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Allegra Burnette and Victorian Lichtendorf, “Museums Connecting with Teens Online,” in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Mobile

John Falk and Lynn Dierking, “Enhancing Visitor Interaction and Learning with Mobile Technologies,” in Tallon, et. al., *Digital Technologies and the Museum Experience*

Ben Gammon and Alexandra Burch, “Designing Mobile Digital Experiences,” in Tallon, et. al., *Digital Technologies and the Museum Experience*

Robin Dowden and Scott Sayre, “The Whole World in Their Hands: The Promise and Peril of visitor-Provided Mobile Devices,” in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Andrew Lewis, “Data-driven Strategies for Delivering Web and Mobile for Museums,” www.museum-id.com

Social Engagement and Social Media

Ellen Giusti, “Improving Visitor Access,” in Tallon, et. al., *Digital Technologies and the Museum Experience*

Kevin Walker, “Structuring Visitor Participation,” in Tallon, et. al., *Digital Technologies and the Museum Experience*

Nik Honeysett, “Reach More and Earn More: Connecting with Audiences Online,” in Herminia Din and Phyllis Hecht, eds., *The Digital Museum: A Think Guide*

Porchia Moore, “An Exploration of Race, Social Media, and Museums,” *Exhibitionist* (Fall 2013)

Ashley Shaw and Don Krug, “Heritage Meets Social Media: Designing a Virtual Museum Space for Young People,” *Journal of Museum Education*, Vol. 38, No. 2 (July 2013), 239-252.

Digital Technology in Exhibits

Cecilia Garibay and Keith Ostfeld, “21-Tech: Engaging Visitors Using Open-Source Apps,” *Exhibitionist* (Fall 2013)

Helene Alonso and Jeff Hayward, “Creating Apps for In-Gallery Interpretation,” *Exhibitionist* (Fall 2013)

Amanda Grace Sikarskie, “Racing with Kangaroos and Chatting with Paintings: Augmented Reality in Museum Exhibitions,” *Exhibitionist* (Fall 2013)

Paul Sparrow, “A Case Study: Unfiltered User-Generated Content in the Newseum’s New Media Gallery,” *Exhibitionist* (Fall 2013)

Nancy E.V. Bryk, et. al., “Old Meets New: Technology and the Visitor Experience in the Lyons Country Store,” in Decker, *Technology and Digital Initiatives*

Heather Marie Wells, “Setting the Table for Tablets,” in Decker, *Technology and Digital Initiatives*

Collections/objects/digitization/shared curation

Rihoko Ueno, et. al., “Engaging Primary Sources through Social Media: A Case Study about World War II’s Monuments Men Collections at the Archives of American Art,” in Decker, *Technology and Digital Initiatives*

Christie A. Ray and Merel van der Vaart, “Contextualizing Collections: Using Virtual Reality in Archaeology Exhibitions,” *Exhibitionist* (Fall 2013)

Steve Zeitlin, “Where are the Best Stories? Where is My Story?—Participation and Curation in a New Media Age,” in Bill Adair, et. al., *Letting Go?*

Matthew Fisher and Bill Adair, “Online Dialog and Cultural Practice: A Conversation,” in Bill Adair, et. al., *Letting Go?*

Matthew MacArthur, “Get Real! The Role of Objects in the Digital Age,” in Bill Adair, et. al., *Letting Go?*

Mia Ridge, “Unlocking Potential: Where Next for Open Cultural Data in Museums?”
www.museum-id.com

Mapping and Augmented Reality

Shelley Mannion, “Augmented Reality and Museums: Beyond the Hype,” www.museum-id.com

Tools

Omeka

Curatescape

HistoryPin

(Augmented Reality and Mapping)

Google Cultural Institute

Projects

Historyopolis

Crafting Idaho

Mapping the Second Ku Klux Klan

Museum of Durham History: History Beneath Our Feet

Tennessee Civil War GIS Project