



## **UCL Archaeology & Communication Network**

**Barriers to Participation in Archaeology Online**

**Workshop: 22<sup>nd</sup> May 2012**



## Programme:

|                      |  |
|----------------------|--|
| <b>2pm</b>           | <b>Introduction by Chiara Bonacchi</b>                       |
| <b>2.15 – 3.30pm</b> | <b>Speakers as listed below, chaired by Lorna Richardson</b> |
| <b>3.30pm – 5pm</b>  | <b>Discussion led by Don Henson (CASPAR)</b>                 |
| <b>5pm onwards</b>   | <b>Wine reception</b>  |

## Speakers:

**Lorna Richardson**

**UCL Centre for Digital Humanities/Institute of Archaeology**

### **Public Archaeology on the Internet: An Overview**

This paper will set out the 2012 'lie of the land' for UK projects undertaking Public Archaeology online, and provide an introduction to the key issues to be discussed during the workshop

**Cara Jones**

**Archaeology Scotland**

### **Adopt-a-Monument: Digital Barriers to Our Grand Plans**

Adopt-a-Monument is a five year scheme which encourages communities to take a lead role in conserving and promoting their local heritage. We help with a variety of tasks and activities, which includes project planning and fundraising, site survey and recording, as well as guidance on interpretation and dissemination of results. As part of the new phase of Adopt-a-Monument (2011-2016), we have been keen to promote the use of new digital technologies, such as on-site digital interpretation and utilisation of existing online resources. While we are still just getting started, we have already identified key digital barriers when working with our groups, issues which range from connectivity to actual access to computers. This paper aims to discuss those barriers, to present our early attempts to overcome them and to spark discussion on this issue.

**Dan Pett**

**Portable Antiquities Scheme**

### ***Sisyphus* and the Troll on the Gate of the Digital Divide: Barriers to Online Participation With the Portable Antiquities Scheme**

This paper will address a variety of barriers that are readily apparent in the Portable Antiquities Scheme's (PAS) attempts to engage a world-wide audience with its online and offline offer. It will look at the problems of ethics and recording of archaeological objects from disturbed contexts, technological and knowledge transfer challenges and the effects of internet 'trolls' on the participatory experience. The digital offer of the PAS has been available since 1999 and now has an annual audience of over 500,000 visitors and has over 20,000 contributors to the project.

**Doug Rocks-MacQueen**  
**University of Edinburgh, Open Access Archaeology**

**Title tbc.**

"Why isn't your organization (insert "on Facebook", "Tweeting", "Blogging", etc.)?", a now very common question in the world of archaeology. There is a lot of peer pressure on archaeologists and their organizations to be involved in social media. However, very few of us, archaeologists, understand the time commitments involved or what this even means. Moreover, very few people know how individuals interact with social media, an aspect that is too often over simplified, and how that can affect archaeologists or their organization. This presentation looks at a series of surveys, of both archaeologists and non-archaeologists, and several case studies, such as archaeologists getting fired for blogging, to illustrate the problems holding back archaeologists and archaeology organizations from fully embracing social media.

**Hugh Corley**  
**English Heritage**

**The Risky Business of Organisational Social Media**

Organisations like English Heritage struggle to get to grips with social media, while the value is apparent so too are the risks. We have always taken our message to our audiences, speaking at conferences and to archaeology societies, however, our online audience dwarfs this traditional outreach. In this time of austerity it can feel like a single negative tabloid article can doom the entire organisation. With this risk in mind, how do we use social media and how can we use the audiences we have amassed to our greatest benefit? How serious can we take our online audience, is 'liking' a YouTube video the same as taking the time out of your evening to go see a talk in the town hall? Is this really engagement or are we just fooling ourselves? How do we make the most of our audience to raise awareness of archaeology and motivate them to help us protect and preserve our heritage?

**Dr Joe Flatman & Laura Cream**

**UCL Institute of Archaeology / UCL Public Engagement Unit**

**Archaeology Gets Inspired: Examples of Online Public Engagement From Across UCL**

This talk will showcase some of the best practice and innovation from across UCL disciplines and departments, focussing on how online public engagement has been used by UCL academics and early career researchers to enhance face-to-face activity, rather than replace it. Joe Flatman will comment on the potential for applying this learning within the Institute of Archaeology.

**Participate online as well as at the workshop!**

Wi-Fi logins will be provided, the Twitter hashtag is #digipubarch, and there will be an open etherpad for discussions with online participants and to keep notes from the day.